**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**
  - 1 in 4 net new jobs were created by Travel & Tourism over the last five years
- **+2.2%** Real economy GDP growth vs +2.1% real economy GDP growth

**NIGERIA 2019 KEY DATA**

- **4.5% OF TOTAL ECONOMY** Total T&T GDP = NGN6,534.4BN (USD18,077.4MN)
- **3,354.4 JOBS (000’s)** (4.7% of total employment)
- **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%

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1 All values are in constant 2019 prices & exchange rates

As reported in March 2020