**NIGERIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution

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

- **4.5%** OF TOTAL ECONOMY
  - Travel & Tourism grew significantly more at 3.5%

- **+2.2%**
  - Global GDP impact by sector (2018 data). Share of total economy GDP

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **4.5% OF TOTAL ECONOMY**
  - Total T&T GDP = NGN6,534.4BN (USD18,077.4MN)

**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%**

**SECTOR CHARACTERISTICS (2019)**

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

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

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