**NIGERIA**

**2020 ANNUAL RESEARCH: KEY HIGHLIGHTS**

### GLOBAL DATA 2019

- **10.3%**
  - Total GDP contribution

- **330 Mn**
  - Jobs globally (1 in 10 jobs)

### 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%**
6. **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%**
6. **REST OF WORLD 41%**

### SECTOR CHARACTERISTICS (2019)

- **LEISURE SPENDING**
  - 55%
- **BUSINESS SPENDING**
  - 45%
- **DOMESTIC SPENDING**
  - 80%
- **INTERNATIONAL SPENDING**
  - 20%

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