



# GHANA STATISTICAL SERVICE

## PRESS RELEASE



[www.statsghana.gov.gh](http://www.statsghana.gov.gh)

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### **Ghana's Tourism Sector Attracts GHS15.42 billion from International Visitors: New GSS Survey Establishes First Tourism Baseline**

*Landmark survey records over 900,000 inbound visitors and provides the foundation for Ghana's first Tourism Satellite Account*

The Ghana Statistical Service has released the first set of reports from the Ghana International Travellers' Survey, covering inbound same-day and inbound overnight visitors. **The timing of the release coincides with the global commemoration of World Tourism Day on 27th September 2025.** The reports provide the most comprehensive baseline data on international tourism to date and will serve as the foundation for Ghana's first Tourism Satellite Account. This represents a significant step in quantifying tourism's direct contribution to national development and aligns with the Sustainable Development Goals as well as Ghana's long-term Tourism Development Plans.

Launching the reports, the Government Statistician, Dr. Alhassan Iddrisu, emphasised the economic importance of tourism. He stated, *"Tourism is not just a cultural and social asset, but a driver of jobs, investment, and growth. These reports provide evidence to shape policies, attract private sector partnerships, and strengthen Ghana's position as a leading tourism destination."*

He further highlighted that the survey addresses a longstanding gap in Ghana's tourism statistics and provides robust evidence to inform policy formulation, sectoral planning, and investment decisions.

From the last quarter of 2022 to the third quarter of 2023, a total of 901,448 international visitors were recorded. Of this number, 12,864 were same-day visitors and 888,584 were overnight visitors. Overnight arrivals accounted for 98.6 percent of the total volume of inbound visitors recorded within the survey period.

Visitor expenditure for the period was estimated at 15.42 billion Ghana cedis. Same-day visitors spent 24 million Ghana cedis, while overnight visitors accounted for 15.18 billion Ghana cedis. The expenditure estimates provide the first official benchmark of the value of inbound tourism to the Ghanaian economy.

Tourist site visitation patterns were also documented. The top sites visited by international travellers included Bisa Abrewa Museum, Cape Coast Castle, Kwame Nkrumah Memorial Park, Independence Square and the Arts Centre, and the National Museum. These attractions consistently featured across the survey period as destinations of choice for both same-day and overnight visitors.

The survey collected detailed information on the characteristics and purposes of travel. Same-day visitors were largely transit passengers, with Côte d'Ivoire and Liberia emerging as leading sources of arrivals within the reference period. Overnight visitors were mainly adults aged 36 to 64 years, with males outnumbering females in all quarters. Visiting friends and relatives was the most frequently reported reason for overnight travel, while business and leisure also featured.

The reports recommend targeted initiatives to promote short-stay tourism, diversify accommodation to meet rising demand, and enhance visitor experiences through modern facilities and digital platforms. They also highlight the potential to expand cross-border tourism by leveraging Ghana's strategic location and regional integration frameworks.

The full Inbound Same-Day and Inbound Overnight Visitors reports from the Ghana International Travellers' Survey, along with supporting documents, are available at [www.statsghana.gov.gh](http://www.statsghana.gov.gh).

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#### **About the Ghana Statistical Service**

The Ghana Statistical Service (GSS) provides comprehensive, reliable, quality, relevant, accurate and timely statistical information to guide national development as stipulated in Section 3 of the Statistical Service Act, 2019 (Act 1003). The organisation's vision is to be a trusted provider of official statistics for good governance and its mission being the efficient collection, production, management, and dissemination of quality official statistics based on international standards, using competent and motivated staff for evidence-based decision-making, in support of national development.

The Statistical Service produces monthly and quarterly data on important economic indicators such as inflation, Consumer Price Index, Producer Price Index, and Gross Domestic Product. GSS also regularly generates periodic population, housing, demographic and economic data at the locality, district, and national levels from routine surveys and censuses. The statistics generated by GSS can be utilised by a wide cross-section of users including public sector, businesses, academia, civil society organisations and development partners. For more information visit [www.statsghana.gov.gh](http://www.statsghana.gov.gh).