GHANA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

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

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 GDP

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

GHANA 2019 KEY DATA

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%

INTERNATIONAL VISITOR IMPACT

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

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

SECTOR CHARACTERISTICS (2019)

70% LEISURE SPENDING
30% BUSINESS SPENDING

66% DOMESTIC SPENDING
34% INTERNATIONAL SPENDING

330 MN Jobs globally (1 in 10 jobs)

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

Mining
Automotive
Agriculture
Travel & Tourism
Retail
Financial Services

0% 5% 10% 15%

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