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

Jobs globally (1 in 10 jobs):

330,000

GHC5,087.7M in visitor spend (4.1% of total exports)

1. UNITED STATES
2. UNITED KINGDOM
3. NIGERIA
4. CÔTE D’IVOIRE
5. GERMANY
REST OF WORLD

Global 2019 Travel & Tourism GDP growth (5.2% of total employment) vs +5.7% real economy GDP growth

5.0% OF TOTAL ECONOMY

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

623,100 JOBS (000’s)

CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

GHC5,087.7M in visitor spend (4.1% of total exports)

INBOUND ARRIVALS

1. UNITED STATES
2. UNITED KINGDOM
3. NIGERIA
4. CÔTE D’IVOIRE
5. GERMANY
REST OF WORLD

OUTBOUND DEPARTURES

1. NIGERIA
2. UNITED KINGDOM
3. UNITED STATES
4. CHINA
5. CÔTE D’IVOIRE
REST OF WORLD

INTERNATIONAL VISITOR IMPACT

SECTOR CHARACTERISTICS (2019)

- LEISURE SPENDING: 70%
- BUSINESS SPENDING: 30%
- DOMESTIC SPENDING: 66%
- INTERNATIONAL SPENDING: 34%

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

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