

**Effect Of Covid-19 Pandemic On Kenya's Hospitality Sector: A Market Analysis
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Abstract

The Kenya's hotel sector has experienced unprecedented challenges amplified by Covid-19 pandemic. However, there exist paucity of robust data in terms of market analysis to help inform a post-covid-19 pandemic market performance strategy for the hospitality sector's recovery. This study employed a systematic analysis of ten-year secondary data of two hundred and fifty-two (252) Kenya's hospitality facilities to indicate the market performance trend. The data generated was in terms of percentage occupancy, average daily rate (ADR); average per available room (RevPAR); and demand, supply and revenue performance. The results showed that even though Kenya's hospitality sector had an average market performance before the Covid-19 pandemic, the pandemic has deepened the market performance. Finally, a post-Covid-19 pandemic market performance response and recovery strategies are proposed.

Key words: Covid-19 pandemic; Kenya's hospitality sector; Market analysis trend