GHANA
2020 ANNUAL RESEARCH: KEY HIGHLIGHTS

GLOBAL DATA 2019

10.3% Total GDP contribution

623,100 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

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%

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

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