



GHANA INTERNATIONAL TRAVELLERS' SURVEY

Inbound Same-day & Overnight Visitors' Fact Sheet



Why the Ghana International Tourism Survey (GITS) Matters

GITS is a cornerstone for Ghana's tourism planning and the preparation of the country's first-ever Tourism Satellite Account (TSA), which will **measure tourism's true impact on Ghana's GDP**. This aligns Ghana with international best practices and the UN Sustainable Development Goal (SDG) 8, Target 8.9 promoting sustainable tourism, local culture, and products. Specifically, GITS supports **Indicator 8.9.1, which tracks the direct contribution of tourism to GDP and economic growth**. Recognising tourism as a key national development priority, Ghana has launched a 15-Year Tourism Development Plan (2013–2027) and recent flagship initiatives like the “Black Star Experience” under the Resetting Ghana agenda. The survey aims to **set a baseline on: Profile | Volume and value of tourism | Estimate visitor expenditure** on inbound same-day and overnight visitors.

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

Inbound Same-Day Visitor: An international visitor who does not spend a night in collective or private accommodation within the destination country.

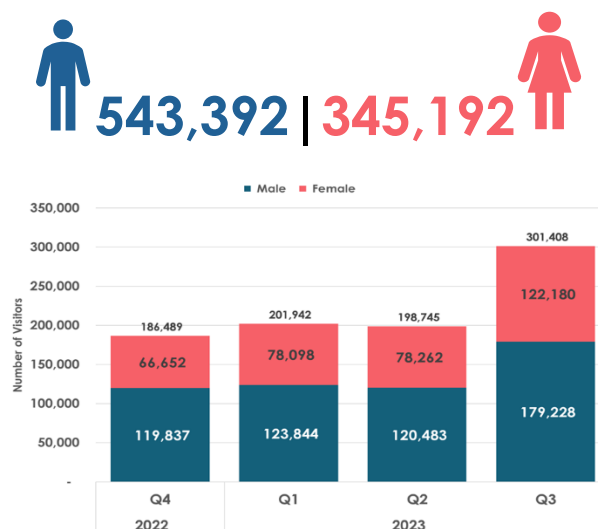
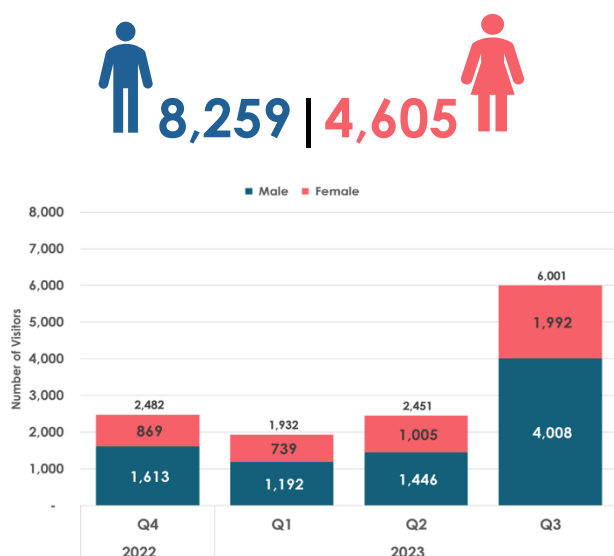
Inbound Overnight Visitor: An international visitor who spends at least one night in collective or private accommodation within the destination country.

PROFILE

Same-day

Overnight

Number of visitors



Males consistently outnumbered females across all age groups. Adults (36–64 years) recorded the highest number of visitors each quarter peaking in Q3 2023 with the highest number recorded for males aged 36–64 years Same day (2,378), overnight (102,406)

Volume & Value

Same-day

Overnight

Main Purpose of Visit

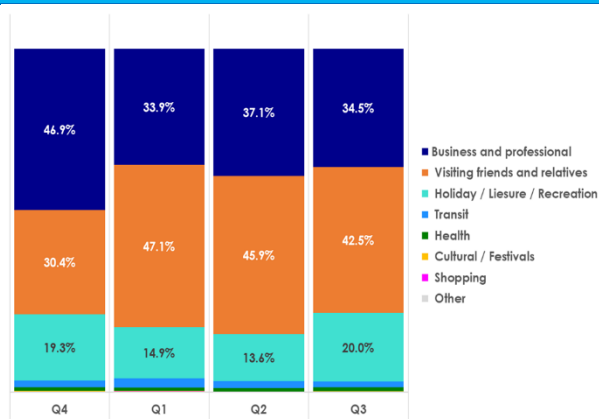
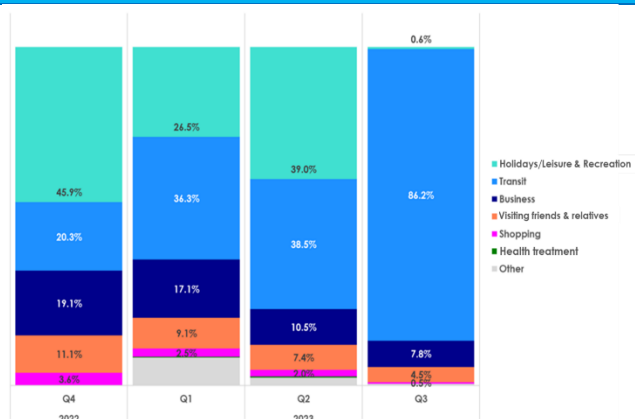
Higher proportion of same-day visitors were in transit for all quarters except Q4 2022. Proportion of inbound same-day visitors on holidays, leisure and recreation was 45.9% in Q4 2022, but declined within the first three quarters of 2023 to 0.6% in Q3 2023.

Visiting friends and relatives was the main purpose of travel among inbound overnight visitors in all quarters, except for Q4 2022, where Business and Professional travel dominated, accounting for 46.9 percent.

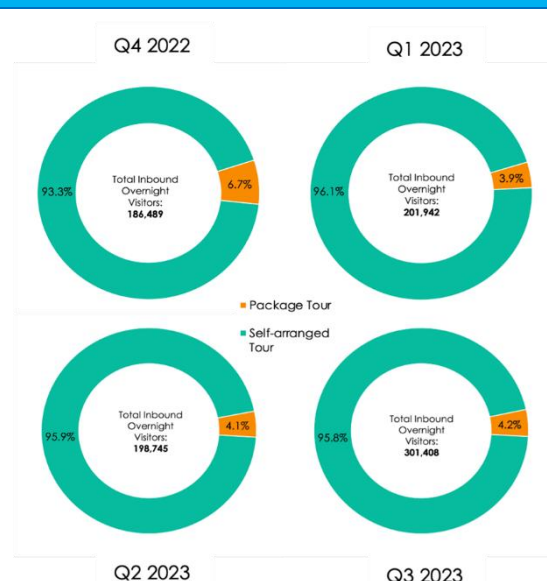
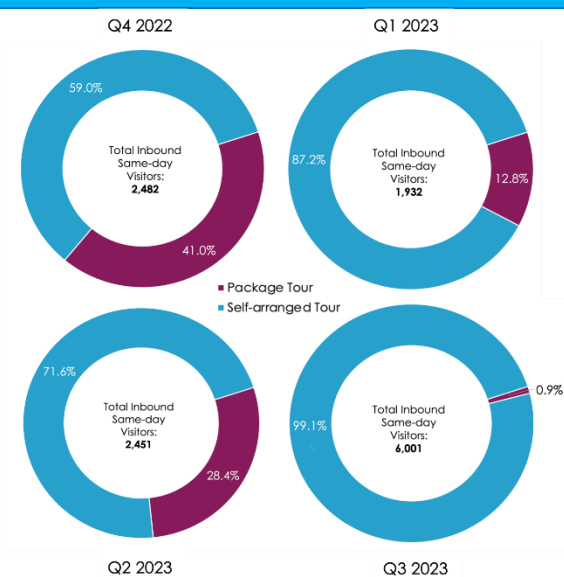
Same-day

Overnight

Main Purpose of Visit

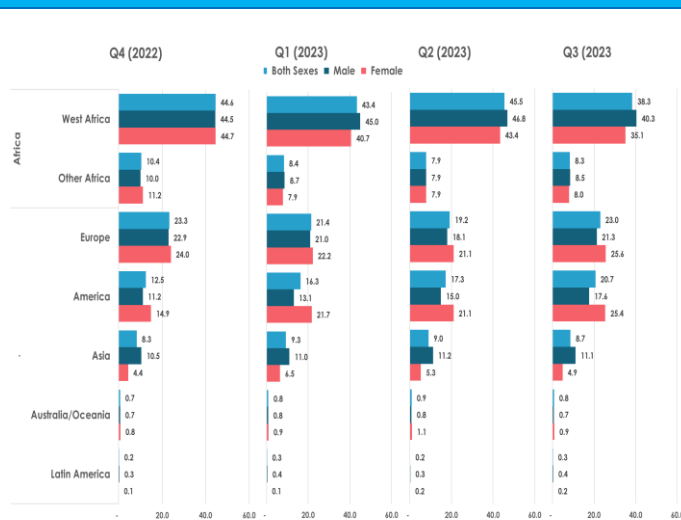
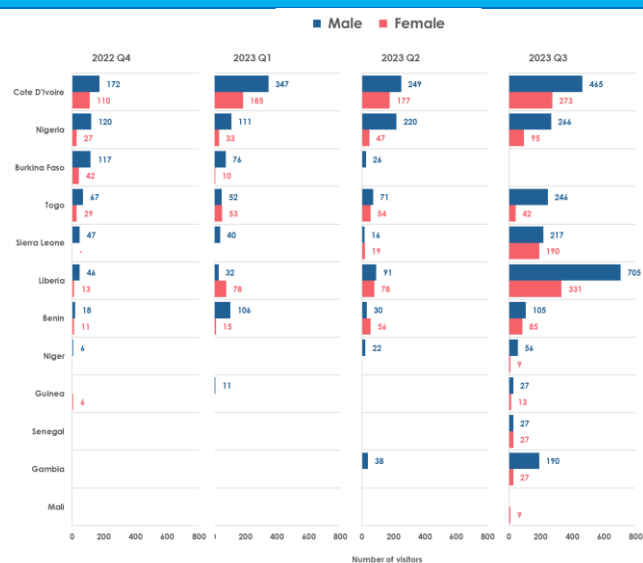


Type of Tour



West African Countries Usual Residence

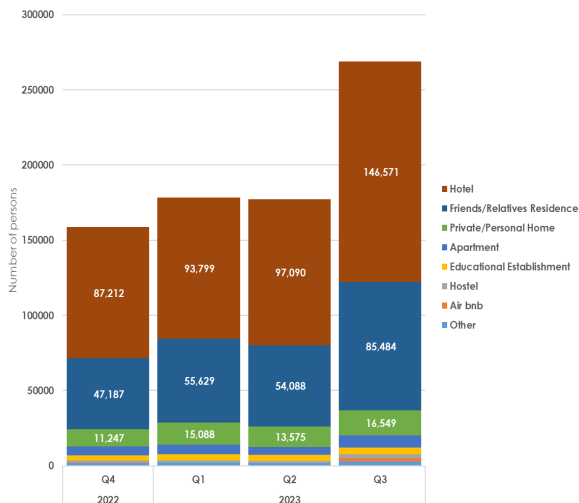
Continent of Usual Residence



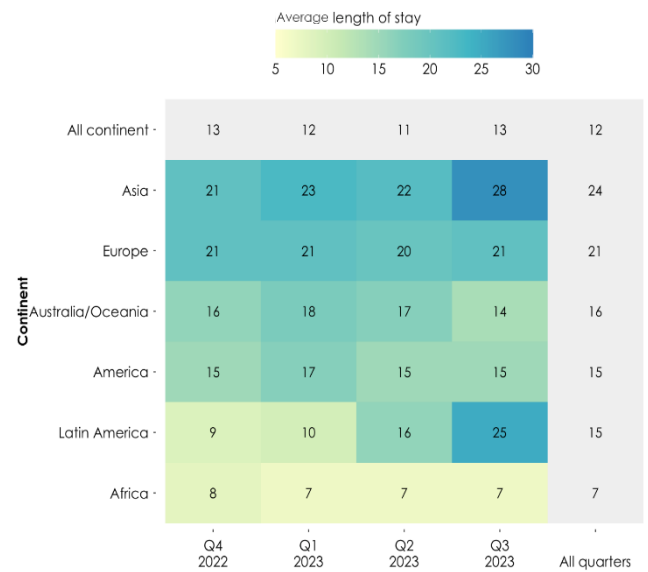
Across all quarters, inbound same-day visitors from Côte d'Ivoire consistently dominated visits to Ghana for both males and females, except in Q3 of 2023, where visitors from Liberia (1,036) recorded the highest number

Overnight Visitors

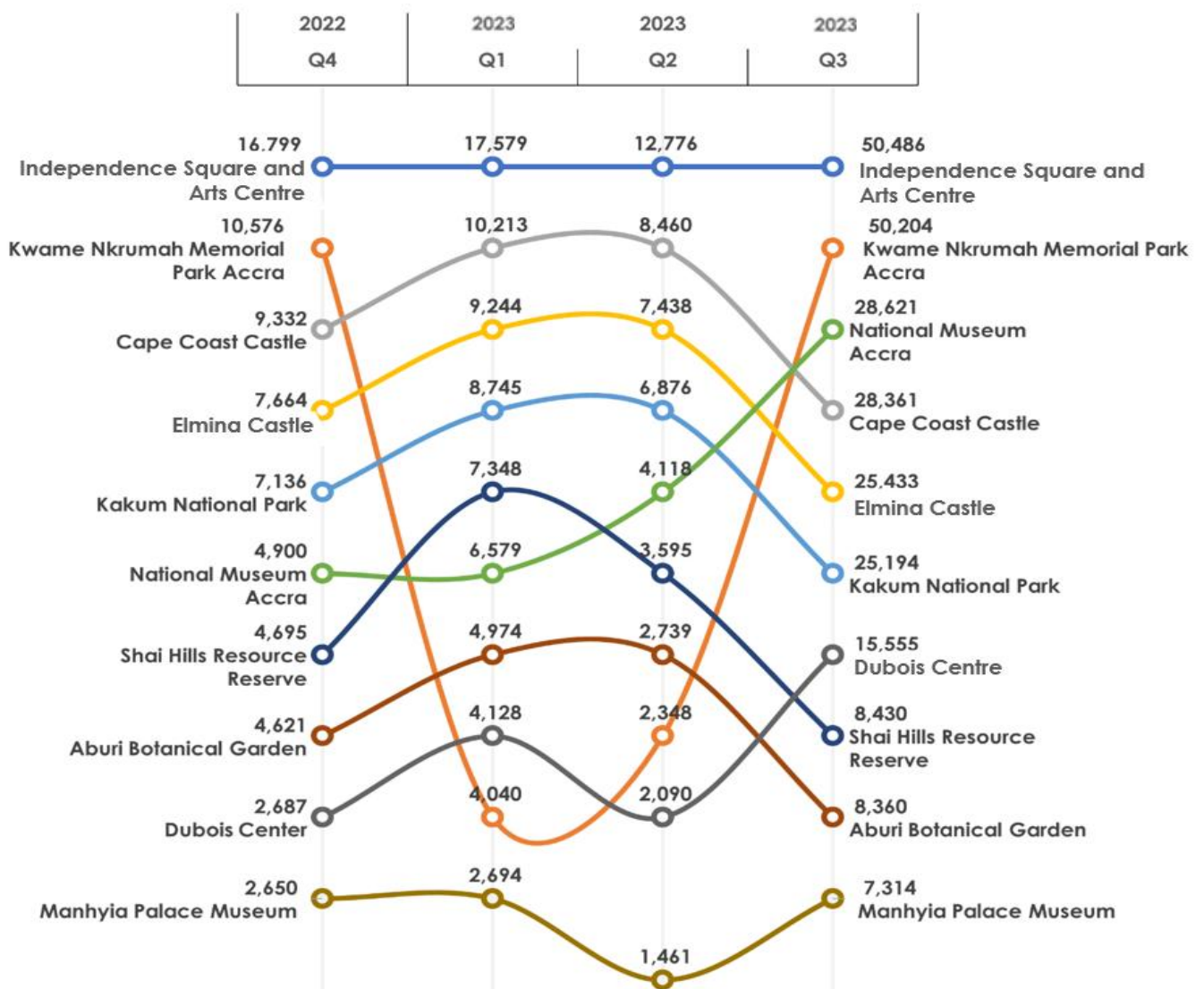
Type of Accommodation



Average length of stay



Tourist Sites Visited



EXPENDITURE

Same-day

Overnight

Total Expenditure

GHS 24 million

GHS 15.18 billion

Per Capita Expenditure by continent of origin



Key Takeaways

- ❖ Total inbound visitors were **901,448** with total expenditure of **GHS 15.42 billion**.

Same-day

- A total of 12,864 inbound same-day visitors were recorded.
- Higher proportion of same-day visitors were in transit for all quarters except Q4 2022.
- Côte d'Ivoire recorded the highest number (1,978) of same-day visitors from West Africa.
- The most visited tourist sites included Bisa Abrewa Museum, Cape Coast Castle, National Museum, and Kwame Nkrumah Memorial Park.
- Same-day visitors spent approximately GHS 24 million.

Overnight

- A total of 888,584 inbound overnight visitors were recorded.
- Majority of overnight visitors travelled to visit friends and relatives.
- Hotel is the most used type of accommodation by inbound overnight visitors.
- The most visited tourist sites included Independence square & Arts Center, Kwame Nkrumah Memorial Park and Cape Coast Castle.
- Overnight visitors spent approximately GHS 15.18 billion during the period.

Policy Recommendations

1. Government

- Launch a "Visit Ghana in a Day" campaign targeting short-haul regional visitors.
- Invest in border and seaport facilities to improve comfort and visitor experience.

2. Private Sector/Businesses

- Develop ready-made one-day itineraries for diverse visitor groups.
- Partner with GTA and GIPC to create loyalty programs and high-value packages.

3. Development Partners & CSOs

- Provide technical and financial support for local tourism packaging initiatives.

1. Government

- Develop targeted campaigns for high-spending markets (diaspora, VFR, business).
- Leverage ECOWAS free movement to promote cross-border tourism packages.

2. Private Sector/Businesses

- Expand shopping and dining through open-air markets, malls, and food festivals.
- Invest in affordable accommodation options to meet inbound demand.

3. Development Partners & CSOs

- Support rollout of a National Tourism App and virtual guide tools.