

## 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.

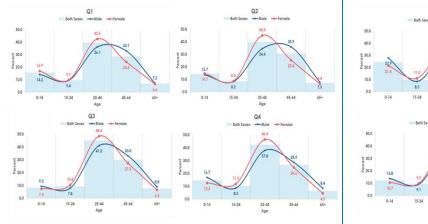
**Visitor:** A person resident in Ghana who travels within Ghana outside his/her usual place of residence or usual environment for a period not exceeding 12 months and whose purpose of visit (business, leisure and other purposes) is other than the exercise of an activity remunerated from within the place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

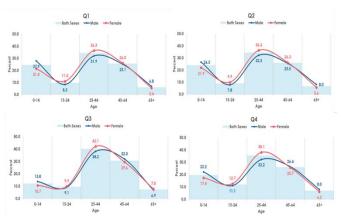
**Domestic Same-day Visitor:** A visitor who does not spend a night during a trip outside his/her usual place of residence or usual environment and whose purpose of visit (business, leisure and other purposes) is other than engaging in an activity remunerated from within Ghana.

**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 3.12 million 3.43 million 4.03 million 4.80 million 6,552,678 6,000,000 4,032,218 3.122.139 4,000,000 2,229,364 2,990,186 1,595,518 2.157.469 1.073.608 1.413.066 1.376.408 1,314,729 2,000,000 1.614.030 973.123 760.205 674,549

#### 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.

42.5%

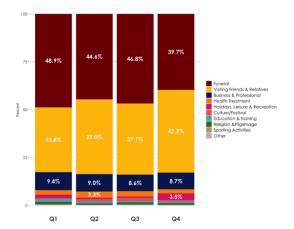
11.8%

Q3

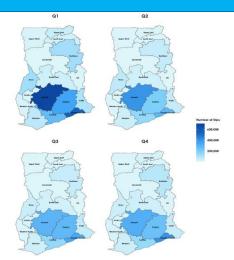
Q1

Q2

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	QI		Q2		Q3		Q4		
Aburi Bolanical Garden	11,586	Aburi Botanical Garden	3.992	Cape Coast Castle	4,132		Kwame Nkrumah Memorial Park	4,864	Aburi Bo Gard		5.866
Kwame Nkrumah Memorial Park	7,437	Kumasi Centre for National Culture	3,217	Lakeside Park	3,023		Elmina Castle	4,462	Lake Bos	omtwe	3,2%
Cape Coast Castle	6,032	Boli Falls	3,022	Kwame Nkrumah Memorial Park	1,582		Aburi Bolanical Garden	1,727	Shai Hills R Rese		2,083
Elmina Castle	4,462	Akosombo Dam	2.962	Kinta mpo Waterfalls	1,150		Usher Fort	1,727	Legon Bo Gard		2.049
Kinlampo Waterfalls	4,254	Асста Zoo	2,962	Holy Trinity Spa	1,098		Tafi Atome Monkey Sanctuary	912	Kakum N Pa		1,821
Lake Bosomtwe	3.996	Kinlampo Waterfalls	2.689	Lake Bosomiwe	698		Labadi Beach	532	Kwame N Memori		990
Kumasi Centre for National Culture	3,217	Adome Bridge	2,179	Kumasi Mall	698		Kakum National Park	436	Cape (		825
Lakeside Park	3,023	Independence Square and Art Centre	1,951	Osu Casile	694		Kintampo Waterfalls	415	Manhyia Muse		625
Boli Falls	3,022	Kwabeng Mining	1,705	Kakum National Park	560		Adome Bridge	395	Nzul	ezu	572
Akosombo Dam	2,962	MI Gemi Amedzole	1,498	Prempeh I International Airpot	470		Nzulezu	239	Parliamen	nt House	449

				Q2					
Annual		Q1	Q1			Q3	Q4		
Elimina Castle	9,822	Aburi Botanical Garden	8,660	Kumasi Zoological Gardens	1,767	Labadi Beach 4,322	Elimina Castle	8,6	
Aburi Botanical Garden	9,684	Cape Three Points	6,495	Chief Crocodile Pond	1,684	Kumasi Armed Forces Millitaey 1,695 Museum	Nzulezu	3,9	
Cape Three Points	6,495	Kumasi Zoological Gardens	2,628	Paga Zenga Crocodile Pond	1,405	Kwame Nkrumah Memorial Park	Kumasi Centre For National Culture	2,7	
Kumasi Zoological Gardens	5,306	Eli Beach Resort	2,165	Boti Falls	854	Mampong Nsuta Water Fall And 483 Stone Cave	Cape Coast Castle	1,3	
Labadi Beach	5,251	Kokrobite Beach	2,116	Aburi Botanical Garden	616	Paga Zenga 441 Crocodile Pond	Kumasi Zoological Gardens	61	
Nzulezu	3,997	Kakum National Park	1,980	Kumasi Centre For National Culture	597	Amedzofe Canopy Walk	Kintampo Waterfalls	56	
Kumasi Centre For National Culture	3,601	Elimina Castle	1,166	Holy Trinity Spa	567	Kakum National 295	Buabeng-Fiema Monkey Sanctuary	47	
Kakum National Park	2,275	Osu Castle	1,146	White Volta	480	Kumasi Zoological Gardens 295	Osagyefo Dr. Kwame Nkrumah Sanctuary	40	
Eli Beach Resort	2,165	Labadi Beach	929	Aborigines	457	Kumasi Centre For National Culture 239	Aburi Botanical Garden	40	
Kokrobite Beach	2,116	Mim Buo	836	Sogakope Beach	282	Anomabo Beach Resort 223	Assin Manso Slave Camp	34	

# **Overnight Visitors**



Average length of stay											
National-	8	8	8	7	8						
Upper East-	14	15	17	9	11						
Upper West-	13	12	16	12	12						
North East-	10	12	8	10	9						
Savannah -	10	9	10	10	10						
Western North	9	9	8	11	10						
Northern -	9	9	7	9	8						
Bono -	9	10	8	8	8						
Oti-	8	8	10	8	8						
Bono East	8	9	7	7	7						
Greater Accra	8	8	7	8	8						
Western ·	8	7	9	6	9						
Volta -	8	7	9	7	8						
Ashanti-	7	7	6	8	7						
Central-	7	7	8	6	7						
Ahafo -	6	6	8	5	7						
Eastern -	6	6	6	6	6						
	Annual	QΊ	Q2	Q3	Q4						

EXPENDITURE													
Same-day						Overnight							
Total Expenditure													
GHS 1.83 billion						GHS 4.76 billion							
GUS 1.03 DIIIIOII						GUS 4.70 DIIIION							
Per Capita Expenditure by Region of Origin													
Western-	678.37	635.35	226.76	1,259.86	582.84		Upper East-	1,443.21	811.07	668.41	2,286.22	2,632.36	
Oti-	441.65	542.98	500.70	323.08	360.51		Upper West-	866.43	560.23	1,598.66	543.22	1,181.31	
Eastern -	421.44	376.85	426.25	459.33	425.68		Western North	718.97	694.46	658.90	781.02	742.89	
Ahafo-	412.84	289.43	412.61	437.84	519.47		Oti-	690.97	725.38	714.60	729.48	600.19	
Volta-	426.06	597.90	251.77	441.39	255.49		Western-	673.65	656.97	668.44	627.77	744.42	
Upper East	394.34	592.52	288.50	270.25	246.63		Eastern-	630.28	604.86	567.85	660.79	686.00	
Western North	320.56	485.99	235.29	235.50	264.97		Greater Accra	613.63	778.03	537.74	417.32	696.14	Per Capita on-trip
Bono-	359.54	554.22	319.89	147.66	135.20	Per Capita Expenditure 1250 1000	Bono-	633.89	827.86	632.28	432.33	381.11	Expenditure (Cedis) 2500 2000
Savannah-	289.95	275.86	327.87	228.34	327.07	750 500 250	Bono East-	590.97	676.61	543.34	571.36	508.10	1500 1000
Greater Accra	263.96	344.39	261.95	171.84	261.50	250	Ahafo-	564.88	570.97	524.09	547.44	601.21	500
Central-	252.52	249.73	297.33	186.55	273.82		Ashanti-	531.23	555.86	390.57	507.08	660.47	
Ashanti-	227.38	237.34	184.73	178.74	309.72		Volta-	469.17	547.82	371.49	452.79	462.36	
North East	195.46	236.73	151.64	237.22	149.65		Savannah-	440.14	460.09	486.12	364.40	433.55	
Bono East-	170.35	258.82	158.54	179.54	101.17		Central-	430.68	439.81	386.64	357.92	528.97	
Upper West-	154.30	164.51	187.96	95.22	140.99		North East-	435.00	475.96	459.82	332.21	358.20	
Northern-	135.94	153.31	182.81	92.42	116.06		Northern-	347.39	425.95	247.46	256.96	390.35	
	Annual	QI	Q2	Q3	Q4			Annual	Q1	Q2	Q3	Q4	

#### **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

A total of 6.6 million domestic same-day visitors was recorded in 2023.

Domestic same-day 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.

Domestic same-day visitors' expenditure was approximately GHS 1.83 billion in 2023.

#### **Overnight**

A total of 8.8 million domestic overnight visitors was recorded in 2023.

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.

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.