



DOMESTIC AND OUTBOUND TOURISM SURVEY

Domestic Same-day & Overnight visitors' Fact Sheet



The Domestic and Outbound Tourism Survey (DOTS) is central to Ghana's tourism planning and the development of the Tourism Satellite Account (TSA), which **measures tourism's real contribution to the economy**. It provides reliable data on how Ghanaians travel, spend, and engage in tourism, offering insights that guide investment, policy, and service delivery. DOTS also aligns Ghana with international standards and supports the UN Sustainable Development Goal (SDG) 8, Target 8.9.1, **which tracks the direct contribution of tourism to GDP and economic growth**.

Visitor: A person resident in Ghana who travels within Ghana outside his/her usual place of residence or usual environment for a period not exceeding 12 months and whose purpose of visit (business, leisure and other purposes) is other than the exercise of an activity remunerated from within the place visited in Ghana.

Domestic Same-day Visitor: A visitor who does not spend a night during a trip outside his/her usual place of residence or usual environment and whose purpose of visit (business, leisure and other purposes) is other than engaging in an activity remunerated from within Ghana.

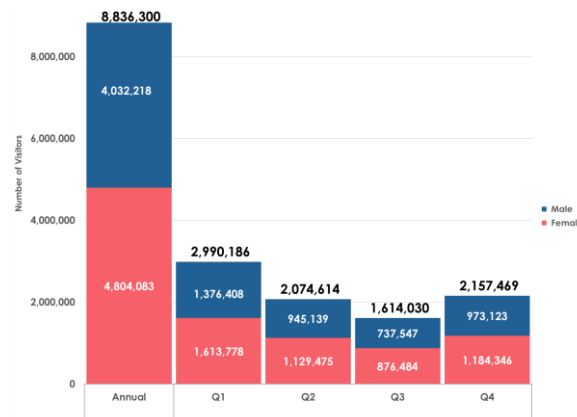
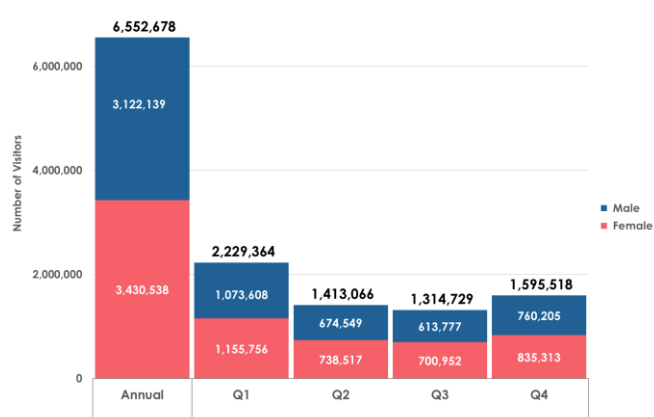
Domestic Overnight Visitor: A visitor who stays at least one night outside his/her usual place of residence or usual environment and not exceeding 12 months and whose purpose of visit (business, leisure and other purposes) is other than engaging in an activity remunerated from within Ghana.

PROFILE

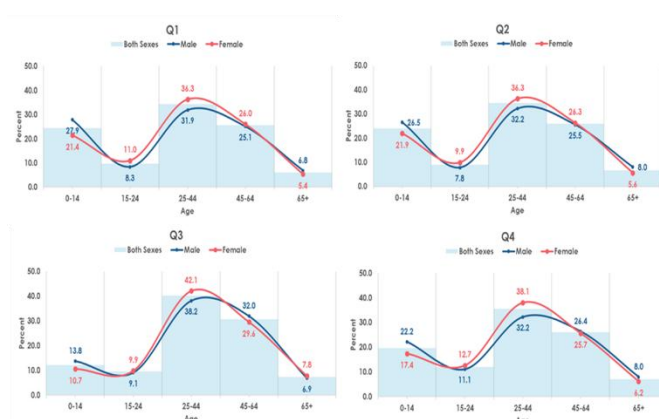
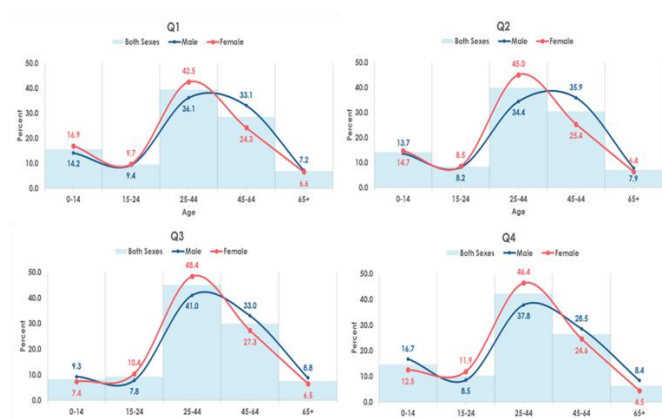
Same-day

Overnight

Number of visitors



Age groups of visitors



Adults (25-44 years) recorded the highest proportion of visitors each quarter for both domestic same-day and overnight visitors.

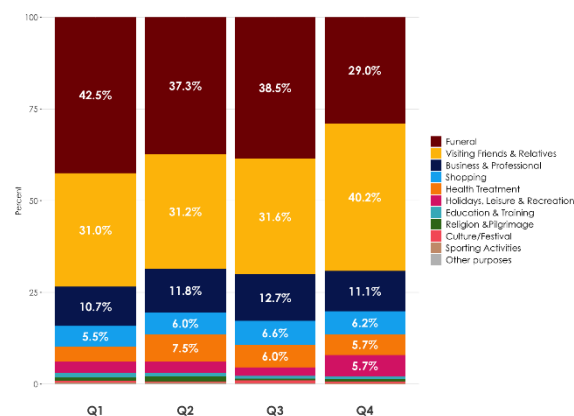
Volume

Same-day

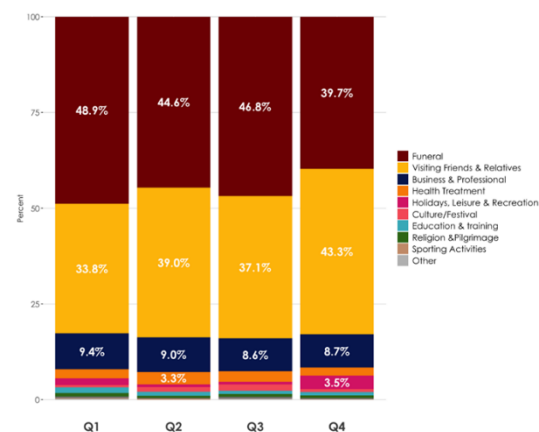
Overnight

Main Purpose of Visit

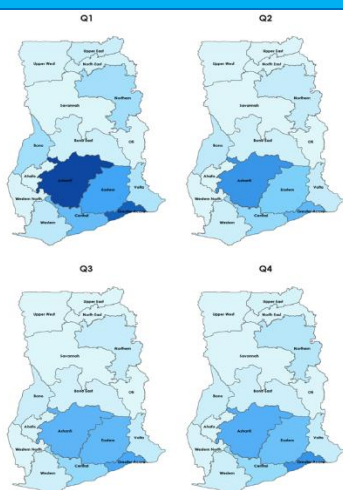
In each quarter, nearly 70 percent of domestic same-day trips were for visiting friends and relatives with at least 29.0 percent attending funerals.



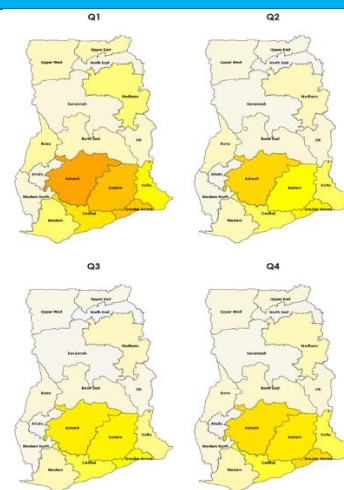
In each quarter, more than 80 percent of domestic overnight trips were for visiting friends and relatives with at least 39.7 percent attending funerals.



Region of Destination



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



Ashanti, Eastern and Greater Accra regions were the main destinations with each region recording more than 250,000 overnight visitors in each quarter.

Top 10 Tourist Sites Visited

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

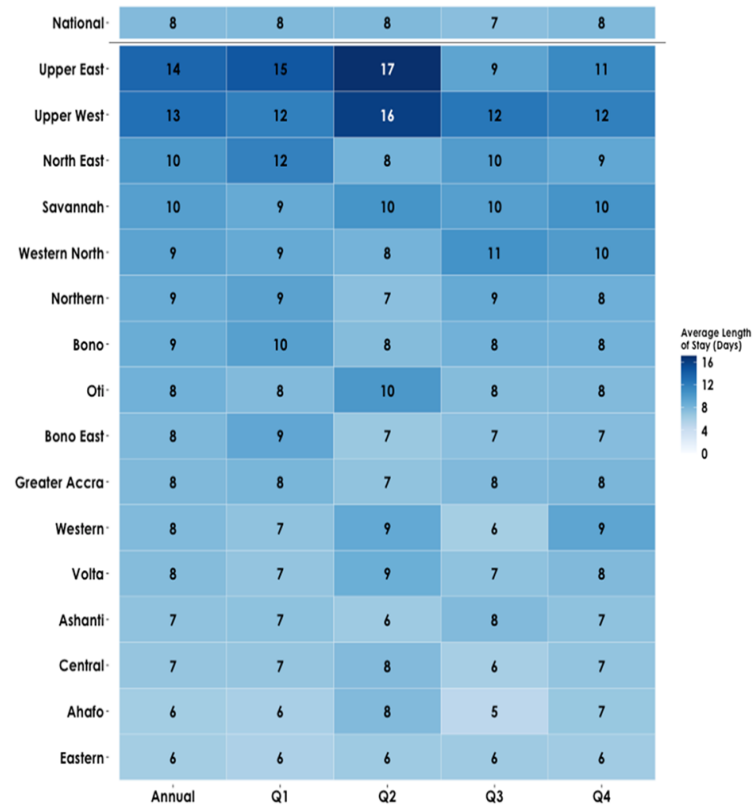
Annual	Q1	Q2	Q3	Q4
Elmina Castle	Aburi Botanical Garden	Kumasi Zoological Gardens	Labadi Beach	Elmina Castle
9,822	8,640	1,767	4,322	8,657
Aburi Botanical Garden	Cape Three Points	Chief Crocodile Pond	Kumasi Armed Forces Military Museum	Nzulezu
9,684	6,495	1,684	1,695	3,997
Cape Three Points	Kumasi Zoological Gardens	Paga Zonga Crocodile Pond	Kwame Nkrumah Memorial Park	Kumasi Centre for National Culture
6,495	2,628	1,405	1,512	2,765
Kumasi Zoological Gardens	El Beach Resort	Bofi Falls	Mampong Nsuta Water Fall And Stone Cave	Cape Coast Castle
5,306	2,165	854	483	1,385
Labadi Beach	Kokrobite Beach	Aburi Botanical Garden	Paga Zonga Crocodile Pond	Kumasi Zoological Gardens
5,251	2,116	616	441	616
Nzulezu	Kakum National Park	Kumasi Centre for National Culture	Amedzofe Canopy Walk	Kintampo Waterfalls
3,997	1,980	597	359	567
Kumasi Centre for National Culture	Elmina Castle	Holy Trinity Spa	Kakum National Park	Bwabeng-Riema Monkey Sanctuary
3,601	1,166	567	295	471
Kakum National Park	Osu Castle	White Volta	Kumasi Zoological Gardens	Osagyefo Dr. Kwame Nkrumah Sanctuary
2,275	1,146	480	295	408
El Beach Resort	Labadi Beach	Aboirigines	Kumasi Centre for National Culture	Aburi Botanical Garden
2,165	929	457	239	408
Kokrobite Beach	Mim Buo	Sogakope Beach	Anomabo Beach Resort	Assin Manso Slave Camp
2,116	836	282	223	349

Overnight Visitors

Type of Accommodation



Average length of stay



EXPENDITURE

Same-day

Overnight

Total Expenditure

GHS 1.83 billion

GHS 4.76 billion

Per Capita Expenditure by Region of Origin



Key Takeaways

- ❖ Domestic tourism (same-day & overnight) recorded a total of **15,388,978 visitors**, with total expenditure amounting to **GHS 6.59 billion**.

Same-day	Overnight
A total of 6.6 million domestic same-day visitors was recorded in 2023.	A total of 8.8 million domestic overnight visitors was recorded in 2023.
Domestic same-day visitors mainly travelled to visit friends and relatives with majority travelling for funerals.	Domestic overnight visitors mainly travelled to visit friends and relatives with majority travelling for funerals.
Trips are concentrated in the southern part of Ghana, revealing uneven distribution of tourism benefits and opportunities.	Trips are concentrated in the southern part of Ghana, revealing uneven distribution of tourism benefits and opportunities.
Domestic same-day visitors' expenditure was approximately GHS 1.83 billion in 2023.	Domestic overnight visitors' expenditure was approximately GHS 4.76 billion in 2023.

Policy Recommendations

Domestic tourism already works. The task now is to organise it, improve it, and let communities capture more value:

1. **Fix the Roads People Already Use:** Improve road quality, safety, signage, and rest facilities on major domestic travel routes. Improve service standards for buses and minibuses that carry most domestic travellers.
2. **Let Local Economies Capture the Spend:** Identify and support festivals, markets, heritage sites, social travel, accommodation, and other cultural businesses to keep local economies active day and night to retain spending where visitors already go.
3. **Plan and Invest Using the Data:** Integrate domestic tourism statistics into national and regional planning, the Tourism Satellite Account (TSA), and SME support programmes.
4. **Build on Social Travel:** Design tourism offerings around funerals and family visits by adding festivals, heritage stops, and short leisure add-ons during peak travel periods.
5. **Convert Self-Arranged Trips into Value:** Create simple, affordable products like day-trip bundles, guided visits, short retreats, transport-and-entry packages, digital booking through basic platforms, and local experiences that work for self-planned travellers.
6. **Build capacity, strengthen community-based tourism, and promote inclusion.**