

GHANA 2023 DOMESTIC AND OUTBOUND TOURISM SURVEY



DOMESTIC SAME-DAY VISITORS' REPORT 2023

GHANA STATISTICAL SERVICE
DECEMBER 2025

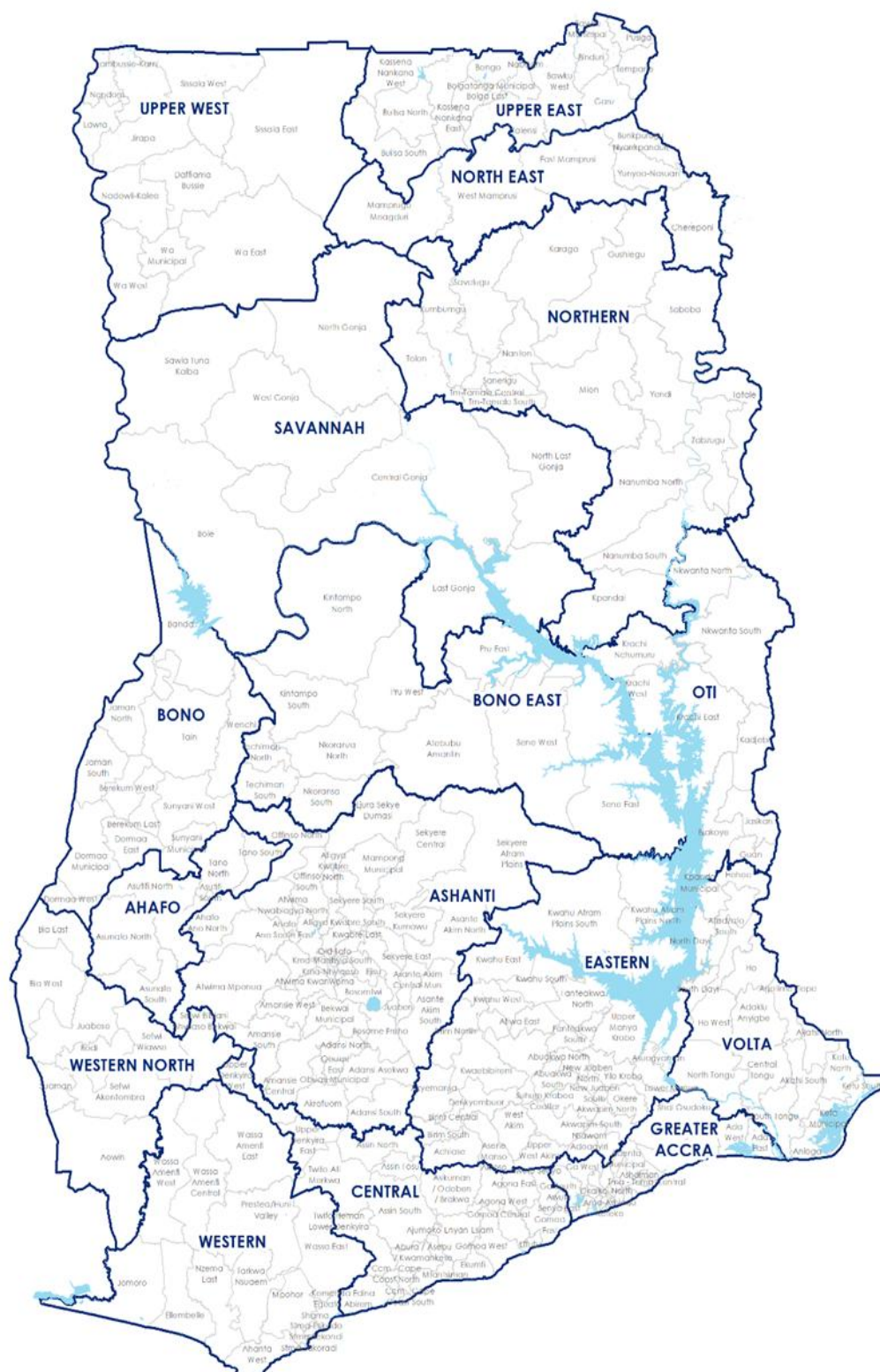


GHANA 2023 DOMESTIC AND OUTBOUND TOURISM SURVEY

DOMESTIC SAME-DAY VISITORS' REPORT 2023

GHANA STATISTICAL SERVICE
DECEMBER 2025

ADMINISTRATIVE MAP OF GHANA



PREFACE

Domestic same-day travel by both Ghanaians and non-Ghanaians living in Ghana is one of the quiet engines of Ghana's economy. It rarely makes headlines, yet it moves people, money, culture and opportunity across the country every single day. Whether for funerals, visiting family, business, shopping, health, or leisure, these short trips generate real spending, sustain livelihoods, and bind communities together.

This report presents findings from the 2023 Domestic and Outbound Tourism Survey on domestic same-day visitors. It fills a major evidence gap in Ghana's tourism statistics and strengthens the foundation of the Tourism Satellite Account (TSA). For the first time, we are able to quantify at national and regional levels who is travelling, why they travel, how they travel, and how much they spend on same-day trips

The results are striking:

1. In 2023, about 6.6 million domestic same-day visits were recorded nationwide. Travel peaked in the first quarter, reflecting Ghana's strong social and cultural calendar. Women accounted for a slightly higher share of trips, and the most active travellers were adults aged 25–44 years, the backbone of the productive population. Travel flows were most intense between Greater Accra and Ashanti, which served as both leading origins and destinations.
2. Purpose matters. Nearly 70 percent of all same-day trips were for visiting friends and relatives and for funerals, underscoring how deeply mobility is woven into Ghana's social fabric. Yet business and professional trips, though fewer, generated disproportionately high spending, highlighting an underexploited opportunity for structured domestic business tourism.
3. The economic impact is unambiguous. Domestic same-day visitors spent an estimated GHS 1.83 billion in 2023, with about 88 percent spent during the trip itself. Transport and shopping each accounted for roughly one-third of on-trip expenditure, channeling income directly into transport operators, traders, markets, and local service providers across the country. These are not abstract numbers; they represent livelihoods, jobs, and local economic circulation.
4. The data also reveal how travel happens. Road transport dominates, with buses and minibuses carrying nearly 60 percent of same-day travellers. Almost all trips (96.7 percent) were self-arranged, signalling both resilience and informality, but also pointing to missed opportunities for packaged experiences, better safety standards, and higher value creation.

What this really means is that domestic same-day tourism is already doing heavy lifting for the economy. The task now is to make it work better.

Three practical actions stand out:

1. First, broaden the tourism offer. Ghana can move beyond social travel such as funeral alone by deliberately developing affordable same-day products such as heritage circuits, agro-tourism, nature parks, wellness and recreation hubs. This will help spread visitor flows beyond the traditional hotspots and stimulate regional economies;

2. Second, fix the travel backbone. Safer, more reliable and more comfortable road transport is essential. Targeted investments in road quality, rest stops, and regulated passenger services, combined with partnerships between transport unions and tour operators, can immediately improve the same-day travel experience; and
3. Third, activate the private sector simple, market-ready solutions. With most trips being self-arranged, private businesses such as tour operators, transport providers, hotels, and event organisers have a great opportunity to introduce low-cost same day products including digital platforms, packaged day tours, workplace travel incentives, and business–leisure hybrids for quick wins. These are implementable now and can unlock higher spending per trip without raising barriers to participation.

The Ghana Statistical Service remains committed to producing timely, credible and policy-relevant data that speaks directly to national priorities. I extend my sincere appreciation to households across the country, our field staff, and our public and private partners whose cooperation made this survey possible.

This report is to policymakers, players in the tourism sector, businesses, development partners, researchers and the media to use evidence, not assumptions, to shape Ghana's tourism future. Domestic same-day travel is already transforming lives. With the right decisions, it can do even more.



DR. ALHASSAN IDDRISU
GOVERNMENT STATISTICIAN

ACKNOWLEDGEMENT

The Ghana Statistical Service (GSS) extends sincere appreciation to the Government of Ghana and the World Bank for their financial support through the *Harmonising and Improving Statistics in West Africa (HISWA)* Project. Their investment in credible data and their vision for stronger national statistical systems made this report possible.

The success of the 2023 Domestic Same-day Visitors' Survey reflects collaboration at its best. The Ministry of Finance (MoF), Ministry of Tourism, Culture and Creative Arts (MoTCCA), Ghana Tourism Authority (GTA), the Bank of Ghana (BoG) and the public universities, all played essential roles in shaping the design, logistics and execution of this work. Their contributions ensured that every stage of the survey, from planning to fieldwork, met the highest technical standards. Special thanks goes to MoTCCA and GTA for providing technical support and facilitating the implementation survey

Our profound gratitude goes to the Chairman and Members of the National Technical Advisory Committee (NTAC), whose technical guidance, peer reviews, and analytical insights were instrumental in this achievement. Their expertise strengthened the survey's methodology, enhanced the quality of analysis and ensured consistency with international statistical standards. Through their careful review of draft reports, constructive critique and unwavering attention to methodological detail, they greatly contributed to the integrity and credibility of this publication.

The GSS Management deserves recognition for its leadership and clear strategic direction throughout the process. The commitment of the Project Coordinator, the Project Implementation Team (PIT), and the Communications team, ensured operational excellence, rigorous quality control and timely delivery across all survey phases.

Finally, we extend our heartfelt thanks to the respondents across Ghana who shared their experiences and information. Your participation turned data into knowledge. We also acknowledge the tireless efforts of field officers, media partners and development partners, whose dedication transformed this vision into a national accomplishment.

This report stands as a collective product of partnership, professionalism, and a shared belief that accurate data is the foundation of smart policy and sustainable development.

TABLE OF CONTENTS

ADMINISTRATIVE MAP OF GHANA	ii
PREFACE	iii
ACKNOWLEDGEMENT	v
LIST OF FIGURES	viii
LIST OF TABLES	ix
ABBREVIATIONS	xi
EXECUTIVE SUMMARY	xii
1 OVERVIEW OF DOMESTIC SAME-DAY VISITORS	1
1.1 Introduction.....	1
1.2 Objectives	2
1.3 Legal Framework.....	2
1.4 Organisational Structure and Institutional Arrangements	2
2 METHODOLOGY	3
2.1 Target Population and Sampling	3
2.2 Survey Instruments and Data Collection Procedures	3
2.3 Recruitment and Training	4
2.4 Data Collection	4
2.5 Quality Assurance	4
2.6 Monitoring and Evaluation (M & E).....	4
3 DEFINITION OF CONCEPTS	5
3.1 Destination	5
3.2 Domestic Same-day Visitor.....	5
3.3 Domestic Tourism.....	5
3.4 Employment Sector.....	5
3.5 Employment Status.....	5
3.6 Expenditure on Food and Beverages	5
3.7 Expenditure on Other Services	5

3.8	Expenditure on Recreation and Sporting Activities	5
3.9	Expenditure on Shopping	5
3.10	Expenditure on Transport	6
3.11	Length of Stay	6
3.12	Means of Transport	6
3.13	Mode of Travel.....	6
3.14	Occupation	6
3.15	On-trip Expenditure	6
3.16	Package Tour.....	6
3.17	Post-trip Expenditure.....	6
3.18	Pre-trip Expenditure	6
3.19	Purpose of Visit	6
3.20	Resting place	6
3.21	Self-arranged tour	7
3.22	Tourism	7
3.23	Tourism Expenditure.....	7
3.24	Tourist Sites	7
3.25	Trip	7
3.26	Visitor.....	7
4	HIGHLIGHTS OF RESULTS.....	8
4.1	Profile of domestic same-day visitors.....	8
4.2	Trip characteristics of domestic same-day visitors	13
4.3	Expenditure of domestic same-day visitors	21
5	CONCLUSIONS AND POLICY RECOMMENDATIONS.....	27
5.1	Conclusions	27
5.2	Policy Recommendations	28
6	MAIN TABLES.....	29
7	REFERENCES	57

LIST OF FIGURES

Figure 4.1.1: Number of domestic same-day visitors by sex	8
Figure 4.1.2: Proportion of domestic same-day visitors by age group and sex.....	9
Figure 4.1.3: Proportion of domestic same-day visitors by purpose of visit and level of education.....	10
Figure 4.1.4: Proportion of domestic same-day visitors by occupation.....	11
Figure 4.1.5: Proportion of domestic same-day visitors by employment status	12
Figure 4.2.1: Number of domestic same-day visitors by region of origin	13
Figure 4.2.2: Number of domestic same-day visitors by region of visit	14
Figure 4.2.3: Proportion of domestic same-day visitors by main purpose of visit.....	15
Figure 4.2.4: Proportion of domestic same-day visitors by main purpose of visit and age group (15 years and older)	16
Figure 4.2.5: Proportion of trips of domestic same-day visitors by region of visit and purpose of visit.....	17
Figure 4.2.6: Proportion of road trips of domestic same-day visitors by means of transport	18
Figure 4.2.7: Proportion of domestic same day visitors by purpose of visit and type of tour	19
Figure 4.2.8: Number of trips to top 10 tourist sites by domestic same day visitors.....	20
Figure 4.3.1: Expenditure of domestic same-day visitors (GHS).....	21
Figure 4.3.2: On-trip expenditure of domestic same-day visitors by type of tour (GHS)	22
Figure 4.3.3: On-trip expenditure of domestic same-day visitors by region of visit (GHS)....	23
Figure 4.3.4: On-trip expenditure of domestic same-day visitors by purpose of visit (GHS).	24
Figure 4.3.5: Expenditure of self-arranged domestic same-day visitors by category (GHS)	25
Figure 4.3.6: Per capita on-trip expenditure by region of origin (GHS)	26

LIST OF TABLES

Table 6.1: Age group of domestic same-day visitors by sex	29
Table 6.2: Marital status of domestic same-day visitors by sex.....	30
Table 6.3: Domestic same-day visitors 3 years and older by level of education and sex...	31
Table 6.4: Domestic same-day visitors 15 years and older by economic activity status and sex.....	31
Table 6.5: Domestic same-day visitors by occupation and sex.....	32
Table 6.6: Domestic same-day visitors by region of origin and sex.....	33
Table 6.7: Domestic same-day visitors by region of origin and type of locality.....	34
Table 6.8: Domestic same-day visitors by region of visit and sex	35
Table 6.9: Domestic same-day visitors by purpose of visit and sex.....	36
Table 6.10: Domestic same-day visitors by age (15 years and older) and purpose of visit.	37
Table 6.11: Domestic same-day visitors by age (15 years and older) and purpose of visit (cont'd).....	38
Table 6.12: Domestic same-day visitors by region of visit and purpose of visit	39
Table 6.13: Domestic same-day visitors by region of visit and purpose of visit (cont'd)	40
Table 6.14: Domestic same-day visitors by purpose of visit and type of tour	41
Table 6.15: Domestic same-day trips by main mode of travel and sex of visitor	42
Table 6.16: Domestic same-day visitors by means of travel and sex.....	42
Table 6.17: Domestic same day visitors by age (15 years and older) group and type of tour	43
Table 6.18: Domestic same-day trips by travel group size and sex of visitor.....	44
Table 6.19: Domestic same-day trips by travel companion and sex of visitor.....	45
Table 6.20: Domestic same-day trips by main source of travel information and sex	46
Table 6.21: Domestic same-day trips by use of ICT Device for tourism purposes and sex ..	47
Table 6.22: Domestic same-day trips by use of e-platform before trips for tourism purposes and sex of visitor.....	47
Table 6.23: Domestic same-day trips by use of e-platform during trips for tourism purposes and sex	48
Table 6.24: Total expenditure of domestic same-day visitors by expenditure type and sex (GHS)	48
Table 6.25: On-trip expenditure of domestic same-day visitors by type of tour and sex (GHS)	49
Table 6.26: On-trip expenditure of domestic same-day visitors by region of visit (GHS).....	50
Table 6.27: On-trip expenditure of domestic same-day visitors by purpose of visit (GHS)...	51

Table 6.28: Expenditure of self-arranged domestic same-day visitors by category and sex (GHS)	52
Table 6.29: Per capita on-trip expenditure of domestic same-day visitors by purpose of visit and sex (GHS)	53
Table 6.30: Per capita total expenditure of domestic same-day visitors by region of origin and sex (GHS)	54
Table 6.31: Per capita on-trip expenditure of domestic same-day visitors by region of origin and sex (GHS)	55
Table 6.32: Top 10 tourist sites visited by domestic same-day visitors by sex.....	56

ABBREVIATIONS

BoG	Bank of Ghana
CAPI	Computer-Assisted Personal Interviewing
CSOs	Civil Society Organisations
DOTS	Domestic and Outbound Tourism Survey
DQMT	Data Quality Monitoring Team
EAs	Enumeration Areas
GDP	Gross Domestic Product
GSS	Ghana Statistical Service
GTA	Ghana Tourism Authority
HISWA	Harmonising and Improving Statistics in West Africa
IRTS	International Recommendations for Tourism Statistics
MDAs	Ministries, Departments and Agencies
MMDAs	Metropolitan, Municipal and District Assemblies
MoTCCA	Ministry of Tourism, Culture and Creative Arts
NTAC	National Technical Advisory Committee
NTDP	National Tourism Development Plan
OECD	Organisation for Economic Cooperation and Development
PIT	Project Implementation Team
SDGs	Sustainable Development Goals
TSA	Tourism Satellite Account
UNSD	United Nations Statistics Division
UNWTO	United Nations World Tourism Organisation

EXECUTIVE SUMMARY

Domestic same-day travel by Ghanaians and non-Ghanaians living in Ghana is one of the most active yet least measured parts of Ghana's tourism economy. These short trips, completed within 24 hours and without overnight stay, power social life, enable business, sustain markets, and move money across regions. This report presents findings from the 2023 Domestic and Outbound Tourism Survey (DOTS) on domestic same-day visitors and provides the most comprehensive national evidence to date on the scale, patterns and economic value of this form of travel in Ghana.

Methodology and data coverage

The 2023 DOTS was conducted by the Ghana Statistical Service (GSS) using a nationally representative, two-stage stratified sample design. A total of 18,500 households were selected from 740 Enumeration Areas across all 16 regions, covering both urban (57%) and rural (43%) localities. Data were collected quarterly throughout the year using Computer-Assisted Personal Interviewing (CAPI), in line with international standards set by the United Nations Statistical Division, OECD and UNWTO. The survey captured detailed information on visitor characteristics, trip purpose, transport modes and expenditure, ensuring results that are reliable, policy-relevant and internationally comparable.

Key findings

Domestic same-day travel is widespread and economically significant. An estimated 6.6 million domestic same-day visits were recorded in 2023, with travel peaking in the first quarter. Women accounted for a slightly higher share of visitors (52.4%), and the most active travellers were adults aged 25–44 years, reflecting the mobility of Ghana's working population.

Travel patterns were highly concentrated. Greater Accra and Ashanti regions were both the leading origins and destinations, consistently recording the highest volumes of same-day visitors. At the same time, travel flows reached every region, underscoring the national footprint of same-day mobility.

Purpose of travel was dominated by social and cultural obligations. About 70 percent of all same-day trips were for visiting friends and relatives and attending funerals. Business and professional trips accounted for a smaller share of visits but generated relatively high spending per trip, pointing to strong potential for growth in structured domestic business travel.

Transport choices were clear and consistent. Road transport accounted for nearly all trips, with buses and minibuses carrying about 60 percent of same-day travellers. Travel remains largely informal: 96.7 percent of trips were self-arranged, with very limited use of packaged tours.

The economic impact is substantial. Total expenditure by domestic same-day visitors reached GHS 1.83 billion in 2023, with about 88 percent spent during the trip itself. Transport and shopping each accounted for roughly one-third of on-trip spending, directly supporting transport operators, traders, retailers and local service providers. Business and professional trips alone generated over GHS 230 million in on-trip expenditure, despite representing a smaller share of total trips.

Policy implications

These findings confirm that domestic same-day tourism is not marginal. It is a major driver of local economic activity, income circulation and regional connectivity. Yet its dominance by self-arranged travel, reliance on basic transport systems and concentration in a few regions reveal missed opportunities for higher value creation, better safety, and more balanced regional development.

Domestic same-day travel also reflects Ghana's cultural realities. Policies that ignore funerals, family obligations and informal travel patterns will fail given the high proportion of same day domestic travellers (about 70 percent) who travel for purposes of visiting friends and relatives and attending funerals. Effective interventions must work with existing behaviour, not against it.

Key Recommendations

- a. Improve Transport Quality and Safety:** Given the dominance of road travel, targeted investments in road infrastructure, rest stops and regulated passenger services are essential. Partnerships between transport unions and tourism operators can support safer, more reliable same-day travel and enable simple regional day-trip packages.
- b. Broaden and Diversify Tourism Products:** Beyond social travel, Ghana can deliberately develop affordable same-day products such as heritage circuits, agro-tourism, festivals, nature parks and wellness activities. This will help spread visitor flows beyond Greater Accra and Ashanti Regions and stimulate local economies in less-visited regions.
- c. Activate the Private Sector:** Businesses should focus on low-cost, same-day travel products that match existing behaviour, including transport-and-entry bundles, guided visits and short group or business retreats. Simple digital tools such as WhatsApp, Facebook and basic booking platforms can make planning easier and increase uptake without major investment.
- d. Use Data to Guide Planning and Investment:** Government, development partners and local authorities should integrate these findings into tourism planning, infrastructure development and the Tourism Satellite Account to ensure that domestic tourism is fully reflected in national economic statistics.

Conclusion

This report provides clear evidence that domestic same-day tourism already plays a powerful role in Ghana's economy and social life. With targeted, practical actions, its contribution can be expanded, better distributed across regions, and made more sustainable. The Ghana Statistical Service remains committed to producing high-quality statistics that inform policy, guide investment and support inclusive national development.

1 OVERVIEW OF DOMESTIC SAME-DAY VISITORS

1.1 Introduction

Domestic tourism plays a vital role in economic development and social cohesion worldwide. It stimulates investment, creates employment opportunities and fosters the growth of related industries. It involves both Ghanaians and non-Ghanaians travelling within the country for leisure, business, or other tourism activities. Beyond its economic value, domestic tourism enhances national unity, promotes cultural exchange and supports regional development. Its influence extends across various sectors, including transport, hospitality, entertainment, retail and the arts, creating a web of economic and social benefits.

The Ghana 2023 Domestic and Outbound Tourism Survey (DOTS) was conducted to generate reliable data for evidence-based tourism policy and planning. As part of this effort, detailed information was collected on domestic same-day visitors, individuals who travel for tourism purposes and spends less than 24 hours during a trip outside their usual place of residence or usual environment. This focus highlights a segment of the tourism market that is often overlooked in policy discussions, yet holds significant economic potential. This report presents findings on the demographic profiles, trip characteristics, and expenditure patterns of domestic same-day visitors, providing valuable insights to inform both policy direction and targeted industry interventions.

Tourism has long been recognised as an essential contributor to national revenue in Ghana. As early as 1970, the government acknowledged the country's tourism resource potential, a recognition that culminated in the first Tourism Development Plan (1975–1990), which provided a structured framework for promoting and managing the sector (Akyeampong & Asiedu, 2008). As Ghana advances with its Tourism Development Plan (2013–2027), which highlights domestic tourism as a key growth area for job creation, income generation, and balanced regional development, the DOTS provides foundational statistics, ensuring that policies and investments are informed by data-driven insights. Its findings will be essential in guiding the government's Resetting Ghana Agenda, especially in enhancing tourism infrastructure, increasing domestic travel participation, and diversifying tourism offerings.

The significance of these efforts extends beyond national borders. The evidence established in this report supports Ghana's alignment with global and continental development agendas. It contributes to the achievement of the Sustainable Development Goal 8 (Decent Work and Economic Growth), Target 8.9.1, which measures the proportion of tourism's contribution to GDP and its growth rate. It also aligns with the African Union's Agenda 2063, which identifies Hospitality and Tourism as a driver of inclusive economic growth under its "Transformed Economies" priority, to boost competitiveness and promote a pan-African tourism brand.

Ultimately, the 2023 Domestic Sameday Visitors' Report not only enhances Ghana's tourism statistics landscape but also provides policymakers, industry stakeholders, and development partners with a strategic tool for shaping a competitive, resilient and inclusive tourism sector.

1.2 Objectives

The main objective of DOTS is to obtain baseline data on domestic and outbound tourism to enhance the development of Ghana's tourism sector. The specific objectives of the survey were to:

- a) determine the profile and trip characteristics of domestic same-day visitors;
- b) provide baseline data to measure the volume and value of domestic same-day visitors; and
- c) estimate the expenditure of domestic same-day visitors.

1.3 Legal Framework

The 2023 DOTS was conducted in accordance with the Statistical Service Act, 2019 (Act 1003), which mandates the Government Statistician to coordinate and conduct all statistical surveys and censuses in Ghana. While DOTS officials were permitted access to any premises, compounds or households to conduct interviews, the survey also safeguards respondents' privacy by ensuring strict confidentiality of all information collected.

1.4 Organisational Structure and Institutional Arrangements

The survey was conducted within a structured institutional framework to guarantee efficiency, coordination and technical supervision.

At the national level, the Government Statistician served as the Project Director, with the Deputy Government Statistician acting as Deputy Project Director. They provided strategic leadership by chairing the National Technical Advisory Committee (NTAC), which was established to offer technical guidance and expertise.

The NTAC included representatives from the University of Cape Coast (UCC), University of Ghana (UG), Kumasi Technical University (KsTU), Ministry of Tourism, Culture and Creative Arts (MoTCCA), Ghana Tourism Authority (GTA), Bank of Ghana (BoG), Ghana Immigration Service (GIS) and University of Environment and Sustainable Development (UESD).

The Project Technical Director, the Coordinator, led the Project Implementation Team (PIT), which was responsible for the entire process, from initiation to the execution phase. All Regional Statisticians played key roles in field monitoring to ensure smooth implementation at the regional levels.

2 METHODOLOGY

2.1 Target Population and Sampling

The 2023 Domestic and Outbound Tourism Survey (DOTS) employed a two-stage sample design to ensure both national and sub-national representation. The first stage involved selecting 740 Enumeration Areas (EAs), while at the second stage, 25 households were selected from each sampled EA, resulting in a total of 18,500 households. A stratified systematic probability proportional to size approach was employed for both stages.

The survey design ensured comprehensive representation at both the regional (16 regions) and sub-regional (urban/rural) levels. Stratification at these levels was introduced to improve the accuracy of estimates, resulting in 32 strata, which comprised the 16 administrative regions, further divided into urban and rural localities.

The 18,500 households selected were distributed across the 740 EAs, with 422 (57%) located in urban and 318 (43%) in rural areas. This distribution was informed by the estimated prevalence of domestic and outbound tourism in Ghana. A random sampling method was used to ensure that each of the 25 households selected within each EA had an equal chance of inclusion in the final sample.

2.2 Survey Instruments and Data Collection Procedures

The survey was conducted in accordance with the 2008 Tourism Satellite Account Methodological Framework, as recommended by the United Nations Statistical Division (UNSD), the Organisation for Economic Co-operation and Development (OECD) and the UN World Tourism Organisation. This ensured that the results adhered to international standards, guidelines, practices and procedures, allowing for global comparability.

The data collection was conducted using three types of survey instruments: a listing form and two structured questionnaires for households and individual levels.

The DOTS Listing Form was used to collect information on households within selected structures, forming the Secondary Sampling Unit (SSU) for household selection.

The household questionnaire was divided into three modules:

- Module A captured respondents' background characteristics, covering ten key sections: sex, relationship to the household head, age, marital status, religious affiliation, place of birth, nationality, education, association membership, disability status and employment status.
- Module B collected data on household income and expenditures, assets and liabilities during the reference period, as well as funds allocated for tourism, vehicle ownership and whether the household had taken out a loan.
- Module C covered the household travel schedule, collecting details on travel activities within the reference period, including domestic same-day trips, domestic overnight trips, outbound same-day trips and outbound overnight trips. It also recorded reasons for not travelling and the intended purpose of any trips undertaken.

The individual questionnaire was designed to identify household members who had travelled during the reference period. It was organised into four sections based on the type of travel: domestic same-day, domestic overnight, outbound same-day and outbound overnight visitors.

2.3 Recruitment and Training

Prospective field data collectors were selected through an online application process and recommendations from regional statisticians. The selection was based on proficiency in English and at least one Ghanaian Language, a minimum qualification of a Higher National Diploma (HND) or its equivalent, along with prior experience in field data collection.

A comprehensive training was conducted to equip field officers with the essential skills for effective data collection. The initial training included a blend of virtual and face-to-face sessions during the first quarter, followed by online refresher courses after each subsequent quarter to accommodate any updates to the questionnaire.

A total of 180 personnel, including 150 field officers and 30 buffer trainees, received training on key concepts, definitions and the use of the Computer-Assisted Personal Interviewing (CAPI) system. Assessments and mock interviews were conducted to ensure trainees' understanding and compliance with data collection protocols before deployment.

2.4 Data Collection

Data collection was conducted quarterly throughout the year, with data gathered at the end of each quarter.

A total of 150 field officers participated in the data collection, grouped into 25 field teams, each comprising one supervisor and five interviewers. These teams were deployed across the 740 selected EAs to collect data over a 30-day period in each quarter.

The data collection exercise utilised Computer Assisted Personal Interviewing (CAPI), which was connected to a centralised IT server at the GSS Head Office, allowing data transmission for processing activities. Data was transferred from interviewers to supervisors' tablets via Bluetooth and synchronised with a server daily to ensure data safety. Data quality monitors downloaded the synchronised data from their respective points and performed quality checks.

2.5 Quality Assurance

As part of quality assurance measures, remote and on-site monitoring activities were conducted, supported by daily virtual debriefing sessions with field supervisors, the PIT and NTAC. The measures created a structured framework for identifying and resolving challenges faced by field monitors, supervisors and data monitors. This approach improved data accuracy, consistency and reliability while minimising non-sampling errors throughout the survey process.

2.6 Monitoring and Evaluation (M & E)

The GSS Monitoring and Evaluation (M&E) team was tasked to independently oversee the implementation processes. This involved verifying compliance with the project objectives, implementation plan and quality assurance standards. Issues beyond field officers detected during monitoring were forwarded to PIT for resolution.

3 DEFINITION OF CONCEPTS

3.1 Destination

This is a place or location in Ghana that is central to the decision to embark on a trip for leisure, business or other purposes.

3.2 Domestic Same-day Visitor

A visitor who spends less than 24 hours during a trip outside their usual place of residence or usual environment and whose purpose of visit (business, leisure and other purposes) is different from engaging in an activity remunerated from within Ghana.

3.3 Domestic Tourism

This refers to travel within a person's own country for leisure, business or other purposes.

3.4 Employment Sector

This refers to the legal organisation and principal functions, behaviour and objectives of the institution or enterprise with which an employed person is engaged.

3.5 Employment Status

This refers to whether there is an explicit or implicit contract of employment with other persons or organisations that the employed person has in his/her job.

3.6 Expenditure on Food and Beverages

It refers to the cost incurred at restaurants, cafés, bars, clubs as well as prepared and unprepared food and beverages at retail outlets for consumption (UNWTO, 1999).

3.7 Expenditure on Other Services

It refers to services, rather than goods, purchased before, during and after the trip. It includes services not classified elsewhere, such as travel insurance, communication services (including telephone calls and postage), film development and printing, currency exchange charges and other personal services (e.g., haircuts, saunas, massages, beauty care, dry cleaning, etc.).

3.8 Expenditure on Recreation and Sporting Activities

It refers to the costs incurred by visitors for leisure activities, sports and recreational pursuits during their trips.

3.9 Expenditure on Shopping

It is the cost incurred on goods related to the trip, before, during and after, for personal use or someone else, by a visitor.

3.10 Expenditure on Transport

These are expenses for all types of transport fares and associated baggage fees including airfares (plane tickets), parking fees, maintenance, local transport and others.

3.11 Length of Stay

The total number of hours a visitor spends during the trip.

3.12 Means of Transport

It refers to the various types of transportation used by visitors to move from one place or country to another outside their usual environment for tourism purposes.

3.13 Mode of Travel

This refers to the different ways of transportation (air, land, or water) that visitors use to travel from their usual place of residence to a destination for tourism purposes.

3.14 Occupation

It refers to the kind of work or tasks a visitor reported performing to earn a living.

3.15 On-trip Expenditure

All expenses on goods and services related to the tourism trip(s) made by visitors during a trip.

3.16 Package Tour

A pre-arranged travel package that includes multiple components such as accommodation, transportation, and other activities, bundled together by a tour operator or travel agency for a single price.

3.17 Post-trip Expenditure

All expenses on goods and services related to the tourism trip(s) made by visitors after the trip.

3.18 Pre-trip Expenditure

All expenses on goods and services related to the tourism trip(s) made by visitors before the trip.

3.19 Purpose of Visit

It refers to the reason for which the visit would not have taken place (IRTS, 2008).

3.20 Resting place

These facilities are there to offer visitors comfort, relaxation and a brief respite from their journey.

3.21 Self-arranged tour

It refers to travel arrangements made independently by the visitor without the assistance of a travel agent or tour operator.

3.22 Tourism

It refers to the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes other than an exercise of an activity remunerated from within the place visited (UNWTO, 2000).

3.23 Tourism Expenditure

It refers to the total amount paid for consumption goods and services as well as valuables for personal use or as gifts, before and during tourism trips. It includes expenses covered by visitors and those paid for or reimbursed by others.

3.24 Tourist Sites

These are natural or man-made facilities, locations or activities which offer items of specific interest to visitors. These include landmarks, monuments and sites linked to ancient civilisations or historical narratives.

3.25 Trip

It refers to the travel by a person from the time of departure from their usual residence to their return.

3.26 Visitor

A traveller who takes a trip to a destination outside his/her usual environment, for a period not exceeding 12 months, and whose purpose of travel (business, leisure and other purposes) is other than engaging in an activity remunerated from within the place visited.

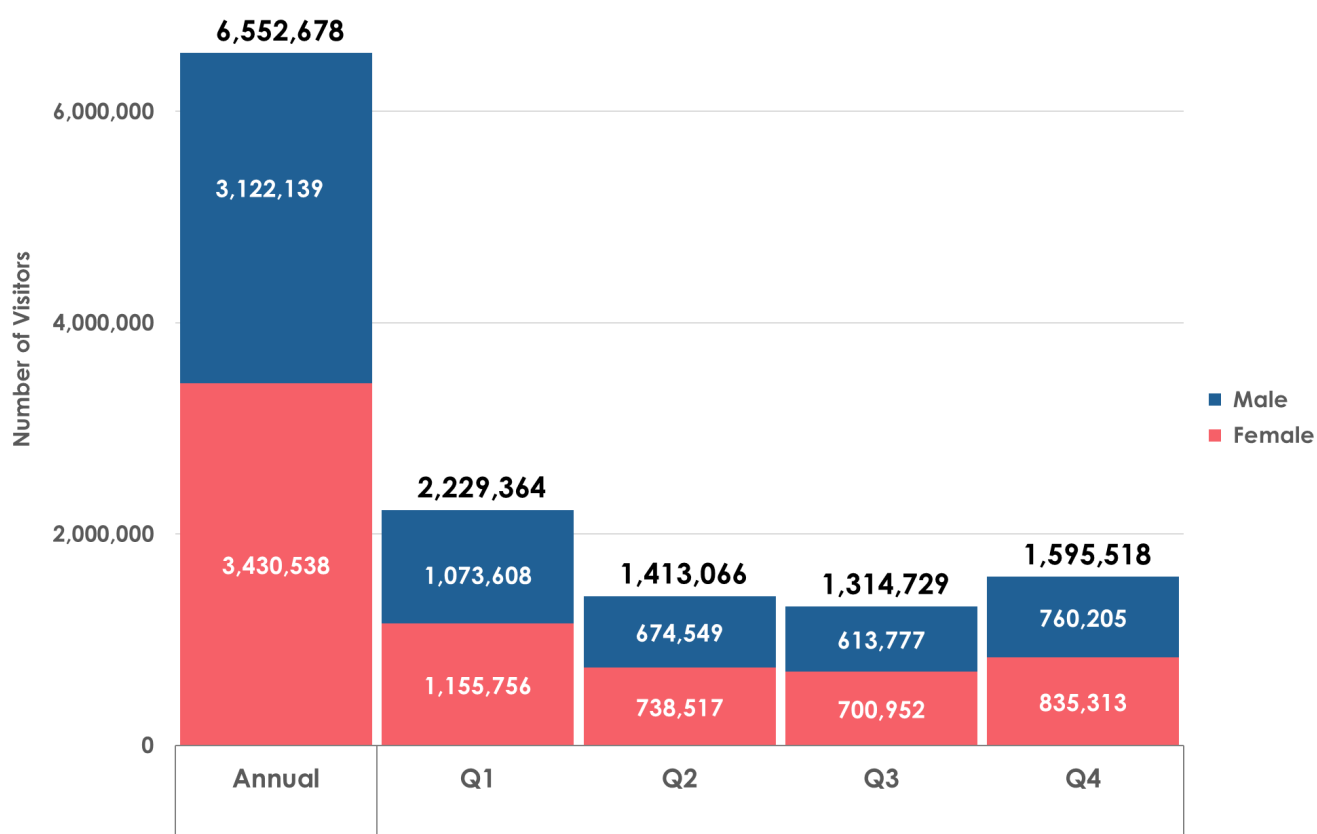
4 HIGHLIGHTS OF RESULTS

4.1 Profile of domestic same-day visitors

About 6.6 million domestic same-day visitors were recorded in 2023, with the highest in Q1 (2.2 million).

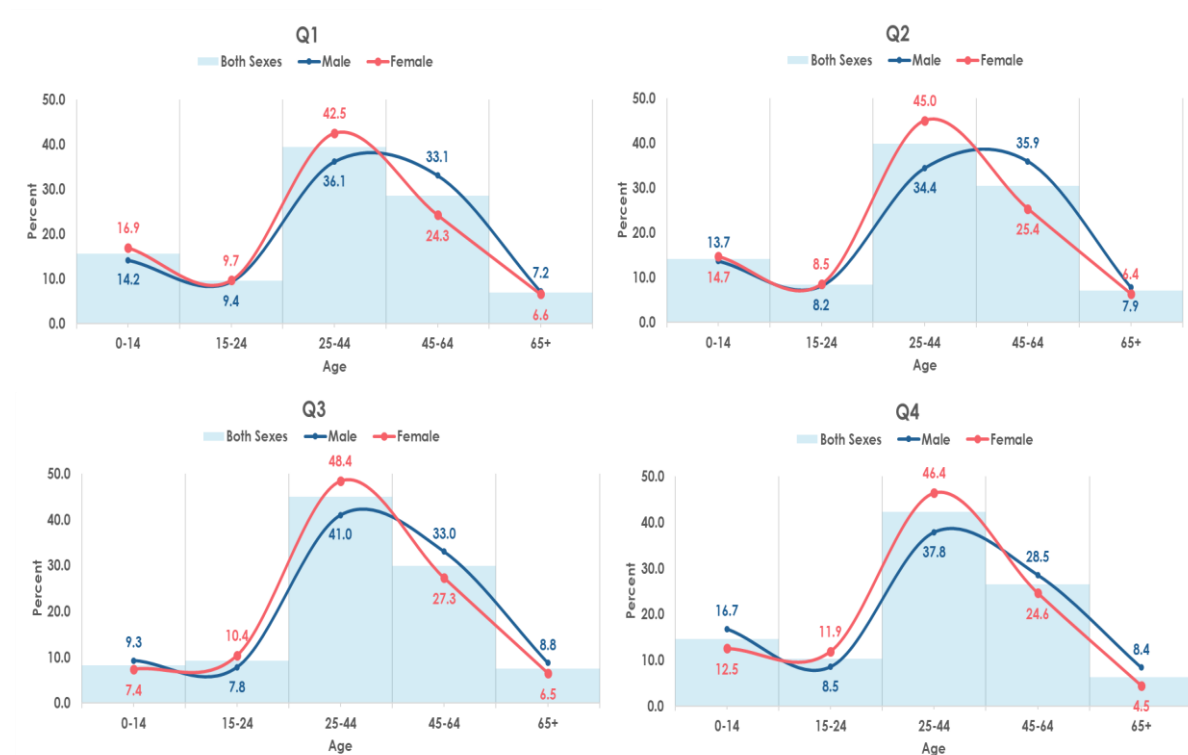
More than half of the visitors were females, averaging 52.4 percent per quarter.

FIGURE 4.1.1: NUMBER OF DOMESTIC SAME-DAY VISITORS BY SEX



Domestic same-day visitors aged 25–44 recorded the largest share of visitors for both sexes, with the highest share in Q3 for both males (41.0%) and females (48.4%).

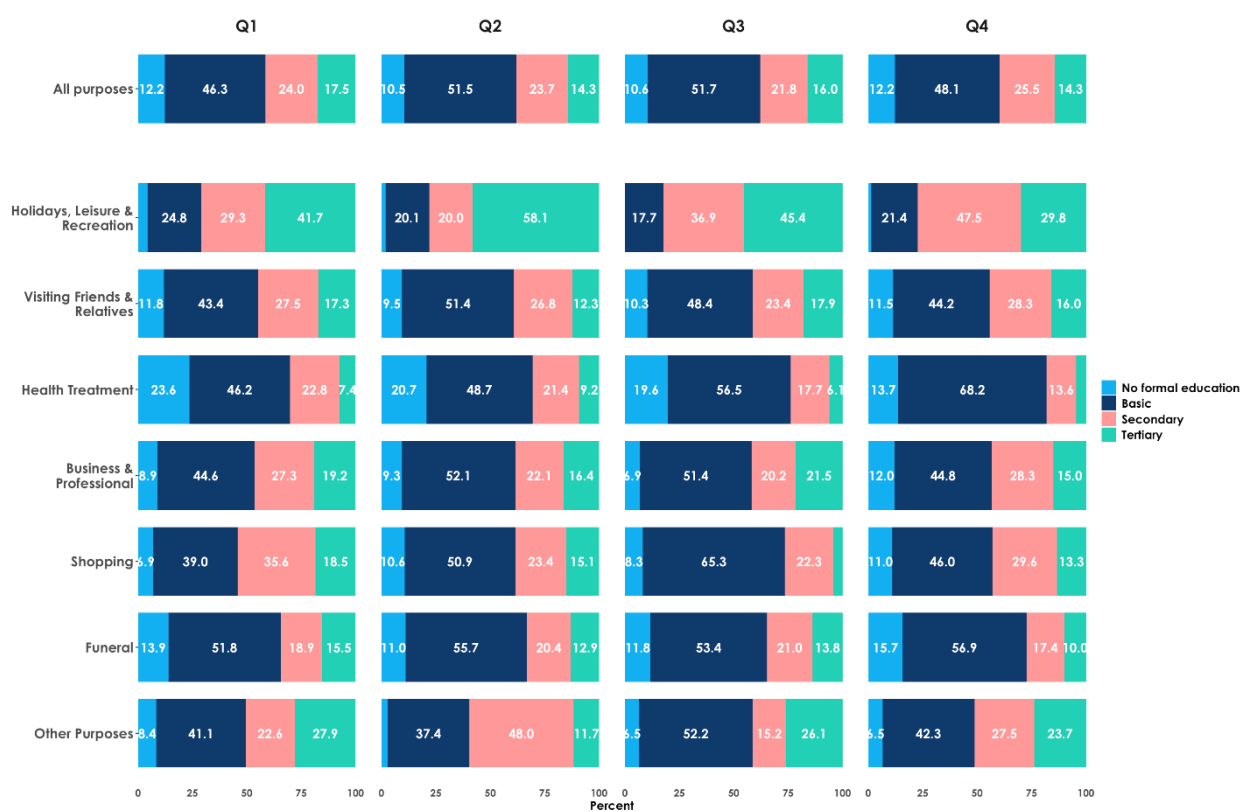
FIGURE 4.1.2: PROPORTION OF DOMESTIC SAME-DAY VISITORS BY AGE GROUP AND SEX



On average, nearly half (49.4%) of domestic same-day visitors have basic education.

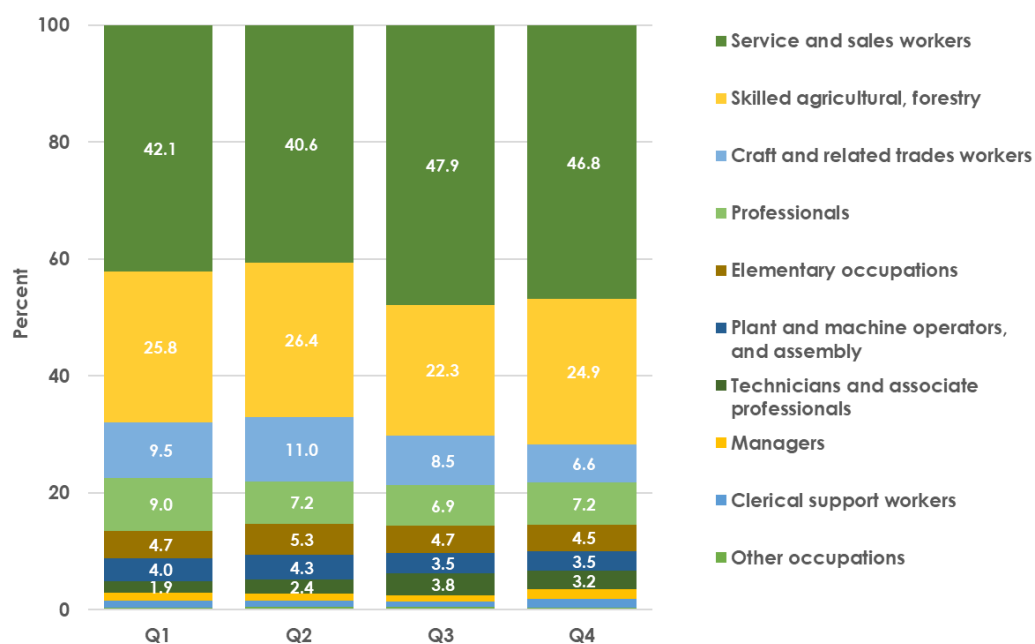
Across all quarters at least 29.8 percent of same-day visitors on holidays, leisure and recreational activities have tertiary education, with the highest share in Q2 (58.1%).

FIGURE 4.1.3: PROPORTION OF DOMESTIC SAME-DAY VISITORS BY PURPOSE OF VISIT AND LEVEL OF EDUCATION



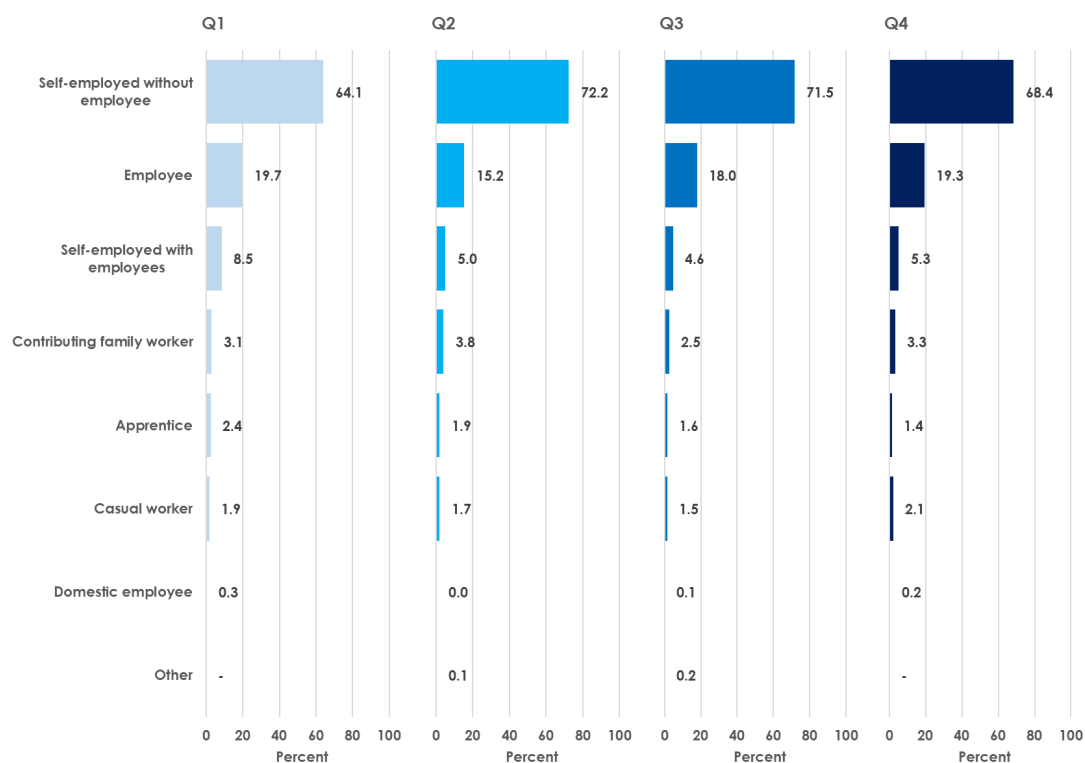
Across all quarters, more than two-fifths of the domestic same-day visitors were service and sales workers, while nearly a quarter were skilled agricultural and forestry workers.

FIGURE 4.1.4: PROPORTION OF DOMESTIC SAME-DAY VISITORS BY OCCUPATION



Seven in 10 domestic same-day visitors were self employed without employees.

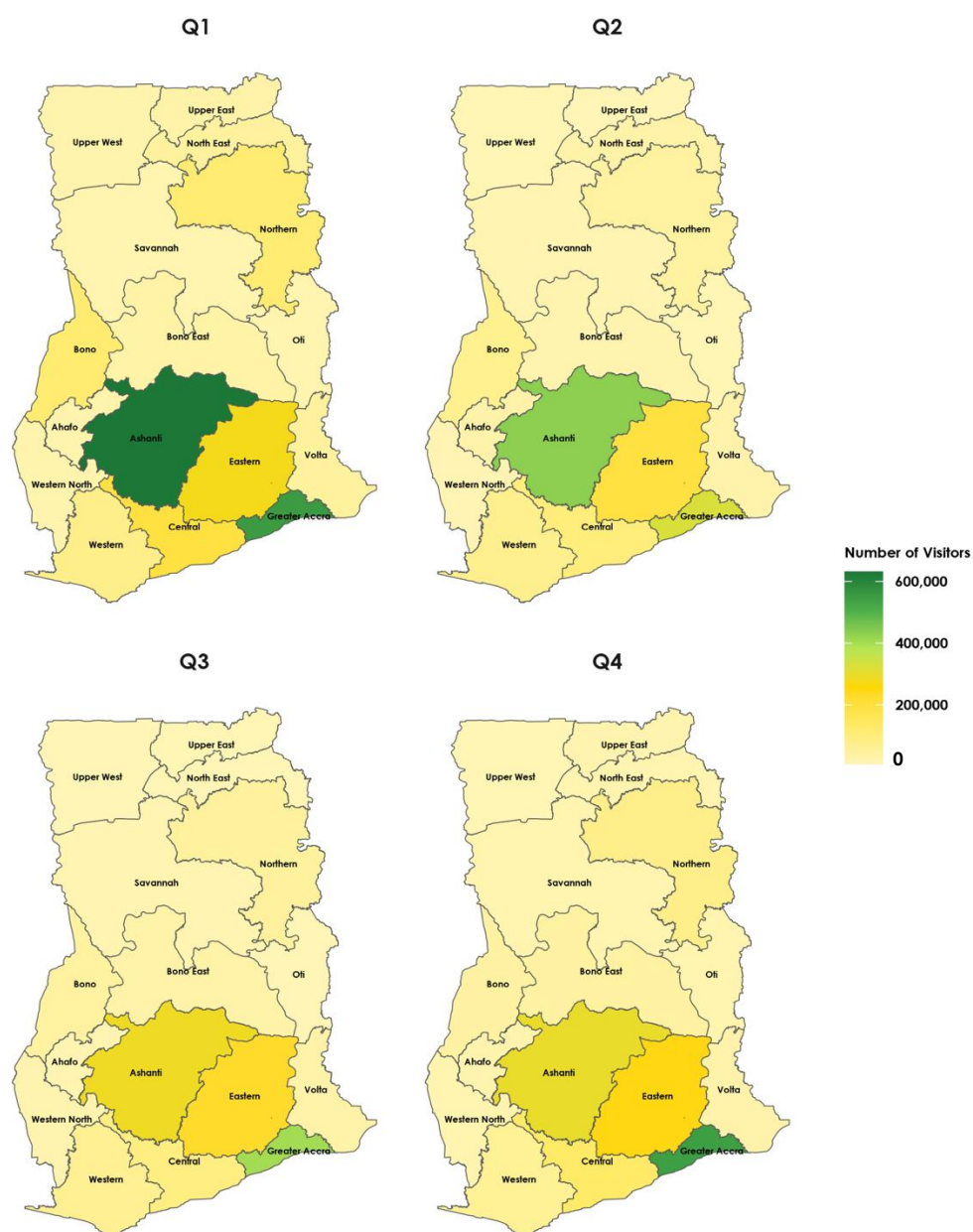
FIGURE 4.1.5: PROPORTION OF DOMESTIC SAME-DAY VISITORS BY EMPLOYMENT STATUS



4.2 Trip characteristics of domestic same-day visitors

Highest number of domestic same-day visitors originated from the Ashanti and Greater Accra regions, ranging from 400,000 to 600,000 in all quarters.

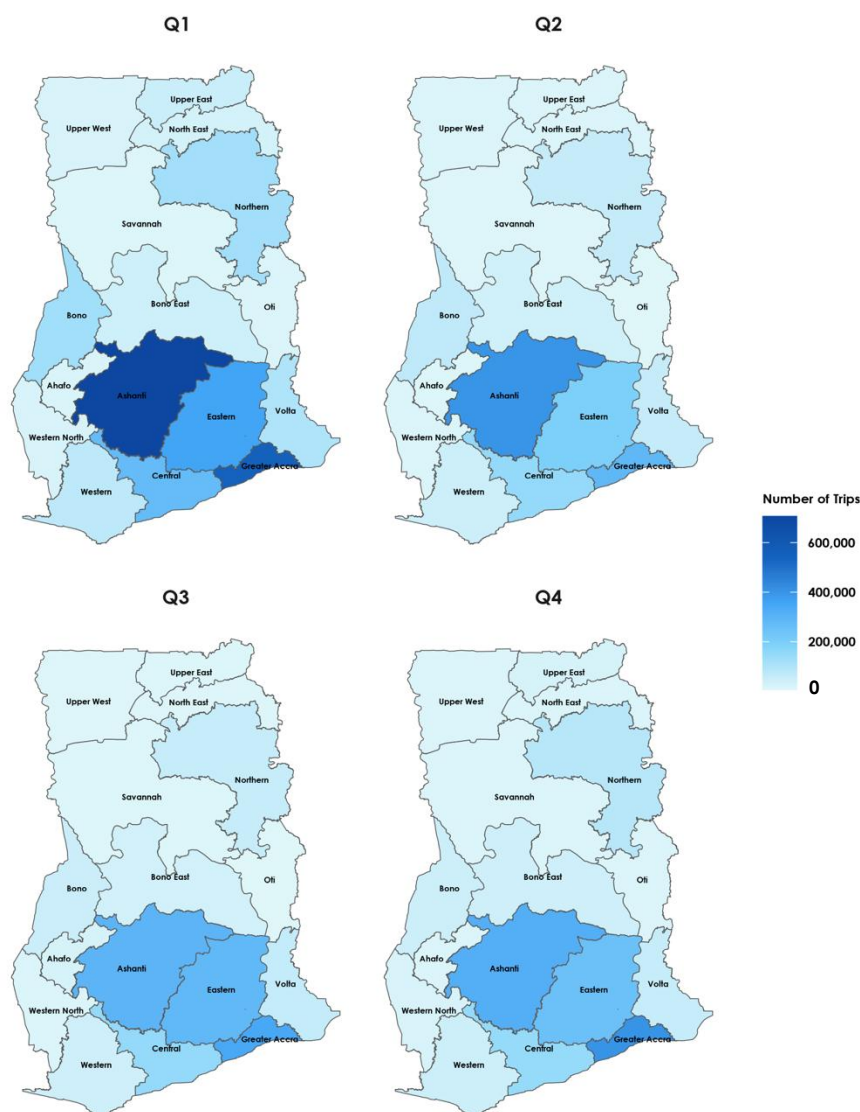
FIGURE 4.2.1: NUMBER OF DOMESTIC SAME-DAY VISITORS BY REGION OF ORIGIN



Ashanti and Greater Accra regions were the main trip destinations with each region recording over 300,000 same-day visitors in each quarter.

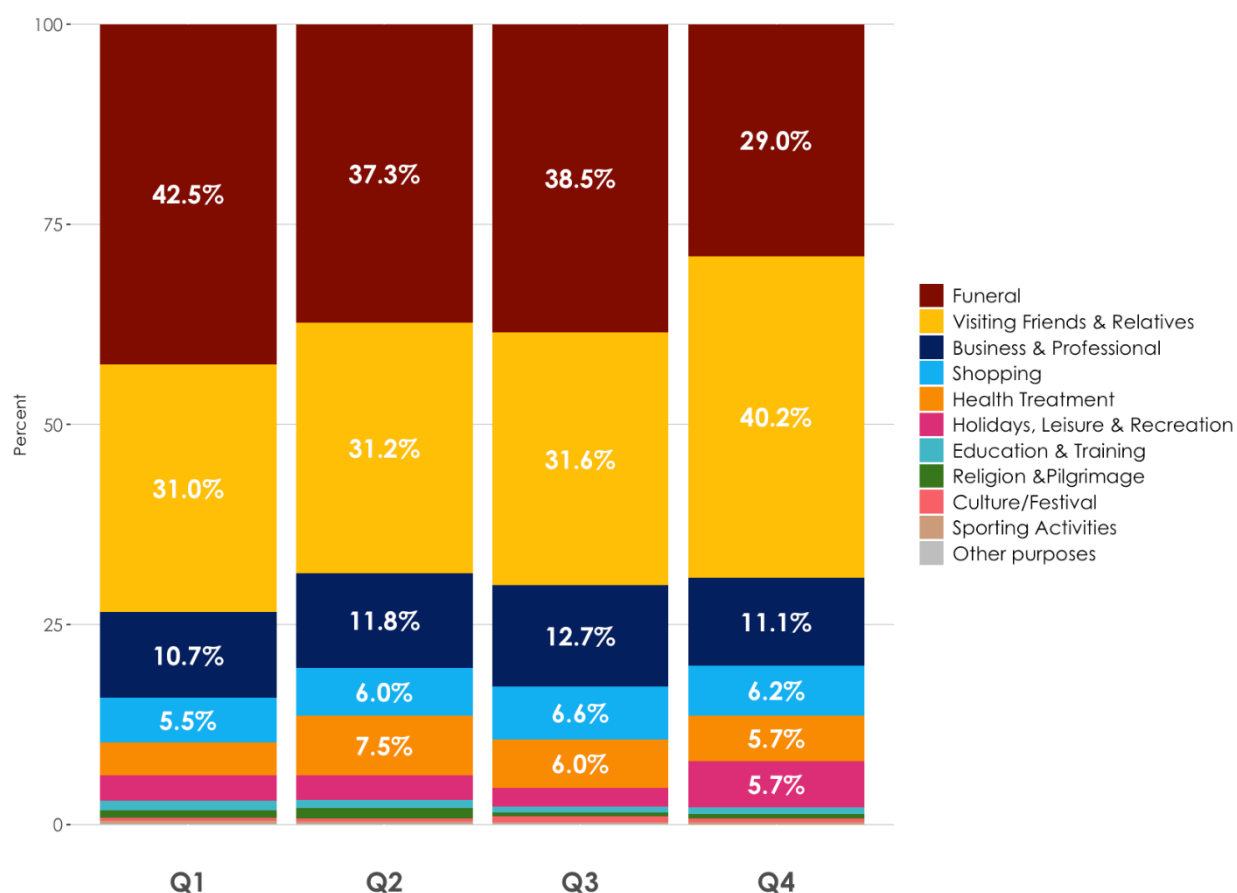
Concentration of trips to the Ashanti Region decreased gradually from about 600,000 in Q1 to 200,000 visitors in Q4.

FIGURE 4.2.2: NUMBER OF DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT



On average, 70 percent of domestic same-day trips were for visiting friends and relatives, and funerals.

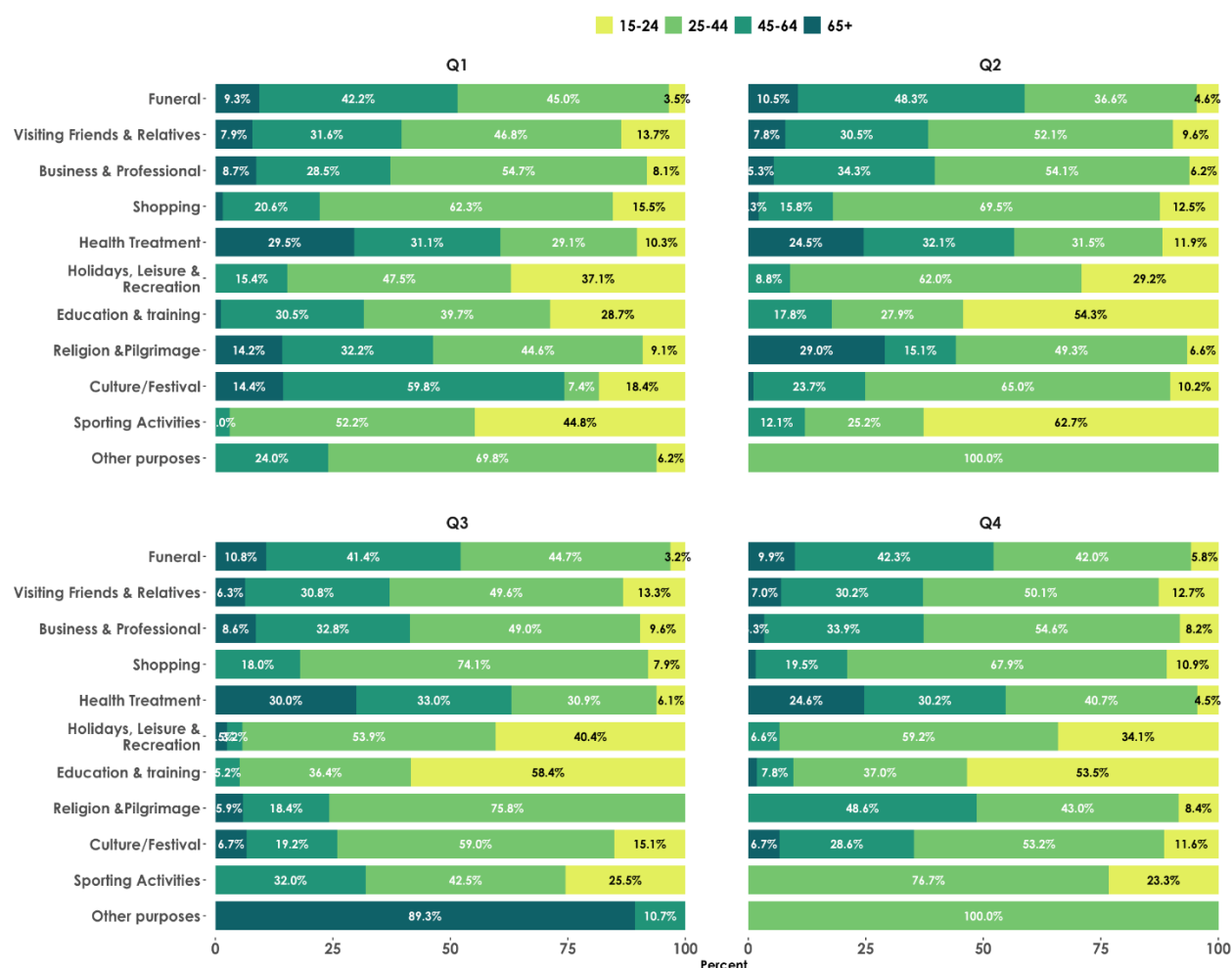
FIGURE 4.2.3: PROPORTION OF DOMESTIC SAME-DAY VISITORS BY MAIN PURPOSE OF VISIT



Domestic same-day visitors aged 25–44 dominated visits across all quarters for shopping (67.7%), followed by holidays, leisure and recreational activities (55.1%).

Visitors aged 45–64 travelled for religion and pilgrimage purposes, particularly in Q4, which accounted for 75.8% of such visits.

FIGURE 4.2.4: PROPORTION OF DOMESTIC SAME-DAY VISITORS BY MAIN PURPOSE OF VISIT AND AGE GROUP (15 YEARS AND OLDER)



In Q1, funerals accounted for more than two-thirds of domestic same-day trips to the Upper West (68.5%) and Bono (64.8%) regions.

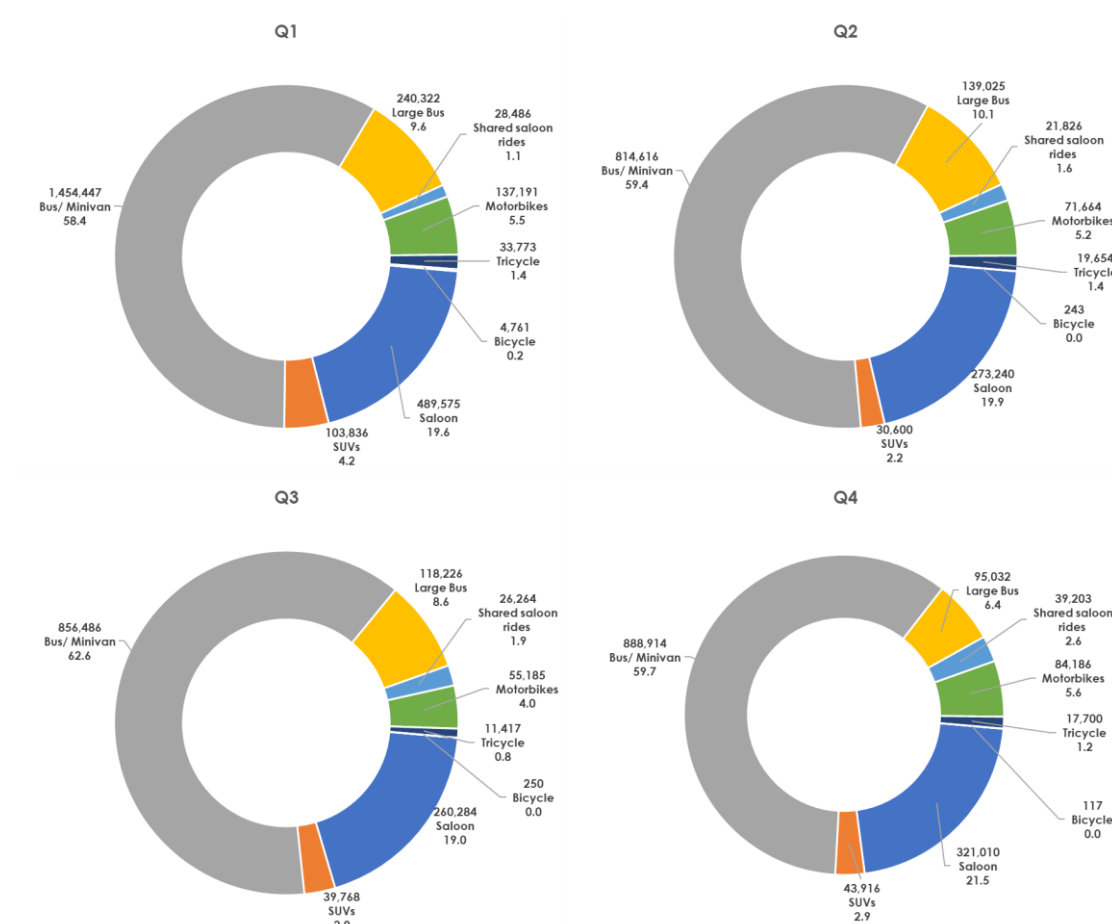
Proportion of same-day trips for funerals declined toward Q4, reaching just one percent.

FIGURE 4.2.5: PROPORTION OF TRIPS OF DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT AND PURPOSE OF VISIT

Q1									
Region	Number of trips	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & Training	Health Treatment	Business & Professional	Shopping	Other Purposes
National	2,509,936	42.5	3.2	31.0	1.2	4.1	10.7	5.5	1.7
Western	73,271	28.1	1.5	39.8	1.7	2.9	24.1	1.2	0.7
Central	269,945	33.9	3.1	29.6	0.7	5.3	12.7	12.6	2.1
Greater Accra	547,396	21.0	7.9	45.9	0.7	1.3	9.4	10.8	2.9
Volta	99,865	51.0	2.7	16.8	1.4	5.1	15.2	7.3	0.6
Eastern	355,264	38.5	4.5	30.0	2.5	6.3	14.2	2.4	1.7
Ashanti	706,913	58.1	0.6	23.9	0.8	4.7	7.9	3.0	1.0
Western North	21,428	46.4	0.0	28.3	7.8	3.8	10.1	1.3	2.3
Ahafo	16,706	51.6	0.5	27.4	1.6	8.3	8.5	1.0	1.0
Bono	125,923	64.8	0.3	21.4	1.0	3.3	5.7	1.6	1.8
Bono East	42,073	48.8	6.3	26.7	2.8	1.0	7.0	2.7	4.8
Oti	13,562	40.6	0.0	26.9	2.0	15.1	12.3	2.5	0.6
Northern	123,987	44.7	0.1	38.2	0.9	4.4	8.7	1.3	1.7
Savannah	12,002	34.4	1.5	46.7	2.2	5.1	7.7	0.5	2.0
North East	31,064	40.5	0.0	25.9	1.1	10.0	20.2	1.2	1.0
Upper East	49,656	55.2	3.4	15.4	0.6	3.2	18.6	2.4	1.2
Upper West	20,881	68.5	0.5	20.0	1.5	0.8	8.7	0.0	0.0
Q2									
National	1,384,290	37.3	3.1	31.2	1.0	7.5	11.8	6.0	2.1
Western	44,160	29.2	0.9	32.7	0.1	9.1	24.2	4.6	0.0
Central	149,155	30.8	6.0	37.9	1.7	7.8	7.2	6.7	1.0
Greater Accra	285,601	23.6	5.5	35.4	0.8	5.1	12.9	12.1	4.6
Volta	57,375	48.2	2.7	21.2	0.0	6.8	7.6	9.8	3.7
Eastern	195,660	33.1	5.9	27.4	0.5	8.2	16.9	6.3	1.8
Ashanti	399,338	49.2	0.4	26.9	1.6	7.5	9.7	3.3	1.4
Western North	15,239	45.0	0.0	6.6	0.5	19.0	28.9	0.0	0.0
Ahafo	11,655	46.2	1.9	16.4	0.0	21.1	14.1	0.0	0.3
Bono	70,626	53.6	0.7	29.6	0.7	4.1	7.9	1.8	1.7
Bono East	35,921	37.7	1.1	45.7	0.0	4.5	4.7	4.1	2.3
Oti	6,132	19.6	0.0	41.1	1.8	11.9	14.1	9.3	2.1
Northern	58,208	32.7	1.3	46.9	0.6	6.5	9.7	1.8	0.4
Savannah	9,497	28.9	0.0	49.5	0.5	7.8	5.8	7.4	0.0
North East	15,178	31.4	0.0	25.3	0.0	19.2	23.6	0.0	0.5
Upper East	15,142	26.4	0.0	26.5	1.8	25.2	19.6	0.5	0.0
Upper West	15,407	39.4	0.0	29.1	0.0	10.1	15.0	2.9	3.5
Q3									
National	1,386,417	38.5	2.4	31.6	0.7	6.0	12.7	6.6	1.5
Western	39,721	38.8	2.3	24.8	1.3	9.1	21.7	1.7	0.4
Central	147,902	39.7	3.7	34.5	0.7	4.1	9.2	6.3	1.7
Greater Accra	338,952	20.8	6.2	43.3	0.3	2.2	12.4	12.0	2.7
Volta	61,753	47.8	1.8	20.0	1.3	7.8	12.7	5.2	3.5
Eastern	278,732	42.0	1.0	25.4	0.3	9.9	12.9	7.9	0.5
Ashanti	294,247	49.6	0.1	25.7	1.4	6.7	11.7	3.9	0.9
Western North	15,338	35.6	0.0	20.3	0.0	2.4	39.3	0.4	2.0
Ahafo	23,132	20.2	0.0	31.4	0.0	6.0	40.1	1.6	0.7
Bono	49,276	48.7	1.7	23.3	1.4	6.0	9.5	6.4	3.0
Bono East	33,924	46.5	1.2	41.6	0.0	2.9	7.6	0.2	0.0
Oti	5,091	41.5	0.0	34.6	0.0	13.6	10.3	0.0	0.0
Northern	56,503	48.6	0.0	37.8	0.3	8.1	3.5	0.4	1.5
Savannah	11,673	43.4	0.0	42.8	0.5	1.1	10.4	0.0	2.0
North East	9,345	50.8	1.6	21.5	1.0	14.4	10.6	0.0	0.0
Upper East	11,550	27.1	0.4	26.5	0.0	10.4	35.6	0.0	0.0
Upper West	9,278	46.4	0.0	27.8	1.7	8.0	16.0	0.0	0.0
Q4									
National	1,504,562	29.0	5.7	40.2	0.8	5.7	11.1	6.2	1.3
Western	44,879	22.2	2.3	42.9	0.4	9.3	18.2	4.1	0.5
Central	144,527	27.4	2.8	47.6	0.4	2.6	8.5	9.5	1.3
Greater Accra	402,112	15.4	15.8	47.6	0.4	2.3	9.2	8.0	1.3
Volta	54,772	43.9	2.4	19.1	3.9	9.0	8.3	8.9	4.3
Eastern	249,423	31.4	2.7	32.1	0.1	7.8	16.6	8.4	0.8
Ashanti	316,891	33.2	2.9	41.7	1.9	8.6	5.4	4.7	1.6
Western North	21,650	29.4	0.3	25.1	0.7	10.9	32.1	0.3	1.3
Ahafo	14,705	57.4	0.0	4.3	0.4	16.9	18.9	1.7	0.4
Bono	45,558	40.0	0.0	33.0	1.1	5.5	17.7	1.4	1.4
Bono East	41,017	47.3	0.9	36.6	0.0	3.5	9.0	0.6	2.1
Oti	13,733	41.1	0.0	19.4	0.0	16.5	22.3	0.6	0.0
Northern	86,521	41.5	0.0	47.5	0.4	2.6	5.2	1.4	1.3
Savannah	13,977	41.4	1.1	47.6	0.0	0.0	4.8	3.7	1.3
North East	15,326	50.1	0.0	17.6	0.0	19.1	11.2	2.0	0.0
Upper East	26,557	16.9	0.2	27.0	1.7	3.1	48.6	1.9	0.6
Upper West	12,912	35.5	0.0	41.9	2.4	6.0	11.8	1.1	1.3
Region	Number of trips	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & Training	Health Treatment	Business & Professional	Shopping	Other Purposes

Across all quarters, nearly 60 percent of domestic same-day road trips were made by bus or minivan (8–23 passengers), which is about 40 percentage points more than those made by saloon cars (up to 5 passengers).

FIGURE 4.2.6: PROPORTION OF ROAD TRIPS OF DOMESTIC SAME-DAY VISITORS BY MEANS OF TRANSPORT



Proportion of domestic same-day trips on self-arranged tours averaged 96.7 percent per quarter.

Domestic same-day visitors who embarked on sporting activity trips through package tours had the highest share in Q2 (19.2%), with no record in Q4.

FIGURE 4.2.7: PROPORTION OF DOMESTIC SAME DAY VISITORS BY PURPOSE OF VISIT AND TYPE OF TOUR



Aburi Botanical Gardens (11,586) and Kwame Nkrumah Memorial Park (7,437) were the most visited sites by domestic same-day visitors, with Kwame Nkrumah Memorial Park recording the highest number of visitors in Q3 (4,864), and Aburi Botanical Gardens in Q4 (5,866).

FIGURE 4.2.8: NUMBER OF TRIPS TO TOP 10 TOURIST SITES BY DOMESTIC SAME DAY VISITORS

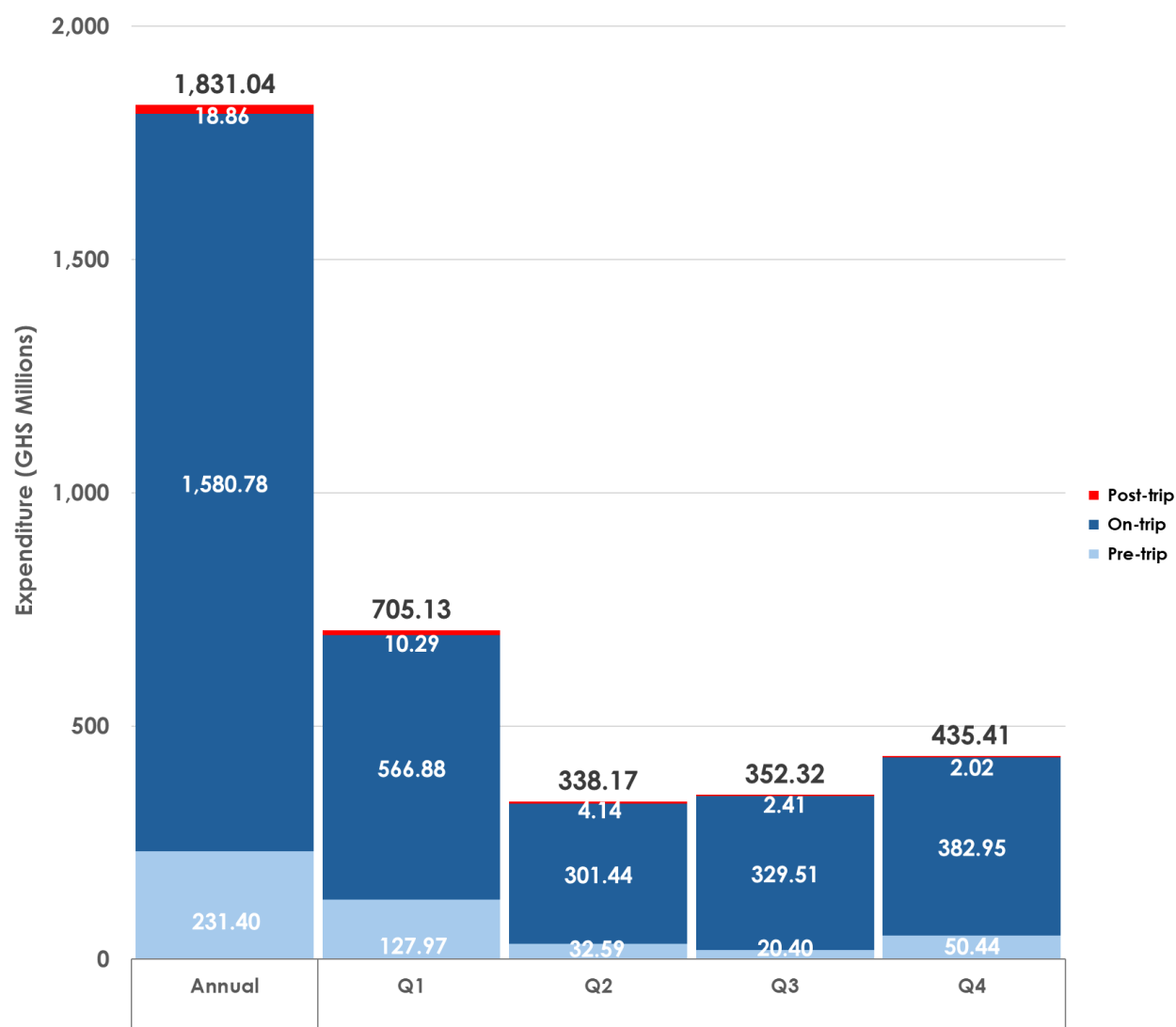
Annual		Q1		Q2		Q3		Q4	
Aburi Botanical Garden	11,586	Aburi Botanical Garden	3,992	Cape Coast Castle	4,132	Kwame Nkrumah Memorial Park	4,864	Aburi Botanical Gardens	5,866
Kwame Nkrumah Memorial Park	7,437	Kumasi Centre for National Culture	3,217	Lakeside Park	3,023	Elmina Castle	4,462	Lake Bosomtwe	3,298
Cape Coast Castle	6,032	Bofi Falls	3,022	Kwame Nkrumah Memorial Park	1,582	Aburi Botanical Garden	1,727	Shai Hills Rosource Reserve	2,083
Elmina Castle	4,462	Akosombo Dam	2,962	Kintampo Waterfalls	1,150	Usher Fort	1,727	Legon Botanical Gardens	2,049
Kintampo Waterfalls	4,254	Accra Zoo	2,962	Holy Trinity Spa	1,098	Tafi Atome Monkey Sanctuary	912	Kakum National Park	1,821
Lake Bosomtwe	3,996	Kintampo Waterfalls	2,689	Lake Bosomtwe	698	Labadi Beach	532	Kwame Nkrumah Memorial Park	990
Kumasi Centre for National Culture	3,217	Adome Bridge	2,179	Kumasi Mall	698	Kakum National Park	436	Cape Coast Castle	825
Lakeside Park	3,023	Independence Square and Art Centre	1,951	Osu Castle	694	Kintampo Waterfalls	415	Manhyia Palace Museum	625
Bofi Falls	3,022	Kwabeng Mining	1,705	Kakum National Park	560	Adome Bridge	395	Nzulezu	572
Akosombo Dam	2,962	MT Gemi Amedzofe	1,498	Prempeh I International Airpot	470	Nzulezu	239	Parliament House	449

4.3 Expenditure of domestic same-day visitors

Total expenditure of domestic same-day visitors was GHS 1.83 billion, with Q1 contributing the highest (GHS 705.1 million).

On average, on-trip expenditure accounted for about 88.0 percent of total expenditure.

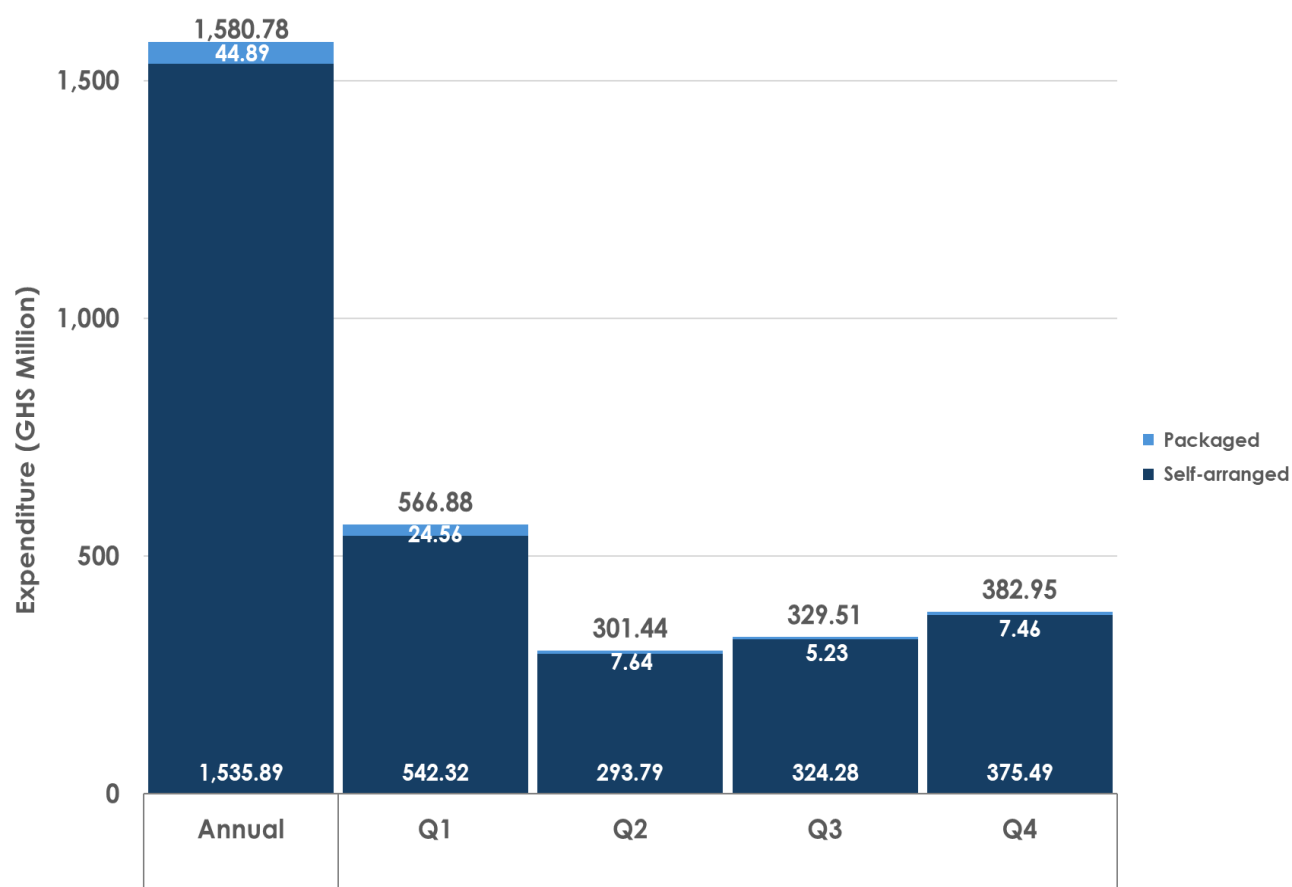
FIGURE 4.3.1: EXPENDITURE OF DOMESTIC SAME-DAY VISITORS (GHS)



Total on-trip expenditure of domestic same-day visitors was GHS 1.58 billion with Q1 contributing more than GHS 500.0 million.

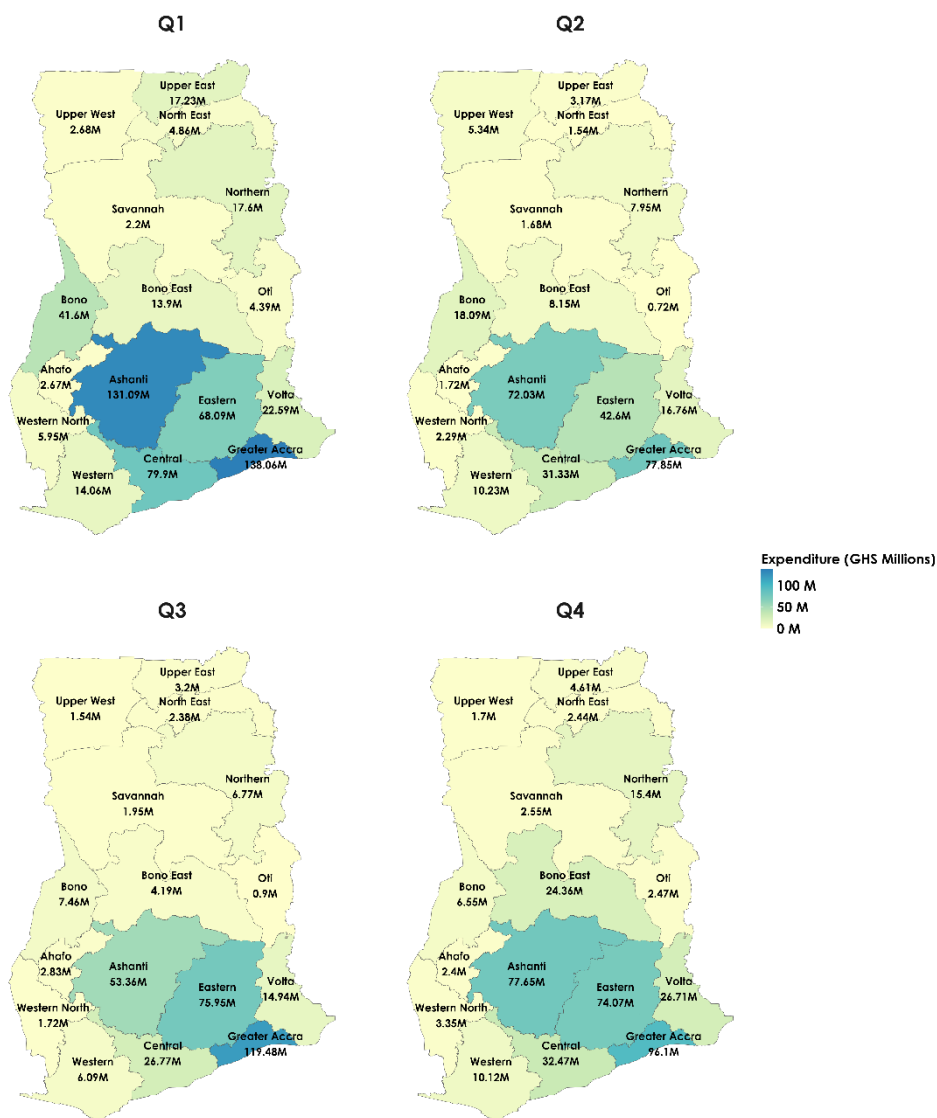
Self-arranged tours accounted for the largest share of on-trip expenditure, averaging more than 95 percent.

FIGURE 4.3.2: ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY TYPE OF TOUR (GHS)



On-trip expenditure was highest for trips to Greater Accra Region across all quarters, while the Savannah (GHS 2.13 million) and Oti (GHS 2.08 million) regions recorded the lowest average expenditure.

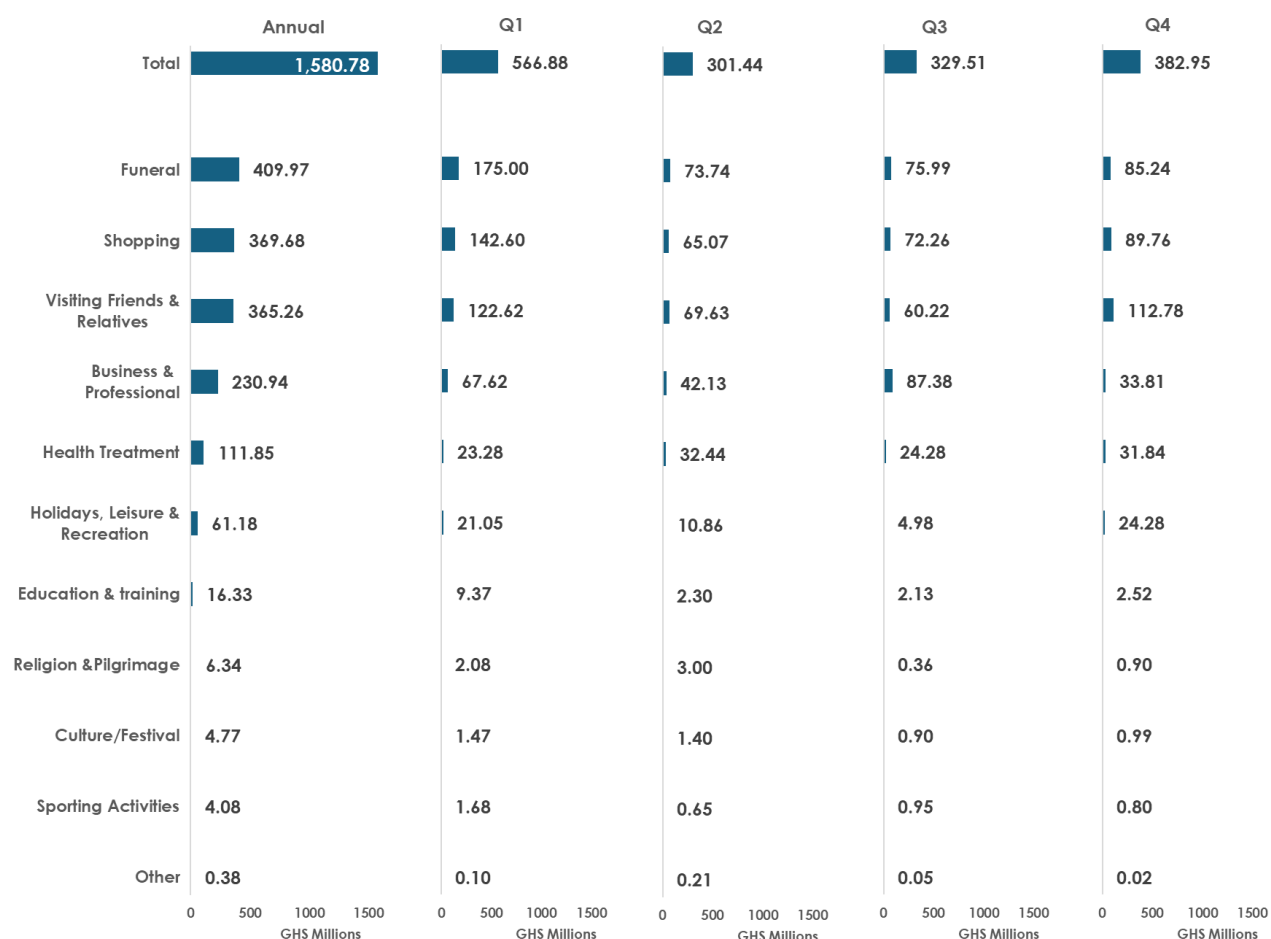
FIGURE 4.3.3: ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT (GHS)



Business and professional trips accounted for more than a quarter (26.5%) of total on-trip expenditure in Q3.

Across all quarters, trips for funerals and shopping each accounted for at least one-fifth of total on-trip expenditure.

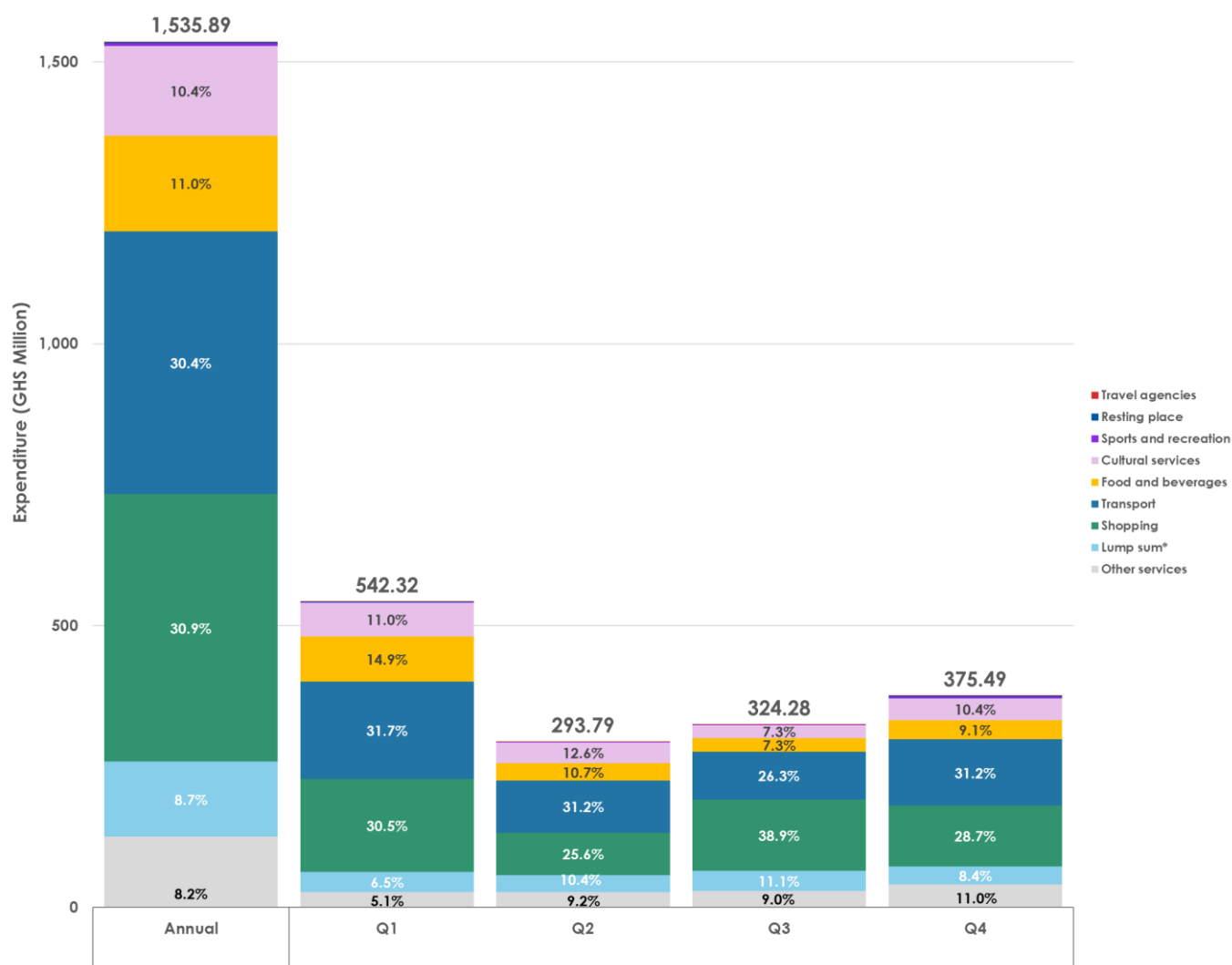
FIGURE 4.3.4: ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY PURPOSE OF VISIT (GHS)



Total on-trip expenditure of domestic same-day visitors for self-arranged tours was GHS 1.54 billion with Q1 contributing more than GHS 500.0 million.

On average, transport (31.1%) and shopping (30.9%) each accounted for nearly one-third of on-trip expenditure for self-arranged tours per quarter.

FIGURE 4.3.5: EXPENDITURE OF SELF-ARRANGED DOMESTIC SAME-DAY VISITORS BY CATEGORY (GHS)



Lump sum* (Could not breakdown the expenditure into categories)

Domestic same-day visitors originating from Western Region recorded the highest per capita on-trip expenditure (GHS 678.4), with the highest in Q3 (GHS 1,259.9).

FIGURE 4.3.6: PER CAPITA ON-TRIP EXPENDITURE BY REGION OF ORIGIN (GHS)

	Annual	Q1	Q2	Q3	Q4
Western	678.37	635.35	226.76	1,259.86	582.84
Oti	441.65	542.98	500.70	323.08	360.51
Eastern	421.44	376.85	426.25	459.33	425.68
Ahafo	412.84	289.43	412.61	437.84	519.47
Volta	426.06	597.90	251.77	441.39	255.49
Upper East	394.34	592.52	288.50	270.25	246.63
Western North	320.56	485.99	235.29	235.50	264.97
Bono	359.54	554.22	319.89	147.66	135.20
Savannah	289.95	275.86	327.87	228.34	327.07
Greater Accra	263.96	344.39	261.95	171.84	261.50
Central	252.52	249.73	297.33	186.55	273.82
Ashanti	227.38	237.34	184.73	178.74	309.72
North East	195.46	236.73	151.64	237.22	149.65
Bono East	170.35	258.82	158.54	179.54	101.17
Upper West	154.30	164.51	187.96	95.22	140.99
Northern	135.94	153.31	182.81	92.42	116.06

Per Capita
Expenditure (Cedis)

1250
1000
750
500
250

5 CONCLUSIONS AND POLICY RECOMMENDATIONS

5.1 Conclusions

Domestic same-day tourism by Ghanaians and non-Ghanaians living in Ghana is a core part of how Ghana moves, connects and earns. The 2023 Domestic and Outbound Tourism Survey shows clearly that this form of travel is not peripheral or informal noise in the data. It is large in scale, national in reach, and economically meaningful.

In 2023 alone, about **6.6 million** domestic same-day visits were recorded across all regions of Ghana. These trips were driven mainly by adults **aged 25–44 years**, with women accounting for a slightly larger share of travellers. Travel flows were strongest between **Greater Accra and Ashanti**, but every region both sent and received visitors, confirming the nationwide footprint of same-day mobility.

The evidence also explains why people travel. **Nearly 70 percent of same-day trips were for visiting friends and relatives and for funerals.** This is not incidental. It reflects Ghana's social structure and cultural obligations, and it explains the steady, predictable demand for transport, food, shopping and local services throughout the year. Business and professional travel, while smaller in volume, stood out for its high spending per trip, revealing an important opportunity for value growth.

The economic impact is decisive. Domestic same-day visitors spent **GHS 1.83 billion in 2023**, with almost **nine out of every ten cedis spent during the trip itself.** Transport and shopping alone accounted for roughly two-thirds of on-trip expenditure, directly supporting transport operators, traders, retailers and informal workers across communities. These spending patterns show that domestic tourism is already embedded in household incomes and local economies.

How people travel matters just as much. **Road transport dominates**, especially buses and minibuses, and **almost all trips are self-arranged.** This explains both the resilience of domestic travel and its limitations. The system works, but it works informally, with uneven quality, limited packaging, and missed opportunities for safety, efficiency and higher value creation.

Taken together, the findings send a clear message: domestic same-day tourism already contributes significantly to Ghana's economy and social cohesion. The policy challenge is not to invent demand, but to organise, improve and guide what already exists, using data as the anchor.

5.2 Policy Recommendations

The following recommendations translate the evidence into practical, feasible actions, aligned to the roles of specific actors.

1. Government and Public Institutions

- a. **Improve Road Travel Conditions And Safety:** With most same-day trips made by road and nearly 60 percent by buses and minibuses, targeted investments in road quality, signage, rest stops and passenger safety are essential. Regulatory oversight should focus on service standards rather than restricting mobility.
- b. **Use Data to Guide Regional Tourism Planning:** Regions with high visitor volumes, especially Greater Accra and Ashanti, require congestion management and service upgrades, while lower-volume regions need targeted investments to attract and retain visitors. Metropolitan, Municipal and District Assemblies should integrate same-day tourism data into local development plans.
- c. **Strengthen Tourism Statistics and Integration:** The findings should be systematically incorporated into the Tourism Satellite Account to better reflect domestic tourism's contribution to GDP, employment and household income.

2. Private Sector and Tourism Businesses

- a. **Develop Simple, Same-Day Products that Fit Existing Travel Behaviour:** Given that most trips are self-arranged, businesses should offer low-cost, clearly priced day-trip options such as transport-and-entry bundles, guided heritage visits, market and festival circuits, and short business or group retreats.
- b. **Use basic digital tools to improve access and planning:** WhatsApp, Facebook and simple booking platforms can be used to share routes, prices, schedules and promotions, reducing uncertainty for travellers and increasing uptake without heavy investment.
- c. **Tap Into Business and Professional Travel:** Firms, associations and event organisers should package meetings, trainings and retreats as same-day trips outside major cities, helping spread spending while meeting real business needs.

3. Development Partners and Civil Society

- a. **Support Service Quality and Local Capacity:** Technical and financial support should focus on improving transport services, small tourism enterprises and destination management, particularly in regions with growth potential but limited infrastructure.
- b. **Promote Inclusive Participation:** Interventions should ensure that women, youth and informal workers who already benefit from same-day travel are supported through skills development, safety improvements and access to markets.

6 MAIN TABLES

TABLE 6.1: AGE GROUP OF DOMESTIC SAME-DAY VISITORS BY SEX

Age Group	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,229,364	1,073,608	1,155,756	1,413,066	674,549	738,517	1,314,729	613,777	700,952	1,595,518	760,205	835,313
0-4	135,059	64,816	70,242	72,313	35,998	36,315	63,845	34,419	29,426	104,501	59,441	45,060
5-9	120,453	57,213	63,241	69,239	26,784	42,455	26,208	13,724	12,484	66,343	35,033	31,310
10-14	92,598	30,282	62,316	59,387	29,603	29,783	18,802	9,021	9,781	60,983	32,719	28,263
15-19	76,532	35,786	40,746	35,433	14,131	21,301	35,381	17,201	18,180	41,591	19,985	21,606
20-24	136,283	65,044	71,239	82,814	40,990	41,824	85,385	30,867	54,517	122,967	44,938	78,030
25-29	150,705	69,811	80,894	113,616	38,404	75,212	111,659	46,675	64,984	121,386	45,335	76,051
30-34	207,085	93,279	113,806	129,666	47,215	82,450	142,368	67,312	75,056	185,386	80,127	105,259
35-39	264,876	103,695	161,181	167,340	76,762	90,578	161,251	59,380	101,871	186,186	82,416	103,771
40-44	256,183	120,993	135,191	153,377	69,454	83,924	176,040	78,489	97,551	182,625	79,718	102,907
45-49	259,870	140,780	119,090	156,473	90,157	66,316	134,527	65,270	69,257	147,552	59,567	87,985
50-54	163,954	87,205	76,749	127,238	66,711	60,527	116,715	58,895	57,820	124,598	70,436	54,162
55-59	112,710	73,165	39,545	81,547	50,356	31,191	76,596	43,545	33,051	87,872	56,649	31,223
60-64	99,132	54,018	45,114	64,135	34,874	29,262	66,142	35,068	31,073	62,563	30,180	32,383
65+	153,924	77,522	76,402	100,490	53,111	47,380	99,811	53,911	45,900	100,964	63,660	37,304

TABLE 6.2: MARITAL STATUS OF DOMESTIC SAME-DAY VISITORS BY SEX

Marital Status	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	1,937,759	933,984	1,003,775	1,247,747	602,151	645,596	1,218,193	562,023	656,170	1,386,671	646,774	739,897
Informal/living together	145,021	70,813	74,208	86,492	43,124	43,368	114,241	53,743	60,498	133,198	65,016	68,182
Married (Civil/Ordinance)	318,991	177,182	141,809	194,624	109,409	85,215	209,281	106,920	102,362	252,114	131,098	121,016
Married (Customary/Traditional)	636,498	358,458	278,040	419,905	242,749	177,156	381,484	212,565	168,919	407,458	210,268	197,190
Married (Islamic)	177,655	108,568	69,086	121,977	70,858	51,119	101,337	60,412	40,926	136,562	79,736	56,826
Married (Other type)	24,383	9,799	14,585	15,477	5,739	9,739	5,863	4,146	1,716	6,735	3,982	2,753
Separated	41,621	6,725	34,896	37,434	7,162	30,273	39,763	5,317	34,446	38,605	7,121	31,484
Divorced	53,192	13,315	39,877	30,925	4,226	26,699	36,189	2,981	33,208	38,067	9,751	28,317
Widowed	118,423	10,007	108,416	76,734	5,666	71,068	84,797	12,878	71,919	72,445	6,366	66,079
Never married	421,975	179,116	242,858	264,179	113,219	150,960	245,237	103,061	142,176	301,486	133,435	168,051

TABLE 6.3: DOMESTIC SAME-DAY VISITORS 3 YEARS AND OLDER BY LEVEL OF EDUCATION AND SEX

Educational Level	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,151,591	1,034,008	1,117,583	1,363,587	648,878	714,709	1,255,916	580,392	675,524	1,535,440	727,220	808,221
No education	260,543	107,535	153,007	142,226	57,459	84,767	134,901	46,002	88,899	180,160	63,259	116,901
Pre-school	88,423	34,411	54,013	31,620	12,636	18,984	12,928	3,700	9,228	53,250	30,793	22,456
Primary	342,328	132,091	210,238	226,188	80,378	145,809	156,073	51,754	104,319	237,067	99,657	137,409
JSS/JHS/Middle	732,070	335,310	396,760	503,233	253,651	249,582	497,500	224,121	273,379	515,379	243,398	271,981
SSS/SHS/Secondary	429,130	240,883	188,247	283,816	135,948	147,868	270,466	132,834	137,632	347,986	166,796	181,190
Post Secondary	77,805	39,068	38,738	38,076	18,923	19,152	46,649	25,368	21,281	40,504	20,375	20,128
Tertiary	221,048	144,467	76,581	138,367	89,821	48,546	137,257	96,549	40,707	161,095	102,940	58,155
Other	244	244	-	61	61	-	143	63	80	-	-	-

TABLE 6.4: DOMESTIC SAME-DAY VISITORS 15 YEARS AND OLDER BY ECONOMIC ACTIVITY STATUS AND SEX

Economic Activity	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	1,881,254	921,297	959,957	1,212,128	582,164	629,964	1,205,874	556,613	649,261	1,363,692	633,012	730,680
Working	1,535,536	783,170	752,366	1,009,833	509,513	500,321	1,003,503	484,065	519,437	1,157,119	556,139	600,980
Not Working	345,718	138,127	207,591	202,295	72,651	129,643	202,371	72,548	129,823	206,573	76,873	129,700

TABLE 6.5: DOMESTIC SAME-DAY VISITORS BY OCCUPATION AND SEX

Occupation	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	1,535,536	783,170	752,366	1,009,833	509,513	500,321	1,003,503	484,065	519,437	1,157,119	556,139	600,980
Managers	21,000	18,603	2,397	12,653	9,590	3,062	9,828	7,530	2,298	17,602	9,560	8,042
Professionals	138,412	89,594	48,818	73,116	38,763	34,353	68,886	43,772	25,114	83,066	53,766	29,299
Technicians and associate professionals	29,157	20,673	8,484	24,017	21,428	2,589	38,152	31,870	6,282	36,728	27,828	8,900
Clerical support workers	20,287	13,453	6,834	10,891	6,100	4,791	9,488	6,725	2,764	17,776	11,677	6,099
Service and sales workers	646,539	194,306	452,233	410,358	115,112	295,246	480,336	136,758	343,579	542,018	154,459	387,559
Skilled agricultural, forestry	396,612	248,425	148,187	266,236	176,060	90,177	223,911	144,681	79,230	287,551	191,376	96,175
Craft and related trades workers	146,254	96,544	49,709	111,173	66,741	44,432	85,701	49,095	36,606	75,876	38,197	37,678
Plant and machine operators, and assembly	60,734	58,819	1,915	43,118	41,980	1,137	35,059	33,832	1,227	39,934	39,492	441
Elementary occupations	72,006	39,961	32,046	53,876	30,986	22,890	47,385	27,619	19,765	52,138	27,750	24,388
Other occupations	4,535	2,792	1,743	4,395	2,752	1,643	4,756	2,183	2,573	4,432	2,032	2,399

TABLE 6.6: DOMESTIC SAME-DAY VISITORS BY REGION OF ORIGIN AND SEX

Region	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,229,364	1,073,608	1,155,756	1,413,066	674,549	738,517	1,314,729	613,777	700,952	1,595,518	760,205	835,313
Western	78,011	41,072	36,940	71,324	30,881	40,443	63,469	28,092	35,377	60,875	28,069	32,806
Central Greater Accra	196,896	90,030	106,866	100,345	52,343	48,002	92,398	39,192	53,206	129,483	57,273	72,210
Volta	549,350	243,195	306,155	323,735	138,165	185,570	403,557	170,603	232,954	542,517	235,066	307,451
Eastern	48,427	27,454	20,973	27,097	14,164	12,933	28,338	14,791	13,547	27,287	13,618	13,669
Ashanti	275,816	138,071	137,745	197,587	97,783	99,804	226,024	115,372	110,652	248,939	127,373	121,565
Western North	631,442	294,201	337,241	434,575	199,544	235,031	286,133	132,738	153,394	295,797	146,788	149,009
Ahafo	24,440	12,361	12,079	14,353	8,677	5,676	20,449	9,806	10,643	19,971	8,720	11,251
Bono	23,375	10,809	12,566	28,066	11,895	16,172	16,455	7,453	9,002	20,121	9,359	10,761
Bono East	117,304	48,663	68,641	69,848	31,596	38,251	44,138	18,813	25,325	41,721	19,485	22,236
Oti	32,482	18,550	13,933	21,638	11,637	10,000	30,549	17,190	13,360	42,103	19,594	22,509
Northern	18,753	11,414	7,338	10,581	7,780	2,801	9,282	5,524	3,757	18,583	11,399	7,184
Savannah	113,412	66,609	46,803	45,489	28,553	16,936	47,464	28,264	19,201	78,508	44,922	33,586
North East	19,932	9,906	10,026	16,017	9,091	6,926	16,952	9,611	7,341	18,788	10,082	8,706
Upper East	46,155	26,819	19,336	30,654	19,299	11,355	10,111	5,597	4,513	18,991	11,687	7,304
Upper West	29,706	19,490	10,216	8,898	5,272	3,625	11,485	6,444	5,041	20,913	10,976	9,937
Upper West	23,864	14,964	8,899	12,860	7,870	4,991	7,927	4,289	3,638	10,923	5,795	5,128

TABLE 6.7: DOMESTIC SAME-DAY VISITORS BY REGION OF ORIGIN AND TYPE OF LOCALITY

Region	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Total	2,229,364	1,585,513	643,851	1,413,066	994,132	418,934	1,314,729	956,524	358,205	1,595,518	1,166,482	429,036
Western	78,011	52,737	25,275	71,324	37,490	33,833	63,469	37,458	26,011	60,875	36,216	24,659
Central	196,896	100,150	96,746	100,345	59,582	40,763	92,398	56,523	35,875	129,483	85,469	44,014
Greater Accra	549,350	526,068	23,282	323,735	306,674	17,061	403,557	382,605	20,952	542,517	517,533	24,984
Volta	48,427	22,772	25,655	27,097	14,055	13,042	28,338	12,722	15,615	27,287	11,751	15,536
Eastern	275,816	147,549	128,266	197,587	104,255	93,331	226,024	119,027	106,998	248,939	140,615	108,324
Ashanti	631,442	455,276	176,166	434,575	311,923	122,651	286,133	217,142	68,991	295,797	190,930	104,867
Western North	24,440	9,240	15,200	14,353	7,346	7,007	20,449	7,484	12,965	19,971	8,215	11,756
Ahafo	23,375	12,156	11,219	28,066	17,690	10,376	16,455	8,699	7,756	20,121	11,823	8,298
Bono	117,304	82,821	34,483	69,848	50,411	19,436	44,138	32,307	11,830	41,721	30,618	11,103
Bono East	32,482	18,083	14,400	21,638	10,290	11,348	30,549	15,108	15,441	42,103	22,915	19,188
Oti	18,753	8,816	9,937	10,581	6,345	4,236	9,282	6,017	3,265	18,583	10,460	8,123
Northern	113,412	103,335	10,077	45,489	41,278	4,211	47,464	42,938	4,526	78,508	68,529	9,978
Savannah	19,932	11,012	8,920	16,017	5,885	10,132	16,952	7,829	9,123	18,788	8,352	10,435
North East	46,155	19,832	26,323	30,654	13,824	16,829	10,111	5,989	4,121	18,991	8,392	10,599
Upper East	29,706	6,577	23,130	8,898	2,148	6,750	11,485	2,625	8,860	20,913	11,078	9,835
Upper West	23,864	9,090	14,774	12,860	4,934	7,927	7,927	2,051	5,876	10,923	3,585	7,337

TABLE 6.8: DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT AND SEX

Region	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Western	73,271	41,907	31,364	44,160	18,249	25,911	39,721	19,561	20,160	44,879	18,643	26,236
Central Greater Accra	269,945	121,607	148,338	149,155	80,488	68,667	147,902	57,697	90,205	144,527	64,296	80,232
Volta	547,396	256,284	291,112	285,601	115,585	170,016	338,952	149,211	189,741	402,112	158,603	243,509
Eastern	99,865	53,870	45,995	57,375	34,094	23,281	61,753	32,149	29,604	54,772	31,891	22,881
Ashanti	355,264	178,203	177,061	195,660	94,385	101,275	278,732	141,931	136,801	249,423	128,393	121,030
Western North	706,913	358,209	348,705	399,338	191,073	208,265	294,247	130,041	164,206	316,891	152,689	164,202
Ahafo	21,428	8,054	13,374	15,239	6,311	8,928	15,338	7,004	8,333	21,650	8,581	13,068
Bono	16,706	8,142	8,564	11,655	5,940	5,714	23,132	17,737	5,396	14,705	9,714	4,991
Bono East	125,923	56,818	69,106	70,626	32,759	37,867	49,276	26,295	22,981	45,558	19,821	25,737
Oti	42,073	21,024	21,049	35,921	15,437	20,484	33,924	18,215	15,709	41,017	19,732	21,285
Northern	13,562	8,533	5,029	6,132	5,004	1,128	5,091	3,498	1,593	13,733	8,065	5,669
Savannah	123,987	72,682	51,304	58,208	37,247	20,961	56,503	34,122	22,381	86,521	48,501	38,019
North East	12,002	6,910	5,092	9,497	6,185	3,312	11,673	7,195	4,478	13,977	8,033	5,944
Upper East	31,064	18,646	12,418	15,178	10,443	4,735	9,345	2,589	6,756	15,326	9,207	6,120
Upper West	49,656	33,937	15,719	15,142	9,694	5,448	11,550	6,465	5,085	26,557	13,061	13,496
Upper West	20,881	12,513	8,367	15,407	10,450	4,957	9,278	5,883	3,395	12,912	7,141	5,771

TABLE 6.9: DOMESTIC SAME-DAY VISITORS BY PURPOSE OF VISIT AND SEX

Purpose of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Funeral	1,065,879	531,448	534,431	516,557	248,958	267,599	534,073	255,156	278,917	435,710	221,924	213,786
Holidays, Leisure & Recreation	80,505	34,526	45,979	42,467	14,118	28,349	33,090	18,978	14,112	86,492	36,223	50,269
Visiting Friends & Relatives	777,962	385,629	392,334	432,344	212,090	220,254	438,173	203,492	234,681	604,114	268,152	335,962
Education & Training	30,112	18,040	12,072	13,416	2,225	11,191	9,550	3,289	6,261	12,502	8,542	3,960
Health Treatment	104,035	38,753	65,282	103,244	46,507	56,737	83,618	34,014	49,604	86,311	39,069	47,242
Culture/Festival	10,486	7,577	2,909	5,325	2,023	3,301	10,964	3,229	7,735	8,199	3,317	4,882
Religion & Pilgrimage	22,400	12,539	9,861	18,526	6,858	11,668	6,746	4,353	2,392	8,107	2,481	5,626
Business & Professional	269,215	176,250	92,965	163,913	101,393	62,519	175,433	103,199	72,233	166,379	88,234	78,145
Sporting Activities	9,271	8,060	1,211	3,888	3,242	646	2,537	1,958	579	3,462	3,462	-
Shopping	138,314	42,933	95,380	83,370	35,157	48,213	91,212	31,014	60,199	92,850	34,692	58,158
Other	1,757	1,585	172	1,241	772	470	1,020	911	109	437	274	163

TABLE 6.10: DOMESTIC SAME-DAY VISITORS BY AGE (15 YEARS AND OLDER) AND PURPOSE OF VISIT

Age Group	PURPOSE OF VISIT											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
QUARTER 1												
Total	2,509,936	1,065,879	80,505	777,962	30,112	104,035	10,486	22,400	269,215	9,271	138,314	1,757
15-19	78,936	14,329	15,119	24,206	1,828	1,296	323	1,112	8,702	3,398	8,514	109
20-24	165,735	22,762	14,748	82,544	6,821	9,410	1,603	916	13,216	755	12,958	-
25-29	202,115	51,430	9,135	72,885	2,693	9,559	147	791	26,790	557	28,130	-
30-34	285,667	100,735	7,490	81,573	1,919	6,295	-	320	54,900	3,472	28,780	183
35-39	351,252	165,188	5,245	110,433	6,496	7,074	251	5,978	32,699	127	16,718	1,043
40-44	334,631	161,963	16,378	98,868	834	7,352	380	2,903	32,753	680	12,521	-
45-49	359,794	174,779	8,499	110,989	4,959	11,171	449	381	33,446	-	14,700	422
50-54	220,282	112,931	-	68,877	2,394	5,321	1,675	3,392	21,960	-	3,732	-
55-59	149,432	75,827	1,077	36,905	1,077	10,451	810	1,834	12,794	281	8,376	-
60-64	139,959	86,674	2,814	29,252	759	5,429	3,338	1,601	8,461	-	1,632	-
65+	222,131	99,262	-	61,431	332	30,677	1,511	3,171	23,493	-	2,254	-
QUARTER 2												
Total	1,384,290	516,557	42,467	432,344	13,416	103,244	5,325	18,526	163,913	3,888	83,370	1,241
15-19	35,673	3,176	3,662	13,235	6,060	1,678	-	-	2,878	2,015	2,969	-
20-24	86,378	20,418	8,728	28,471	1,226	10,607	543	1,218	7,292	422	7,451	-
25-29	128,013	24,812	10,401	53,013	648	6,390	-	1,202	12,704	116	18,727	-
30-34	144,776	29,558	5,514	60,471	47	6,005	2,629	1,417	25,398	155	13,582	-
35-39	191,426	62,031	8,737	66,423	826	13,734	107	1,492	24,639	-	12,197	1,241
40-44	173,836	72,569	1,670	45,144	2,225	6,406	724	5,027	25,963	710	13,398	-
45-49	181,028	90,430	221	44,125	1,136	14,686	132	877	26,750	-	2,671	-
50-54	145,369	70,867	2,369	42,002	183	4,783	1,130	399	14,581	469	8,585	-
55-59	92,832	43,363	485	26,235	252	7,645	-	778	12,189	-	1,883	-
60-64	75,271	44,875	679	19,428	813	5,982	-	742	2,753	-	-	-
65+	129,690	54,457	-	33,799	-	25,328	60	5,376	8,763	-	1,906	-

TABLE 6.11: DOMESTIC SAME-DAY VISITORS BY AGE (15 YEARS AND OLDER) AND PURPOSE OF VISIT (CONT'D)

Age Group	PURPOSE OF VISIT											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
QUARTER 3												
Total	1,386,417	534,073	33,090	438,173	9,550	83,618	10,964	6,746	175,433	2,537	91,212	1,020
15-19	35,318	3,213	8,520	11,905	49	2,662	-	-	4,420	197	4,352	-
20-24	90,080	13,675	4,833	46,287	5,527	2,453	1,661	-	12,365	449	2,832	-
25-29	121,077	26,002	11,331	53,346	363	5,199	1,246	534	11,568	444	11,043	-
30-34	157,292	50,074	3,908	51,718	88	6,263	1,808	621	22,781	170	19,860	-
35-39	183,368	63,116	436	61,562	873	8,511	718	463	25,859	464	21,365	-
40-44	207,768	99,435	2,171	50,820	2,149	5,862	2,692	3,492	25,809	-	15,338	-
45-49	158,938	71,543	855	45,594	501	8,734	483	735	23,307	-	7,186	-
50-54	136,476	72,588	-	35,388	-	5,831	720	141	17,648	472	3,578	109
55-59	94,451	46,330	-	29,782	-	6,088	53	364	7,832	339	3,665	-
60-64	73,256	30,429	200	24,091	-	6,952	850	-	8,740	-	1,994	-
65+	128,391	57,670	837	27,678	-	25,063	733	395	15,105	-	-	911
QUARTER 4												
Total	1,504,562	435,710	86,492	604,114	12,502	86,311	8,199	8,107	166,379	3,462	92,850	437
15-19	42,268	4,319	6,228	21,607	1,643	1,991	89	109	4,014	240	2,028	-
20-24	126,230	21,167	23,298	55,068	5,043	1,907	858	572	9,611	568	8,138	-
25-29	131,142	21,625	13,046	49,956	952	5,877	227	441	15,419	333	23,266	-
30-34	202,695	43,730	18,628	89,553	2,120	6,770	1,697	412	20,686	2,082	16,742	274
35-39	204,410	49,149	9,964	86,793	304	11,876	291	1,970	31,575	-	12,325	163
40-44	203,275	68,293	9,602	76,571	1,244	10,615	2,145	664	23,143	240	10,758	-
45-49	168,018	65,773	3,706	65,339	251	5,668	855	1,124	16,795	-	8,508	-
50-54	147,365	54,155	1,135	60,770	56	4,503	162	2,492	19,065	-	5,025	-
55-59	96,577	38,222	-	31,186	667	5,739	820	180	17,309	-	2,454	-
60-64	68,400	26,349	886	25,015	-	10,129	508	142	3,244	-	2,128	-
65+	114,182	42,927	-	42,256	220	21,236	546	-	5,518	-	1,480	-

TABLE 6.12: DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT AND PURPOSE OF VISIT

Region	PURPOSE OF VISIT											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
QUARTER 1												
Total	2,509,936	1,065,879	80,505	777,962	30,112	104,035	10,486	22,400	269,215	9,271	138,314	1,757
Western	73,271	20,559	1,129	29,177	1,253	2,119	227	268	17,669	-	870	-
Central	269,945	91,605	8,264	79,865	1,994	14,345	1,024	4,727	34,180	-	33,939	-
Greater Accra	547,396	115,009	43,295	251,465	3,837	6,963	2,411	9,368	51,549	4,106	59,392	-
Volta	99,865	50,934	2,692	16,741	1,410	5,092	422	-	15,143	71	7,253	109
Eastern	355,264	136,851	15,977	106,482	8,968	22,251	-	3,579	50,280	2,305	8,473	99
Ashanti	706,913	410,921	3,947	168,857	5,585	33,519	2,780	1,798	55,955	1,040	21,205	1,305
Western North	21,428	9,945	-	6,055	1,673	806	73	223	2,164	205	284	-
Ahafo	16,706	8,625	83	4,575	270	1,390	-	-	1,417	57	172	116
Bono	125,923	81,609	320	26,981	1,291	4,185	592	667	7,224	1,055	2,000	-
Bono East	42,073	20,517	2,664	11,244	1,185	408	932	759	2,938	183	1,116	127
Oti	13,562	5,509	-	3,646	272	2,051	-	-	1,665	76	343	-
Northern	123,987	55,367	177	47,393	1,166	5,398	1,520	537	10,803	-	1,625	-
Savannah	12,002	4,123	178	5,605	268	608	121	48	928	67	56	-
North East	31,064	12,569	-	8,060	350	3,122	157	159	6,265	-	383	-
Upper East	49,656	27,429	1,673	7,637	282	1,605	226	267	9,229	106	1,202	-
Upper West	20,881	14,308	105	4,181	307	172	-	-	1,807	-	-	-
QUARTER 2												
Total	1,384,290	516,557	42,467	432,344	13,416	103,244	5,325	18,526	163,913	3,888	83,370	1,241
Western	44,160	12,910	-	14,427	54	4,032	-	-	10,702	-	2,034	-
Central	149,155	45,947	10,228	56,488	2,573	11,627	-	845	10,698	694	10,054	-
Greater Accra	285,601	67,418	15,781	100,970	2,210	14,480	3,583	8,285	36,978	585	34,593	717
Volta	57,375	27,656	1,559	12,163	-	3,903	724	924	4,372	446	5,626	-
Eastern	195,660	64,757	11,522	53,668	888	15,971	66	2,692	33,011	682	12,402	-
Ashanti	399,338	196,390	1,502	107,552	6,356	29,810	292	3,773	38,903	1,157	13,079	524
Western North	15,239	6,856	-	1,008	74	2,899	-	-	4,402	-	-	-
Ahafo	11,655	5,385	221	1,916	-	2,455	-	30	1,648	-	-	-
Bono	70,626	37,852	488	20,875	480	2,929	-	971	5,577	196	1,258	-
Bono East	35,921	13,544	403	16,426	-	1,605	107	704	1,677	-	1,456	-
Oti	6,132	1,204	-	2,522	109	730	-	-	867	127	572	-
Northern	58,208	19,053	763	27,288	354	3,778	242	-	5,663	-	1,067	-
Savannah	9,497	2,749	-	4,705	47	744	-	-	553	-	699	-
North East	15,178	4,760	-	3,836	-	2,919	-	75	3,588	-	-	-
Upper East	15,142	4,002	-	4,013	271	3,814	-	-	2,961	-	81	-
Upper West	15,407	6,073	-	4,486	-	1,549	311	227	2,311	-	449	-

TABLE 6.13: DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT AND PURPOSE OF VISIT (CONT'D)

Region	PURPOSE OF VISIT											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
QUARTER 3												
Total	1,386,417	534,073	33,090	438,173	9,550	83,618	10,964	6,746	175,433	2,537	91,212	1,020
Western	39,721	15,416	918	9,857	503	3,598	-	-	8,609	161	659	-
Central	147,902	58,774	5,509	51,097	1,038	6,062	2,010	-	13,636	472	9,304	-
Greater Accra	338,952	70,478	21,069	146,658	1,138	7,521	6,082	3,117	42,183	-	40,707	-
Volta	61,753	29,491	1,101	12,332	795	4,786	1,090	909	7,855	164	3,228	-
Eastern	278,732	117,201	2,748	70,741	899	27,665	-	554	35,953	-	22,061	911
Ashanti	294,247	145,982	290	75,758	4,046	19,605	649	1,566	34,362	463	11,416	109
Western North	15,338	5,458	-	3,116	-	363	53	143	6,030	118	57	-
Ahafo	23,132	4,669	-	7,253	-	1,392	-	168	9,286	-	364	-
Bono	49,276	24,009	837	11,500	670	2,964	607	289	4,673	580	3,148	-
Bono East	33,924	15,774	415	14,106	-	991	-	-	2,569	-	68	-
Oti	5,091	2,113	-	1,763	-	693	-	-	522	-	-	-
Northern	56,503	27,452	-	21,357	147	4,564	324	-	1,958	499	202	-
Savannah	11,673	5,066	-	4,991	53	125	149	-	1,210	79	-	-
North East	9,345	4,751	154	2,007	97	1,348	-	-	988	-	-	-
Upper East	11,550	3,131	49	3,060	-	1,196	-	-	4,114	-	-	-
Upper West	9,278	4,308	-	2,577	162	746	-	-	1,486	-	-	-
QUARTER 4												
Total	1,504,562	435,710	86,492	604,114	12,502	86,311	8,199	8,107	166,379	3,462	92,850	437
Western	44,879	9,945	1,054	19,271	176	4,160	-	-	8,181	240	1,851	-
Central	144,527	39,548	4,026	68,844	591	3,745	-	1,665	12,217	-	13,729	163
Greater Accra	402,112	61,920	63,458	191,571	1,440	9,086	3,406	1,789	37,125	-	32,318	-
Volta	54,772	24,048	1,338	10,485	2,160	4,942	997	939	4,552	442	4,868	-
Eastern	249,423	78,412	6,680	79,995	339	19,421	162	-	41,506	1,853	21,054	-
Ashanti	316,891	105,342	9,295	132,136	5,958	27,105	1,831	3,110	16,956	114	15,046	-
Western North	21,650	6,364	73	5,427	145	2,351	163	-	6,949	114	64	-
Ahafo	14,705	8,439	-	635	53	2,488	-	57	2,778	-	255	-
Bono	45,558	18,202	-	15,034	499	2,504	-	405	8,046	240	628	-
Bono East	41,017	19,394	349	15,011	-	1,431	722	142	3,710	-	258	-
Oti	13,733	5,649	-	2,667	-	2,267	-	-	3,069	-	81	-
Northern	86,521	35,911	-	41,112	385	2,293	526	-	4,463	333	1,223	274
Savannah	13,977	5,787	160	6,659	-	-	62	-	668	126	515	-
North East	15,326	7,682	-	2,695	-	2,923	-	-	1,715	-	311	-
Upper East	26,557	4,480	57	7,167	448	820	162	-	12,913	-	510	-
Upper West	12,912	4,588	-	5,407	307	774	167	-	1,529	-	140	-

TABLE 6.14: DOMESTIC SAME-DAY VISITORS BY PURPOSE OF VISIT AND TYPE OF TOUR

Purpose Of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package
Total	2,509,936	2,393,185	116,750	1,384,290	1,334,697	49,594	1,386,417	1,353,506	32,911	1,504,562	1,467,677	36,885
Funeral	1,065,879	1,015,130	50,749	516,557	494,125	22,432	534,073	526,462	7,611	435,710	427,097	8,613
Holidays, Leisure & Recreation	80,505	75,947	4,558	42,467	36,561	5,906	33,090	29,612	3,478	86,492	82,857	3,635
Visiting Friends & Relatives	777,962	749,714	28,248	432,344	423,144	9,200	438,173	430,113	8,059	604,114	592,013	12,101
Education & training	30,112	24,993	5,119	13,416	13,013	403	9,550	8,998	551	12,502	11,821	681
Health Treatment	104,035	103,208	827	103,244	101,409	1,835	83,618	80,163	3,456	86,311	81,805	4,506
Culture/Festival	10,486	8,164	2,322	5,325	5,193	132	10,964	10,683	281	8,199	8,062	137
Religion & Pilgrimage	22,400	18,718	3,682	18,526	17,423	1,104	6,746	5,956	789	8,107	8,107	-
Business & Professional	269,215	250,980	18,236	163,913	158,942	4,971	175,433	169,193	6,240	166,379	159,611	6,768
Sporting Activities	9,271	8,112	1,159	3,888	3,142	746	2,537	2,248	288	3,462	3,462	-
Shopping	138,314	137,562	752	83,370	80,505	2,865	91,212	89,055	2,157	92,850	92,406	444
Other	1,757	658	1,099	1,241	1,241	-	1,020	1,020	-	437	437	-

TABLE 6.15: DOMESTIC SAME-DAY TRIPS BY MAIN MODE OF TRAVEL AND SEX OF VISITOR

Mode Of Travel	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Road	2,492,391	1,247,962	1,244,429	1,370,867	664,608	706,260	1,367,878	647,378	720,501	1,490,077	697,738	792,339
Air	275	275	-	-	-	-	-	-	-	-	-	-
Sea/Lake	10,544	6,824	3,720	12,750	8,736	4,014	18,539	12,216	6,323	13,390	8,527	4,863
Foot	6,725	2,279	4,447	673	-	673	-	-	-	1,095	105	990

TABLE 6.16: DOMESTIC SAME-DAY VISITORS BY MEANS OF TRAVEL AND SEX

Means of Travel	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,492,391	1,247,962	1,244,429	1,370,867	664,608	706,260	1,367,878	647,378	720,501	1,490,077	697,738	792,339
Saloon (up to 5 persons, including Taxi)	489,575	286,077	203,498	273,240	141,116	132,124	260,284	124,598	135,686	321,010	161,600	159,410
SUVs (up to 7 persons)	103,836	55,683	48,153	30,600	17,077	13,523	39,768	25,400	14,367	43,916	23,807	20,110
Bus/ Minivan (8 to 23 persons)	1,454,447	631,871	822,576	814,616	358,106	456,510	856,486	378,772	477,714	888,914	390,062	498,851
Large Bus (24 upwards)	240,322	132,775	107,546	139,025	69,377	69,647	118,226	52,748	65,478	95,032	40,356	54,676
Shared saloon rides (Bolts, Yango, Uber, etc)	28,486	16,229	12,257	21,826	7,913	13,913	26,264	14,571	11,692	39,203	15,587	23,616
Motorbikes	137,191	108,554	28,637	71,664	63,578	8,086	55,185	45,629	9,556	84,186	60,854	23,332
Tricycle	33,773	12,760	21,013	19,654	7,355	12,298	11,417	5,409	6,007	17,700	5,472	12,227
Bicycle	4,761	4,013	748	243	85	158	250	250	-	117	-	117

TABLE 6.17: DOMESTIC SAME DAY VISITORS BY AGE (15 YEARS AND OLDER) GROUP AND TYPE OF TOUR

Type of Tour	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Total	Package Tour	Self-arranged Tour	Total	Package Tour	Self-arranged Tour	Total	Package Tour	Self-arranged Tour	Total	Package Tour	Self-arranged Tour
Total	2,509,936	116,750	2,393,185	1,384,290	49,594	1,334,697	1,386,417	32,911	1,353,506	1,504,562	36,885	1,467,677
15-19	78,936	5,939	72,997	35,673	2,687	32,987	35,318	889	34,428	42,268	3,851	38,417
20-24	165,735	10,574	155,162	86,378	11,208	75,170	90,080	9,575	80,505	126,230	4,920	121,311
25-29	202,115	9,146	192,970	128,013	6,457	121,556	121,077	2,469	118,608	131,142	3,269	127,873
30-34	285,667	12,629	273,037	144,776	2,815	141,961	157,292	1,458	155,834	202,695	3,172	199,523
35-39	351,252	20,295	330,957	191,426	4,309	187,117	183,368	2,574	180,794	204,410	2,288	202,122
40-44	334,631	11,700	322,931	173,836	4,540	169,296	207,768	5,242	202,526	203,077	2,910	200,167
45-49	359,794	15,291	344,504	181,028	4,850	176,177	158,938	2,801	156,137	168,018	2,527	165,491
50-54	220,282	5,065	215,217	145,369	3,609	141,760	136,476	1,175	135,302	147,796	3,464	144,332
55-59	149,432	9,262	140,170	92,832	4,077	88,755	94,451	1,260	93,191	96,774	3,045	93,730
60-64	139,959	7,039	132,920	75,271	1,956	73,314	73,256	997	72,260	68,400	1,347	67,054
65+	222,131	9,810	212,321	129,690	3,086	126,604	128,391	4,472	123,919	113,751	6,093	107,658

TABLE 6.18: DOMESTIC SAME-DAY TRIPS BY TRAVEL GROUP SIZE AND SEX OF VISITOR

Group Size	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
1 person	1,443,456	744,409	699,046	906,846	467,871	438,974	913,864	439,495	474,369	904,560	464,186	440,373
2-3 persons	568,953	240,665	328,288	298,508	120,671	177,837	330,617	142,586	188,031	389,096	150,758	238,338
4-5 persons	169,737	91,616	78,121	49,389	23,951	25,438	72,108	38,447	33,661	129,717	54,273	75,443
6-7 persons	77,747	41,428	36,319	37,270	20,750	16,520	14,180	9,939	4,241	42,571	19,486	23,085
8-9 persons	16,510	9,714	6,796	4,297	1,422	2,875	6,330	3,861	2,469	4,839	2,607	2,231
10+ persons	233,533	129,507	104,026	87,981	38,678	49,303	49,319	25,265	24,053	33,781	15,060	18,721

TABLE 6.19: DOMESTIC SAME-DAY TRIPS BY TRAVEL COMPANION AND SEX OF VISITOR

Travel Companion	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Alone	1,115,029	576,213	538,816	799,934	414,232	385,702	797,485	368,967	428,517	811,368	413,366	398,002
Spouse	178,231	93,423	84,808	91,970	44,555	47,415	114,968	57,730	57,238	207,830	107,780	100,050
Children	186,781	47,097	139,685	106,250	22,406	83,844	109,603	25,759	83,844	197,584	56,821	140,763
Parents	64,956	28,618	36,338	30,012	8,568	21,444	22,805	11,970	10,835	51,253	16,802	34,451
Relatives	298,717	150,083	148,634	125,293	49,792	75,502	102,835	48,695	54,140	134,826	56,271	78,555
Business Associates	84,878	49,682	35,196	28,949	17,038	11,911	11,418	7,893	3,524	9,902	8,684	1,219
Friends	270,602	155,254	115,348	119,717	70,059	49,658	123,085	73,820	49,265	123,029	53,303	69,727
Schoolmates	9,957	6,667	3,289	10,195	2,321	7,874	2,086	1,463	622	2,246	1,080	1,165
Other	536	332	204	663	663	-	18,485	8,941	9,544	10,428	4,693	5,736

TABLE 6.20: DOMESTIC SAME-DAY TRIPS BY MAIN SOURCE OF TRAVEL INFORMATION AND SEX

Main Source of Information	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Tourist offices & information	197	197	-	109	-	109	49	49	-	83	-	83
Airliners	-	-	-	65	65	-	-	-	-	-	-	-
Travel agents and tour operators	1,161	1,161	-	-	-	-	-	-	-	1,327	1,327	-
Accommodation establishments	297	-	297	-	-	-	-	-	-	-	-	-
Films and other audio-visual	682	601	81	204	-	204	267	267	-	-	-	-
Print & television advertisement	2,589	374	2,215	697	697	-	1,373	-	1,373	371	371	-
General textbooks and magazine	174	174	-	-	-	-	-	-	-	884	884	-
Educational institutions	29,277	17,895	11,381	13,836	3,121	10,715	7,652	4,222	3,430	8,516	4,888	3,628
Friends & relatives	1,521,061	753,265	767,796	772,194	378,332	393,862	745,230	354,408	390,823	769,789	365,963	403,826
Own experience	810,747	398,392	412,355	551,903	268,697	283,206	567,909	261,830	306,079	668,222	301,297	366,924
Employer	38,282	28,167	10,115	9,989	6,870	3,119	14,047	8,742	5,305	12,841	9,539	3,302
Organisers	86,771	47,540	39,232	31,542	14,483	17,058	48,122	29,431	18,690	36,505	18,525	17,979
Social media/Websites	13,385	7,795	5,590	3,750	1,078	2,672	1,084	464	619	5,415	3,366	2,049
Other	5,312	1,779	3,533	-	-	-	685	179	506	610	210	400

TABLE 6.21: DOMESTIC SAME-DAY TRIPS BY USE OF ICT DEVICE FOR TOURISM PURPOSES AND SEX

ICT Device	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	1,872,852	920,014	952,838	1,211,503	581,990	629,514	1,205,232	556,158	649,074	1,363,692	633,012	730,680
Laptop	21,008	15,901	5,107	20,482	10,452	10,030	11,540	5,109	6,431	9,909	6,104	3,805
Desktop	8,801	6,618	2,183	8,993	2,818	6,175	8,285	2,170	6,116	3,438	2,646	793
Tablet	47,699	32,515	15,185	22,894	9,156	13,739	12,853	4,482	8,370	13,152	7,531	5,620
Mobile Phone	980,279	522,612	457,668	604,960	309,844	295,117	578,958	279,277	299,681	586,265	287,927	298,339

TABLE 6.22: DOMESTIC SAME-DAY TRIPS BY USE OF E-PLATFORM BEFORE TRIPS FOR TOURISM PURPOSES AND SEX OF VISITOR

E-Platform	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Google	53,021	28,633	24,388	17,288	8,884	8,404	6,459	5,481	977	7,458	3,769	3,689
Facebook	40,612	21,248	19,364	12,397	6,923	5,473	11,204	2,225	8,979	9,728	5,554	4,174
Twitter	14,665	3,765	10,900	6,044	3,823	2,221	4,965	151	4,813	1,849	1,849	-
WhatsApp	128,083	65,622	62,461	60,058	23,452	36,606	57,303	27,220	30,083	62,971	41,468	21,504
Instagram	14,395	5,547	8,848	12,677	4,056	8,621	7,637	5,344	2,293	4,520	2,834	1,686
Telegram	8,746	154	8,592	4,270	2,128	2,142	2,873	1,244	1,629	2,771	1,375	1,395
TikTok	12,530	1,161	11,369	11,148	3,205	7,943	4,338	762	3,576	3,727	1,400	2,327
SnapChat	8,082	714	7,368	1,494	344	1,149	-	-	-	3,202	331	2,872
Other	3,508	475	3,034	135	135	-	617	617	-	431	431	-

TABLE 6.23: DOMESTIC SAME-DAY TRIPS BY USE OF E-PLATFORM DURING TRIPS FOR TOURISM PURPOSES AND SEX

E-Platform	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total Trips	2,509,936	1,257,339	1,252,596	1,384,290	673,344	710,947	1,386,417	659,593	726,824	1,504,562	706,370	798,192
Google	35,283	17,392	17,891	9,180	6,879	2,301	4,596	4,131	465	5,254	1,384	3,870
Facebook	28,784	16,586	12,198	9,537	6,292	3,245	14,649	2,948	11,701	17,409	12,350	5,059
Twitter	5,653	2,667	2,986	1,849	714	1,136	5,148	334	4,813	3,399	2,925	474
WhatsApp	129,762	67,845	61,917	65,212	23,184	42,028	65,303	30,881	34,422	65,731	36,858	28,873
Instagram	17,099	8,031	9,068	4,842	1,934	2,908	8,096	4,719	3,377	6,593	5,197	1,395
Telegram	4,118	354	3,764	3,140	714	2,427	2,276	76	2,200	4,649	2,779	1,870
TikTok	15,469	1,951	13,518	7,718	1,066	6,653	8,474	1,203	7,271	12,231	2,592	9,639
Snapchat	12,364	1,552	10,813	3,152	3,053	99	5,447	3,553	1,893	8,311	1,722	6,589
Other	1,469	99	1,370	-	-	-	-	-	-	677	303	374

TABLE 6.24: TOTAL EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY EXPENDITURE TYPE AND SEX (GHS)

Expenditure Type	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	705,133,214	387,131,458	318,001,756	338,172,817	190,149,828	148,022,989	352,318,861	223,581,198	128,737,663	435,412,812	256,869,205	178,543,607
Pre-Trip Expenditure	127,965,416	49,387,414	78,578,002	32,594,806	13,074,712	19,520,094	20,397,219	8,905,779	11,491,439	50,442,602	21,860,930	28,581,672
On-Trip Expenditure	566,879,593	331,116,303	235,763,290	301,438,821	173,892,814	127,546,007	329,510,413	212,941,340	116,569,073	382,947,186	233,890,225	149,056,960
Post-Trip Expenditure	10,288,205	6,627,741	3,660,464	4,139,191	3,182,302	956,889	2,411,230	1,734,079	677,151	2,023,024	1,118,050	904,975

TABLE 6.25: ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY TYPE OF TOUR AND SEX (GHS)

Expenditure	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	566,879,593	331,116,303	235,763,290	301,438,821	173,892,814	127,546,007	329,510,413	212,941,340	116,569,073	382,947,186	233,890,225	149,056,960
Package tour	24,557,355	12,398,431	12,158,924	7,644,819	5,523,244	2,121,575	5,230,620	2,943,458	2,287,162	7,455,929	4,626,860	2,829,070
Self-arranged	542,322,238	318,717,872	223,604,365	293,794,002	168,369,570	125,424,431	324,279,793	209,997,882	114,281,911	375,491,256	229,263,366	146,227,891

TABLE 6.26: ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY REGION OF VISIT (GHS)

Region of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	566,879,593	331,116,303	235,763,290	301,438,821	173,892,814	127,546,007	329,510,413	212,941,340	116,569,073	382,947,186	233,890,225	149,056,960
Western	14,062,649	8,698,954	5,363,695	10,229,467	6,138,905	4,090,562	6,091,316	3,244,226	2,847,090	10,124,033	4,887,443	5,236,590
Central	79,904,885	53,551,349	26,353,537	31,325,142	22,988,424	8,336,718	26,768,902	16,223,020	10,545,882	32,465,656	16,975,460	15,490,196
Greater Accra	138,064,548	60,332,137	77,732,411	77,854,418	35,511,414	42,343,004	119,477,533	89,094,453	30,383,081	96,096,632	51,698,713	44,397,920
Volta	22,587,869	15,374,539	7,213,330	16,761,416	12,790,398	3,971,019	14,936,068	9,776,144	5,159,924	26,709,321	21,259,549	5,449,772
Eastern	68,094,111	46,628,037	21,466,073	42,604,224	21,910,000	20,694,223	75,945,727	47,373,942	28,571,785	74,073,743	44,137,182	29,936,561
Ashanti	131,094,038	79,027,906	52,066,131	72,025,712	44,627,798	27,397,914	53,364,993	27,826,762	25,538,232	77,654,668	49,248,247	28,406,421
Western North	5,946,361	1,193,259	4,753,102	2,289,454	1,046,905	1,242,549	1,718,092	1,046,658	671,434	3,352,800	1,349,500	2,003,300
Ahafo	2,669,208	1,595,561	1,073,647	1,715,388	1,086,917	628,471	2,828,237	1,844,839	983,398	2,395,016	1,768,256	626,760
Bono	41,595,545	22,478,170	19,117,375	18,087,152	9,245,475	8,841,677	7,455,347	3,516,106	3,939,241	6,552,896	2,516,646	4,036,250
Bono East	13,901,812	7,158,291	6,743,521	8,148,482	3,389,123	4,759,358	4,191,294	2,254,072	1,937,221	24,357,425	22,329,469	2,027,956
Oti	4,392,585	3,885,272	507,312	723,523	581,556	141,966	899,761	776,773	122,988	2,468,734	1,483,665	985,068
Northern	17,595,589	12,275,745	5,319,845	7,945,241	6,138,685	1,806,556	6,767,784	4,747,050	2,020,734	15,403,789	9,452,648	5,951,141
Savannah	2,197,874	1,208,817	989,057	1,680,208	900,579	779,629	1,949,701	1,284,293	665,408	2,549,066	1,627,379	921,686
North East	4,863,123	3,196,019	1,667,104	1,543,638	1,173,758	369,880	2,378,079	352,238	2,025,841	2,437,656	1,647,755	789,901
Upper East	17,228,851	13,071,895	4,156,956	3,169,778	1,898,236	1,271,542	3,199,297	2,303,070	896,227	4,607,041	2,458,913	2,148,128
Upper West	2,680,544	1,440,351	1,240,193	5,335,578	4,464,640	870,938	1,538,281	1,277,694	260,588	1,698,710	1,049,400	649,310

TABLE 6.27: ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY PURPOSE OF VISIT AND SEX (GHS)

Purpose of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	566,879,593	331,116,303	235,763,290	301,438,821	173,892,814	127,546,007	329,510,413	212,941,340	116,569,073	382,947,186	233,890,225	149,056,960
Funeral	175,003,198	104,161,911	70,841,288	73,737,460	43,751,529	29,985,931	75,994,084	44,397,881	31,596,203	85,236,266	63,828,148	21,408,118
Holidays, Leisure & Recreation	21,051,622	12,979,744	8,071,878	10,864,820	6,153,703	4,711,117	4,981,602	3,256,901	1,724,701	24,280,635	15,287,660	8,992,975
Visiting Friends & Relatives	122,621,339	71,943,796	50,677,543	69,633,881	45,002,530	24,631,351	60,223,774	34,948,682	25,275,092	112,778,364	71,748,318	41,030,046
Education & training	9,373,345	5,765,339	3,608,005	2,300,594	471,864	1,828,729	2,126,449	1,469,981	656,468	2,524,791	2,172,784	352,006
Health Treatment	23,281,199	14,567,506	8,713,693	32,441,708	14,259,424	18,182,284	24,282,662	12,465,965	11,816,697	31,839,789	13,224,224	18,615,565
Culture/Festival	1,470,817	1,136,564	334,253	1,404,052	480,058	923,993	902,501	558,554	343,948	988,064	599,072	388,992
Religion & Pilgrimage	2,078,858	1,359,023	719,835	2,999,344	1,735,945	1,263,399	360,457	217,010	143,447	903,593	289,830	613,763
Business & Professional	67,622,269	47,121,180	20,501,089	42,125,899	29,057,480	13,068,420	87,381,462	78,477,078	8,904,384	33,813,811	19,770,898	14,042,913
Sporting Activities	1,677,902	1,510,615	167,287	653,378	633,978	19,401	945,131	395,403	549,728	801,928	801,928	-
Shopping	142,596,782	70,502,579	72,094,203	65,066,179	32,134,797	32,931,382	72,260,540	36,717,445	35,543,095	89,760,491	46,149,536	43,610,955
Other	102,261	68,046	34,215	211,504	211,504	-	51,751	36,440	15,311	19,454	17,828	1,626

TABLE 6.28: EXPENDITURE OF SELF-ARRANGED DOMESTIC SAME-DAY VISITORS BY CATEGORY AND SEX (GHS)

Self-arranged Expenditure Category	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	542,322,238	318,717,872	223,604,365	293,794,002	168,369,570	125,424,431	324,279,793	209,997,882	114,281,911	375,491,256	229,263,366	146,227,891
Food and Beverages	80,663,410	42,250,861	38,412,550	31,309,305	18,239,377	13,069,928	23,544,301	14,190,236	9,354,065	34,131,004	19,053,725	15,077,280
Transport	172,115,828	97,323,050	74,792,778	91,781,198	50,473,435	41,307,763	85,272,356	43,476,246	41,796,110	117,333,903	72,529,446	44,804,457
Sports and Recreation	929,426	485,828	443,599	717,909	714,705	3,204	249,109	187,121	61,989	2,917,376	1,583,436	1,333,941
Shopping	165,328,556	87,558,291	77,770,265	75,254,531	36,326,387	38,928,144	126,097,574	92,577,456	33,520,118	107,797,852	63,766,873	44,030,979
Cultural services	3,209,804	3,098,410	111,394	159,311	130,540	28,771	669,333	477,516	191,817	707,129	406,628	300,500
Travel agencies	338,612	80,136	258,476	20,480	15,942	4,538	198,654	189,948	8,707	210,672	181,413	29,260
Other goods and services	84,692,186	67,076,089	17,616,097	63,979,042	47,102,115	16,876,927	52,404,339	37,991,324	14,413,014	80,722,332	54,519,795	26,202,537
Lump Sum*	35,044,415	20,845,208	14,199,208	30,572,226	15,367,069	15,205,158	35,844,127	20,908,034	14,936,092	31,670,987	17,222,050	14,448,938

TABLE 6.29: PER CAPITA ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY PURPOSE OF VISIT AND SEX (GHS)

Purpose of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	249	289	208	232	268	197	253	339	172	269	340	203
Funeral	181	216	147	155	187	123	151	184	121	209	293	112
Holidays, Leisure & Recreation	312	412	224	323	436	242	213	255	162	350	447	256
Visiting Friends & Relatives	176	208	144	170	216	122	147	177	118	197	277	130
Education & training	320	322	317	171	212	163	223	447	105	218	254	116
Health Treatment	236	383	144	324	321	327	310	375	263	380	343	412
Culture/Festival	148	162	115	264	237	280	83	173	45	147	237	93
Religion & Pilgrimage	112	134	85	197	262	147	58	55	64	111	117	109
Business & Professional	269	282	243	267	290	227	514	786	127	206	227	182
Sporting Activities	222	228	176	201	244	30	390	202	1,187	249	249	-
Shopping	1,068	1,748	774	793	914	702	813	1,196	610	976	1,330	761
Other	143	126	199	274	274	-	51	40	140	65	130	10

TABLE 6.30: PER CAPITA TOTAL EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY REGION OF ORIGIN AND SEX (GHS)

Region	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	404	452	359	293	334	253	309	421	211	335	415	263
Western	689	1,087	259	263	386	176	1,302	2,684	263	621	1,082	273
Central	309	364	257	318	320	316	199	261	154	318	305	326
Greater Accra	439	360	500	304	323	288	193	209	181	299	379	241
Volta	717	765	651	275	304	243	525	891	127	287	270	306
Eastern	421	572	254	444	491	396	471	572	364	449	526	361
Ashanti	305	339	275	199	252	151	194	225	169	378	495	261
Western North	510	375	656	243	278	197	257	347	174	290	438	185
Ahafo	373	468	276	433	611	303	443	341	527	537	622	461
Bono	776	946	652	424	428	420	160	146	171	157	175	141
Bono East	283	291	271	161	192	123	180	216	130	105	114	98
Oti	763	885	557	547	637	298	377	331	447	389	350	449
Northern	178	210	133	213	287	85	100	102	96	122	133	108
Savannah	301	391	227	339	415	240	256	322	172	341	388	285
North East	256	233	290	177	182	167	253	315	178	158	164	149
Upper East	622	764	292	325	299	372	293	361	186	260	260	260
Upper West	196	181	223	197	203	188	104	114	92	171	212	121

TABLE 6.31: PER CAPITA ON-TRIP EXPENDITURE OF DOMESTIC SAME-DAY VISITORS BY REGION OF ORIGIN AND SEX (GHS)

Region	ANNUAL			QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	299	372	231	329	391	269	264	308	222	290	401	193	298	380	223
Western	678	1,259	192	635	1,046	187	227	341	146	1260	2658	201	583	1013	241
Central	253	289	221	250	315	187	297	299	295	187	253	139	274	258	284
Greater Accra	264	291	243	344	313	369	262	299	231	172	188	160	262	353	195
Volta	426	498	342	598	592	606	252	265	238	441	741	117	255	240	272
Eastern	421	512	324	377	516	230	426	466	386	459	559	354	426	499	343
Ashanti	227	296	164	237	303	179	185	238	135	179	211	152	310	430	188
Western North	321	340	302	486	355	629	235	270	188	236	317	160	265	397	171
Ahafo	413	485	348	289	363	210	413	604	267	438	336	525	519	613	434
Bono	360	401	326	554	669	470	320	320	320	148	135	158	135	163	111
Bono East	170	197	138	259	269	243	159	190	120	180	216	130	101	110	94
Oti	442	448	430	543	563	509	501	604	250	323	241	453	361	327	413
Northern	136	165	95	153	188	106	183	261	54	92	94	90	116	126	103
Savannah	290	350	221	276	348	215	328	403	228	228	279	165	327	373	272
North East	195	189	205	237	209	278	152	152	151	237	293	171	150	157	139
Upper East	394	480	253	593	732	271	288	256	348	270	334	171	247	243	251
Upper West	154	161	144	165	160	172	188	190	185	95	104	84	141	169	107

TABLE 6.32: TOP 10 TOURIST SITES VISITED BY DOMESTIC SAME-DAY VISITORS BY SEX

Tourist Site	Both Sexes	Male	Female	Tourist Site	Both Sexes	Male	Female
QUARTER 1				QUARTER 3			
Aburi Botanical Garden	3,992	1,050	2,942	Kwame Nkrumah Memorial Park	4864	3,455	1,410
Kumasi Centre for National Culture	3,217	1,449	1,768	Elmina Castle	4462	4,462	-
Boti Falls	3,022	3,022	-	Aburi Botanical Garden	1727	1,727	-
Akosombo Dam	2,962	-	2,962	Ussher Fort	1727	-	1,727
Accra Zoo	2,962	2,962	-	Tafi Atome Monkey Sanctuary	912	912	-
Kintampo Waterfalls	2,689	1,059	1,629	Labadi Beach	532	-	532
Adome Bridge	2,179	2,179	-	Kakum National Park	436	436	-
Independence Square and Art Centre	1,951	-	1,951	Kintampo Waterfalls	415	307	109
Kwabeng Mining	1,705	1,705	-	Adome Bridge	395	395	-
MT Gemi Amedzofe	1,498	1,498	-	Nzulezu	239	-	239
QUARTER 2				QUARTER 4			
Cape Coast Castle	4,132	2,066	2,066	Aburi Botanical Gardens	5,866	846	5,020
Lakeside Park	3,023	-	3,023	Lake Bosomtwe	3,298	3,298	-
Kwame Nkrumah Memorial Park	1,582	694	889	Shai Hills Resource Reserve	2,083	846	1,236
Kintampo Waterfalls	1,150	-	1,150	Legon Botanical Gardens	2,049	-	2,049
Holy Trinity Spax	1,098	-	1,098	Kakum National Park	1,821	948	873
Cape Coast Castle	1,075	220	855	Kwame Nkrumah Memorial Park	990	922	69
Lake Bosomtwe	698	-	698	Cape Coast Castle	825	-	825
Kumasi Mall	698	-	698	Manhyia Palace Museum	625	625	-
Osu Castle	694	694	-	Nzulezu	572	-	572
Kakum National Park	560	458	102	Parliament House	449	449	-

7 REFERENCES

Akyeampong, O. A., & Asiedu, A. B. (Eds.). (2008). *Tourism in Ghana: A Modern Synthesis*. Verlag Nicht Ermittlbar.

United Nations Department of Economic and Social Affairs (2008). *Tourism Satellite Account: Recommended Methodological Framework*.

United Nations World Tourism Organisation (1999). *The Global Code of Ethics for Tourism*.

United Nations World Tourism Organisation (2008). *International Recommendations for Tourism Statistics*, New York, NY; Madrid, Spain.

8 LIST OF CONTRIBUTORS

Name	E-mail	Institution	Role
Dr. Alhassan Iddrisu	alhassan.iddrisu@statsghana.gov.gh	Ghana Statistical Service	Government Statistician/ Chief Reviewer
Mr. Omar Seidu	omar.seidu@statsghana.gov.gh	Ghana Statistical Service	Acting Deputy Government Statistician/ Reviewer
Dr. Faustina Frempong-Ainguah	faustina.frempong-ainguah@statsghana.gov.gh	Formerly Ghana Statistical Service	Reviewer
Prof. Samuel K. Annim	samuel.annim@statsghana.gov.gh	Formerly Ghana Statistical Service	Reviewer
Dr. Grace Bediako	grace.bediako@gmail.com	Formerly Ghana Statistical Service	Reviewer
Mr. Edward Asuo Afram	asuo.afram@statsghana.gov.gh	Formerly Ghana Statistical Service	Reviewer
Prof. Kwaku Boakye	kwaku.boakye@ucc.edu.gh	Cape Coast Technical University	Reviewer/ NTAC
Dr. Ebenezer Kojo Ocran	ebenezer.ocran@statsghana.gov.gh	Ghana Statistical Service	Project Coordinator/ Lead Author
Prof. Michael Fosu Ofori	michael.fofori@kstu.edu.gh	Kumasi Technical University	Reviewer/ NTAC
Dr. Jonhson Owusu Kagya	kagya.owusu@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Mr Kwadwo Asante	kwadwo.asante@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Dr. Cynthia Addoquaye Tagoe	caddoquayetagoe@ug.edu.gh	University of Ghana	Reviewer/ NTAC
Dr. Solomon Sarpong	ssarpong@uesd.edu.gh	UESD	Reviewer/ NTAC
Mr. Francis Abude	francis.abude@bog.gov.gh	Bank of Ghana	Reviewer/ NTAC
ACI. Sharif K. Karikari	sharifkudjo.karikari@immigration.gov.gh	Ghana Immigration Service	Reviewer/ NTAC

Name	E-mail	Institution	Role
Dr. Spencer Doku	spencer@ghana.travel	Ghana Tourism Authority	Reviewer/NTAC
Mrs. Mabel Cudjoe	mabel.cudjoe@motac.gov.gh	MoTCCA	Reviewer/NTAC
Mr. Anthony Amuzu Pharin	anthony@pharin.me	Consultant	Reviewer
Dr. Peter Takyi Peprah	peter.peprah@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Mrs. Jacqueline Dede Anum	jacqueline.anum@statsghana.gov.gh	Ghana Statistical Service	National Data Quality Assurance Manager & Chief Data Analyst
Mrs. Samilia Enyamah Mintah	samilia.mintah@statsghana.gov.gh	Ghana Statistical Service	National Data Processing, Quality Assurance, Analysis & Archiving Manager
Mr. Yaw Misefa	yaw.misefa@statsghana.gov.gh	Ghana Statistical Service	Data Analyst
Dr. Lucy Twumwaa Afriyie	lucy.afriyie@statsghana.gov.gh	Ghana Statistical Service	Sampler
Mr. Kwamena Leo Arkafra	kwamena.arkafra@statsghana.gov.gh	Ghana Statistical Service	Data Analyst
Mrs Rebecca N. Ninson	rebecca.ninson@statsghana.gov.gh	Ghana Statistical Service	Author
Mr. Charles Som	charles.som@statsghana.gov.gh	Ghana Statistical Service	Author
Mr. David Bessah	david.bessah@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Mr. Amatus Nobabumah	amatus.nobabumah@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Dr. Abaka Ansah	abaka.ansah@statsghana.gov.gh	Ghana Statistical Service	Reviewer

Name	E-mail	Institution	Role
Dr. Johnson Worlanyoh Ahiadorme	johnson.ahiadorme@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Dr. Linda Akoto	linda.akoto@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Mr. Solomon Owusu Bempah	solomon.owusu-bempah@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Mr. William Ofosu	william.ofosu@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Mr. James Abakah	ja.abakah@gmail.com	Ghana Statistical Service	Reviewer
Mr. Ree Sumo Attuquayefio	reeattu@gmail.com	Ghana Tourism Authority	Reviewer
Mr. Wisdom Kuvor	wisekyn@gmail.com	Ghana Tourism Authority	Reviewer
Mr. Manasseh Tetteh Anderson	mymanasseh@yahoo.com	Ghana Statistical Service	Administrator/ Author
Mr. Joseph Asiedu Tenkorang	joseph.asiedu-tenkorang@statsghana.gov.gh	Ghana Statistical Service	Reviewer
Ms. Regina Arcton	regina.arcton@statsghana.gov.gh	Ghana Statistical Service	Editor
Ms. Jemima Gyamesi	jemima.gyamesi@statsghana.gov.gh	Ghana Statistical Service	Editor
Ms. Anointing Larrey	annkesh1234@gmail.com	Ghana Statistical Service	Data Analyst
Mr. Foster Agyare Okyere	okyerefoster48@gmail.com	Ghana Statistical Service	Data Analyst
Mr. Jeremy Mawufemor Benyo	benyojeremy@gmail.com	Ghana Statistical Service	Data Analyst
Mr Fredrick Obboh	fredrock277@gmail.com	Ghana Statistical Service	Data Analyst

Name	E-mail	Institution	Role
Ms. Dora Boadi	dora.boadi@statsghana.gov.gh	Ghana Statistical Service	Data Analyst
Mr. Selaseh Akaho	selaseh.akaho@statsghana.gov.gh	Ghana Statistical Service	Data Visualisation
Mr. Derrick Nyarko	nyarderr@gmail.com	Ghana Statistical Service	Data Visualisation
Mr. Sylvester Agyei-Boadi	sylvester.agyei-boadi@statsghana.gov.gh	Ghana Statistical Service	Data Visualisation
Mr Edward Owusu Manu	edward.manu@statsghana.gov.gh	Ghana Statistical Service	Data Visualisation
Mr Michael Francis Tetteh Quaynor	quaynormichael1z@gmail.com	Ghana Statistical Service	Data Visualisation
Mr. Felix Adjei	felix.adjei@statsghana.gov.gh	Ghana Statistical Service	Graphic Design
Ms. Theodora Okyere-Aboagye	theoaboagye22@gmail.com	Ghana Statistical Service	Secretariat
Mr. Bismark Nukporfe	bismarkfeda@gmail.com	Ghana Statistical Service	Secretariat
Mrs. Emelia Yuonibe	emi.yuonibe@gmail.com	Ghana Statistical Service	Secretariat



www.statsghana.gov.gh