



Euromonitor
International

Tourism Flows in Kenya

December 2025

Table of Contents

KEY DATA FINDINGS

2025 DEVELOPMENTS

Inbound tourism continues to strengthen as visa reforms, connectivity and product diversification widen appeal

Outbound travel gains momentum as rising incomes, digitalisation and regional integration support cross-border demand

PROSPECTS AND OPPORTUNITIES

Inbound growth expected to advance as Kenya scales niche tourism, sustainability and digital-led destination discovery

Outbound travel set to expand, driven by regional mobility, lifestyle upgrades and demand for curated experiences

CATEGORY DATA

Table 1 - Inbound Arrivals: Number of Trips 2020-2025

Table 2 - Inbound Arrivals by Country: Number of Trips 2020-2025

Table 3 - Inbound City Arrivals 2020-2025

Table 4 - Inbound Tourism Spending: Value 2020-2025

Table 5 - Forecast Inbound Arrivals: Number of Trips 2025-2030

Table 6 - Forecast Inbound Arrivals by Country: Number of Trips 2025-2030

Table 7 - Forecast Inbound Tourism Spending: Value 2025-2030

Table 8 - Domestic Tourism by Destination: Number of Trips 2020-2025

Table 9 - Domestic Spending: Value 2020-2025

Table 10 - Forecast Domestic Tourism by Destination: Number of Trips 2025-2030

Table 11 - Forecast Domestic Spending: Value 2025-2030

Table 12 - Outbound Departures: Number of Trips 2020-2025

Table 13 - Outbound Departures by Destination: Number of Trips 2020-2025

Table 14 - Outbound Tourism Spending: Value 2020-2025

Table 15 - Forecast Outbound Departures: Number of Trips 2025-2030

Table 16 - Forecast Outbound Departures by Destination: Number of Trips 2025-2030

Table 17 - Forecast Outbound Spending: Value 2025-2030

Travel in Kenya - Industry Overview

EXECUTIVE SUMMARY

Travel in 2025: The Big Picture

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 18 - Surface Travel Modes Sales: Value 2020-2025

Table 19 - Surface Travel Modes Online Sales: Value 2020-2025

Table 20 - Forecast Surface Travel Modes Sales: Value 2025-2030

Table 21 - Forecast Surface Travel Modes Online Sales: Value 2025-2030

Table 22 - In-Destination Spending: Value 2020-2025

Table 23 - Forecast In-Destination Spending: Value 2025-2030

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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