



2019 TOURISM REPORT

FOREWORD



Hon. Barbara Oteng - Gyasi

Ministry of Tourism, Arts & Culture

Tourism is a growth area that is vital to the economic prosperity of Ghana. Last year, **1.13million** 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.

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.

PREFACE

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

(A) INBOUND TOURISM

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, **p̂** is the proportion of population of interest, **q̂ = 1 - p̂**, **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.

FINDINGS

4.0 ECONOMIC IMPACT

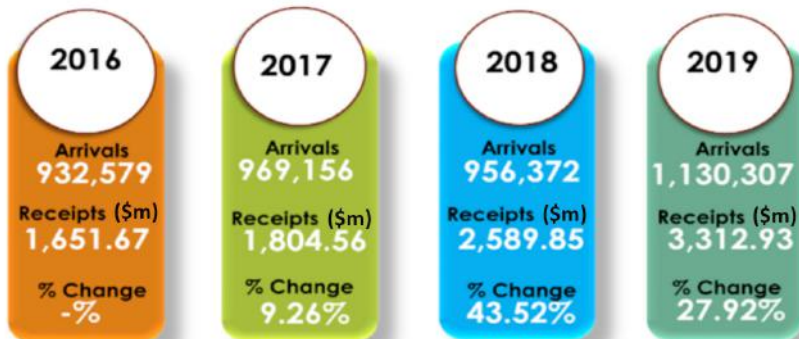
Figure 1.0



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

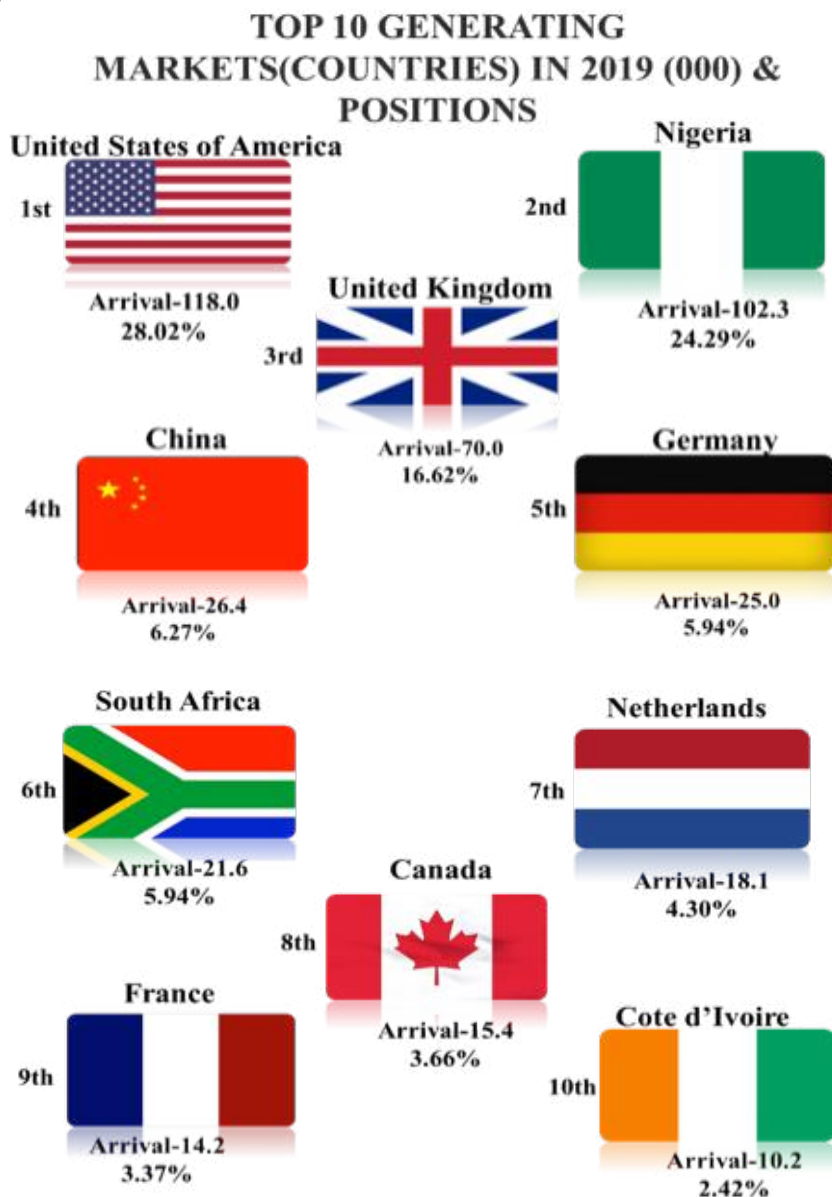
Figure 2.0

INTERNATIONAL ARRIVALS AND RECEIPTS FROM 2016-2019



Source: IATS, 2019 & GIS

Figure 3.0



Source: GTA & GIS

Figure 4.0



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.*

Figure 5.0

EXPENDITURE BREAKDOWN OF TOURISTS

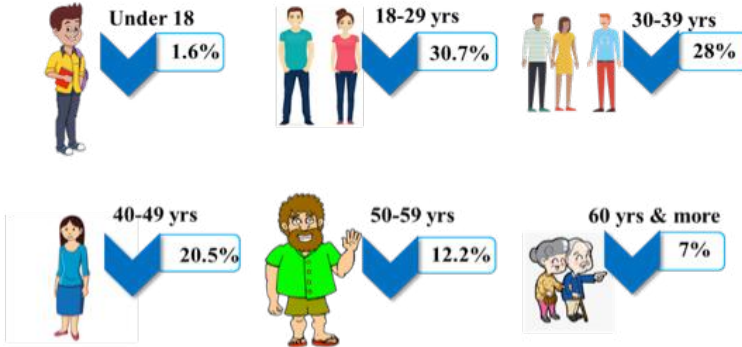


Source: IATS, 2019

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

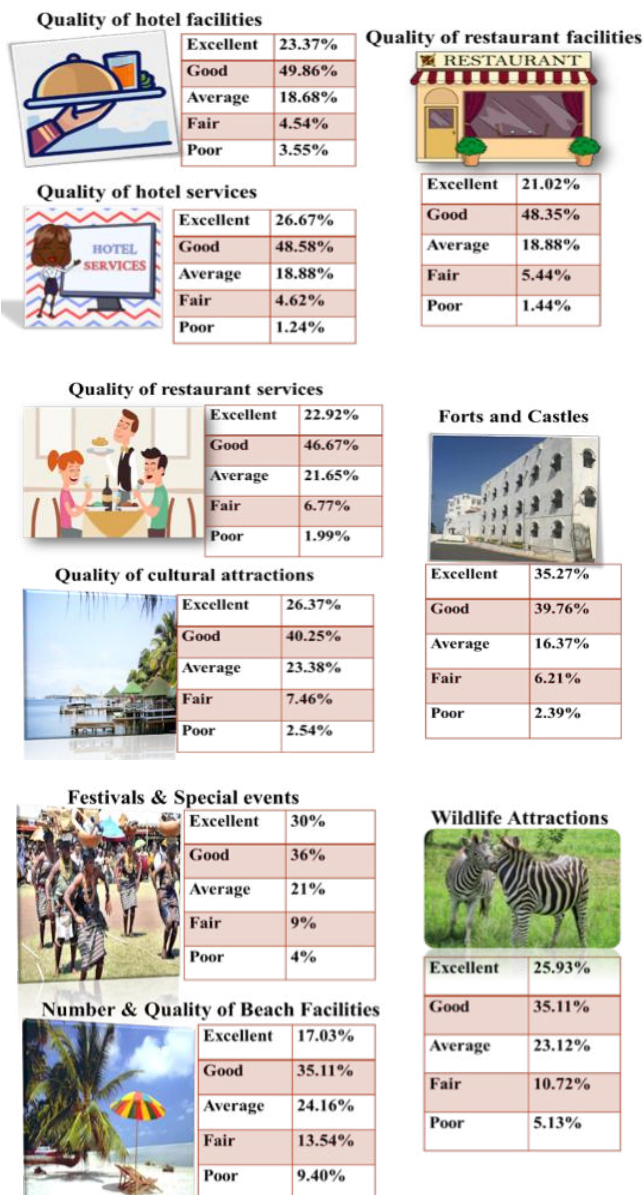
PURPOSE OF VISIT



Source: IATS, 2019

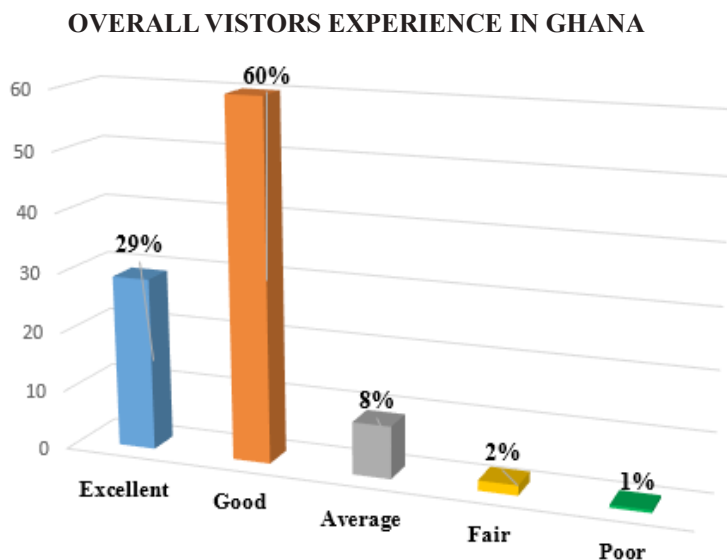
Figure 9.0

TOURISTS IMPRESSIONS ABOUT GHANA



Source: IATS, 2019

Figure 10.0



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.

(B) DECEMBER IN GHANA (YEAR OF RETURN EVENTS)

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.

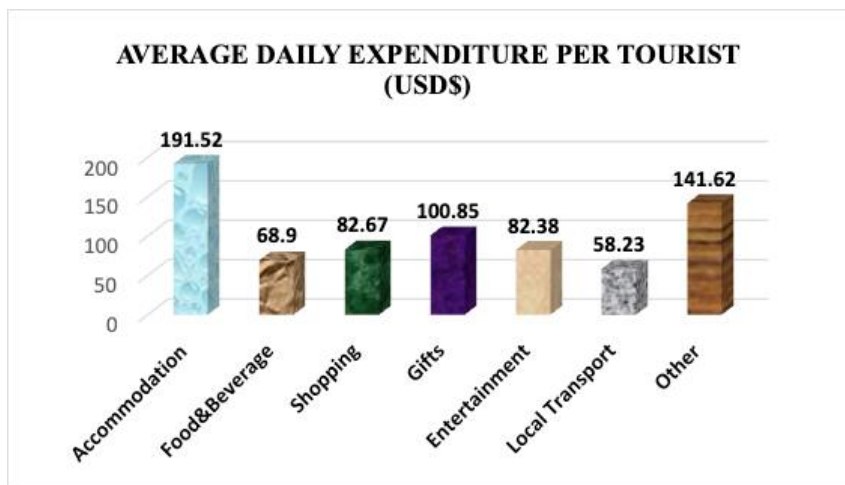
8.1 Data Entry and Analysis

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.

FINDINGS

9.0 ECONOMIC IMPACT

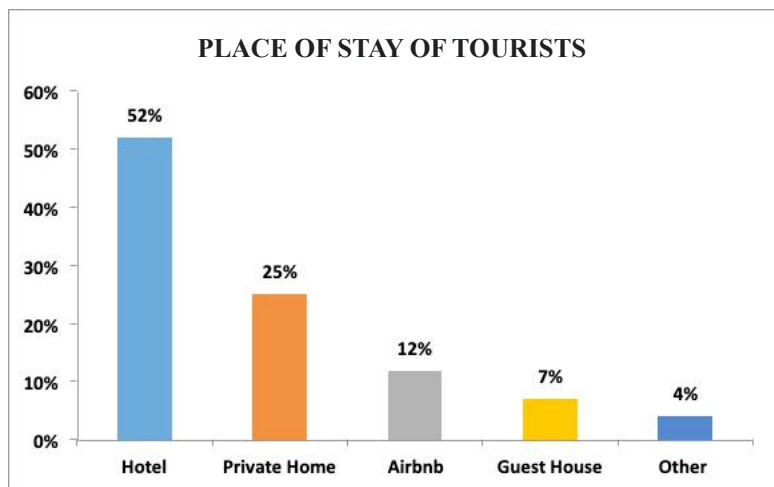
Figure 11.0



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

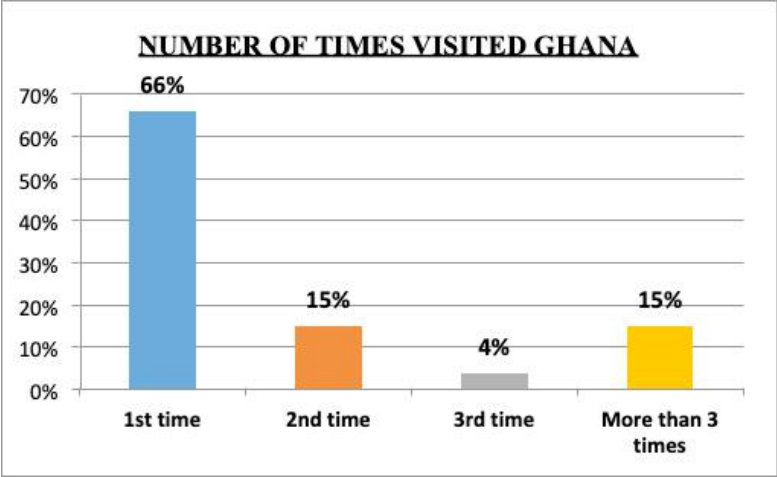
NOTE: Average length of stay of tourists was 16 days.

Figure 12.0



Source: DiGh (YOREs), 2019

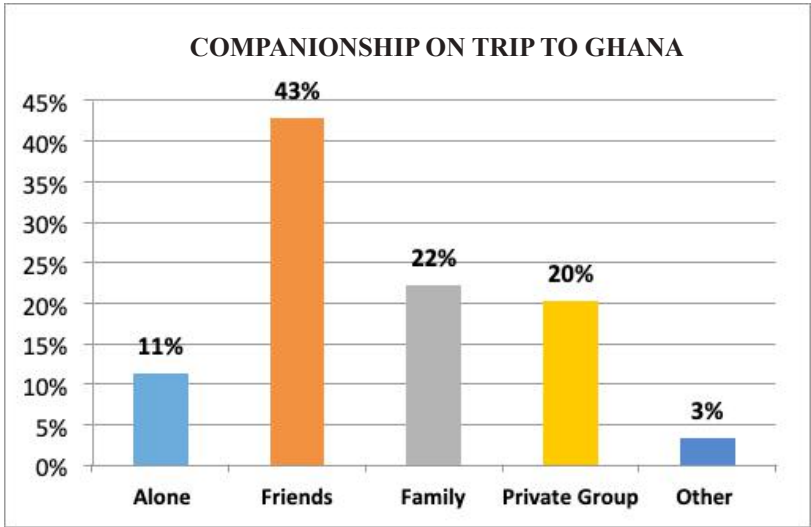
Figure 13.0



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.

Figure 14.0



Source: DiGh (YOREs), 2019

Table 1.0

TOURISTS ACCOMMODATION EXPENDITURE DISTRIBUTION AND PLACE OF STAY

Expenditure on accommodation (USD)	Sample	Place of stay				
		Hotel	Private Home	Airbnb	Guest house	Other
Less than 100	81	44 (54%)	7 (9%)	18 (22%)	8 (10%)	4 (5%)
Between 100 and 199	50	34 (68%)	5 (10%)	7 (14%)	3 (6%)	1 (2%)
Between 200 and 299	23	16 (70%)	2 (9%)	1 (4%)	4 (17%)	0 (0%)
Between 300 and 399	11	5 (45%)	2 (18%)	4 (36%)	0 (0%)	0 (0%)
Between 400 and 499	8	6 (75%)	0 (0%)	2 (25%)	0 (0%)	0 (0%)
Greater than 500	18	12 (67%)	3 (17%)	3 (17%)	0 (0%)	0 (0%)

Source: DiGh (YOREs), 2019

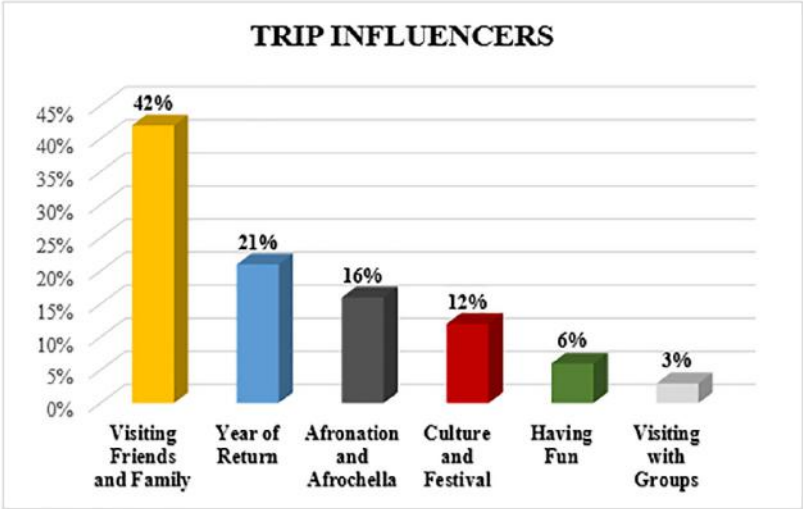
Table 2.0

TOURISTS LENGTH OF STAY AND PLACE OF STAY

Length of stay (days)	Sample	Place of stay				
		Hotel	Private Home	Airbnb	Guest house	Other
1 to 7	29	25 (86%)	3 (10%)	1 (3%)	0 (0%)	0 (0%)
Between 8 and 14	257	165 (64%)	31 (12%)	34 (3%)	17 (7%)	10 (4%)
Between 15 and 21	74	10 (14%)	45 (61%)	5 (7%)	9 (12%)	5 (7%)
Between 22 and 28	13	2 (15%)	7 (54%)	2 (15%)	1 (8%)	1 (8%)
Between 29 and 35	5	0 (0%)	4 (80%)	1 (20%)	0 (0%)	0 (0%)
More than 35	6	0 (0%)	4 (67%)	2 (33%)	0 (0%)	0 (0%)

Source: DiGh (YOREs), 2019

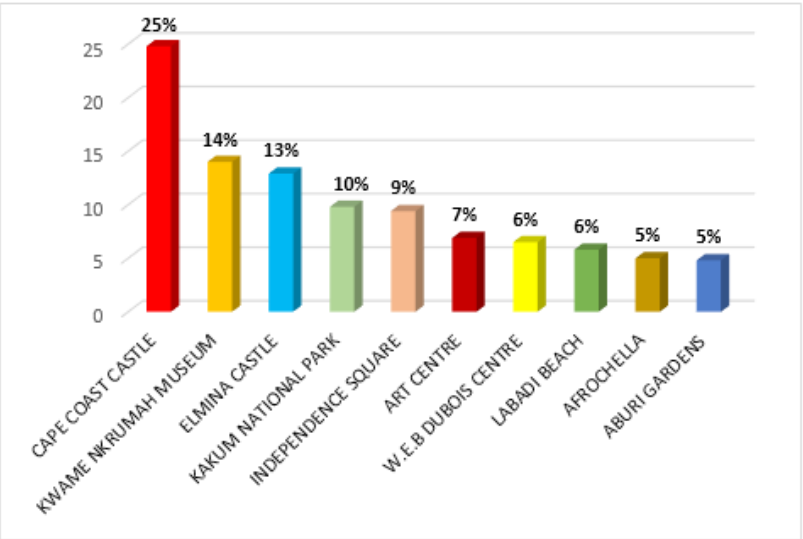
Figure 15.0



Source: DiGh (YOREs), 2019

Figure 16.0

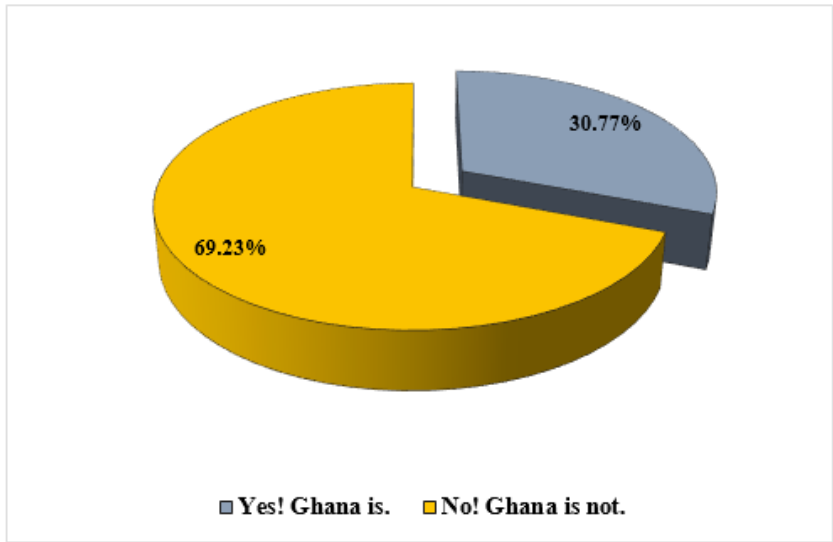
MOST VISITED TOURIST ATTRACTIONS



Source: DiGh (YOREs), 2019

Figure 17.0

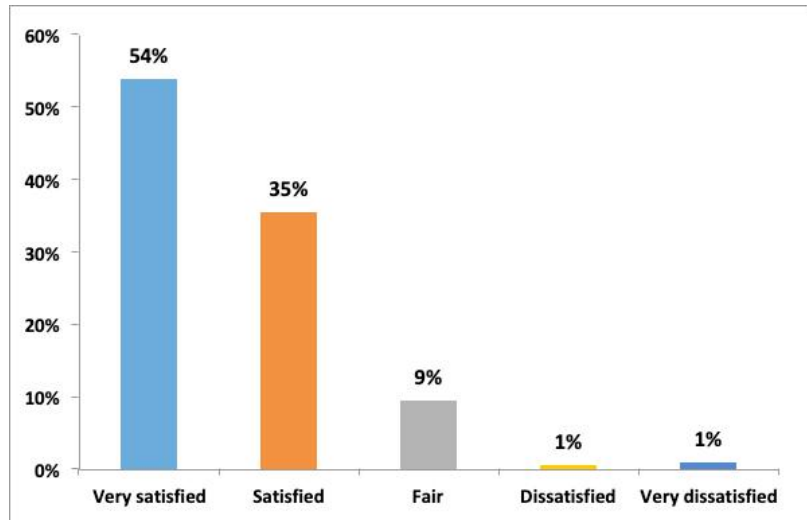
RATING OF GHANA AS AN EXPENSIVE DESTINATION



Source: DiGh (YOREs), 2019

Figure 18.0

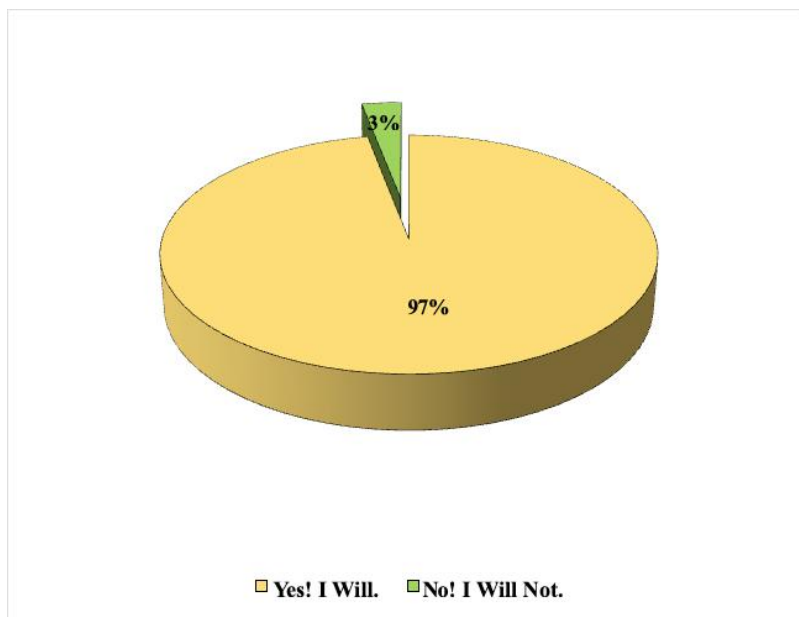
RATING OF THE DECEMBER IN GH (YEAR OF RETURN EVENTS)



Source: DiGh (YOREs), 2019

Figure 19.0

FUTURE VISIT TO GHANA



Source: DiGh (YOREs), 2019

To measure success of December in Ghana (Year of Return events) from respondents, we have the following:

YES I WILL (97%)

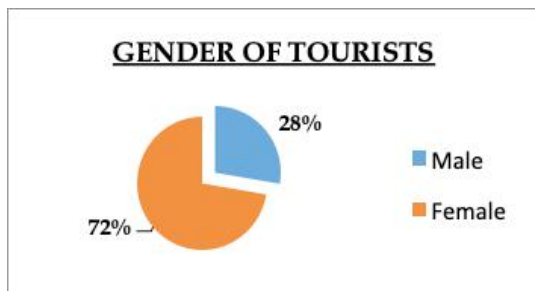
97% of the respondents enjoyed all the programmes and activities and are willing to visit Ghana in the future.

NO I WILL NOT (3%)

3% of the respondents will not like to visit Ghana in the future according to the graph.

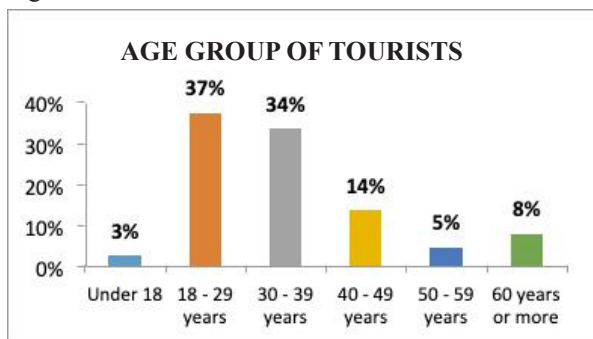
10.0 SOCIAL IMPACT

Figure 20.0



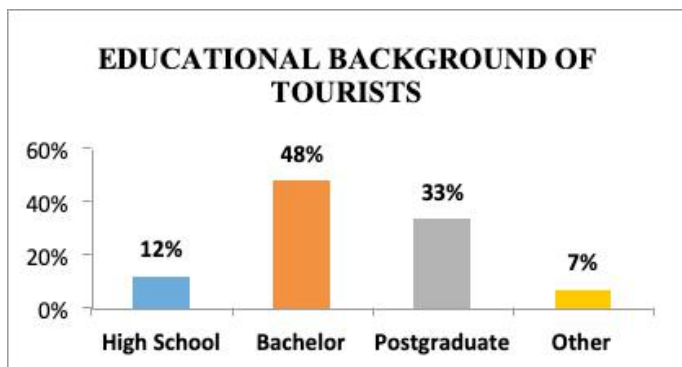
Source: DiGh (YOREs), 2019

Figure 21.0



Source: DiGh (YOREs), 2019

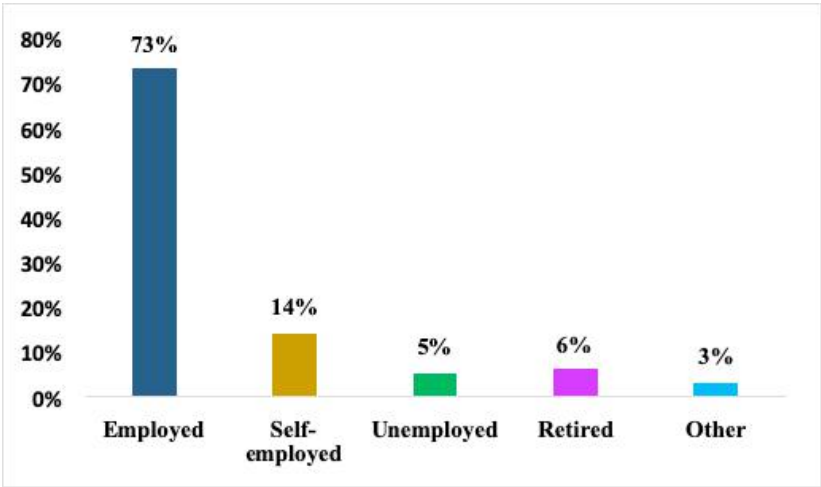
Figure 22.0



Source: DiGh (YOREs), 2019

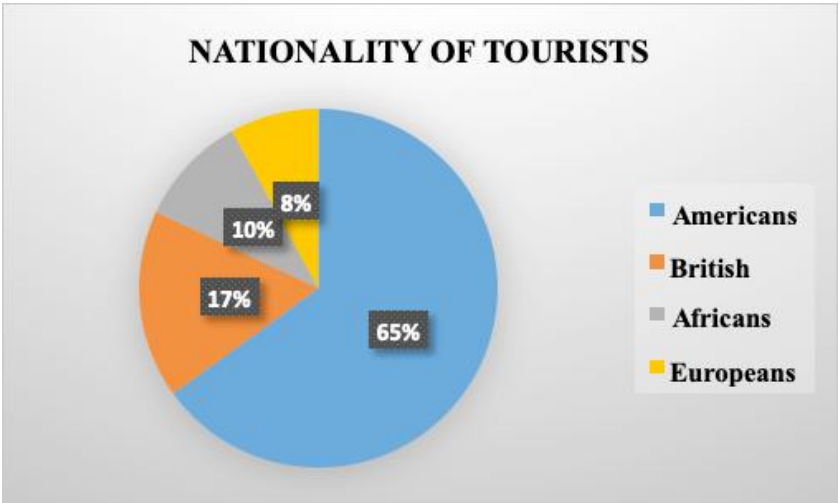
Figure 23.0

EMPLOYMENT STATUS OF TOURISTS



Source: DiGh (YOREs), 2019

Figure 24.0



Source: DiGh (YOREs), 2019

(C) FACT SHEET

Table 3.0

INTERNATIONAL ARRIVALS AND RECEIPT. 2016-2019

Year	Arrivals	Receipt (US \$ M)
2016	932,579	1651.67
2017	969,156	1804.56
2018	956,375	2,589.85
2019	1,130,307	3,312.93

Source: Ghana Immigration Service and Ghana Tourism Authority

Table 4.0

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

DESCRIPTION	2016	%	2017	%	2018	%	2019	%
RESIDENT	403,571	82.89	391,922	77.81	459,594	72.35	464,162	69.35
NON - RESIDENT	83,314	17.11	111,786	22.19	175,600	27.65	205,149	30.65
TOTAL	486,885	100	503,708	100	635,194	100	669,311	100

Source: GTA RME DEPT

Table 5.0

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

Sites	Total Visitation(2016)	Total Visitation(2017)	Total Visitation(2018)	Total Visitation(2019)
Kakum National Park	131,327	118,919	127,752	126,190
Cape Coast Castle	74,440	61,228	74,987	88,124
Kwame Nkrumah Memorial	57,224	56,515	82,262	98,678
Manhyia Palace Museum	49,835	45,053	53,002	60,423
Elimina Castle	44,574	47,306	65,208	69,544
Kintampo Waterfalls	22,659	***	***	18,420
Komfo Anokye Sword	20,754	***	***	10,526
Lake Bosomtwi	21,450	13,770		17,088

Kumasi Zoo	18,691	16,770	15,901	51,930
Mole National Park	16,869	17,758	18,387	13,796
Shai Hills Reserve	***	21,369	23,600	***
Aburi Gardens	***	***	27,887	***
Wli Falls	***	***	38,376	***
Total	457,823	425,320	527,362	554,719

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

Country	Arrivals							
	2016	%	2017	%	2018	%	2019	%
Nigeria	67,398	7.2	69,648	7.2	98,181	10.3	102,339	9.1
Britain	65,507	7.0	58,599	6.0	58,742	6.1	69,954	6.2
Germany	53,003	5.7	21,606	2.2	21,688	2.3	25,022	2.2
America	52,239	5.6	90,525	9.3	92,999	9.7	118,009	10.4
Canada	36,700	3.9	***	***	13,811	1.4	15,371	1.4
India	20,799	2.2	24,085	2.5	***	***	***	***
Liberia	19,627	2.1	19,142	2.0	***	***	***	***
Netherlands	18,772	2.0	***	***	15,449	1.6	18,135	1.6
Burkina Faso	18,708	2.0	16,528	1.7	***	***	***	***
China	17,691	1.9	22,878	2.4	22,908	2.4	***	2.3
South Africa	***	***	21,786	2.2	19,692	2.1	21,619	1.9
France	***	***	***	***	14,039	1.5	14,203	1.3
Cote D'ivoire	***	***	22,807	2.4	21,633	2.3	10,167	0.9

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

Year	ACCOMMODATION	F, B & ENT.	TRAVEL TRADE
2016	2,928	487	447
2017	3,246	490	441
2018	3,454	499	487
2019	4,131	599	557

Source: GTA

Table 8.0

REGISTERED TOURISM ENTERPRISES

Year	ACCOMMODATION	F, B & ENT.	TRAVEL TRADE
2018	417	114	56
2019	395	168	50

*NOTE: *** Registered Tourism Enterprises are unit 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 (%)

5 Star		4 Star		3 Star	
Year	Occ. Rate (%)	Year	Occ. Rate (%)	Year	Occ. Rate (%)
2014	62.73	2014	60.75	2014	62.84
2015	63.00	2015	67.11	2015	61.49
2016	60.00	2016	62.00	2016	64.00
2017	61.09	2017	53.80	2017	50.40
2018	66.20	2018	51.00	2018	53.80
2019	66.3	2019	59.2	2019	55.3

Source: GTA



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