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)**.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Share of total economy GDP</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mining</td>
<td>0%</td>
</tr>
<tr>
<td>Automotive</td>
<td>5%</td>
</tr>
<tr>
<td>Agriculture</td>
<td>10%</td>
</tr>
<tr>
<td>Travel &amp; Tourism</td>
<td>15%</td>
</tr>
<tr>
<td>Retail</td>
<td>15%</td>
</tr>
<tr>
<td>Financial Services</td>
<td>10%</td>
</tr>
</tbody>
</table>

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

**GHANA 2019 KEY DATA**

**CONTRIBUTION OF TRAVEL & TOURISM TO GDP**

- **5.0% of total economy**
  - Total T&T GDP = GH₵7,497.3MN (USD3,305.1MN)

**CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT**

- 623.1 jobs (000’s)
  - (5.2% of total employment)

**INTERNATIONAL VISITOR IMPACT**

- **GH₵5,087.7MN**
  - 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%

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

**SECTOR CHARACTERISTICS (2019)**

- Leisure Spending 70%
- Business Spending 30%
- Domestic Spending 66%
- International Spending 34%

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