2019 TOURISM REPORT

visitGhana
Culture-Warmth-Rhythm

MINISTRY OF TOURISM, ARTS AND CULTURE
National Tourism Authority
FOREWORD

Tourism is a growth area that is vital to the economic prosperity of Ghana. Last year, 1.13 million visitors travelled to Ghana as we celebrated the Year of Return. This was a growth of 18% over the previous year and above the global average of 5%.

As our fourth largest foreign exchange earner, tourism is in pole position to shape the pattern of growth in the country. One area that has been consistently worrying, is the lack of proper tourism data. It is therefore heart-warming that the Tourism Authority has over the last year worked to consolidate data as a first step in working on a full Tourism Satellite Account.

Reviewing the data, It is not just international arrivals that delivered record growth, domestic visitation has also increased and all indices are on a positive trajectory. We look forward to a consistent growth and reportage of the indices to promote informed decision making.

On behalf of the Ministry of Tourism, Arts and Culture and other implementing Agencies under the Ministry, we congratulate the Ghana Tourism Authority on compiling and publishing relevant data that will go a long way to help in policy making.

Hon. Barbara Oteng - Gyasi
Ministry of Tourism, Arts & Culture
MESSAGE FROM

Akwasi Agyeman
CEO, Ghana Tourism Authority

This report is a positive addition to the knowledge base of the Tourism Industry. In order to understand the contribution of tourism to society and persuade policy makers to take tourism seriously, it is important that we are able to measure its direct and indirect impact.

These days, with the plurality of technology and availability of information technologies and statistical software, there is renewed attention on data collection and processing.

Over the past year, we have made a concerted effort to monitor the current state of tourism statistics, and give valuable insights to assist in policy direction and decision making.

The data as presented shows growth in several key sub-sectors, an indication of the gains made over the past few years especially with the year of return project in 2019. Going forward, these reports will be a regular feature of our interaction with our key stakeholders. We congratulate the RME Team at GTA led by Spencer Doku, Head Office and Regional teams for their various efforts and contributions in getting us to this level.
The Tourism Act 2011, Act 817. Section(3)(m). states that “The Authority shall collect, compile and publish information and statistics in respect of activities regulated under the Act.” The primary purpose of this report is to fulfil this function of the Authority.

In compiling this report our specific objectives are:

To provide,

i) Basic and important data on inbound tourism.
ii) Information on December in Ghana (an Event of Year of Return)
iii) Data on licensed tourism enterprises
iv) Data on visitation to tourist attraction/sites (Domestic tourism).

The Research, Monitoring and Evaluation Department conducts surveys and compile reports on the operations and some events of the Authority.

The report is based mostly on primary data collected. We explained the methodology, sample size and confidence level to help explain the underlying issues of the surveys and mainly used graphs and tables to represent findings.

This is the first edition of this publication, under the leadership of the Chief Executive Officer Mr. Akwasi Agyeman who is very passionate to educate, inform and publicise the Authority’s work in the area of research findings.

For suggestions, enquiries and comments, contact our Email: rme@ghana.travel

Compiled by the RME Team.

SPENCER DOKU
DIRECTOR: RESEARCH, MONITORING & EVALUATION DEPT.
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DEFINITION OF ABBREVIATIONS
GTA  – Ghana Tourism Authority
GIS  – Ghana Immigration Service
KIA  – Kotoka International Airport
RME  – Research, Monitoring & Evaluation
IATS – International Air Travellers Survey
DiGh – December in Ghana
YOREs – Year of Return Events
$m  – Million Dollars
1.0 INTRODUCTION
This report presents the annual results of the International Air Travellers Survey (IATS) conducted at the Kotoka International Airport (KIA). A total of 9,047 visitors were interviewed. It is an annual survey conducted by staff of Research, Monitoring and Evaluation Department at the KIA.

The survey was conducted from January to December 2019, and targeted all non-resident tourists who visited Ghana within the year.

2.0 METHODOLOGY

2.1 Sample size
From the 2019 arrival figures obtained from the Ghana Immigration Service (GIS), the number of people that arrived through the Kotoka International Airport (KIA) were 1,014,902 out of the total of 1,130,307. The remaining 115,405 arrived through the Land Border Entry Points. In percentage terms, arrivals through the KIA and Land Border Entry Points represents approximately 90% and 10% respectively.

To get the sample size, the following formula was used:

\[ n = \hat{p} \hat{q} \left( \frac{Z_c}{E} \right)^2; \]

where \( n \) is the sample size, \( \hat{p} \) is the proportion of population of interest, \( \hat{q} = 1 - \hat{p} \), \( E \) is the margin of error, and \( Z_c \) is the critical value of the confidence level. The minimum sample size needed to make a meaningful inference about the Inbound Tourism is 138 passengers.

2.2 Interview Procedure
The respondents were interviewed through the use of questionnaires. The questionnaires were either self-administered by respondents or by the enumerators.

2.3 Sampling technique
A purposive sampling technique was adopted for the survey. The enumerators targeted respondents that had come to Ghana for tourism purposes.
2.4 Data Entry and Analysis
The responses were entered into the Survey Monkey platform an online data collection tool, exported into Excel spreadsheet format, cleaned and analyzed.

3.0 OBJECTIVE
To primarily assess the Socio - Economic impact of Inbound Tourism on the Tourism Sector of Ghana.
4.0 ECONOMIC IMPACT

Figure 1.0

INTERNATIONAL ARRIVALS

Source: Ghana Immigration Service (GIS) and Ghana Tourism Authority (GTA)

Figure 2.0

INTERNATIONAL ARRIVALS AND RECEIPTS FROM 2016-2019

Source: IATS, 2019 & GIS
TOP 10 GENERATING MARKETS (COUNTRIES) IN 2019 (000) & POSITIONS

United States of America
1st
Arrival-118.0
28.02%

United Kingdom
2nd
Arrival-102.3
24.29%

China
3rd
Arrival-70.0
16.62%

Germany
4th
Arrival-26.4
6.27%

Nigeria
5th
Arrival-25.0
5.94%

South Africa
6th
Arrival-21.6
5.94%

Netherlands
7th
Arrival-18.1
4.30%

Canada
8th
Arrival-15.4
3.66%

France
9th
Arrival-14.2
3.37%

Cote d’Ivoire
10th
Arrival-10.2
2.42%

Source: GTA & GIS
Figure 4.0

AVERAGE TOURIST EXPENDITURE (2016 - 2019)

Source: IATS, 2019

NOTE: Average Tourist Expenditure is NOT PER DAY but for the average period tourists stayed in the country (Average Length of Stay) for each particular year.
EXPENDITURE BREAKDOWN OF TOURISTS

Source: IATS, 2019
5.0 SOCIAL IMPACT

Figure 6.0

TOURISTS DEMOGRAPHIC

Source: IATS, 2019

Figure 7.0

TYPE OF ACCOMMODATION FOR TOURISTS

Source: IATS, 2019
Figure 8.0

PURPOSE OF VISIT

Business 32.1%
Conference 9.6%
Conventions 1.2%
Culture 3.7%
Health 1.4%
Vacation/Holidays 13.8%
Official/Gov’t Affairs 2%
Sports 0.6%
Study/Teaching 10%
Transit 5%
Visit family/friends 12.5%
Others 8.1%

Source: IATS, 2019
Figure 9.0

TOURISTS IMPRESSIONS ABOUT GHANA

<table>
<thead>
<tr>
<th>Quality of hotel facilities</th>
<th>Quality of restaurant facilities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>23.37%</td>
<td>21.02%</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>49.86%</td>
<td>48.35%</td>
</tr>
<tr>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>18.68%</td>
<td>18.88%</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
</tr>
<tr>
<td>4.54%</td>
<td>5.44%</td>
</tr>
<tr>
<td>Poor</td>
<td>Poor</td>
</tr>
<tr>
<td>3.55%</td>
<td>1.44%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality of hotel services</th>
<th>Quality of restaurant services</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>26.67%</td>
<td>22.92%</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>48.58%</td>
<td>46.67%</td>
</tr>
<tr>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>18.88%</td>
<td>21.65%</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
</tr>
<tr>
<td>4.62%</td>
<td>6.77%</td>
</tr>
<tr>
<td>Poor</td>
<td>Poor</td>
</tr>
<tr>
<td>1.24%</td>
<td>1.99%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Quality of cultural attractions</th>
<th>Forts and Castles</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>26.37%</td>
<td>35.27%</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>40.25%</td>
<td>39.76%</td>
</tr>
<tr>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>23.38%</td>
<td>16.37%</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
</tr>
<tr>
<td>7.46%</td>
<td>6.21%</td>
</tr>
<tr>
<td>Poor</td>
<td>Poor</td>
</tr>
<tr>
<td>2.54%</td>
<td>2.39%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Festivals &amp; Special events</th>
<th>Wildlife Attractions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>Excellent</td>
</tr>
<tr>
<td>30%</td>
<td>25.93%</td>
</tr>
<tr>
<td>Good</td>
<td>Good</td>
</tr>
<tr>
<td>36%</td>
<td>35.11%</td>
</tr>
<tr>
<td>Average</td>
<td>Average</td>
</tr>
<tr>
<td>21%</td>
<td>23.12%</td>
</tr>
<tr>
<td>Fair</td>
<td>Fair</td>
</tr>
<tr>
<td>9%</td>
<td>10.72%</td>
</tr>
<tr>
<td>Poor</td>
<td>Poor</td>
</tr>
<tr>
<td>4%</td>
<td>5.13%</td>
</tr>
</tbody>
</table>

Source: IATS, 2019
The overall visitors experience covers visitors' level of satisfaction for tourism goods and services consumed (Hotel, Restaurant, Attraction and Airport) during their stay in the country. The graph depicts that a remarkable 60% rated their overall experience as good, whilst 29% did not hesitate to say that their overall experience was excellent.

Source: IATS, 2019
6.0 INTRODUCTION

This report presents the results of the special survey on December in GH (Year of Return Events). It was conducted at the Kotoka International Airport. A total of 377 tourists were interviewed. Per this survey, the sampled tourists spent an estimated total of 4,380,257.44US dollars. The survey was conducted from 3rd January to 21st January 2020, and targeted only tourist traveling back after December in GH (Year of Return Events).

7.0 OBJECTIVES

The overall objective of this study was to assess the impact of December in GH (Year of Return Events) on the tourism sector from the perspective of the tourist who participated in the programme. The specific objectives of the study were: -

i. To assess participants’ impression about the December in GH (Year of Return Events), Ghana 2019 events and tourism in Ghana as a whole.

ii. To assess the contribution of the December in GH (Year of Return Events) programme on areas of tourism (accommodation, entertainment, local transportation, others, shopping, souvenirs etc.)

iii. To provide baseline data for future similar events.

iv. To assess tourist perspective of Ghana as a tourist destination.

8.0 METHODOLOGY

The study was purposive sampling targeting visitors who had experienced December in GH (Year of Return Events) at KIA. The sample size was 377 visitors and the period was from January 3rd to 21st January 2020. The respondents were interviewed through the use of questionnaires that were either self-administered by respondents or the enumerators.

The interview was conducted at Terminal 3 KIA.

8.1 Data Entry and Analysis

Questionnaires from the field were edited, coded and data keyed into the Survey Monkey Software. The analyses and results were generated using Survey Monkey Software.
9.0 ECONOMIC IMPACT

Figure 11.0

**AVERAGE DAILY EXPENDITURE PER TOURIST (USD$)**

- Accommodation: 191.52
- Food & Beverage: 68.9
- Shopping: 82.67
- Gifts: 100.85
- Entertainment: 82.38
- Local Transport: 58.23
- Other: 141.62

Source: DECEMBER IN GHANA (DiGh) YEAR OF RETURN EVENTS (YOREs), 2019

**NOTE:** Average length of stay of tourists was 16 days.

Figure 12.0

**PLACE OF STAY OF TOURISTS**

- Hotel: 52%
- Private Home: 25%
- Airbnb: 12%
- Guest House: 7%
- Other: 4%

Source: DiGh (YOREs), 2019
December in Ghana was one of the major events that brought a lot of tourists to Ghana. A significant 66% were in Ghana for the first time.

Source: DiGh (YOREs), 2019

Source: DiGh (YOREs), 2019
Table 1.0

TOURISTS ACCOMMODATION EXPENDITURE DISTRIBUTION AND PLACE OF STAY

<table>
<thead>
<tr>
<th>Expenditure on accommodation (USD)</th>
<th>Sample</th>
<th>Hotel</th>
<th>Private Home</th>
<th>Airbnb</th>
<th>Guest house</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than 100</td>
<td>81</td>
<td>44</td>
<td>7 (9%)</td>
<td>18 (22%)</td>
<td>8 (10%)</td>
<td>4 (5%)</td>
</tr>
<tr>
<td>Between 100 and 199</td>
<td>50</td>
<td>34</td>
<td>5 (10%)</td>
<td>7 (14%)</td>
<td>3 (6%)</td>
<td>1 (2%)</td>
</tr>
<tr>
<td>Between 200 and 299</td>
<td>23</td>
<td>16</td>
<td>2 (9%)</td>
<td>1 (4%)</td>
<td>4 (17%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Between 300 and 399</td>
<td>11</td>
<td>5</td>
<td>2 (18%)</td>
<td>4 (36%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Between 400 and 499</td>
<td>8</td>
<td>6</td>
<td>0 (0%)</td>
<td>2 (25%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Greater than 500</td>
<td>18</td>
<td>12</td>
<td>3 (17%)</td>
<td>3 (17%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

Source: DiGh (YOREs), 2019

Table 2.0

TOURISTS LENGTH OF STAY AND PLACE OF STAY

<table>
<thead>
<tr>
<th>Length of stay (days)</th>
<th>Sample</th>
<th>Hotel</th>
<th>Private Home</th>
<th>Airbnb</th>
<th>Guest house</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 to 7</td>
<td>29</td>
<td>25</td>
<td>3 (10%)</td>
<td>1 (3%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>Between 8 and 14</td>
<td>257</td>
<td>165</td>
<td>31 (12%)</td>
<td>34 (3%)</td>
<td>17 (7%)</td>
<td>10 (4%)</td>
</tr>
<tr>
<td>Between 15 and 21</td>
<td>74</td>
<td>10</td>
<td>45 (61%)</td>
<td>5 (7%)</td>
<td>9 (12%)</td>
<td>5 (7%)</td>
</tr>
<tr>
<td>Between 22 and 28</td>
<td>13</td>
<td>2</td>
<td>7 (54%)</td>
<td>2 (15%)</td>
<td>1 (8%)</td>
<td>1 (8%)</td>
</tr>
<tr>
<td>Between 29 and 35</td>
<td>5</td>
<td>0</td>
<td>4 (80%)</td>
<td>1 (20%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
<tr>
<td>More than 35</td>
<td>6</td>
<td>0</td>
<td>4 (67%)</td>
<td>2 (33%)</td>
<td>0 (0%)</td>
<td>0 (0%)</td>
</tr>
</tbody>
</table>

Source: DiGh (YOREs), 2019
Figure 15.0

TRIP INFLUENCERS

Source: DiGh (YOREs), 2019

Figure 16.0

MOST VISITED TOURIST ATTRACTIONS

Source: DiGh (YOREs), 2019
RATING OF GHANA AS AN EXPENSIVE DESTINATION

Source: DiGh (YOREs), 2019

Figure 18.0
RATING OF THE DECEMBER IN GH (YEAR OF RETURN EVENTS)

Source: DiGh (YOREs), 2019
YES I WILL (97%)
97% of the respondents enjoyed all the programmes and activities and are willing to visit Ghana in the future.

NO I WILL NOT (3%)
3% of the respondents will not like to visit Ghana in the future according to the graph.

Source: DiGh (YOREs), 2019
10.0 SOCIAL IMPACT

Figure 20.0

**GENDER OF TOURISTS**

- Male: 28%
- Female: 72%

Source: DiGh (YOREs), 2019

Figure 21.0

**AGE GROUP OF TOURISTS**

- Under 18: 3%
- 18 - 29 years: 37%
- 30 - 39 years: 34%
- 40 - 49 years: 14%
- 50 - 59 years: 5%
- 60 years or more: 8%

Source: DiGh (YOREs), 2019

Figure 22.0

**EDUCATIONAL BACKGROUND OF TOURISTS**

- High School: 12%
- Bachelor: 48%
- Postgraduate: 33%
- Other: 7%

Source: DiGh (YOREs), 2019
**EMPLOYMENT STATUS OF TOURISTS**

![Bar chart showing employment status]

Source: DiGh (YOREs), 2019

**NATIONALITY OF TOURISTS**

![Pie chart showing nationality]

Source: DiGh (YOREs), 2019
### Table 3.0
INTERNATIONAL ARRIVALS AND RECEIPT. 2016-2019

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
<th>Receipt (US $ M)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>932,579</td>
<td>1651.67</td>
</tr>
<tr>
<td>2017</td>
<td>969,156</td>
<td>1804.56</td>
</tr>
<tr>
<td>2018</td>
<td>956,375</td>
<td>2,589.85</td>
</tr>
<tr>
<td>2019</td>
<td>1,130,307</td>
<td>3,312.93</td>
</tr>
</tbody>
</table>

Source: Ghana Immigration Service and Ghana Tourism Authority

### Table 4.0
TOTAL ARRIVALS AT TOURIST ATTRACTIONS / SITES (2016 - 2019)

<table>
<thead>
<tr>
<th>Description</th>
<th>2016</th>
<th>%</th>
<th>2017</th>
<th>%</th>
<th>2018</th>
<th>%</th>
<th>2019</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>RESIDENT</td>
<td>403,571</td>
<td>82.89</td>
<td>391,922</td>
<td>77.81</td>
<td>459,594</td>
<td>72.35</td>
<td>464,162</td>
<td>69.35</td>
</tr>
<tr>
<td>NON - RESIDENT</td>
<td>83,314</td>
<td>17.11</td>
<td>111,786</td>
<td>22.19</td>
<td>175,600</td>
<td>27.65</td>
<td>205,149</td>
<td>30.65</td>
</tr>
<tr>
<td>TOTAL</td>
<td>486,885</td>
<td>100</td>
<td>503,708</td>
<td>100</td>
<td>635,194</td>
<td>100</td>
<td>669,311</td>
<td>100</td>
</tr>
</tbody>
</table>

Source: GTA RME DEPT

### Table 5.0
TOP TEN (10) MOST VISITED ATTRACTIONS IN GHANA (2016 - 2019)

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Kakum National Park</td>
<td>131,327</td>
<td>118,919</td>
<td>127,752</td>
<td>126,190</td>
</tr>
<tr>
<td>Cape Coast Castle</td>
<td>74,440</td>
<td>61,228</td>
<td>74,987</td>
<td>88,124</td>
</tr>
<tr>
<td>Kwame Nkrumah Memorial</td>
<td>57,224</td>
<td>56,515</td>
<td>82,262</td>
<td>98,678</td>
</tr>
<tr>
<td>Manhyia Palace Museum</td>
<td>49,835</td>
<td>45,053</td>
<td>53,002</td>
<td>60,423</td>
</tr>
<tr>
<td>Elimina Castle</td>
<td>44,574</td>
<td>47,306</td>
<td>65,208</td>
<td>69,544</td>
</tr>
<tr>
<td>Kintampo Waterfalls</td>
<td>22,659</td>
<td>***</td>
<td>***</td>
<td>18,420</td>
</tr>
<tr>
<td>Komfo Anokye Sword</td>
<td>20,754</td>
<td>***</td>
<td>***</td>
<td>10,526</td>
</tr>
<tr>
<td>Lake Bosomtwi</td>
<td>21,450</td>
<td>13,770</td>
<td></td>
<td>17,088</td>
</tr>
<tr>
<td>Attraction</td>
<td>2016</td>
<td>2017</td>
<td>2018</td>
<td>2019</td>
</tr>
<tr>
<td>---------------------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
<td>-------</td>
</tr>
<tr>
<td>Kumasi Zoo</td>
<td>18,691</td>
<td>16,770</td>
<td>15,901</td>
<td>51,930</td>
</tr>
<tr>
<td>Mole National Park</td>
<td>16,869</td>
<td>17,758</td>
<td>18,387</td>
<td>13,796</td>
</tr>
<tr>
<td>Shai Hills Reserve</td>
<td>***</td>
<td>21,369</td>
<td>23,600</td>
<td>***</td>
</tr>
<tr>
<td>Aburi Gardens</td>
<td>***</td>
<td>***</td>
<td>27,887</td>
<td>***</td>
</tr>
<tr>
<td>Wli Falls</td>
<td>***</td>
<td>***</td>
<td>38,376</td>
<td>***</td>
</tr>
<tr>
<td>Total</td>
<td>457,823</td>
<td>425,320</td>
<td>527,362</td>
<td>554,719</td>
</tr>
</tbody>
</table>

Source: GTA

**NOTE:** *** Indicates that these Attractions were not part of the top 10 in the particular year.

Table 6.0

**TOP TEN (10) ARRIVALS COUNTRIES 2016-2019**

<table>
<thead>
<tr>
<th>Country</th>
<th>Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
</tr>
<tr>
<td>Nigeria</td>
<td>67,398</td>
</tr>
<tr>
<td>Britain</td>
<td>65,507</td>
</tr>
<tr>
<td>Germany</td>
<td>53,003</td>
</tr>
<tr>
<td>America</td>
<td>52,239</td>
</tr>
<tr>
<td>Canada</td>
<td>36,700</td>
</tr>
<tr>
<td>India</td>
<td>20,799</td>
</tr>
<tr>
<td>Liberia</td>
<td>19,627</td>
</tr>
<tr>
<td>Netherlands</td>
<td>18,772</td>
</tr>
<tr>
<td>Burkina Faso</td>
<td>18,708</td>
</tr>
<tr>
<td>China</td>
<td>17,691</td>
</tr>
<tr>
<td>South Africa</td>
<td>***</td>
</tr>
<tr>
<td>France</td>
<td>***</td>
</tr>
<tr>
<td>Cote D’ivoire</td>
<td>***</td>
</tr>
</tbody>
</table>

Source: GTA & GIS

**NOTE:** **** Indicates that these countries were not in the top 10 Arrival Countries in the specific year.
Table 7.0

**LICENSED TOURISM ENTERPRISES**

<table>
<thead>
<tr>
<th>Year</th>
<th>ACCOMMODATION</th>
<th>F, B &amp; ENT.</th>
<th>TRAVEL TRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2016</td>
<td>2,928</td>
<td>487</td>
<td>447</td>
</tr>
<tr>
<td>2017</td>
<td>3,246</td>
<td>490</td>
<td>441</td>
</tr>
<tr>
<td>2018</td>
<td>3,454</td>
<td>499</td>
<td>487</td>
</tr>
<tr>
<td>2019</td>
<td>4,131</td>
<td>599</td>
<td>557</td>
</tr>
</tbody>
</table>

Source: GTA

Table 8.0

**REGISTERED TOURISM ENTERPRISES**

<table>
<thead>
<tr>
<th>Year</th>
<th>ACCOMMODATION</th>
<th>F, B &amp; ENT.</th>
<th>TRAVEL TRADE</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>417</td>
<td>114</td>
<td>56</td>
</tr>
<tr>
<td>2019</td>
<td>395</td>
<td>168</td>
<td>50</td>
</tr>
</tbody>
</table>

*NOTE: ***Registered Tourism Enterprises are units that are yet to be licensed for operation.*

Source: GTA

**LEGEND**

F, B & E = FOOD, BEVERAGE & ENTERTAINMENT

TRAVEL TRADE = CAR RENTAL, TRAVEL & TOUR & TOURS ONLY

11.0 **HOTEL OCCUPANCY RATES**

Table 9.0

**HOTEL AVERAGE ROOM OCCUPANCY (%)**

<table>
<thead>
<tr>
<th>Year</th>
<th>5 Star Occ. Rate (%)</th>
<th>Year</th>
<th>4 Star Occ. Rate (%)</th>
<th>Year</th>
<th>3 Star Occ. Rate (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2014</td>
<td>62.73</td>
<td>2014</td>
<td>60.75</td>
<td>2014</td>
<td>62.84</td>
</tr>
<tr>
<td>2015</td>
<td>63.00</td>
<td>2015</td>
<td>67.11</td>
<td>2015</td>
<td>61.49</td>
</tr>
<tr>
<td>2016</td>
<td>60.00</td>
<td>2016</td>
<td>62.00</td>
<td>2016</td>
<td>64.00</td>
</tr>
<tr>
<td>2017</td>
<td>61.09</td>
<td>2017</td>
<td>53.80</td>
<td>2017</td>
<td>50.40</td>
</tr>
<tr>
<td>2018</td>
<td>66.20</td>
<td>2018</td>
<td>51.00</td>
<td>2018</td>
<td>53.80</td>
</tr>
<tr>
<td>2019</td>
<td>66.3</td>
<td>2019</td>
<td>59.2</td>
<td>2019</td>
<td>55.3</td>
</tr>
</tbody>
</table>

Source: GTA