NIGERIA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

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

10.3%
Total GDP contribution

2.5%
3.5%

2.2%
vs +2.1%
real economy GDP growth

330MN
Jobs globally (1 in 10 jobs)

NGN864.9BN
in visitor spend (4.1% of total exports)

NIGERIA 2019 KEY DATA

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

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%

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