



# GHANA TOURISM REPORT 20 25

**Resilience and Sustainable Growth**

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# FOREWORD



**HON. ABLA DZIFA GOMASHIE (MP)**  
Minister for Tourism, Culture and Creative Arts

It is my honour to present this message in the 2025 Tourism Report of the Ghana Tourism Authority, under the theme “Resilience and Sustainable Growth.” Globally, tourism continues to demonstrate strong recovery and renewed momentum. According to UN Tourism, international tourist arrivals rebounded to approximately 95% of pre-pandemic levels in 2024, with full recovery anticipated in 2025. This recovery reflects not only the resilience of the sector but also the growing emphasis on sustainability, innovation, and adaptability as key drivers of long-term growth.

In Ghana, this global resilience is mirrored in our sector performance. The resilience is reflected in the patronage of new experiences and products curated in 2025. The continued formalization of tourism enterprises, coupled with enhanced stakeholder engagements, has also strengthened the foundation for a more structured and competitive industry.

The Ministry, in collaboration with the Ghana Tourism Authority and all its agencies, has sustained efforts to promote domestic tourism, improve service standards, and enforce regulatory frameworks. These interventions have contributed to increased participation within the sector and greater confidence among investors and operators.

Sustainable growth remains central to our strategic direction. We are actively promoting eco-tourism, community-based tourism, and the preservation of our cultural and heritage assets to ensure that tourism development delivers long-term socio-economic benefits while safeguarding our environment. This approach aligns with global best practices and positions Ghana as a responsible and forward-looking destination.

Additionally, we continue to diversify our tourism offerings, with increased focus on high-value segments such as Meetings, Incentives, Conferences, and Exhibitions (MICE), as well as the integration of culture and creative arts into tourism experiences. These efforts are expanding Ghana’s global appeal and enhancing its competitiveness within the African tourism landscape.

I commend the Ghana Tourism Authority, Regional Offices, and all industry stakeholders for their dedication, cooperation and resilience throughout the year. Your collective efforts have been instrumental in advancing the sector and reinforcing Ghana’s position as a preferred destination.

I must celebrate and applaud the contribution of the Creative Sector ecosystem and the Media for their role in bringing Ghanaians together through the various programmes they offered.

As we move forward, the Ministry remains committed to strengthening resilience, driving innovation, and ensuring sustainable growth across the tourism, culture, and creative arts sectors. Together, let us continue to position Ghana as the “Centre of the World”, a destination defined by rich heritage, vibrant culture, and sustainable development.

# MESSAGE FROM THE CEO

Ghana's tourism sector enters 2025 with renewed confidence and a clear sense of direction. This year's Tourism Report, themed "Resilience and Sustainable Growth," reflects a sector that has weathered global shifts and is now transitioning into structured, long-term growth. Within my first year, we focused on three priorities: stabilizing the sector, expanding the tourism ecosystem, and laying the foundation for high-value growth.



## MAAME EFUA HOUADJETO

Chief Executive Officer  
Ghana Tourism Authority

### Key progress this year includes:

- ❖ Licensed tourism enterprises increased from 6,702 to 7,109, strengthening formal sector participation
- ❖ Travel trade grew by 18.6%, while the entertainment and conference segment expanded by 14.3%.
- ❖ Internal tourism increased by 7%, from 1,681,985 visits in 2024 to 1,793,797 visits in 2025 reinforcing its role as the backbone of the sector
- ❖ Visitor satisfaction remained high, reaffirming Ghana's reputation as one of Africa's most welcoming destinations.
- ❖ International arrivals recorded modest growth of 1.4% over the previous year.

Cruise tourism gained momentum with 18 ship calls and over 5,488 passengers.

Beyond the numbers, this performance reflects Ghana's enduring appeal, strong visitor loyalty, and growing domestic tourism culture. While international arrivals increased slightly, tourism receipts declined. This reinforces our strategic shift toward high-value tourism and premium visitor experiences.

Our focus now is clear: attract higher-yield visitors, expand tourism across all regions, and ensure growth delivers real opportunities for Ghanaian communities.

I am grateful to the Board of the Ghana Tourism Authority for their strategic guidance and oversight. I also acknowledge our development partners and private sector stakeholders whose collaboration continues to advance Ghana's tourism agenda. My sincere appreciation goes to the Research, Monitoring and Evaluation Department and all Regional Offices for their dedication and rigor in producing this report.

I extend my sincere gratitude to the Honourable Minister for Tourism, Culture and Creative Arts, Abla Dzifa Gomashie, for her visionary leadership and steadfast support. Her guidance has been instrumental to our progress.

# PREFACE

The 2025 Annual Tourism Report is published at a time when Ghana's tourism sector continues to demonstrate strong resilience, adaptability, and strategic renewal amid evolving global and domestic dynamics. Guided by the theme **"Resilience and Sustainable Growth,"** this report presents a comprehensive assessment of tourism performance, emerging trends, and evidence-based insights to support informed decision-making and long-term planning.

As the Ghana Tourism Authority's analytical publication, the report underscores the Authority's commitment to data integrity, performance monitoring, and policy-relevant research. It provides an analysis of international and domestic tourism movements, tourism receipts and expenditure patterns, accommodation and hospitality performance, regional tourism development, and the sector's contribution to national economic growth. The successful preparation of this report reflects the collective effort of multiple stakeholders across the tourism ecosystem.

In this regard, I would like to extend special commendation to the Regional Offices of the Ghana Tourism Authority, whose commitment to data collection, validation, and timely reporting across the country remains critical to the accuracy and credibility of this publication. Their contributions ensure that the report presents a balanced national perspective while reflecting regional realities.

Finally, I acknowledge the cooperation of our industry partners, public institutions, and private sector stakeholders whose engagement continues to strengthen tourism data and analysis in Ghana.

I hope that the 2025 Tourism Report will serve as a valuable reference for policymakers, investors, development partners, researchers, and practitioners, and contribute meaningfully to positioning tourism as a competitive, resilient, and sustainable driver of Ghana's economic development.



**JOHNNY ARTHUR-QUARM**

Director, Research, Monitoring & Evaluation



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# EXECUTIVE SUMMARY



The 2025 Tourism Report provides a comprehensive analysis of inbound and domestic tourism, highlighting visitor trends, travel motivations, expenditure patterns, and overall visitor experience. The report is produced by the Research, Monitoring, and Evaluation Department of the Ghana Tourism Authority to support evidence-based decision-making within the tourism sector. Ghana remains one of the most attractive destinations in West Africa, supported by its rich cultural heritage, vibrant festivals, natural attractions, and expanding hospitality infrastructure.

International arrivals reached 1,306,962 visitors, representing an increase compared to the previous year of 1,288,804 reinforcing Ghana's steady recovery toward pre-pandemic tourism levels. International travel demand was particularly strong in Quarter Four, which remains the peak season for inbound tourism. Domestic tourism continued to serve as a key pillar of sector stability and growth. In 2025, slightly over 1.79 million internal tourism trips to 55 tourist sites were recorded, with residents accounting for 84% of total internal tourism demand. The continued growth of domestic tourism reflects increasing awareness of Ghana's tourism assets and the impact of national campaigns promoting local travel experiences.

Analysis of visitor travel patterns indicates that Business Affairs remained the dominant purpose of visit, accounting for 31% of international arrivals, thereby reinforcing Ghana's position as a key economic and commercial hub within the West African sub-region. Despite the generally positive performance recorded within the tourism sector, the report observed a decline in average international tourist expenditure, which decreased from US\$3,742.98 in 2024 to US\$3,319.90 in 2025. Nonetheless, the average length of stay remained stable at 13 nights, suggesting sustained visitor engagement with Ghana's tourism offerings and experiences.

Overall, the findings of this report highlight the resilience, adaptability, and long-term growth potential of Ghana's tourism sector. The insights presented will support policymakers, investors, and industry stakeholders in developing strategies that strengthen tourism competitiveness, enhance visitor experiences, and promote sustainable tourism development across the country.

# TOURISM SNAPSHOT – GHANA 2025

## INBOUND TOURISM

### TOURISM DEMAND



International Arrivals:  
**1,306,962 (+1.4%)**



Average Length of Stay:  
**13 Nights**



Repeat Visitors:  
**60%+**

### CRUISE SHIPACTIVITY

**18** cruise ship calls

**5,488** cruise passengers



Takoradi Port:

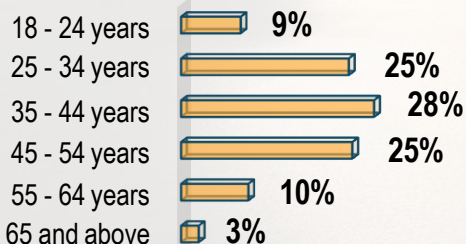
**57%** of passengers

Tema Port:

**43%** of passengers

### VISITOR PROFILE

Age Group



Top Educational Level:  
Tertiary Education  
**79%**



Top Purpose:  
Business Affairs  
**31%**

### VISITOR SPENDING

International Receipts:

2024 (**USD\$ 4.82B**) →

2025 (**USD\$ 4.38B**)

Average Visitor Expenditure:

2024 (**USD\$ 3,742.98**) →

2025 (**USD\$ 3,319.90**)

### INDICATOR

### KEY INSIGHT

**Main Purpose of Visit**

Business travel (31%)

**Peak Arrival Season**

December

# TOURISM SNAPSHOT – GHANA 2025

## INBOUND TOURISM

### POSITIVE VISITOR IMPRESSIONS

Ghanaian Friendliness:

**99%**

Airport Facilities:

**98%**

Airport Formalities:

**98%**

### PLACE OF STAY

Hotel: **50.6%**

Private Home:

**28.1%**

Airbnb: **11.6%**

Guesthouse: **3.7%**

Others: **6.0%**



## INTERNAL TOURISM



Total Visitation to 55 Tourist Sites:

**1,793,797**



Residents Share:

**84%**



Top 10 Tourist Sites Share of Visits:

**77%**







**Top Tourist Site:**  
Kwame Nkrumah Memorial Park

**302,523 visits**

# TOURISM SNAPSHOT - GHANA 2025

## NUMBER OF LICENSED TOURISM ENTERPRISES

		2023	2024	2025
<b>Total Enterprises</b>		5,786	6,702 <b>+15.8%</b>	7,109 <b>+6.1%</b>
<b>Accommodation</b>		4,613	5,210 <b>+12.9%</b>	5,424 <b>+4.1%</b>
<b>Food, Beverage &amp; Entertainment</b>		647	814 <b>+25.8%</b>	881 <b>+8.2%</b>
<b>Travel Trade</b>		526	678 <b>+28.9%</b>	804 <b>+18.6%</b>

# TOURISM SNAPSHOT – GHANA 2025

## KEY PERFORMANCE INDICATORS

INDICATOR	2025 PERFORMANCE
<b>International Arrivals</b>	1,306,962 visitors
<b>Growth Compared to 2019</b>	+15.6%
<b>Visitation to 55 Tourist Sites</b>	1,793,797 visits
<b>Average Length of Stay</b>	13 nights
<b>Repeat Visitors</b>	>60%



# INTRODUCTION

## 1. BACKGROUND

Tourism remains one of Ghana's most strategic socio-economic sectors, contributing significantly to foreign exchange earnings, employment generation, enterprise development, and cultural diplomacy. Over the past decade, the sector has evolved from a predominantly heritage-based destination offering to a more diversified portfolio encompassing meeting, incentives, conferences and events (MICE), diaspora engagement, and emerging leisure experiences.

Following the global disruptions that affected international mobility, Ghana's tourism sector has demonstrated resilience, adaptability, and strategic renewal. The period from 2023 to 2025 marks a transition from recovery to consolidation, characterized by steady growth in international arrivals, strengthening domestic tourism participation, and improved service delivery standards. As the destination matures, emphasis has increasingly shifted from recovery-driven expansion to sustainable growth, competitiveness, and value optimization.

## 2. OBJECTIVES OF THE REPORT

The 2025 Tourism Report seeks to provide a comprehensive, data-driven assessment of Ghana's tourism performance and structural trends. Specifically, the report aims to:

**1**



To provide a comprehensive, data-driven assessment of Ghana's tourism performance, covering both international and domestic tourism trends over the period 2023–2025.

**3**



To analyze visitor characteristics, travel behavior, and expenditure patterns.

**2**



To provide data to support evidence-based planning, policy formulation, and decision-making.

**4**



To evaluate service delivery, visitor impressions, and tourism enterprise performance.

## 1.3 SCOPE AND COVERAGE

The report covers tourism performance for the period 2023 to 2025, with particular emphasis on 2025 as the reference year. It analyzes inbound tourism flows through air, and land points only.

The report captures both international and internal tourism dynamics from 2023 to 2025, with emphasis on visitor arrivals, expenditure patterns, length of stay, purpose of visit, and tourist satisfaction. It further examines the performance of tourism enterprises, special surveys, and other tourism-related activities.

Key thematic areas covered include:



**Inbound Tourism**



**Internal Tourism**



**Special Surveys**



**Fact Sheet**



# METHODOLOGY

## 2.1 DATA SOURCES

This report synthesized evidence from multiple complementary data streams compiled by the Ghana Tourism Authority (GTA) through its Research, Monitoring & Evaluation Department. Data sources included:

### Primary Data

The Ghana International Travellers' Survey (GITS) served as the principal survey for capturing visitor-level insights. Administered at Accra International Airport, the structured questionnaire collected variables spanning visitor demographics, travel purpose, length and place of stay, expenditure patterns, information sources, and visitor impressions.

Other surveys were conducted during special events and festivals including the Kwahu Easter/Paragliding Festival, PANAFEST/ Emancipation Day celebrations, cruise ship arrivals, upmarket hotel survey, and "December in GH" festivities, to capture context-specific expenditure patterns and experiential feedback.

### Secondary Data

International arrival data were obtained from the Ghana Immigration Service (GIS), while domestic visitation data were aggregated from GTA's regional offices and tourist sites.



## 2.2 SAMPLING AND DATA COLLECTION

GITS employed a systematic intercept sampling technique within the international departure halls of Accra International Airport. Trained enumerators administered structured questionnaires face-to-face using Computer-Assisted Personal Interviewing (CAPI) via the CsPro software platform, enabling real-time validation and reducing errors. Data collection was conducted continuously across the reference period to capture seasonal variations. All instruments were standardized, pilot-tested, and periodically audited to uphold measurement consistency, internal reliability, and cross-wave comparability.

Supplementary event-based surveys utilized the simple random sampling technique. Interviews were conducted face-to-face using mobile-optimized structured questionnaires on the Survey Monkey platform to facilitate rapid deployment and centralized data aggregation.

## 2.3 POPULATION AND SAMPLE SIZE

The target population for the GITS comprised non-resident Ghanaian and foreigners departing tourists who had visited Ghana during the reference period.

According to official GIS data, total international arrivals for this period was 1,306,962, of which 1,079,559 entered through Accra International Airport which is the primary sampling frame for this study.

Applying Cochran's formula for proportion estimation with finite population correction, a minimum sample size of 385 respondents was determined to be sufficient to achieve estimates at a 95% confidence level with a  $\pm 5\%$  margin of error, assuming maximum variability ( $p = 0.5$ ). Sample size computation was verified using the SurveyMonkey Sample Size Calculator to ensure alignment with conventional survey planning standards. The total number of respondents for the survey was 2,926 visitors.

**1.31M**

Total International Arrivals

**1.08M**

Accra Airport Arrivals

**2,926**

Sample Size

## Event-Based Surveys

Target populations comprised participants in designated tourism events. The sample sizes for each survey were determined pragmatically based on feasible capacity during event period.

### 2.4 DATA PROCESSING AND ANALYSIS

Survey responses underwent systematic data cleaning, validation, and analysis using descriptive statistical techniques. Frequency distributions, proportional shares, and averages were computed to examine patterns in international arrivals, demographic characteristics of visitors, and key tourism performance indicators.



# INBOUND TOURISM

## 3.1 INTERNATIONAL ARRIVALS (2023-2025)

Inbound tourism to Ghana continues to show a steady recovery trajectory. From 2023 to 2025, the sector demonstrated increasing stability and resilience. Following strong recovery momentum in 2023 and consolidation in 2024, performance in 2025 reflects a sector transitioning from rapid rebound to sustained growth. The steady increase in international arrivals, strong business travel segments, high visitor satisfaction levels, and repeat visitation confirm Ghana's competitiveness as a destination hub for business, investment, and cultural engagement.



### 3.1.1 INTERNATIONAL ARRIVALS BY QUARTER

**Table 1: International Arrivals from 2023-2025**

PERCENTAGE CHANGE (%) 2023 - 2025				
Quarter	MONTH	2023	2024	2025
1st Quarter	JANUARY	87,081	106,325	102,785
	FEBRUARY	74,636	92,320	97,421
	MARCH	86,412	109,380	99,336
	<b>SUB TOTAL</b>	<b>248,129</b>	<b>308,025</b>	<b>299,542</b>
	<b>% CHANGE</b>	<b>45%</b>	<b>24%</b>	<b>-3%</b>
2nd Quarter	APRIL	84,210	90,819	99,551
	MAY	87,374	98,205	91,464
	JUNE	92,434	105,353	110,624
	<b>SUB TOTAL</b>	<b>264,018</b>	<b>294,377</b>	<b>301,639</b>
	<b>% CHANGE</b>	<b>22%</b>	<b>11%</b>	<b>2%</b>
3rd Quarter	JULY	106,652	121,995	113,919
	AUGUST	104,332	113,893	117,827
	SEPTEMBER	95,381	103,387	105,594
	<b>SUB TOTAL</b>	<b>306,365</b>	<b>339,275</b>	<b>337,340</b>
	<b>% CHANGE</b>	<b>19%</b>	<b>11%</b>	<b>-1%</b>
4th Quarter	OCTOBER	99,872	110,407	112,362
	NOVEMBER	104,157	109,929	114,893
	DECEMBER	125,461	126,791	141,186
	<b>SUB TOTAL</b>	<b>329,490</b>	<b>347,127</b>	<b>368,441</b>
	<b>% CHANGE</b>	<b>22%</b>	<b>5%</b>	<b>6%</b>
<b>GRAND TOTAL</b>		1,148,002	1,288,804	1,306,962
<b>% CHANGE</b>		25%	12%	1.4%

Source: GIS




International arrival data for the period 2023–2025 were obtained from the Ghana Immigration Service. These records form the basis for monthly, quarterly, and annual performance analysis. The international arrivals recorded sustained growth over the three years, reflecting the continued strengthening of Ghana’s tourism sector. Arrivals increased from 1,148,002 in 2023 to 1,288,804 in 2024, representing a robust 12% year-on-year growth. The subsequent marginal growth of 1.4% in 2025 indicates that the sector is transitioning from a rapid post-recovery expansion phase into a period of relative maturity and stabilization.

Quarterly trends consistently demonstrate pronounced seasonality. The fourth quarter (Q4) recorded the highest arrival volumes across all three years, with December emerging as the peak month.

Overall, the data reflects a tourism sector that has consolidated gains and is now operating within a predictable seasonal demand structure that can be strategically leveraged for planning, marketing, and revenue optimization.

### 3.1.2 TOP SOURCE MARKETS FROM 2023-2025

**Table 2: Top 3 Source Markets from 2023-2025**

Country	2023	2024	2025	% Change 2023 – 2024	% Change 2024 – 2025
 United States of America	133,885	137,862	155,289	3%	13%
 Nigeria	82,642	111,581	136,552	35%	22%
 United Kingdom	51,785	52,845	56,588	2%	7%

**Source: GIS**

The United States, Nigeria, and the United Kingdom consistently remained Ghana’s leading source markets. Nigeria recorded the most significant growth (22%) in 2025. The United States also showed notable growth of 13% in 2025 while arrivals from United Kingdom increased moderately by 7% in 2025.

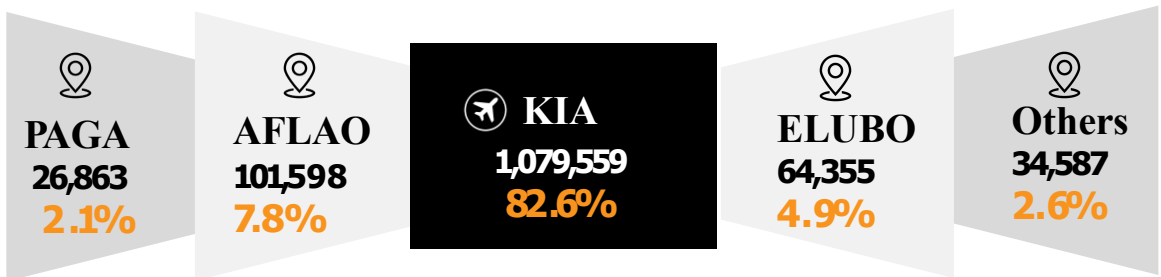




### 3.1.3 ARRIVALS BY POINT OF ENTRY

Air transport through the Accra International Airport remained the dominant point of entry, accounting for 82.6% of total international arrivals. This data highlights Ghana’s strong aviation dependence for international travels. Among land entry points, Aflao border recorded the highest share (7.8%), followed by Elubo (4.9%). While the arrival data provide volume trends, deeper insights into visitor characteristics were derived from the GITS.

#### Point of Entry for International Arrivals



Source: GIS

**TOTAL ARRIVALS - 1,306,962**

### 3.1.4 TOURISM RECEIPTS

International tourism receipt represent the total amount of money spent by international visitors on goods and services within the destination, including accommodation, food and beverages, transportation, entertainment, and shopping. The average expenditure figures presented in this analysis were derived from the GITS.

**Table 3: Tourism Receipts**

Year	Arrivals	Avg. Expenditure (\$)	Receipts (\$)
2023	1,148,002	3,746.65	3.81B
2024	1,288,804	3,742.98	4.82B
2025	1,306,962	3,319.90	4.34B

Source: GTA/GITS

Over the three-year period, the data reveals important trends in inbound tourism performance. International arrivals increased steadily, rising from 1,148,002 visitors in 2023 to 1,288,804 in 2024, and further to 1,306,962 in 2025, indicating sustained growth in the number of visitors to the destination.

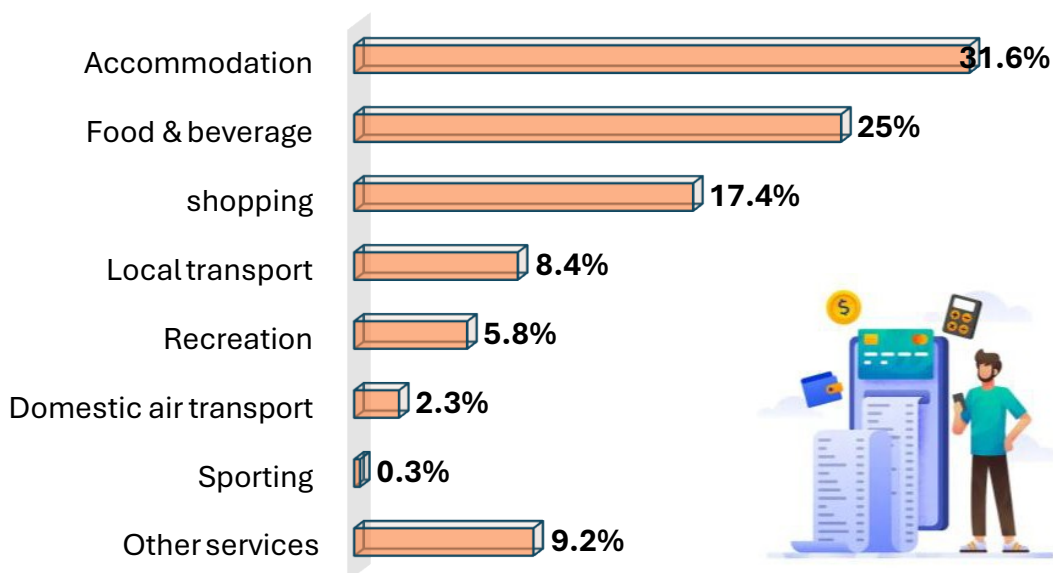
During the period, average tourist expenditure remained relatively stable between 2023 and 2024, at USD 3,746.65 and USD 3,742.98, respectively. However, in 2025, the average expenditure declined slightly to USD 3,320 and the total tourism receipt was approximately USD 4.34 billion.



### 3.1.5 EXPENDITURE BREAKDOWN

The expenditure pattern shows that the largest share of tourist spending is directed toward accommodation (31.6%) and food and beverage (25%), indicating that core hospitality services dominate visitor consumption.

Secondary spending is concentrated on shopping (17.4%) and local transport (8.4%), while relatively low expenditure on recreation, domestic air transport, and sporting activities suggests limited diversification of tourism experiences within the destination.



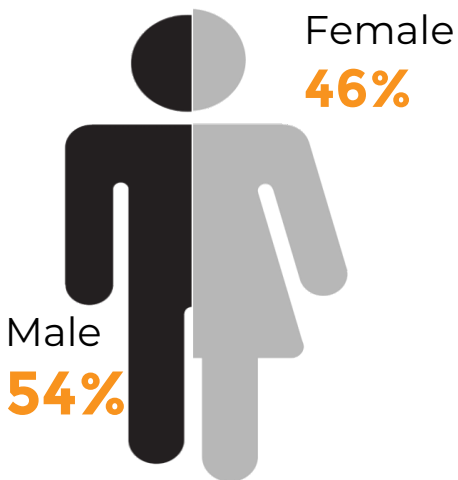
### 3.2 GHANA INTERNATIONAL TRAVELLERS SURVEY (GITS)

The GITS, conducted at Accra International Airport, provides detailed insight into the characteristics, travel behavior, expenditure patterns, and satisfaction levels of international tourists to Ghana.

#### 3.2.1 VISITOR PROFILE AND TRAVEL CHARACTERISTICS

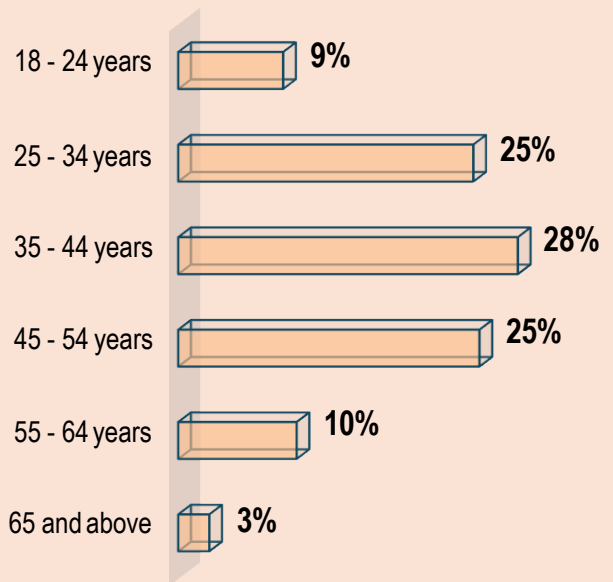
##### 3.2.1.1 Gender

The sex distribution of international visitors to Ghana indicates a relatively balanced composition, with a slight male predominance. Male visitors account for 54% of total arrivals, while female visitors represent 46%. The marginal difference of approximately 7% suggests that Ghana’s tourism market is broadly inclusive and not heavily skewed toward a single gender.



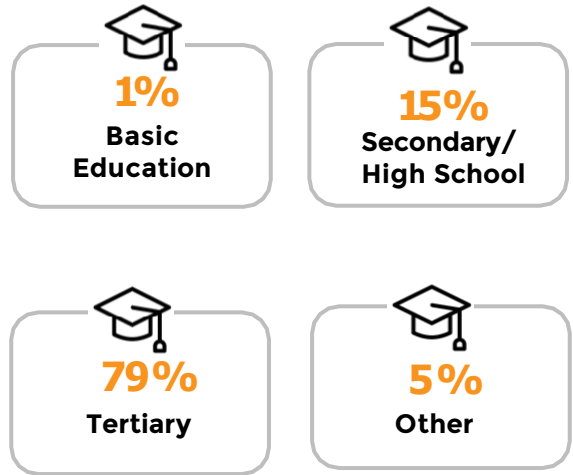
##### 3.2.1.2 Age Category

The age distribution of international visitors indicates that Ghana’s tourism market is predominantly composed of middle-aged adults, with the strongest representation in the 35–44 years (28%) category. This group forms the largest segment of arrivals, suggesting that the destination strongly appeals to economically active and established travelers.



### 3.2.1.3 Educational Level

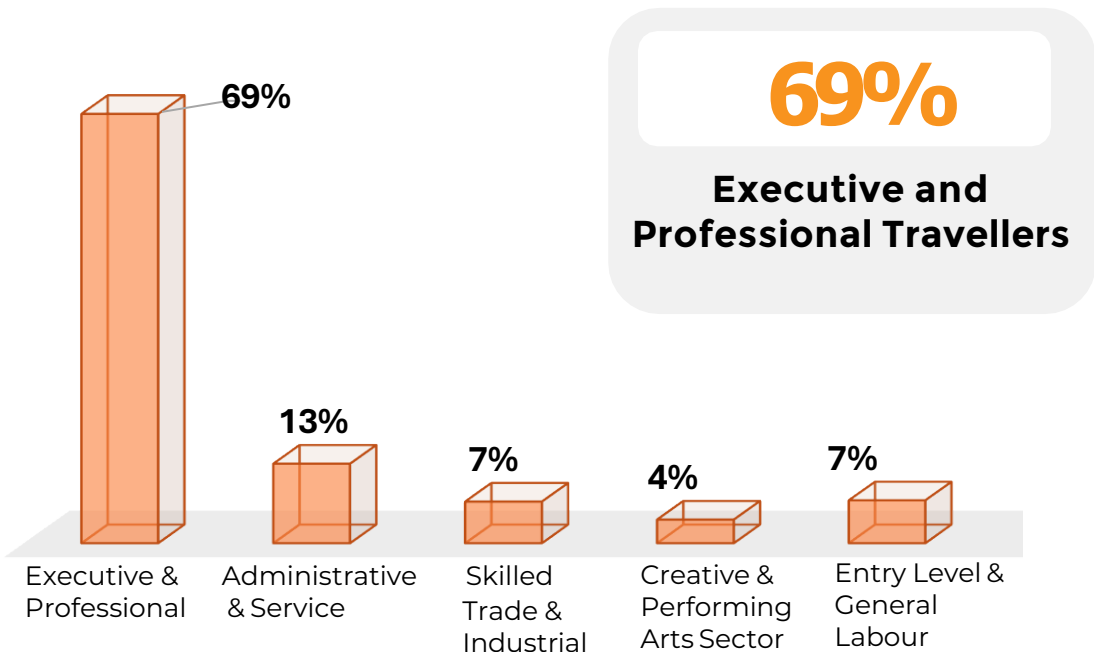
The educational profile of international visitors to Ghana indicates a highly educated market base, with an overwhelming majority possessing tertiary-level qualifications.



Visitors with tertiary education account for 79% of total arrivals, representing nearly four out of every five international tourists. This dominant share underscores Ghana’s strong appeal to professionals, business executives, investors, academics, and highly skilled diaspora populations.

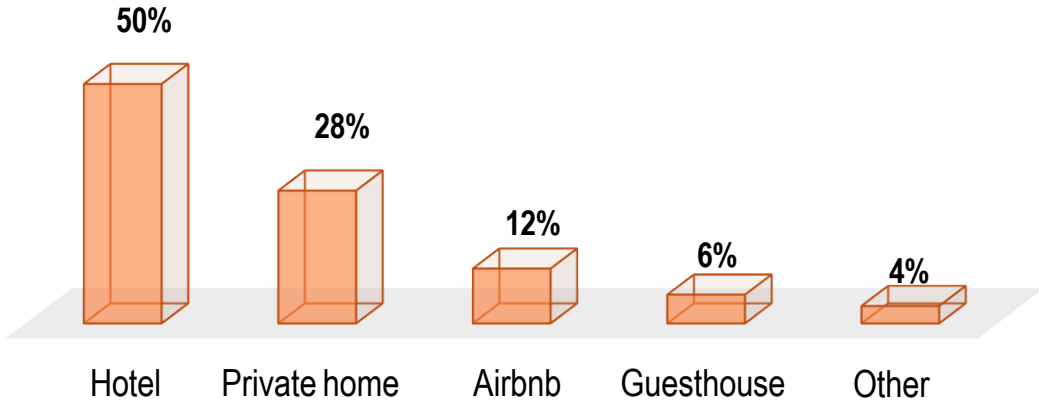
### 3.2.1.4 Occupation

The occupational distribution of international visitors further reinforces Ghana’s position as a destination attracting diverse professionals. The data indicates that Executive and Professional travellers account for 69% of total arrivals, representing more than two-thirds of all visitors.



### 3.2.2 PLACE OF STAY

The accommodation preferences of international visitors indicate a strong dominance of formal hospitality establishments, particularly hotels. Hotels account for 50% of total accommodation choices, representing more than half of all visitors.

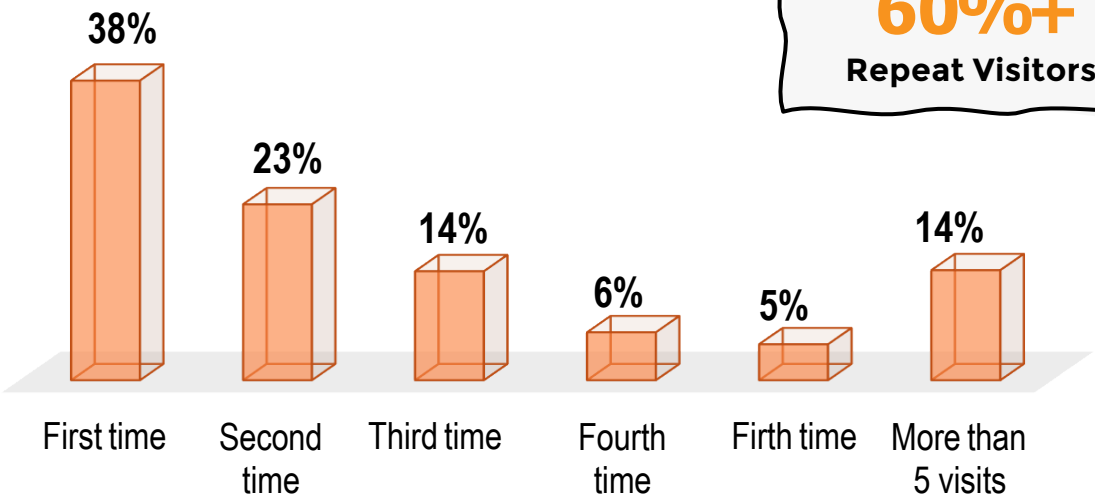


### 3.2.3 FREQUENCY OF VISIT

Visit frequency patterns reveal a balanced mix of new and repeat travellers. First-time visitors accounted for 38% of arrivals, and at the same time, repeat visitors represented over 60% of arrivals.

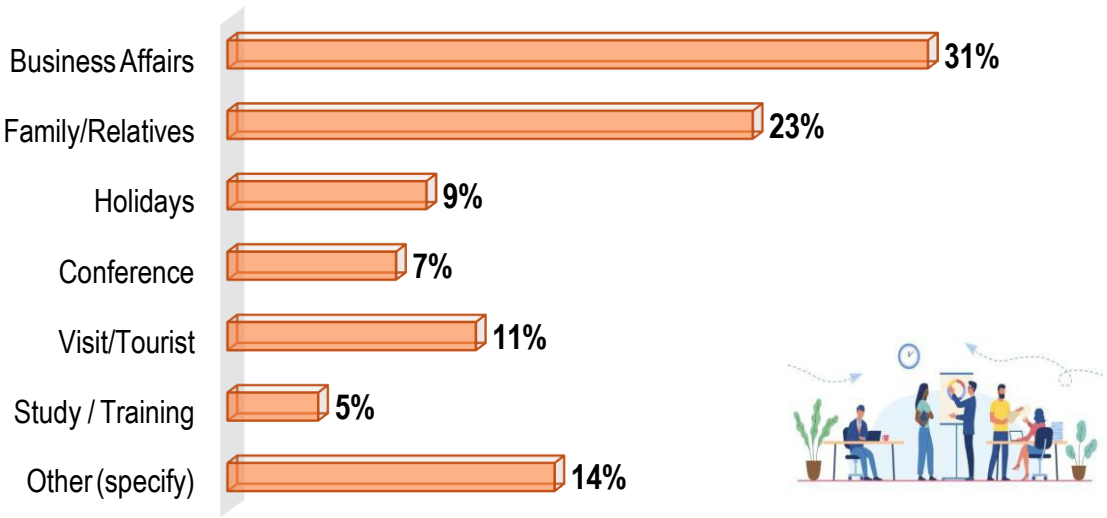
**38%**  
First Time Visitors

**60%+**  
Repeat Visitors

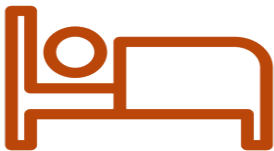


### 3.2.4 PURPOSE OF VISIT

The distribution of arrivals by purpose of visit indicates that Ghana’s inbound tourism is driven by business and diaspora related travel. Business affairs recorded the highest share of 31%, closely followed by visit to family and friends at 23%.



### 3.2.5 LENGTH OF STAY



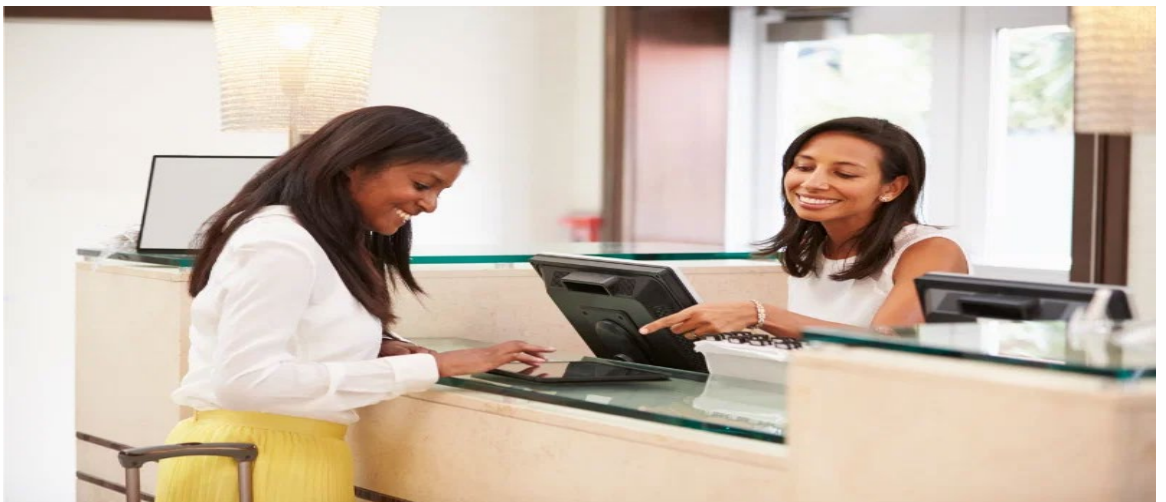
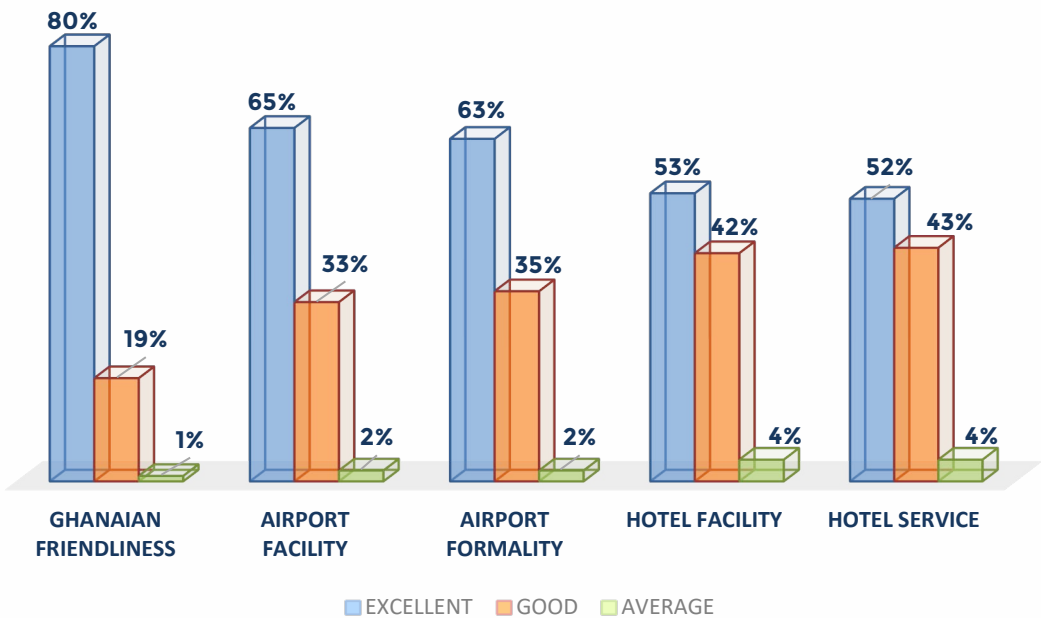
Visitors recorded an average length of stay of **13 nights**, reflecting strong destination engagement and sustained visitor presence.



### 3.2.6 VISITOR IMPRESSIONS

Visitor satisfaction ratings indicate positive impressions in service-related attributes, particularly Ghanaian friendliness and airport facilities. Ghanaian friendliness recorded 99% high satisfaction, reinforcing its role as the country’s strongest competitive advantage. Airport facilities (98%) and airport formalities (98%) also achieved exceptionally high ratings, confirming efficiency at the primary entry point.

Hotel facilities (95%) and hotel service (95%) reflect stable but improvement-oriented performance, suggesting opportunities for enhanced quality consistency.



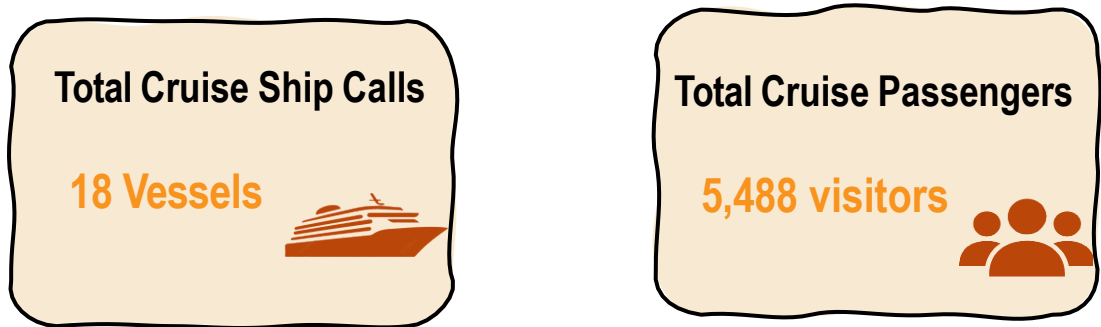




### 3. CRUISE TOURISM

Cruise tourism continued to contribute to Ghana’s international visitor arrivals in 2025, with cruise ships docking at the Ports of Takoradi and Tema. The segment remains a small but strategically important niche market, introducing new international visitors to Ghana’s heritage and coastal tourism destinations.

#### 1. CRUISE ARRIVALS SUMMARY



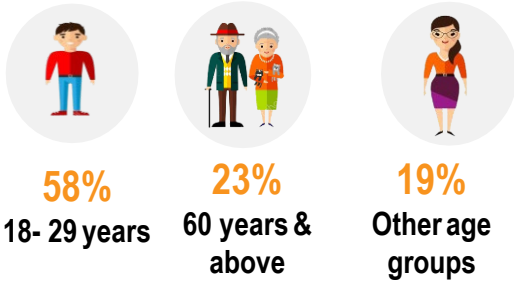
#### 3.3.2 PASSENGER ARRIVAL BY PORT

Table 4: Passenger Arrival by port

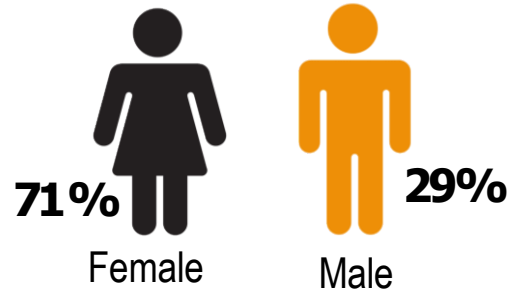
PORT	CRUISE CALLS	PASSENGERS	PERCENT
Takoradi	11	3,149	57%
Tema	7	2,339	43%
<b>Total</b>	<b>18</b>	<b>5,488</b>	<b>100%</b>

### 3.3.3 CRUISE VISITOR PROFILE

#### Age Category

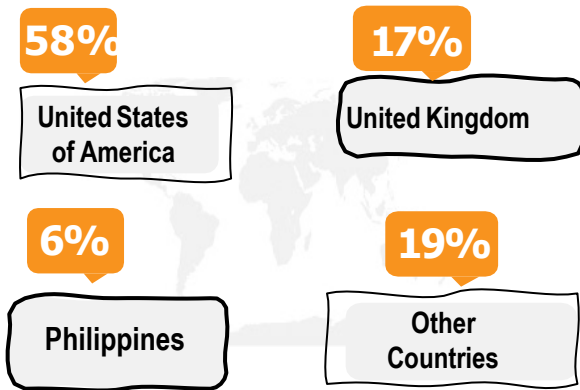


#### Gender

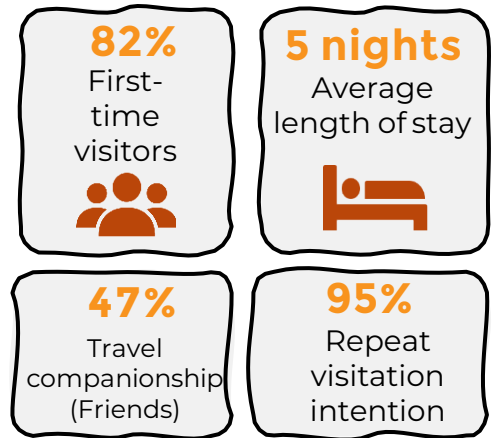


This indicates a mix of young experiential travelers and mature leisure tourists.

#### Country of Residence



#### Travel Behaviour

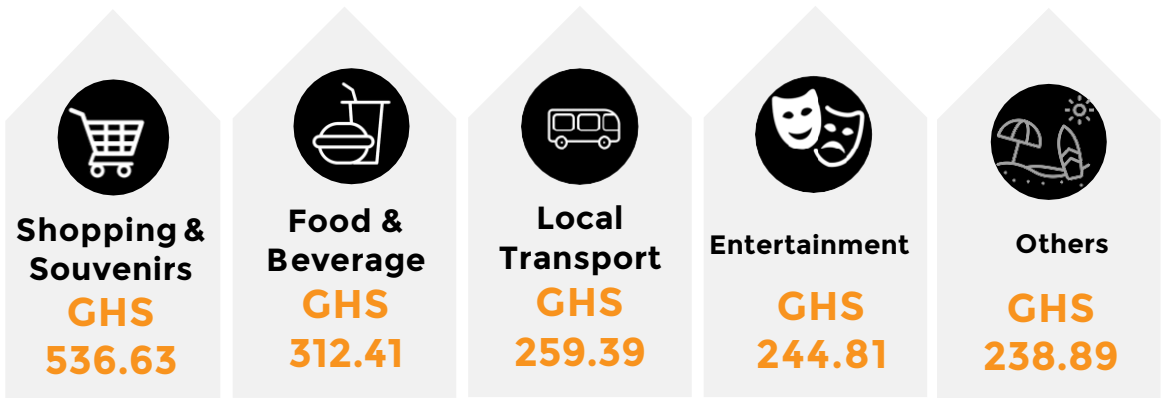


Tourists disembarking

### 3.3.4 VISITOR EXPENDITURE

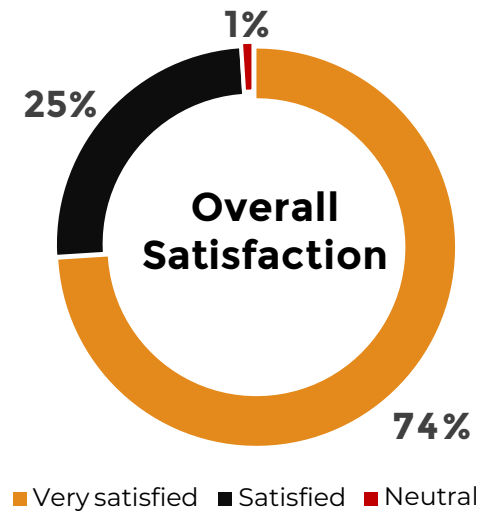
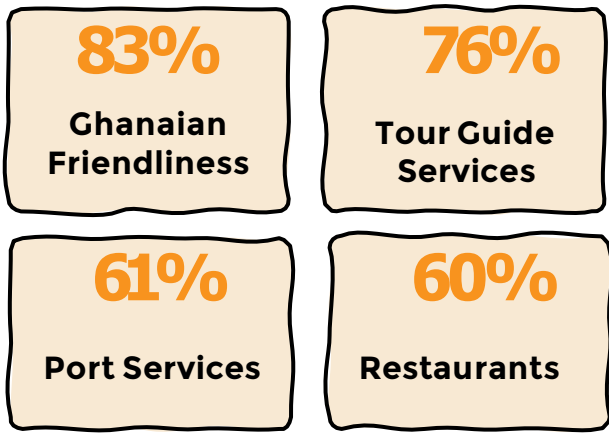
Average expenditure per visitor - **GHS 318.43**

#### VISITOR EXPENDITURE BY CATEGORIES



Spending patterns show strong demand for cultural products and souvenirs, highlighting opportunities for local craft markets and heritage tourism enterprises

### 3.3.5 VISITOR EXPERIENCE RATINGS



Visitor feedback confirms that Ghana’s friendliness is the major strengths of the destination.

### 3.3.6 PERCEPTIONS ABOUT GHANA

Visitors identified Ghana as:

**78%**

Hospitable  
country

**52%**

Safe tourism  
destination

**41%**

Rich in cultural  
heritage

Heritage attractions such as forts, castles, and historical sites remain key motivations for cruise excursions

Cruise tourism remains a high-potential niche segment for Ghana's tourism sector. Although the total number of passengers remains modest compared to overall international arrivals, the segment plays an important role in:

**1**

Introducing  
**first-time  
international  
visitors** to Ghana

**2**

Promoting  
**heritage  
tourism  
experiences**

**3**

Supporting **local  
crafts and  
cultural  
enterprises**



# INTERNAL TOURISM

## 4.1 INTRODUCTION

Internal tourism remains a vital part of Ghana’s tourism sector, supporting local businesses, promoting regional development, and strengthening sector resilience.

In 2025, domestic travel continued to grow as more residents explored the country’s cultural, historical, and natural attractions. This section highlights key trends, travel patterns, and the contribution of domestic tourism to national development



## 4.2 TOTAL VISITATION

Total tourist visitation numbers from 55 tourist sites in 2025 increased to 1,793,797, with domestic tourists (residents) accounting for 1,499,693 visits (84%) and non-residents accounting for 294,104 visits (16%). The overwhelmingly resident share, underscore the importance of affordability, accessibility, and educational value in tourism planning. Overall visitation expanded by 7% percent compared to 2024.

**1.79M**

**Total Visits**

From 55 tourist sites across Ghana

**84%**

**Resident Share**

1,499,693 resident visits out of total 1,793,797

**7%**

**Growth Rate**

Overall visitation expanded by 7% compared to 2024

**1,377,588**

**Top 10 Visits**

Total visits to top ten most visited tourist sites

**Table 5: Total Visitation by residents and Non-Residents**

Year	Residents (%)	Non-Residents (%)	Total Visitation	Growth Rate
2023	1,161,474 (83%)	246,235 (17%)	1,407,709	-
2024	1,436,489 (85%)	245,496 (15%)	1,681,985	19%
2025	1,499,693 (84%)	294,104 (16%)	1,793,797	7%

### 4.3 TOP TEN TOURIST SITES



Interestingly, the country's ten most popular tourist sites alone drew 1,377,588 visitors representing 77% of total domestic visitations, revealing how tourism activity is concentrated around a handful of key destinations. The Kwame Nkrumah Memorial Park maintained its position as the leading tourist site, recording the highest visitation with 302,523 visitors.

This was followed by Kakum National Park, which registered 203,222 visits. A cluster of strong-performing sites, Bunso Arboretum, Manhyia Palace Museum, and Cape Coast Castle, each recorded visitation levels exceeding 120,000.

**Table 6: Top Ten Tourist Sites (2023 – 2025)**

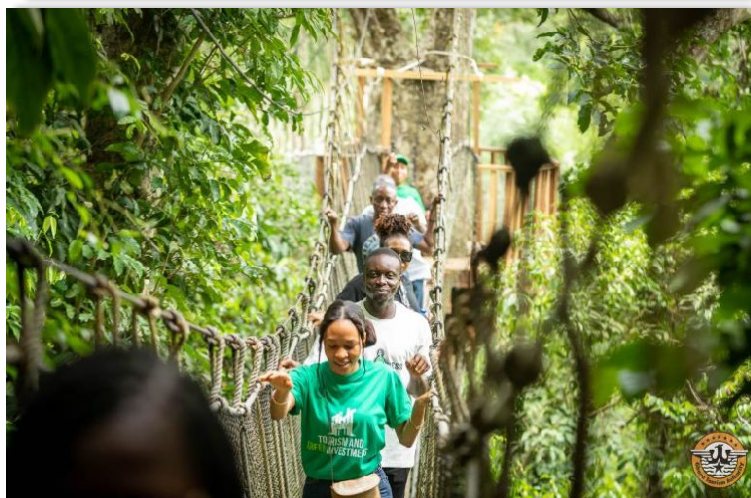
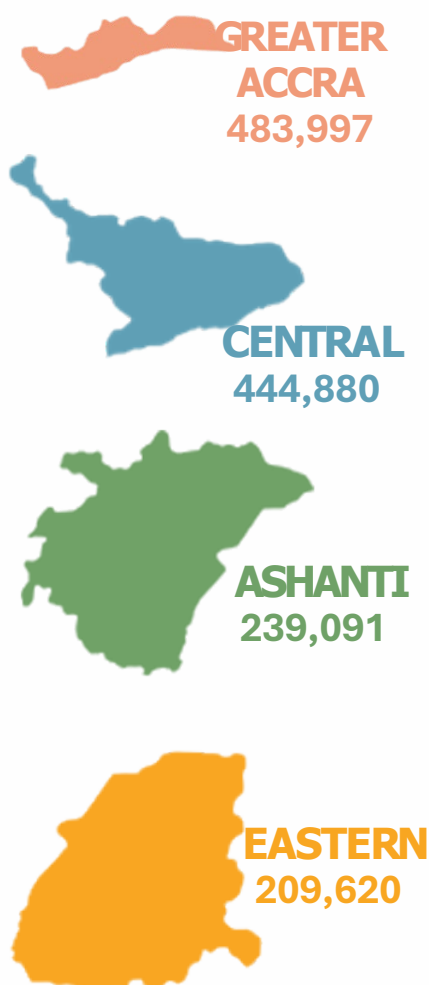
TOURIST SITE	2025 ARRIVALS	2024 ARRIVALS	2023 ARRIVALS
KWAME NKRUMAH MEMORIAL PARK	302,523 (1 <sup>ST</sup> )	333,233 (1 <sup>ST</sup> )	208,577 (1 <sup>ST</sup> )
KAKUM NATIONAL PARK	203,222 (2 <sup>ND</sup> )	183,757 (2 <sup>ND</sup> )	159,271 (3 <sup>RD</sup> )
BUNSO ARBORETUM	149,319 (3 <sup>RD</sup> )	155,149 (3 <sup>RD</sup> )	78,203 (8 <sup>TH</sup> )
CAPE COAST CASTLE	141,523 (4 <sup>TH</sup> )	120,242 (5 <sup>TH</sup> )	101,134 (5 <sup>TH</sup> )
MANHYIA PALACE MUSEUM	120,328 (5 <sup>TH</sup> )	106,100 (6 <sup>TH</sup> )	57,319 (10 <sup>TH</sup> )
KUMASI ZOO	118,763 (6 <sup>TH</sup> )	133,954 (4 <sup>TH</sup> )	142,518 (4 <sup>TH</sup> )
ACCRA ZOO	103,349 (7 <sup>TH</sup> )	83,953 (8 <sup>TH</sup> )	71,137 (9 <sup>TH</sup> )
ELMINA CASTLE	100,135 (8 <sup>TH</sup> )	87,961 (7 <sup>TH</sup> )	78,870 (7 <sup>TH</sup> )
SHAI HILLS RESOURCE RESERVE	78,125 (9 <sup>TH</sup> )	67,881 (9 <sup>TH</sup> )	***
ABURI BOTANICAL GARDEN	60,301 (10 <sup>TH</sup> )	52,330 (10 <sup>TH</sup> )	93,719 (6 <sup>TH</sup> )
NATIONAL MUSEUM	***	***	166,884 (2 <sup>ND</sup> )
<b>TOTAL</b>	<b>1,377,588</b>	<b>1,324,290</b>	<b>1,157,632</b>

\*\*\* Did not feature in top 10

### 4.3.1 REGIONAL DISTRIBUTION OF TOP TEN TOURIST SITES

Analysis of domestic visitation patterns over the past three years shows that Ghana's top tourist sites remain heavily concentrated in just four regions, Greater Accra, Ashanti, Central, and Eastern. This concentration reflects a combination of factors: an uneven spread of tourism infrastructure, strong urban and peri-urban demand, and the limited visibility and accessibility of tourist sites in other parts of the country.

While this focus on well-established sites optimizes their visibility, it also underscores significant untapped domestic tourism potential in under-visited regions. The Volta Region, for example, with its rolling mountains, serene waterfalls, and rich ecotourism offerings, has earned the nickname the "Oxygen City of Ghana", offering a refreshing alternative for travellers seeking nature and adventure. Similarly, other regions hold unique cultural, historical, and natural attractions that, if developed and promoted, could diversify domestic tourism and bring communities across the country into the spotlight.



# SPECIAL SURVEYS ON DOMESTIC TOURISM

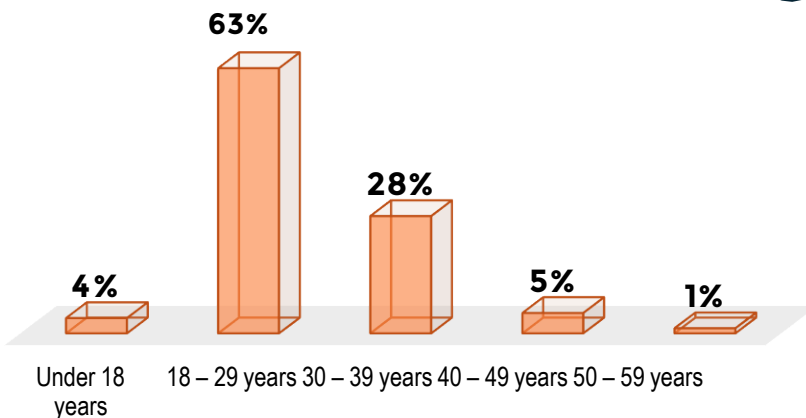
## 1. KWAHU PARAGLIDING

The Kwahu Easter Paragliding Festival remains one of Ghana's most prominent event-based tourism products, attracting significant domestic visitation and generating measurable economic activity in the Eastern Region. The 2025 survey findings indicate that the festival remains particularly appealing to young and socially active travelers, while also contributing strongly to hospitality sector performance and redistribution of income to the local economy.

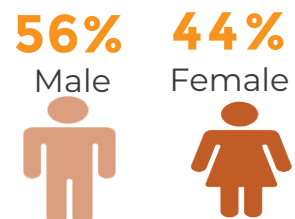
### 1. VISITOR PROFILE AND TRAVEL CHARACTERISTICS

The demographic profile of visitors highlights the youth-driven nature of the event. Approximately 63% of attendees were between the ages of 18 and 29, with the next largest segment falling within the 30–39 age group, confirming the festival's strong appeal to young adults and emerging middle-income travelers.

**63%**  
**Visitors**  
Between the ages of  
18 and 29



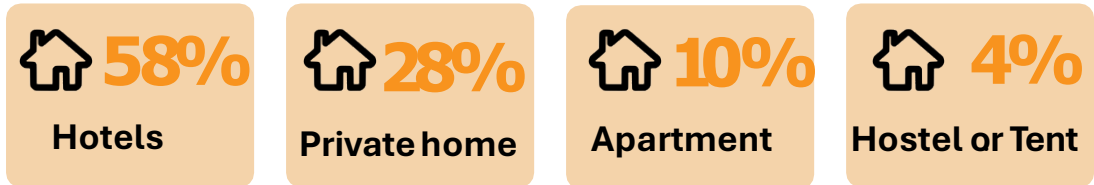
Gender distribution was relatively balanced, with 56% male and 44% female participants, suggesting that the event attracts both male and female leisure travellers in comparable proportions.



### 5.1.2 VISITOR BEHAVIOUR AND TRAVEL PATTERNS

The survey results reveal that the Kwahu Easter experience is particularly effective at attracting new visitors, with 66% of respondents visiting Kwahu for the first time. This indicates that the festival plays an important role in introducing new tourists to the destination.

Accommodation patterns show a strong reliance on formal lodging facilities:

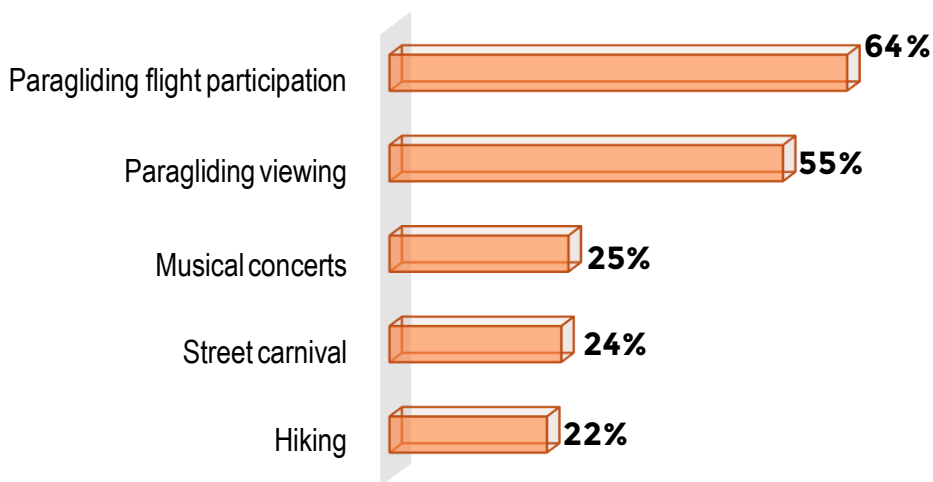


The average length of stay was 3 nights, with a maximum of 10 nights, indicating that the festival functions primarily as a short leisure event destination, consistent with long-weekend travel behaviour associated with Easter holidays.

Travel companionship trends show that visitors mostly attended the event with friends (56%) or family (30%), highlighting the festival’s role as a social and group-based tourism experience.

### 5.1.3 VISITOR ACTIVITIES AND EVENT ENGAGEMENT

Participation levels across festival activities demonstrate that the core attraction, paragliding, remains the primary draw. Key activities included:

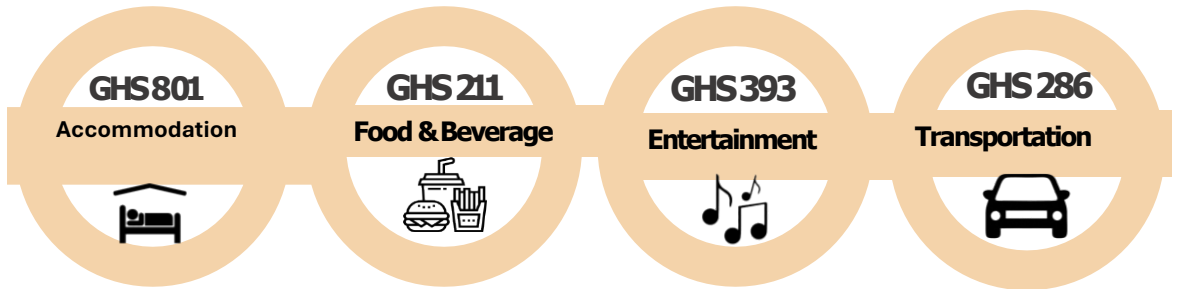


These results confirm that the event successfully combines adventure tourism, entertainment, and outdoor recreation, making it one of Ghana’s most distinctive experiential tourism products.

### 5.1.4 VISITOR EXPENDITURE

The event generated notable economic activity within the local tourism economy. Survey findings show that the average daily expenditure per visitor was approximately GHS 371.50, with spending ranging between GHS 50 and GHS 5,000 depending on visitor profile and activity participation.

The main areas of expenditure included:



Accommodation accounted for the largest share of visitor spending. Other expenditure area is shopping (GHS166).

### 5.1.5 OVERALL IMPRESSION

Overall visitor satisfaction levels were extremely positive. Approximately:



Similarly, ratings for tourism services, including accommodation, safety and security, and tourist attraction, received high ratings, indicating strong visitor confidence in the destination experience.

Safety and security received particularly strong ratings, reinforcing the event’s reputation as a well-managed and visitor-friendly festival.

**Table 7: Rating of Tourism Products & Services**

Rating tourism products and services	High Ratings	Average	Low Ratings	N/A
Accommodation	78%	13%	1%	8%
Food and beverage	76%	11%	8%	5%
Marketing and promotion	77%	14%	9%	0%
Tourist attraction	77%	11%	6%	6%
Safety and security	92%	4%	3%	1%

### 5.1.6 HOTEL PERFORMANCE

The Easter festival also produced strong performance indicators within the hospitality sector. Hotel monitoring data revealed:

**1**

**Average occupancy rate of 91% during the festival period**

**2**

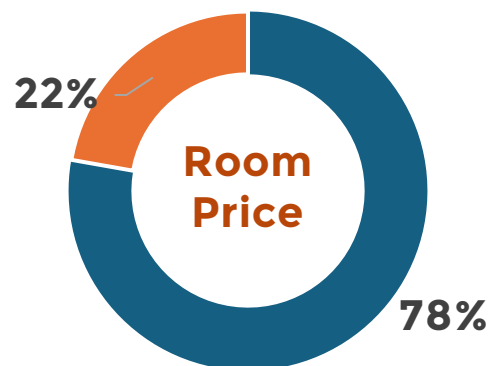
**Increased reservations compared with pre-Easter periods**

**3**

**Higher room rates due to strong demand.**

Many hotels introduced Easter accommodation three-day packages, reflecting a demand-driven pricing model typical of high-season tourism events.

The hospitality sector in Kwahu is largely composed of budget and lower-star establishments, with nearly half of the hotels surveyed classified as budget facilities.



■ Increased ■ Remain same

## 5.2 PANAFEST

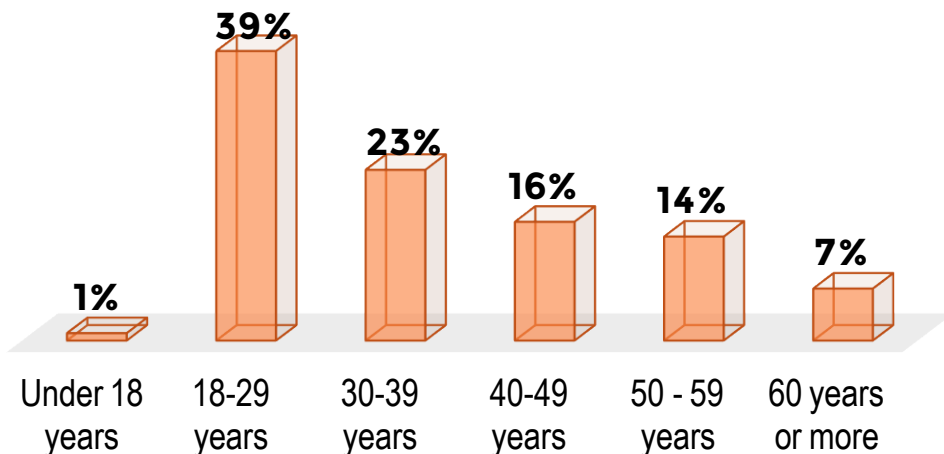


The 2025 PANAFEST and Emancipation Celebrations remain one of Ghana's most important heritage tourism events, serving as a powerful platform for reconnecting the African diaspora with their cultural roots while promoting Ghana's historical sites and cultural identity. The festival, attracted a diverse audience of domestic and international participants and achieved exceptionally high levels of visitor satisfaction. Visitor Demographics and Market Profile

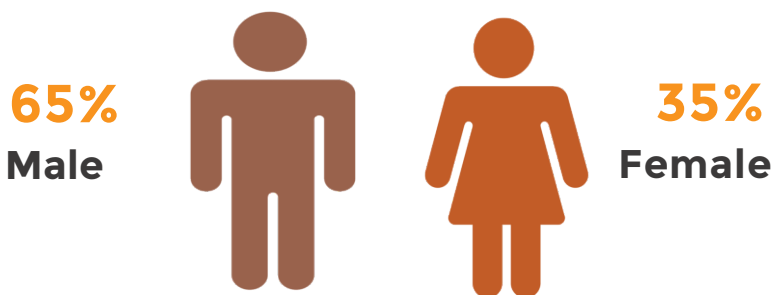
In terms of geographic origin, 65% of respondents were Ghanaian residents, while 35% were international visitors, particularly from Germany and the United States, alongside smaller representations from other countries across Europe, Africa, and the Americas. This demonstrates PANAFEST's continued relevance as a diaspora heritage tourism platform with growing international reach.

## 5.2 .1 DEMOGRAPHICS

### Age Category



### Gender



### Educational Level

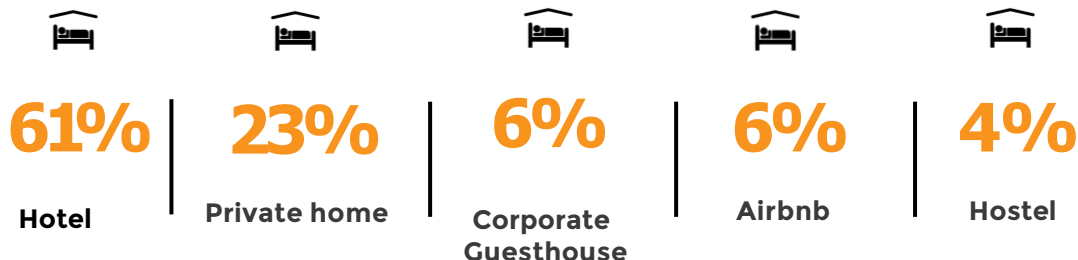
Table 8: Educational level

HIGHEST EDUCATION	PERCENTAGE
Primary School Leaver	1%
Junior High Graduate	7%
Senior High Graduate	21%
Tertiary Graduate	43%
Postgraduate	28%

## 5.2.2 VISITOR BEHAVIOUR AND TRAVEL CHARACTERISTICS

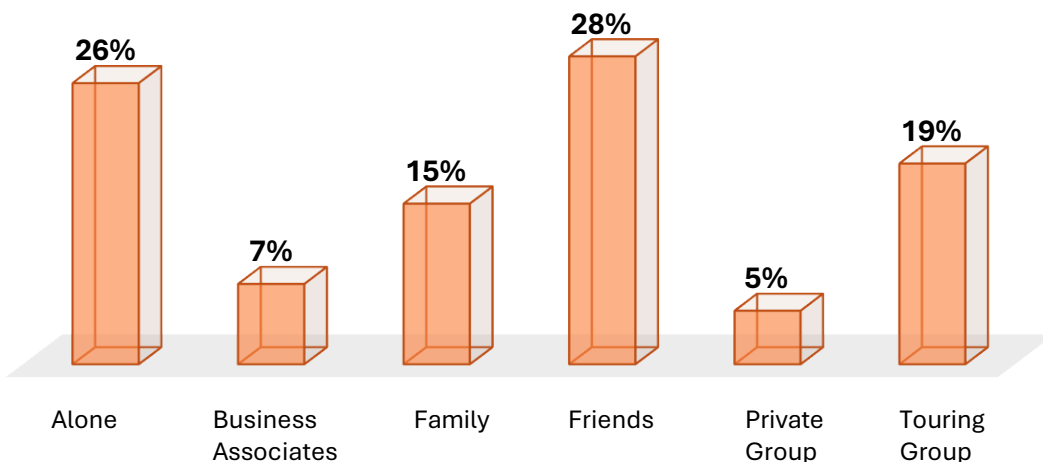
Participation patterns indicate strong interest from new audiences. Approximately 66% of respondents attended the festival for the first time, while 34% were repeat visitors. This suggests that PANAFEST continues to attract new visitors while maintaining a modest base of loyal participants.

Accommodation choices for participants are shown below:



Travel companionship patterns indicate a mix of travel motivations. Visitors most commonly travelled with friends (28%), while 26% travelled alone. Organized touring groups accounted for 19%, suggesting that diaspora tour packages play an important role in facilitating attendance at the festival.

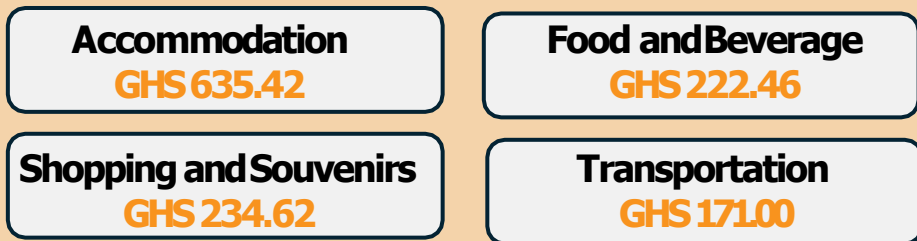
### Companionship on trip



Transportation patterns also reflect diverse travel arrangements. Group-organized transport (39%) was the most common mode of travel, followed by private transport (26%), “Trotro” (12%), taxis (10%), corporate transport (9%), online ride services (4%) and walking (1%).

## 5.2.3 VISITOR EXPENDITURE

The festival generated significant tourism spending. Survey results indicate that average daily visitor expenditure reached approximately GHS 944.19, reflecting strong economic potential for heritage tourism events. The largest spending categories included:



In addition, international visitors reported an average intended stay of approximately 15 nights, representing substantial economic value through extended accommodation usage and broader tourism consumption.

These findings highlight PANAFEST’s potential as a high-value diaspora tourism product, capable of generating extended visitor stays and significant tourism spending.

## 5.2.4 VISITOR SATISFACTION AND EXPERIENCE

Overall visitor satisfaction with the PANAFEST/Emancipation celebrations was exceptionally high. Approximately:

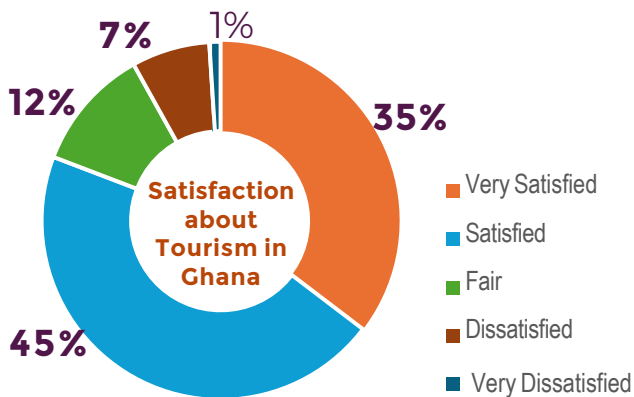
**49%**  
reported being  
very satisfied

**41%**  
reported being  
satisfied

**10%**  
rated their experience  
as fair

Beyond the festival itself, respondents also expressed positive satisfaction about tourism services in Ghana more broadly.

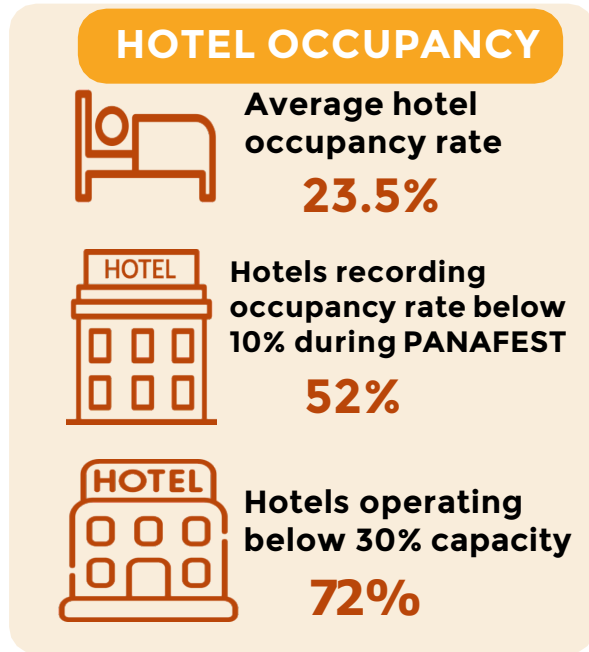
The combined 80% positive rating underscores Ghana’s strong reputation for friendliness, safety, and cultural tourism experiences.



### 5.2.5 HOTEL PERFORMANCE

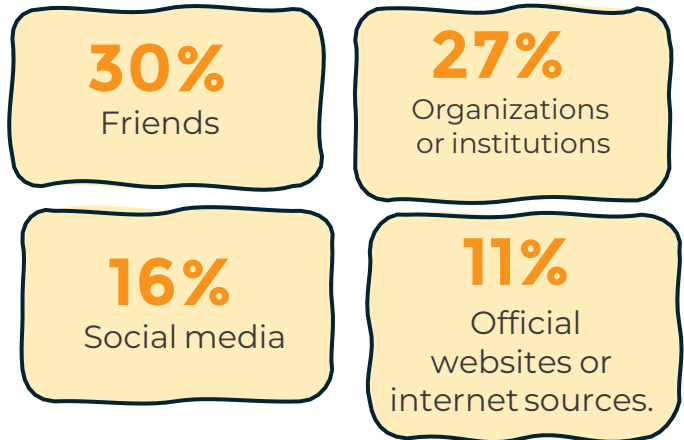
Despite high visitor satisfaction and strong cultural engagement, the festival’s economic benefits did not fully translate into the hospitality sector. Hotel performance during the festival period was significantly below expected levels.

The accommodation sector in the area is relatively mature, with 41% of establishments surveyed operating for more than 15 years, and the rest operating for less than 15 years.



### 5.2.6 SOURCE OF INFORMATION

A greater proportion of the visitors heard about PANAFEST through:



This reliance on informal communication suggests that the festival lacks a sufficiently strong integrated marketing strategy, particularly for international audiences.

In addition, although many hotels have some form of online presence, digital booking integration remains limited. Only a small number of establishments use international booking platforms such as Booking.com, Expedia, or Agoda, reducing their visibility to global travelers.



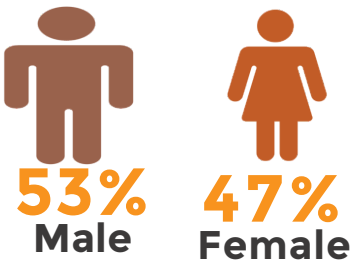
# DECEMBER IN GHANA

## 5.3.1 OVERVIEW

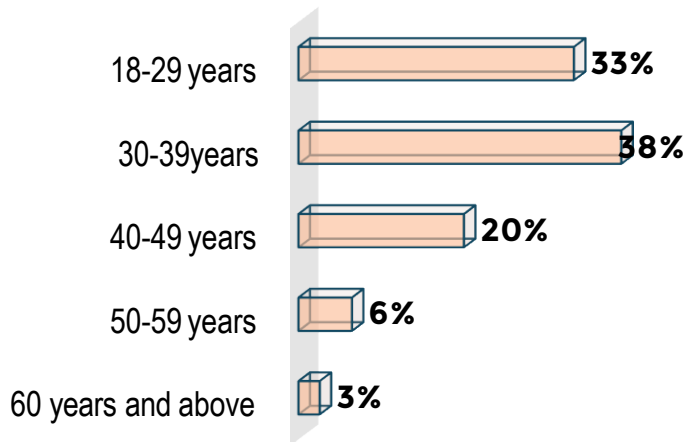
The December in Ghana initiative continues to position the country as one of Africa’s leading festive and cultural tourism destinations. The 2025 survey results indicate strong international participation, particularly among young professionals and diaspora travelers, accompanied by high visitor satisfaction and significant tourism spending across all tourism value chain areas.

## 5.3.2 DEMOGRAPHICS

### Gender



### Age Category

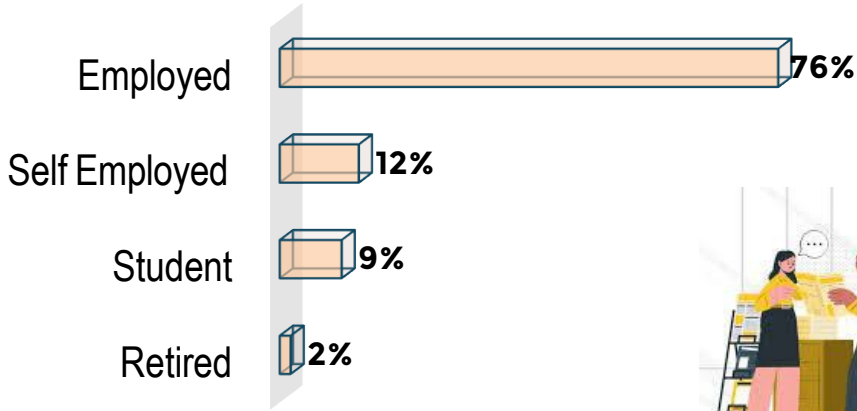


## Educational Background

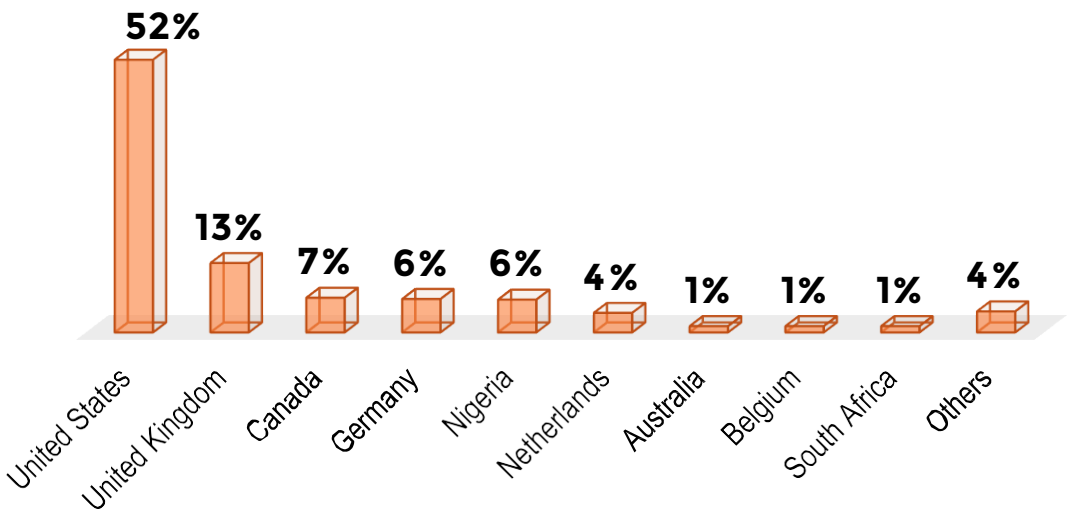
Table 9: Educational level

EDUCATIONAL BACKGROUND	PERCENT
Bachelor	50%
High School	13%
Postgraduate	36%

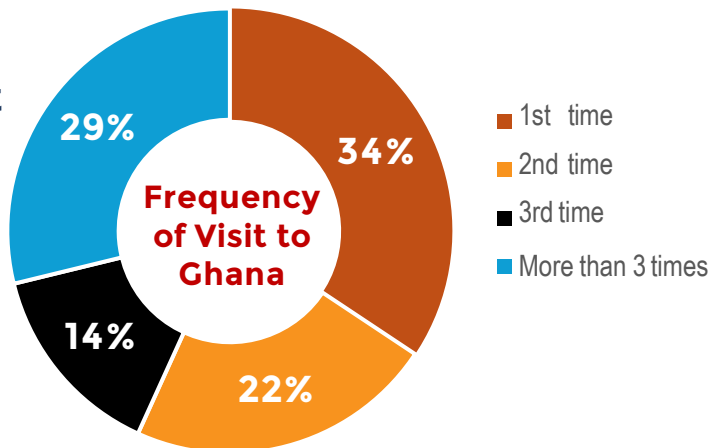
## Employment



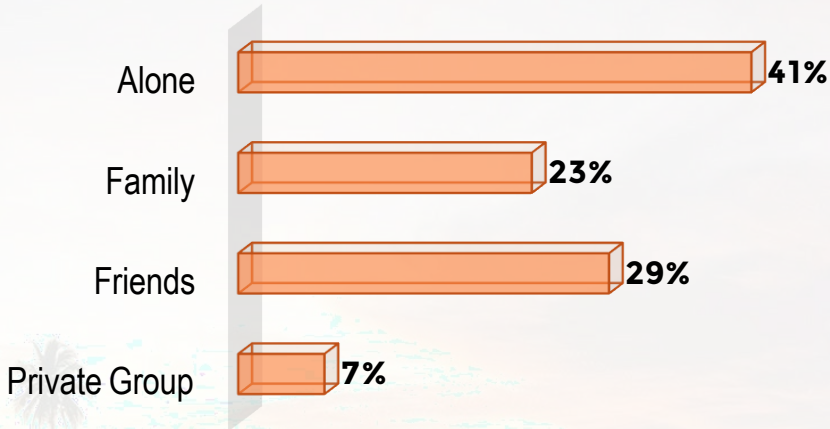
## Country of Residence



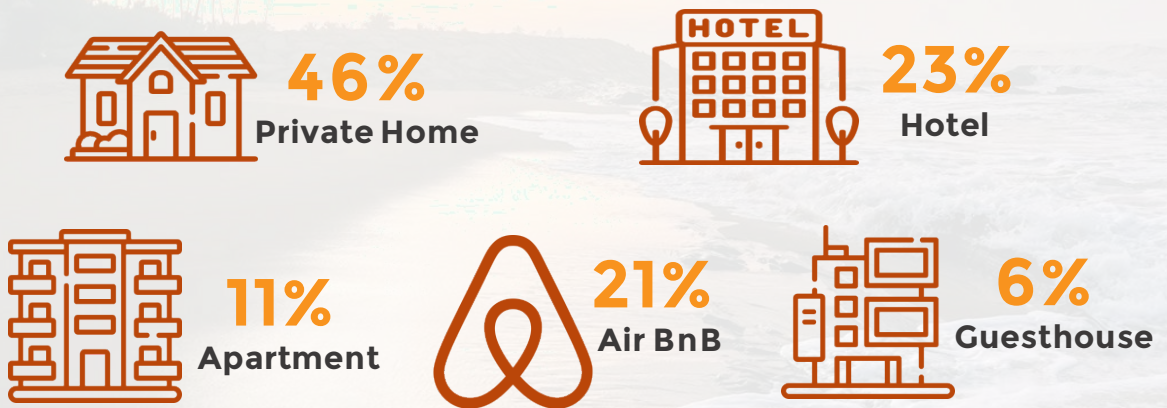
### 5.3.3 Frequency of Visit



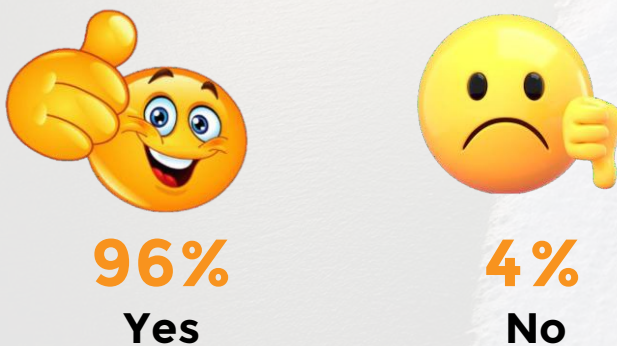
### 5.3.4 Companionship



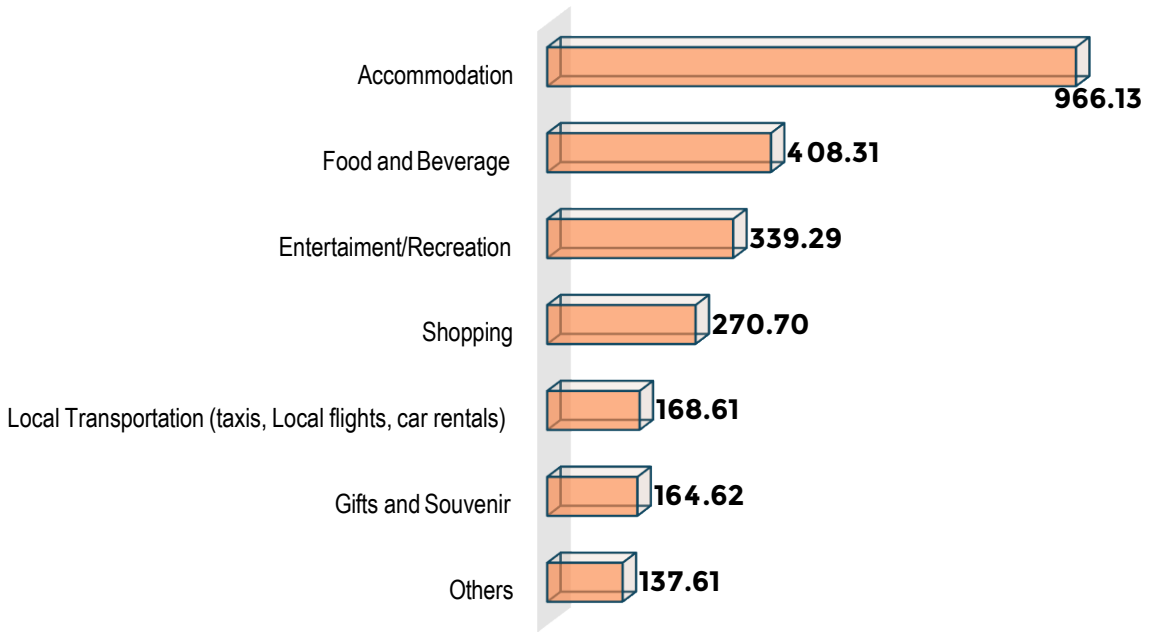
### 5.3.5 Place of Stay



### 5.3.6 Intention to Revisit






### 5.3.7 AVERAGE EXPENDITURE PATTERN (GHS)



### 5.3.8 VISITOR PERCEPTION

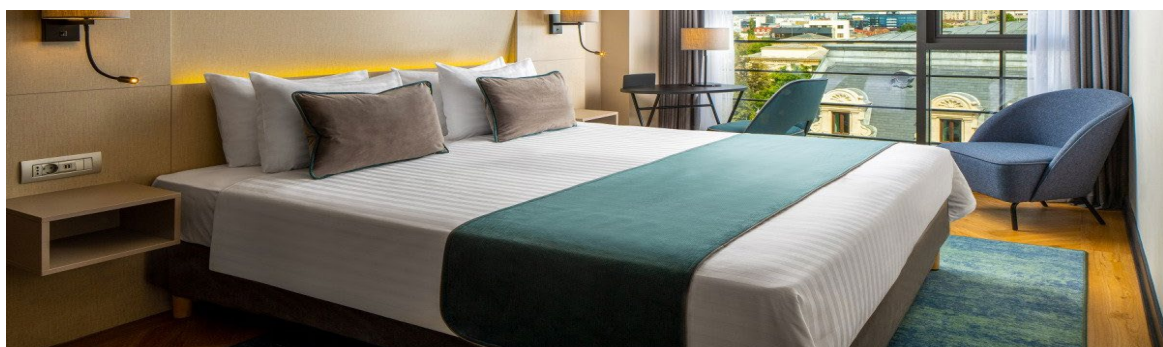
Visitor perceptions of Ghana during the festive season remained highly positive.

-  90% positive ratings for hotels, restaurants, and tourist attractions
-  98% satisfaction with safety and security
-  65% rated overall experience as excellent or good

# FACT SHEET



## REGIONAL BREAKDOWN OF NUMBER OF LICENSED TOURISM ENTERPRISE - 2025



REGION	ACCOMMODATION	FOOD &	TRAVEL TRADE	ENTERTAINMENT /	TOTAL
		BEVERAGE		CONFERENCE	
NORTHERN	146	20	13	1	180
TEMA	539	95	104	12	750
OTI	49	0	0	0	49
BONO	256	11	9	0	276
GREATER ACCRA	932	360	491	61	1844
WESTERN NORTH	108	14	1	1	124
EASTERN	597	34	4	9	644
UPPER EAST	139	8	6	1	154
VOLTA	408	14	14	0	436
BONO EAST	134	7	2	0	143
UPPER WEST	82	7	5	0	94
ASHANTI	1001	107	78	6	1192
AHAFO	67	5	1	0	73
NORTH EAST	25	1	2	0	28
SAVANNAH	67	5	3	0	75
WESTERN	529	76	52	3	660
CENTRAL	345	21	19	2	387
<b>TOTAL</b>	<b>5424</b>	<b>785</b>	<b>804</b>	<b>96</b>	<b>7109</b>

## NUMBER OF LICENSED TOURISM ESTABLISHMENT 2023 - 2025


Table 21: Number of Tourism Enterprises

ESTABLISHMENT	2023	2024	2025
ACCOMMODATION	4613	5,210 (+12.9%)	5,424 (+4.1%)
FOOD, BEVERAGE & ENTERTAINMENT	647	814 (+25.8%)	881 (+8.2%)
TRAVEL TRADE	526	678 (+28.9%)	804 (+18.6%)
<b>TOTAL</b>	<b>5786</b>	<b>6,702</b>	<b>7,109</b> (

## AVERAGE OCCUPANCY RATE (2023–2025)

Table 22: Occupancy Rates of Hotels

CATEGORY OF HOTEL	2023	2024	2025
5-STAR	71.0%	72.3%	74.3%
4-STAR	50.0%	54.5%	53.2%
3-STAR	55.0%	52.4%	52.0%
2-STAR	33.0%	49.2%	40.0%
1-STAR	33.0%	41.6%	51.8%
GUEST HOUSE	32.0%	32.0%	12.8%
BUDGET	22.0%	25.0%	35.0%



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**GHANA  
TOURISM  
REPORT** 20  
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