



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY



ANNUAL REPORT 2024



Highlights and Plans

Prepared By:

**LBS
Hospitality
Initiative**

Date

**December,
2024**

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Letter from the Academic Director



Belinda Nwosu

Academic Director,
LBS Hospitality Initiative.
Faculty, Lagos Business School

As we reflect on 2024, I am immensely proud of the strides we have made in advancing Africa's hospitality and tourism industry. This year, our initiatives were driven by innovation, collaboration, and a steadfast commitment to creating lasting impact.

From hosting transformative events to forging meaningful partnerships and delivering impactful capacity building programmes, we have remained true to our mission of empowering industry professionals and fostering growth in the sector. These achievements were only possible through the support of our valued partners, participants, and team members.

As we look ahead, we are excited about the opportunities that 2025 holds. With new projects, expanded collaborations, and a shared vision for growth, we invite you to join us in building an even brighter future for the industry.

Thank you for being part of this journey.

4

No of Projects Deployed

**15+**

No of Companies Reached

**300+**

No of Participants Reached



Initiative Overview



Advice, Engage, Research, Build

Since our inception, we have established ourselves as a platform for collaboration and growth, offering tailored solutions to address industry challenges while identifying opportunities for sustainable development.

We envision a thriving hospitality industry in Africa – one that is resilient and innovative. By providing advisory solutions, fostering collaboration, empowering leaders and delivering insightful research, we aim to create a future where African hospitality shines on the global stage, setting new standards for excellence and sustainable growth.

Vision

Developing responsible leaders to drive the growth of Africa's hospitality Industry

Mission


To walk alongside businesses and individuals in the African hospitality industry, offering practical solutions to the challenges they face and helping them unlock their full potential.

2024 Highlights



The Hospitality Retail Summit hosted by Africa Retail Academy, Lagos Business School (LBS), held on June 5, 2024. It was a premier event exploring the critical role of standardisation in enhancing customer experiences in Nigeria's hospitality sector.

Convened by Dr. Belinda Nwosu, the Summit attracted 22 distinguished speakers and numerous industry stakeholders. The theme sought to underscore the importance of standardisation in achieving operational efficiency, ensuring consistent quality, and maintaining brand integrity within the hospitality industry.



The first set of Hospitality programmes at Lagos Business School officially launched on September 3, 2024. We ran the “Developing Leaders in Tourism and Hospitality” programme, designed to equip middle managers with the knowledge and skills needed to step into strategic leadership roles within their organisations and the broader industry.

2024 Highlights



LAGOS BUSINESS SCHOOL
PAN-ATLANTIC UNIVERSITY

Harnessing Innovation and Trends in Tourism and Hospitality Management

Master the current investment landscape for smarter decisions in hospitality and tourism

Start date
Sept 9

Programme duration
3 days

Mode of delivery: **Hybrid**

From 9th to 11th September, 2024, we ran the “Harnessing Innovation and Trends in Tourism and Hospitality Management” programme. This brought together hotel owners, government officials in tourism, investors seeking portfolio diversification, and professionals within the tourism and hospitality space.

Lunch and Learn Event

The Initiative held its first lunch and learn event on 7th November, 2024 – bringing together minds and voices from across the supply chain sector especially in the QSR space.

Our facilitator, the Director of Logistics for Burger King Nigeria Hussein brought the conversation to life using real-world case studies drawn from his personal experiences. We are currently working on a white paper imbued with the insights from these discussions.

LBS HOSPITALITY INITIATIVE INVITES YOU TO

Lunch and Learn 2.0

SHARING, GROWING, LEADING
A FORUM FOR HOSPITALITY PROFESSIONALS

THEME

Navigating Supply Chain Disruptions

November 7th, 2024
10:30am-2:30pm
N100,000

Wheatbaker | Ikeja Lagos

TARGET AUDIENCE

This Session Is Designed For Executives Across Diverse Sectors Who Are Involved In Supply Chain Management, Operations, Or Logistics.

ONLY 25 SEATS AVAILABLE

REGISTER YOURSELF HERE

CONTACT

07077334372
hospitalityinitiative@lbs.edu.ng

GUEST SPEAKER
HUSSEIN DAABOUL
Director, Supply Chain & Logistics, Burger King Nigeria

Picture Highlights, Hospitality Retail Summit, 2024



Lagos Business School
AFRICA
RETAIL ACADEMY

Hospitality Retail Summit

THEME
Rethinking Standardisation in Hospitality Retail

Wednesday, June 5, 2024
Lagos Business School
9:30 am WAT

Register here: <https://events.lbs.edu.ng/HospitalitySummit>

AACSB ACCREDITED AMBA ACCREDITED EQUIS ACCREDITED ISO 9001 ACCREDITED

SPONSORED BY **KING** **Coca-Cola** **JUSTFOOD** **Wakanow** **Radisson** **AZALAI** **BON HOTELS**



Advisory Board Members



Mossadeck Bally
CEO, Azalai Group



Trevor Ward
CEO, W Hospitality Group



Jameel Verjee
CEO, CityBlue Hotels



Moyo Ogunseinde
Executive Director, Uruga Real Estate

Upcoming Programmes

Sales Building and Profitability Workshop

This workshop is designed to help restaurant managers enhance both sales and profitability through effective analysis and strategic planning.

June 3 – 4, 2025

Harnessing Innovation and Trends in Tourism and Hospitality

This programme is tailored to equip senior executives and key team members with the knowledge and skills needed to excel in the dynamic tourism and hospitality sector.

July 1 – 3, 2025

Developing Leaders in Tourism and Hospitality

This leadership programme is designed to prepare mid-level managers with the knowledge and skills to assume strategic leadership positions in their organizations.

July 8 – 9, 2025

Hotel Investors Masterclass

This programme is designed to guide hotel investors and developers through the key phases of planning, asset management, and investment analysis in hotel development.

Starts July 2025

Events

Lunch and Learn Events

We have four lunch and learn events each year, held quarterly. This event is designed to foster learning and networking among professionals in the hospitality and tourism sectors.

Webinars

We organise at least two webinars each year, to facilitate knowledge sharing within the industry

Franchising Summit

This event aims to explore the opportunities and challenges in the franchise sector across Nigeria and Africa and lay the groundwork for actionable steps to strengthen and sustain franchising as a viable growth model on the continent.

To Be Announced

Hospitality and Tourism Summit

While the specific theme and detailed agenda will be communicated in the coming weeks, attendees can expect robust discussions, engaging panels, and networking opportunities designed to foster partnerships and solutions for a thriving African hospitality and tourism landscape.

Nov. 12 – 13, 2025

Study Trips

Immersive Trip To Rwanda

This exclusive study trip offers a deep dive into Rwanda's success in the MICE sector, showcasing how a once lesser-known destination has transformed into a global leader.

May 11 – 16, 2025

Immersive Trip To Ghana

This study trip is designed for executives in the QSR space. They will have the chance to learn from local experts, explore innovative approaches to dairy production, and uncover potential solutions that could be applied to their own supply chain operations.

Sep. 8 – 11, 2025

Research Outputs

Our team generates regular reports on key aspects of the hospitality industry, ensuring that businesses have access to the latest data and trends.

These efforts include producing market reports, technical notes, and developing case studies that reflect the realities of the African ecosystem. By focusing on indigenous perspectives, our research aims to drive meaningful development and provide actionable recommendations for industry stakeholders.

Collaboration Opportunities

At LBS Hospitality Initiative, we understand the diverse needs and priorities of stakeholders across the hospitality and tourism industry.

In addition to our planned programmes, events, and research offerings, we also provide opportunities for tailored collaborations to align with your unique goals.

Whether you're interested in

- Supporting a specific type of research report that addresses key challenges or opportunities in the industry,
- Advisory services to solve business problems,
- Partnering on a customized event designed to engage a target audience,
- Co-curating a capacity-building programme for a specific target audience or,
- Enlisting us to deliver a customised capacity building programme for your company or team members,

We are open to exploring these possibilities with you !



Thank You To All Our Sponsors

Thank you once again to all our sponsors who have supported us one way or another, throughout the year.



As we prepare for 2025, we are actively seeking sponsors to support some of our projects . If you are interested in becoming a sponsor, we would be delighted to explore a potential collaboration with you. Please click the button below to inquire about sponsorship opportunities.

Become A Sponsor

Contact Us



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