CBI Netherlands, in partnership with STTA Kenya, held a training workshop on market intelligence for tour operators, focusing on travel trends in the European Markets. The one-day program took place on November 2nd 2019 in Nairobi, and had participated of 120 tour operators, a majority from the Tour Operators Society of Kenya (TOSK). STTA has a capacity building partnership with TOSK, to offer training to members on all aspects of sustainability.

The training presentations on CBI market information for tourism aimed at helping tour operators leverage market trends for sales growth. CBI provided an analysis of the European travel market, to update participating tour operators on possible ways of adapting aspects of their product offerings to appeal to current preferences of European buyers.

“Free/Fully/Foreign Independent Travelers, (FIT) make up to 40% – 60% of all outbound travelers from the European Union. The customer journey of a FIT traveler will include their liking for unique experiences, their specific demands for what they spend on, their tendency to make online bookings, and share experiences online,” explained Tjalling de Boer, a Market researcher with CBI.

STTA made a presentation on tourism niches that have potential to boost sustainable tourism growth in Kenya. Kenya’s national tourism blue print 2030 recommends the development of niche products to revive international tourism, and diversify current product offerings. Potential niche products based on growth and contribution to sustainable destinations include wellness tourism, cultural tourism, bleisure tourism, solo women travel, and ecological tourism. “We have opportunities to innovate based on travel trends. Consumption patterns in travel are changing, and tourists do not want ritualistic activities, but authentic travel experiences”, said Judy Kepher Gona, of STTA.

An increasing number of tourists from Europe pick developing countries as their holiday destinations. CBI market studies provide market intelligence to understand better which European markets offer the most opportunities for product offerings in Kenya. The tour operators now have access to CBI studies and other templates on CBI website, to find their own target market groups.

CBI, the Centre for Promotion of Imports from developing countries, is part of the Netherlands Enterprise Agency and is funded by the Dutch ministry of foreign affairs. CBI Market information helps companies in developing countries to export their products to European Markets. STTA is an expert organization in the sustainable management of tourism for destinations and businesses. STTA’s promise is to deliver future proofed businesses, grounded on sustainability principles, with clear impact strategies, improved performance, engaged workforce operating in thriving communities and environment.

For more information, contact:
STTA
Email: admin@sttakenya.org
www.sttakenya.org

CBI
Email: marketinginfo@cbi.eu
www.cbi.eu/marketinginfo