

Intelligence Report showcases trends in Nigeria's tourism industry

Jovago Nigeria has released its high impact Intelligence Report showcasing research carried out on key tourism sector trends and innate possibilities for the economy.



This event also served as part of a line-up of activities marking the second anniversary of the company in Nigeria.

Marek Zmyslowski, managing director of Jovago Nigeria, said Jovago is excited to be celebrating its anniversary at this time where Nigeria's hospitality industry is showing positive growth potential.

"E-commerce is the future of business and Nigeria being one of the fastest growing economies in the world has the market size and talent pool to develop this space. As focus on this area grows, we find the hospitality industry will follow this upward trend and this is something we are optimistic about," he said.

Based on the reports, the nation's tourism sector continues to experience robust developments on the back of increased internet access and improved mobile connectivity.

Creating awareness

Excited about the additional effort the company is making to improve the state of the local tourism sector, Sally Mbanefo, director general of the Nigerian Tourism Development Corporation, represented by assistant director, Dupe Omojola said: "This work that Jovago has begun is one that we are very proud of. It is in line with our agenda to create awareness for travel and tourism within Nigeria and we are looking forward to an even stronger partnership between both organisations."

With the federal government targeting the transformation of key sectors of the economy under the new broadband regime, pundits expect this move to raise the hospitality sector's capacity to contribute efficiently to the nation's total gross domestic product.

A survey carried out by the group found that 92% of Nigerians who booked hotel and other services online were satisfied with the speed of the booking experience. With online businesses having the potential of contributing over \$500m to

Nigeria's economy annually, stakeholders in this industry are set to take advantage of the opportunities that arise.

View the report on www.jovago.com

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