GLOBAL DATA 2019

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

GHANA 2019 KEY DATA

CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.0% of Total Economy +6.9%

Total T&T GDP = GH₵7,497.3MN (USD3,305.1MN)

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%
6. 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%
6. 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

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