GHANA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

While the global economy grew by 2.5%, Travel & Tourism grew significantly more at 3.5%.

10.3% Total GDP contribution

2.5%

3.5%

330MN Jobs globally (1 in 10 jobs)

GHANA 2019 KEY DATA

5.0% OF TOTAL ECONOMY

5.0% of total employment

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

0% 5% 10% 15%

+6.9%

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

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

623.1 JOBS (000’s)

GHC5,087.7MN

(5.2% of total employment)

Global visitor spend (4.1% of total exports)

(USD961.0MN)

INTERNATIONAL VISITOR IMPACT

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

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

INBOUND ARRIVALS

OUTBOUND DEPARTURES

SECTOR CHARACTERISTICS (2019)

● LEISURE SPENDING
● BUSINESS SPENDING
● DOMESTIC SPENDING
● INTERNATIONAL SPENDING

70% 30%

66% 34%

330MN

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

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

GHANA 2019 KEY DATA

Global visitor spend (4.1% of total exports)

(USD961.0MN)

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