

TOURISM

INTRODUCTION

Oyo State is endowed with a wide variety of rich natural resources and cultural features that can be productively utilized for its tourism development. These include a variety of tourism attraction that has historical, cultural and artistic appeal. There is currently one nomination for in Oyo State for the award of UNESCO heritage site, the old Oyo National Park which has been nominated since 1995.

In general, tourism in Oyo State (including hotels and restaurants) contributes 0.48% to the State's GSP, which translated to about \$9.6 million in 2011. Tourism in Oyo State has recently been recognized as a huge opportunity especially with the discovery of new tourist sites which could lead to more revenue for the State.

The tourism sector in Oyo state has huge potentials yet unexplored, which if fully supported, can contribute significantly to the economic diversification which will definitely lead to economic growth, reducing poverty, improving natural resource management, conserving biodiversity, employment generation, empowerment, community development, among others. Oyo state is endowed with a lot of these potentials that will be converted into tourism destinations.

Similarly, the tourism sector can serve as a magnet for foreign direct investments and affords Oyo State the opportunity to attract inward direct investment both for soft and hard tourism infrastructures.

The State has recognised that the current tourism landscape requires investment in terms of infrastructural and aesthetic upgrade in order to attract sufficient tourism traffic. To this end, the State has is inviting investors in this sector in a bid to make Oyo State a preferred destination for tourism and leisure activities in Nigeria.

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Oyo state is naturally blessed with a rich and rare blend of picturesque landscapes, amazing wildlife and a history of the culture and heritage of one of Africa’s oldest ethnic groups. It is also a state full of significant historical objects and sites. This mixture, if properly harnessed can never fail in pulling in an ever-generous tourism both home and abroad to the Nigerian state.

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OYO STATE TOURISM NATURAL ENDOWMENTS, ADVANTAGES AND INVESTMENT OPPORTUNITIES

ARTS, CULTURE AND FESTIVALS

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| <p>01. IGBO-ORA: TWINS FESTIVAL Twins, the birth of two offspring from the same pregnancy, is a relatively uncommon phenomenon, and as such, twins are often regarded as special. The twin festival is a platform to showcase Igbo-Ora as a town with the highest rate of twins and multiple births in the world.</p> | <p>02. OKE IBADAN FESTIVAL This is an ancient festival that is celebrated annually. Popular among locals, crowds flock to take part in the festivities. The festival name translates to “hill of Ibadan” and the festival includes legends about the original site of Ibadan, which was located on a hill.</p> |
| <p>03. SAKI- THE IRON POTS HUB Modern Saki is an exporter of cotton, swamp rice, teak, and tobacco. The flue curing of tobacco has been important in the area since 1940. Indigo is grown in the area for local dyeing, and the town is a traditional centre of cotton weaving.</p> | <p>04. ASO OFI- ISEYIN NARROW LOOM WEAVING The Yoruba town of Iseyin, 55miles north-west of city of Ibadan, is a tradition settlement and hub for cloth woven by men on a narrow horizontal loom which is the most important craft in Iseyin in terms numbers employed</p> |
| <p>05. AMALA FESTIVAL The peculiarly Oyo states combination of Amala, Ewedu, Gbegiri and Ogunfe serves as an excuse for a three-day festival of live music, eating contest and cooking Demonstration</p> | <p>06. OGBOMOSO DYEING CLOTH PRODUCTION Adire making centers with cloth production ranked among the most vibrant craft industry in Ibadan, Ogbomoso in Oyo state. The Ogbomoso weavers also make Sanyan, a cloth woven from silk brought from Ilorin (32 miles northeast). The indigo dyeing of the cloth is performed exclusively by women</p> |
| <p>07. OYO WOOD CARVING AND LEATHER WORK Tradition wood carving is still ongoing in Oyo, carvers continue to carve items such as twin wood statuette, calabash, wood sculpture, and decorative sculpture objects purposefully made for sale</p> | <p>08. ALAPANSAPA MASQUERADE Also known for his visit to Olubadan’s palace June every year, in and outside Ibadan, the Alapansapa masquerade was used in the past to fight and win many wars. It is said that if Alapansapa doesn’t go to the Olubadan palace, there will be no peace and prosperity in the land and that means the Olubadan is a bad person.</p> |



ADVENTURE, WILDLIFE AND LEISURE


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| <p>01. ADO AWAYE SUSPENDED LAKE Ado awaye suspended lake/ hanging lake lies about 20km west of Iseyin, Iseyin local government area of Oyo state. The suspended lake is housed on one of the crests of rocks commonly referred to in surveyors' language as the "sleeping lion".</p> | <p>02. AWBA DAM The Awba dam was constructed by the British government in April, 1964 to store water for domestic consumption, preserve fishing culture with University of Ibadan to facilitate hydro- biology and fishery reserved project, to develop the dam for recreational and ecotourism site. It was named after the river OBA which the European obliquely named Awba.</p> |
| <p>03. AGODI GARDENS, IBADAN Located in the heart of Ibadan, is Agodi gardens with lots of nice features including a water park, children's play area, rides, picnic spots, restaurant area, a lake and a mini zoo. It is very serene, lush and green; perfect for photo shoots, pre-wedding shoots, picnics, garden parties, outdoor events, concerts and even weddings.</p> | <p>04. ASEJIRE DAM The Asejire reservoir is in Oyo state in the south west of Nigeria on the Osun river, about 30 kilometers east of Ibadan. The reservoir was built in the late 1960s. With plentiful water supply, the reservoir remains full throughout the year.</p> |
| <p>05. IITA FOREST RESERVE & BIRDWATCHING IITA forest is considered as one of the best spots for birdwatching in Nigeria. The forest reserved is a matured guinea-congo lowland rainforest with scattered emergent. It also has a lake that people get to relax and have picnics</p> | <p>06. BOTANICAL GARDENS The university of Ibadan botanical gardens is situated some 3km to the north of the city of Ibadan, Oyo state, Nigeria at latitude 7, 26c north and longitude 3o 54c east and at a mean latitude of 227m above sea level. The botanical garden of the university is being developed to over 100 acres on the north of the site.</p> |
| <p>07. ELEYELE LAKE Eleyele reservoir is a modified natural wetland type with area of about 100km² including the catchment. The eleyele reservoir constructed in 1942, constitute a very important part of natural heritage which have widely been utilized by people of Ibadan environs for decades. It is one of the most important lake system in southwest, Nigeria that provides nursery and breeding grounds for a large variety of fish species</p> | <p>08. ZOOLOGICAL GARDEN IBADAN The university of Ibadan zoological garden was established in 1948 to support teaching and research in the department of zoology. Becoming a full-fledged zoo in 1974, it welcomes a large number of visitors from far and near every year. The garden is home to a wide array of animals comprising mammals, birds, reptiles and amphibians.</p> |





HERITAGE/ARCHEOLOGY

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| <p>01. BOWER'S TOWER The bower's tower is the highest hilltop in Ibadan giving a panoramic view of the city. It can be seen at the top of oke-are in Ibadan. It is an historic monument put up to honour Captain Robert Lister Bower in 1936 – he was the first British resident in Ibadan, and appointed by the british government to administer the ancient city, which he did between 1893 and 1897. The bower's Tower was designed by Taffy jones, the engineer that designed Mapo Hall.</p> | <p>02. CULTURAL CENTER The cultural center is one of the best places to learn about the cultural heritage of the Yoruba people because the place is full of historical values that are very important in the history of the Yoruba.</p> |
| <p>03. HERITAGE MUSEUM Odu'a Museum and hall of fame is located on the 23rd floor, cocoa house which used to be the tallest building in West Africa, built in 1965 with proceeds gotten from cocoa, rubber and other cash crops. The museum got opened in 2013, this museum is used to promote and preserve the history, culture, heritage and ingenuity of the Yoruba people.</p> | <p>04. MAPO HALL This is an un-missable colonial edifice located right beside bere market in Ibadan. The building, which was just recently refurbished, is a home to the courts and visitors will be taken aback by the outstanding pillars and the general structure.</p> |
| <p>05. IREFIN PALACE Built over 200 years ago, the palace is one of the surviving palaces in Ibadan that was constructed in the traditional way of using mud and it has about one hundred and eighty five rooms.</p> | <p>06. NATIONAL MUSEUM OF UNITY Opened on April 4, 2002, the national museum of national unity Ibadan is home to an array of priceless historical artifacts. If history and culture were a source of wealth, the national museum of national unity, Ibadan, would be one of the richest places in Nigeria.</p> |
| <p>07. OLD OYO NATIONAL PARK Old Oyo national park, the park which was named after the old Oyo – the political capital of the Oyo empire between the 16th and 18th centuries, spans a remarkable 2,512 sq km (970sq mi), most of which fall in Oyo state, some extends to Kwara state.</p> | <p>08. AGBELE ROCK, IGBETI Agbele rock entails a bit of Yoruba folklore. This is a naturally occurring rock formation which resembles a woman with a basket on her head and a child on her back. Legend has it that this rock formation was formed when a woman stole some yam from a rocky part of the village which was being dried in the sunlight. And like lot's wife, she became a permanent fixture there.</p> |



“ Oyo State is very well positioned to be the tourism hub of Nigeria.

OTHER INVESTMENT IDEAS AND OPPORTUNITIES FOR OYO STATE

- Agrotourism
- Rural tourism
- Heritage tourism

- Adventure tourism
- Voluntourism
- Business tourism - MICE (Meetings, Incentives, Conventions, Exhibition)

- Food/culinary tourism
- Events and festivals
- Art and cultural tourism

The size of the agriculture and agri-business sector in Africa is expected to grow to \$1trillion by 2030. Foreign direct investment in agriculture in Africa will increase from \$10bn in 2015 to \$45bn by 2020. Oyo State is strategically positioned to be the leader in Nigeria's Agro-tourism

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