GHANA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3%  
Total GDP contribution

330 MN  
Jobs globally (1 in 10 jobs)

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%  
1 in 4 net new jobs were created by Travel & Tourism over the last five years

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Global GDP impact by sector (2018 data). Share of total economy GDP

- Mining
- Automotive
- Agriculture
- Travel & Tourism
- Retail
- Financial Services

0%  
5%  
10%  
15%

GHANA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.0% OF TOTAL ECONOMY  
Total T&T GDP = GH₵17,497.3MN (USD3,305.1MN)

+6.9%  
2019 Travel & Tourism GDP growth vs +5.7% real economy GDP growth

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

623.1 JOBS (000's)  
(5.2% of total employment)

INTERNATIONAL VISITOR IMPACT

GH₵5,087.7 MN  
in visitor spend (4.1% of total exports)  
(USD961.0MN)

INBOUND ARRIVALS

1. UNITED STATES 28%  
2. UNITED KINGDOM 19%  
3. NIGERIA 18%  
4. CÔTE D’IVOIRE 8%  
5. GERMANY 5%  
REST OF WORLD 22%

OUTBOUND DEPARTURES

1. NIGERIA 18%  
2. UNITED KINGDOM 13%  
3. UNITED STATES 9%  
4. CHINA 8%  
5. CÔTE D’IVOIRE 7%  
REST OF WORLD 45%

Note: Data are average shares over the 2016-2018 period  
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING  
- BUSINESS SPENDING  
- DOMESTIC SPENDING  
- INTERNATIONAL SPENDING

70%  
30%

66%  
34%

1All values are in constant 2019 prices & exchange rates  
As reported in March 2020