**NIGERIA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

**GLOBAL DATA 2019**

- **10.3%**
  - Total GDP contribution
- **330MN**
  - Jobs globally (1 in 10 jobs)

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

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

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

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

**INTERNATIONAL VISITOR IMPACT**

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

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of Total Economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>30%</td>
</tr>
</tbody>
</table>

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

**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

**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%**

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%

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