

NIGERIA

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS¹

GLOBAL DATA 2019



While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



1 in 4 net new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2018 data). Share of total economy GDP



NIGERIA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

4.5% OF TOTAL ECONOMY

Total T&T GDP = NGN6,534.4BN (USD18,077.4MN)

+2.2%

2019 Travel & Tourism GDP growth vs **+2.1%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

3,354.4 JOBS (000's)
(4.7% of total employment)

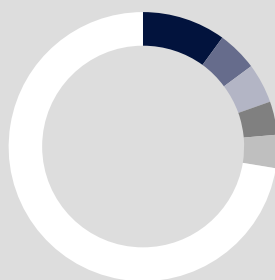


INTERNATIONAL VISITOR IMPACT

NGN864.9_{BN}

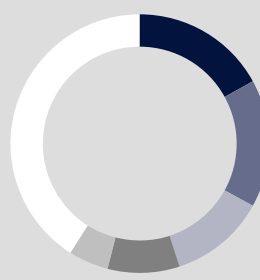
in visitor spend (**4.1%** of total exports)
(USD2,392.9MN)

INBOUND ARRIVALS



- 1. NIGER **10%**
- 2. BENIN **5%**
- 3. CAMEROON **5%**
- 4. UNITED STATES **4%**
- 5. CHINA **4%**
- **REST OF WORLD 72%**

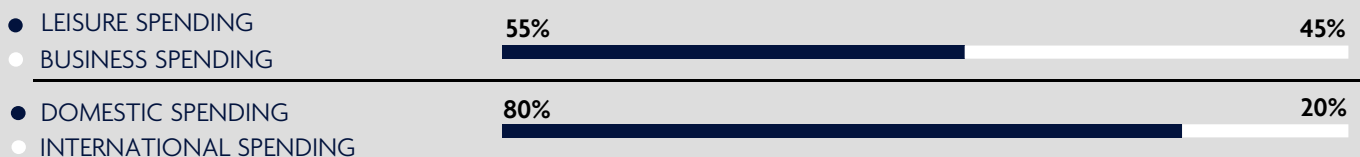
OUTBOUND DEPARTURES



- 1. UNITED STATES **17%**
- 2. GHANA **16%**
- 3. SAUDI ARABIA **12%**
- 4. UNITED KINGDOM **9%**
- 5. SOUTH AFRICA **5%**
- **REST OF WORLD 41%**

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020