



MINISTRY OF TOURISM,
ARTS AND CULTURE



TOURISM REPORT

2020

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DEFINITION OF ABBREVIATIONS

GTA	Ghana Tourism Authority
GIS	Ghana Immigration Service
KIA	Kotoka International Airport
RME	Research, Monitoring & Evaluation
IATS	International Air Travellers Survey
\$M	Million Dollars
SICTE	Survey On Impact of COVID-19 on Tourism Enterprises

EXECUTIVE SUMMARY

“Governments are instrumental for the restart and recovery of tourism through collaborative use of data and digital solutions” says UNWTO Secretary Zurab Pololikashvili. In our quest to support this restart through collaboration with our stakeholders, this report provides data on tourism to inform policy and decision making.

The report is based on our annual inbound survey conducted at the Kotoka International Airport (KIA) and fact sheets collected from operational activities of the Authority.

As a result of the covid-19 pandemic, inbound tourism recorded its lowest level of contribution to the economy of Ghana in 2020 with an amount of \$387.1M (-88.3%). Many countries including Ghana were under lockdown for several months with travel restrictions. Globally, international arrivals fell by more than 70% of 2019 arrivals. International arrivals in Ghana was 355,108 in 2020 compared with 2019 (1,130,307), a drop of 68%. However, tourists average length of stay in the country increased marginally from 10.6 days in 2019 to 12 days in 2020.

Among our ten top generating markets, USA emerged as the first with 10.99% of the arrivals and Nigeria, UK, Germany and Cote D’Ivoire being 2nd (9.40% arrival), 3rd (5.78% arrival), 4th (2.28% arrival) and 5th (1.75% arrival) respectively.

Business Tourism continues to lead with 33.7% of the tourists that visited Ghana. 12.5% of tourists visited family and friends, 12.3% came for holiday or vacation. As a potential MICE destination Ghana had a total of (9.8%) for Conference and Conventions.

Tourists stayed in hotels (53.65%) more than any other type of accommodation. Corresponding accommodation expenditure was 54% compared to expenditure on food and beverage (15%), formal and informal shopping (11%), transportation (7%) and entertainment (5%) of the total tourist expenditure.

The pandemic has come to stay and affecting tourist confidence in destinations. The survey measured Ghana’s effort to prevent the spread of the covid-19. The result was 29.9% as excellent, whilst 51.7% and 16.6% of them rated the impression as good and normal respectively.

Overall impression of tourists experience about Ghana was rated excellent with a percentage of 34.43, good (54.15%) and less than 1% (0.41) of tourists rated their experience as poor.

The fact and figures show operational areas of the Authority during the year 2020 with 2016 as the baseline.

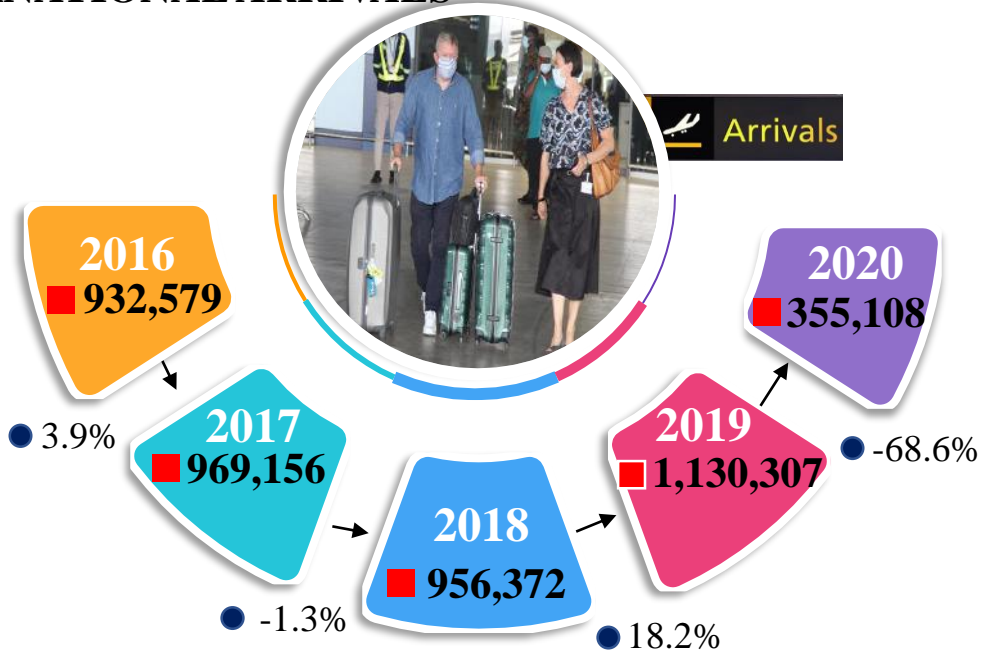
INBOUND TOURISM

FINDINGS

1.0 ECONOMIC IMPACT

Figure 1.0

INTERNATIONAL ARRIVALS



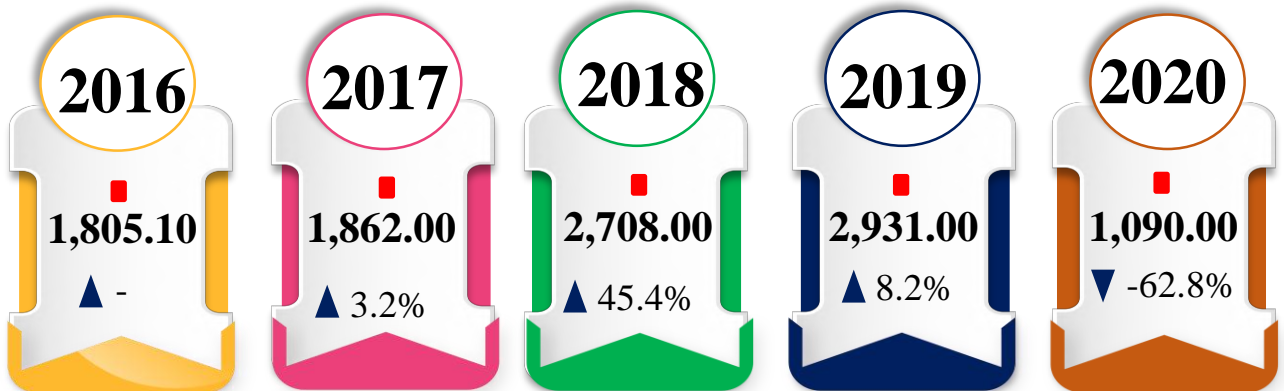
Source: GIS & GTA

■ Arrivals

● % Change

Figure 2.0

AVERAGE TOURIST EXPENDITURE



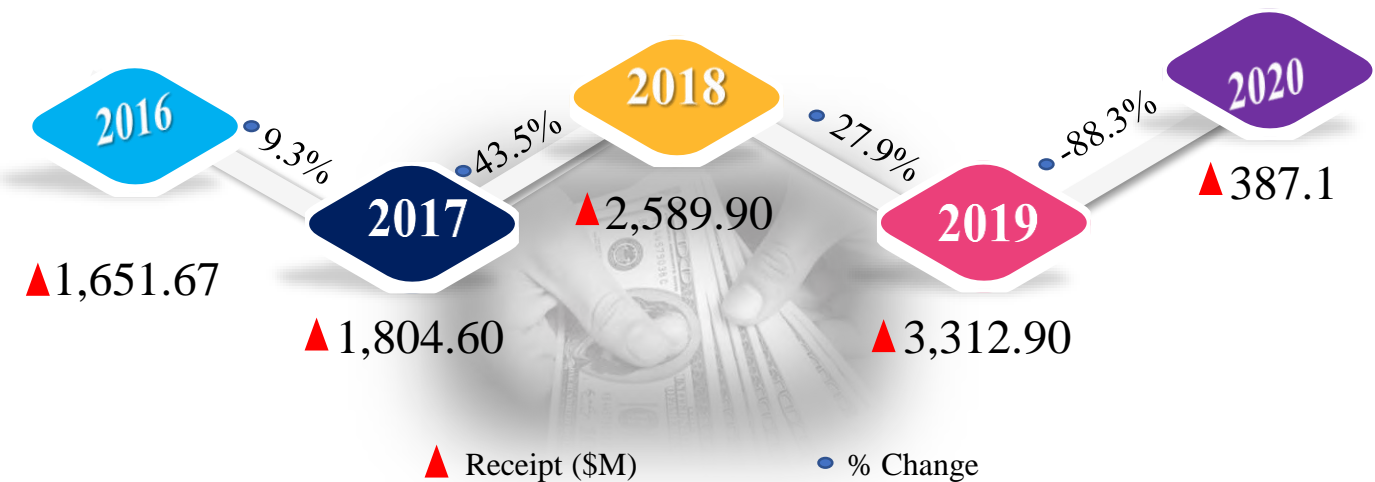
■ Average Tourist Expenditure (\$)

▲ % Change

Source: IATS, 2020 & GIS

Figure 3.0

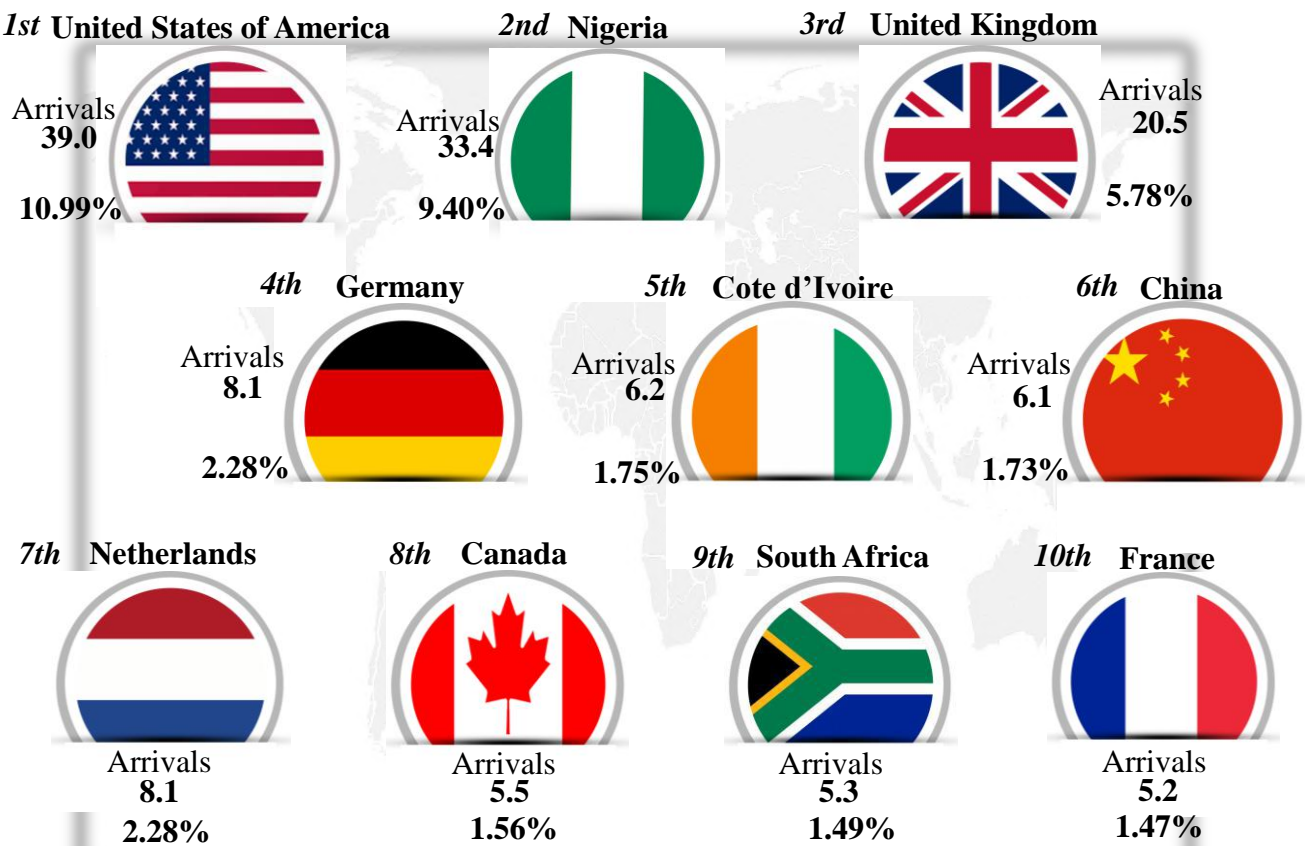
TOURISTS RECEIPT



Source: IATS, 2020 & GIS

Figure 4.0

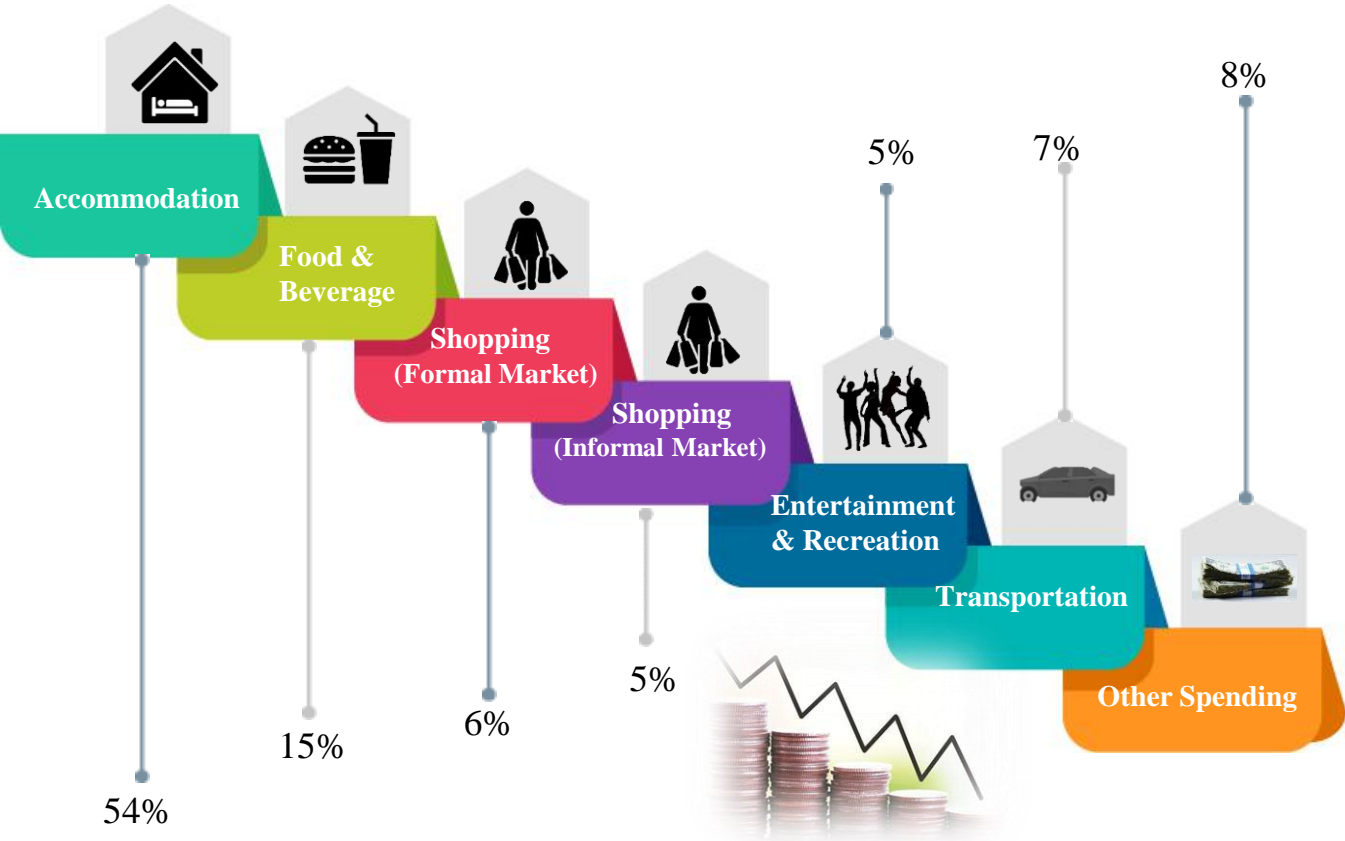
2020 TOP TEN ARRIVAL “000” COUNTRIES & POSITIONS



Source: GTA & GIS

Figure 5.0

EXPENDITURE PATTERN OF TOURISTS

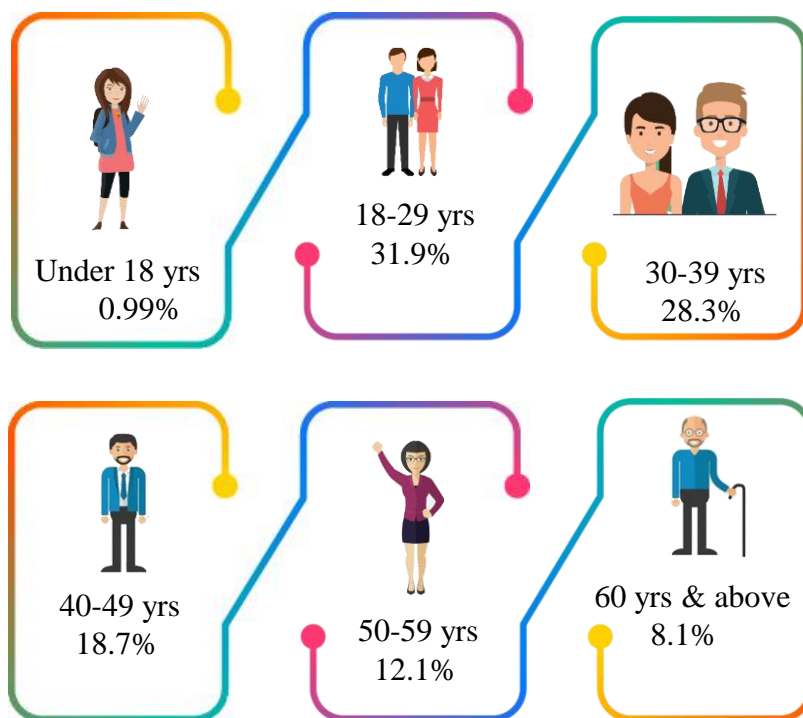


Source: IATS, 2020

2.0 SOCIAL IMPACT

Figure 6.0

VISITORS' DEMOGRAPHIC



Source: IATS, 2020

Figure 7.0

TYPE OF ACCOMMODATION FOR VISITORS



Source: IATS, 2020

Figure 8.0

PURPOSE OF VISIT



Business
33.7%



Holiday/Vacations
12.3%



Visit Family/Friends
12.5%



Conventions
4.5%



Culture
6.6%



Official/ Govt. Affairs
3.4%



Study/ Teaching
6.3%



Health
0.6%



Transit
8.7%



Conference
5.3%



Sports
5.4%

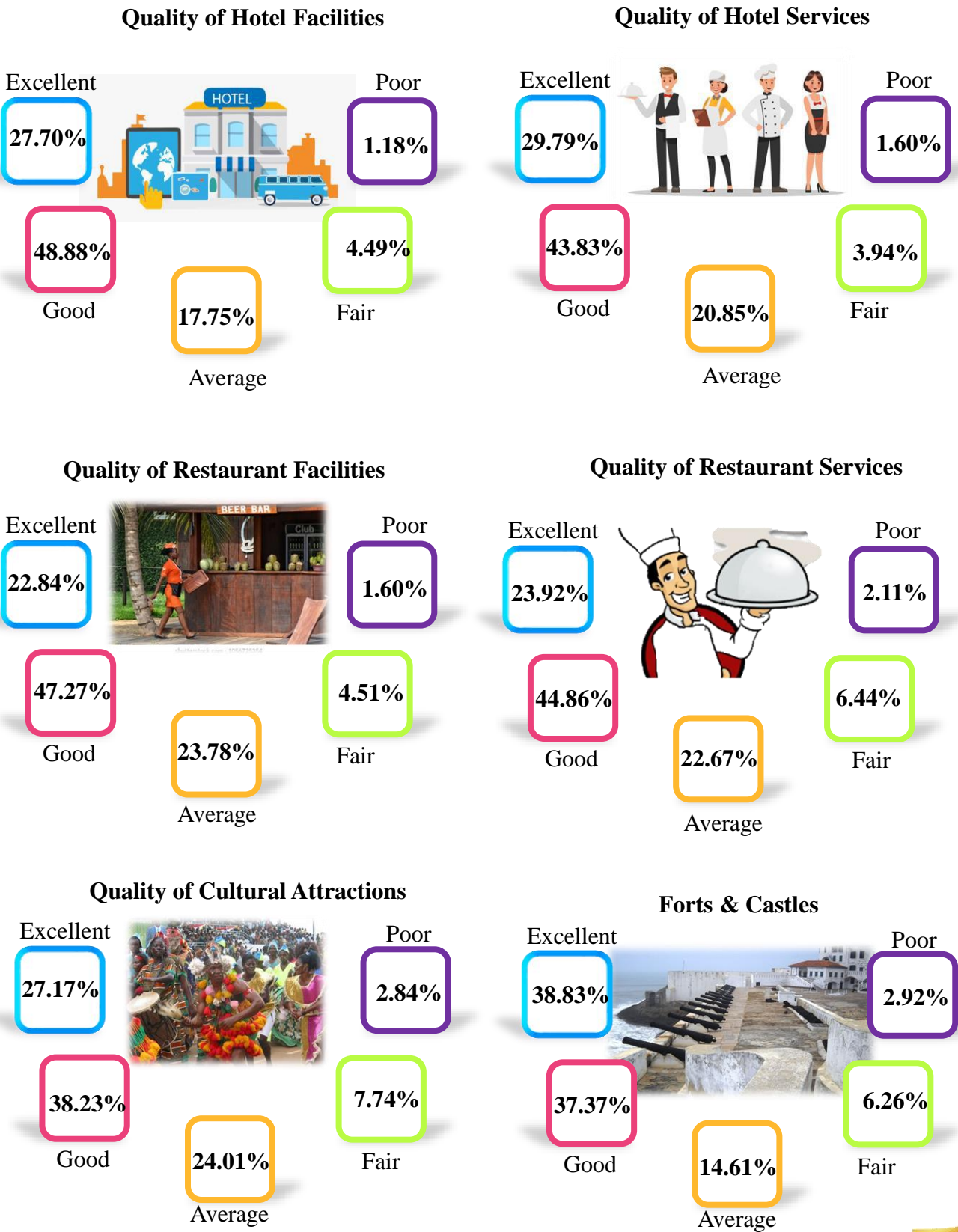


Others
0.7%

Source: IATS, 2020

Figure 9.0

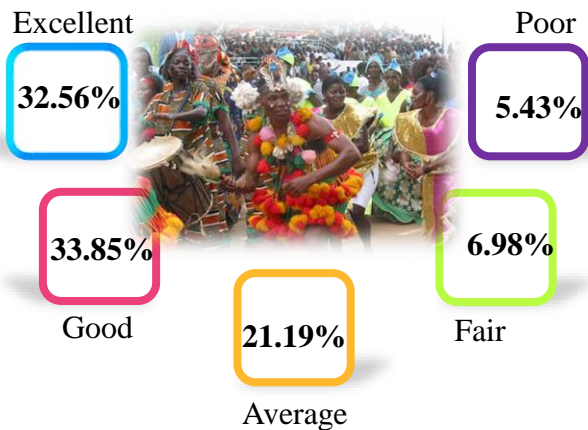
TOURISTS IMPRESSION ABOUT GHANA'S TOURISM FACILITIES



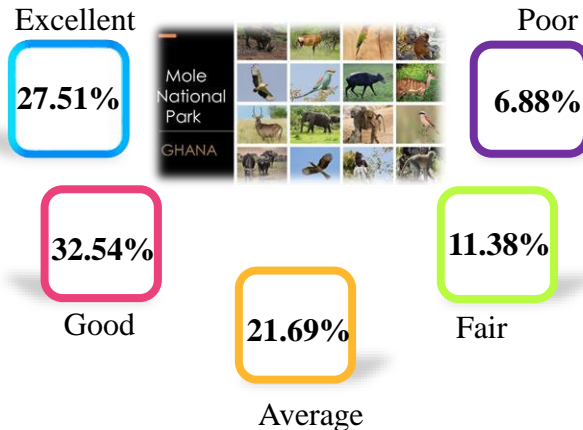
Source: IATS, 2020

TOURISTS IMPRESSION ABOUT GHANA'S TOURISM FACILITIES CONT'D

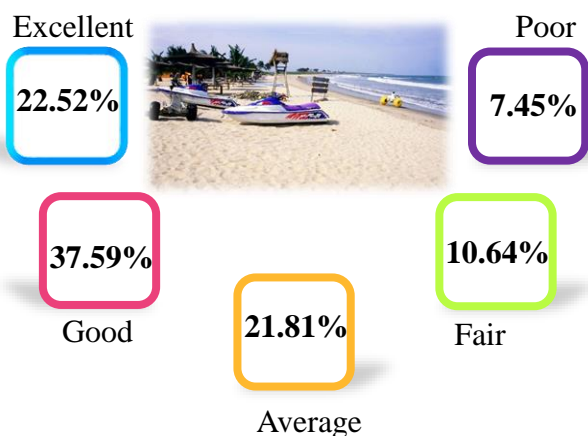
Festivals & Special Events



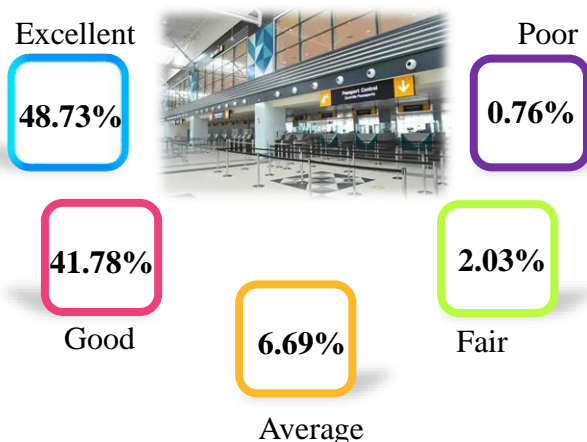
Wildlife Attractions



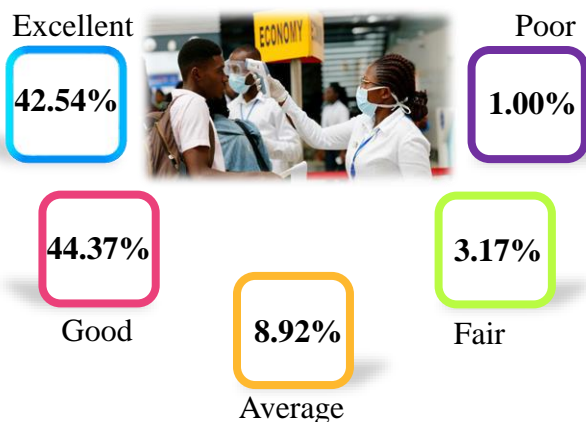
Quality of Beach Facilities



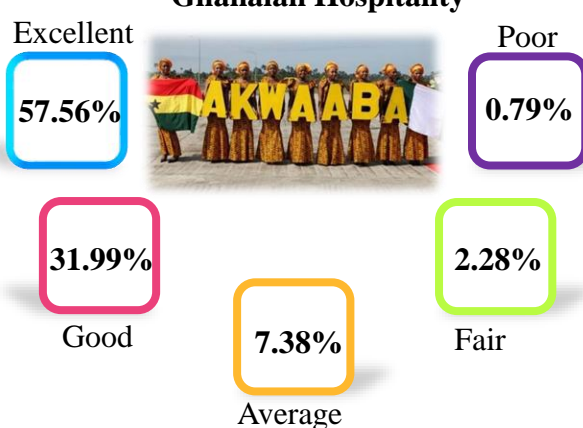
Airport Facilities



Airport Formalities



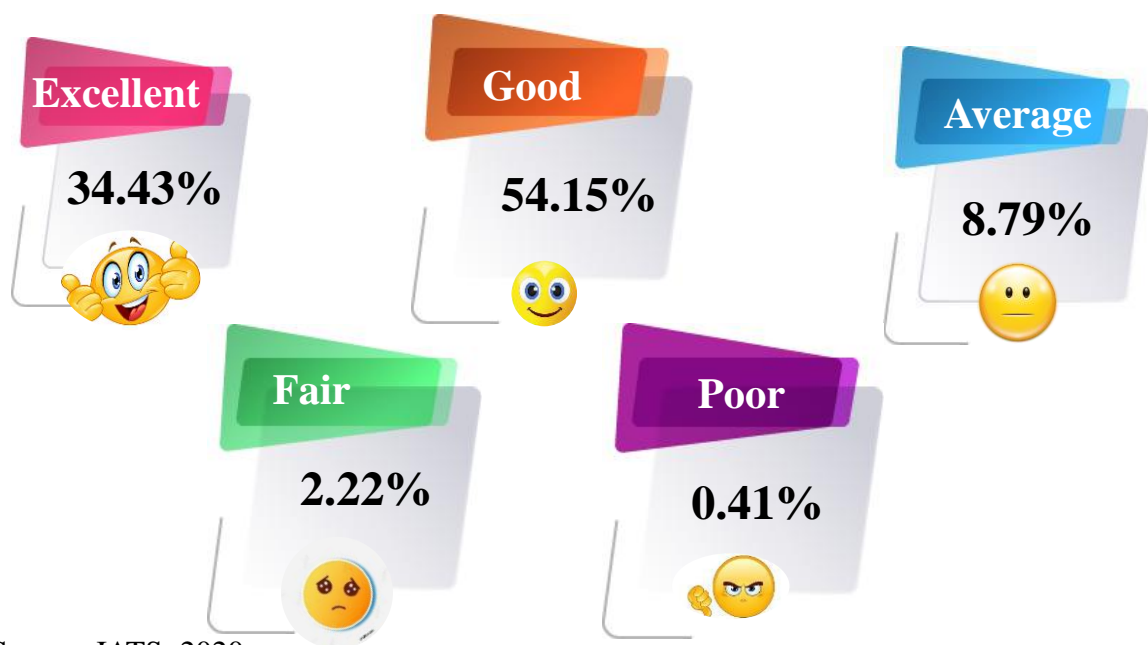
Ghanaian Hospitality



Source: IATS, 2020

Figure 10.0

OVERALL IMPRESSIONS ABOUT GHANA



Source: IATS, 2020

Figure 11.0

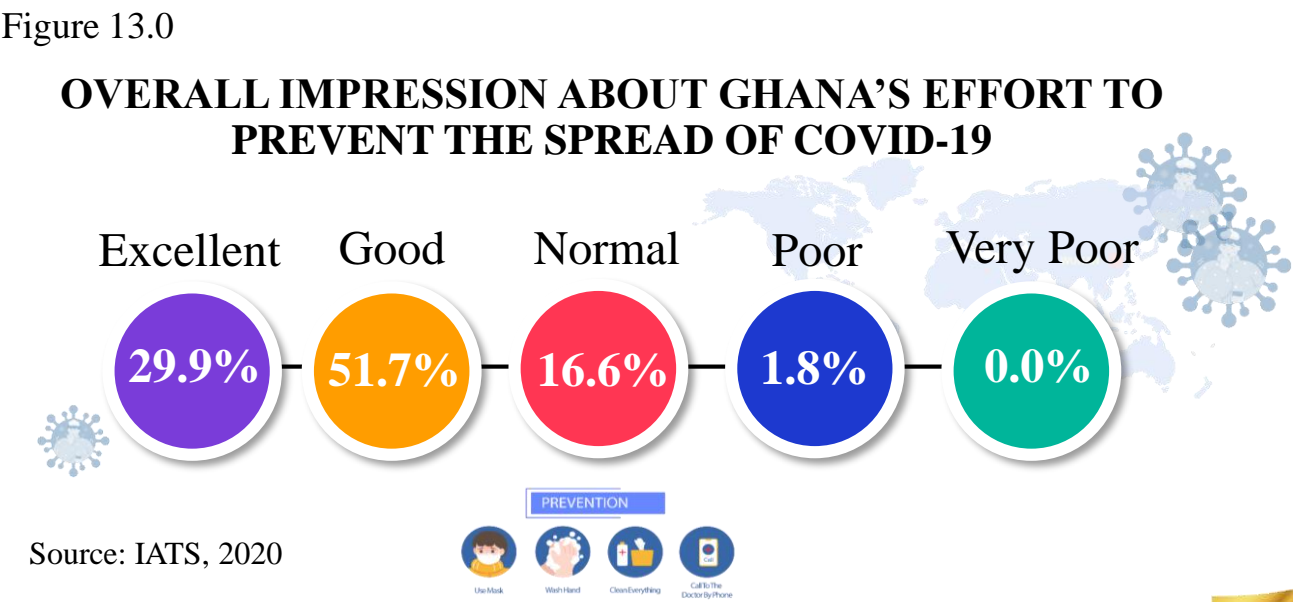
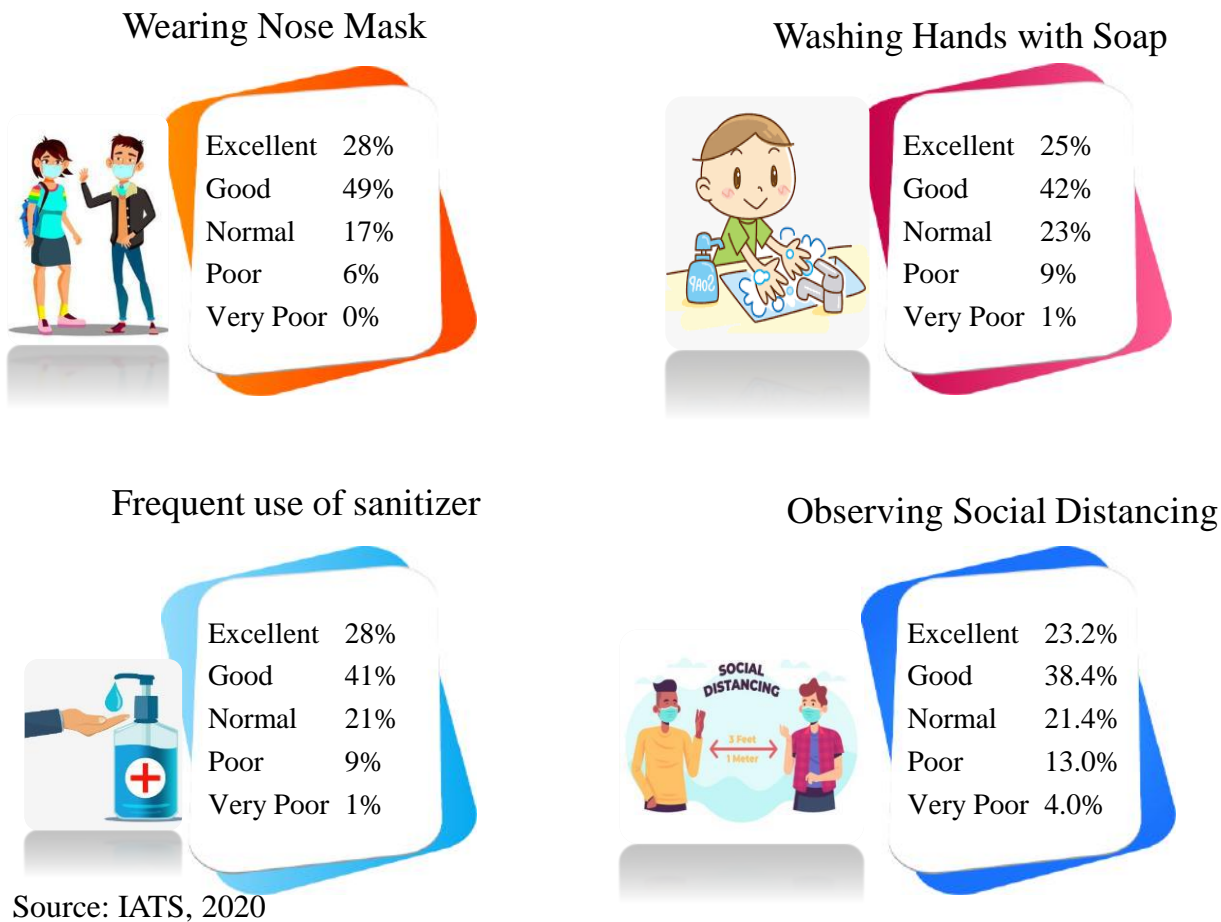
GHANA’S COMPLIANCE WITH COVID-19 SAFETY PROTOCOL BY TOURISM ENTERPRISES



Source: IATS, 2020

Figure 12.0

RATING OF GHANA'S COMPLIANCE WITH COVID-19 SAFETY PROTOCOLS



Source: IATS, 2020

TOURISM STATISTICAL FACT SHEET 2020

3.0 INTERNATIONAL ARRIVALS

Table 1.0

INTERNATIONAL ARRIVALS AND RECEIPT 2016-2020

Year	Arrivals	Receipt (US \$M)
2016	932,579	1,651.67
2017	969,156	1,804.60
2018	956,372	2,589.90
2019	1,130,307	3,312.90
2020	355,108	387.1

Source: GIS & GTA

Table 2.0

INTERNATIONAL TOURIST ARRIVALS BY PURPOSE OF VISIT

Purpose of Visit	Percentage (%)				
	2016	2017	2018	2019	2020
Business	36.6	48.1	42.5	32	33.7
Visit	14.7	8.9	12.5	13	12.5
Transit	13.4	3.9	4.2	5	8.7
Holiday/Vacation	10.0	9.1	10.4	14	12.3
Conference	7.8	4.7	7.8	10	5.3
Others	7.1	3.1	3.6	8	0.7
Study/Teaching	4.1	14.5	11.2	10	6.3
Official/Gov't Affairs	2.1	0.8	1.3	2	3.4
Convention	1.5	2.6	2.5	1	4.5
Culture	1.5	2.0	1.0	4	6.6
Health	1.1	1.9	1.7	1	0.6
Sports	0.2	0.3	1.5	1	5.4

Source: IATS

4.0 DOMESTIC TOURISM (2016-2020)

Table 3.0

TOP TEN (10) MOST VISITED ATTRACTIONS/SITES IN GHANA

Sites	Total Visitation				
	2016	2017	2018	2019	2020
Kakum National Park	131,327	118,919	127,752	126,190	54,514
Cape Coast Castle	74,440	61,228	74,987	88,124	37,631
Kwame Nkrumah Memorial	57,224	56,515	82,262	98,678	34,678
Manhyia Palace Museum	49,835	45,053	53,002	60,423	***
Elimina Castle	44,574	47,306	65,208	69,544	23,193
Kintampo Waterfalls	22,659	***	***	18,420	10,848
Komfo Anokye Sword	20,754	***	***	10,526	***
Lake Bosomtwi	21,450	13,770	***	17,088	***
Kumasi Zoo	18,691	16,897	15,901	51,930	***
Mole National Park	16,869	17,758	18,387	13,796	***
Shai Hills Reserve	***	21,369	23,600	***	16,351
Aburi Gardens	***	26,505	27,887	***	***
Wli Falls	***	***	38,376	***	6,061
Nzulezo	***	***	***	***	7,688
Boabeng-Fiema Monkey Sanctuary	***	***	***	***	3,793
Zenga Crocodile Pond	***	***	***	***	2,564
Total	457,823	425,320	527,362	554,719	197,321

Source: GTA

NOTE: *** Indicates that these Attractions/sites were not part of the top 10 in the particular year.

Table 4.0

TOP TEN (10) ARRIVAL COUNTRIES ('000) 2016-2020

Country	Arrivals									
	2016	%	2017	%	2018	%	2019	%	2020	%
Nigeria	67,398	18	69,648	19	98,181	26	102,339	24	33,394	9
Britain	65,507	18	58,599	16	58,742	15	69,954	17	20,538	6
Germany	53,003	14	21,606	6	21,688	6	25,022	6	8,103	2
America	52,239	14	90,525	25	92,999	25	118,009	28	39,028	11
Canada	36,700	10	***	***	13,811	4	15,371	4	5,522	2
India	20,799	6	24,085	7	***	***	***	***	***	***
Liberia	19,627	5	19,142	6	***	***	***	***	***	***
Netherlands	18,772	5	***	***	15,449	4	18,135	4	6,028	2
Burkina Faso	18,708	5	16,528	4	***	***	***	***	***	***
China	17,691	5	22,878	6	22,908	6	26,387	6	6,129	2
South Africa	***	***	21,786	6	19,692	5	21,619	5	5,283	1
France	***	***	***	***	14,039	4	14,203	3	5,219	1
Cote D'Ivoire	***	***	***	***	21,633	6	10,167	2	6,210	2

Source: GTA & GIS

*** Indicates that these countries were not in the top 10 Arrival Countries in the specific year.

Table 5.0

TOTAL ARRIVALS AT TOURIST ATTRACTION/SITE (2016 - 2020)

DESCRIPTION	2016	%	2017	%	2018	%	2019	%	2020	%
RESIDENT	403,571	82.89	391,922	77.81	459,594	72.35	464,162	69.35	173,988	82.62
NON – RESIDENT	83,314	17.11	111,786	22.19	175,600	27.65	205,149	30.65	36,594	17.38
TOTAL	486,885	100	503,708	100	635,194	100	669,311	100	210,582	100

Source: GTA RME DEPT

Table 6.0

EMPLOYMENT GENERATION

Year	Direct Employment (000)	Indirect Employment (000)	Total (000)
2015	112	280	392
2016	125	313	438
2017	139	348	487
2018	155	388	543
2019*	156	391	547
2020*	66	164	230

Source: NTDP (2013, Compendium of Tourism Statistics 2015) & GTA

*** Provisional**

Table 7.0

AVERAGE TOURIST EXPENDITURE 2016-2020

Year	Average Expenditure for Average Length of Stay (\$)
2016	1,805.10
2017	1,862.00
2018	2,708.00
2019	2,931.00
2020	1,090.00

Source: IATS

Table 8.0

TOURISM CONTRIBUTION TO GHANA'S GROSS DOMESTIC PRODUCT (GDP)

Year	GDP (%)
2015	6.4
2016	5.9
2017	5.6
2018	5.5

Source: World Atlas

Table 9.0

LICENSED TOURISM ENTERPRISES

Year	ACCOMMODATION	F, B & ENT.	TRAVEL TRADE
2015	2,724	-	399
2016	2,928	487	447
2017	3,246	490	441
2018	3,454	499	487
2019	4,131	599	557
2020	3,538	538	479

Source: GTA

LEGEND

F, B & ENT – FOOD, BEVERAGE & ENTERTAINMENT

TRAVEL TRADE – CAR RENTAL, TRAVEL & TOUR & TOURS ONLY

5.0 HOTEL OCCUPANCY RATES

Table 10.0

AVERAGE HOTEL OCCUPANCY (5 - 3 Star)

Year	Occupancy Rate (%)		
	5 Star	4 Star	3 Star
2014	62.73	60.75	62.84
2015	63.00	67.11	61.49
2016	60.00	62.00	64.00
2017	61.09	53.80	50.40
2018	66.20	51.00	53.80
2019	66.3	59.2	55.3

Source: GTA

Table 10.1

AVERAGE HOTEL OCCUPANCY FOR 2020

Hotel Rating	2020 Occupancy
5 – Star hotel	31%
4 – Star hotel	38%
3 – Star hotel	31%
2 – Star hotel	8%
1 – Star hotel	13%
Budget hotel	16%
Guesthouse	30%

Source: SICTE

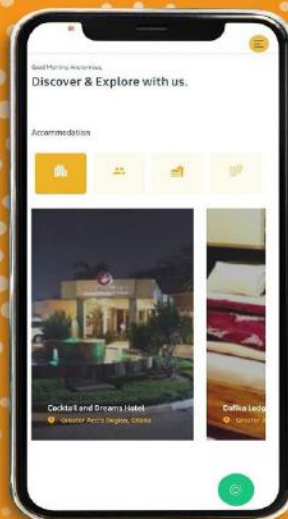
Table 10.2

2020 REGIONAL HOTEL OCCUPANCY
(Average Occupancy for Budget-5 Star Hotel on Regional Basis)

Regional	Occupancy rate
Ashanti	12%
Brong Ahafo	19%
Central	23%
Eastern	29%
Greater Accra	33%
Northern	40%
Upper East	12%
Upper West	27%
Volta	5%
Western	5%

Source: SICTE

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BEYOND THE RETURN



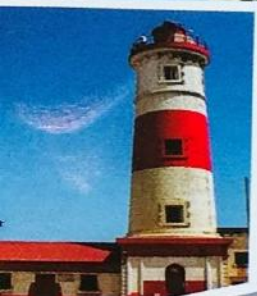


GHANA

BEYOND THE RETURN

Accra City Tour

#EXPERIENCEGHANA
#SHAREGHANA



DAYS

MONDAY TO SUNDAY

Time: 9am & 1pm (each tour last two hours)

PICKUP LOCATION

Accra Tourist Information Centre (ATIC), opposite Afrikiko

TOURIST COACH RATE PER TOUR

- Adult – GH¢ 60.00
- SHS/Tertiary – GH¢ 30.00
- Basic students – GH¢ 20.00

BONE SHAKER RATE

GH¢ 48.00 per tour

*Buses also available for hiring on the approved routes.

Payments can be made through
GTA Merchant Number: 607442

CONTACT GTA CALL CENTRE

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0307 007 100

0243 146 864





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