EXECUTIVE SUMMARY

This report presents a comprehensive research and competitive analysis of **Four Points by Sheraton (Victoria Island, Lagos)**, a luxury hotel located in Nigeria. The purpose of this research is to examine the hotel's operations, services, target market, customer experience, digital presence, and competitive position within Nigeria's hospitality industry.

The analysis compares Four Points by Sheraton Hotel with three major competitors: **Eko Hotel & Suites (Victoria Island, Lagos)**, **Radisson Blu Anchorage Hotel (Victoria Island, Lagos)**, and **Transcorp Hilton Abuja (Maitama, Abuja)**.

Key Findings Include:

The Nigerian hotel and hospitality industry is an important part of the country's tourism and service economy. The following key findings highlight the current state, opportunities, and challenges within the industry:

1. **Tourism contributes significantly to Nigeria's economy.**
   Tourism contributed approximately **3.7% of Nigeria's GDP in 2023**, while tourism-related activities accounted for about **2.9% of total employment**. This demonstrates the sector's contribution to economic activity and job creation.
2. **Hotel occupancy remains relatively strong in major markets.**
   Lagos hotel occupancy reached **66.7% in October 2025**, with industry projections suggesting occupancy could remain within the **high (60%) to low (70%) range** in the coming years. This indicates strong demand, particularly for hotels serving business and corporate travellers.
3. **Lagos has a large and growing hotel market.**
   Lagos currently has approximately **10,728 hotel rooms (keys)**, with another **3,709 rooms in the development pipeline**. However, more than one-third of these planned projects are reportedly on hold because of high construction costs, currency fluctuations, and cautious investment.
4. **Hotel revenue has increased substantially.**
   Revenue generated from hotel rooms by Nigeria's two publicly listed hotel companies increased from **₦58.42 billion in 2024 to ₦81.33 billion in 2025**, representing a **39.2% increase**. This reflects stronger demand and improved financial performance among major hotel operators.
5. **Lagos remains a major hospitality and business destination.**
   During the 2025 festive period, hospitality and accommodation generated approximately **₦175.4 billion**, representing **44.2%** of the ₦396.54 billion economic activity recorded across the broader Lagos Detty December period.
6. **Nigeria continues to attract hotel investment.**
   Nigeria had **48 hotel projects involving approximately 7,320 rooms** in the 2025 hotel

Factor	Four Points by Sheraton	Eko Hotel & Suites	Radisson Blu Anchorage	Transcorp Hilton Abuja
Location	Victoria Island, Lagos	Victoria Island, Lagos	Victoria Island, Lagos	Maitama, Abuja
Positioning	A reliable, high-volume corporate and business-class hotel	Luxury, entertainment & events	Luxury business & leisure	Luxury business, government & diplomatic
Room Inventory	232 rooms & suites.	Large-scale hotel complex	170 rooms & suites	667 rooms & suites
Major Strength	Global brand backing and comprehensive infrastructure.	Large events/convention capacity	Waterfront location & business facilities	Strong corporate reputation & institutional clientele
Key Customer Segments	Corporate executives, Leisure and staycations, Event planners and international business travelers.	Corporate, leisure, entertainment & events	Corporate & leisure travellers	Government, diplomatic, corporate & conference guests