



MINISTRY OF TOURISM  
ARTS AND CULTURE



# 20 | TOURISM 22 | REPORT

# FOREWORD



**HON. DR. IBRAHIM MOHAMMED AWAL**  
Minister For Tourism, Arts and Culture

Tourism is the backbone of economies around the world. It brings in essential currency and investment, creates jobs and stimulates several sectors of the economy.

Over the past few years, the tourism industry in Ghana has positively impacted the economy through initiatives such as the “Year of Return” 2019 and Beyond the Return. Since 2019, The Ghana Tourism Authority in collaboration with other relevant stakeholders have worked hard to generate, consolidate detailed tourism data and publish for the industry and public consumption.

The Ministry is pleased with the report which highlights multiple data points and outcomes within the Tourism industry. The 2022 report demonstrates that the industry has strongly rebounded from the COVID-19 pandemic. Both international and domestic arrivals have almost doubled resulting in an increase in economic activity and revenue.

The tourism report serves as a good reference and resource point not only for the industry but for the country to help in policy formulation. It also provides academia and research institutions with data for teaching and learning.

The Ministry of Tourism, Arts and Culture commends the Ghana Tourism Authority for this drive to publish these yearly reports.

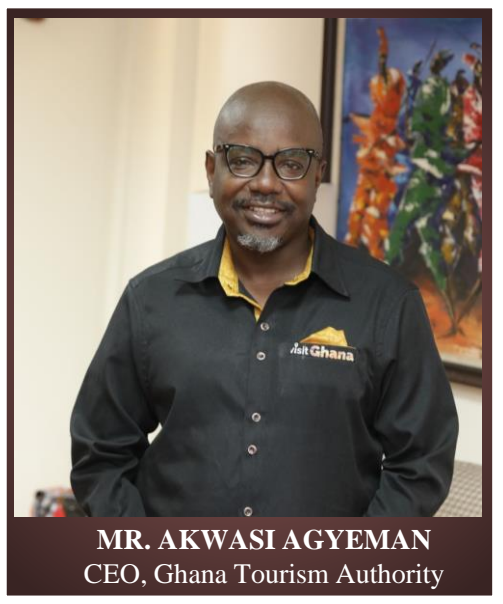
# MESSAGE FROM CEO

We are pleased to present to you the Ghana Tourism Report 2022, which provides an in-depth information on some key tourism trends of the tourism industry in Ghana. This report is a valuable resource to help our stakeholders better understand the current state of the industry and identify opportunities for growth. It covers several key areas, including Ghana's Domestic Tourism and insights into the trends in the sector.

The COVID-19 pandemic has undoubtedly had a significant impact on the global tourism industry, and Ghana is no exception.

However, the report highlights the improved outcomes due to efforts and measures taken by the Ghana Tourism Authority under the auspices of the Ministry of Tourism, Arts and Culture to mitigate the impact of the pandemic. This has resulted in a strong rebound of the sector from the pandemic. The domestic Tourism drive “Experience Ghana, Share Ghana” has brought about a significant number of visitors at our various tourist sites. International arrivals have also improved to about 81% of pre-pandemic levels, far above the African average.

I encourage you to take the time to read through the report thoroughly and use the insights provided to inform your decision-making. I believe this report will be a valuable resource for policymakers, tourism industry stakeholders, investors, and anyone interested in Ghana's tourism sector. I commend the entire team at GTA especially the Research team for their work in producing this report. As we continue to produce this report year in and year out, we hope it will help inform and shape the future of Ghana's tourism industry.



**MR. AKWASI AGYEMAN**  
CEO, Ghana Tourism Authority

## PREFACE

In accordance with one of the Authority’s functions, we collect, compile and publish reports on the tourism sector. The objective of this report is to provide comprehensive information about the tourism and hospitality industry.

The report is generated mostly from primary data collected by the Research, Monitoring and Evaluation Department on international and domestic tourism, hospitality and tourism enterprises and surveys conducted on some events in the course of the year such as the December in GH campaign and the Independence Day celebrations. It must be stated that unlike previous years when surveys on inbound tourism data collection were conducted throughout the year, the 2022 inbound data collection was done for half of the year (January to June) although arrival data is for the 12-month period under study.

This is the fourth edition of the report under the leadership of the Chief Executive Mr. Akwasi Agyeman. This initiative, and his passion to sustain the publication in order to establish a trend, continuously inform, educate and publicize the work of the Authority through research findings on the sector is much appreciated.

The post pandemic era has confirmed the relevance of tourism to our economies and societies. According to the UNWTO, tourism is now part of the global conversation and at the heart of both national and international recovery plans. We believe reliable data is critical to measure progress at all times. We are grateful to our stakeholders and will continue to rely on their support and collaboration to produce this report.



**SPENCER DOKU**

**DIRECTOR: RESEARCH, MONITORING & EVALUATION**

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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                   |

## EXECUTIVE SUMMARY

The Ghana Tourism Authority is pleased to produce the fourth edition of its annual tourism report covering the various outcomes of the work of the Authority. The report covers inbound visitor data, domestic tourism statistics, facts sheets, the impact of the December in GH campaign, a summary of tourism and hospitality enterprises and other useful data.

This year, we also showcased some of the ongoing infrastructure projects the Authority, the Ministry and our sister agencies are involved in. The various indicators point to the strong performance of the sector.

International arrivals moved from 623,523 in 2021 to 914,892 in 2022 representing 46.73% year on year growth. In the UNWTO's report on the topic "Tourism Set to Return to Pre-pandemic levels in some Regions in 2023", it was stated that Europe reached nearly 80% of pre-pandemic arrivals and Africa and America 65% of pre-pandemic levels. Ghana's arrivals recovery stood at 81% from the pre-pandemic's levels. This is significantly higher than the African average and around the same recovery levels as the European markets. Average Tourism expenditure also grew significantly from \$1289 in 2021 to \$2743 in 2022.

In the year under review, the various initiatives of the Authority such as Destination Ghana launched by the President, H.E Nana Addo Dankwa Akufo-Addo, in London which highlighted Ghana's openness and readiness, led to significant gains. The Experience Ghana, Share Ghana domestic tourism drive also saw a significant growth in domestic arrivals to the various tourist sites in the country. From 588,946 in 2021, this figure grew to 937,087 in 2022. The Kumasi Zoo, Aburi Botanical Gardens and the Kakum National Park all showed remarkable growth in visitor attendance.

The United States of America (USA) continues to lead inbound visitor arrivals to Ghana. A new entrant, India in 4th place, pushed out China from the top ten inbound markets. However, it is worthy of note that China has been on travel lockdown since 2020.

The number of tourism enterprises licensed by the Authority also showed improvement from 8,037 in 2021 to 8,399 in 2022. Remarkably, we have seen about 324 new project registrations showing a strong investor interest in tourism investments.

Tourism data is critical for policy formation in the sector and also for measuring the returns on the investments in marketing, promotion and infrastructure that the Authority through the Tourism Development Fund continues to make.

We look forward to a deep dive into the data and collaboration with agencies such as the Ghana Statistical Service, Institute of Statistical, Social and Economic Research (ISSER), Bank of Ghana, Ghana Revenue Authority, the Ghana Immigration Service, etc. to move towards a Tourism Satellite Account for Ghana.



# INBOUND TOURISM





## **A. INTERNATIONAL AIR TRAVELLERS SURVEY**

### **1.0 Introduction**

The International Air Travellers Survey (IATS) was conducted at the Kotoka International Airport (KIA) terminal 3. It involved 1,511 interviewees from 2022 January to June 2022. Due to an ongoing Ghana International Travellers Survey (GITS) in conjunction with the Ghana Statistical Service, the data collection was truncated at the end of June.

International arrivals has been rebounding strongly since the easing of restrictions associated with the breakout of the Covid-19 pandemic. In 2022, international arrivals grew by about 47% from 623,523 in 2021 to 914,892 in 2022. According to UNWTO's report on the topic "Tourism Set to Return to Pre-Pandemic Levels in Some Regions in 2023" sited on their website on 17 Jan 2023, states that "Every global region recorded notable increases in international tourist numbers". The Europe region reached nearly 80% of pre-pandemic levels in arrivals whereas Africa and the America both recovered about 65% of pre-pandemic arrivals in 2022. Ghana's arrivals recovery stood at 81% from the pre-pandemic's levels. This is significantly higher than the African average and around the same recovery levels as the European markets.

### **2.0 Sample Size**

2022 International Arrivals through the KIA was **867,698** constituting 94.8% of arrivals whereas arrivals through other entry points was **47,194** making up 5.2% of total arrivals. As at end of 2022 June, international arrivals through KIA formed 97.2% (376,400) out of a total of 387,285. The Survey Monkey software's sample size calculator was used to calculate the minimum sample size required to make an inference.

Thus, the minimum sample size needed to make an inference about Ghana's Inbound Tourism was 384 respondents or interviewees with an error term ( $E=0.05$ ) and a 95% confidence level.

The research instrument used to interview respondents was both a hardcopy and online questionnaire.

### **2.1 Sampling Technique**

Enumerators of the survey, targeted visitors who came into the country for tourism purposes, therefore employing a purposive sampling technique.

### **2.2 Data Entry and Analysis**

Hard copies of visitors' responses were entered into the Survey Monkey Software. Data was exported to Microsoft Excel for cleaning and analysis.

### **3.0 Objective of the IATS Survey**

To assess socio economic impact, experience and impression of inbound tourism for the 2022 half year (January-June).

Figure 1.0

## INTERNATIONAL ARRIVALS 2018-2022

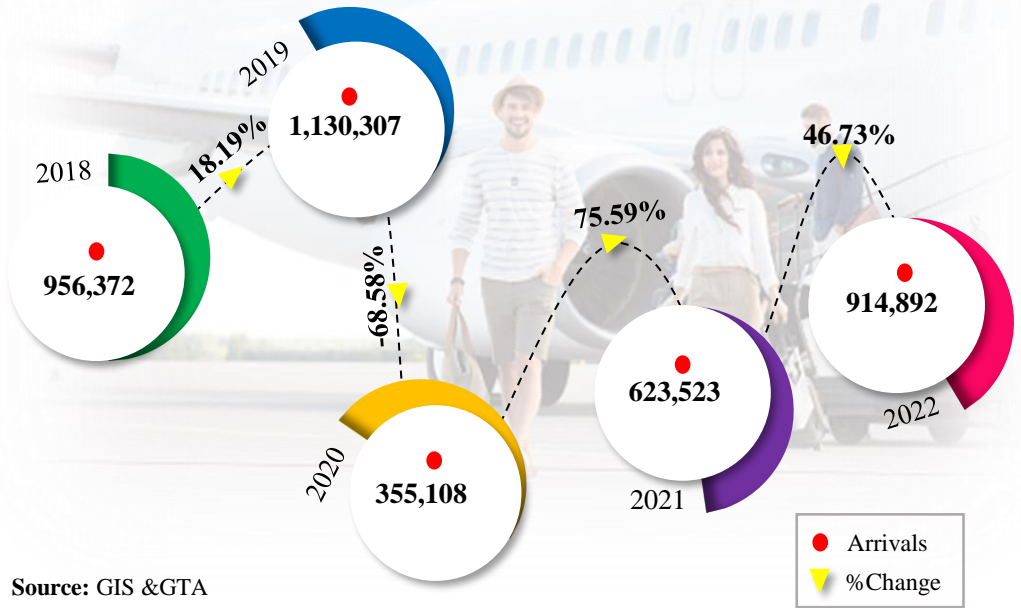


Figure 2.0

## INTERNATIONAL ARRIVALS RECEIPT 2018-2022

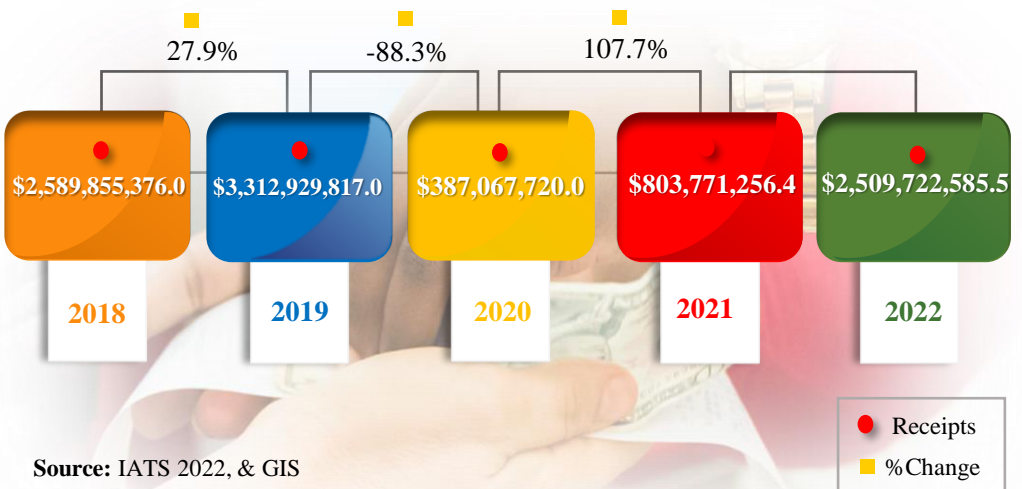
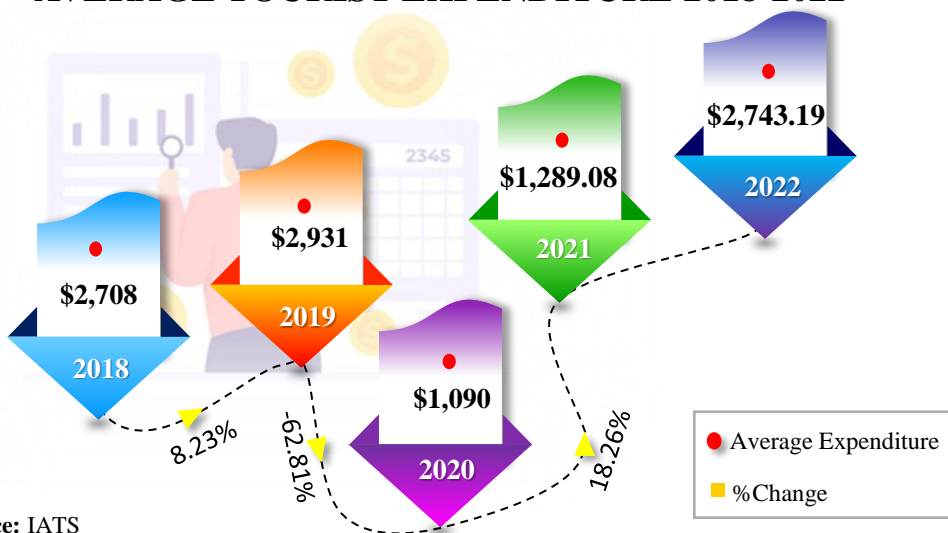


Figure 3.0

## AVERAGE TOURIST EXPENDITURE 2018-2022

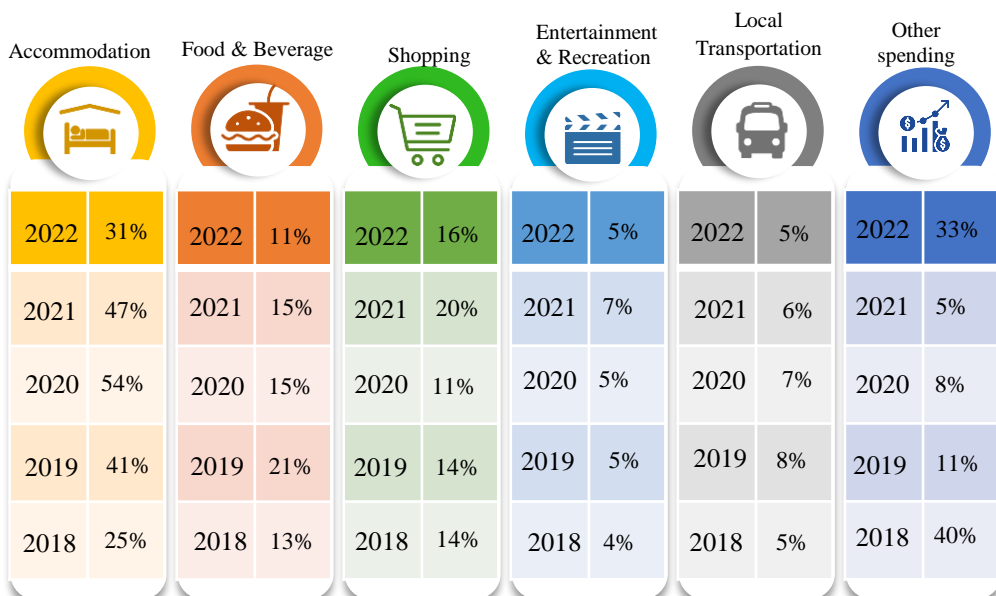


Source: IATS

NB: 2022 Average tourist expenditure, was generated from half year IATS.

Figure 4.0

## EXPENDITURE PATTERN OF TOURISTS 2018-2022



Source: IATS

Note: Shopping consists of shopping at formal and informal markets.

NB: 2022 percentages of expenditure pattern of tourist was generated from half year IATS.

**Table 1.0****2022 TOP 10 ARRIVAL COUNTRIES**

| <b>Country</b> | <b>Arrival</b> | <b>Rank</b>      |
|----------------|----------------|------------------|
| USA            | 118,369        | 1 <sup>ST</sup>  |
| Nigeria        | 72,786         | 2 <sup>ND</sup>  |
| Britain        | 47,962         | 3 <sup>RD</sup>  |
| India          | 22,261         | 4 <sup>TH</sup>  |
| Germany        | 22,159         | 5 <sup>TH</sup>  |
| Liberia        | 16,149         | 6 <sup>TH</sup>  |
| Netherlands    | 14,541         | 7 <sup>TH</sup>  |
| Cote D'ivoire  | 14,284         | 8 <sup>TH</sup>  |
| Canada         | 13,051         | 9 <sup>TH</sup>  |
| South Africa   | 12,674         | 10 <sup>TH</sup> |

**Source:** GIS & GTA

**Table 2.0****TOP 10 ARRIVAL COUNTRIES & RANK 2022-2018**

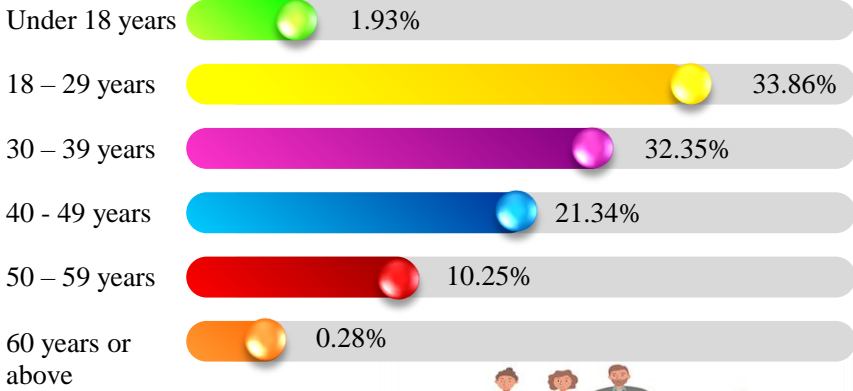
| Country       | 2022    | Rank             | 2021   | Rank             | 2020   | Rank             | 2019    | Rank             | 2018   | Rank             |
|---------------|---------|------------------|--------|------------------|--------|------------------|---------|------------------|--------|------------------|
| USA           | 118,369 | 1 <sup>ST</sup>  | 92,139 | 1 <sup>ST</sup>  | 39,028 | 1 <sup>ST</sup>  | 118,009 | 1 <sup>ST</sup>  | 92,999 | 2 <sup>ND</sup>  |
| Nigeria       | 72,789  | 2 <sup>ND</sup>  | 59,193 | 2 <sup>ND</sup>  | 33,394 | 2 <sup>ND</sup>  | 102,339 | 2 <sup>ND</sup>  | 98,181 | 1 <sup>ST</sup>  |
| Britain       | 47,962  | 3 <sup>RD</sup>  | 34,073 | 3 <sup>RD</sup>  | 20,538 | 3 <sup>RD</sup>  | 69,954  | 3 <sup>RD</sup>  | 58,742 | 3 <sup>RD</sup>  |
| India         | 22,261  | 4 <sup>TH</sup>  | ***    | ***              | ***    | ***              | ***     | ***              | ***    | ***              |
| Germany       | 22,159  | 5 <sup>TH</sup>  | 14,785 | 4 <sup>TH</sup>  | 8,103  | 4 <sup>TH</sup>  | 25,022  | 5 <sup>TH</sup>  | 21,688 | 5 <sup>TH</sup>  |
| Liberia       | 16,149  | 6 <sup>TH</sup>  | ***    | ***              | ***    | ***              | ***     | ***              | ***    | ***              |
| Netherlands   | 14,541  | 7 <sup>TH</sup>  | 11,923 | 5 <sup>TH</sup>  | 6,028  | 7 <sup>TH</sup>  | 18,135  | 7 <sup>TH</sup>  | 15,449 | 8 <sup>TH</sup>  |
| Cote D'ivoire | 14,284  | 8 <sup>TH</sup>  | 8,413  | 7 <sup>TH</sup>  | 6,210  | 5 <sup>TH</sup>  | 10,167  | 10 <sup>TH</sup> | 21,633 | 6 <sup>TH</sup>  |
| Canada        | 13,051  | 9 <sup>TH</sup>  | 8,475  | 6 <sup>TH</sup>  | 5,522  | 8 <sup>TH</sup>  | 15,371  | 8 <sup>TH</sup>  | 13,811 | 10 <sup>TH</sup> |
| South Africa  | 12,674  | 10 <sup>TH</sup> | 7,591  | 9 <sup>TH</sup>  | 5,283  | 9 <sup>TH</sup>  | 21,619  | 6 <sup>TH</sup>  | 19,692 | 7 <sup>TH</sup>  |
| China         | ***     | ***              | 8,088  | 8 <sup>TH</sup>  | 6,129  | 6 <sup>TH</sup>  | 26,387  | 4 <sup>TH</sup>  | 22,908 | 4 <sup>TH</sup>  |
| France        | ***     | ***              | 7,048  | 10 <sup>TH</sup> | 5,219  | 10 <sup>TH</sup> | 14,203  | 9 <sup>TH</sup>  | 14,039 | 9 <sup>TH</sup>  |

**Source:** GTA & GIS

\*\*\* Indicates that these countries were not in the top 10 Arrival Countries in the particular year under review.

**Figure 5.0**

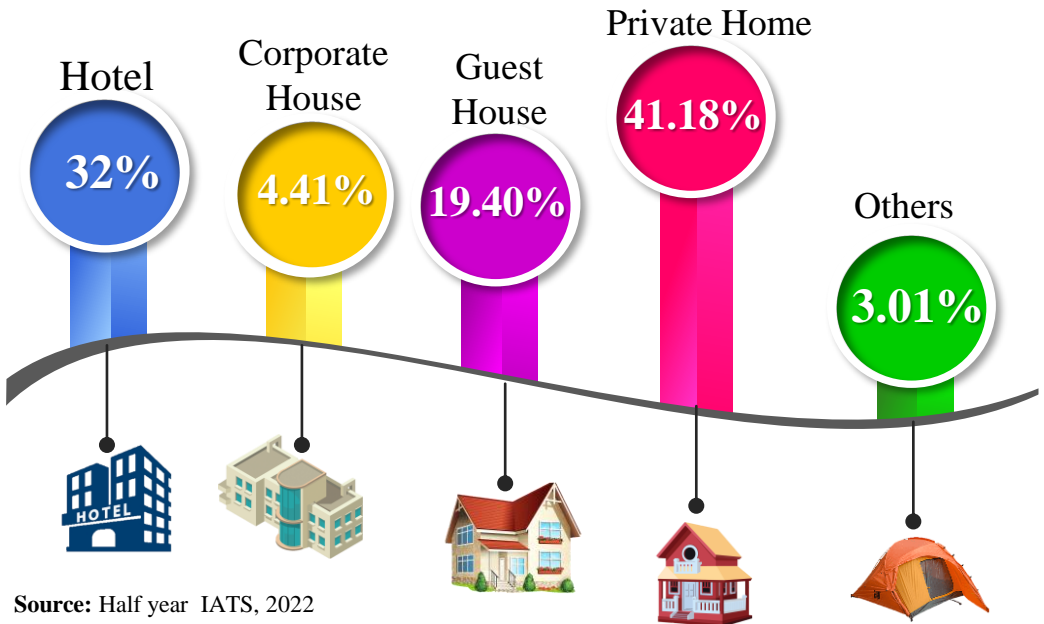
## AGE CATEGORY OF VISITORS



Source: Half year IATS, 2022

**Figure 6.0**

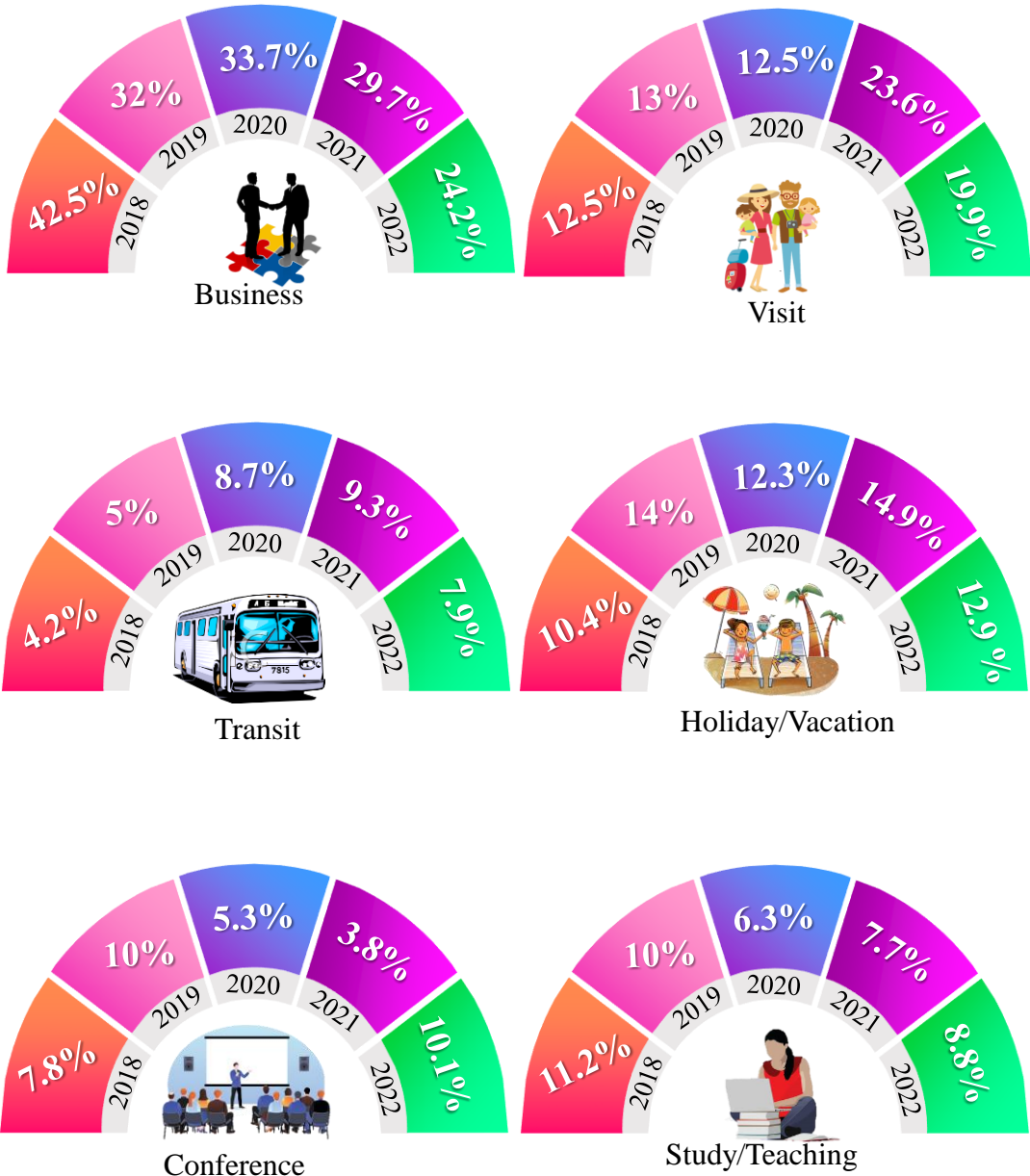
## TYPE OF ACCOMMODATION FOR VISITORS



Source: Half year IATS, 2022

Figure 7.0

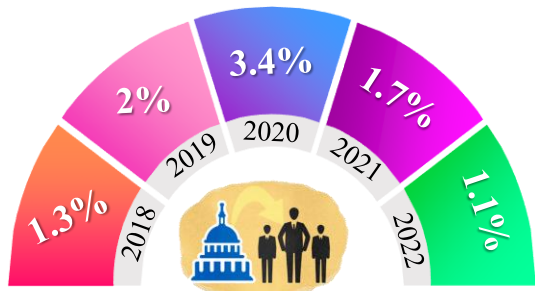
## PURPOSE OF VISIT 2018-2022



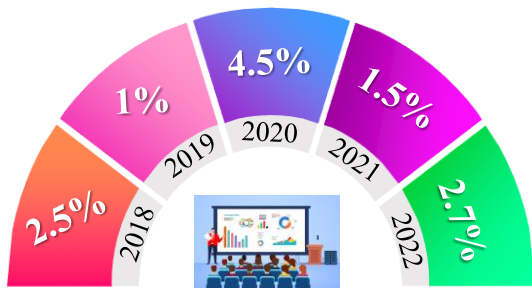
Source: Half year IATS, 2022



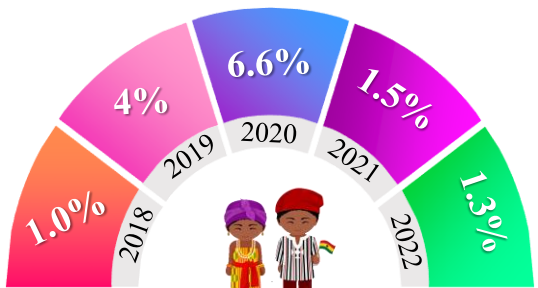
## PURPOSE OF VISIT (2018-2022) CONT'D



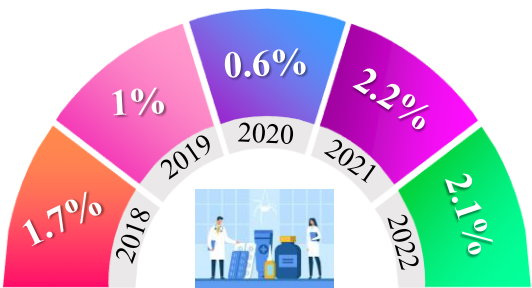
Official/Gov't Affairs



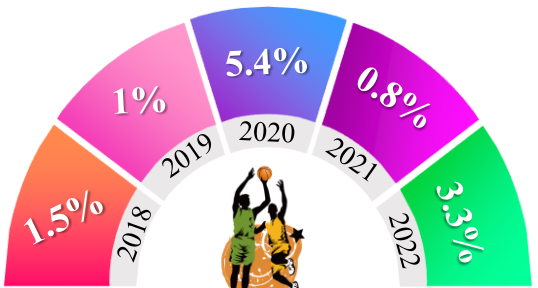
Convention



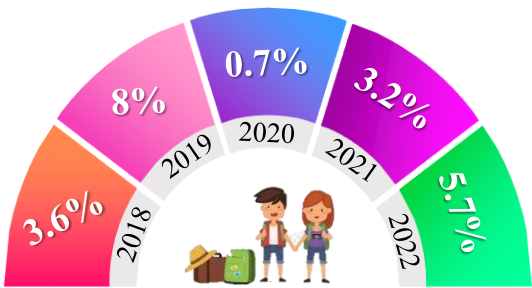
Culture



Health



Sports



Others

Source: Half year IATS, 2022

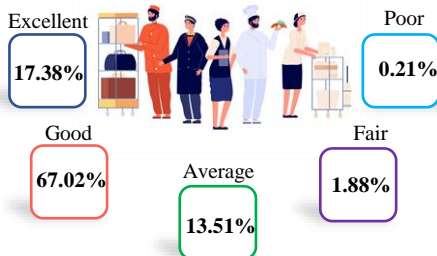
Figure 8.0

## VISITORS' IMPRESSION ABOUT GHANA'S TOURISM FACILITIES & SERVICES

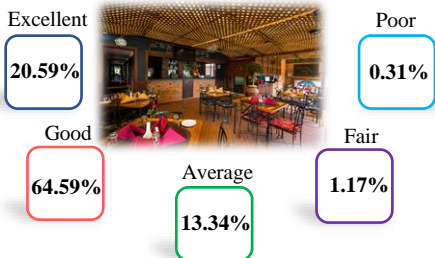
### Quality of Hotel Facilities



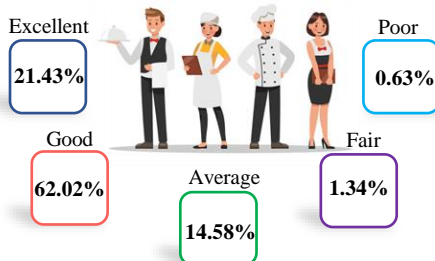
### Quality of Hotel Services



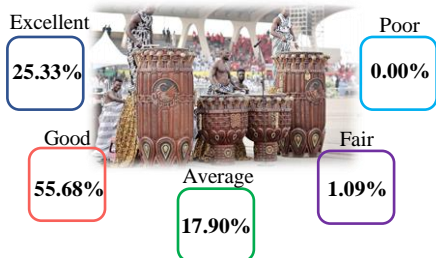
### Quality of Restaurant Facilities



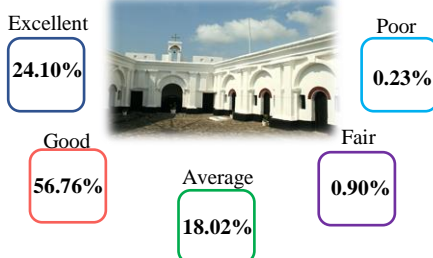
### Quality of Restaurant Services



### Quality of Cultural Attractions



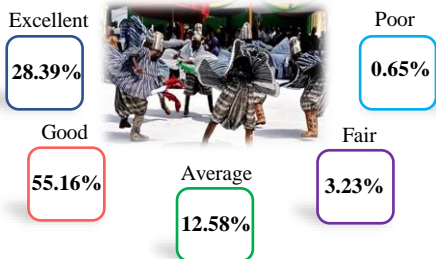
### Forts and Castles



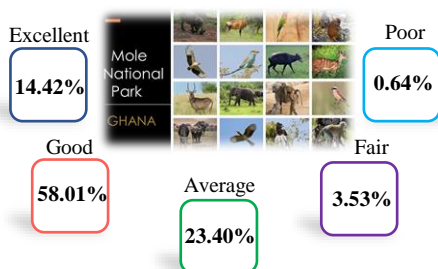
Source: Half year IATS, 2022

# VISITORS' IMPRESSION ABOUT GHANA'S TOURISM FACILITIES & SERVICES CONT'D

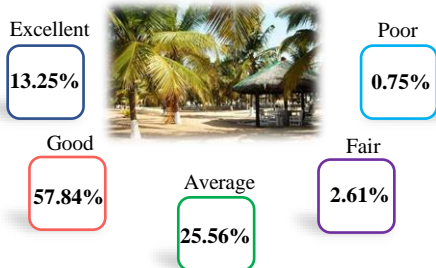
## Festivals and Special Events



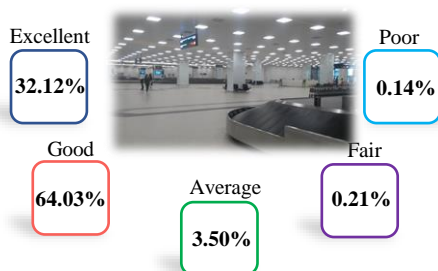
## Wildlife



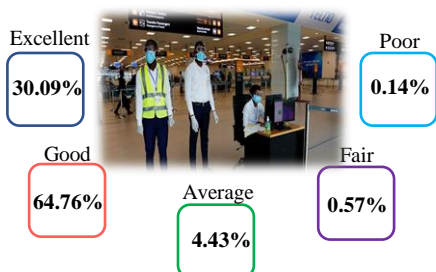
## Quality of Beach Facilities



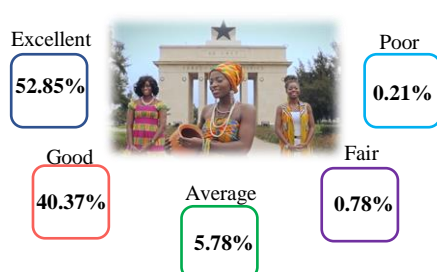
## Airport Facilities



## Airport Formalities



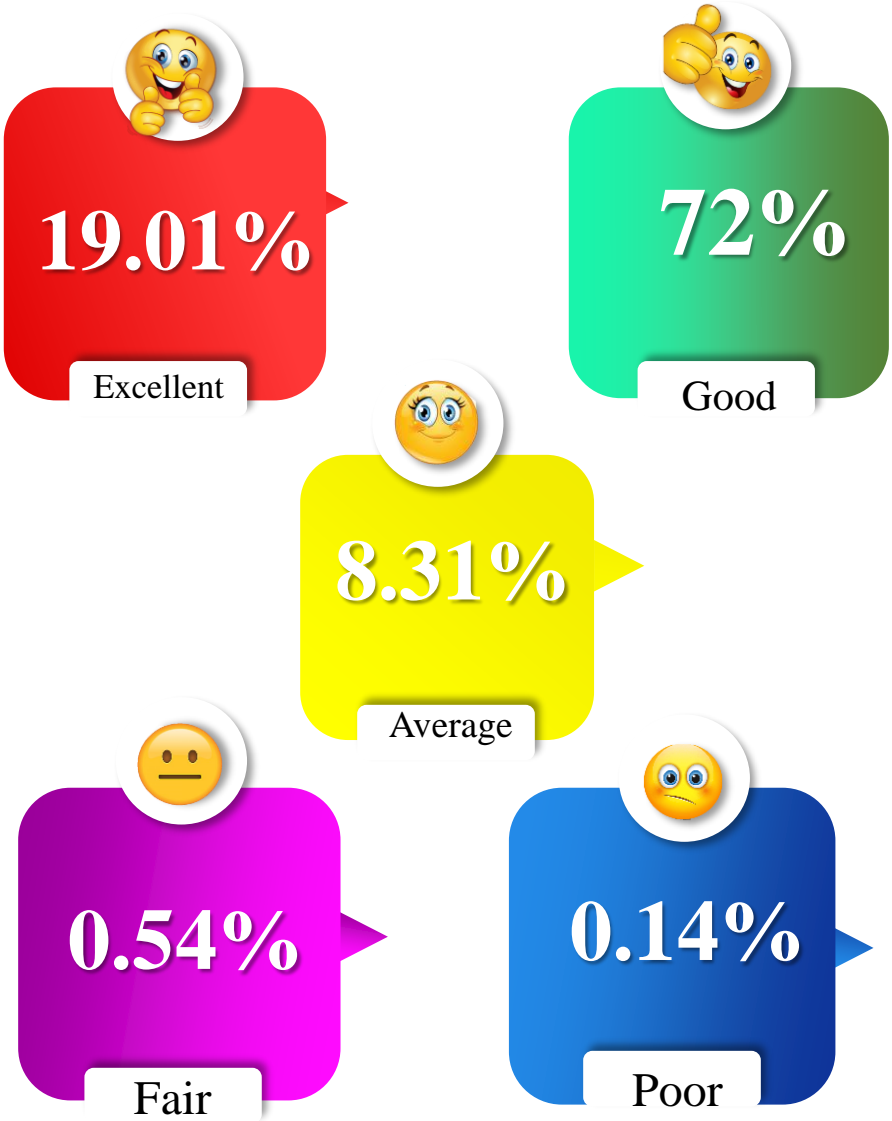
## Ghanaian Hospitality



Source: Half year IATS, 2022

Figure 9.0

## OVERALL IMPRESSION ABOUT GHANA



Source: Half year IATS, 2022



# 2022 DECEMBER IN GH



  
**BEYOND THE  
RETURN**



## **INTRODUCTION**

December in GH was launched by the Ghana Tourism Authority in August 2019 as part of activities to climax the Year of Return. It has now become a key feature of Ghana's tourism drive.

In August 2022, the sector minister Dr. Ibrahim Mohammed Awal launched the 2022 December in GH event with the expectation that Ghana would receive a record-breaking tourist inflow to the country. Visitors into Ghana in December has been constantly growing since its launch more than other months. 2021 international arrivals for December was 84,965 and that of 2022 was 105,214 representing a percentage growth of 24%.

About 122 were endorsed by GTA and the Beyond the Return Secretariat. The events kick-started on the 6<sup>th</sup> of November 2022 through to 7<sup>th</sup> January 2023. At the end of the period, 113 of the endorsed events were held successfully with nine (9), postponed or cancelled.

The RME department conducted a major survey at the Kotoka International Airport (KIA) to objectively assess participants impressions of the December in GH program, and to evaluate the impact of DiGH on participants involvement in the Pillars of the Beyond the Return and on tourism in Ghana at large. Other surveys were conducted at the Taste of Ghana 3.0, Afrochella, GUBA Diaspora Conversation and Tadifest event.

### **HIGHLIGHTS OF 2022 DiGH SURVEY AT KIA**

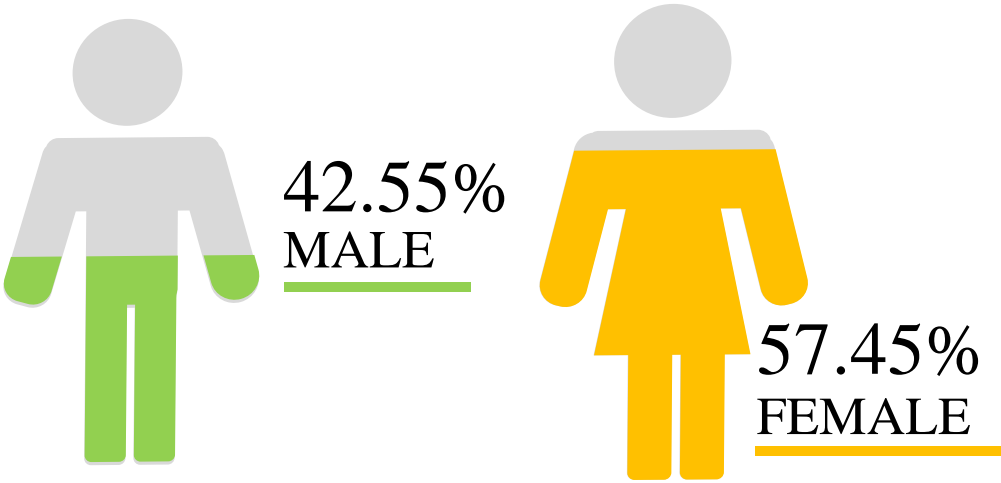
The survey interviewed 388 visitors who partook in various events. Out of the total interviewees 57.45% were females and 42.55% males with 67.1% of participants being millennials between the age bracket of (18-39years). Comparably, participants of DiGH who had visited the country for the first time dipped in 2022 as seen in figure 12.0 whilst more than 3 times visitors rose in 2022. In figure 14.0, 2022 DiGH tourists lived in private homes (47.77%) more than any other type of accommodation. 42.28% of respondents indicated that, what influenced their trip to partake in DiGH was to reunite with their family whilst, 17.45%, 16.78% and 12.08% came for vacation, tour and experience culture and business respectively.

Moreover, with an average length of stay of 14 nights, expenditure by tourists amounted to \$10,627,381.80 and an overall average daily expenditure per tourist being \$606.79. Accommodation expenditure was the highest among the pattern of expenditures with 33.34% of the total, entertainment and recreation being the second (17.25%) and food and beverage being third (16.56%).

Tourists (89.1%) and (31.74% and 56.31%) had a good level of satisfaction with regards to events they participated and their overall experience of 2022 DiGH program respectively. Over 90% of visitors mentioned that they will visit Ghana in the future.

Figure 10.0

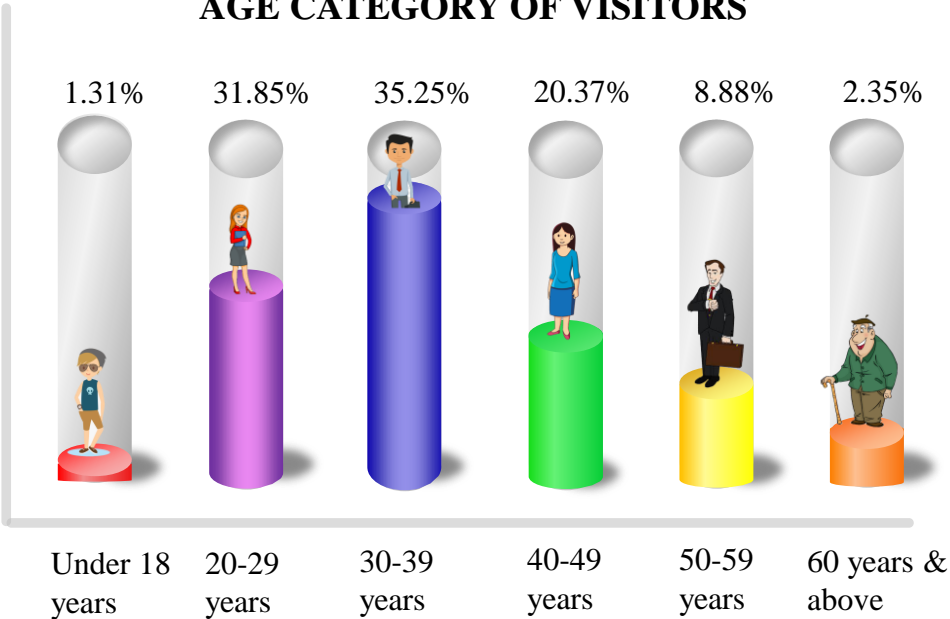
### GENDER OF VISITORS



Source: DiGH, 2022

Figure 11.0

### AGE CATEGORY OF VISITORS

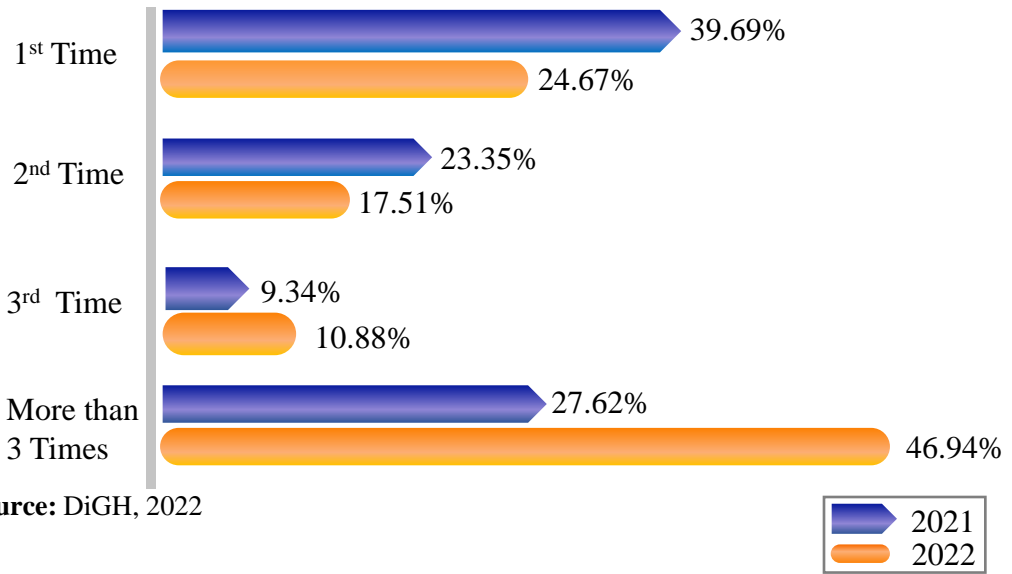


Source: DiGH, 2022



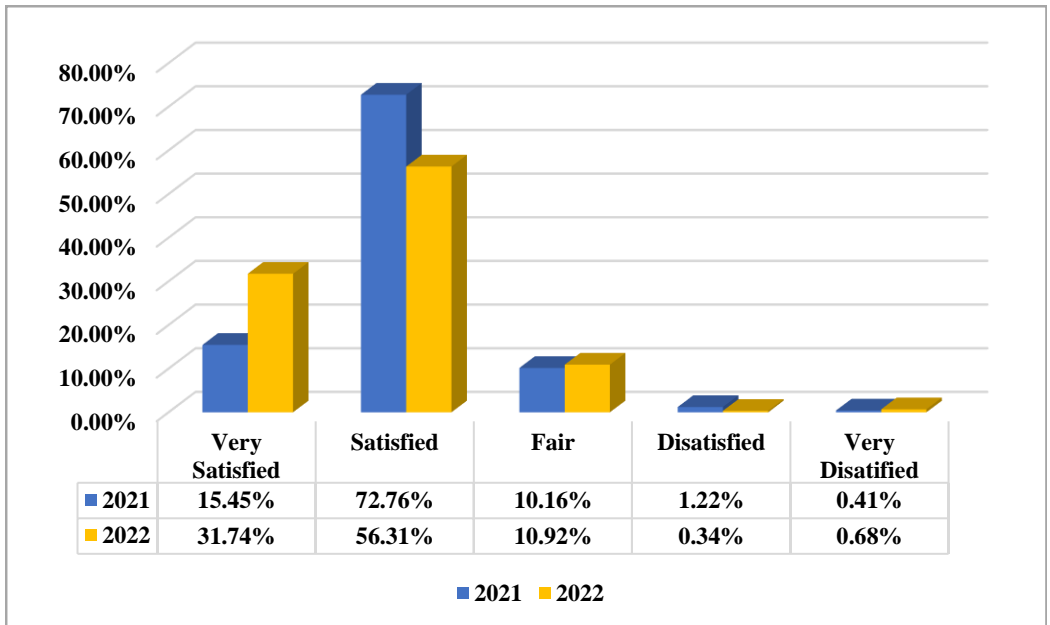
**Figure 12.0**

**NUMBER OF VISITATION TO GHANA (2021-2022)**



**Figure 13.0**

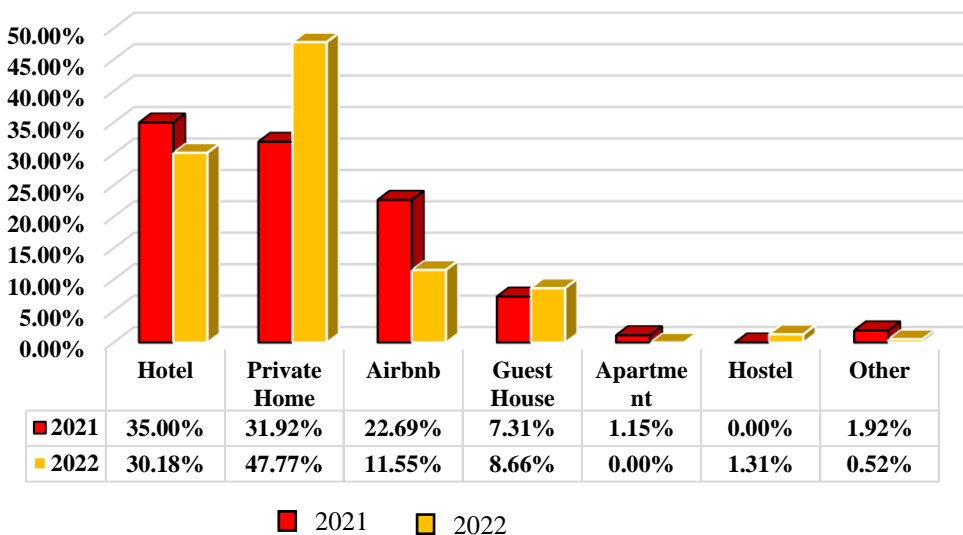
**VISITORS OVERALL EXPERIENCE WITH DiGH (2021-2022)**



Source: DiGH, 2022

Figure 14.0

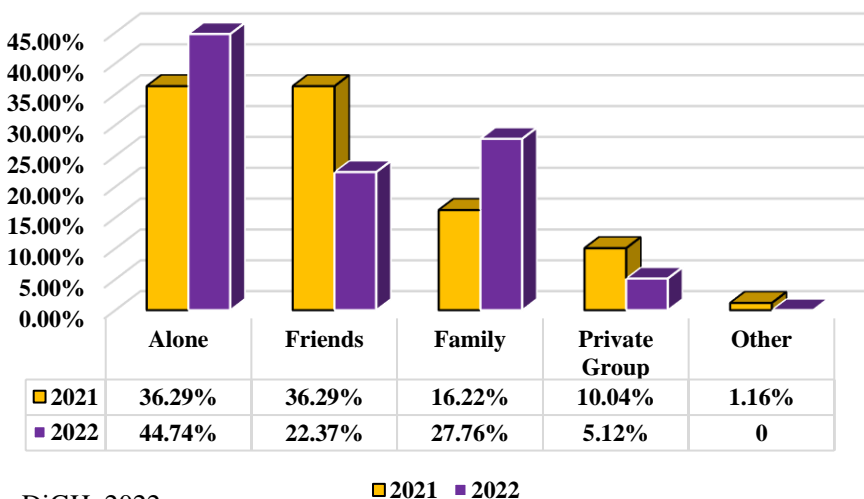
### PLACE OF STAY BY PARTICIPANTS OF DiGH (2021-2022)



Source: DiGH, 2022

Figure 15.0

### COMPANIONSHIP ON TRIP TO GHANA 2021-2022



Source: DiGH, 2022

Figure 16.0

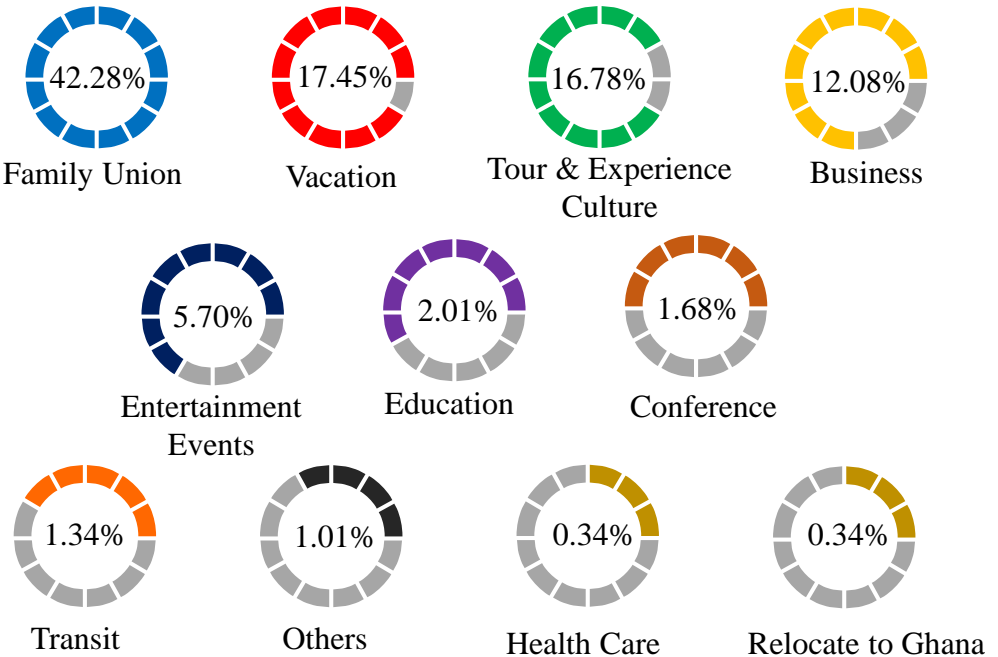
## RANK OF DIASPORA INVOLVEMENT IN THE PILLARS OF BEYOND THE RETURN



Source: DiGH, 2022

Figure 17.0

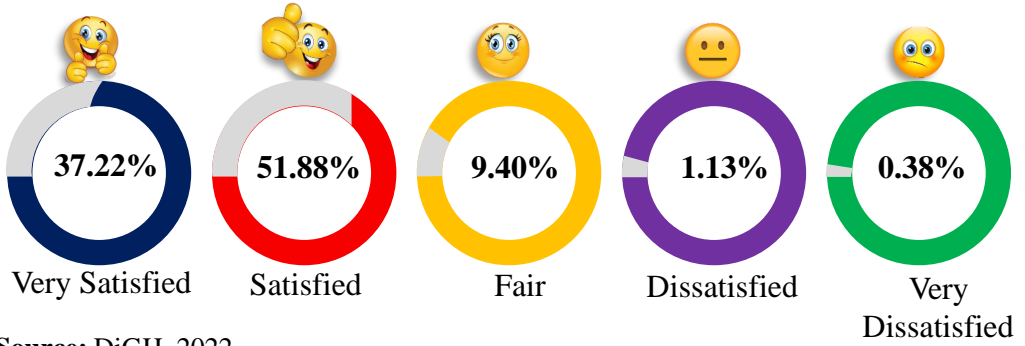
## INFLUENCE OF TRIP TO ATTEND DiGH



Source: DiGH, 2022

Figure 18.0

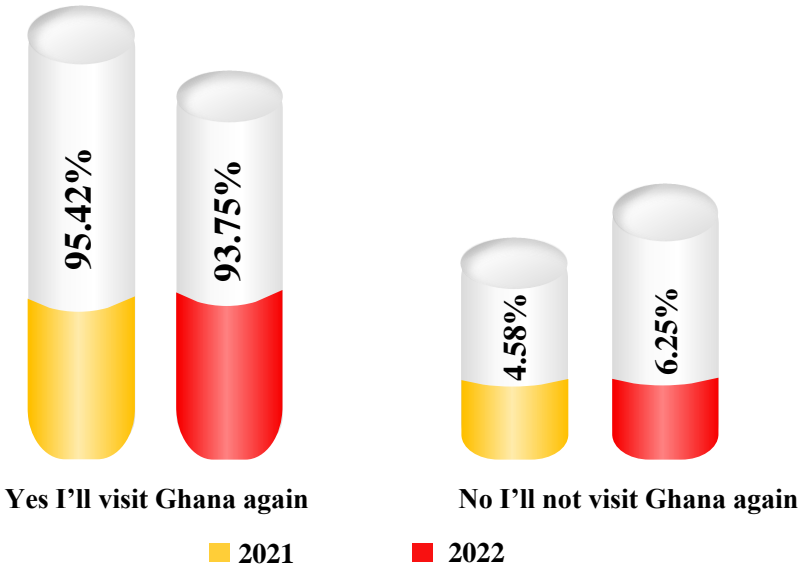
## SATISFACTION LEVEL OF VISITORS IN EVENTS PARTICIPATED DURING DiGH



Source: DiGH, 2022

Figure 19.0

## FUTURE VISIT (2021-2022)



Source: DiGH, 2022



# TOURISM FACT SHEET



## INTERNATIONAL ARRIVALS

Table 3.0

### TOP 10 ARRIVAL COUNTRIES 2022-2018 & PERCENTAGES OF THEIR TOTAL ANNUAL ARRIVALS

| 2022          |         |      |
|---------------|---------|------|
| Country       | Arrival | %    |
| USA           | 118,369 | 12.9 |
| Nigeria       | 72,786  | 8.0  |
| Britain       | 47,962  | 5.2  |
| India         | 22,261  | 2.4  |
| Germany       | 22,159  | 2.4  |
| Liberia       | 16,149  | 1.8  |
| Netherlands   | 14,541  | 1.6  |
| Cote D'ivoire | 14,284  | 1.6  |
| Canada        | 13,051  | 1.4  |
| South Africa  | 12,674  | 1.4  |

| 2021          |         |      |
|---------------|---------|------|
| Country       | Arrival | %    |
| USA           | 92,139  | 14.8 |
| Nigeria       | 59,193  | 9.5  |
| Britain       | 34,073  | 5.5  |
| Germany       | 14,785  | 2.4  |
| Netherlands   | 11,923  | 1.9  |
| Canada        | 8,475   | 1.4  |
| Cote D'ivoire | 8,413   | 1.3  |
| China         | 8,088   | 1.3  |
| South Africa  | 7,591   | 1.2  |
| France        | 7,048   | 1.1  |

| 2020          |         |     |
|---------------|---------|-----|
| Country       | Arrival | %   |
| USA           | 39,028  | 11  |
| Nigeria       | 33,394  | 9.4 |
| Britain       | 20,538  | 5.8 |
| Germany       | 8,103   | 2.3 |
| Cote D'ivoire | 6,210   | 1.7 |
| China         | 6,129   | 1.7 |
| Netherlands   | 6,028   | 1.7 |
| Canada        | 5,522   | 1.6 |
| South Africa  | 5,283   | 1.5 |
| France        | 5,219   | 1.5 |

Source: GIS & GTA

**TOP 10 ARRIVAL COUNTRIES 2018-2022 &  
PERCENTAGES OF THEIR TOTAL ANNUAL ARRIVALS  
CONT'D**

| 2019          |         |      |
|---------------|---------|------|
| Country       | Arrival | %    |
| USA           | 118,009 | 10.4 |
| Nigeria       | 102,339 | 9.1  |
| Britain       | 69,954  | 6.2  |
| China         | 26,387  | 2.3  |
| Germany       | 25,022  | 2.2  |
| South Africa  | 21,619  | 1.9  |
| Netherlands   | 18,135  | 1.6  |
| Canada        | 15,371  | 1.4  |
| France        | 14,203  | 1.3  |
| Cote D'ivoire | 10,167  | 0.9  |

| 2018          |         |      |
|---------------|---------|------|
| Country       | Arrival | %    |
| Nigeria       | 98,181  | 10.3 |
| USA           | 92,999  | 9.7  |
| Britain       | 58,742  | 6.1  |
| China         | 22,908  | 2.4  |
| Germany       | 21,688  | 2.3  |
| Cote D'ivoire | 21,633  | 2.3  |
| South Africa  | 19,692  | 2.1  |
| Netherlands   | 15,449  | 1.6  |
| France        | 14,039  | 1.5  |
| Canada        | 13,811  | 1.4  |

Source: GIS & GTA

**DOMESTIC TOURISM**

Table 4.0

**TOTAL VISITATION AT ATTRACTIONS/SITES (2018-2022)**

| DESCRIPTION           | 2018           | %          | 2019           | %          | 2020           | %          | 2021           | %          | 2022           | %          |
|-----------------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|----------------|------------|
| <i>RESIDENT</i>       | 459,594        | 72.35      | 464,162        | 69.35      | 173,988        | 82.62      | 516,990        | 88         | 795,991        | 84.94      |
| <i>NON - RESIDENT</i> | 175,600        | 27.65      | 205,149        | 30.65      | 36,594         | 17.38      | 71,956         | 12         | 149,414        | 15.06      |
| <b>TOTAL</b>          | <b>635,194</b> | <b>100</b> | <b>669,311</b> | <b>100</b> | <b>210,582</b> | <b>100</b> | <b>588,946</b> | <b>100</b> | <b>937,087</b> | <b>100</b> |

Source: GTA RME DEPT

**Figure 5.0**

## TOP 10 MOST VISITED ATTRACTIONS/SITES IN GHANA 2022-2018

| Attractions/Sites              | 2022           | Rank             | 2021           | Rank             | 2020           | Rank             | 2019           | Rank             | 2018           | Rank             |
|--------------------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|----------------|------------------|
| Aburi Gardens                  | 186,109        | 1 <sup>ST</sup>  | 42,706         | 5 <sup>TH</sup>  | ***            | ***              | ***            | ***              | 27,887         | 7 <sup>TH</sup>  |
| Kakum National Park            | 136,256        | 2 <sup>ND</sup>  | 86,035         | 1 <sup>ST</sup>  | 54,514         | 1 <sup>ST</sup>  | 126,190        | 1 <sup>ST</sup>  | 127,752        | 1 <sup>ST</sup>  |
| Kumasi Zoo                     | 114,684        | 3 <sup>RD</sup>  | 69,208         | 2 <sup>ND</sup>  | ***            | ***              | 51,930         | 6 <sup>TH</sup>  | 15,901         | 10 <sup>TH</sup> |
| Cape Coast Castle              | 86,692         | 4 <sup>TH</sup>  | 47,931         | 4 <sup>TH</sup>  | 37,631         | 2 <sup>ND</sup>  | 88,124         | 3 <sup>RD</sup>  | 74,987         | 3 <sup>RD</sup>  |
| Elimina Castle                 | 72,691         | 5 <sup>TH</sup>  | 36,302         | 6 <sup>TH</sup>  | 23,193         | 4 <sup>TH</sup>  | 69,544         | 4 <sup>TH</sup>  | 65,208         | 4 <sup>TH</sup>  |
| Shai Hills Reserve             | 48,116         | 6 <sup>TH</sup>  | ***            | ***              | 16,351         | 5 <sup>TH</sup>  | ***            | ***              | 23,600         | 8 <sup>TH</sup>  |
| Accra Zoo                      | 45,825         | 7 <sup>TH</sup>  | 32,764         | 8 <sup>TH</sup>  | ***            | ***              | ***            | ***              | ***            | ***              |
| Bunso Arboretum                | 40,895         | 8 <sup>TH</sup>  | 30,152         | 9 <sup>TH</sup>  | ***            | ***              | ***            | ***              | ***            | ***              |
| Prempeh II Jubilee Museum      | 21,139         | 9 <sup>TH</sup>  | ***            | ***              | ***            | ***              | ***            | ***              | ***            | ***              |
| Kintampo Waterfalls            | 18,231         | 10 <sup>TH</sup> | ***            | ***              | 10,848         | 6 <sup>TH</sup>  | 18,420         | 7 <sup>TH</sup>  | ***            | ***              |
| Kwame Nkrumah Memorial         | ***            | ***              | 28,361         | 10 <sup>TH</sup> | 34,678         | 3 <sup>RD</sup>  | 98,678         | 2 <sup>ND</sup>  | 82,262         | 2 <sup>ND</sup>  |
| Manhyia Palace Museum          | ***            | ***              | ***            | ***              | ***            | ***              | 60,423         | 5 <sup>TH</sup>  | 53,002         | 5 <sup>TH</sup>  |
| Wli Falls                      | ***            | ***              | ***            | ***              | 6,061          | 8 <sup>TH</sup>  | ***            | ***              | 38,376         | 6 <sup>TH</sup>  |
| Mole National Park             | ***            | ***              | ***            | ***              | ***            | ***              | 13,796         | 9 <sup>TH</sup>  | 18,387         | 9 <sup>TH</sup>  |
| Komfo Anokye Sword             | ***            | ***              | ***            | ***              | ***            | ***              | 10,526         | 10 <sup>TH</sup> | ***            | ***              |
| Lake Bosomtwi                  | ***            | ***              | ***            | ***              | ***            | ***              | 17,088         | 8 <sup>TH</sup>  | ***            | ***              |
| Nzulezo                        | ***            | ***              | ***            | ***              | 7,688          | 7 <sup>TH</sup>  | ***            | ***              | ***            | ***              |
| Boabeng-Fiema Monkey Sanctuary | ***            | ***              | ***            | ***              | 3,793          | 9 <sup>TH</sup>  | ***            | ***              | ***            | ***              |
| Zenga Crocodile Pond           | ***            | ***              | ***            | ***              | 2,564          | 10 <sup>TH</sup> | ***            | ***              | ***            | ***              |
| Larabanga Mosque               | ***            | ***              | 55,395         | 3 <sup>RD</sup>  | ***            | ***              | ***            | ***              | ***            | ***              |
| Mognori                        | ***            | ***              | 35,243         | 7 <sup>TH</sup>  | ***            | ***              | ***            | ***              | ***            | ***              |
| <b>Total</b>                   | <b>770,638</b> |                  | <b>464,097</b> |                  | <b>197,321</b> |                  | <b>554,719</b> |                  | <b>527,362</b> |                  |

**Source:** GTA RME DEPT

\*\*\* Indicates that these Attractions were not part of the top 10 in the particular year under review.



## OTHER TOURISM STATISTICS

Table 6.0

### AVERAGE TOURIST EXPENDITURE & LENGTH OF STAY 2018-2022

| Year | Average Expenditure | Average Length of Stay |
|------|---------------------|------------------------|
| 2018 | 2,708.00            | 15                     |
| 2019 | 2,931.00            | 10                     |
| 2020 | 1,090.00            | 12                     |
| 2021 | 1,289.00            | 14                     |
| 2022 | 2,743.00            | 14                     |

Source: IATS

**Table 7.0**

**LICENSED FORMAL TOURISM ENTERPRISES 2018-2022**

| <b>YEAR</b> | <b>ACCOMMODATION</b> | <b>F, B &amp; ENT.</b> | <b>TRAVEL TRADE</b> | <b>TOTAL</b> |
|-------------|----------------------|------------------------|---------------------|--------------|
| 2018        | 3,454                | 499                    | 487                 | 4,440        |
| 2019        | 4,131                | 599                    | 557                 | 5,287        |
| 2020        | 3,538                | 538                    | 479                 | 4,555        |
| 2021        | 4,151                | 520                    | 408                 | 5,079        |
| <b>2022</b> | 4,190                | 670                    | 516                 | 5,376        |

Source: GTA.

**LEGEND**

**F, B & E – FOOD, BEVERAGE & ENTERTAINMENT**

**TRAVEL TRADE – CAR RENTAL, TRAVEL & TOUR & TOURS ONLY**

**HOTEL OCCUPANCY RATES**

**Table 8.0**

**2020-2022 HOTEL OCCUPANCY**

| <b>Hotel Rating</b>              | <b>2020</b> | <b>2021</b> | <b>2022</b> |
|----------------------------------|-------------|-------------|-------------|
| <b>1 – Star hotel</b>            | 13%         | 22%         | 21%         |
| <b>2 – Star hotel</b>            | 8%          | 33%         | 40%         |
| <b>3 – Star hotel</b>            | 31%         | 18%         | 36%         |
| <b>4 – Star hotel</b>            | 38%         | 42%         | 45%         |
| <b>5 – Star hotel</b>            | 31%         | 50%         | 65%         |
| <b>Budget hotel</b>              | 16%         | 22%         | 18%         |
| <b>Guesthouse</b>                | 30%         | 26%         | 29%         |
| <b>Overall Average Occupancy</b> | 18%         | 30%         | 36%         |

Source: GTA RME DEPT

# SUMMARY OF LICENSED TOURISM ENTERPRISES 2022

**Table 9.0**

## 2022 LICENSED TOURISM ENTERPRISES

| Region        | Accommodation | Car Rental | Conference and Event Hall | Entertainment | Food and Beverage | Home Stay | Hostel     | Travel and Tour | Total        |
|---------------|---------------|------------|---------------------------|---------------|-------------------|-----------|------------|-----------------|--------------|
| Ahafo         | 63            | -          | -                         | -             | 1                 | -         | -          | -               | 64           |
| Ashanti       | 700           | 9          | -                         | 2             | 59                | -         | 73         | 77              | 920          |
| Bono          | 179           | -          | -                         | -             | 6                 | -         | 3          | 8               | 196          |
| Bono East     | 110           | -          | -                         | -             | 2                 | -         | 2          | -               | 114          |
| Central       | 341           | -          | -                         | -             | 8                 | 2         | 2          | 8               | 361          |
| Eastern       | 502           | -          | 1                         | 2             | 29                | 2         | 33         | 3               | 572          |
| Greater Accra | 845           | 23         | 16                        | 29            | 357               | 3         | 68         | 285             | 1,626        |
| North East    | 27            | -          | -                         | -             | 1                 | -         | -          | 1               | 29           |
| Northern      | 139           | 2          | -                         | 1             | 27                | -         | 14         | 14              | 197          |
| Oti           | 31            | -          | -                         | -             | -                 | -         | -          | -               | 31           |
| Savannah      | 35            | -          | -                         | -             | 1                 | -         | -          | 2               | 38           |
| Tema          | 387           | 4          | 3                         | 2             | 79                | 2         | 4          | 37              | 518          |
| Upper East    | 142           | -          | 2                         | -             | 6                 | -         | 1          | 5               | 156          |
| Upper West    | 58            | -          | -                         | -             | 6                 | -         | 1          | 4               | 69           |
| Volta         | 299           | 11         | -                         | -             | 4                 | 9         | -          | 1               | 324          |
| Western       | 276           | 12         | -                         | -             | 46                | 2         | 13         | 10              | 359          |
| Western North | 56            | -          | -                         | -             | 2                 | 2         | -          | -               | 60           |
| <b>Total</b>  | <b>4,190</b>  | <b>61</b>  | <b>22</b>                 | <b>36</b>     | <b>634</b>        | <b>22</b> | <b>214</b> | <b>455</b>      | <b>5,634</b> |

**Source:** Single Window Platform



# **PRODUCT DEVELOPMENT AND INVESTMENT (PDI)**



## INTRODUCTION

A Legislative Instrument (L.I 2393) has been introduced to regulate tourism sites and attractions. In line with this, 13 MOUs were signed with different Traditional authorities Organizations and District assemblies and a national sensitization exercise.

These MOUs also facilitated the ongoing development and rehabilitation of the following sites to enhance visitor experience:

- ❖ **Pikworo Slave Camp**
- ❖ **Yaa Asantewaa Museum**
- ❖ **Bonwire Kente Museum**
- ❖ **Aburi Botanical Garden**



**Pikworo Slave Camp**

## **PRODUCT DEVELOPMENT AND INVESTMENT (PDI) CONT'D**



**Yaa Asantewaa Museum**



**Aburi Botanical Garden**



**Bonwire Kente Museum**







## **INTRODUCTION**

Tourism was chosen as part of the sectors for the Ghana Cares Obaatanpa Project. The project was initiated by the Ministry of Finance to stabilize, revitalize and transform Ghana's economy to create jobs and prosperity for Ghanaians over a three-year period. It aims at revitalizing and transforming the economy from 2021-2023 and optimizing the implementation of Government flagships and key programmes among others.

Tourism remains a key sub-sector, as it is responsible for close to six hundred and sixty thousand (660,000) direct and indirect jobs across Ghana. The industry has maintained an upward growth trajectory in recent years, in terms of the number of tourist arrivals and country receipts from tourists.

## **KEY ACHIEVEMENTS**

### **SECTOR OPERATORS SKILLS REVITALIZATION**

A cross sector Committee involving GTA, COTVET and the Ghana Tourism Federation (GHATOF) was set up to work on the training areas and the training roadmap signed and adopted.

Training areas adopted by the committee were:

- Customer Service
- Digital and Social Media Marketing
- Tourism Product Knowledge
- Product Development for Up market Hospitality establishment

Three thousand two hundred and forty-four (3,244) people were trained and certified across the twelve Regions in 2022. Training breakdown was as follows:

- Staff of accommodation, catering and travel facilities - 2,644
- Product development and Investment officers - 32
- Tourism plant Inspectors - 163
- Uber, Bolt and Taxi drivers - 310
- Car rental drivers - 95

Apart from the Tourism Plant Inspectors and Product Development and Investors officers, the rest were taken through Digital Marketing, Customer Service and Tourism Product Knowledge.



## ASHANTI REGION TRAINING



## BONO EAST TRAINING



## WESTERN REGION TRAINING



## VOLTA REGION TRAINING



## BONO REGION TRAINING



## UPPER WEST TRAINING



## C. TARGETED TRANSFORMATION OF TOURIST BEACHES

- i. The project identified four (4) pilot beaches for transformation.
- ii. An awareness campaign on beach sanitation was implemented.

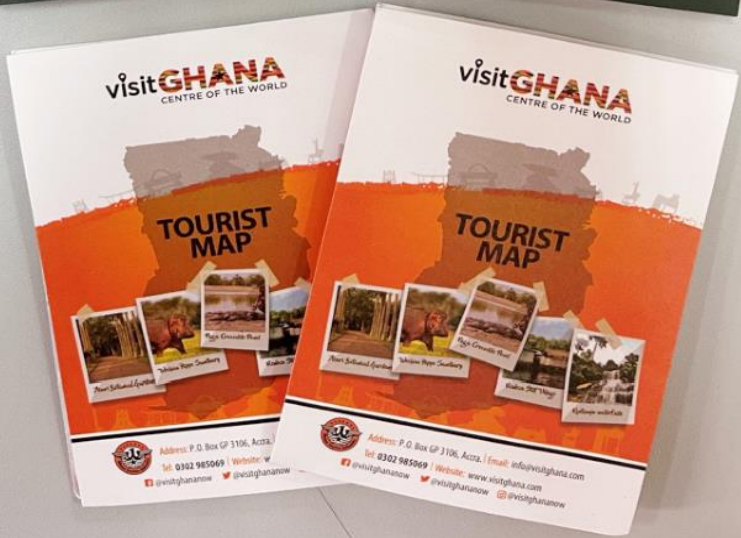


#### D. COMPREHENSIVE MARKETING BRAND STRATEGY

The project developed and implemented a targeted Ghana Brand Programme focusing on global, sub-region and domestic markets. This has resulted in increased number of visitor arrivals and an increase in visitation to tourist sites.

December in GH Launch





## Taste of Ghana Launch







We are Open and Ready



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