

# Investing in Tourism & Hospitality

## Gombe State

Jewel in the Savannah



**Gombe State** is located in Northeastern Nigeria. It was created out of Bauchi state on 1st October, 1996 by the then military Head of State, **Gen. Sani Abacha**. The capital and largest city is Gombe.

### Facts & Figures of Gombe

**Land area:** 20,265km<sup>2</sup>

**University:** (2) Federal – 1, state – 2

**Registered Companies:** 80

**Revenue:** N48.46b

**2021 Budget:** N120.34b

**Gombe** is one of the northeastern states in Nigeria. Which spreads over an area of **20,265 km** square and made up of 11 local govt areas. It is located between between latitude 9 30" and 12 30" north and longitude 8 45" and 11 45" east. It shares boundaries with **Yobe** in the north, **Borno** State in the east, **Adamawa** and **Taraba** in the south and **Bauchi** in the west.

IGR Growth 2019 – 2020 -**25.5%**  
Total Revenue growth – **33.54%**

## 10 Reasons to Invest in Gombe

1. **No1 in Ease of Doing Business in Nigeria**
2. Safety and Stability
3. One of Nigeria's most diverse and peaceful states.
4. Home to Multinationals
5. Market Access to International Markets.
6. Natural Resources in Abundance
7. Central to the North Eastern Region
8. Low Risk Investment Environment
9. Skilled, Young and available workforce
10. Clear and large market potential for different goods & services

Gombe State has been **ranked number one** by a survey on the Ease of Doing Business (EoDB) in Nigeria, according to a report by the Presidential Enabling Business Environment Council (PEBEC). Gombe State was ranked number one with an overall **average score of 7.69, out of a maximum score of 10**

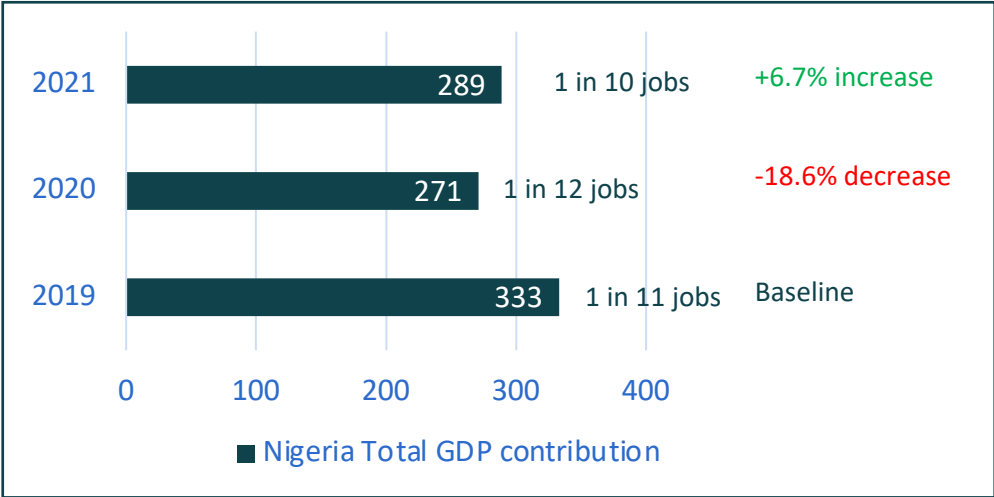
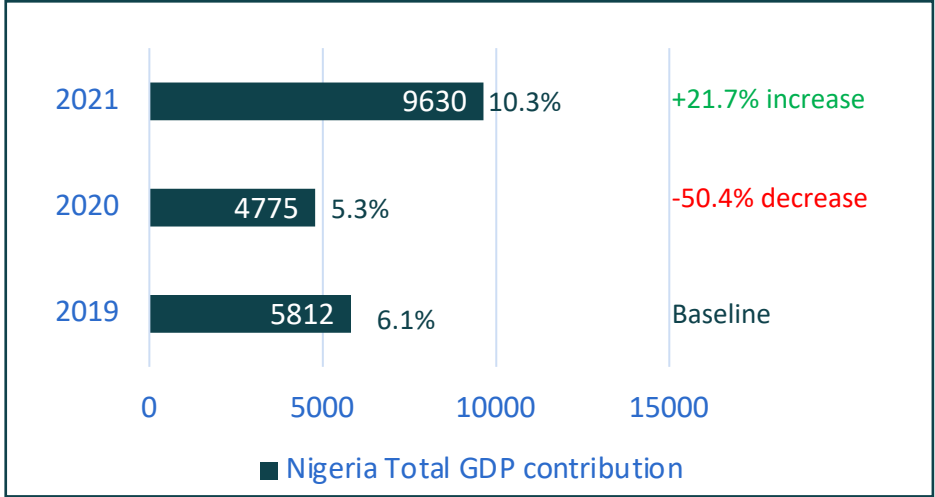
Total Population <b>3,472,223</b>	<b>1,770,834</b> Male
	<b>1,701,389</b> Female

- **Date of Creation:** 1st October 1996
- **Geopolitical Zone:** Northeast Nigeria



# Why Gombe is ready for you

Nigeria's Travel and Tourism sector has bounced back since its decline during the pandemic



Nigeria's GDP contribution to the Travel & Tourism Industry Increased by **21.7%** between 2020 & 2021



	2019	2020	2021
International Travel	N654.0 <sub>BN</sub> 10.3% of total exports	N139.5 <sub>BN</sub> 3.5% of total exports	N139.3 <sub>BN</sub> 2.6% of total exports
Domestic Travel	N4,240.7 <sub>BN</sub>	N2,445.3 <sub>BN</sub> -42.3% change	N3,733.3 <sub>BN</sub> 52.7% change



Gombe State will Promote world class, high quality visitor experiences for investors

Nigerians are spending more money on domestic travel and tourism versus international. A large percentage of their spending is more focused on leisure spending than business spending

Domestic Spending:

\$10,357.7m (87%)

2020

International Spending:

\$1,597.3m (13%)

2020



Domestic Spending:

\$9,118m (96%)

2021

International Spending:

\$340.2m (4%)

2021

# Gombe provides different Market Opportunities in the sub-sector

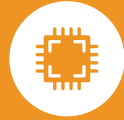
**Estimated Market Size**  
**\$102m**



**Tourism**

Gombe state has a rich cultural heritage and landscape that can attract tourists from within and outside Nigeria

**Estimated Market Size**  
**\$92.5m**



**Travel Agency/  
Services**

The influx of tourists and night guests would trigger the demand for car hire services, airlines, tour guides, etc. in Gombe state.

**Estimated Market Size**  
**\$413m**



**Hotels/ Event  
management**

Gombe state has been among the State in the northeast currently enjoying relative peace has remained a top destination for meetings, incentives, conferences, and exhibitions (MICE), thus the needs for rooms and other services

**Estimated Market Size**  
**\$60m**



**Catering  
Services**

The influx of tourists and night guests would trigger the demand food and other catering services

**DID YOU  
KNOW**



Domestic tourism is over six times larger than international tourism (in number of overnight trips). Domestic tourism expenditure is higher than inbound spending in most large destinations.

# Gombe is a potential “go – to” for freelancers

While the popularity of virtual meetings will probably slow the return of corporate travel, newly independent workers provide advantages.

Leisure travellers who carry laptops are taking more trips and lengthening them by more days and money.

Lodgings near major corporate headquarters will benefit from an influx of bookings from employees convening for longer periods.

Untethered from the office, workers with flexibility are expanding the travel pie

**38%**

of people travelling for work increased their travel days by 3-- 6 days in locations with excellent hotel services

Travelers with intent to fit in some work while away planned **twice as many trips** in the 2022 holiday season

More than half of laptop luggers added 3 or more days to the duration of their longest leisure trip due to remote working flexibility

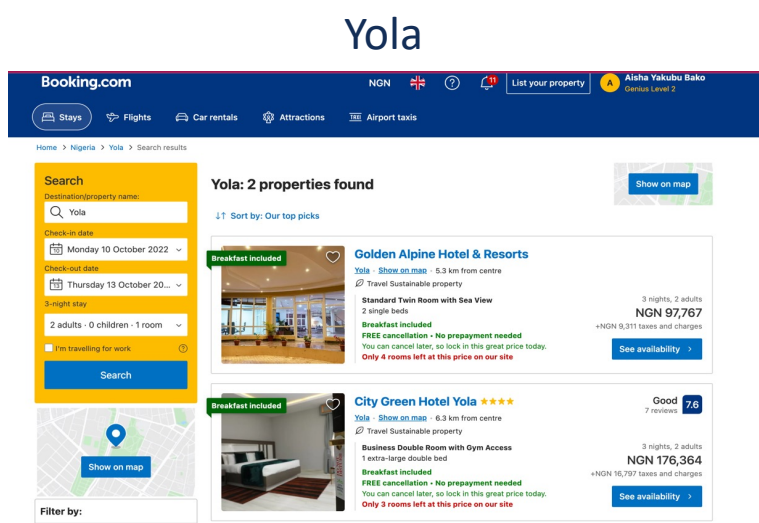
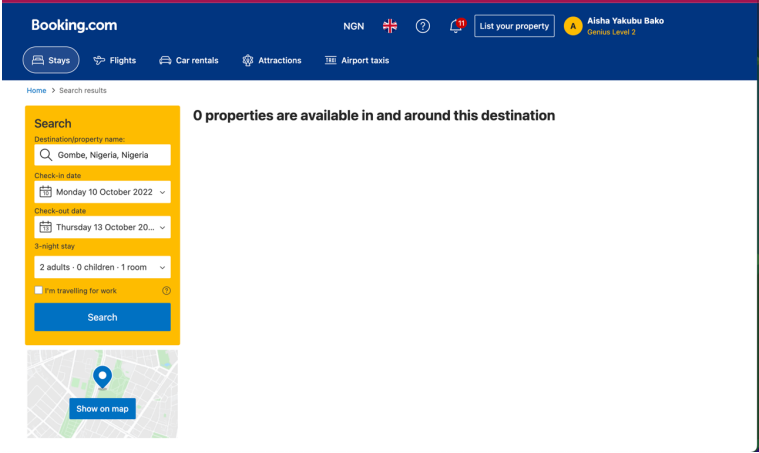
**29%**

of working vacationers are more than twice as likely to increase the budget for their leisure trip as compared to 2019

**Beyond the pandemic, travellers will also want to explore the world differently, see new places and do new things.**

# Investors are invited to take up the opportunity for alternative accommodation

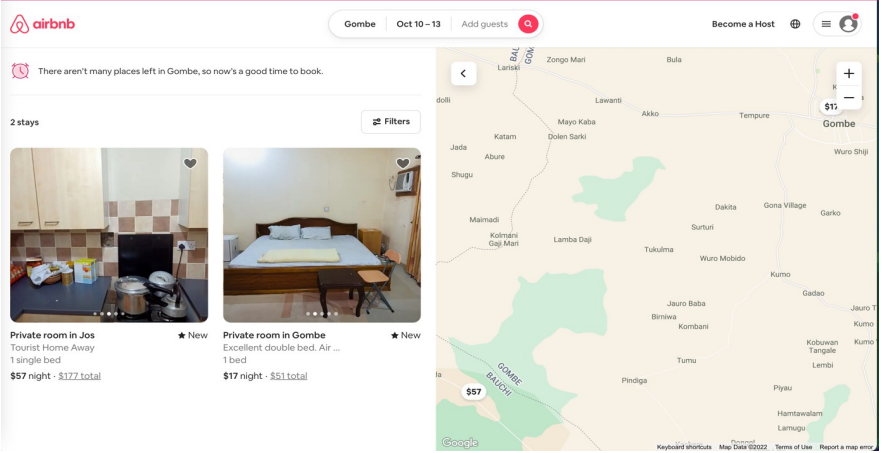
## Gombe



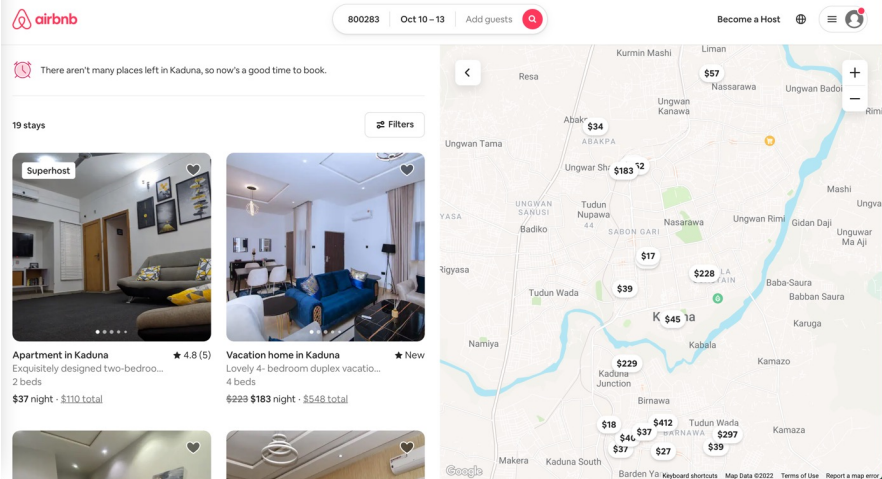
The “Bleisure” traveller who mixes business trips with leisure

Increased interest in alternative accommodations is pushing hospitality providers to evolve. Hotels that can are elevating home-like amenities, such as kitchens, adjoining rooms, and space to work.

## Gombe



## Kaduna





# Other areas to Invest



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Long term leases

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Land for resorts - PPP

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Greenfield Hotel buildings

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Acquisition of existing

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Management Contracts



# Look Forward To A Mutually Beneficial Relationship...

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