

Travel and Tourism in Nigeria

<https://marketpublishers.com/r/TF7F5FE3D67EN.html>

Date: July 2014

Pages: 23

Price: US\$ 600.00 (Single User License)

ID: TF7F5FE3D67EN

Abstracts

After years of neglect, the Nigerian government has finally realised the importance of travel and tourism as a strategic sector in the national economy. Through the Nigeria Tourism Development Corporation (NTDC), it has recently created a new brand, Fascinating Nigeria, with the aim of revitalising the struggling industry as well as developing its value chain. This move aims to make travel and tourism a major contributor to the nation's GDP and to boost non-oil revenues as Nigeria continues on...

Euromonitor International's Travel and Tourism in Nigeria report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2009-2013, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2018 illustrate how the market is set to change.

Product coverage: Car Rental, Demand Factors, Health and Wellness Tourism, Online Travel Sales to Country Residents, Tourism Flows Domestic, Tourism Flows Inbound, Tourism Flows Outbound, Tourism Receipts and Expenditure, Tourist Attractions, Transportation, Travel Accommodation, Travel Retail.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel and Tourism market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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