GHANA INTERNATIONAL TRAVELLERS' SURVEY

INBOUND SAME-DAY VISITORS' REPORT 2023

GHANA STATISTICAL SERVICE

SEPTEMBER 2025

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ADMINISTRATIVE MAP OF GHANA

PREFACE

Tourism is one of Ghana's most dynamic sectors, with the power to create jobs, drive regional integration, and showcase our rich cultural heritage. Yet for too long, the role of same-day visitors, travelers who enter and leave on the same day, has been overlooked in both policy and planning. This report, the first of its kind, changes that.

The Ghana International Travellers' Survey (GITS) conducted by the GSS between October 2022 and September 2023 reveals that, Ghana welcomed 12,866 inbound same-day visitors. Most came from West Africa, led by Côte d'Ivoire, Nigeria, and Liberia. Nearly two-thirds of them held tertiary education, and the majority were men between the ages of 36 and 64. While many were in transit, holiday and leisure trips were also significant, especially in late 2022.

Their economic footprint is striking. Same-day visitors spent GHS24 million during the period, with spending peaking in the third quarter of 2023 at GHS7.6 million. The largest outlays were on rest stops, shopping, and transport, together accounting for more than 70 percent of all expenditure. Visitors from Africa drove the highest overall spending, while Latin American visitors recorded the highest per capita expenditure, averaging GHS12,272.

The policy message is clear. Same-day travel is not marginal; it is a growing segment that can deliver real value if properly harnessed. Three priorities stand out:

- Campaigns and Products: Launch a bold "Visit Ghana in a Day" initiative, supported by attractive one-day tour packages that highlight cultural heritage, eco-tourism, and shopping experiences;

- Infrastructure and Services: Upgrade facilities such as resting places, sanitation, Wi-Fi access, and information desks, at borders, airports, and seaports, to make short visits more comfortable and rewarding; and

- Partnerships and Innovation: Engage the private sector, local governments, and development partners to design customised day experiences, invest in visitor-friendly services, and build a National Tourism App with multilingual support.

This report provides the evidence needed for smart, data-driven decisions. By acting on these insights, Ghana can transform short visits into lasting economic benefits, position itself as a top destination for day and transit travelers, and advance the broader goal of making tourism a pillar of national development.

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

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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

Same-day travel is an expanding but often overlooked part of Ghana's inbound tourism. As the country works to use tourism for economic growth and regional integration, understanding short-stay visitors is crucial. The Ghana International Travellers' Survey (GITS) aims to support this by providing baseline data on inbound same-day visitors, which will help analyze how these visits can contribute to Ghana's tourism development.

Conducted as part of the Ghana International Travellers' Survey (GITS), the Inbound Same-day Visitors' Report offers a detailed overview of international same-day visitors who entered and exited Ghana on the same day from Q4 2022 to Q3 2023, providing valuable insights into their profiles, trip characteristics, and economic impacts.

To maintain statistical rigor and ensure global comparability, the team followed the UN's Tourism Satellite Account Methodological Framework during data collection. They conducted fieldwork at six of Ghana's 46 main exit points: Kotoka International Airport, three land borders (Aflao, Paga, and Elubo), and two seaports (Tema and Takoradi)

The team selected visitors using stratified and systematic random sampling methods, based on their departure schedules and eligibility criteria. They conducted face-to-face interviews in English and French using tablet-based Computer-Assisted Personal Interviewing (CAPI). They also calculated survey weights to adjust for selection probabilities, non-response, and variations across exit points, ensuring the data accurately represented the target population.

During the period, the team recorded a total of 12,866 same-day visitors, with a significant increase in the third quarter of 2023 (6,001), primarily among male visitors aged 36–64. Most of these visitors (65.4%) held tertiary education qualifications, particularly those traveling for holidays, leisure, or recreational purposes. Same-day visitors from West Africa dominated throughout the period, especially from Côte d'Ivoire and Nigeria, while Liberia recorded the highest number of visits in Q3 2023.

Regarding trip characteristics, most visitors were in transit across all quarters, except in Q4 2022, where holidays, leisure, and recreational trips had the highest share. Air transport was the preferred mode of travel for same-day visitors in Q3 2023, with a higher proportion of males (75.8%) than females (69.3%). In Q4 2022, sea transport was the favored mode, with a higher proportion of females (56.3%) than males (35.3%).

Same-day visitors primarily planned their trips, with less than 1% using package tours in Q3 2023. The most popular sites shifted across quarters, but landmarks like the Bisa Abrewa Museum, Cape Coast Castle, the National Museum, and the Kwame Nkrumah Memorial Park consistently attracted the same number of same-day visitors.

Same-day visitors spent a total of GHS 24 million during the period, with the highest amount recorded in Q3 2023 at GHS 7.6 million. The main spending categories were rest areas, shopping, and transportation, which together account for over 70.0 percent of the quarterly expenditure. Visitors from Africa contributed the most to total spending, while visitors from Latin America had the highest per capita expenditure of GHS 12,272. Notably, spending by transit same-day visitors steadily increased, rising from GHS 443,000 in Q4 2022 to GHS 5.7 million in Q3 2023.

These findings emphasize an emerging segment of Ghana's tourism economy. While same-day visitors currently account for a small portion of overall tourism spending, their regional dominance and consistent travel patterns—particularly for transit, holidays, leisure, and recreation—present growth opportunities. Improving visitor services at busy exit points, enhancing short-stay facilities, and developing accessible short-experience packages could help unlock additional economic value from this segment.

Targeted policy interventions are essential for establishing same-day tourism as a valuable contributor to Ghana's economy. Priorities should include developing accessible and attractive day-tour packages tailored for transit, business, professional, and leisure visitors. Specific promotional campaigns, such as "Visit Ghana in a Day," can help position the country as a leading destination for short stays. Additionally, strategic investment in visitor-friendly infrastructure at border crossings and seaports will be crucial to improve comfort, convenience, and the overall visitor experience.

1 OVERVIEW OF INBOUND SAME-DAY VISITORS

1.1 Introduction

Many advanced economies have effectively harnessed tourism as a powerful driver of economic growth and development, creating jobs, generating revenue, and strengthening national identity. Ghana has also consistently prioritized tourism as a key component of its development strategy since gaining independence.

Ghana has intensified efforts to develop and expand its tourism sector. An initiative in this regard is the 15-year Tourism Development Plan (2013–2027), which provides a comprehensive framework for monitoring the sector's growth and development. The plan focuses on enhancing tourism infrastructure, diversifying tourism products, improving data-driven decision-making, and promoting public-private partnerships. Additionally, the recently launched "Black Star Experience" under the Resetting Ghana Agenda reinforces this commitment by positioning tourism, culture, and the creative arts as key drivers of economic growth. This initiative aims to celebrate Ghana's rich heritage through year-round cultural events, attract investments, create new jobs, and boost tourism.

The Ghana International Travellers' Survey (GITS) is crucial for informing and evaluating tourism initiatives by providing reliable data to monitor and assess their effectiveness. Additionally, the GITS is a key component of Ghana's first Tourism Satellite Account (TSA), an internationally recognized framework for measuring the economic impact of tourism. The TSA aims to offer a comprehensive view of tourism's role in the country, quantify and track the sector's contributions to Ghana's Gross Domestic Product (GDP), and evaluate the sector's impact and its relationship with other industries.

One of the main outputs of the GITS is the Inbound Same-day Visitors' Report, which provides an overview of same-day visitors from October 2022 to September 2023. The report includes findings from Quarter 4 (October-December 2022), Quarter 1 (January-March 2023), Quarter 2 (March-June 2023), and Quarter 3 (July-September 2023). It highlights the profile and characteristics of inbound same-day visitors, their travel motivations, and expenditure patterns.

As Ghana enhances its involvement in regional and global tourism networks, analyzing tourism trends and their policy implications through tourism statistics remains essential for fostering economic growth and development.

1.2 Objectives

The primary objective of GITS was to collect baseline data on inbound tourism, supporting the effective growth of the country's tourism industry. The specific objectives were to:

1. determine the profile and characteristics of inbound-same visitors;
2. obtain baseline data to measure the volume and value of same-day visitors; and
3. estimate the expenditure of inbound same-day 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

A structured governance framework supervised the 2023 GITS to guarantee its successful execution. The Government Statistician acted as the National Project Director, with the Deputy Government Statistician serving as the Deputy National Project Director. The National Technical Advisory Committee (NTAC) included key institutions that offered technical support.

The NTAC included representatives from the University of Cape Coast (UCC), 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 Director at GSS led the Project Implementation Team (PIT). The PIT was responsible for the entire process, from project initiation to the execution phase. All Regional Statisticians played key roles in field monitoring to ensure smooth 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 employed a random sampling method targeting international travelers leaving Ghana daily during the period. The sampling frame was based on records kept by the Ghana Immigration Service (GIS), which logs traveler details at all exit points, including their purpose of visit. Only travelers identified as tourists were permitted to participate in the survey.

Out of Ghana's 46 official exit points, six were chosen based on traffic volume, operational feasibility, and data availability. These included Kotoka International Airport (KIA), land borders at Aflao, Elubo, and Paga, as well as seaports at Tema and Takoradi. Individuals exiting Ghana through any of these points served as the sampling units.

At each departure point, systematic random sampling was employed. At the airport, visitors who had completed all immigration procedures and passed through the boarding gates were selected for interviews at regular intervals, starting with a randomly chosen third visitor, based on seating arrangements. At land borders, interviews were conducted immediately after immigration procedures, and similar methods were applied at seaports. The targeted population at these ports included crew members and passengers of visiting vessels that docked and possessed visas to enter Ghana.

2.2 Weights Computation

Survey weights were determined at each exit point to account for unequal selection probabilities and to produce unbiased population estimates. The weighting process involved three main steps:

The first-stage probability was determined by the number of days interviewers worked. It was calculated as the number of days worked within the specified days of the month, divided by the total number of days in that month.

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

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

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

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

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

The selection probability at each exit point depended on P1, P2, and P3, which represent the probabilities of selection for the first, second, and third options, 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, as recommended by the UN Tourism, to ensure international comparability and consistency with official tourism statistics.

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

The type of exit point influenced respondents' choice of method. For airports, respondents were selected at fixed intervals, specifically every third person from a randomly chosen starting point, among those who had completed immigration and were waiting at the boarding gates. The same approach was used to select visitors at 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 interview 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 parents or guardians responded on behalf of minors under 15 years of age.

The data collection used Computer-Assisted Personal Interviewing (CAPI), which was connected to a centralized IT server at the GSS Head Office. It enabled the transmission of data to the Head Office for processing. Data was transferred from interviewers to supervisors' tablets via Bluetooth and synchronized to a server on a daily basis. The supervisor had to synchronize data directly with the server each day to ensure data safety. Data quality monitors then downloaded the synchronized data for their respective areas and conducted quality checks.

2.5 Monitoring and Evaluation

The Monitoring and Evaluation (M&E) team of GSS was responsible for ensuring compliance with the project's objectives, implementation plan, and quality assurance measures. The M&E team conducted independent field monitoring to verify adherence to survey protocols. Regular field visits helped identify challenges faced by field officers and allowed for immediate solutions through the Project Implementation Team (PIT).

3   DEFINITION OF CONCEPTS

3.1   Duration of a Trip

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

3.2   Exit Point

It refers to a designated location where visitors can leave one country and enter another.

3.3   Expenditure on Food and Beverages

It refers to the cost incurred at restaurants, cafés, bars, clubs, as well as prepared and unprepared food and beverages at retail outlets for consumption (UNWTO, 1999).

3.4   Expenditure on Other Services

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

3.5   Expenditure on Recreation and Sporting Activities

It refers to the costs incurred by visitors for leisure activities, sports, and recreational pursuits during their trips.

3.6   Expenditure on Shopping

It is the cost incurred on goods related to the trip, before, during, and after, for personal use or someone else, by a visitor.

3.7   Expenditure on Transport

These are expenses for all types of transport fares and associated baggage fees, including airfares (plane tickets), parking fees, maintenance, local transport, and others.

3.8   Inbound Same-day Visitor

An international visitor who does not spend a night in the country visited (UNWTO, 2008).

3.9   Mode of Travel

It refers to the different modes of transportation (air, land, or water) that visitors use to travel from their usual place of residence to a destination for tourism purposes.

3.10 Occupation

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

3.11 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.

3.12 Per Capita Expenditure

A measure of expenditure of inbound same-day visitors divided by the total number of inbound same-day visitors, which caters to each same-day visitor's expenditure.

3.13 Purpose of Visit

It refers to the reason for which the visit would not have taken place (IRTS, 2008).

3.14 Resting Place

This is a spot or location to offer visitors comfort, relaxation, and a brief respite from their journey.

3.15 Same-day Visitor

A visitor who does not spend a night in a collective or private accommodation in the country visited and whose primary purpose of visit is other than the exercise of an activity remunerated from within the place or country visited.

3.16 Self-arranged Tour

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

3.17 Tourism

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

3.18 Tourism Expenditure

It 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.

3.19 Tourist Sites

These are natural or artificial 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.

3.20 Transit

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

3.21 Trip

It refers to the travel by a person from the time of departure from their usual residence to their return.

3.22 Visitor

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

4 KEY FINDINGS

4.1 Profile of inbound same-day visitors

A total of 12,866 inbound same-day visitors (excursionists) are recorded from Q4 2022 to Q3 2023, with the highest number of visitors (6,001) in Q3 2023.

Across all quarters, there are more male inbound same-day visitors compared to females, with males being more than twice that of females in Q3 2023.

FIGURE 4.1.1: NUMBER OF INBOUND SAME-DAY VISITORS BY SEX, OCTOBER 2022 – SEPTEMBER 2023
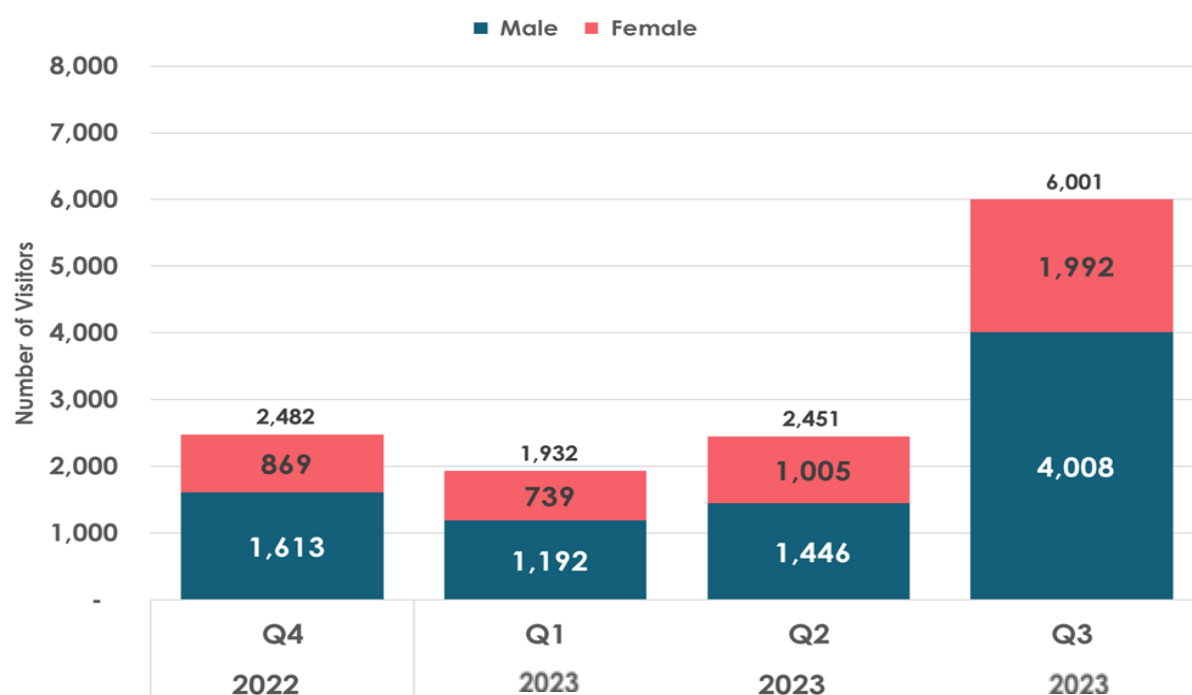
Across all quarters, male inbound same-day visitors consistently outnumbered females for visitors aged 0–64 with the highest number (2,378) recorded for the age group 36–64 in Q3 2023.

In Q1 2023, male visitors aged 15–35 recorded the highest number (525) and females aged 65+ outnumbered their male counterparts.

FIGURE 4.1.2: NUMBER OF INBOUND SAME-DAY VISITORS BY AGE AND SEX
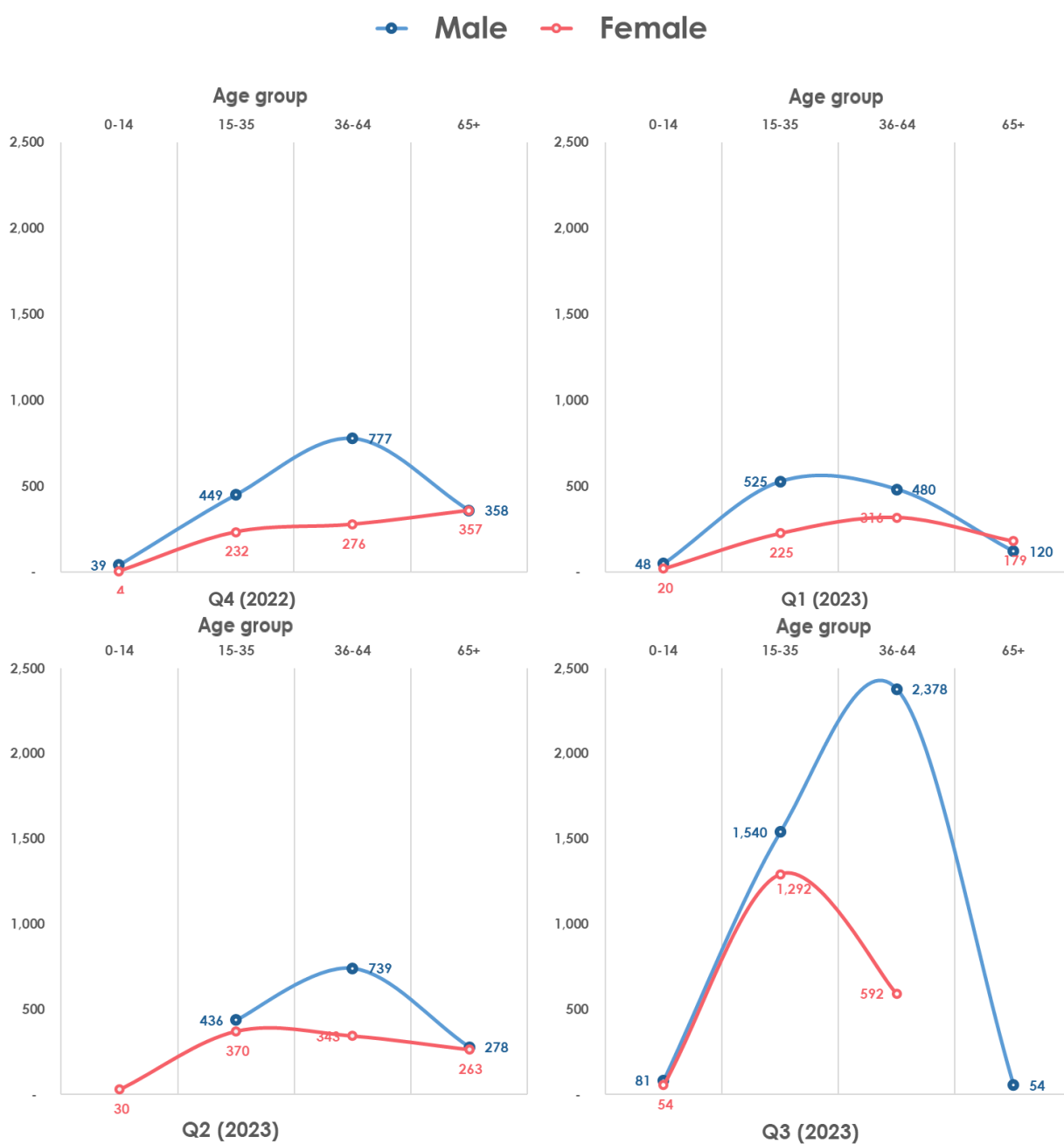
On average, 65.4 percent of inbound same-day visitors have tertiary education.

At least two-thirds of same-day visitors on holidays, leisure and recreational activities have tertiary education, with the highest proportion of 91.7 percent in 2023 Q2.

FIGURE 4.1.3: PROPORTION OF INBOUND SAME-DAY VISITORS BY PURPOSE OF VISIT AND LEVEL OF EDUCATION

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

2022 - Q4
- Total: 4 | 4.6 | 25.9 | 64.8
- Holiday / leisure / Recreation: 1.1 | 12.9 | 85.5
- Visiting friends & relatives: 7.4 | 8.9 | 8.9 | 74.8
- Business and professional: 4.7 | 45.1 | 47.9
- Transit: 9.6 | 9.6 | 43.2 | 37.5
- Shopping: 34.5 | 6.6 | 42.1 | 16.8
- Health treatment: 100.0 | -
- Other

2023 - Q1
- Total: 9.7 | 23.2 | 59.9
- Holiday / leisure / Recreation: 17.1 | 81.9
- Visiting friends & relatives: 6.9 | 16.3 | 73.9
- Business and professional: 11.6 | 6.9 | 79.3
- Transit: 11.9 | 16.3 | 33.7 | 38.1
- Shopping: 25.5 | 74.5
- Health treatment: - | 100.0
- Other: 16.6 | 14.6 | 46.1 | 22.7

2023 - Q2
- Total: 8.5 | 18.6 | 66.7
- Holiday / leisure / Recreation: 5.4 | 91.7
- Visiting friends & relatives: 3.1 | 18.7 | 78.2
- Business and professional: 5.1 | 18.7 | 66.4
- Transit: 20.9 | 28.2 | 38.1
- Shopping: 9.2 | 21.3 | 69.6
- Health treatment: - | 57.6 | 42.4
- Other: 7.2 | 25.6 | 64.6

2023 - Q3
- Total: 2.5 | 18.9 | 70.2 | 6.5
- Holiday / leisure / Recreation: 11.5 | 23.4 | 65.1
- Visiting friends & relatives: 51.8 | 48.2
- Business and professional: 7.7 | 91.2
- Transit: 2.9 | 18.0 | 69.3 | 7.7
- Shopping: 29.6 | 70.4
- Health treatment
- Other: 100.0

Inbound same-day visitors from West Africa constitute the largest proportion of visitors across all four quarters, peaking at 67.6 percent in Q1 2023.

In Q4 2022, more than half of female same-day visitors are from America.

FIGURE 4.1.4: PROPORTION OF INBOUND SAME-DAY VISITORS BY CONTINENT OF RESIDENCE AND SEX
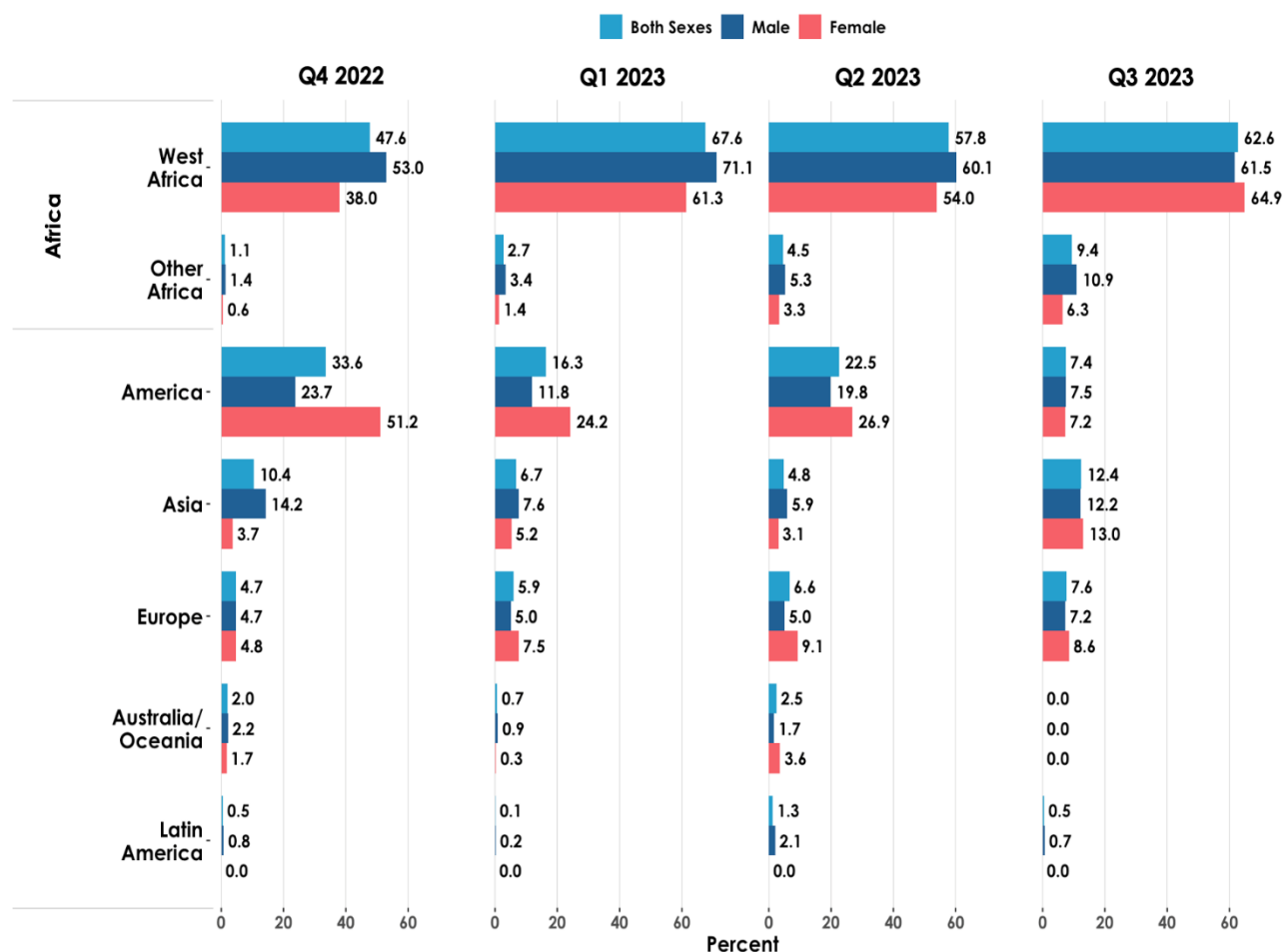
4.2 Trip characteristics of inbound same-day visitors

In 2023, more than a third of same-day visitors were on transit with the highest proportion observed in Q3 2023 (86.2%).

Proportion of inbound same-day visitors on holidays, leisure and recreation was 45.9 percent in Q4 2022, but declined within the first three quarters of 2023, recording the lowest of 0.6 percent in Q3.

FIGURE 4.2.1: PROPORTION OF INBOUND SAME-DAY VISITORS BY PRIMARY PURPOSE OF VISIT
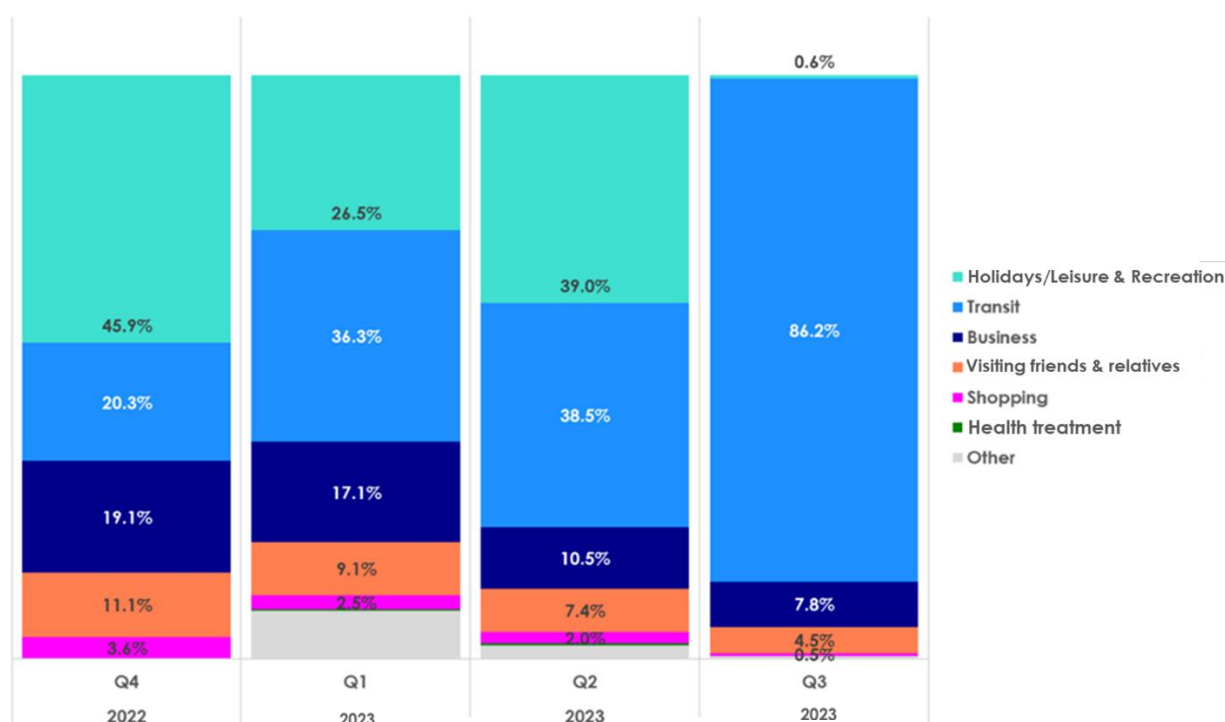
Air transport (73.8%) is the most used mode of travel by same-day visitors in Q3 2023 with higher proportion for males (75.8%) than females (69.3%).

Sea transport is the dominant mode of travel in Q4 2022 with higher proportion for females (56.3%) than males (35.3%).

FIGURE 4.2.2: PROPORTION OF INBOUND SAME-DAY VISITORS BY MODE OF TRAVEL AND SEX
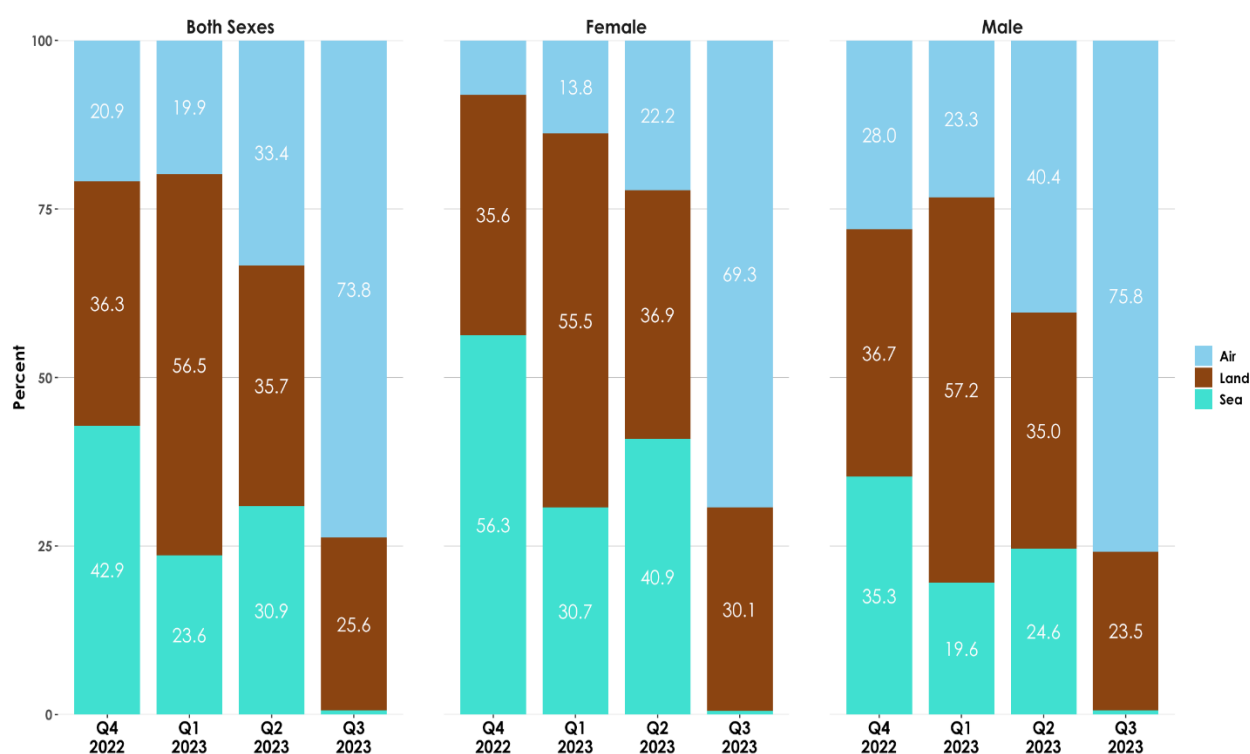
Proportion of visitors who embark on self-arranged tours is higher across all four quarters, while package tour is less than one percent for Q3 2023.

FIGURE 4.2.3: PROPORTION OF INBOUND SAME-DAY VISITORS BY TYPE OF TOUR
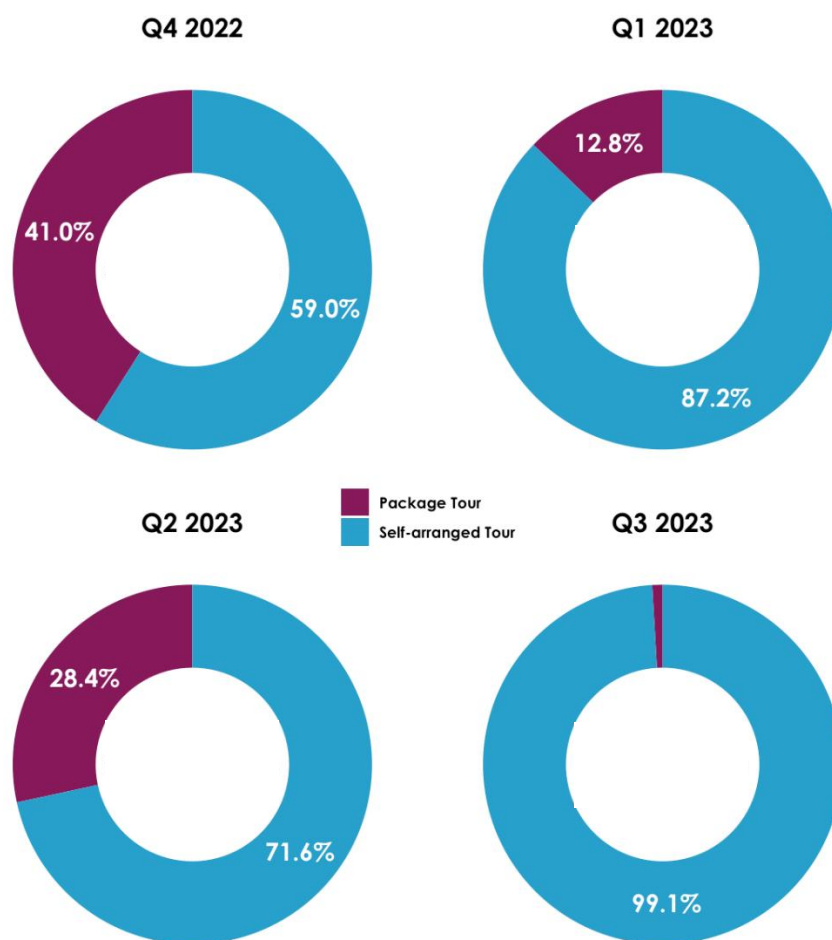
Q4 2022

41.0%
59.0%

Q1 2023

12.8%
87.2%

Package Tour
Self-arranged Tour

Q2 2023

28.4%
71.6%

Q3 2023

99.1%

FIGURE 4.2.4: TOURIST SITES VISITED BY INBOUND SAME-DAY VISITORS BY CONTINENT OF RESIDENCE

Legend: ■ Africa ■ Asia ■ Australia/Oceania ■ Europe ■ America ■ Latin America

2022 Q4
- Bisa Abrewa Museum: 12, 21, 14, 48, 288, 4
- Elimina Castle: 4, 4, 13, 11, 80, -
- Kakum National Park: 0, 7, 10, 14, 80, -
- Cape Coast Castle: 4, 4, 10, 11, 75, -
- Fort Orange: 0, 4, 7, -, 47, -
- Kwame Nkrumah Memorial Park: 22, -
- Independence Square And Art Center: 22, -
- Chief Crocodile Pond: 4, -
- Paga Zenga Crocodile: 2, -
- Pikwood Slave Camp: 2, -
- Other: 1, 8, 4, -, 98, -

2023 Q1
- Cape Coast Castle: 0, 2, 32, -
- Bisa Abrewa Museum: 0, 2, 2, 2, 24, -
- Elimina Castle: 0, 2, 2, 22, -
- Kakum National Park: 0, 2, -, 8, -
- Nzulezu Beyin: 0, 2, -, 4, -
- Fort Orange: 0, 2, -

2023 Q2
- National Museum: 4, 8, 8, 42, 140, 4
- Kwame Nkrumah Memorial Park: 8, 4, 8, 53, 128, 4
- Independence Square And Art Center: 11, 8, 23, 49, 64, 4
- Shai Hills Resource Reserve: 11, -, 4, 39, 35, -
- Dubois Center: 0, 4, 12, 41, -
- Kakum National Park: 6, -, 9, 41, -
- Elimina Castle: 3, -, 9, 11, -
- Cape Coast Castle: 0, 5, 11, -
- Osagyefo Dr. Kwame Nkrumah Sanctuary: 0, 7, -
- Wassa Domama: 0, 7, -
- Cape Three Points: 0, 4, -

2023 Q3
- Kwame Nkrumah Memorial Park: 0, 4, 27, 27, -
- Independence Square And Art Center: 0, 27, 30, -
- National Museum: 0, 27, 4, -

Number of visitors

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

FIGURE 4.2.5: NUMBER OF INBOUND SAME-DAY VISITORS FROM WEST AFRICAN COUNTRIES BY SEX

■ Male ■ Female

	2022 Q4	2023 Q1	2023 Q2	2023 Q3
Cote D'Ivoire	M: 172, F: 110	M: 347, F: 185	M: 249, F: 177	M: 465, F: 273
Nigeria	M: 120, F: 27	M: 111, F: 33	M: 220, F: 47	M: 266, F: 95
Burkina Faso	M: 117, F: 42	M: 76, F: 10	M: 26	
Togo	M: 67, F: 29	M: 52, F: 53	M: 71, F: 54	M: 246, F: 42
Sierra Leone	M: 47, F: -	M: 40	M: 16, F: 19	M: 217, F: 190
Liberia	M: 46, F: 13	M: 32, F: 78	M: 91, F: 78	M: 705, F: 331
Benin	M: 18, F: 11	M: 106, F: 15	M: 30, F: 56	M: 105, F: 85
Niger	M: 6		M: 22	M: 56, F: 9
Guinea	F: 6	M: 11		M: 27, F: 13
Senegal				M: 27, F: 27
Gambia			M: 38	M: 190, F: 27
Mali				F: 9

Number of visitors

4.3 Expenditure of inbound same-day visitors

Total expenditure for Q4 2022 to Q3 2023 is GHS 24.0 million, with Q3 2023 contributing the highest proportion (31.7%).

Expenditure on self-arranged tours is highest in Q3 2023 (GHS 7.6 million), contributing 98.9 percent, while that of package tours is highest in Q4 2022 (GHS 4.0 million), accounting for 52.7 percent.

FIGURE 4.3.1: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY TYPE OF TOUR (GHS)
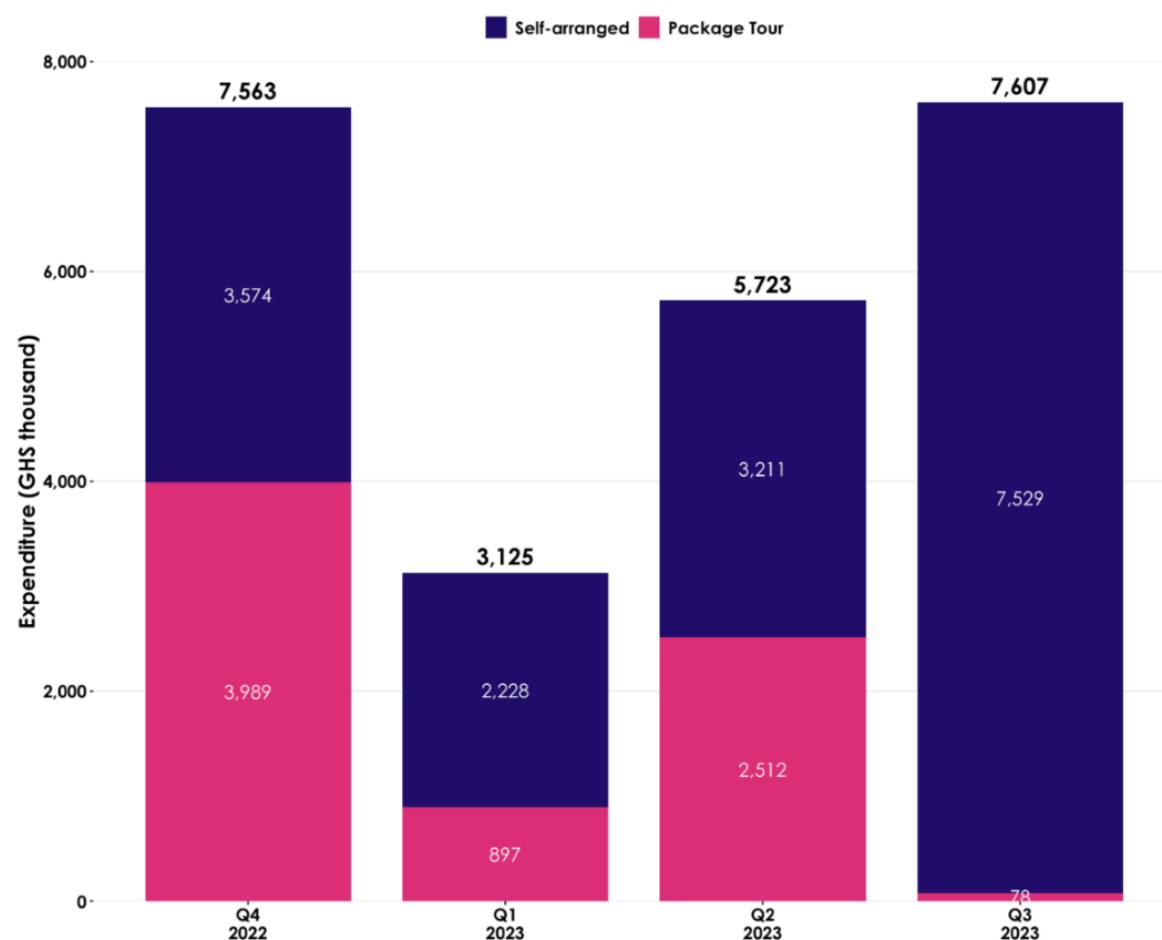
Resting place, shopping and transport contribute about 72 percent of total expenditure, each averaging about GHS 1.6 million per quarter.
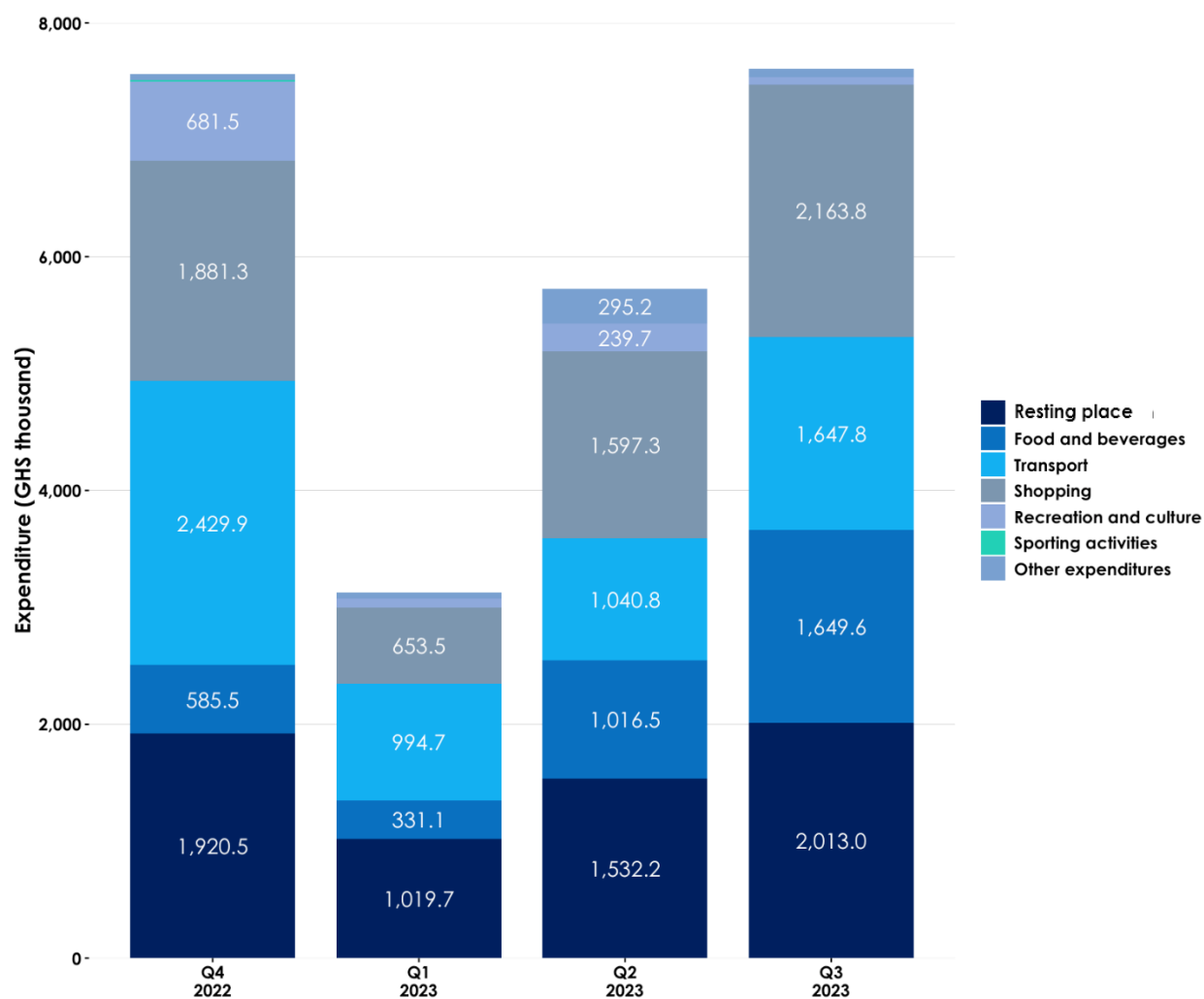
> Inbound same-day visitors from Africa spent on average GHS 3.1 million per quarter, 1.3 million more than the quarterly average expenditure of GHS 1.8 million by visitors from America.

FIGURE 4.3.3: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY CONTINENT OF RESIDENCE (GHS THOUSAND)
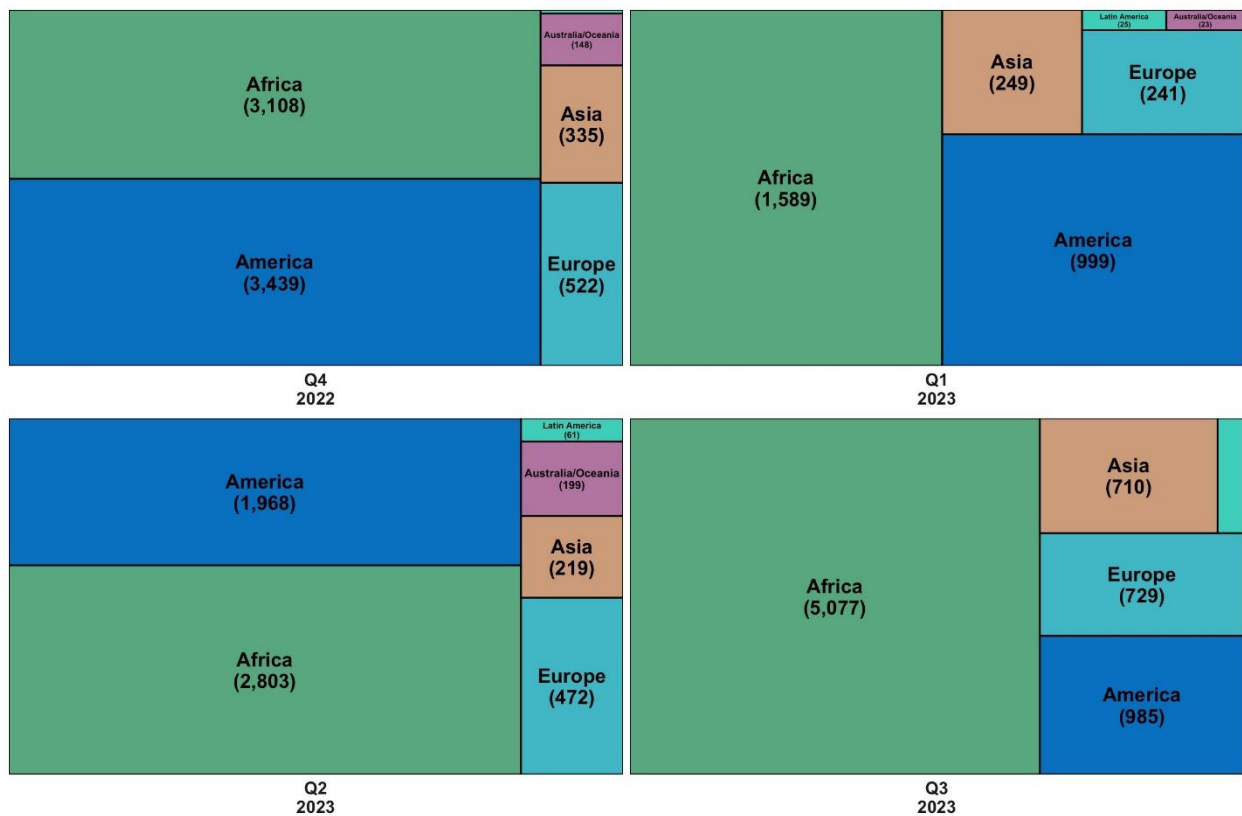
The highest per capita expenditure of inbound same-day visitors was recorded in Q1 2023 by Latin America (GHS 12,272), while visitors from Asia recorded the lowest (GHS 1,048) in Q3 2023.

FIGURE 4.3.4: PER CAPITA EXPENDITURE OF INBOUND SAME-DAY VISITORS BY CONTINENT OF RESIDENCE (GHS)
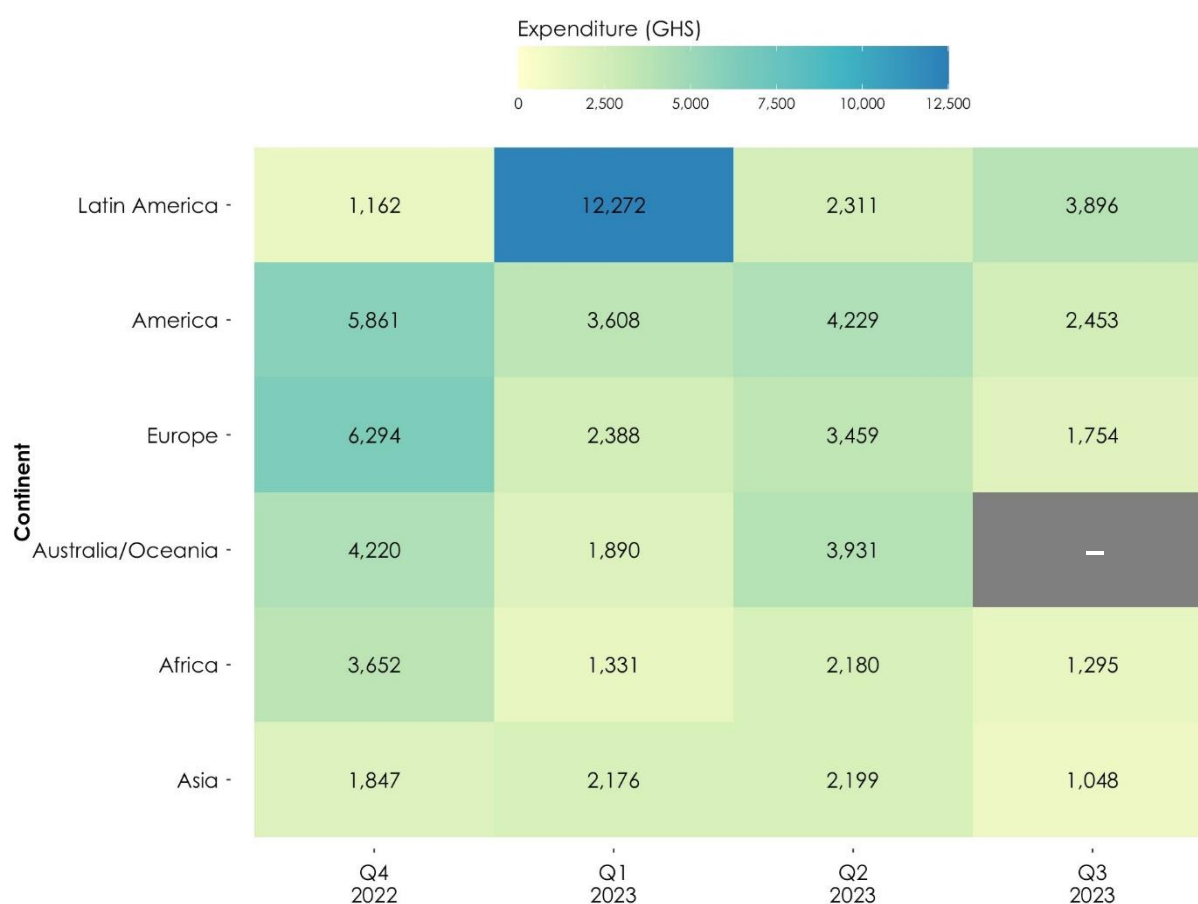
Amount spent by inbound same-day visitors on holidays, leisure and recreation accounted for the largest share of the total expenditure in all quarters except for Q3 2023 (1.4%).

Expenditure by visitors in transit increased consistently from GHS 443,582 in Q4 2022 to about GHS 5.7 million in Q3 2023.

FIGURE 4.3.5: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY PURPOSE OF VISIT (GHS)
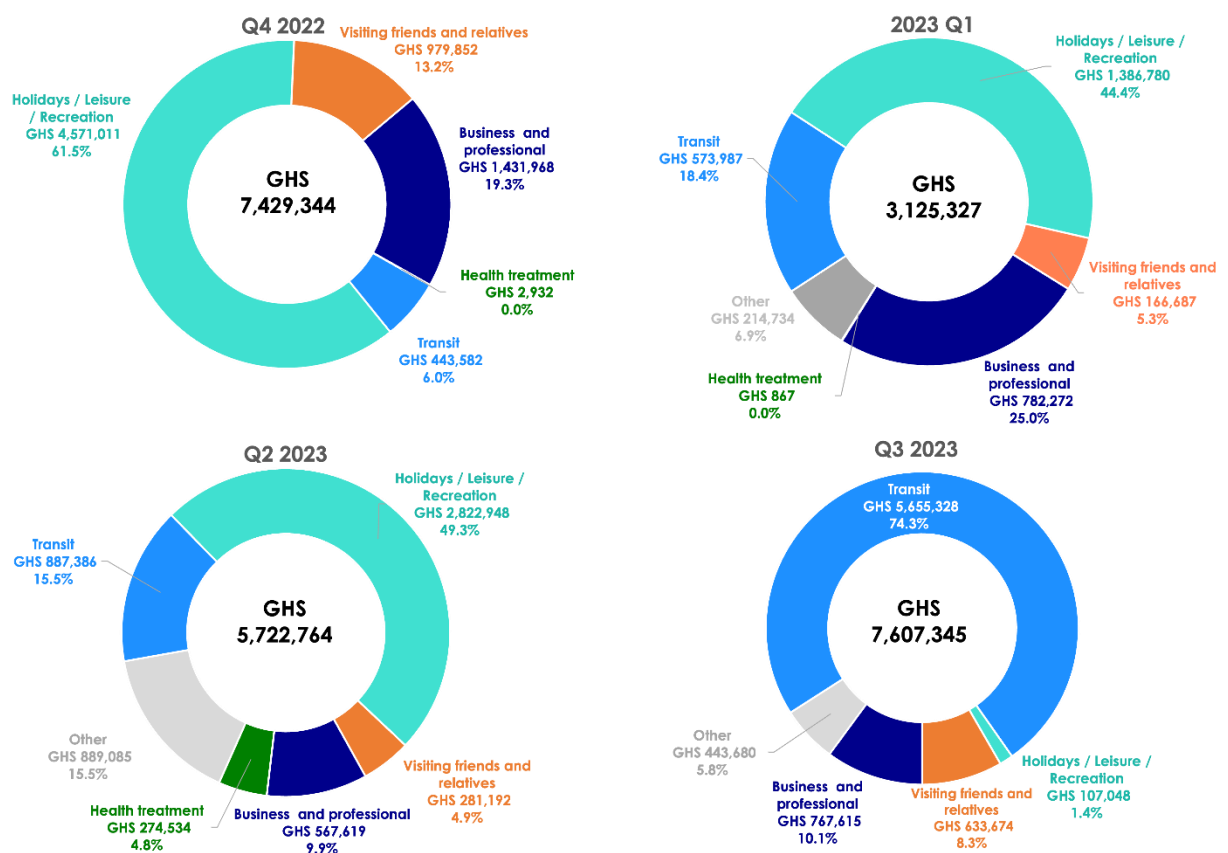
5 CONCLUSIONS AND POLICY RECOMMENDATIONS

5.1 Conclusions

The Inbound Same-day Visitors' Report provides an analysis of same-day visitors to Ghana from October 2022 to September 2023. Along with visitor numbers and spending patterns, the report offers key insights into visitor demographics, travel motivations, and expenditure habits, enabling businesses and policymakers to make informed, data-driven decisions.

The country received 12,866 inbound same-day visitors between Q4 2022 and Q3 2023, with the highest increase of 3,550 visitors in Q3 2023, following a rise from 2,451 in Q2 2023. This increase was mainly due to male visitors aged 36–64. Most same-day visitors were from the West African region with Côte d'Ivoire and Nigeria as the top sources, and Liberia recording the highest number of visits in Q3 2023. A large share (65.4%) of inbound same-day visitors holds tertiary education, especially those traveling for holidays, leisure, and recreation.

More than a third of same-day visitors were on transit with the highest proportion observed in Q3 2023 (86.2%), where holidays, leisure, and recreational trips made up the majority (45.9%) in Q4 2022. Air transport was the preferred mode for inbound same-day visitors in Q3 2023, while land transport was favored in Q1 2023. Majority of the visitors made their own travel arrangements, with package tours accounting for less than one percent in Q3 2023.

Inbound same-day visitors spent a total of GHS 24 million during the year with Q3 2023 recording the highest quarterly expenditure of GHS 7.6 million. The main spending categories were resting places, shopping, and transportation, which together accounted for over 70 percent of visitor expenditures.

Visitors from Africa have the highest overall expenditure. Meanwhile, Latin American visitors have the highest per capita spending, reaching GHS 12,272. Notably, the share of inbound same-day transit visitors increased from 6.0 percent of the inbound same-day visitors' expenditure in Q4 2022 to 74.3 percent in Q3 2023.

5.2 Policy Recommendations

The following policy recommendations will enhance tourism's contribution to GDP, regional growth, and job creation, while significantly improving the overall same-day visitor experience.

1. Government

    a. **Regional Campaigns:** Launch a "Visit Ghana in a Day" campaign targeting short-haul travelers from neighboring countries. This should promote Ghana as an accessible destination for day trips, whether for leisure, business, or transit.

    b. **Cultural Tourism Packaging**: MMDAs, MoTCCA, and GTA should create and promote themed one-day experiences centered on cultural events, such as festivals, top ecotourism destinations, and heritage sites, including Cape Coast Castle, the Bisa Abrewa Museum, and the Kwame Nkrumah Memorial Park.

c. **Infrastructure Development and Visitor Experience:** Government should prioritise investments at border and seaport facilities by improving rest stops, signage, Wi-Fi access, tourism information desks, and sanitation services. These enhancements will reduce travel fatigue and improve the quality of short-term stays.

2. Private Sector/Businesses

a. **Customised Day Experiences:** The private sector should collaborate with tour operators to create ready-made one-day itineraries that incorporate cultural attractions, shopping, and culinary experiences. These should be tailored for different visitor groups such as transit, business, professional, and leisure travelers.

b. **Attract and Retain High-Value Visitors:** The private sector in collaboration with GTA and Ghana Investment Promotion Centre (GIPC) should create incentive packages, such as loyalty programs, concierge services, and support for conference tourism, to attract and retain these valuable visitors.

3. Development Partners and Civil Society Organisations (CSOs)

a. **Support for Local Tourism Packaging**: Development partners and CSOs should provide technical and financial assistance to MMDAs and local tourism actors in developing cultural and eco-tourism day packages that highlight heritage, environmental sustainability, and community-based tourism.

6 MAIN TABLES

TABLE 6.1: AGE GROUP OF INBOUND SAME-DAY VISITORS BY SEX

Age group	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,613	869	2,482	1,192	739	1,932	1,446	1,005	2,451	4,008	1,992	6,001
15-19	20	2	22	2	0	2	0	0	0	0	27	27
20-24	16	0	16	0	0	0	0	16	16	81	0	81
25-29	4	2	6	46	20	67	0	14	14	0	27	27
30-34	27	25	51	22	17	39	19	15	33	72	82	154
35-39	70	77	147	132	46	178	96	101	197	130	206	336
40-44	120	60	180	122	57	179	117	139	256	456	453	910
44-49	188	55	243	245	83	328	188	91	279	704	436	1,141
50-54	253	71	323	170	92	262	185	38	223	596	201	797
55-59	203	26	229	136	98	234	251	132	383	869	331	1,200
60-64	159	57	216	69	58	127	86	49	135	395	120	515
65+	82	60	142	48	28	76	118	25	144	349	45	394

TABLE 6.2: AGE GROUP OF INBOUND SAME-DAY VISITORS BY SEX

Age group	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,623	869	2,492	1,174	739	1,914	1,454	1,005	2,460	4,053	1,938	5,991
0-14	39	4	43	48	20	69	-	30	30	81	54	136
15-35	449	232	681	525	225	750	436	370	806	1,540	1,292	2,831
36-64	777	276	1,053	480	316	797	739	343	1,082	2,378	592	2,970
65+	358	357	716	120	179	299	278	263	542	54	-	54

TABLE 6.3: INBOUND SAME-DAY VISITORS 15 YEARS AND OLDER BY LEVEL OF EDUCATION AND SEX

Level of education	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
All categories	1,119	628	1,746	1,089	612	1,700	1,267	798	2,064	3,724	1,719	5,443
No formal education	35	46	81	96	26	122	59	32	91	54	50	104
Basic education	36	44	80	121	45	165	104	71	175	69	69	138
Secondary school	336	117	453	192	203	395	246	139	384	710	319	1,029
Tertiary	712	420	1,133	680	338	1,018	821	555	1,376	2,673	1,146	3,820
Other	-	-	-	-	-	-	38	-	38	217	136	353

TABLE 6.4: INBOUND SAME-DAY VISITORS 15 YEARS AND OLDER BY WORKING STATUS AND SEX

Working status	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,119	628	1,746	1,089	612	1,700	1,267	798	2,064	3,724	1,719	5,443
Working	858	323	1,182	950	450	1,400	1,095	602	1,697	3,525	1,537	5,061
Not Working	260	305	565	139	162	301	172	196	367	199	183	382

TABLE 6.5: OCCUPATION OF INBOUND SAME-DAY VISITORS BY SEX

Occupation	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
All occupations	858	323	1,182	950	450	1,400	1,095	602	1,697	3,525	1,537	5,061
Managers	86	23	109	109	63	172	85	75	160	934	399	1,333
Professionals	383	134	516	312	91	404	307	131	438	1,304	483	1,787
Technicians and associate professionals	62	14	76	55	8	63	18	16	34	207	47	254
Clerical support workers	48	2	50	22	9	31	30	4	33	197	68	265
Service and sales workers	195	127	322	331	220	550	218	156	374	528	388	915
Skilled agricultural, forestry, and fishery workers	9	4	13	40	-	40	350	172	522	209	69	278
Craft and related trades workers	34	19	52	11	43	54	16	39	55	36	23	59
Plant and machine operators, and assemblers	30	-	30	41	12	53	39	-	39	68	-	68
Elementary occupations	5	2	7	29	4	33	32	6	38	40	33	73
Other occupations	7	-	7	-	-	-	-	4	4	-	27	27

TABLE 6.6: INBOUND SAME-DAY VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX

Continent of residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,119	628	1,746	1,089	612	1,700	1,267	798	2,064	3,724	1,719	5,443
Africa	609	242	851	811	384	1,194	829	457	1,286	2,697	1,225	3,921
West Africa	593	239	832	774	375	1,149	762	431	1,192	2,292	1,116	3,408
Other Africa	16	4	19	37	9	45	67	26	93	405	109	513
Asia	159	23	181	82	32	114	75	24	99	454	223	677
Australia/Oceania	24	11	35	10	2	12	22	29	51	-	-	-
Europe	53	30	83	55	46	101	64	73	137	269	147	416
America	265	321	587	129	148	277	251	214	465	278	124	402
Latin America	9	-	9	2	-	2	27	-	27	27	-	27

TABLE 6.7: INBOUND SAME-DAY VISITORS FROM WEST AFRICAN COUNTRIES BY SEX

Country of residence	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	593	239	832	774	375	1,149	762	431	1,192	2,305	1,103	3,408
Côte D'Ivoire	172	110	283	347	185	532	249	177	426	465	273	738
Togo	67	29	96	52	53	104	71	54	125	246	42	288
Burkina Faso	117	42	158	76	10	86	26		26			
Benin	18	11	29	106	15	121	30	56	85	105	85	190
Guinea		6	6	11		11				27	13	40
Nigeria	120	27	147	111	33	144	220	47	267	266	95	361
Mali											9	9
Gambia							38		38	190	27	217
Liberia	46	13	59	32	78	110	91	78	169	705	331	1,037
Niger	6		6				22		22	56	9	66
Senegal										27	27	54
Sierra Leone	47		47	40		40	16	19	35	217	190	407

TABLE 6.8: INBOUND SAME-DAY VISITORS BY MAIN MODE OF TRAVEL AND SEX

Mode of travel	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,119	628	1,746	1,089	612	1,700	1,267	798	2,064	3,724	1,719	5,443
Air	314	51	365	253	84	338	512	177	689	2,824	1,192	4,016
Land	410	223	633	622	339	962	443	294	738	876	518	1,395
Sea	395	354	749	213	188	401	312	326	638	23	9	33

TABLE 6.9: INBOUND SAME-DAY VISITORS BY PURPOSE OF VISIT AND HIGHEST LEVEL OF EDUCATION

Purpose of visit	2022 Q4					2023 Q1				
	No formal	Basic	Secondary/ High school	Tertiary	Other	No formal	Basic	Secondary/ High school	Tertiary	Other
Total	81	80	453	1,133	-	122	165	395	1,018	-
Holidays/leisure/recreation	3	9	104	685	-	4	-	77	370	-
Business and professional	8	16	150	160	-	6	34	20	231	-
Visiting friends and relatives	14	17	17	145	-	4	11	25	115	-
Health treatment	-	-	2	-	-	-	-	-	4	-
Shopping	22	4	27	11	-	11	-	-	31	-
Transit	34	34	153	133	-	73	101	208	235	-
Other	-	-	-	-	-	23	20	64	32	-

Purpose of visit	2023 Q2					2023 Q3				
	No formal	Basic	Secondary/ High school	Tertiary	Other	No formal	Basic	Secondary/ High school	Tertiary	Other
Total	91	175	384	1,376	38	104	138	1,029	3,820	353
Holidays/leisure/recreation			34	582	19	-	5	10	27	-
Business and professional	5	12	45	160	19	4	-	32	378	-
Visiting friends and relatives	-	6	35	144	-	-	-	138	128	-
Health treatment	-	-	3	2	-	-	-	-	-	-
Shopping	-	7	17	56	-	-	-	19	46	-
Transit	78	127	171	232	-	100	133	830	3,188	353
Other	8	22	79	199	-	-	-	-	52	-

TABLE 6.10: INBOUND SAME-DAY VISITORS BY CONTINENT OF USUAL RESIDENCE AND SITE VISITED

Site visited	Africa	Asia	Australia/Oceania	Europe	America	Latin America	Total
2022 Q4							
Total	**45**	**40**	**39**	**74**	**549**	**4**	**749**
Cape Coast Castle	4	4	10	11	75	0	103
Elimina Castle	4	4	13	11	80	0	111
Kakum National Park	0	7	10	14	80	0	111
Kwame Nkrumah Memorial Park	22	0	0	0	0	0	22
Independence Square and Art Center	22	0	0	0	0	0	22
Paga Zenga Crocodile Pond	2	0	0	0	0	0	2
Pikworo Slave Camp	2	0	0	0	0	0	2
Chief Crocodile Pond	4	0	0	0	0	0	4
Bisa Abrewa Museum	12	21	14	48	288	4	387
Fort Orange	0	4	7	0	47	0	58
Other	1	8	4	0	98	0	111
2023 Q1							
Total	**2**	**6**	**10**	**30**	**168**	**2**	**218**
Nzulezu	0	2	0	0	4	0	6
Cape Coast Castle	0	0	0	2	32	0	34
Elimina Castle	0	0	2	2	22	0	26
Kakum National Park	0	2	0	0	8	0	10
Bisa Abrewa Museum	0	2	2	2	24	0	30
Fort Orange	0	0	0	0	2	0	2
Other	2	0	6	26	98	2	134
2023 Q2							
Total	**36**	**13**	**41**	**124**	**293**	**4**	**511**
Cape Three Points	0	0	4	0	0	0	4
Osagyefo Dr. Kwame Nkrumah Sanctuary	0	0	0	0	7	0	7
Cape Coast Castle	0	0	0	5	11	0	16
Elimina Castle	3	0	0	9	11	0	23
Kakum National Park	6	0	0	9	41	0	56
Kwame Nkrumah Memorial Park	8	4	8	53	128	4	204
Dubois Center	0	0	4	12	41	0	57
National Museum	4	8	8	42	140	4	205
Shai Hills Resource Reserve	11	0	4	39	35	0	88
Independence Square and Art Center	11	8	23	49	64	4	159
Wassa Domama	0	0	0	7	0	0	7
Other	11	5	11	9	33	0	70
2023 Q3							
Total	**5**	**0**	**4**	**54**	**66**	**0**	**129**
Kwame Nkrumah Memorial Park	0	0	4	27	27	0	58
National Museum	0	0	0	27	4	0	31
Independence Square and Art Center	0	0	0	27	30	0	57
Other	5	0	0	0	5	0	10

TABLE 6.11: INBOUND SAME-DAY VISITORS BY PURPOSE OF VISIT AND SEX

Purpose of visit	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,119	628	1,746	1,089	612	1,700	939	641	1,580	3,664	1,677	5,341
Holidays/leisure/recreation	426	375	801	232	219	451	297	319	616	5	27	32
Business and professional	274	59	333	218	73	291	116	50	166	354	60	414
Visiting friends and relatives	126	67	193	106	49	155	101	16	117	160	79	239
Health treatment	2	-	2	-	4	4	-	6	6	-	-	-
Shopping	33	31	63	40	3	42	12	20	32	13	14	27
Transit	258	96	354	424	193	617	392	217	609	3,119	1,484	4,604
Other	-	-	-	68	70	139	21	14	35	13	13	26

TABLE 6.12: TOURIST SITE VISITED BY INBOUND SAME-DAY VISITORS

Tourist site	Quarter				Total
	2022 Q4	2023 Q1	2023 Q2	2023 Q3	
All	749	218	533	113	1614
Nzulezu	0	6	0	0	6
Cape Three Points	0	0	4	0	4
Osagyefo Dr. Kwame Nkrumah Sanctuary	0	0	7	0	7
Cape Coast Castle	103	34	16	0	153
Elmina Castle	111	26	23	0	160
Kakum National Park	111	10	56	0	177
Kwame Nkrumah Memorial Park	22	0	204	54	280
Dubois Center	0	0	57	0	57
National Museum	0	0	205	27	232
Shai Hills Resource Reserve	0	0	88	0	88
Independence Square and Art Centre	22	0	159	54	234
Wassa Domama Mpohor	0	0	7	0	7
Paga Zenga Crocodile Pond	2	0	0	0	2
Pikworo Slave Camp	2	0	0	0	2
Chief Crocodile Pond	4	0	0	0	4
Bisa Abrewa Museum	387	30	0	0	417
Fort Orange	58	2	0	0	60
Other	111	134	91	5	341

TABLE 6.13: INBOUND SAME-DAY VISITORS BY TYPE OF TOUR AND SEX

Type of tour	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	1,119	628	1,746	1,089	612	1,700	1,267	798	2,064	3,724	1,719	5,443
Package tour	391	325	716	111	106	217	313	273	586	37	14	50
Self-arranged	727	303	1,030	978	505	1,483	954	525	1,478	3,687	1,706	5,393

TABLE 6.14: EXPENDITURE OF INBOUND SAME VISITORS BY TYPE OF TOUR AND SEX

Type of tour	Male	Female	Both Sexes	Male	Female	Both Sexes
	2022 Q4			2023 Q1		
Total	5,049,251	2,513,590	7,562,841	1,846,922	1,278,405	3,125,327
Package tour	2,248,034	1,741,036	3,989,070	432,955	464,028	896,983
Self-arranged	2,801,218	772,554	3,573,772	1,413,967	814,377	2,228,344
Type of tour	**2023 Q2**			**2023 Q3**		
Total	2,987,243	2,735,521	5,722,764	5,149,919	2,457,426	7,607,345
Package tour	1,290,187	1,222,023	2,512,210	78,006	-	78,006
Self-arranged	1,697,056	1,513,498	3,210,554	5,071,913	2,457,426	7,529,339

TABLE 6.15: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY CATEGORY AND SEX

Category of expenditure	2022 Q4			2023 Q1		
	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	5,049,251	2,513,590	7,562,841	1,846,922	1,278,405	3,125,327
Resting place	1,190,845	729,665	1,920,510	560,621	459,077	1,019,698
Food and beverages	390,387	195,138	585,526	234,928	96,190	331,119
Transport	1,435,398	994,480	2,429,878	606,579	388,082	994,661
Recreation & culture	555,753	125,740	681,492	40,271	39,570	79,842
Sporting activity	12,150	0	12,150	0	0	0
Shopping	1,419,549	461,787	1,881,336	380,306	273,220	653,526
Other	45,169	6,780	51,949	24,217	22,266	46,482
Category of expenditure	**2023 Q2**			**2023 Q3**		
	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	2,987,243	2,735,521	5,722,764	5,149,919	2,457,426	7,607,345
Resting place	725,747	806,482	1,532,229	1,311,056	701,966	2,013,022
Food and beverages	654,648	361,850	1,016,498	1,286,172	363,385	1,649,557
Transport	599,234	441,550	1,040,785	1,065,765	582,073	1,647,837
Recreation & culture	151,247	88,445	239,691	36,300	24,481	60,781
Sporting activity	1,074	0	1,074	0	0	0
Shopping	764,568	832,751	1,597,319	1,416,240	747,556	2,163,797
Other	90,724	204,444	295,168	34,386	37,964	72,350

TABLE 6.16: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX

Continent of residence	2022 Q4			2023 Q1		
	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	5,049,251	2,513,590	7,562,841	1,846,922	1,278,405	3,125,327
Africa	2,776,586	331,333	3,107,919	1,098,935	489,963	1,588,898
West Africa	2,673,943	330,079	3,004,022	947,613	430,286	1,377,899
Other Africa	102,643	1,254	103,897	151,322	59,678	210,999
Asia	305,580	29,519	335,099	154,221	94,602	248,823
Australia/Oceania	99,132	48,580	147,712	21,900	779	22,679
Europe	296,263	225,801	522,064	157,265	83,849	241,114
America	1,561,084	1,878,357	3,439,441	390,058	609,211	999,269
Latin America	10,606	-	10,606	24,544	-	24,544
Continent of residence	**2023 Q2**			**2023 Q3**		
	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	2,987,243	2,735,521	5,722,764	5,149,919	2,457,426	7,607,345
Africa	1,500,903	1,302,048	2,802,951	3,586,252	1,490,998	5,077,250
West Africa	1,258,395	1,243,259	2,501,654	3,055,486	1,452,447	4,507,933
Other Africa	242,508	58,789	301,297	530,766	38,551	569,317
Asia	96,935	121,688	218,623	311,411	398,153	709,564
Australia/Oceania	104,857	94,189	199,046	-	-	-
Europe	154,971	317,294	472,265	275,019	454,429	729,449
America	1,068,119	900,303	1,968,421	871,457	113,846	985,303
Latin America	61,458	-	61,458	105,779	-	105,779

TABLE 6.17: PER CAPITA EXPENDITURE OF INBOUND SAME-DAY VISITORS BY CONTINENT OF USUAL RESIDENCE AND SEX

Continent of residence	2022 Q4			2023 Q1		
	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	4,514.0	4,003.0	4,330.3	1,696.5	2,089.8	1,838.0
Africa	4,562.2	1,366.3	3,651.6	1,355.6	1,277.6	1,330.5
West Africa	4,510.6	1,381.8	3,611.9	1,224.8	1,147.4	1,199.5
Other Africa	6,496.4	346.3	5,350.0	4,094.2	7,012.7	4,640.4
Asia	1,927.5	1,287.3	1,846.6	1,875.7	2,946.2	2,176.4
Australia/Oceania	4,106.5	4,473.3	4,220.3	2,190.0	389.6	1,889.9
Europe	5,613.2	7,484.3	6,293.7	2,867.2	1,818.5	2,388.2
America	5,882.4	5,843.2	5,861.0	3,024.6	4,116.3	3,608.0
Latin America	1,161.7	-	1,161.7	12,271.8	-	12,271.8

Continent of residence	2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	2,358.1	3,429.6	2,772.1	1,383.0	1,429.2	1,397.6
Africa	1,810.7	2,849.6	2,179.8	1,329.9	1,217.4	1,294.8
West Africa	1,651.9	2,887.3	2,098.1	1,333.2	1,301.3	1,322.8
Other Africa	3,611.4	2,231.9	3,222.8	1,311.3	355.0	1,109.0
Asia	1,291.6	4,997.4	2,199.4	686.2	1,783.1	1,048.0
Australia/Oceania	4,827.7	3,258.0	3,931.4	-	-	-
Europe	2,436.7	4,350.7	3,459.1	1,023.9	3,085.9	1,754.0
America	4,256.6	4,197.2	4,229.3	3,140.3	917.0	2,453.1
Latin America	2,311.3	-	2,311.3	3,896.1	-	3,896.1

TABLE 6.18: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY LEVEL OF EDUCATION AND SEX

Level of education	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	5,049,251	2,513,590	7,562,841	1,846,922	1,278,405	3,125,327	2,987,243	2,735,521	5,722,764	5,149,919	2,457,426	7,607,345
No formal education	42,665	51,589	94,255	95,057	22,995	118,051	22,969	58,876	81,845	9,547	42,071	51,618
Basic education	30,291	50,454	80,745	91,760	32,758	124,518	88,851	57,152	146,003	55,786	33,245	89,031
Secondary/high school	1,849,458	272,852	2,122,310	242,879	246,962	489,841	276,778	412,454	689,232	1,031,099	310,666	1,341,765
Tertiary	3,126,838	2,138,694	5,265,532	1,417,227	975,690	2,392,917	2,474,180	2,207,040	4,681,220	3,144,829	2,015,992	5,160,821
Other	-	-	-	-	-	-	124,464	-	124,464	908,658	55,452	964,110

TABLE 6.19: EXPENDITURE OF INBOUND SAME-DAY VISITORS BY PURPOSE OF VISIT AND SEX

Purpose of visit	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	5,049,251	2,513,590	7,562,841	1,846,922	1,278,405	3,125,327	2,987,243	2,735,521	5,722,764	5,149,919	2,457,426	7,607,345
Holidays/leisure/recreation	2,765,863	1,805,148	4,571,011	630,143	756,637	1,386,780	1,398,269	1,424,679	2,822,948	1,424	105,623	107,048
Business and professional	1,289,939	142,029	1,431,968	518,412	263,859	782,272	515,815	51,804	567,619	568,955	198,660	767,615
Visiting friends and relatives	556,633	423,219	979,852	125,555	41,133	166,687	196,531	84,661	281,192	532,061	101,614	633,674
Health treatment	2,932		2,932		867	867		274,534	274,534			
Shopping	56,290	77,206	133,497	91,034	1,168	92,203	341,784	329,058	670,842	93,040	317,785	410,825
Transit	377,595	65,987	443,582	426,820	147,167	573,987	396,645	490,741	887,386	3,945,478	1,709,850	5,655,328
Other				54,958	67,573	122,531	138,199	80,044	218,243	8,960	23,894	32,855

TABLE 6.20: PER CAPITA EXPENDITURE OF INBOUND SAME-DAY VISITORS BY PURPOSE OF VISIT AND SEX

Purpose of visit	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	4,514.0	4,003.0	4,330.3	1,696.5	2,089.8	1,838.0	2,358.1	3,429.6	2,772.1	1,383.0	1,429.2	1,397.6
Holidays/leisure/recreation	6,491.1	4,815.8	5,707.1	2,711.7	3,455.1	3,072.4	4,428.0	4,464.0	4,446.1	98.2	3,896.1	2,572.0
Business and professional	4,713.8	2,389.1	4,298.9	2,378.7	3,594.3	2,685.0	2,697.5	1,030.7	2,350.6	1,609.0	3,289.6	1,854.2
Visiting friends and relatives	4,405.8	6,308.2	5,065.7	1,182.8	836.0	1,073.0	1,381.4	2,013.8	1,525.6	2,842.7	1,292.0	2,383.8
Health treatment	1,357.2	-	1,357.2	-	198.0	198.0	-	47,745.1	47,745.1	-	-	-
Shopping	1,730.4	2,521.4	2,114.0	2,297.7	465.5	2,188.5	6,849.4	10,652.6	8,303.5	4,077.1	7,430.1	6,263.5
Transit	1,464.7	687.9	1,254.0	1,006.1	763.4	930.3	1,011.4	2,263.9	1,457.2	1,264.8	1,151.9	1,228.4
Other	-	-	-	804.0	959.0	882.7	787.6	602.9	708.1	342.0	912.0	627.0

TABLE 6.21: EXPENDITURE OF INBOUND SAME-DAY VISITORS FROM AFRICAN COUNTRIES BY SEX

African country	2022 Q4			2023 Q1			2023 Q2			2023 Q3		
	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes
Total	5,049,251	2,513,590	7,562,841	1,846,922	1,278,405	3,125,327	2,987,243	2,735,521	5,722,764	5,149,919	2,457,426	7,607,345
Côte D'Ivoire	164,167	104,655	268,823	354,016	156,370	510,386	226,649	612,318	838,967	429,191	336,527	765,718
Togo	537,593	39,229	576,822	53,487	68,189	121,676	139,701	361,354	501,055	586,939	152,269	739,209
Burkina Faso	1,108,625	65,101	1,173,727	45,457	5,198	50,656	5,339	-	5,339	-	-	-
Benin	31,114	8,873	39,987	115,674	17,283	132,958	59,778	127,318	187,096	186,583	245,697	432,280
Guinea	-	8,046	8,046	11,244	-	11,244	-	-	-	54,766	20,908	75,673
Nigeria	174,567	96,795	271,362	197,005	38,550	235,555	711,071	39,918	750,989	376,514	167,701	544,215
Gambia	-	-	-	-	-	-	10,771	-	10,771	119,198	7,757	126,955
Liberia	83,202	7,380	90,583	130,026	144,696	274,722	82,003	97,047	179,049	1,005,748	221,998	1,227,746
Niger	41,529	-	41,529	-	-	-	2,201	-	2,201	75,992	-	75,992
Senegal	-	-		-	-	-		-	-	38,198	8,462	46,660
Sierra Leone	533,144	-	533,144	40,703	-	40,703	20,883	5,304	26,187	182,357	291,128	473,484
Other Africa	102,643	1,254	103,897	151,322	59,678	210,999	242,508	58,789	301,297	530,766	38,551	569,317

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