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

- Mining: 0%
- Automotive: 5%
- Agriculture: 10%
- Travel & Tourism: 15%
- Retail: 10%
- Financial Services: 5%

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 2019 Key Data

- 5.0% of Total Economy
- +6.9% vs +5.7% real economy GDP growth
- 623,100 jobs (5.2% of total employment)
- GHC5,087.7 million in visitor spend (4.1% of total exports)

Ghana 2019 Key Data

- 330,000 jobs globally (1 in 10 jobs)
- Mining: 10.3%
- Automotive: 2.5%
- Agriculture: 3.5%
- Travel & Tourism: 6%
- Retail: 0%
- Financial Services: 0%

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

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