

# Travel and Tourism in Nigeria

<https://marketpublishers.com/r/T2AB9871884EN.html>

Date: November 2020

Pages: 50

Price: US\$ 350.00 (Single User License)

ID: T2AB9871884EN

## Abstracts

Travel and Tourism in Nigeria

### Summary

Travel & Tourism in Nigeria industry profile provides top-line qualitative and quantitative summary information including: market share, market size (value and volume 2015-19, and forecast to 2024). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

### Key Highlights

The travel and tourism industry consists of revenues generated by passenger airlines, passenger rail, foodservice, hotels and motels, travel intermediaries and casinos and gaming.

The Nigerian travel & tourism industry had total revenues of \$19.9bn in 2019, representing a compound annual growth rate (CAGR) of 0.3% between 2015 and 2019.

The foodservice segment was the industry's most lucrative in 2019, with total revenues of \$7.8bn, equivalent to 39.3% of the industry's overall value.

Economic growth accelerated in 2018 to 1.9% on the back of rising oil prices in the first half of 2018. Economic growth in the country has had a positive impact on domestic tourism, as consumers have been more willing to spend across multiple segments.

## Scope

Save time carrying out entry-level research by identifying the size, growth, and leading players in the travel & tourism market in Nigeria

Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the travel & tourism market in Nigeria

Leading company profiles reveal details of key travel & tourism market players' global operations and financial performance

Add weight to presentations and pitches by understanding the future growth prospects of the Nigeria travel & tourism market with five year forecasts by both value and volume

## Reasons to Buy

What was the size of the Nigeria travel & tourism market by value in 2019?

What will be the size of the Nigeria travel & tourism market in 2024?

What factors are affecting the strength of competition in the Nigeria travel & tourism market?

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### COMPANIES MENTIONED

UAC of Nigeria PLC

McDonald's Corp

AccorHotels

Louvre Hotels

Booking Holdings Inc

Best Western International Inc

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