GHANA INTERNATIONAL TRAVELLERS' SURVEY

INBOUND OVERNIGHT VISITORS' REPORT 2023

GHANA STATISTICAL SERVICE
SEPTEMBER 2025

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ADMINISTRATIVE MAP OF GHANA

PREFACE

Tourism remains one of Ghana's strongest engines for growth, connecting our culture, history, and natural beauty with the world. Overnight visitors are the backbone of this sector, contributing not only to our economy but also to Ghana's international image. This report provides fresh evidence on their numbers, spending patterns, and experiences, and shows where policy and investment can make the greatest difference.

Between October 2022 and September 2023, Ghana welcomed 888,584 overnight visitors, accounting for 98.6% of all international arrivals. Collectively, they spent about GHS15.2 billion, underscoring the sector's weight as a driver of economic transformation. Hotels were the most common accommodation choice, while iconic sites such as Independence Square and the Arts Centre, the Kwame Nkrumah Memorial Park, and Cape Coast Castle ranked among the most visited attractions.

The findings carry important lessons. Overnight visitors spend significantly more than same-day travelers, with strong demand for accommodation, cultural experiences, and urban tourism. At the same time, their concentration in a few destinations highlights both opportunities and risks: Ghana can gain more if visitors are encouraged to explore a wider range of attractions across regions.

Three priorities stand out for policy:

- Diversify attractions: Invest in and promote tourism beyond Accra and the central corridor, especially eco-tourism, regional festivals, and heritage routes;

- Improve visitor experience: Expand quality hotels and guesthouses, strengthen service standards, and ensure reliable infrastructure such as transport and digital connectivity; and

- Maximise economic impact: Link tourism spending more directly to local communities and small businesses, and roll out targeted campaigns that attract high-value overnight visitors.

This report equips policymakers, businesses, and development partners with the evidence needed to strengthen tourism as a pillar of Ghana's economy. By acting on these insights, we can deepen the impact of overnight visitors, spread benefits more widely, and position Ghana as a top destination for Africa and the world.

The findings from this survey will serve as a vital baseline for monitoring sector performance and in evaluating the economic contribution of tourism in general and international visitors in particular to our Gross Domestic Product (GDP).

DR. ALHASSAN IDDRISU

GOVERNMENT STATISTICIAN

ACKNOWLEDGEMENT

The Ghana Statistical Service (GSS) expresses its profound gratitude to all institutions, organisations and individuals who contributed to the successful execution of the Ghana International Travellers' Survey (GITS) and the publication of this report.

The Service appreciates the Government of Ghana and the World Bank for their financial support through the Harmonising and Improving Statistics in West Africa Project (HISWAP). Their commitment to strengthening statistical systems and improving data collection processes has played a key role in making this possible.

The success of this survey was also made possible through the technical support and collaboration of key government institutions. The Ministry of Finance (MoF), the Ministry of Tourism, Culture and Creative Arts (MoTCCA), the Ghana Tourism Authority (GTA), the Ghana Immigration Service (GIS), the Ghana Ports and Harbours Authority (GPHA), the Ghana Airports Company Limited (GACL) and the Bank of Ghana (BoG) played key roles that enhanced the design and execution of the survey.

A special acknowledgement goes to the Management of GSS for their leadership and strategic direction. The National Technical Advisory Committee (NTAC), the Project Coordinator and Project Implementation Team (PIT) played crucial roles in ensuring the survey adhered to the highest methodological and statistical standards. Their commitment to quality data production is highly commendable.

The Service is particularly grateful to all survey respondents who provided valuable data, as their participation was essential to the success of this report. Appreciation also goes to the field officers for dedicating their time and effort to this exercise.

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ABBREVIATIONS

BoG	Bank of Ghana
CAPI	Computer-Assisted Paper Interview
GACL	Ghana Airport Company Limited
GDP	Gross Domestic Product
GIS	Ghana Immigration Service
GITS	Ghana International Travellers' Survey
GPHA	Ghana Ports and Harbours Authority
GSS	Ghana Statistical Service
GTA	Ghana Tourism Authority
HISWAP	Harmonising and Improving Statistics in West Africa Project
IRTS	International Recommendation of Tourism Statistics
KIA	Kotoka International Airport
MoF	Ministry of Finance
MoTCCA	Ministry of Tourism, Culture and Creative Arts
NTAC	National Technical Advisory Committee
PIT	Project Implementation Team
TSA	Tourism Satellite Account
UNWTO	United Nations World Tourism Organisation

EXECUTIVE SUMMARY

Ghana's tourism sector is increasingly recognised as a driver of economic growth, cultural exchange, and regional integration. As Ghana deepens its commitment to evidence-led planning and international competitiveness, the production of quality tourism statistics has become indispensable. The Ghana International Travellers' Survey (GITS) supports this agenda by generating baseline data on inbound visitors to inform the effective development of Ghana's tourism sector.

The Inbound Overnight Visitors' Report presents a comprehensive analysis of visitors who spent at least one night in Ghana from Q4 2022 to Q3 2023. It examines the profiles and economic contributions of these visitors, aiming to strengthen Ghana's tourism data ecosystem and support evidence-based decision-making. Aligned with national strategies such as the National Tourism Development Plan (2013–2027) and the Black Star Experience initiative, the report provides critical insights into visitor volumes, trip characteristics, and expenditure to inform planning, policy formulation, and investment decisions across the tourism value chain.

To ensure accuracy and international comparability, data were collected following the UN's Tourism Satellite Account (TSA) framework. The survey was conducted at six key exit points out of the official 46 exit points in Ghana. These were the Kotoka International Airport, three land borders (Aflao, Paga, and Elubo), and two seaports (Tema and Takoradi). Using a random sampling method, tourists were systematically selected based on departure schedules and eligibility criteria. Interviews were conducted face-to-face using tablet-based Computer-Assisted Personal Interviewing (CAPI) in English and French. Survey weights were computed to adjust for selection probabilities, non-response, and variations across exit points, ensuring representative national estimates.

A total of 888,516 inbound overnight visitors were recorded during the period, with a 61.6% surge in Q3 2023 (301,311 visitors) compared to Q4 2022. The majority were males aged 36–64 years, with over half possessing tertiary education. West Africa remained the dominant source region, with Nigeria consistently topping the list across all quarters. Meanwhile, visits from the Americas, Europe, and Asia steadily increased, highlighting Ghana's growing international tourism appeal.

Air travel was the primary mode of entry (91%), particularly among female visitors. Most travellers (95%) organised self-arranged tours, with the main purposes of visit being visiting friends and relatives, followed by business and professional activities, and holidays, leisure, and recreation, especially during flagship campaigns like "December in Ghana." Top attractions included Independence Square, the Arts Centre, Kwame Nkrumah Memorial Park, Cape Coast and Elmina Castles, and Kakum National Park.

With the median length of stay being 12 nights, visitors from Central Africa typically stayed over 10 days, West Africans averaged 1–3 nights, and those from Europe and Asia stayed the longest (up to 28 nights). Accommodation patterns also shifted, with hotel stays rising from 87,212 in Q4 2022 to 146,571 in Q3 2023, while those staying with friends and relatives increased from 47,187 to 85,484 over the same period.

Tourism expenditure rose significantly from GHS 3.5 billion in Q4 2022 to GHS 5.2 billion in Q3 2023. Self-arranged tourists accounted for over 96% of total spending. The largest spending categories were accommodation (38.9%), food and beverages (24.1%),

and shopping. Business and professional travellers emerged as the highest-spending group, contributing GHS 2.7 billion in Q3. Per capita expenditure was highest among American visitors (GHS 28,233) and lowest among those from West Africa (GHS 14,680).

The findings underscore the need to strengthen Ghana's capacity to cater to high-spending visitor segments, especially businesses, by enhancing service quality, accommodation, and event-based tourism. They also point to opportunities for improving visitor experiences at key attractions, encouraging longer stays, and expanding targeted marketing to regions showing growth, such as the Americas and Europe.

Key action areas include targeted campaigns to attract high-value visitors such as business and professionals, the diaspora, and regional visitors, particularly from the ECOWAS sub-region. Enhancing infrastructure and service quality at key tourist sites is essential, with a focus on improved sanitation, accessibility, and multilingual support to elevate the visitor experience. Digital innovations, including a national tourism app, virtual guides, and help desks, will better serve self-guided tourists and improve overall engagement. Product diversification through themed travel routes, year-round events, and niche offerings such as medical, educational, and conference tourism will broaden the country's appeal and sustain visitor interest.

1 OVERVIEW OF INBOUND OVERNIGHT VISITORS

1.1 Introduction

Tourism is widely acknowledged as a key driver of economic growth and sustainable development. Many advanced countries have successfully leveraged tourism for their development, harnessing its potential to create jobs, generate revenue and enhance national identity. Ghana, since gaining independence, has consistently promoted tourism as a strategic component for its development agenda.

In the fourth republic, Ghana has intensified efforts to develop and expand the tourism sector. An initiative in this regard is the 15-year Tourism Development Plan (2013 – 2027), which provides a comprehensive framework to monitor the development of the sector. The plan focuses on strengthening tourism infrastructure, diversifying tourism products, enhancing data-driven decision-making and fostering public-private partnerships. The recently launched *"Black Star Experience"* under the Resetting Ghana Agenda further reinforces this commitment by positioning tourism, culture and creative arts as key drivers of economic growth. This initiative seeks to celebrate Ghana's rich heritage through year-round cultural events while attracting investments, creating new jobs and boosting tourism.

The Inbound Overnight Visitors' Report presents a comprehensive overview of overnight visitors from October 2022 to September 2023. The report combines findings from four quarters, covering Quarter 4 of 2022 (October - December 2022), Quarter 1 of 2023 (January - March 2023), Quarter 2 of 2023 (March - June 2023) and Quarter three of 2023 (July - September 2023). The report provides details on the profile and characteristics of inbound overnight visitors, their travel motivations and expenditure patterns. It also highlights key trends that can inform policy decisions, business strategies and investment planning in the tourism and hospitality industries.

The Ghana International Travellers' Survey (GITS) plays a pivotal role in achieving tourism initiatives by supplying reliable data to inform, monitor and assess the effectiveness of the policies and interventions in the sector. Furthermore, the GITS is a vital component in the compilation of Ghana's maiden Tourism Satellite Account (TSA), an internationally recognised framework for measuring the economic impact of tourism. The TSA aims to provide a comprehensive view of the role of tourism in the country; measure and monitor the sector's contributions to Ghana's Gross Domestic Product (GDP); and assess the impact of the tourism sector and its relationship with other sectors.

As Ghana strengthens its participation in regional and global tourism networks, analysing tourism trends and their policy implications through tourism statistics remains crucial for fostering economic growth and development. The findings from this report will aid in the evaluation of key targets of the tourism development plan and its contribution to Ghana's economy.

1.2 Objectives

The main objective of GITS was to obtain baseline inbound tourism data for effective development of the country's tourism sector. The specific objectives were to:

a) determine the profile and characteristics of inbound overnight visitors;
b) obtain baseline data to measure the volume and value of inbound overnight visitors; and
c) estimate the expenditure of inbound overnight visitors.

1.3 Legal Framework

The 2023 GITS was conducted following the Statistical Service Act, 2019 (Act 1003). This Law empowers the Government Statistician to conduct statistical surveys and censuses in Ghana. The law particularly stresses confidentiality of the information collected from individuals.

1.4 Organisational Structure and Institutional Arrangements

The 2023 GITS was overseen by a structured governance framework to ensure its successful implementation. The Government Statistician served as the National Project Director, with the Deputy Government Statistician serving as the Deputy National Project Director. They presided over the National Technical Advisory Committee (NTAC), which was made up of key institutions that provided technical support.

The NTAC consisted of representatives from the 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 Implementation Team (PIT) was headed by the Project Director at GSS. The PIT was responsible for the entire process of project initiation to the project execution phase. All Regional Statisticians played key roles in the field monitoring process to ensure seamless implementation at the regional levels.

The subsequent sections present the methodology, definitions of key concepts, highlights of key findings, conclusions and policy recommendations.

2 METHODOLOGY

2.1 Sample Design, Frame and Units

The GITS survey adopted a random sampling approach from a target population of international travellers exiting Ghana daily during the period. The sampling frame was based on administrative records from the Ghana Immigration Service (GIS), which captures traveller data at all exit points, including the purpose of visit. Only travellers identified as tourists were eligible for the survey.

Out of the 46 official exit points in Ghana, six (6) were selected based on traffic volume, operational feasibility, and data availability. These included: Kotoka International Airport (KIA); Land borders: Aflao, Elubo, and Paga; Seaports: Tema and Takoradi. Individuals who exited Ghana through any of the exit points formed the sampling unit.

At each point of departure, a systematic random sampling was applied. At the airport, visitors who completed all immigration formalities and went through the boarding gates for departure were systematically selected for interviews at fixed intervals from a random start of every third (3rd) visitor by seating arrangements. At the land borders, the interviews were done just after immigration formalities concluded, while similar techniques were used at the seaports, where crew/passengers of visitor vessels that docked at the port and had visas to enter Ghana were considered the targeted population and interviewed.

2.2 Weights Computation

Survey weights were computed at each exit point to correct for unequal selection probabilities and allow for unbiased population estimates. The weighting process involved three key stages:

The first stage probability was based on the number of days worked by interviewers. This was computed as the number of days worked in specified days within the month per the total number of days in a month.

$$1^{st} \text{ stage probability} = \frac{Number\ of\ days\ worked\ in\ a\ month}{Total\ number\ of\ days\ in\ a\ month}$$

However, there was a lack of administrative data to enable the computation of the design weight by the shift system being deployed. Thus, daily exit of tourists was used as the frame in the second stage probability.

$$2^{nd} \text{ stage probability} = \frac{Number\ of\ flights\ /vesssls\ covered\ in\ the\ month}{Total\ number\ of\ flights\ /\ vessels\ in\ the\ month}$$

The third stage probability was based on the selection of an individual for interview on a particular day

$$3^{rd} \text{ Stage probability} = \frac{Number\ of\ sample\ tourists\ departed\ from\ Ghana\ per\ specified\ month\ (GITS)}{Total\ number\ of\ tourists\ departed\ from\ Ghana\ per\ specified\ month\ (GIS)}$$

Selection probability at each exit point depended on P_1, P_2 and P_3, which represent the first, second and third probabilities of selection, respectively. The overall selection probability (F_{hi}) is the product of these three stages: **$F_{hi} = P_1 * P_2 * P_3$**

2.3 Survey Instruments and Data Collection Procedures

The survey adhered to the 2008 Tourism Satellite Account (TSA) Methodological Framework recommended by the UN Tourism to ensure international comparability and consistency with official tourism statistics.

The survey questionnaire was structured into two main sections. "Section A" included three screening questions to verify respondents' eligibility, whilst "Section B" contained thirty-four questions covering visitor characteristics, purpose of travel, demographics, expenditure patterns and trip details.

The type of exit point determined how respondents were selected. For airports, a fixed interval of the third respondent from a random start by seating arrangement was used to select respondents who had completed immigration formalities and were waiting at the boarding gates. A similar process was used to select visitors using land borders and seaports.

2.4 Data Collection Approach

A total of fifty-eight (58) fieldworkers collected data through face-to-face interviews conducted in English and French using tablet-based Computer-Assisted Personal Interviewing (CAPI). Each interaction lasted approximately 20 minutes, and responses were transmitted in real time to a secure cloud server for storage and analysis. Respondents aged 15 years and older participated directly, while responses for minors under 15 years were provided by a parent or guardian.

The data collection exercise employed the use of Computer Assisted Personal Interviewing (CAPI) that was linked to a centralised IT server at the GSS Head Office. This facilitated data transmission to the Head Office for data processing activities. Data was transferred from interviewers to supervisors' tablets via Bluetooth and synchronised to a server daily. The supervisor was required to sync data directly to the server daily to ensure data safety. Data quality monitors downloaded the synchronised data for their respective points and ran quality checks.

2.5 Monitoring And Evaluation

The Monitoring and Evaluation (M&E) team of GSS was responsible for ensuring adherence to the project's objectives, implementation plan and quality assurance measures. The M&E team conducted independent field monitoring, ensuring compliance with survey protocols. Regular field visits were also conducted to identify challenges faced by field officers and to provide immediate solutions. Issues identified during monitoring were reported to the Project Implementation Team (PIT) for resolution to ensure data integrity.

3 DEFINITION OF CONCEPTS

3.1 Airbnb

It is an online marketplace that connects property owners who want to rent out their space with people looking for short-term accommodations.

3.2 Country of Residence

A country where a visitor resides or intends to reside for more than one year at the time of the interview (IRTS, 2008).

3.3 Duration of a Trip

This refers to the length of time a visitor spends on a journey.

3.4 Exit Point

This refers to a designated location where visitors can leave the country and cross into another country.

3.5 Expenditure on Accommodation

This is the cost incurred by a visitor for lodging services, including hotel stays, guesthouses, rented apartments and other commercial accommodation.

3.6 Expenditure on Food and Beverages

This is the cost incurred at restaurants, cafés, bars, clubs, including prepared and unprepared food and beverages at retail outlets for consumption (UNWTO, 1999).

3.7 Expenditure on Other Services

This refers to services, rather than goods, purchased before, during or after the trip. This includes services not classified elsewhere, such as travel insurance, communication services (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

This 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 on all types of transport fares and associated baggage fees, including airfares (plane ticket), parking fees, maintenance, local transport and others.

3.11 Hotel

An establishment that provides short-term paid lodging and related hospitality services. It includes a motel, guest house, budget hotel and star-rated hotels, among others.

3.12 Inbound Overnight Visitor/Tourist

An international visitor who spends at least one night in collective or private accommodation within the destination country (UNWTO, 2008).
.

3.13 Length of Stay

This refers to the number of nights a visitor stays at a destination or during a trip.

3.14 Mode of Travel

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

3.15 Nights Spent

This is the number of nights a tourist spends away from home in a paid or unpaid accommodation facility.

3.16 Occupation

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

3.17 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.

3.18 Per Capita Expenditure

A measure of expenditure of inbound overnight visitors divided by the total number of inbound overnight visitors, which caters for each visitor's expenditure.

3.19 Purpose of Visit

This refers to the reason in the absence of which the visit would not have taken place (IRTS, 2008).

3.20 Self-arranged Tour

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

3.21 Tourism

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

3.22 Tourism Expenditure

This 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 (IRTS, 2008).

3.23 Tourist Sites

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

3.24 Transit

This refers to stopping at a place without any specific purpose other than being en route to another destination.

3.25 Trip

This refers to the travel by a person from the time of departure from the usual residence and back.

3.26 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.

3.27 Visitor Accommodation

This is a facility that regularly or occasionally provides lodging for visitors, such as hotels, holiday camps, hostels, Airbnb, serviced apartments, private or second homes, relatives' or friends' residences and holiday homes.

4 KEY FINDINGS

4.1 Profile of inbound overnight visitors

A total of 888,584 inbound overnight visitors are recorded from Q4 2022 to Q3 2023, with the highest number (301,408) in Q3 2023.

In Q3 2023, the number of female visitors (122,180) was 1.6 times that of Q2 2023 (78,262).

FIGURE 4.1.1: NUMBER OF INBOUND OVERNIGHT VISITORS BY SEX
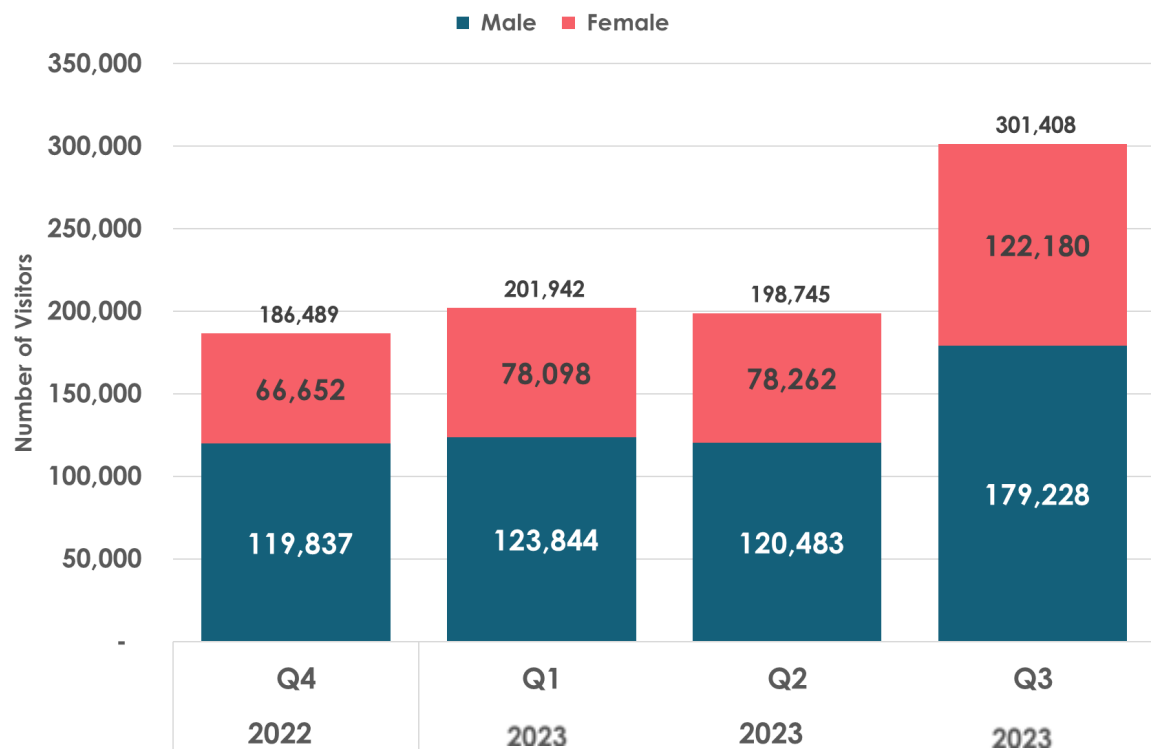
Male inbound overnight visitors outnumbered females across all quarters within the age-group 36-64 with the highest (102,406) recorded in Q3 2023.

Within age group 0-14 there were more female visitors than males in Q4 2022, Q1 and Q3 2023.

FIGURE 4.1.2: NUMBER OF INBOUND OVERNIGHT VISITORS BY AGE AND SEX

FIGURE 4.1.3: PROPORTION OF INBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT AND LEVEL OF EDUCATION

Legend: ■ No formal education ■ Basic education ■ Secondary/high school ■ Tertiary ■ Other

2022 - Q4

Category	No formal	Basic	Secondary/high school	Tertiary	Other
All visitors		3.1	22.0	73.8	
Business /professional	2.3		18.7	78.0	
Holiday / leisure / recreation	2.8		20.9	75.8	
Culture / festival		12.6	18.3	69.1	
Health treatment	3.4		27.6	68.9	
Visiting friends & relatives	4.5		27.4	67.1	
Transit	4.4	4.0	25.7	64.8	
Shopping	14.1	11.0	52.0	22.9	
Other	6.9		10.9	82.2	

2023 - Q1

Category	No formal	Basic	Secondary/high school	Tertiary	Other
All visitors		3.0	20.9	75.0	
Business /professional	2.2		14.6	82.8	
Holiday / leisure / recreation	1.9		16.1	81.8	
Culture / festival		-	49.9	50.1	
Health treatment	3.8		18.4	77.9	
Visiting friends & relatives	4.0		26.2	69.2	
Transit	10.5	14.5	32.9	42.2	
Shopping	17.1	11.4	53.3	18.1	
Other	5.8	8.6	25.4	60.2	

2023 - Q2

Category	No formal	Basic	Secondary/high school	Tertiary	Other
All visitors		2.9	16.0	78.9	
Business /professional			7.9	89.2	
Holiday / leisure / recreation			14.6	80.8	
Culture / festival	-		27.0	60.8	12.2
Health treatment	2.7		15.7	79.0	
Visiting friends & relatives	4.3		21.5	72.7	
Transit	4.9	12.4	34.0	48.2	
Shopping		3.8	10.7	82.1	
Other	5.7		19.1	66.6	6.7

2023 - Q3

Category	No formal	Basic	Secondary/high school	Tertiary	Other
All visitors		3.1	17.2	75.4	3.7
Business /professional			8.8	83.8	6.2
Holiday / leisure / recreation			14.6	79.6	4.1
Culture / festival	6.1			87.0	6.1
Health treatment	4.2		17.5	74.3	
Visiting friends & relatives	5.3		25.0	67.4	
Transit		12.5	24.5	60.8	
Shopping	10.7	9.9	21.6	57.8	
Other	5.0	16.6		72.7	5.1

Inbound overnight visitors who are professionals dominated, accounting for about 40.0 percent in each quarter, increasing from 78,168 in Q4 2022 to 128,728 in Q3 2023.

FIGURE 4.1.4: NUMBER OF INBOUND OVERNIGHT VISITORS BY OCCUPATION

Occupation	Q4 (2022)	Q1 (2023)	Q2 (2023)	Q3 (2023)
Professionals	78,168	88,304	87,992	128,728
Managers	24,350	29,092	26,632	38,708
Service and sales workers	20,720	24,521	24,654	35,901
Technicians and associate professions	7,483	8,043	8,383	18,510
Clerical support workers	6,614	7,820	6,137	7,558
Plant and machine operators	4,036	3,379	2,608	5,919
Elementary occupations	2,242	3,233	3,833	5,493
Skilled agricultural/ forestry/ fisheries	1,854	1,958	1,271	2,091
Craft and related trades workers	1,634	1,969	1,667	2,598
Other	1,468	1,426	1,350	1,050

Inbound overnight visitors resident in West Africa constitute the largest proportion in each quarter, peaking at 45.5 percent in Q2 2023.

Proportion of inbound overnight visitors resident in America, increased from 12.5 percent in Q4 2022 to 20.7 percent in Q3 2023.

FIGURE 4.1.5: PROPORTION INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX
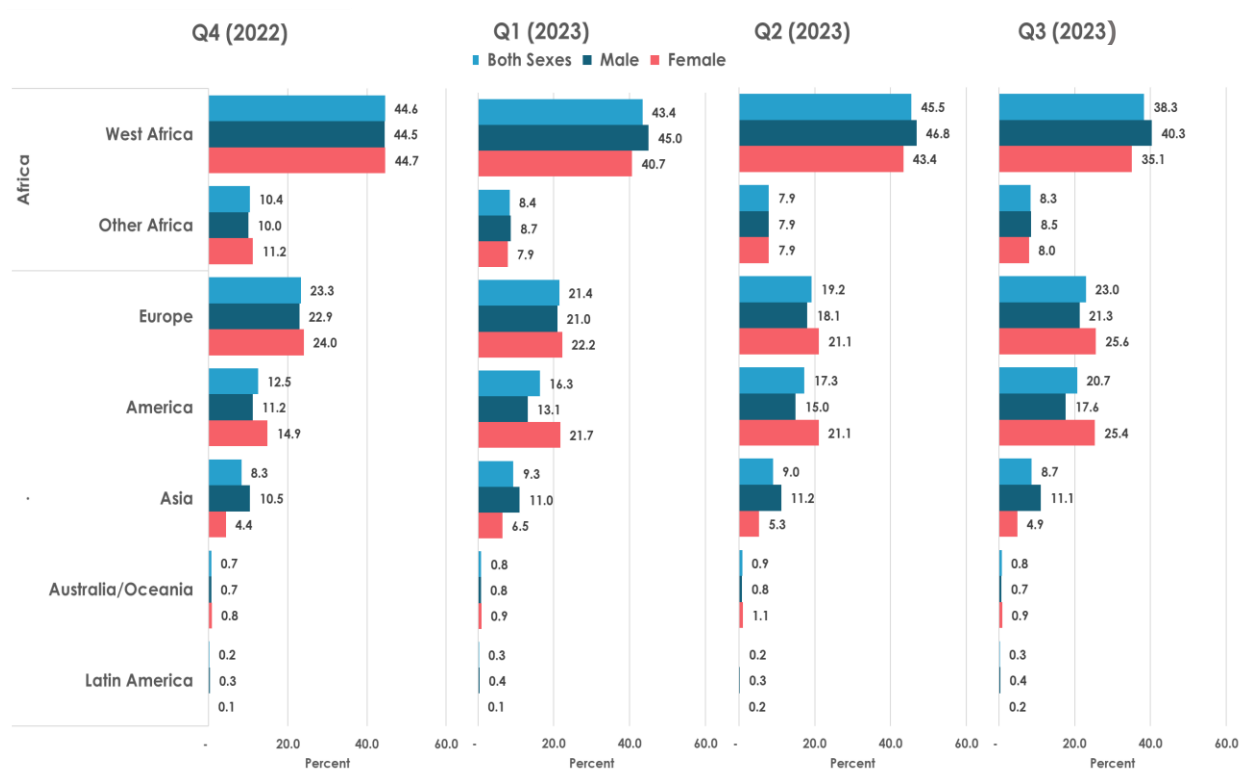
4.2 Trip characteristics of inbound overnight visitors

Across all regions of Africa, the proportion of inbound overnight visitors who stayed for 10 or more days range from 36.1 percent in Q3 2023 to 59.7 percent in Q2 2023.

Short-stay (1-3 days) is common among visitors from West Africa (up to 22.7% in Q2 2023), while Central African visitors have a higher proportion of long-stay (10 or more days), reaching 59.7 percent in Q2 2023.

FIGURE 4.2.1: PROPORTION OF INBOUND OVERNIGHT VISITORS BY SUB-REGIONS IN AFRICA AND LENGTH OF STAY
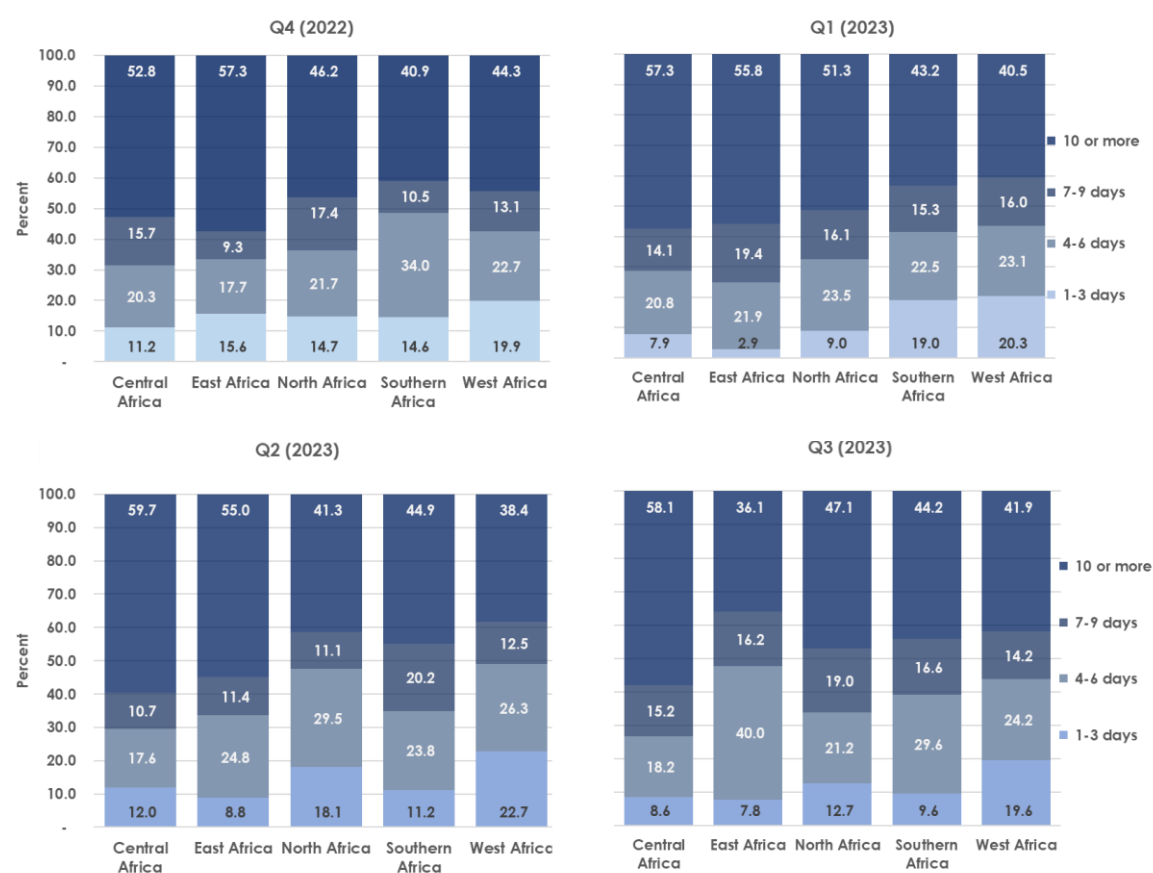
On average, 91.0 percent of inbound overnight visitors travelled by air transport while 1.0 percent used sea transport.

FIGURE 4.2.2: PROPORTION OF INBOUND OVERNIGHT VISITORS BY MODE OF TRAVEL AND SEX
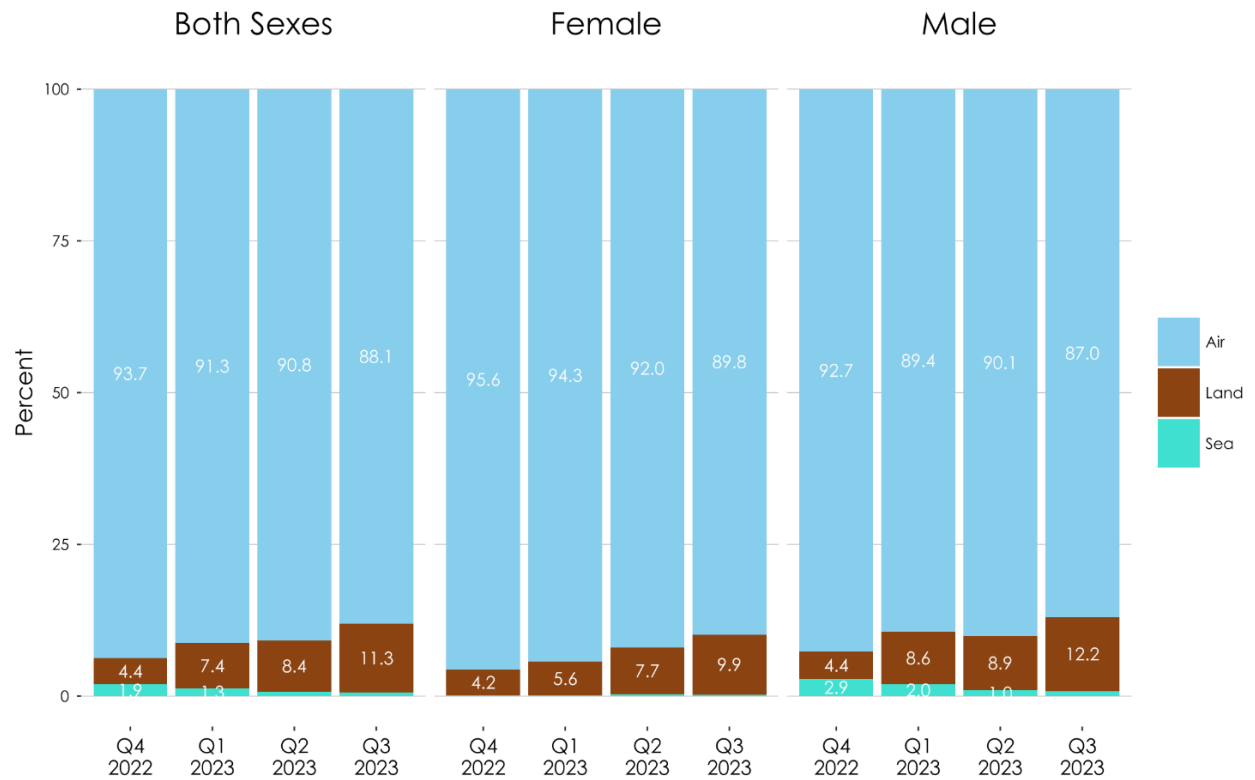
Nine in 10 inbound overnight visitors embarked on self-arranged tours across the four quarters.

FIGURE 4.2.3: PROPORTION OF INBOUND OVERNIGHT VISITORS BY TYPE OF TOUR
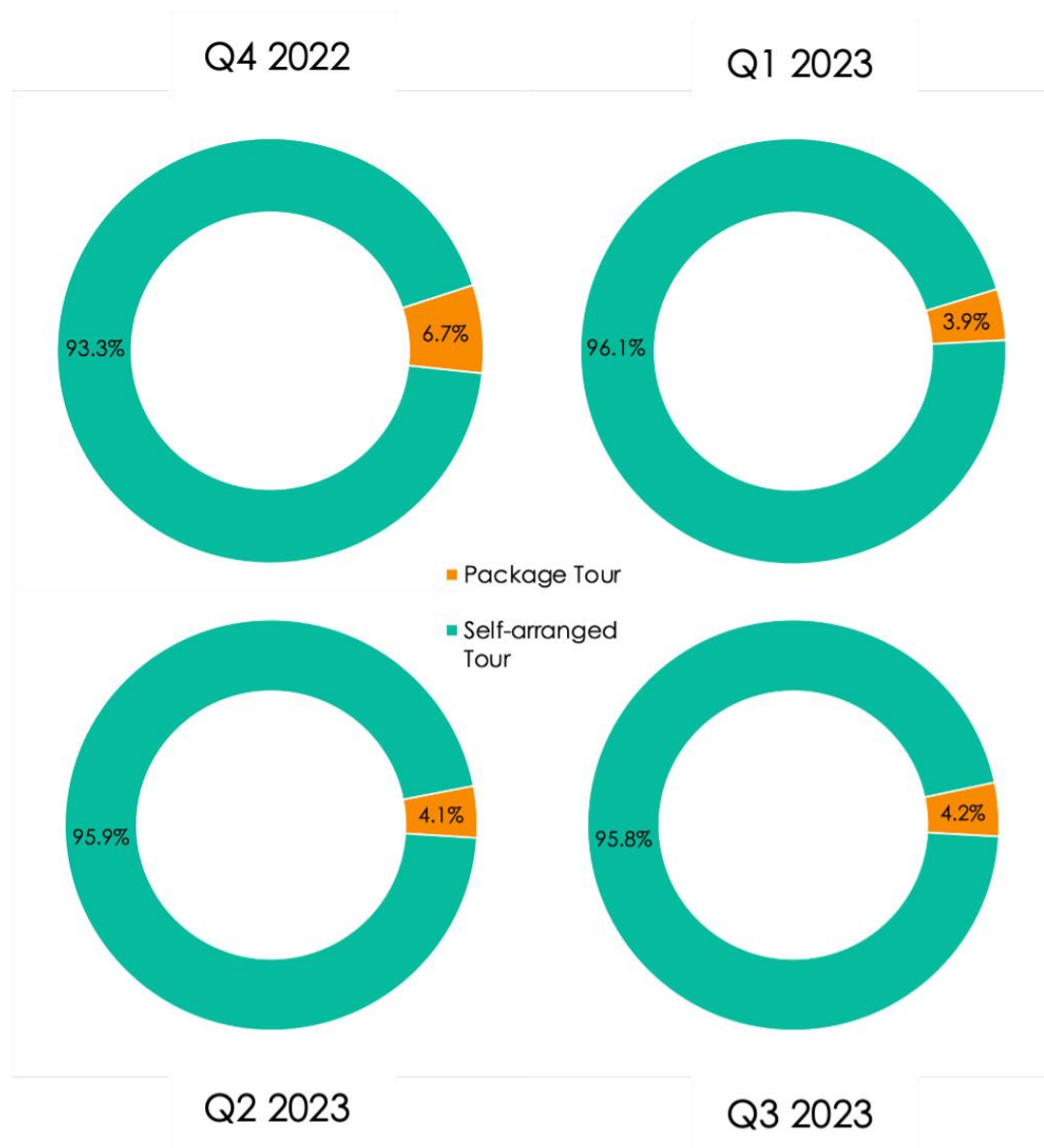
Visiting friends and relatives is the main purpose of travel among inbound overnight visitors in all quarters, averaging 41.5 percent, except in Q4 2022, where business and professional travel dominated, accounting for 46.9 percent.

FIGURE 4.2.4: PROPORTION OF INBOUND OVERNIGHT VISITORS BY MAIN PURPOSE OF VISIT
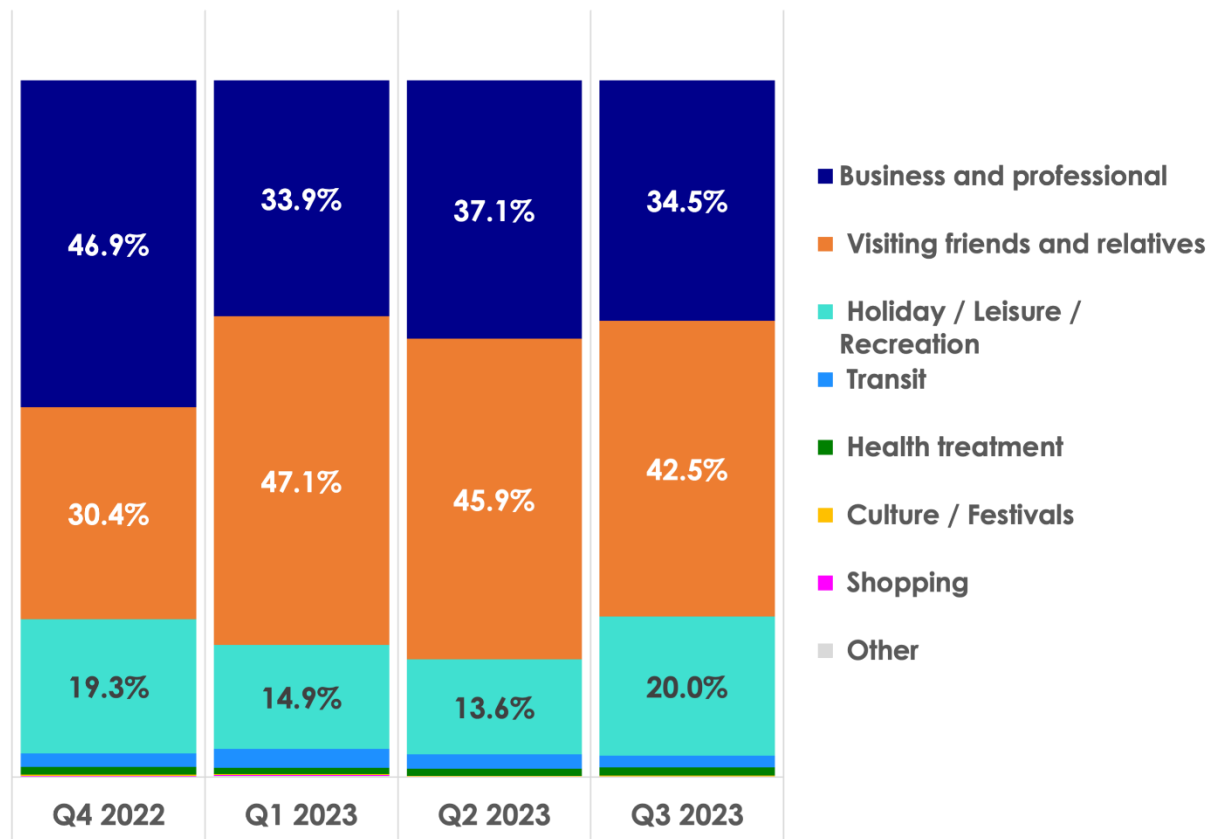
Holidays, leisure and recreation and health treatment visits are male-dominated in Q4 2022 (55.4% and 59.2% respectively), but saw a shift in Q3 2023, with female visitors comprising 61.2 percent and 58.7 percent, respectively.

FIGURE 4.2.5: PROPORTION OF INBOUND OVERNIGHT VISITORS BY MAIN PURPOSE OF VISIT AND SEX
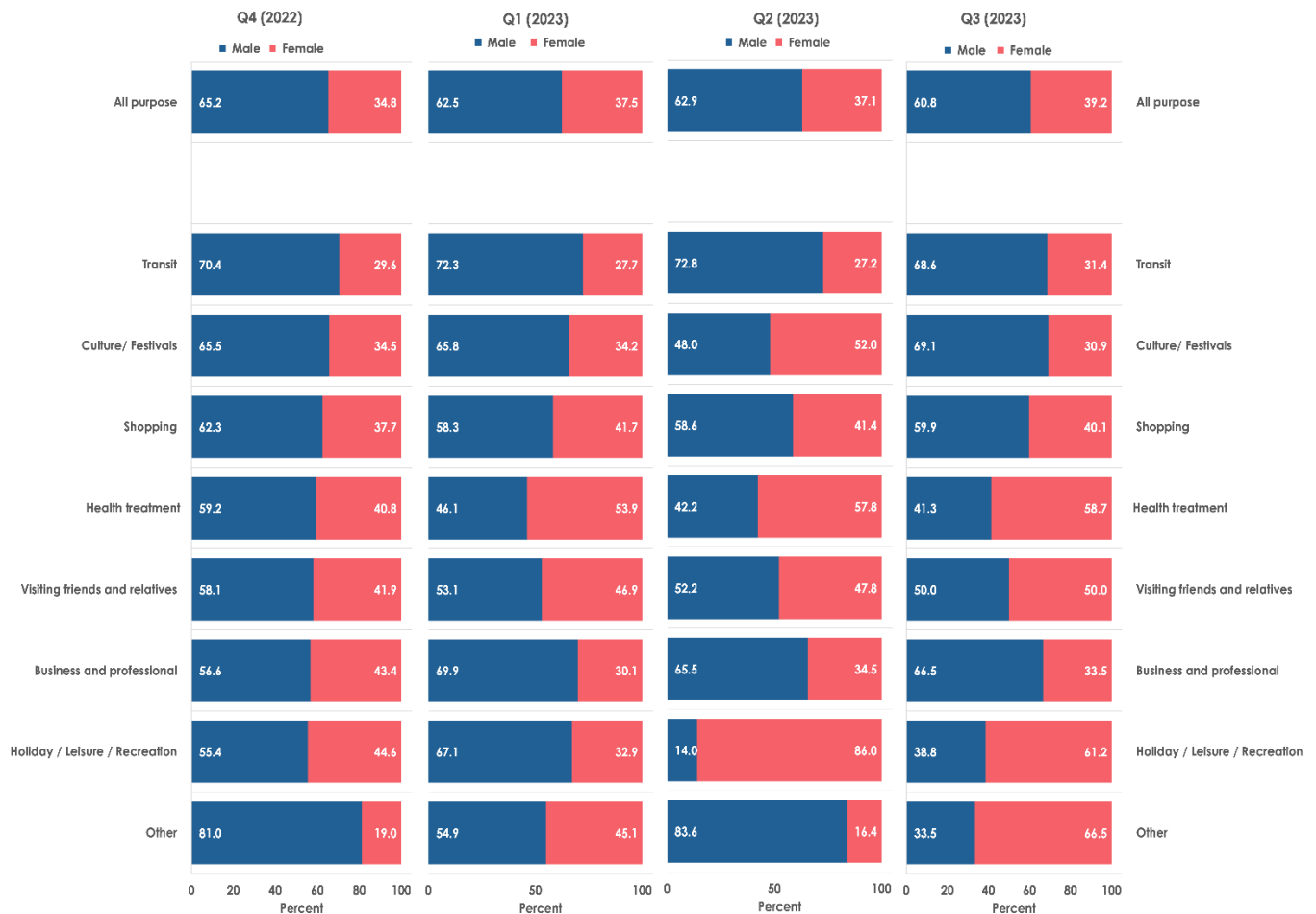
Among inbound overnight visitors from West African countries, Nigerians dominated in each quarter, recording the highest in Q3 2023 (males: 33,215; females: 18,179).

FIGURE 4.2.6: INBOUND OVERNIGHT VISITORS FROM WEST AFRICAN COUNTRIES AND SEX

Legend: ■ Male ■ Female

2022 Q4

Country	Male	Female
Nigeria	21,841	10,154
Liberia	6,134	5,176
Sierra Leone	4,666	3,153
Cote D'Ivoire	4,298	2,659
Burkina Faso	2,737	929
Mali	1,617	552
Senegal	1,499	567
Togo	1,231	592
Gambia	916	326
Guinea	809	322
Benin	539	317
Niger	395	270
Guinea-Bissau	180	129
Mauritania	55	

2023 Q1

Country	Male	Female
Nigeria	22,717	12,609
Liberia	4,975	4,247
Sierra Leone	4,285	3,433
Cote D'Ivoire	7,376	3,403
Burkina Faso	4,369	1,215
Mali	1,508	296
Senegal	1,940	805
Togo	1,208	549
Gambia	788	408
Guinea	865	309
Benin	536	313
Niger	555	168
Guinea-Bissau	224	207
Mauritania	171	18

2023 Q2

Country	Male	Female
Nigeria	25,013	14,437
Liberia	6,300	5,359
Sierra Leone	3,952	2,623
Cote D'Ivoire	6,453	3,400
Burkina Faso	3,506	1,192
Mali	1,243	377
Senegal	1,425	539
Togo	1,004	535
Gambia	976	292
Guinea	858	283
Benin	793	441
Niger	532	119
Guinea-Bissau	180	42
Mauritania	30	

2023 Q3

Country	Male	Female
Nigeria	33,215	18,179
Liberia	7,382	6,157
Sierra Leone	6,294	4,634
Cote D'Ivoire	4,992	2,817
Burkina Faso	4,848	1,796
Mali	1,892	491
Senegal	2,003	788
Togo	1,055	407
Gambia	2,320	572
Guinea	1,187	519
Benin	1,150	653
Niger	525	322
Guinea-Bissau	246	60
Mauritania	102	

Number of visitors

Independence square & Arts Center and Kwame Nkrumah Memorial Park are the most visited sites by inbound overnight visitors from West Africa, averaging 40.2 percent and 39.2 percent respectively, across all quarters.

Visitors from America mostly visited three tourist sites throughout the period, with the highest proportions recorded in Q3 2023 for Cape Coast Castle (49.0%) and Kakum National Park (46.3%), and in Q1 2023 for Elmina Castle (53.4%).

FIGURE 4.2.7: TOP FIVE TOURIST SITES VISITED BY INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE
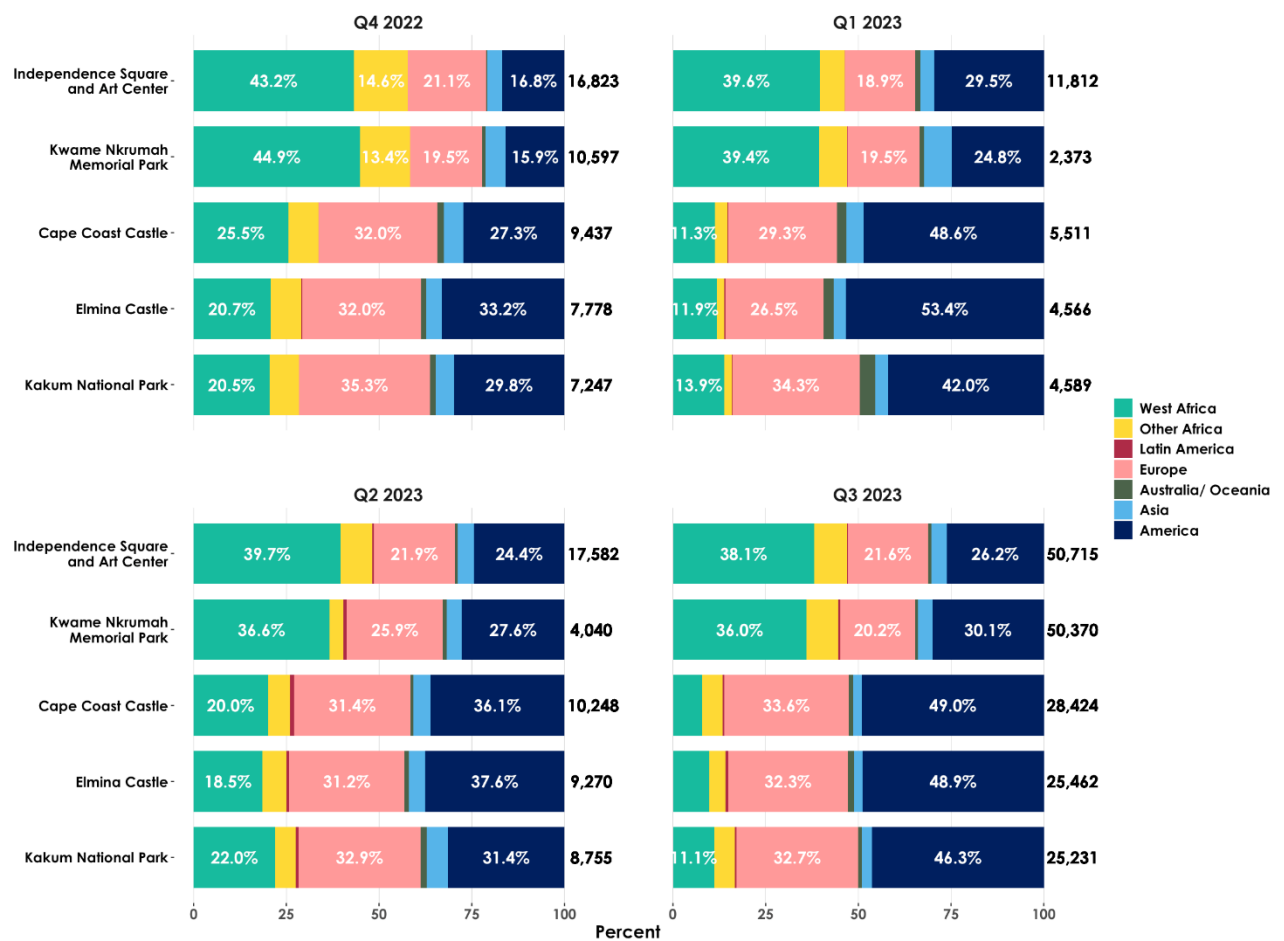
Inbound overnight visitors who used hotel accommodation increased throughout the period, reaching 146,571, constituting 48.6 percent in Q3 2023.

Visitors staying with friends and relatives, also saw a steady growth, rising from 47,187 (25.0%) in Q4 2022 to 85,484 (28.4%) in Q3 2023.

FIGURE 4.2.8: NUMBER OF INBOUND OVERNIGHT VISITORS BY TYPE OF ACCOMMODATION USED
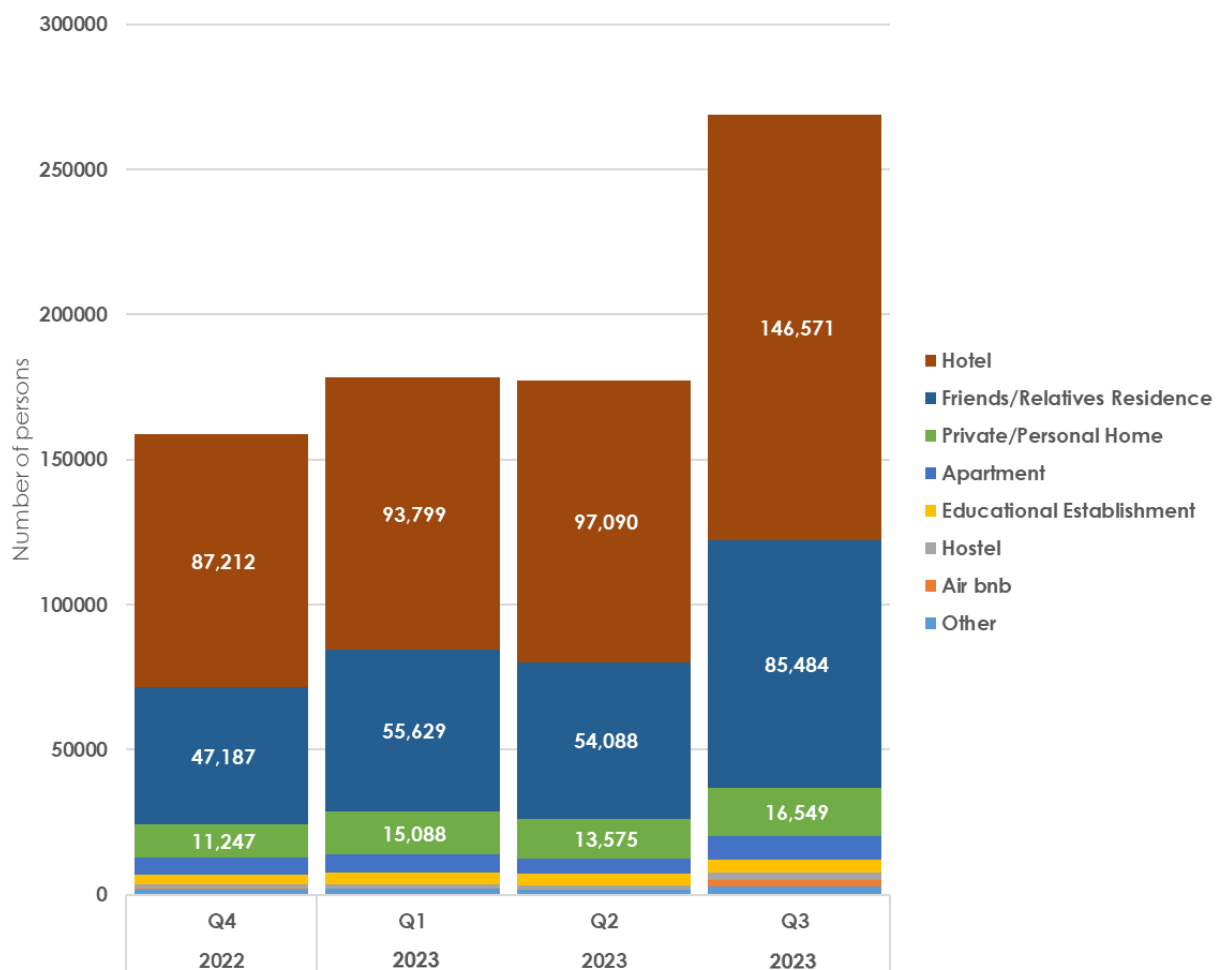
Average length of stay of an inbound overnight visitor is 12 nights.

Inbound overnight visitors from Asia has the longest stay across all quarters, ranging from 21 to 28 nights, whereas those from Africa have the shortest stay (7 to 8 nights).

FIGURE 4.2.9: AVERAGE LENGTH OF STAY OF INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE

Continent	Q4 2022	Q1 2023	Q2 2023	Q3 2023	All quarters
All continent	13	12	11	13	12
Asia	21	23	22	28	24
Europe	21	21	20	21	21
Australia/Oceania	16	18	17	14	16
America	15	17	15	15	15
Latin America	9	10	16	25	15
Africa	8	7	7	7	7
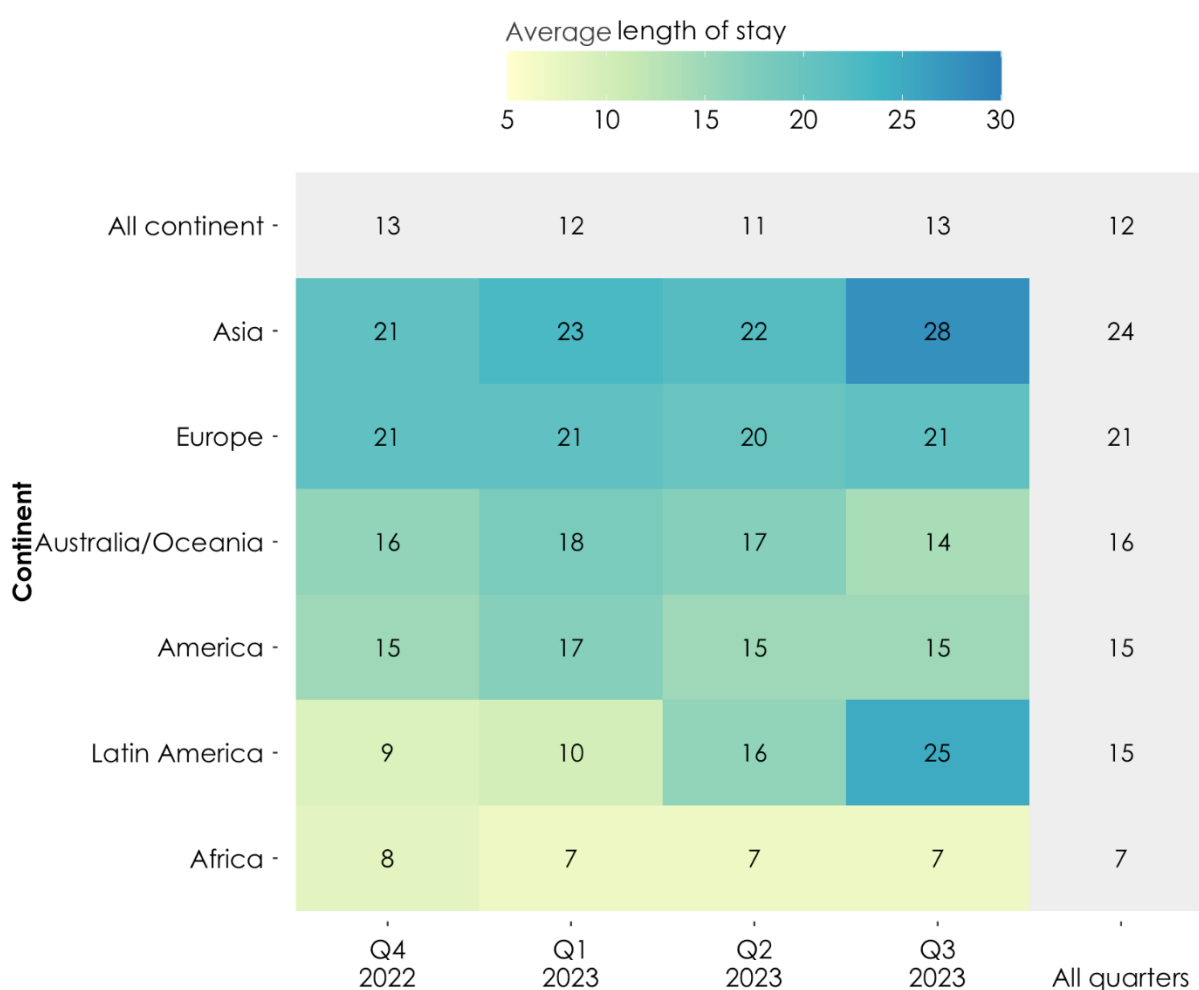
4.3 Expenditure of inbound overnight visitors

Total expenditure of inbound overnight visitors amounted to GHS 15.2 billion within the four quarters.

Self-arranged tours account for 97.0 percent of total expenditure, peaking in Q3 2023 (GHS 5.0 billion).

FIGURE 4.3.1: EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY TYPE OF TOUR **(GHS)**
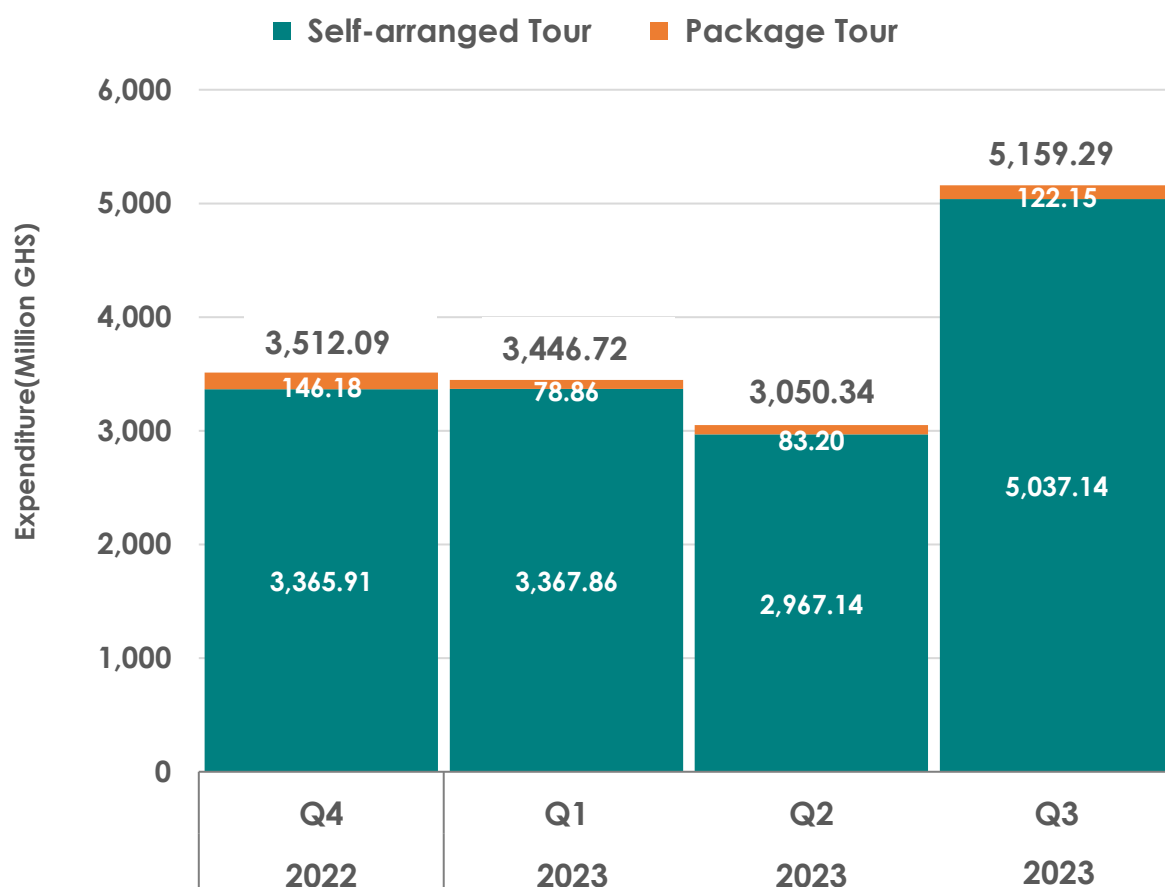
Inbound overnight visitors spend about 60.0 percent of total expenditure on accommodation and food and beverages, averaging GHS 1.2 billion across all quarters.

Recreation and culture, and sporting activities are the least expenditure categories, averaging GHS 39.7 million.

FIGURE 4.3.2: CATEGORY OF EXPENDITURE BY INBOUND OVERNIGHT VISITORS (GHS)
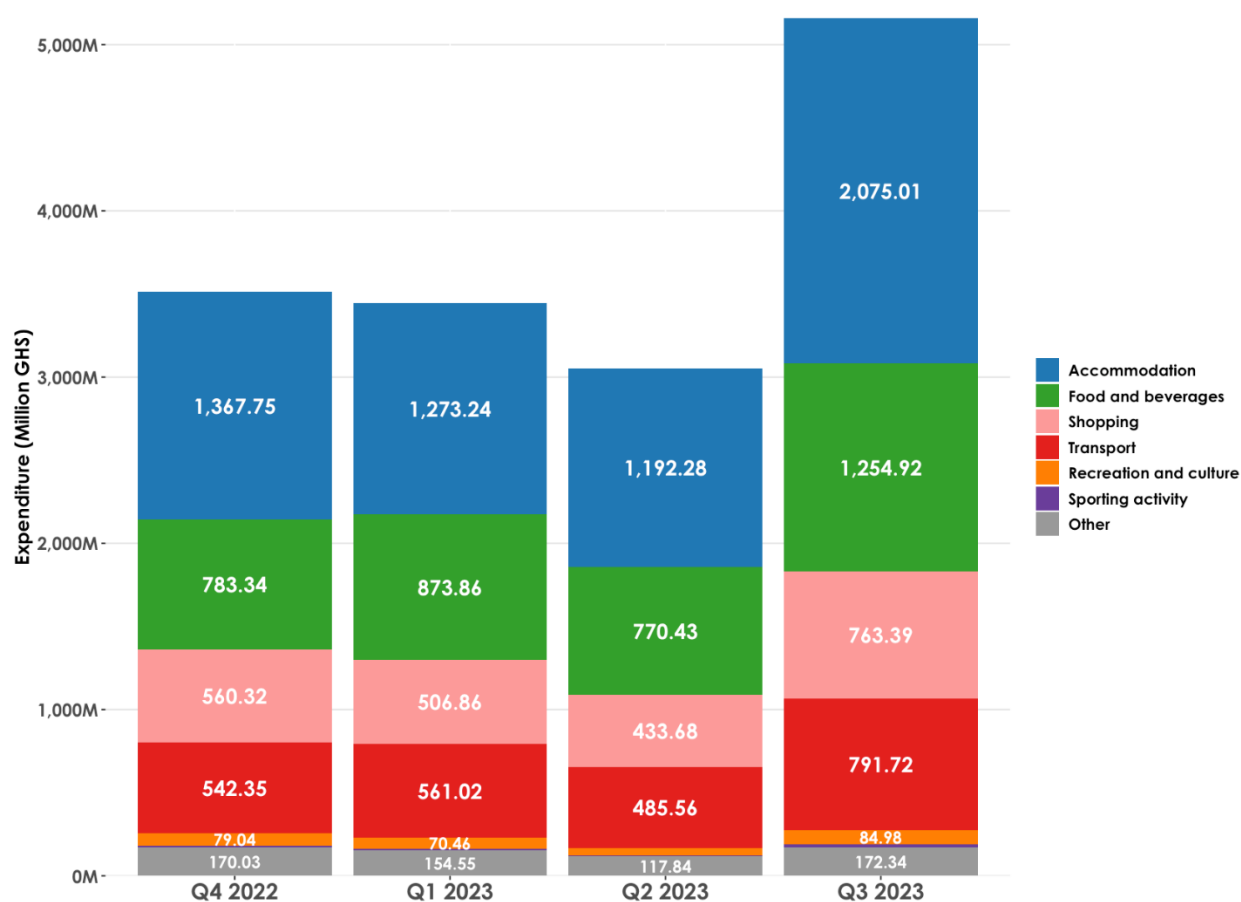
Over the period, the highest expenditure for inbound overnight visitors from each continent was recorded in Q3 2023 .

Inbound overnight visitors from Africa and America made the highest expenditure of GHS 1.8 billion and GHS 1.5 billion respectively.

FIGURE 4.3.3: EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE (GHS MILLION)

Expenditure of inbound overnight visitors who are professionals, is the highest across all quarters, and increased from GHS 1,685.34 million in Q2 2023, to GHS 2,717.35 million in Q3 2023.

FIGURE 4.3.4: EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY OCCUPATION (GHS)
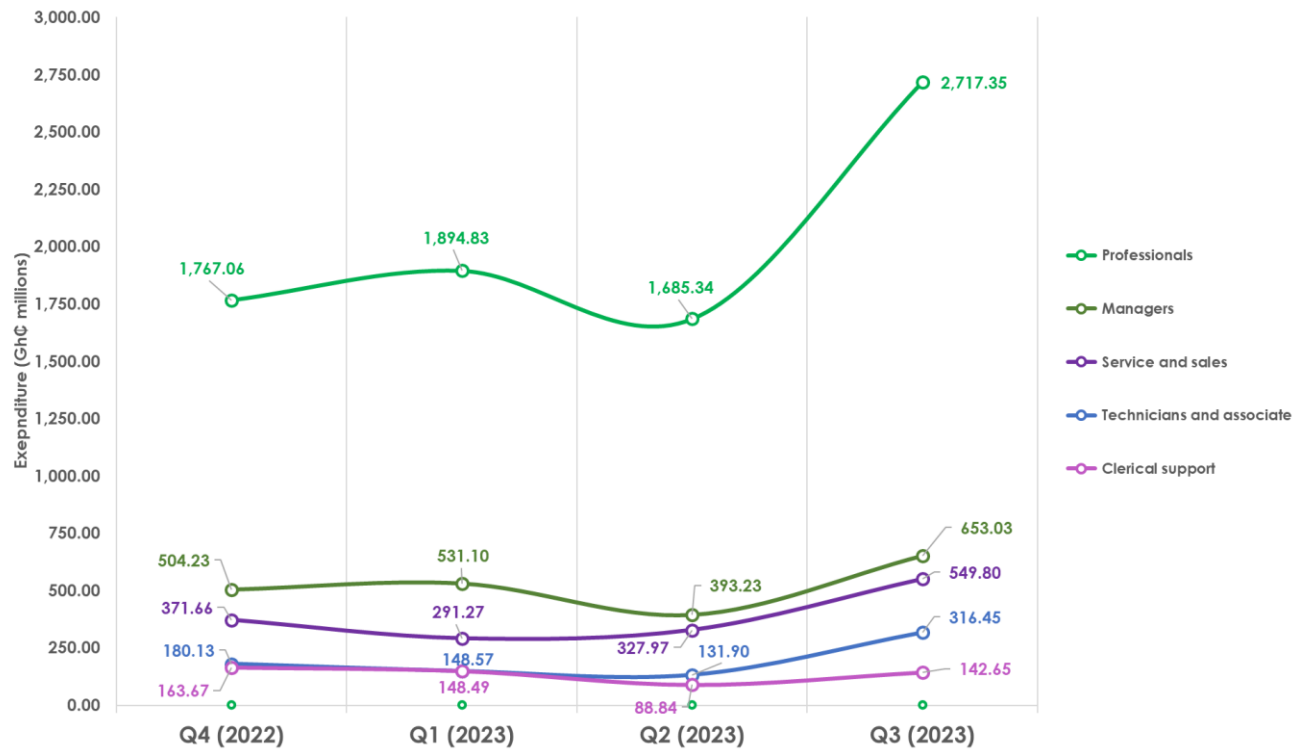
Inbound overnight visitors from America recorded the highest per capita expenditure of GHS 34,626 in Q4 2022.

On the other hand, inbound overnight visitors from African countries made the least per capita expenditure of GHS 16,426 in Q4 2022.

FIGURE 4.3.5: PER CAPITA EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE (GHS)
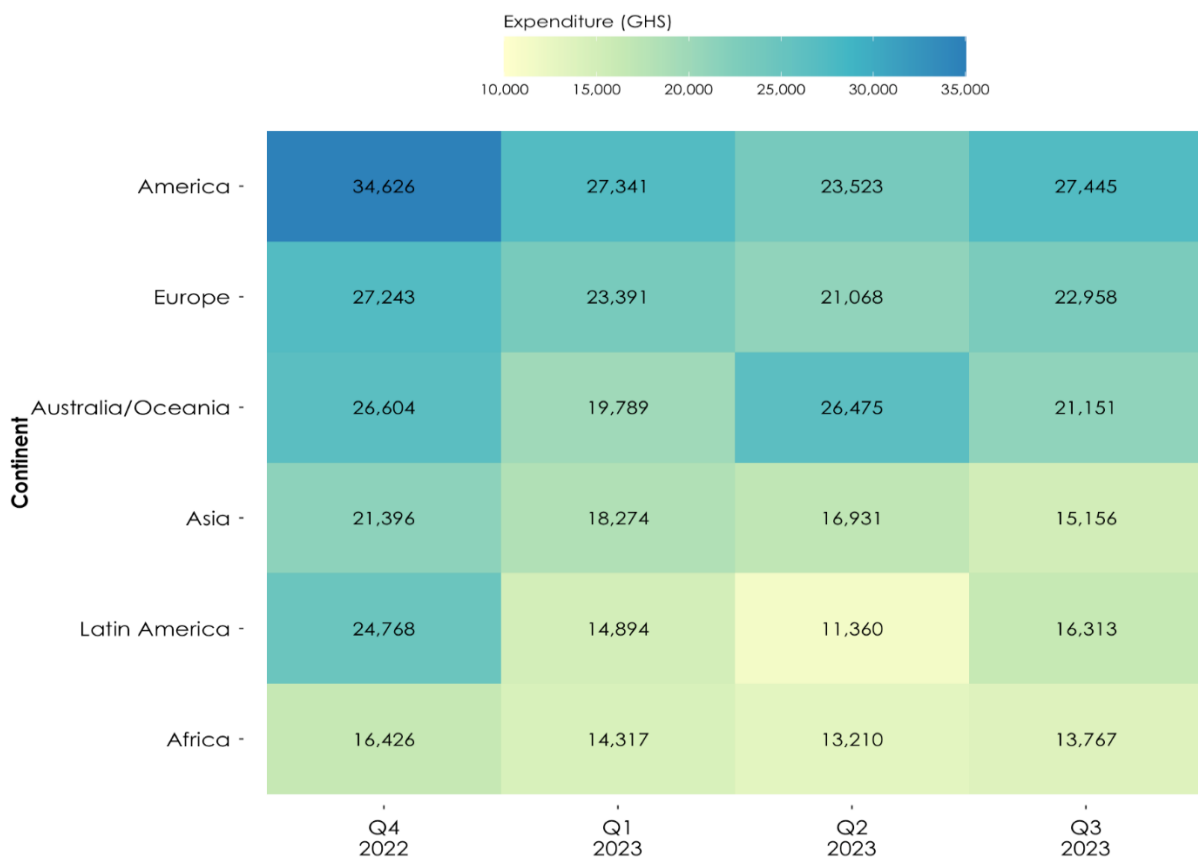
Per capita expenditure is lowest for inbound overnight visitors from West Africa in each quarter, dropping from GHS 15,520 in Q4 2022 to GHS 12,895 in Q3 2023.

FIGURE 4.3.6: PER CAPITA EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY AFRICA SUB-REGIONS (GHS)
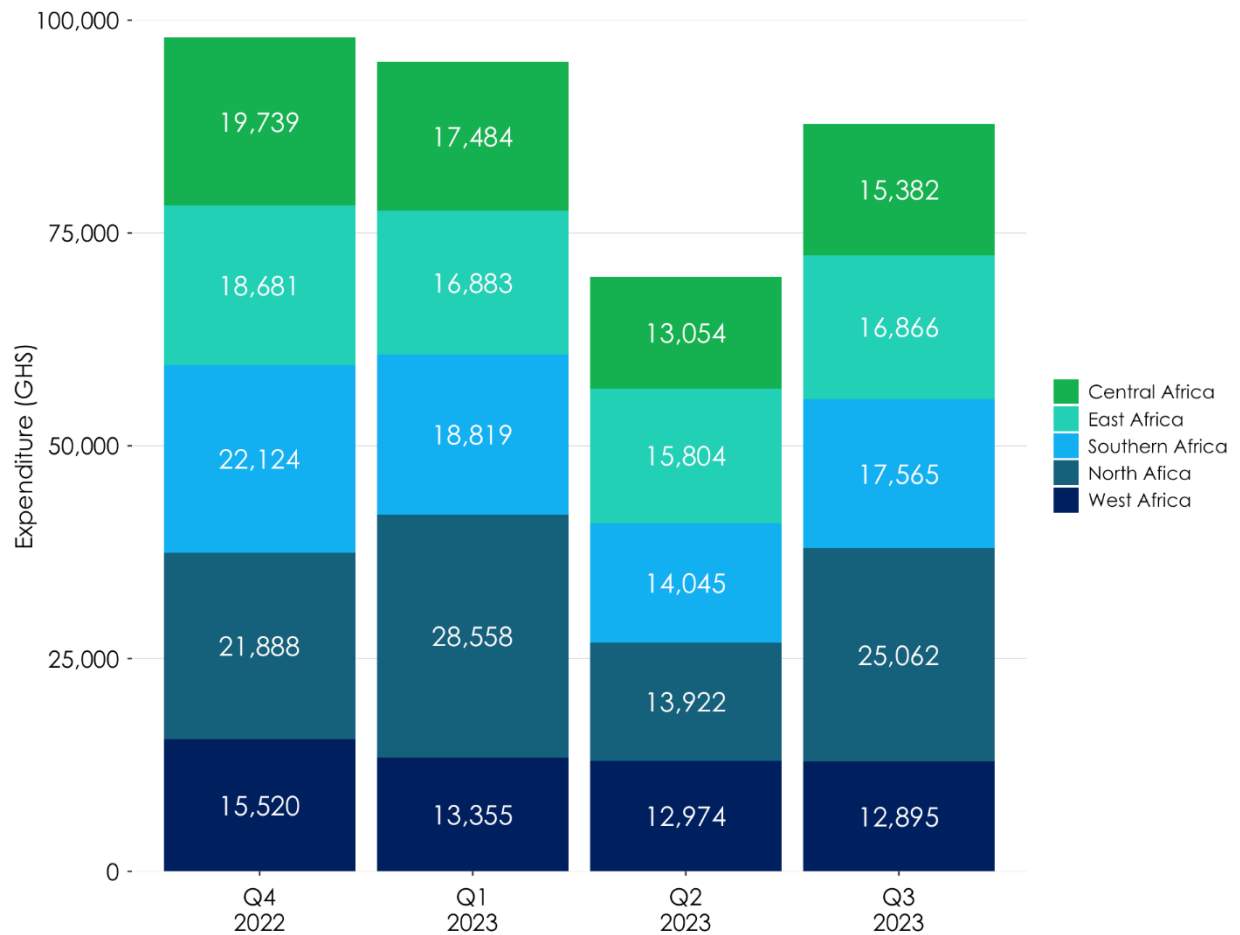
Visiting friends and relatives account for the largest share (41.5%) of total expenditure, averaging GHS 1.6 billion for all quarters.

Expenditure on health visits increased across the four quarters, peaking at GHS 72.9 million in Q3 2023.

FIGURE 4.3.7: EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT (GHS)
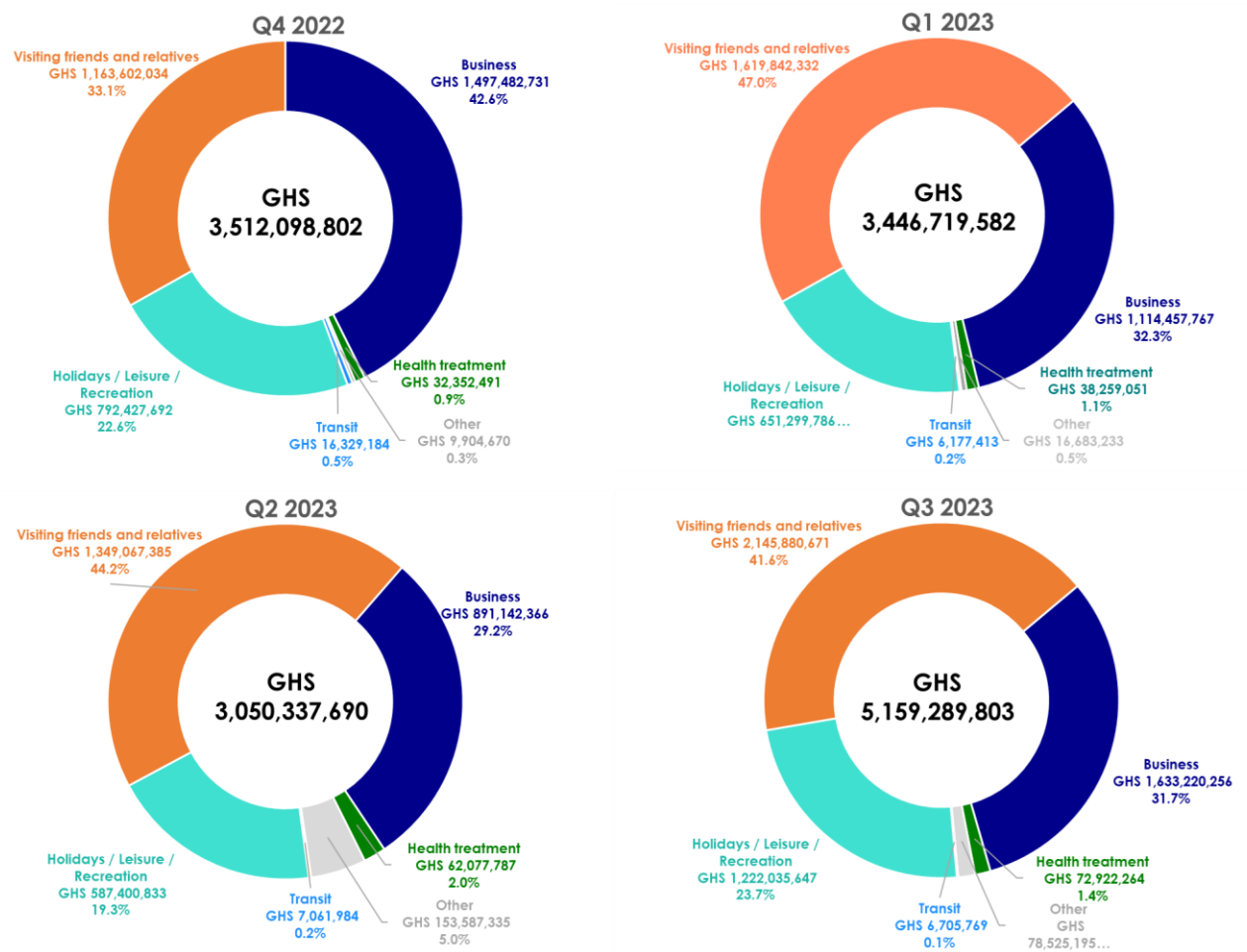
5 CONCLUSIONS AND POLICY RECOMMENDATIONS

5.1 Conclusions

The Inbound Overnight Visitors' Report presents a comprehensive analysis of Ghana's tourism industry from October 2022 to September 2023. The number of inbound overnight visitors to Ghana increased over the period, increasing from 186,489 in Q4 2022 to 301,311 in Q3 2023. Generally, more males visited the country than females throughout the year, however, in certain age groups, females were dominant. West Africa region has been the primary source of inbound overnight visitors over the period, with Nigeria as the leading contributor in every quarter.

The main purposes of travel that drive inbound overnight visits are noted as visiting friends and relatives, followed by business and professional engagements, and then holiday, leisure and recreation. Air travel is the predominant mode for inbound overnight visitors, particularly for females, with a striking 95 per cent visiting Ghana through self-arranged tours.

While the average length of stay for overnight visitors is 12 nights, significant variations are observed, with visitors from Asia and Europe staying considerably longer (up to 28 and 21 nights, respectively), compared to shorter stays (7-8 nights) for visitors from Africa.

Total quarterly visitor expenditure for the period was GHS 15.18 billion and it increased from GHS 3.5 billion in Q4 2022 to GHS 5.2 billion in Q3 2023.

5.2 Policy Recommendations

Based on the findings of this report, the following policy recommendations are proposed to guide policymakers, tourism practitioners, development partners, etc. in maximising the economic and developmental potential of inbound overnight tourism:

1. Government

    a. **Targeted Marketing:** MoTCCA, in collaboration with Ghana Tourism Authority (GTA), embassies, chambers of commerce, and diaspora networks, should develop segmented campaigns to attract American, European, business, and professional tourists, who recorded the highest per capita spending. Specific packages could include diaspora homecoming events, international business conferences, and cultural tourism promotion.

    b. **Regional Integration:** The Government should collaborate with stakeholders to leverage ECOWAS free movement protocols to create cross-border packages tailored to business and professional, visiting friends and relatives (VFR), and vacation markets, particularly from Nigeria, Liberia, and Sierra Leone.

    c. **Infrastructure Enhancement:** Prioritise infrastructure upgrades at high-traffic heritage and eco-tourism sites such as Cape Coast and Elmina Castles, Kakum National Park, and the Arts Centre. Investments should also focus on expanding and modernising shopping and culinary infrastructure through tax incentives,

low-interest financing, and support for themed food courts, night markets, and artisanal retail hubs near tourist hotspots.

2. Private Sector/Businesses

a. **Retail and Culinary Investments:** Businesses should seize opportunities to expand shopping and dining experiences by developing open-air markets, renovating malls, and hosting themed food festivals. Strengthening the retail and culinary ecosystem can increase visitor spending and improve Ghana's appeal as a diverse tourism destination.

b. **Hospitality Innovation:** Private investors and operators should partner with government initiatives to deliver modern accommodation facilities, ensuring a wider range of affordable and high-quality lodging options for inbound tourists.

3. Development Partners and Civil Society Organisations (CSOs)

a. **Digital Tools for Tourists:** Development partners, in collaboration with MoTCCA and GTA, should support the rollout of a National Tourism App offering real-time access to attractions, maps, booking services, safety alerts, and translation tools. Partnerships with technology firms can also deliver virtual guides and itinerary planners to enhance the experience of self-arranged tourists.

b. **Tourist Support Services:** Introduce multilingual tourist help desks at major entry points (airports, land borders, ports), providing both physical and digital support for international visitors. This will improve visitor satisfaction, safety, and accessibility, especially for non-English-speaking tourists.

6 MAIN TABLES

TABLE 6.1: AGE GROUP (5-YEAR AGE GROUPING) OF INBOUND OVERNIGHT VISITORS BY SEX

Age group	2022 Q4			2023 Q1			2023 Q2			2023 Q3			TOTAL		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	119,837	66,652	186,489	123,844	78,098	201,942	120,483	78,262	198,745	179,228	122,180	301,408	543,392	345,192	888,584
0-4	507	652	1,159	466	708	1,174	576	515	1,091	1,076	951	2,027	2,625	2,826	5,452
5-9	448	518	966	398	410	809	520	477	997	1,778	1,858	3,636	3,144	3,263	6,407
10-14	420	429	849	391	244	635	480	489	969	1,577	2,084	3,661	2,870	3,246	6,115
15-19	2,086	2,039	4,125	1,375	1,241	2,617	1,984	2,366	4,350	4,691	5,698	10,388	10,137	11,344	21,480
20-24	6,722	7,730	14,452	7,406	9,495	16,901	7,407	9,475	16,883	10,822	14,187	25,009	32,358	40,887	73,244
25-29	13,552	11,579	25,131	13,122	14,289	27,411	12,135	12,966	25,101	16,757	16,739	33,495	55,565	55,573	111,139
30-34	19,284	11,323	30,607	22,704	16,651	39,355	20,884	15,980	36,864	29,362	22,854	52,216	92,234	66,808	159,042
35-39	15,861	8,163	24,023	17,778	8,285	26,063	18,265	9,825	28,091	24,322	14,995	39,318	76,227	41,268	117,495
40-44	15,810	6,768	22,578	19,562	8,583	28,145	20,195	9,556	29,751	32,272	16,207	48,479	87,839	41,114	128,953
44-49	13,257	5,609	18,866	13,755	5,884	19,639	13,496	5,458	18,954	19,995	8,993	28,989	60,503	25,945	86,448
50-54	11,330	4,528	15,858	11,699	4,592	16,291	9,807	4,195	14,003	15,855	6,852	22,707	48,692	20,167	68,859
55-59	8,704	2,756	11,460	6,389	2,869	9,258	6,055	2,627	8,682	9,588	4,233	13,822	30,736	12,486	43,222
60-64	5,583	2,406	7,989	4,797	2,730	7,527	3,971	2,082	6,053	6,028	3,505	9,532	20,379	10,723	31,102
65+	6,273	2,152	8,425	4,001	2,116	6,117	4,706	2,251	6,957	5,104	3,024	8,128	20,084	9,543	29,627

TABLE 6.2: AGE GROUP OF INBOUND OVERNIGHT VISITORS BY SEX

Age group	2022 Q4			2023 Q1			2023 Q2			2023 Q3			TOTAL		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	119,816	66,649	186,465	123,808	78,098	201,905	120,479	78,262	198,742	179,224	122,180	301,404	543,327	345,189	888,516
0-14	1,376	1,599	2,974	1,255	1,363	2,618	1,576	1,481	3,057	4,431	4,893	9,324	8,639	9,335	17,974
15-35	45,280	34,641	79,921	48,454	43,763	92,218	46,249	42,896	89,145	67,282	62,733	130,014	207,265	184,033	391,299
36-64	66,888	28,257	95,144	70,097	30,856	100,952	67,948	31,635	99,583	102,406	51,531	153,937	307,339	142,278	449,616
65+	6,273	2,152	8,425	4,001	2,116	6,117	4,706	2,251	6,957	5,104	3,024	8,128	20,084	9,543	29,627

TABLE 6.3: INBOUND OVERNIGHT VISITORS 15 YEARS AND OLDER BY LEVEL OF EDUCATION AND SEX

Level of education	2022 Q4			2023 Q1			2023 Q2			2023 Q4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All categories	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
No formal education	1,187	797	390	1,920	1,501	419	1,293	916	377	1,420	940	480
Basic education	5,075	3,280	1,795	5,552	3,384	2,168	5,269	3,347	1,922	8,527	5,280	3,248
Secondary/high school	35,570	23,104	12,465	38,273	24,583	13,689	28,706	18,054	10,651	46,984	29,870	17,114
Tertiary	119,403	77,865	41,539	137,367	84,872	52,494	141,892	87,371	54,521	206,029	124,251	81,778
Other	483	369	115	148	110	38	2,774	1,936	838	10,166	6,286	3,880

TABLE 6.4: INBOUND OVERNIGHT VISITORS 15 YEARS AND OLDER BY ECONOMIC ACTIVITY STATUS AND SEX

Economic activity status	2022 Q4			2023 Q1			2023 Q2			2023 Q4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All statuses	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Working	148,570	99,403	49,166	169,746	108,887	60,858	169,852	107,118	62,734	248,001	155,374	92,627
Not working	13,149	6,012	7,138	13,514	5,564	7,950	10,082	4,506	5,576	25,125	11,253	13,872

TABLE 6.5: OCCUPATION OF INBOUND OVERNIGHT VISITORS BY SEX

Occupation	2022 Q4			2023 Q1			2023 Q2			2023 Q4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All occupations	148,570	99,403	49,166	169,746	108,887	60,858	164,526	104,725	59,800	246,557	154,737	91,820
Managers	24,350	15,933	8,417	29,092	18,050	11,042	26,632	16,559	10,072	38,708	23,848	14,860
Professionals	78,168	51,747	26,420	88,304	56,097	32,207	87,992	54,296	33,696	128,728	77,608	51,119
Technicians and associate professionals	7,483	5,646	1,837	8,043	5,443	2,600	8,383	6,251	2,132	18,510	12,499	6,012
Clerical support workers	6,614	5,360	1,255	7,820	5,672	2,148	6,137	4,563	1,574	7,558	6,738	820
Service and sales workers	20,720	11,194	9,526	24,521	14,340	10,180	24,654	15,001	9,653	35,901	21,041	14,860
Skilled agricultural, forestry and fishery workers	1,854	1,626	228	1,958	1,669	289	1,271	1,151	119	2,091	1,952	140
Craft and related trades workers	1,634	1,122	512	1,969	1,354	614	1,667	895	772	2,598	1,615	983
Plant and machine operators, and assemblers	4,036	3,955	82	3,379	3,360	20	2,608	2,557	50	5,919	5,820	99
Elementary occupations	2,242	1,453	789	3,233	1,761	1,472	3,833	2,307	1,526	5,493	2,729	2,764
Other occupations	1,468	1,368	101	1,426	1,141	285	1,350	1,145	205	1,050	887	163

TABLE 6.6: INBOUND OVERNIGHT VISITORS BY MAIN MODE OF TRAVEL AND SEX

Mode of travel	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All modes	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Air	151,566	97,714	53,852	167,250	102,358	64,892	163,416	100,574	62,842	240,602	144,922	95,680
Land	7,041	4,685	2,356	13,649	9,808	3,841	15,157	9,919	5,238	30,845	20,290	10,554
Sea	3,112	3,016	97	2,361	2,285	76	1,361	1,131	230	1,680	1,414	265

TABLE 6.7: INBOUND OVERNIGHT VISITORS BY ENTRY POINTS AND SEX

Entry points	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All entry points	186,465	119,816	66,649	201,905	123,808	78,098	198,742	120,479	78,262	301,404	179,224	122,180
Kotoka International Airport	170,073	106,205	63,869	182,232	108,489	73,744	180,846	108,443	72,403	282,148	166,313	115,835
Aflao land border	2,899	1,798	1,101	3,935	2,404	1,532	7,107	4,139	2,969	6,346	3,800	2,546
Paga land border	2,237	1,698	539	4,134	3,272	862	3,111	2,458	653	3,771	2,536	1,236
Elubo land border	2,120	1,124	996	5,709	3,801	1,908	5,689	3,685	2,004	6,825	4,263	2,562
Tema harbor	7,891	7,865	26	4,389	4,348	41	1,021	998	23	2,195	2,195	-
Takoradi harbor	1,245	1,127	118	1,506	1,494	12	968	757	212	119	117	1

TABLE 6.8: INBOUND OVERNIGHT VISITORS FROM AFRICAN COUNTRIES BY SEX

Country of residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
All countries	88,918	57,466	31,452	94,828	61,427	33,402	96,085	61,060	35,024	127,340	81,456	45,884
Côte d'Ivoire	6,957	4,298	2,659	10,780	7,376	3,403	9,854	6,453	3,400	7,810	4,992	2,817
Togo	1,823	1,231	592	1,757	1,208	549	1,538	1,004	535	1,462	1,055	407
Burkina Faso	3,666	2,737	929	5,584	4,369	1,215	4,697	3,506	1,192	6,644	4,848	1,796
Benin	856	539	317	848	536	313	1,234	793	441	1,803	1,150	653
Guinea	1,132	809	322	1,174	865	309	1,141	858	283	1,705	1,187	519
Nigeria	31,994	21,841	10,154	35,326	22,717	12,609	39,450	25,013	14,437	51,395	33,215	18,179
Mali	2,170	1,617	552	1,805	1,508	296	1,619	1,243	377	2,383	1,892	491
Guinea-Bissau	309	180	129	431	224	207	221	180	42	307	246	60
Gambia	1,242	916	326	1,196	788	408	1,267	976	292	2,892	2,320	572
Liberia	11,310	6,134	5,176	9,222	4,975	4,247	11,659	6,300	5,359	13,539	7,382	6,157
Niger	666	395	270	723	555	168	651	532	119	847	525	322
Senegal	2,067	1,499	567	2,745	1,940	805	1,964	1,425	539	2,791	2,003	788
Sierra Leone	7,818	4,666	3,153	7,719	4,285	3,433	6,576	3,952	2,623	10,928	6,294	4,634
Other Africa	16,909	10,604	6,305	15,519	10,080	5,439	14,213	8,826	5,387	22,836	14,347	8,489

Purpose of visit	2022 Q4					2023 Q1				
	No formal education	Basic education	Secondary/high school	Tertiary	Other	No formal education	Basic education	Secondary/high school	Tertiary	Other
Total	1,187	5,075	35,570	119,403	483	1,920	5,552	38,273	137,367	148
Holidays/leisure/recreation	132	864	6,499	23,612	54	28	533	4,396	22,394	38
Business and professional	533	1,761	14,176	59,225	201	759	770	9,053	51,456	71
Visiting friends and relatives	336	2,206	13,439	32,940	206	559	3,418	22,589	59,760	38
Health treatment	1	60	489	1,220	0	0	64	314	1,331	0
Shopping	25	20	93	41	0	42	28	130	44	0
Culture/festival		41	61	228	0	0	0	86	87	0
Transit	149	123	796	2,004	23	510	705	1,605	2,058	0
Other	11	0	18	132	0	23	34	100	236	0

Purpose of visit	2023 Q2					2023 Q3				
	No formal education	Basic education	Secondary/high school	Tertiary	Other	No formal education	Basic education	Secondary/high school	Tertiary	Other
Total	1,293	5,269	28,706	141,892	2,774	1,420	8,527	46,984	206,029	10,166
Holidays/leisure/recreation	51	368	4,256	23,511	909	70	849	8,057	43,843	2,275
Business and professional	422	629	4,649	52,459	643	353	724	8,100	76,703	5,655
Visiting friends and relatives	515	3,413	16,982	57,406	603	903	6,037	28,397	76,610	1,788
Health treatment	8	47	273	1,372	38	6	128	528	2,248	115
Shopping	14	15	43	332		19	18	38	103	0
Culture/festival		0	42	94	19	0	5	33	476	33
Transit	130	328	899	1,275	13	43	529	1,037	2,577	56
Other	153	470	1,562	5,444	549	26	238	794	3,470	244

TABLE 6.10: INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX

Continent of usual residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Africa	88,918	57,466	31,452	94,828	61,426	33,401	96,085	61,061	35,025	127,340	81,456	45,884
West Africa	72,064	46,917	25,147	79,498	51,517	27,980	81,901	52,264	29,638	104,607	67,212	37,395
Other Africa	16,854	10,549	6,305	15,330	9,909	5,421	14,184	8,797	5,387	22,733	14,244	8,489
Asia	13,499	11,025	2,474	17,060	12,615	4,445	16,139	12,506	3,633	23,668	18,463	5,205
Australia/Oceania	1,162	717	445	1,553	902	652	1,629	908	721	2,184	1,234	950
Europe	37,688	24,169	13,519	39,281	23,980	15,301	34,594	20,150	14,443	62,745	35,478	27,266
America	20,135	11,755	8,381	29,963	15,039	14,924	31,094	16,714	14,380	56,407	29,393	27,014
Latin America	317	284	33	574	489	85	393	286	108	782	603	180

TABLE 6.11: INBOUND OVERNIGHT VISITORS BY REGION VISITED IN GHANA AND SEX.

Region visited	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	218,597	141,886	76,710	219,292	136,179	83,113	177,004	109,916	67,088	410,256	242,086	168,170
Western	9,464	6,964	2,500	12,599	9,535	3,064	8,037	6,091	1,946	15,806	11,101	4,705
Central	18,579	10,582	7,997	20,160	10,680	9,480	16,067	8,568	7,500	49,761	24,149	25,612
Greater Accra	135,659	88,007	47,652	134,570	82,623	51,947	110,367	68,736	41,631	239,422	143,948	95,474
Volta	6,217	3,556	2,662	8,150	5,137	3,013	7,085	4,325	2,759	17,366	9,640	7,726
Eastern	13,234	8,249	4,985	11,266	6,399	4,867	8,613	4,728	3,885	22,727	12,525	10,203
Ashanti	23,614	16,283	7,331	22,050	14,399	7,651	17,394	11,551	5,843	41,103	25,162	15,941
Western North	664	488	176	816	603	213	537	361	177	926	648	278
Ahafo	1,680	1,401	279	1,275	925	350	1,382	921	461	2,783	2,025	757
Bono	1,769	1,399	370	1,834	1,468	366	1,270	848	422	3,470	2,721	749
Bono East	1,420	966	454	1,653	1,166	487	1,027	684	343	3,011	1,981	1,029
Oti	420	292	129	325	220	105	304	196	107	651	553	98
Northern	2,707	1,671	1,036	2,010	1,475	535	2,008	1,393	614	5,630	3,836	1,794
Savannah	1,673	1,042	631	1,317	780	537	1,677	717	961	4,892	1,986	2,906
North East	213	101	112	263	114	149	448	264	184	415	227	187
Upper East	768	507	261	693	449	244	534	355	179	1,737	1,124	613
Upper West	516	378	138	311	206	105	255	180	75	556	458	98

TABLE 6.12: MAIN PURPOSE OF VISIT OF INBOUND OVERNIGHT VISITORS BY SEX

Purpose of visit	2022 Q4			Q1 2023			Q2 2023			Q3 2023		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	126,828	79,804	47,024	254,481	154,601	99,881
Vacation	31,160	18,117	13,043	27,390	14,534	12,855	17,291	9,026	8,266	50,795	25,408	25,388
Business and professional	75,896	53,443	22,454	62,109	44,915	17,194	47,065	34,251	12,813	87,762	60,170	27,592
Visiting friends and relatives	49,127	30,624	18,504	86,364	50,311	36,054	58,270	34,150	24,120	108,063	64,693	43,371
Health treatment	1,771	1,048	722	1,709	788	921	1,320	557	763	2,933	1,212	1,721
Shopping	178	117	61	244	160	83	91	44	47	107	74	33
Culture/festival	330	183	147	173	116	57	113	16	97	537	208	329
Transit	3,095	1,752	1,343	4,878	3,411	1,468	2,644	1,732	912	4,241	2,822	1,419
Other	161	131	31	392	215	177	34	29	6	41	14	27

TABLE 6.13: INBOUND OVERNIGHT VISITORS BY TYPE OF TOUR AND SEX

Type of tour	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Package tour	10,825	8,741	2,085	7,118	5,150	1,968	7,290	5,466	1,824	11,512	8,208	3,304
Self-arranged tour	150,894	96,674	54,219	176,142	109,301	66,840	172,644	106,158	66,486	261,614	158,419	103,195

TABLE 6.14: INBOUND VISITORS BY TYPE OF ACCOMMODATION AND SEX

Type of accommodation	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Non-commercial	86,670	56,916	29,755	86,383	54,526	31,857	83,430	52,489	30,941	134,788	81,416	53,371
Commercial	75,049	48,499	26,549	96,877	59,925	36,951	96,504	59,136	37,369	138,339	85,210	53,128

TABLE 6.15: TYPE OF ACCOMMODATION USED BY INBOUND VISITORS WHO VISITED A TOURIST SITE

Accommodation type	2022 Q4	2023 Q1	2023 Q2	2023 Q3
Total	158,601	178,241	177,200	268,828
Hotel	87,212	93,799	97,090	146,571
Friends/Relatives Residence	47,187	55,629	54,088	85,484
Private/Personal Home	11,247	15,088	13,575	16,549
Apartment	6,019	6,024	5,111	8,245
Educational Establishment	3,411	4,293	4,087	4,507
Hostel	1,449	1,234	1,406	2,566
Air bnb	305	297	195	2,064
Other	1,771	1,877	1,648	2,842

TABLE 6.16: INBOUND VISITORS BY COUNTRY OF RESIDENCE AND LENGTH OF STAY

Country of usual residence	2022 Q4					2023 Q1					2023 Q2					2023 Q3				
	Total	1-3 days	4-6 days	7-9 days	10 or more	Total	1-3 days	4-6 days	7-9 days	10 or more	Total	1-3 days	4-6 days	7-9 days	10 or more	Total	1-3 days	4-6 days	7-9 days	10 or more
Total	88,918	17,111	20,288	11,734	39,784	94,813	18,502	21,835	15,192	39,284	96,080	21,115	25,048	12,156	37,761	127,272	23,824	31,096	18,338	54,015
Côte d'Ivoire	6,957	2,466	1,508	523	2,460	10,780	4,824	1,953	1,037	2,967	9,854	4,240	2,101	887	2,625	7,810	3,991	1,251	809	1,758
Togo	1,823	446	515	190	672	1,757	617	451	306	382	1,538	608	380	124	425	1,462	704	243	137	378
Burkina Faso	3,666	688	862	485	1,631	5,584	1,199	1,491	825	2,070	4,697	944	1,054	704	1,995	6,644	909	1,321	1,450	2,964
Benin	856	278	125	96	357	848	317	179	83	269	1,234	622	151	121	341	1,803	947	391	132	332
Guinea	1,132	92	186	112	742	1,174	15	257	194	708	1,141	134	281	80	645	1,705	164	282	244	1,014
Nigeria	31,994	6,305	8,524	4,055	13,111	35,311	6,893	9,604	5,521	13,293	39,445	8,253	11,866	4,483	14,844	51,390	10,252	14,169	7,081	19,888
Mali	2,170	311	391	243	1,225	1,805	113	353	245	1,094	1,619	71	281	133	1,134	2,383	195	452	227	1,509
Guinea-Bissau	309	23	101	20	165	431	15	137	153	126	221	19	84	31	87	307	65	54	27	160
Gambia	1,242	166	272	217	587	1,196	186	144	256	610	1,267	240	485	188	354	2,892	628	673	356	1,235
Liberia	11,310	2,423	2,125	1,494	5,268	9,222	1,351	1,285	1,932	4,654	11,659	2,415	2,532	2,030	4,682	13,539	2,045	2,853	2,012	6,629
Niger	666	249	162	61	193	723	83	260	96	284	651	136	328	53	134	847	151	115	86	496
Senegal	2,067	433	523	343	767	2,745	367	771	449	1,157	1,964	274	720	262	708	2,791	356	996	410	1,029
Sierra Leone	7,818	1,011	1,004	1,482	4,321	7,719	965	1,493	1,543	3,719	6,576	1,181	1,287	1,128	2,980	10,928	1,154	2,185	1,445	6,144
Other Africa	16,909	2,220	3,990	2,413	8,285	15,519	1,559	3,457	2,553	7,951	14,213	1,979	3,499	1,931	6,805	22,772	2,261	6,111	3,920	10,480

TABLE 6.17: INBOUND VISITORS BY CONTINENT OF USUAL RESIDENCE AND LENGTH OF STAY

Length of stay (days)	2022 Q4					2023 Q1					2023 Q2					2023 Q3				
	1-3 days	4-6 days	7-9 days	10 or more	Total	1-3 days	4-6 days	7-9 days	10 or more	Total	1-3 days	4-6 days	7-9 days	10 or more	Total	1-3 days	4-6 days	7-9 days	10 or more	Total
Total	23,120	27,368	18,585	92,646	161,719	24,954	30,512	23,543	104,190	183,200	27,102	33,388	21,045	98,253	179,789	32,003	43,159	33,205	164,586	272,954
Africa	17,111	20,288	11,734	39,784	88,918	18,502	21,835	15,192	39,284	94,813	21,115	25,048	12,156	37,761	96,080	23,824	31,096	18,338	54,015	127,272
West Africa	14,891	16,298	9,321	31,553	72,064	17,013	18,378	12,675	31,416	79,483	19,151	21,550	10,225	30,971	81,896	21,562	25,018	14,423	43,600	104,602
Other Africa	2,220	3,990	2,413	8,231	16,854	1,489	3,457	2,517	7,868	15,330	1,965	3,499	1,931	6,790	14,184	2,261	6,078	3,915	10,415	22,670
Asia	1,539	1,745	838	9,377	13,499	1,821	2,158	1,497	11,569	17,045	1,618	2,020	1,303	11,121	16,062	2,368	2,448	1,949	16,817	23,582
Australia/Oceania	84	187	112	779	1,162	105	190	190	1,069	1,553	167	130	165	1,167	1,629	169	343	277	1,396	2,184
Europe	2,319	2,898	3,368	29,104	37,688	2,425	2,806	3,288	30,747	39,266	2,191	2,836	3,141	26,379	34,547	2,387	3,706	4,708	51,927	62,727
America	2,030	2,168	2,482	13,456	20,135	1,952	3,424	3,377	21,195	29,948	1,918	3,304	4,263	21,592	31,078	3,202	5,432	7,825	39,948	56,407
Latin America	37	83	51	146	317	149	99		326	574	93	50	17	233	393	54	136	108	484	782

TABLE 6.18: INBOUND VISITORS BY LENGTH OF STAY AND SEX.

Length of stay	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,200	114,436	68,764	179,789	111,529	68,260	272,954	166,454	106,499
1-3 days	23,120	15,926	7,194	24,954	17,779	7,175	27,102	18,063	9,040	32,003	22,205	9,798
4-6 days	27,368	18,097	9,271	30,512	20,008	10,505	33,388	20,999	12,389	43,159	26,429	16,730
7-9 days	18,585	11,155	7,430	23,543	13,556	9,988	21,045	12,277	8,768	33,206	18,892	14,314
10 or more	92,646	60,237	32,409	104,190	63,094	41,097	98,253	60,190	38,064	164,586	98,928	65,658

TABLE 6.19: INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE AND AVERAGE LENGTH OF STAY

Average length of stay	Quarter			
	2022 Q4	2023 Q1	2023 Q2	2023 Q3
All continent	13	12	11	13
Asia	21	23	22	28
Europe	21	21	20	21
Australia/Oceania	16	18	17	14
America	15	17	15	15
Latin America	9	10	16	25
Africa	8	7	7	7

*The average length of stay was calculated using the median to reduce the influence of outliers

TABLE 6.20: TOP FIVE TOURIST SITES VISITED BY INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE

Continent of usual residence	Tourist sites						Tourist sites					
	Cape Coast Castle	Elmina Castle	Kakum National Park	Kwame Nkrumah Memorial Park	Independence Square and Art Centre	Total	Cape Coast Castle	Elmina Castle	Kakum National Park	Kwame Nkrumah Memorial Park	Independence Square and Art Centre	Total
	2022 Q4						**2023 Q2**					
Total	9437	7777	7247	10598	16824	32782	5511	4567	4589	2373	11812	19650
Africa	3178	2262	2062	6179	9725	15776	815	631	730	1114	5470	7069
West Africa	2409	1612	1489	4757	7273	11805	623	543	638	936	4674	5974
Other Africa	770	650	573	1422	2451	3971	192	88	92	177	796	1095
Asia	491	326	359	573	673	1662	254	151	159	178	441	879
Australia/Oceania	173	98	104	100	53	394	141	125	190	27	169	404
Europe	3018	2491	2561	2063	3547	8312	1612	1210	1576	463	2238	4376
America	2574	2579	2161	1682	2826	6615	2680	2437	1928	588	3490	6904
Latin America	2	22	0	0	0	23	9	12	6	4	4	16
	2023 Q1						**2023 Q3**					
Total	10247	9270	8755	4040	17581	33270	28424	25460	25232	50371	50714	112753
Africa	2670	2308	2404	1632	8472	12900	3792	3615	4213	22466	23787	41350
West Africa	2046	1713	1927	1478	6978	10429	2215	2486	2811	18138	19302	32573
Other Africa	625	595	477	154	1495	2471	1577	1130	1402	4328	4485	8777
Asia	469	403	504	166	779	1663	683	569	701	1933	2095	4183
Australia/Oceania	82	104	140	40	112	312	341	429	269	392	474	1204
Europe	3217	2896	2884	1048	3855	8453	9557	8235	8241	10161	10942	28257
America	3703	3489	2753	1117	4291	9764	13929	12444	11679	15152	13272	37256
Latin America	106	70	70	37	72	178	122	169	128	266	145	502

TABLE 6.21: NUMBER OF NIGHTS OF INBOUND OVERNIGHT VISITORS IN COMMERCIAL ACCOMMODATION

Number of nights	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	63,088	36,243	26,846	70,647	37,506	33,142	52,910	27,129	25,781	171,209	83,268	87,941
No night spent	39,569	22,819	16,750	40,313	21,433	18,879	35,990	19,072	16,919	137,388	68,348	69,040
1-3 nights	11,687	6,546	5,141	13,704	6,874	6,830	10,574	5,101	5,473	15,784	6,970	8,814
4-6 nights	7,674	4,357	3,317	9,205	5,250	3,955	3,749	1,707	2,043	8,386	3,749	4,637
7 or more	4,158	2,520	1,638	7,426	3,949	3,477	2,597	1,250	1,347	9,652	4,202	5,450

TABLE 6.22: INBOUND VISITORS BY RATING OF QUALITY OF VISITS AND SEX

Rating	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Excellent	36,278	22,997	13,281	40,314	22,792	17,522	41,350	23,839	17,511	64,607	35,583	29,024
Good	92,380	60,190	32,190	106,634	67,018	39,615	104,351	64,297	40,054	151,814	93,693	58,121
Average	18,642	12,043	6,599	24,421	16,519	7,901	24,151	16,461	7,691	39,763	25,784	13,979
Fair	6,040	3,955	2,085	5,447	3,729	1,719	5,235	3,677	1,558	8,785	5,617	3,167
Poor	8,380	6,230	2,150	6,444	4,393	2,051	4,848	3,351	1,497	8,158	5,950	2,208

TABLE 6.23: INBOUND OVERNIGHT VISITORS BY TRAVEL GROUP SIZE AND SEX

Group size	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
1 person	156,998	102,077	54,921	179,996	112,358	67,638	176,846	110,179	66,667	267,316	163,871	103,444
2-3 persons	3,730	2,505	1,225	2,964	1,976	988	2,820	1,319	1,501	4,996	2,214	2,782
4-5 persons	742	625	117	295	113	183	252	110	142	736	490	246
6-7 persons	221	180	41	4	4	-	16	16	-	27	-	27
8 or more persons	27	27	-	-	-	-	-	-	-	52	52	-

TABLE 6.24: INBOUND OVERNIGHT VISITORS BY MAIN SOURCE OF TRAVEL INFORMATION AND SEX

Main source of travel information	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	161,719	105,415	56,304	183,260	114,451	68,809	179,934	111,624	68,310	273,126	166,627	106,499
Tourist office and information centre	493	327	166	168	114	54	106	67	39	502	149	353
Air lines	2,870	1,798	1,072	2,825	1,791	1,034	1,717	740	977	2,207	1,144	1,063
Travel agents and tour operators	2,313	1,470	844	483	224	260	353	166	187	1,270	621	648
Accommodation establishment	914	605	308	587	382	206	96	50	45	97	42	54
Tourist literature, travel magazine	550	291	259	267	172	95	161	67	94	305	88	217
Films and other audio-visual media	10	8	2	15	-	15	-	-	-	27	27	-
Print and television advertisement	55	40	16	-	-	-	-	-	-	60	60	-
General textbooks and magazines	211	98	112	219	156	63	100	52	48	402	341	60
Educational institutions	1,925	762	1,162	2,167	1,106	1,061	2,585	1,046	1,540	4,235	1,747	2,487
Friends and relatives	44,854	26,315	18,539	48,659	26,878	21,781	50,724	27,611	23,114	74,777	40,933	33,845
Own experience	72,952	48,786	24,166	95,019	61,387	33,632	86,065	56,831	29,234	126,316	82,450	43,866
Employer	12,485	10,511	1,974	11,407	8,702	2,705	12,999	10,109	2,890	14,570	11,033	3,538
Organisers	12,788	8,575	4,214	13,002	8,675	4,328	15,750	10,010	5,739	28,186	17,274	10,912
Social media website	8,436	5,208	3,228	7,945	4,558	3,387	8,733	4,377	4,356	19,573	10,380	9,193
Other	862	620	241	496	306	189	545	498	47	600	338	262

E-platform	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	98,938	62,023	36,916	111,325	68,932	42,392	117,841	69,658	48,182	227,031	132,623	94,408
Google	40,403	25,347	15,056	44,283	26,467	17,816	45,242	27,017	18,225	82,701	48,297	34,405
Facebook	17,985	11,611	6,374	20,744	13,354	7,390	20,559	12,850	7,709	38,768	24,518	14,249
Twitter/X	4,559	3,081	1,479	4,376	2,770	1,606	2,056	1,285	771	6,880	4,385	2,495
WhatsApp	21,660	14,378	7,282	28,383	18,414	9,969	30,544	18,571	11,973	55,492	34,366	21,126
Instagram	8,312	4,512	3,801	7,505	4,300	3,205	8,397	4,375	4,022	18,846	9,946	8,899
Telegram	2,195	1,216	979	2,591	1,705	886	3,894	2,486	1,408	8,080	4,691	3,389
TikTok	2,437	1,263	1,173	2,371	1,257	1,113	4,047	1,698	2,349	9,824	4,193	5,631
SnapChat	1,387	615	772	1,073	666	406	3,103	1,377	1,726	6,440	2,227	4,213

TABLE 6.24: INBOUND OVERNIGHT VISITORS BY USE OF E-PLATFORM DURING TRIP AND SEX

E-platform	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	158,778	98,214	60,564	182,435	107,755	74,680	172,689	95,684	77,005	326,301	183,929	142,371
Google	30,522	18,995	11,526	33,338	20,390	12,949	26,521	15,687	10,834	54,767	33,249	21,518
Facebook	28,599	18,518	10,081	31,930	19,638	12,293	29,633	17,700	11,933	53,347	32,143	21,204
Twitter/X	10,487	6,295	4,192	12,240	7,392	4,848	6,136	3,613	2,522	10,960	6,629	4,332
WhatsApp	56,554	36,450	20,104	65,227	39,392	25,835	66,116	37,986	28,130	118,472	69,425	49,046
Instagram	17,874	10,012	7,862	21,298	11,357	9,941	22,074	10,518	11,556	41,325	20,348	20,978
Telegram	4,571	2,849	1,722	6,591	4,047	2,544	7,110	4,153	2,956	12,862	6,818	6,044
TikTok	5,792	2,821	2,971	6,770	3,191	3,580	8,173	3,228	4,945	17,698	7,920	9,777
SnapChat	4,380	2,273	2,107	5,041	2,349	2,692	6,926	2,798	4,128	16,870	7,397	9,473

Tourist sites visited	2022 Q4	2023 Q1	2023 Q2	2023 Q3
Total	71,059	75,543	51,899	247,959
Independence Square and Art Centre	16,799	17,579	12,776	50,486
Kwame Nkrumah Memorial Park	10,576	4,040	2,348	50,204
Cape Coast Castle	9,332	10,213	8,460	28,361
Elmina Castle	7,664	9,244	7,438	25,433
Kakum National Park	7,136	8,745	6,876	25,194
National Museum	4,900	6,579	4,118	28,621
Shai Hills Resource Reserve	4,695	7,348	3,595	8,430
Aburi Botanical Garden	4,621	4,974	2,739	8,360
Dubois Centre	2,687	4,128	2,090	15,555
Manhyia Palace Museum	2,650	2,694	1,461	7,314

TABLE 6.26: TOTAL EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY CATEGORY OF EXPENDITURE AND SEX

Category of expenditure	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	3,512,098,802	2,354,153,045	1,157,945,757	3,446,719,583	2,158,902,632	1,287,816,951	3,050,337,690	1,857,708,958	1,192,628,732	5,159,289,803	3,079,730,410	2,079,559,393
Accommodation	1,367,752,335	907,702,178	460,050,157	1,273,242,986	803,908,958	469,334,028	1,192,282,230	730,566,093	461,716,137	2,075,008,964	1,179,378,874	895,630,091
Food and beverages	783,340,704	529,356,108	253,984,596	873,857,425	554,927,650	318,929,775	770,425,375	474,482,486	295,942,889	1,254,921,777	787,766,806	467,154,972
Transport	542,345,405	374,492,099	167,853,305	561,015,235	354,828,841	206,186,395	485,555,232	299,717,700	185,837,532	791,720,962	495,292,443	296,428,519
Recreation and culture	79,043,786	49,630,851	29,412,935	70,462,787	40,479,715	29,983,072	45,681,626	25,698,376	19,983,251	84,979,549	43,218,376	41,761,173
Sporting activity	9,266,935	7,383,166	1,883,769	6,730,761	4,817,899	1,912,863	4,872,442	3,509,411	1,363,031	16,929,321	11,618,783	5,310,538
Shopping	560,322,023	368,936,545	191,385,478	506,861,692	291,586,591	215,275,101	433,678,056	254,275,733	179,402,323	763,386,414	460,098,275	303,288,139
Other	170,027,617	116,652,098	53,375,520	154,548,697	108,352,978	46,195,719	117,842,726	69,459,159	48,383,568	172,342,827	102,356,860	69,985,967

TABLE 6.27: TOTAL EXPENDITURE (GHS) OF INBOUND OVERNIGHT VISITORS BY TYPE OF TOUR AND SEX

Category of expenditure	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	3,512,098,802	2,354,153,045	1,157,945,757	3,446,719,583	2,158,902,632	1,287,816,951	3,050,337,690	1,857,708,958	1,192,628,732	5,159,289,803	3,079,730,410	2,079,559,393
Package tour	146,184,216	108,611,480	37,572,736	78,861,346	54,583,559	24,277,787	83,197,991	56,040,054	27,157,937	122,150,758	81,655,921	40,494,837
Self-arranged tour	3,365,914,587	2,245,541,565	1,120,373,021	3,367,858,236	2,104,319,073	1,263,539,164	2,967,139,698	1,801,668,904	1,165,470,795	5,037,139,045	2,998,074,489	2,039,064,556

TABLE 6.28: TOTAL EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY COUNTRY OF RESIDENCE AND SEX

Country of residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	1,460,567,220	981,545,241	479,021,979	1,357,650,490	881,682,050	475,968,441	1,269,271,382	765,239,422	504,031,960	1,753,065,960	1,126,829,708	626,236,252
Côte d'Ivoire	92,353,437	59,955,833	32,397,604	122,794,295	81,608,291	41,186,005	99,035,760	60,470,277	38,565,483	69,573,006	39,331,568	30,241,438
Togo	19,732,716	15,643,628	4,089,089	21,298,500	15,093,496	6,205,004	9,152,777	5,776,743	3,376,035	7,873,030	6,205,360	1,667,671
Burkina Faso	40,671,278	32,639,398	8,031,880	38,509,662	28,351,950	10,157,712	37,533,109	23,921,017	13,612,092	60,853,417	43,310,933	17,542,484
Benin	12,475,910	10,376,870	2,099,040	7,783,213	5,395,816	2,387,396	9,424,407	3,705,832	5,718,575	18,015,317	14,021,290	3,994,027
Guinea	18,156,348	13,098,327	5,058,021	20,823,117	17,246,831	3,576,286	16,055,883	11,372,687	4,683,196	19,670,663	11,271,060	8,399,603
Nigeria	476,761,641	342,000,369	134,761,273	444,881,599	303,993,232	140,888,367	505,230,981	329,132,542	176,098,439	688,889,504	474,958,459	213,931,044
Mali	31,765,771	25,275,342	6,490,429	44,738,212	40,898,263	3,839,949	18,453,564	14,255,942	4,197,622	27,809,359	20,407,765	7,401,595
Guinea-Bissau	4,604,117	2,194,918	2,409,200	8,747,510	4,555,725	4,191,785	2,141,531	1,657,084	484,446	3,132,707	2,734,393	398,314
Gambia	17,041,938	12,006,250	5,035,688	13,752,347	9,698,376	4,053,970	22,323,430	16,591,464	5,731,966	37,934,881	26,649,559	11,285,322
Liberia	181,651,622	100,044,801	81,606,821	142,499,042	75,394,325	67,104,718	187,846,618	97,100,973	90,745,646	220,861,091	118,988,595	101,872,497
Niger	6,354,208	3,045,208	3,309,000	7,945,268	5,599,185	2,346,083	5,377,943	4,256,735	1,121,208	7,297,229	3,845,685	3,451,544
Senegal	29,839,788	20,740,413	9,099,375	45,699,217	34,979,154	10,720,064	23,683,218	17,863,958	5,819,259	29,031,849	20,304,548	8,727,301
Sierra Leone	186,168,088	109,836,732	76,331,356	139,687,303	68,919,843	70,767,460	125,906,876	54,894,857	71,012,020	156,646,369	93,525,311	63,121,058
Other Africa	342,990,356	234,687,153	108,303,203	298,491,205	189,947,563	108,543,643	207,105,284	124,239,311	82,865,973	405,477,536	251,275,182	154,202,354

TABLE 6.29: TOTAL EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX

Continent of residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	3,512,098,802	2,354,153,045	1,157,945,757	3,446,719,583	2,158,902,632	1,287,816,951	3,050,337,690	1,857,708,958	1,192,628,732	5,159,289,803	3,079,730,410	2,079,559,393
Africa	1,460,567,220	981,545,241	479,021,979	1,357,650,490	881,682,050	475,968,441	1,269,271,382	765,239,422	504,031,960	1,753,065,960	1,126,829,708	626,236,252
West Africa	1,118,879,122	748,160,347	370,718,776	1,064,123,840	696,595,982	367,527,857	1,062,631,909	641,465,922	421,165,987	1,349,176,584	877,142,686	472,033,898
Other Africa	341,688,098	233,384,894	108,303,203	293,526,651	185,086,068	108,440,583	206,639,473	123,773,500	82,865,973	403,889,376	249,687,022	154,202,354
Asia	288,813,477	210,127,235	78,686,242	311,755,866	231,872,118	79,883,747	273,248,589	215,746,016	57,502,573	358,714,701	289,125,587	69,589,114
Australia/Oceania	30,922,117	13,622,805	17,299,312	30,741,276	18,849,589	11,891,688	43,135,224	29,007,070	14,128,154	46,203,540	28,153,096	18,050,444
Europe	1,026,752,210	702,215,384	324,536,826	918,815,120	557,047,058	361,768,062	728,809,229	445,036,993	283,772,236	1,440,487,092	872,777,985	567,709,107
America	697,196,486	439,587,657	257,608,828	819,205,718	461,892,904	357,312,815	731,405,428	399,624,872	331,780,556	1,548,054,550	753,744,760	794,309,790
Latin America	7,847,293	7,054,723	792,570	8,551,111	7,558,913	992,198	4,467,837	3,054,585	1,413,252	12,763,960	9,099,273	3,664,687

TABLE 6.30: TOTAL EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY LEVEL OF EDUCATION AND SEX

Level of education	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	3,512,098,802	2,354,153,045	1,157,945,757	3,446,719,583	2,158,902,632	1,287,816,951	3,050,337,690	1,857,708,958	1,192,628,732	5,159,289,803	3,079,730,410	2,079,559,393
No formal education	18,711,133	13,422,458	5,288,675	7,619,115	6,039,006	1,580,110	6,331,587	3,187,274	3,144,313	16,633,046	8,800,431	7,832,615
Basic education	91,943,293	68,590,982	23,352,310	71,990,723	49,804,250	22,186,472	67,205,723	33,510,730	33,694,993	162,656,449	106,197,182	56,459,267
Secondary/high school	867,171,123	573,264,929	293,906,194	822,648,530	538,422,740	284,225,791	485,230,544	284,294,840	200,935,704	835,096,157	526,661,252	308,434,905
Tertiary	2,528,464,134	1,694,258,134	834,206,000	2,539,565,922	1,562,077,593	977,488,329	2,439,829,718	1,496,878,331	942,951,387	3,952,202,850	2,317,818,641	1,634,384,209
Other	5,809,120	4,616,542	1,192,578	4,895,293	2,559,043	2,336,249	51,740,118	39,837,782	11,902,336	192,701,302	120,252,905	72,448,397

Purpose of visit	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	3,512,098,802	2,354,153,045	1,157,945,757	3,446,719,583	2,158,902,632	1,287,816,951	3,050,337,690	1,857,708,958	1,192,628,732	5,159,289,803	3,079,730,410	2,079,559,393
Vacation	792,427,692	485,774,559	306,653,134	651,299,786	356,634,529	294,665,257	587,400,833	311,869,917	275,530,916	1,222,035,647	627,454,899	594,580,749
Business and professional	1,497,482,731	1,055,710,691	441,772,039	1,114,457,767	770,525,342	343,932,425	891,142,366	631,403,829	259,738,537	1,633,220,256	1,063,329,127	569,891,129
Visiting friends and relatives	1,163,602,034	780,020,004	383,582,030	1,619,842,332	1,004,179,732	615,662,601	1,349,067,385	823,482,915	525,584,470	2,145,880,671	1,311,508,322	834,372,349
Health treatment	32,352,491	15,923,488	16,429,004	38,259,051	17,016,313	21,242,738	62,077,787	13,250,782	48,827,004	72,922,264	32,154,309	40,767,955
Shopping	1,941,761	1,415,266	526,495	8,122,515	2,874,657	5,247,858	4,195,503	2,338,219	1,857,284	6,816,584	4,494,492	2,322,091
Culture/festival	6,141,432	2,968,609	3,172,823	3,108,792	2,267,330	841,462	3,900,656	973,510	2,927,146	15,121,460	3,478,565	11,642,896
Transit	16,329,184	10,555,153	5,774,031	6,177,413	4,148,509	2,028,904	7,061,984	3,653,793	3,408,191	6,705,769	4,664,744	2,041,026
Other	1,821,477	1,785,275	36,202	5,451,927	1,256,220	4,195,707	145,491,176	70,735,993	74,755,183	56,587,152	32,645,953	23,941,198

Purpose of visit	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	21,717.3	22,332.2	20,565.9	18,807.8	18,863.1	18,715.9	16,952.5	16,642.5	17,459.1	18,889.8	18,482.8	19,526.5
Vacation	25,430.9	26,812.9	23,511.2	23,779.0	24,537.3	22,921.6	20,189.8	20,745.6	19,595.5	22,180.8	22,076.4	22,292.0
Business and professional	19,730.6	19,754.1	19,674.9	17,943.5	17,155.0	20,003.3	15,154.9	14,965.6	15,635.8	17,842.4	16,932.3	19,831.1
Visiting friends and relatives	23,685.4	25,470.9	20,730.2	18,755.9	19,959.6	17,076.2	17,094.4	17,605.3	16,350.9	18,867.4	19,253.5	18,290.9
Health treatment	18,272.9	15,188.5	22,750.8	22,383.5	21,582.5	23,069.4	35,709.9	17,956.7	48,804.6	24,110.7	25,744.0	22,961.7
Shopping	10,900.8	12,124.3	8,574.8	33,331.3	17,916.2	63,044.9	10,379.8	9,036.9	12,768.3	38,368.7	33,332.0	54,229.1
Cultural/festival	18,596.3	16,211.3	21,564.8	17,975.1	19,540.9	14,783.2	25,310.9	25,411.4	25,277.6	27,652.4	15,972.8	35,382.3
Transit	5,275.6	6,023.4	4,299.8	1,266.3	1,216.3	1,382.5	2,670.6	2,109.0	3,737.7	1,581.1	1,653.1	1,438.0
Other	11,309.3	13,678.2	1,185.4	13,906.6	5,840.7	23,709.9	17,790.3	14,559.1	22,519.4	11,860.1	11,395.5	12,558.2

TABLE 6.33: AVERAGE EXPENDITURE OF INBOUND OVERNIGHT VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX

Continent of residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	21,717.3	22,332.2	20,565.9	18,807.8	18,863.1	18,715.9	16,952.5	16,642.5	17,459.1	18,889.8	18,482.8	19,526.5
Africa	16,426.0	17,080.5	15,230.3	14,317.0	14,353.4	14,249.9	13,209.9	12,532.5	14,390.9	13,766.8	13,833.7	13,648.2
West Africa	15,526.2	15,946.4	14,742.3	13,385.6	13,521.5	13,135.2	12,974.6	12,273.7	14,210.5	12,897.6	13,050.5	12,622.9
Other Africa	20,273.4	22,124.6	17,176.5	19,146.9	18,678.5	20,003.2	14,568.9	14,070.3	15,383.3	17,766.5	17,529.2	18,164.6
Asia	21,395.7	19,059.7	31,805.4	18,274.4	18,380.9	17,972.3	16,930.8	17,251.9	15,825.8	15,155.8	15,659.6	13,369.1
Australia/Oceania	26,604.5	18,992.6	38,873.1	19,788.7	20,901.5	18,248.6	26,474.5	31,950.3	19,583.5	21,151.0	22,807.5	18,998.9
Europe	27,243.3	29,054.3	24,005.6	23,390.7	23,229.7	23,642.9	21,067.6	22,085.7	19,647.2	22,958.0	24,600.3	20,820.9
America	34,625.8	37,397.1	30,738.8	27,340.6	30,712.6	23,942.6	23,522.5	23,909.5	23,072.8	27,444.6	25,643.9	29,403.8
Latin America	24,768.2	24,881.8	23,800.9	14,893.5	15,465.8	11,618.2	11,360.4	10,694.2	13,128.2	16,313.4	15,100.8	20,376.4

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