1. NIGERIA 2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

- **10.3%**
  - Total GDP contribution

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

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:
- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

NIGERIA 2019 KEY DATA

- **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

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

INTERNATIONAL VISITOR IMPACT

- **NGN864.9BN**
  - 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)

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

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