**GHANA**

2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

### Global Data 2019

- **10.3%**
  - Total GDP contribution
- **330MN**
  - 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.

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

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

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>5%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>5%</td>
</tr>
</tbody>
</table>

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

### Ghana 2019 Key Data

- **5.0% of Total Economy**
  - Total T&T GDP = GHc17,497.3MN (USD3,305.1MN)
- **+6.9%**
  - 2019 Travel & Tourism GDP growth vs +5.7% real economy GDP growth

- **623.1 jobs (000’s)**
  - (5.2% of total employment)

- **GHc5,087.7 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**
  - 70%
- **Business Spending**
  - 30%
- **Domestic Spending**
  - 66%
- **International Spending**
  - 34%

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