

OPPORTUNITIES IN THE NIGERIAN TOURISM SECTOR: GIANT STRIDES IN THE SOUTH WEST

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Introduction

- Nigeria is one of the fastest growing economies with largest population in Africa and the highest concentration of black people all over the world.
- Despite surmountable security challenges, Nigeria is a viable economy.
- Diverse nation with abundance of opportunities in many fields.
- Vast natural and human resources
- Opportunities in various sectors including tourism

Introduction... contd

- Diverse cultures – festivals, cultural celebrations, cultural sites
- Ethnic groups with DISTINCT and UNIQUE Cultures, Peoples, Myths, and ways of life
- Religious beliefs (spiritual tourism – imagine, for example, millions of people from all over Nigeria, and additional 20,000 persons from the Diasporas , the US, UK and other African countries attending the RCCG, Holy ghost Service every first Friday of the month)
- Benevolent climates: Rain forest, Savannah, Waterfalls, Rolling Hills, Caves, other natural attractions like deserts, serenity, wildlife etc
- Natural attractions – Warm springs, topography, geographical resources
- Population [and potential market] of 150 million people

Institutions and Agencies

- Nigeria National Park Service (NNPS)
- Nigerian Tourism Development Corporation (NTDC)
- State Tourism Development/Management boards

National Parks

- Lake Chad National Park
- Cross River National Park (Okavango and Oban sections)
- Gashaka-Gumti National Park,
- Kainji National Park (Borgu and Zugurma sections)
- Okomu National Park
- Old Oyo National Park
- Yankari National Park

Nigeria Tourism Potential

- World Travel and Tourism Council (WTTC) estimates tourism revenue in excess of US\$10bn (2007)
- 6% of GDP
- Employment generation
- Boost to commerce

Administrative Regime

- Tax holiday
- Longer years of moratorium
- Import duty exemption of tourism related equipment
- 25% tax exempt income for hoteliers
(rechanneled into tourism for 5 yr period)

Challenges

Borders largely on tourism infrastructures:

- Poor electricity
- Access roads to easily and quickly transport people with comfort through locations - Rail systems, light rails, trains, metrolines,
- Water transport
- Air Transport (Investments in airlines and airports construction)
- Potable water quality etc
- Education & Human Capacity development for quality service
- Security
- Insufficient accommodation, lodges, hotels, resorts etc in Nigeria
- Artificial tourism development as destinations
- Insufficient tourism leisure, conferences destinations, parks etc

South West

- 40 million people
- arable land and agricultural produce
- Numerous small and medium-scale enterprises
- Robust informal sector and human capital (artisans, traders, technicians etc)
- Dated and exciting tourist sites with global acknowledgement located in Ekiti, Oyo, Ile-Ife, Ibadan, Ilesa, Ogbomoso, Osogbo, Badagary, Idanre, Abeokuta

The new DAWN

- Development Agenda for Western Nigeria (DAWN)
- Effective transportation (including modern rail system),
- Security
- Infrastructural development
- Power and Energy
- Sports development
- Cultural exchanges and development

Ekiti State

- 300km from Lagos Airport and 40km from Akure Airport
- Undulating (rolling) hills dotting entire landscape
- Wildlife, rivers, waterfall, warm spring, unspoiled nature (fauna and forest)
- Local customs, homogeneous people, handicrafts
- People-friendly environment

People's Focus

- To our people, Tourism means
- Jobs, more Jobs and wealth creation
- quality service to all customers
- gateway out of poverty to economic progress
- they see prospects for greater respect and dignity and
- a better standard of living and a better life.

Govt Focus

- Attain regional leadership in Tourism
- Attain national recognition by December 2012
- Transform into significant national and international tourist destination
- Becomes an all year round tourist destination
- Branded as friendly, peaceful, stable and secure
- Positions Tourism as the driver and catalyst for its development and that of the region
- Competes favourably in the global tourism market place
- Bureau of Tourism Development

Conclusion

- With focus, Nigeria tourism sector is a money spinner (cf: growth in telecoms)
- Invitation to potential investors
- Readiness of government at state and fed levels
- Receptiveness of Nigerians to welcome foreigners
- **YOU ARE WELCOME TO INVEST IN NIGERIA'S TOURISM SECTOR**