



RELEASE OF 2023 DOMESTIC & OUTBOUND TOURISM SURVEY REPORTS

**OUTBOUND SAME-DAY &
OVERNIGHT VISITORS' REPORTS**

Presented by

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30th October 2025**



**GHANA
STATISTICAL SERVICE**



Cover Pages of Reports



GHANA 2023 DOMESTIC AND OUTBOUND TOURISM SURVEY



OUTBOUND SAME-DAY VISITORS' REPORT 2023

GHANA STATISTICAL SERVICE
OCTOBER 2025



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OUTBOUND OVERNIGHT VISITORS' REPORT 2023

GHANA STATISTICAL SERVICE
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Presentation Outline

1. Background and Objectives
2. Key Concepts
3. Methodology
4. Key Findings
 - Outbound Same-day Visitors
 - Outbound Overnight Visitors
5. Key Takeaways
6. Policy Recommendations

Background

1. Rationale of DOTS and Global Alignment

- Provides data for Ghana's tourism planning and is central to the development of the country's first Tourism Satellite Account (TSA) which aims to quantify tourism's impact on GDP.
- Aligns with SDG Goal 8, Target 8.9, which promotes sustainable tourism, local culture, and products, with indicator 8.9.1 tracking tourism's direct contribution to GDP and growth.

2. Tourism as a National Development Priority

- 15-Year Tourism Development Plan (2013-2027)

Objectives

The main objective is to obtain baseline data on outbound same-day and overnight visitors to enhance the development of Ghana's tourism sector.

The specific objectives of the survey are to:

- a) determine the profile and trip characteristics of outbound visitors;
- b) provide baseline data to measure the volume and value of outbound visitors; and
- c) estimate the expenditure of outbound visitors.

Methodology

Target Population: Ghanaian and non-Ghanaian residents who travelled outside Ghana for tourism purposes during the reference period.

Sampling Design: Two-stage stratified systematic sampling procedure was adopted.

- Stage 1: 740 Enumeration Areas (EAs) were selected.
- Stage 2: 25 households per EA were selected (totaling 18,500 households).

Stratification: Based on 16 regions, each region was divided into urban and rural areas.

Sampling Unit: Households and individuals identified within the selected EAs.

Data Collection: Face-to-face interviews using CAPI (Computer-Assisted Personal Interviewing). Survey instruments included a listing form, household and individual questionnaires.

Concepts & Definitions

CONCEPT

DEFINITION

VISITOR

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

OUTBOUND SAME-DAY VISITOR

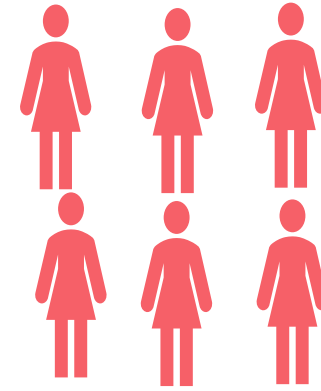
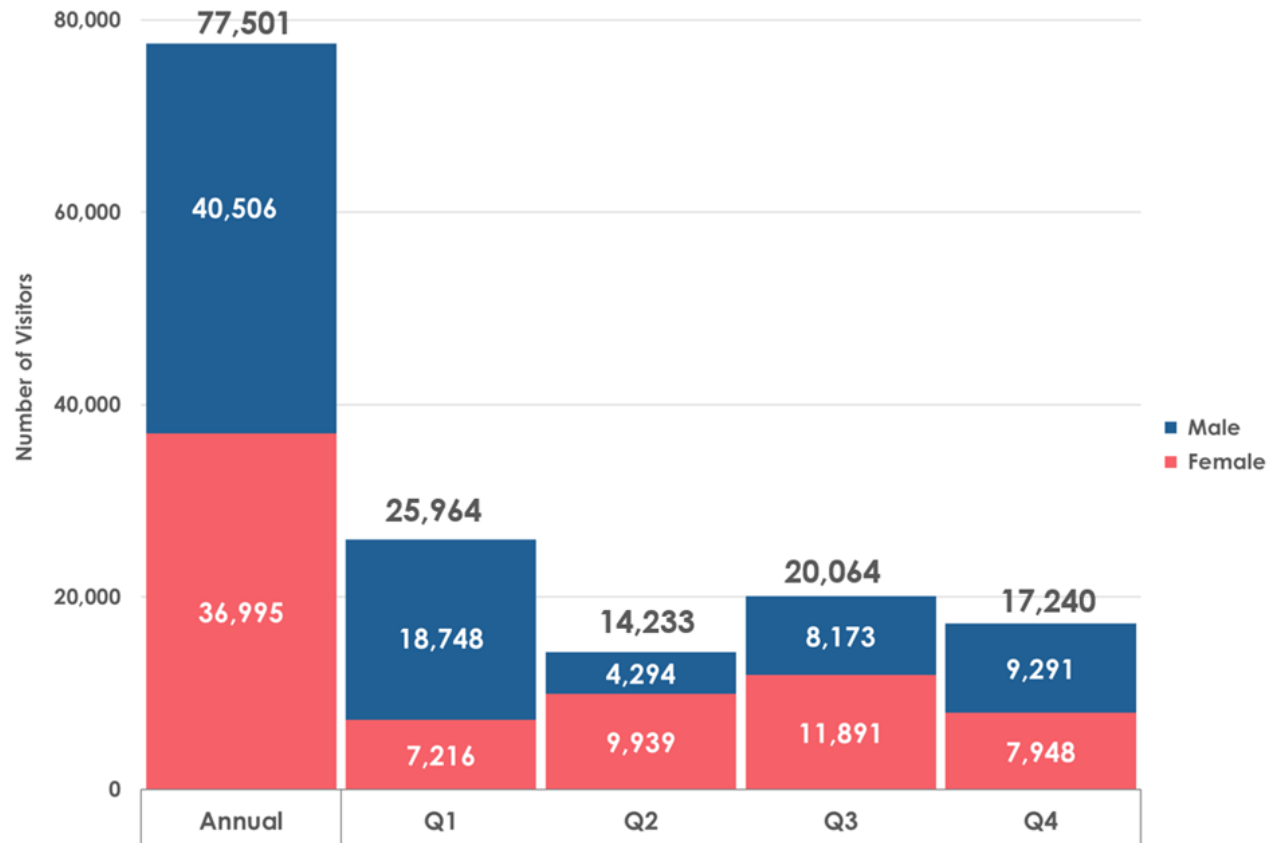
A resident of Ghana who does not spend a night during a trip outside Ghana and whose purpose of visit (business, leisure and other purposes) is other than engaging in an activity remunerated from within the country visited.

OUTBOUND OVERNIGHT VISITOR

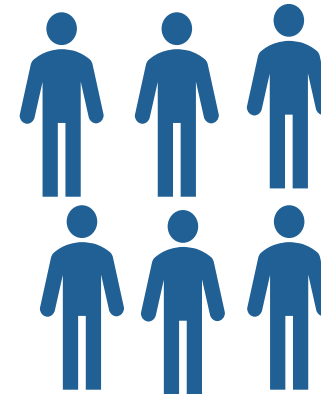
A resident of Ghana who spends at least one night outside Ghana and his/her visit does not exceed 12 months and whose purpose of visit (business, leisure and other purposes) is other than engaging in an activity remunerated from within the country visited

KEY FINDINGS: OUTBOUND SAME-DAY VISITORS

Number of Outbound Same-day Visitors

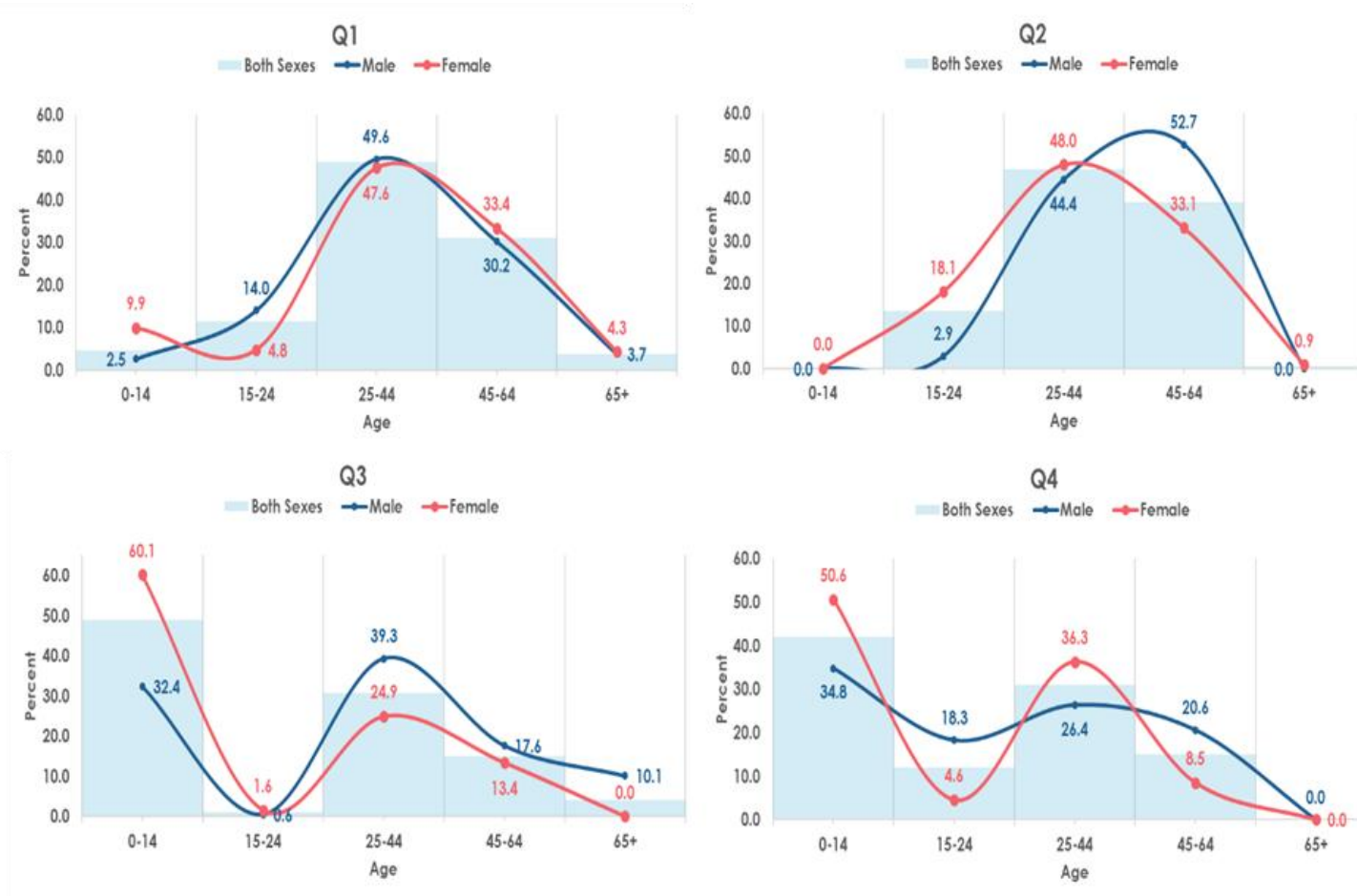


36,995



40,506

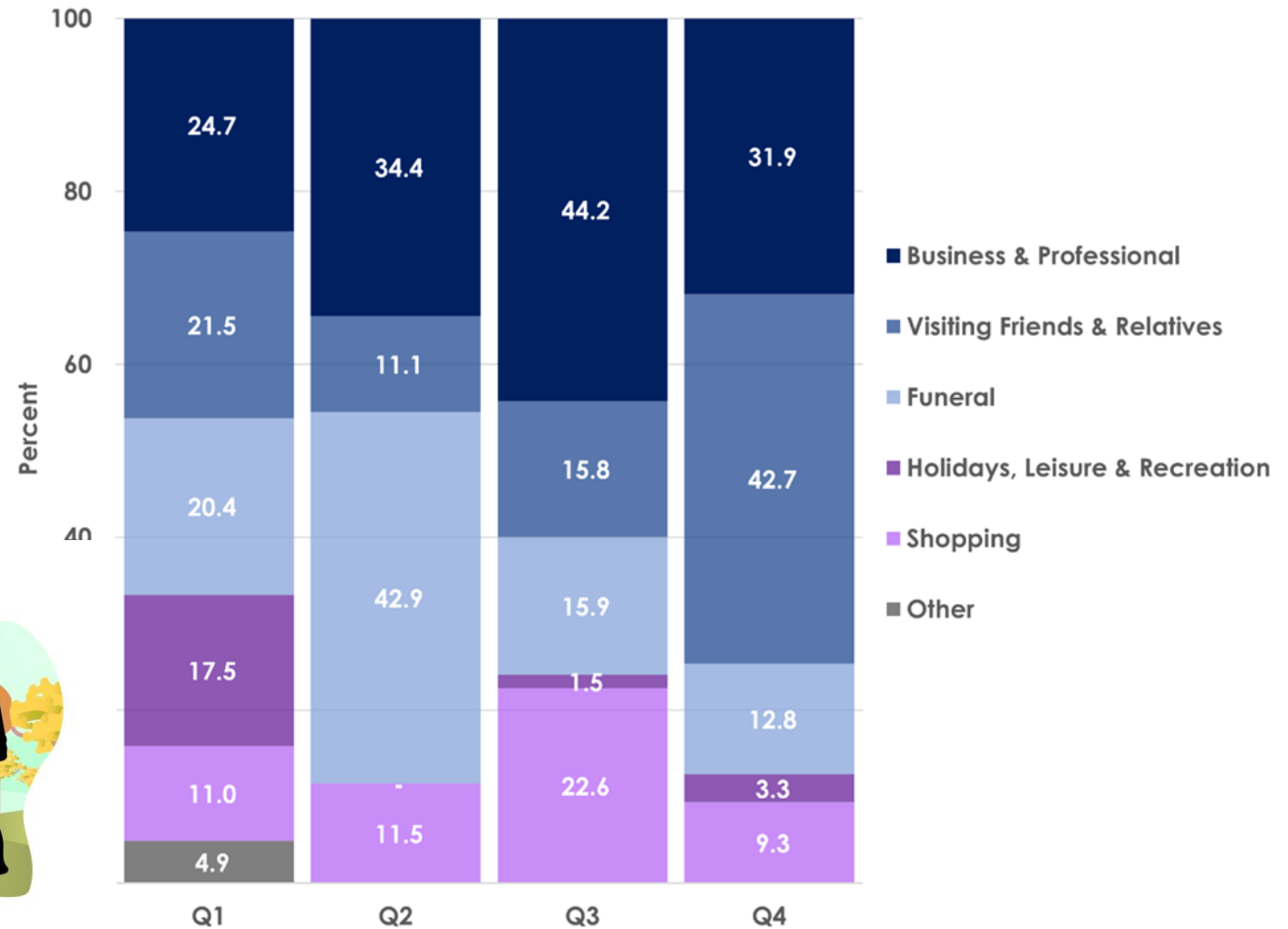
Age Distribution of Outbound Same-day Visitors by Sex



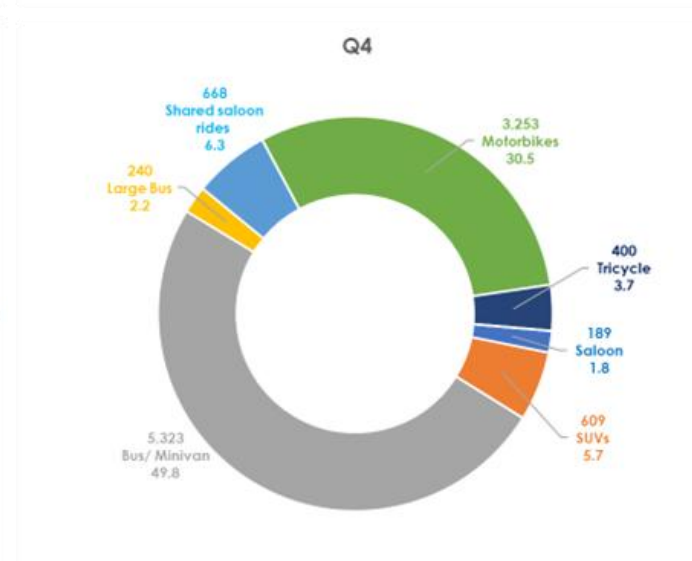
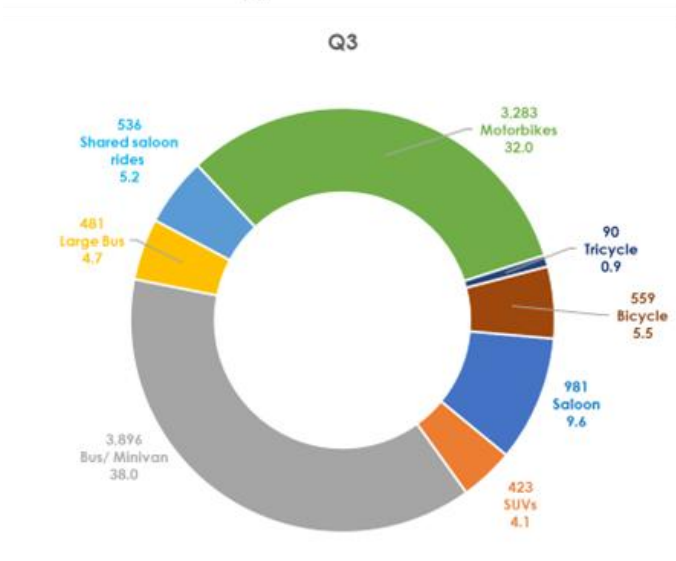
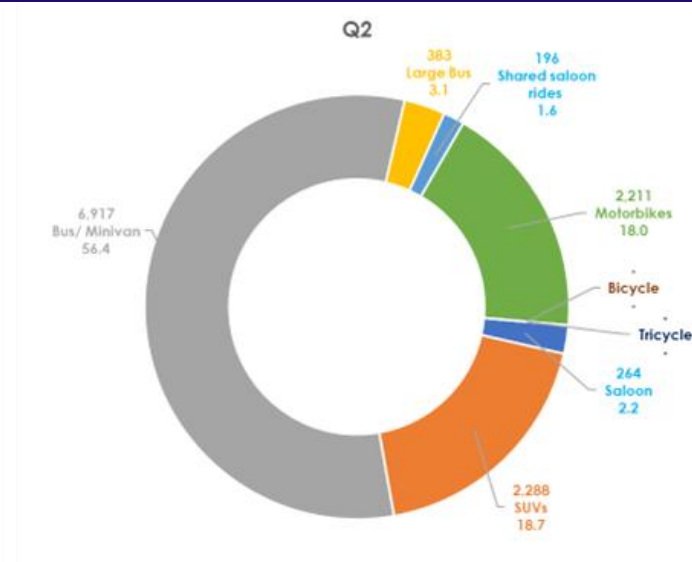
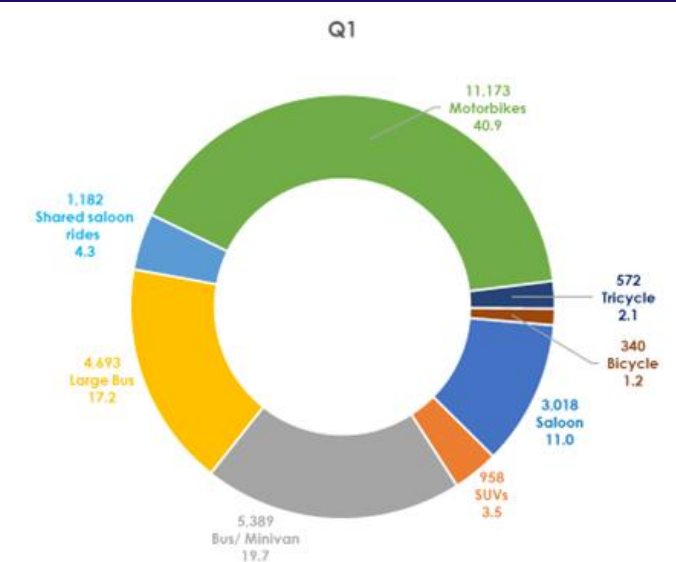
- Outbound same-day visitors aged 25-44 recorded the highest proportion in Q1 (49.0%), while visitors aged 0-14 had the highest share in Q3 (48.8%).

Outbound Same-day Visitors by Main Purpose of Visit

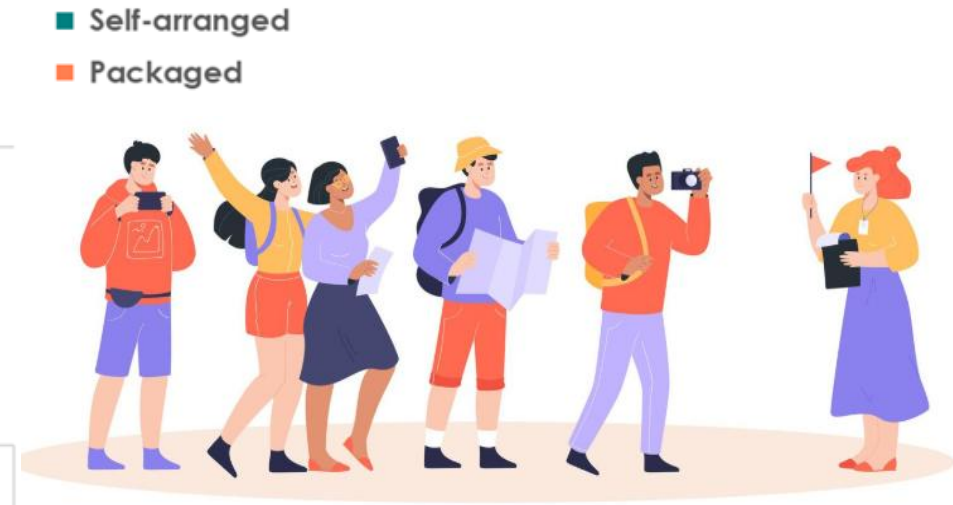
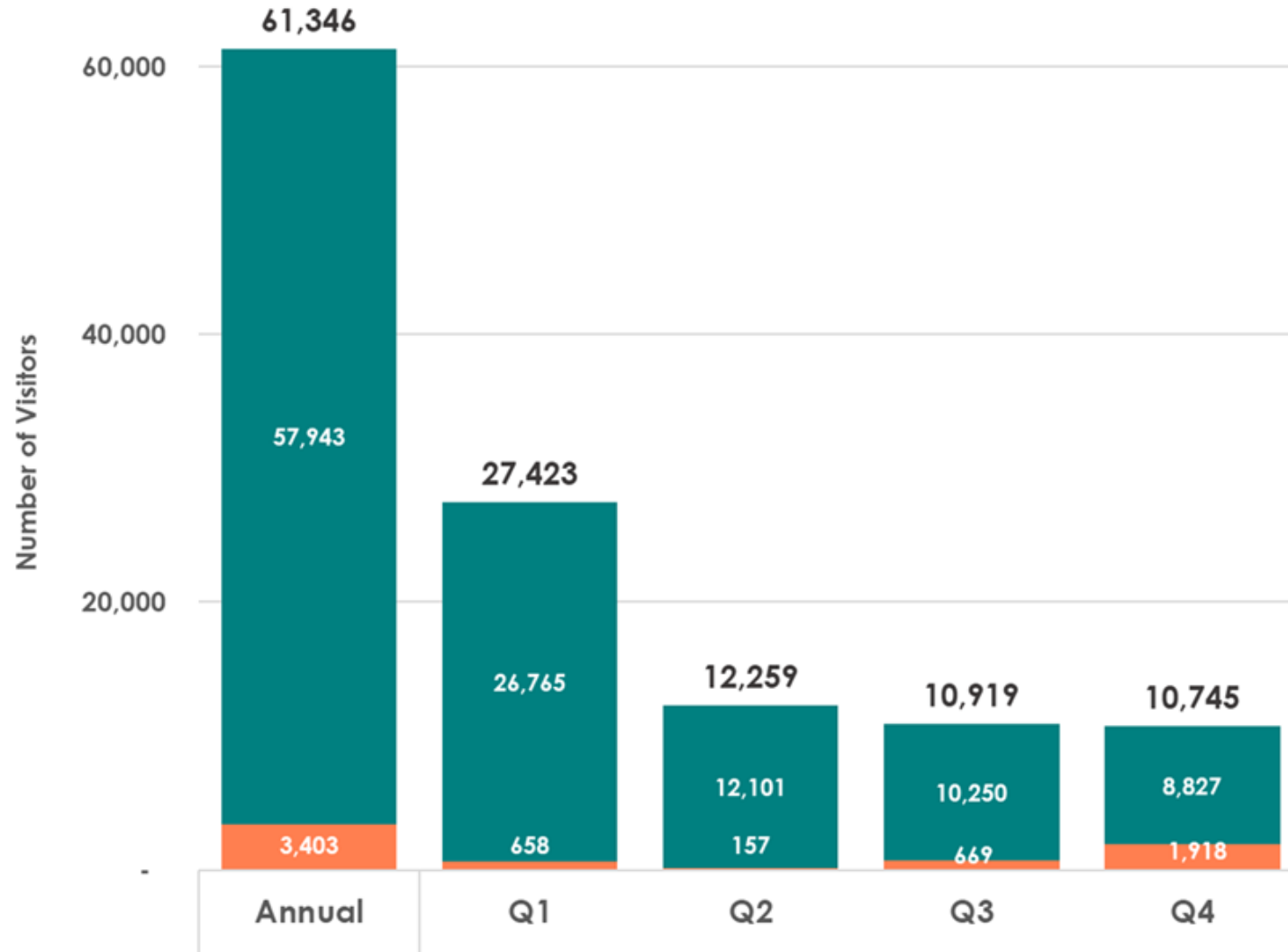
- On average, 33.8 percent of outbound same-day trips were made for business and professional purposes, followed by funeral trips (23%).



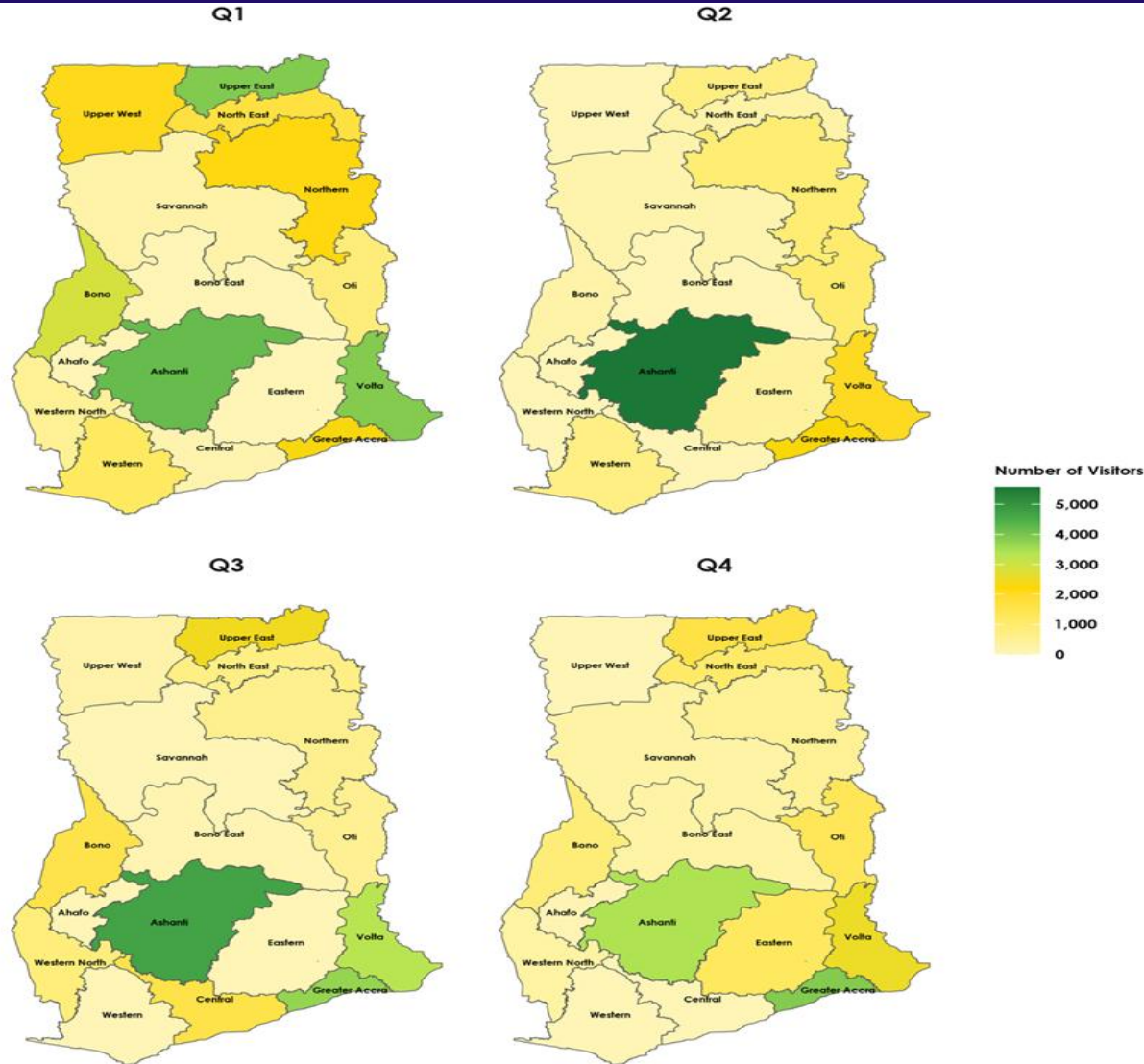
Outbound Same-day Visitors by Means of Road Transport



Outbound Same-day Visitors by Type of Tour

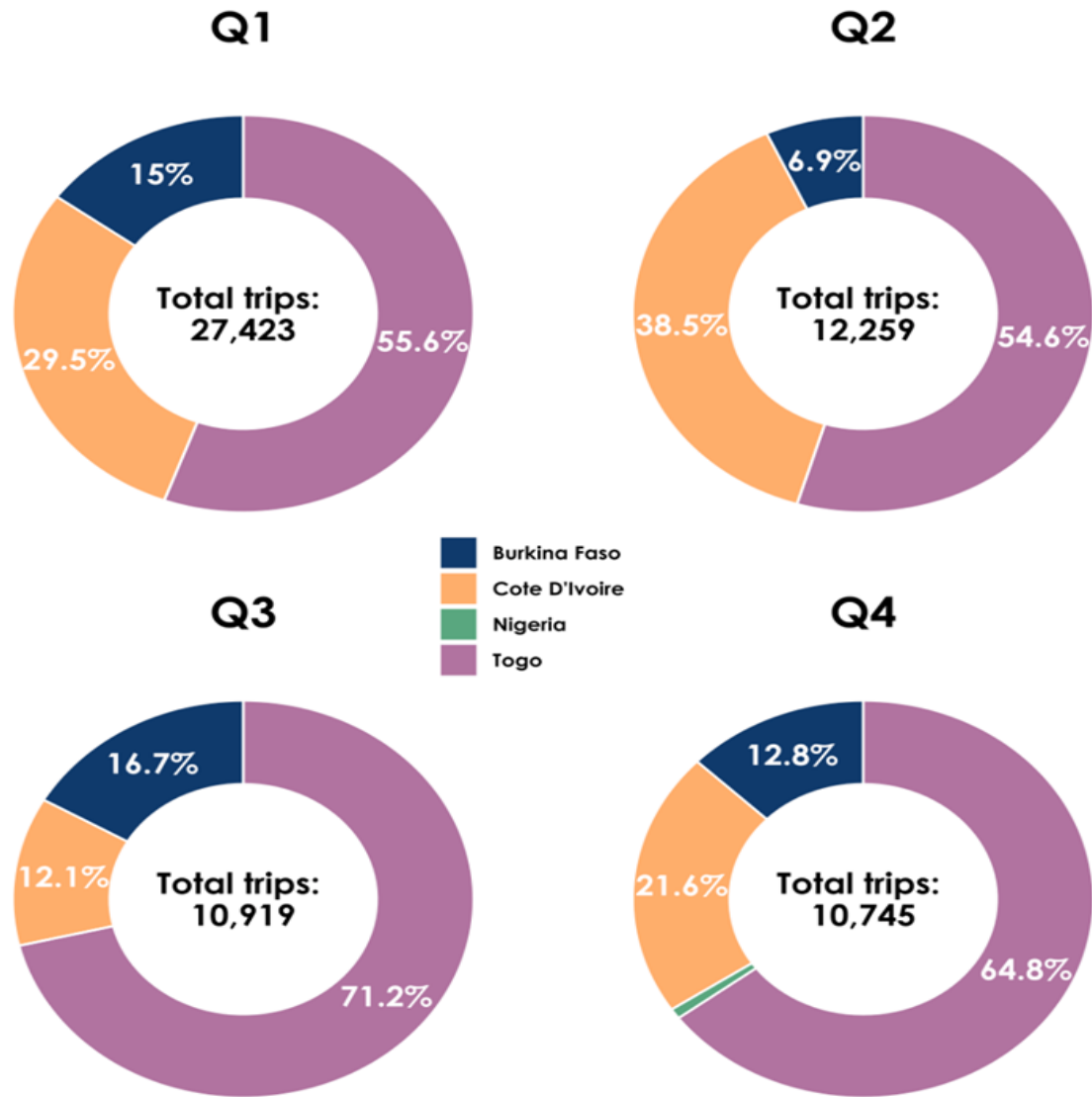


Outbound Same-day Visitors by Region of Origin

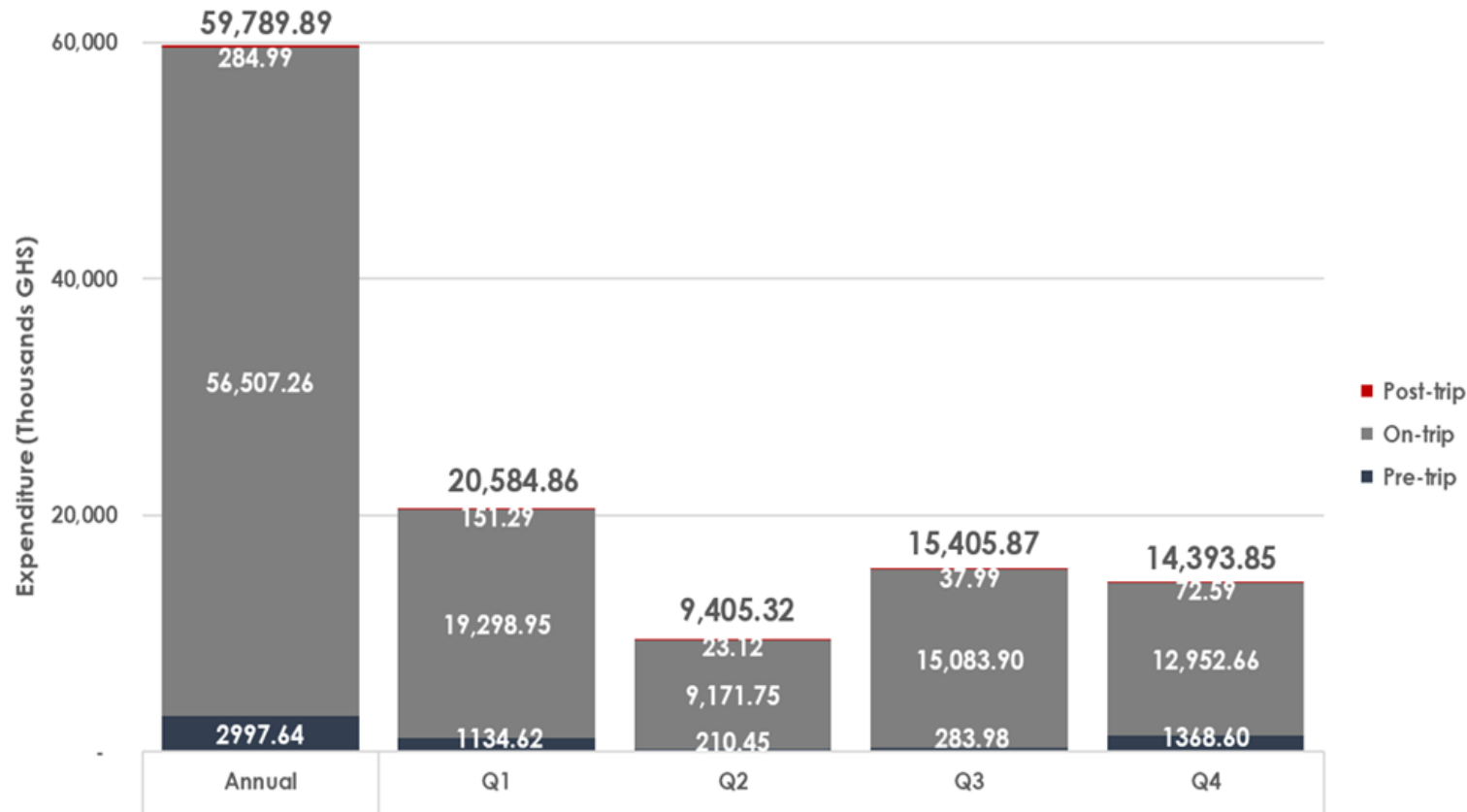


- The Ashanti Region consistently recorded the highest number of outbound same-day visitors across Q1 to Q4 ranging between 3,000 and 5,000

Outbound Same-day Visitors by Country of Destination



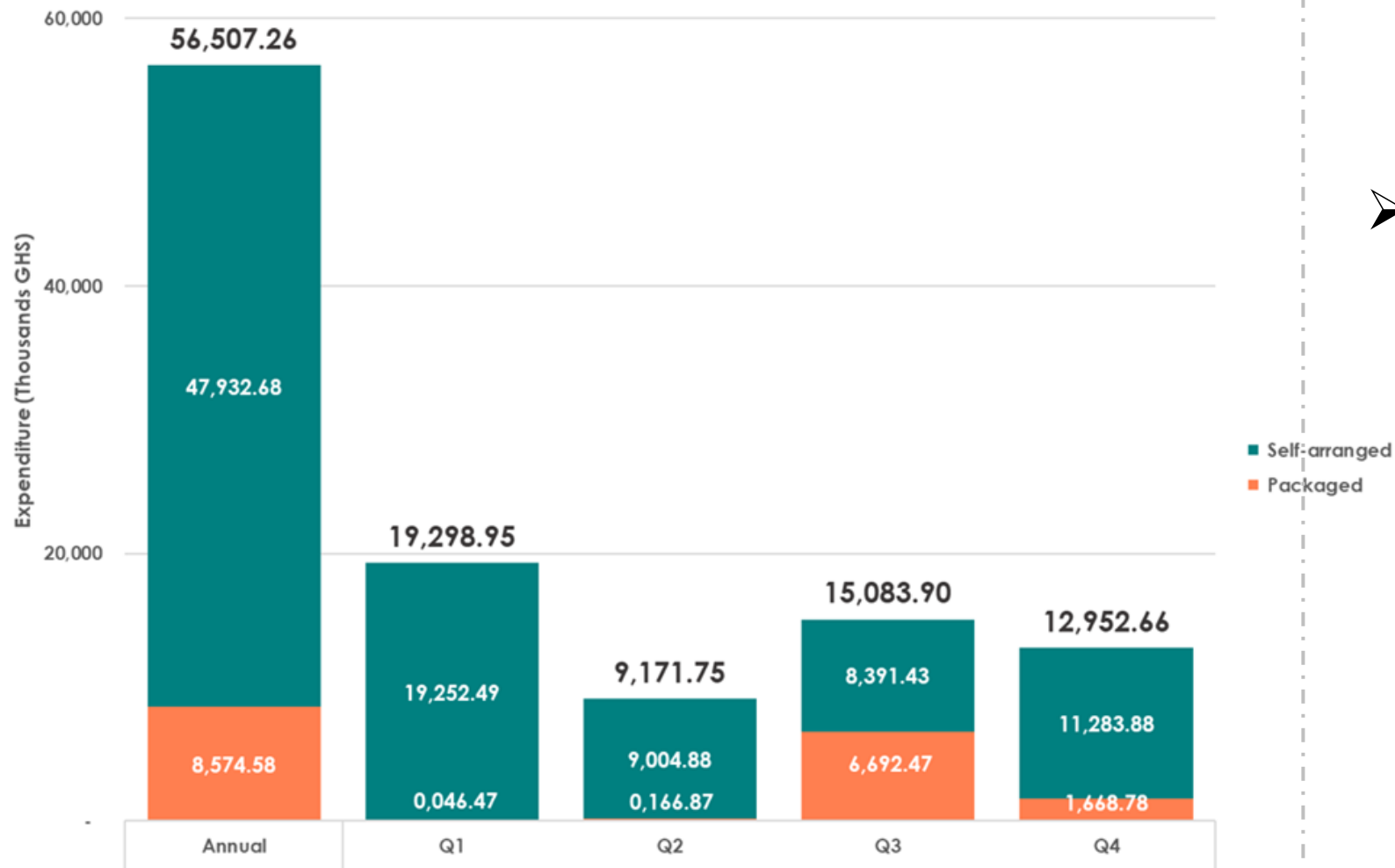
Expenditure of Outbound Same-day Visitors



GHS 59.8 million

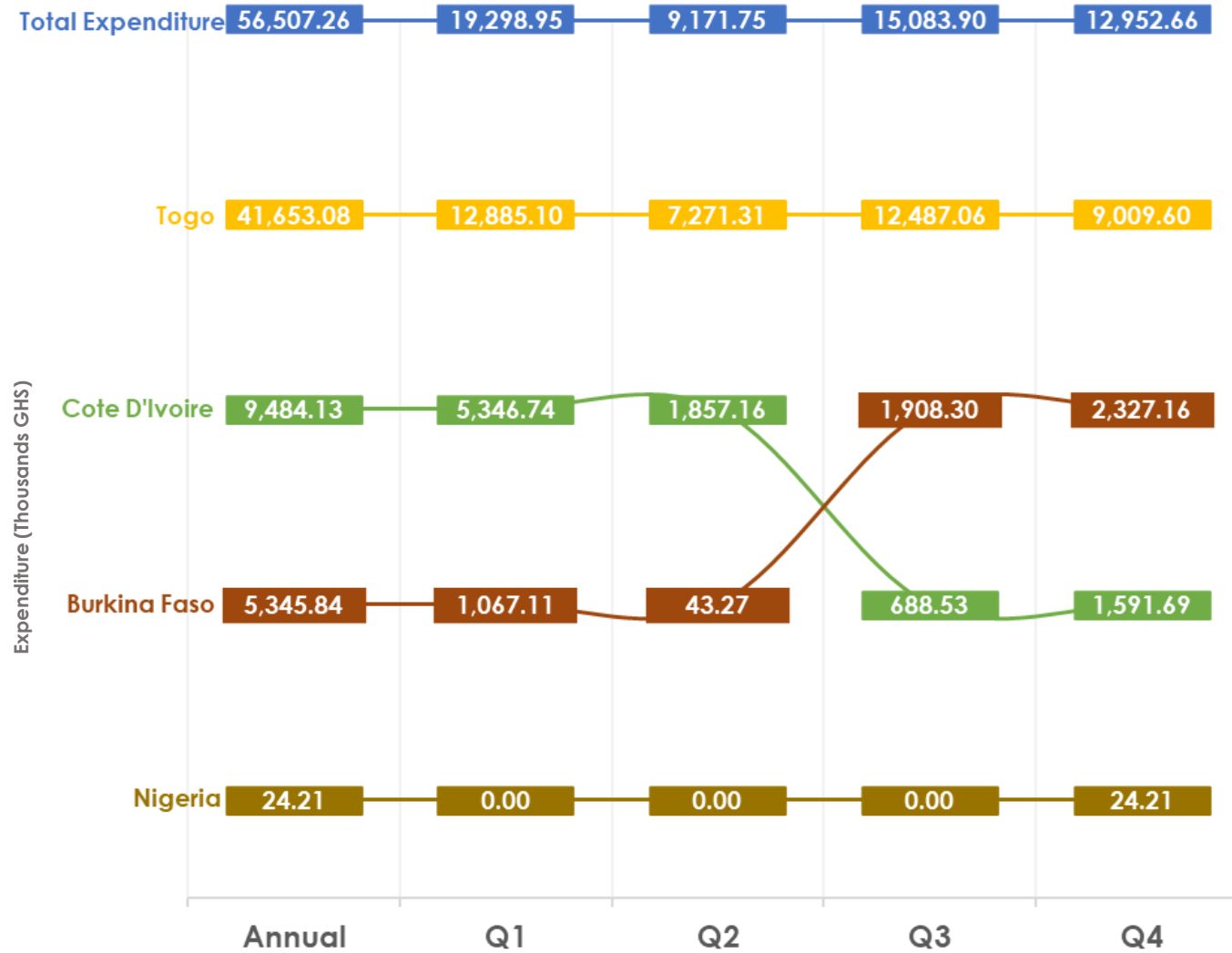
- On-trip expenditure constitutes the largest portion of total spending each quarter, with the highest in Q1 (GHS 19.3 million).

On-trip Expenditure of Outbound Same-day Visitors by Type of Tour



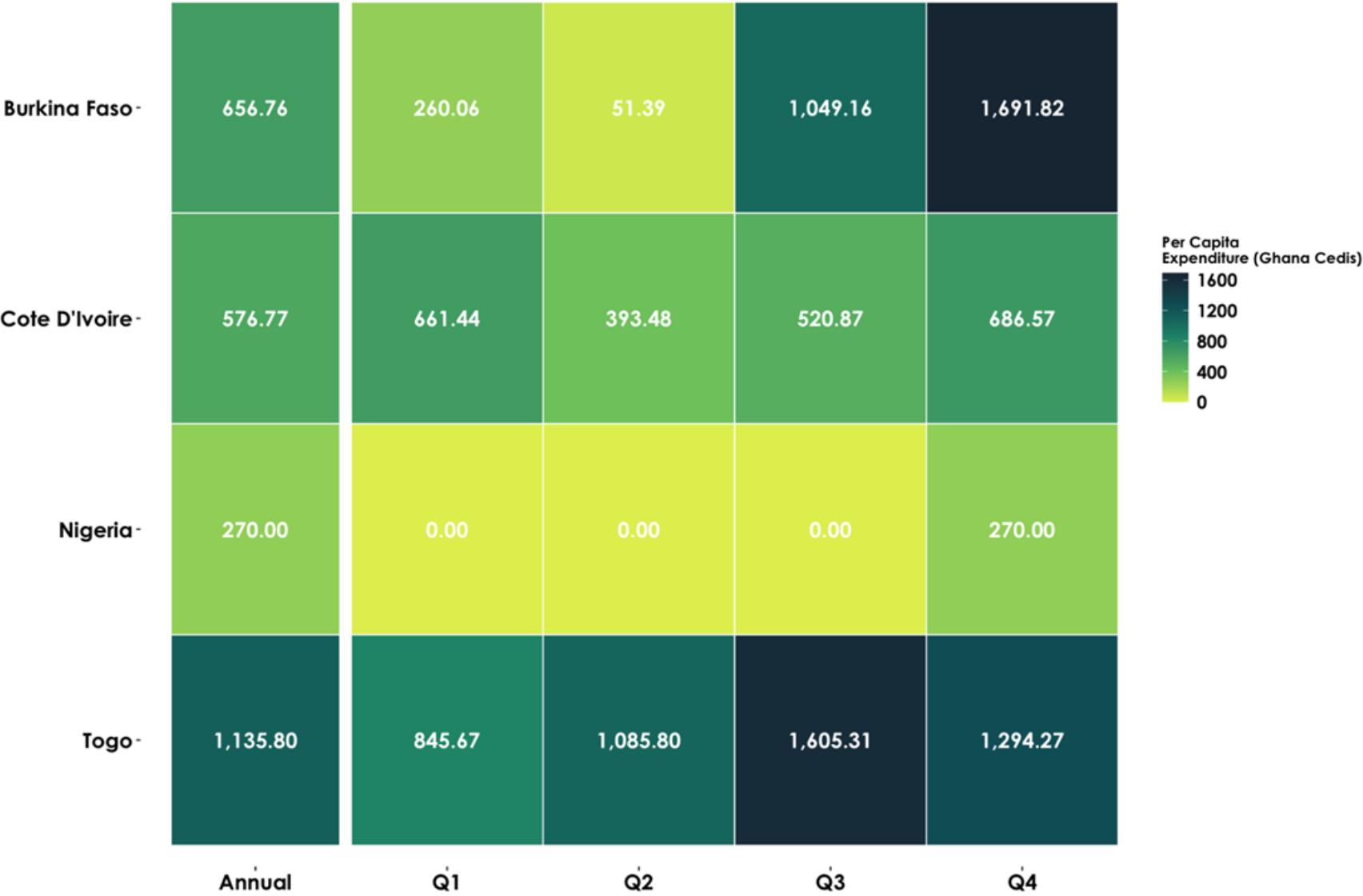
- Self-arranged tour recorded the larger share of on-trip expenditure in each quarter, with Q1 being the highest (GHS 19.3 million).

On-trip Expenditure of Outbound Same-day Visitors by Region of Visit (GHS)



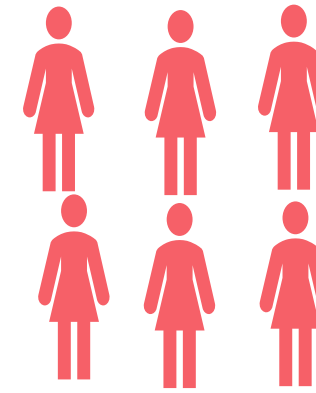
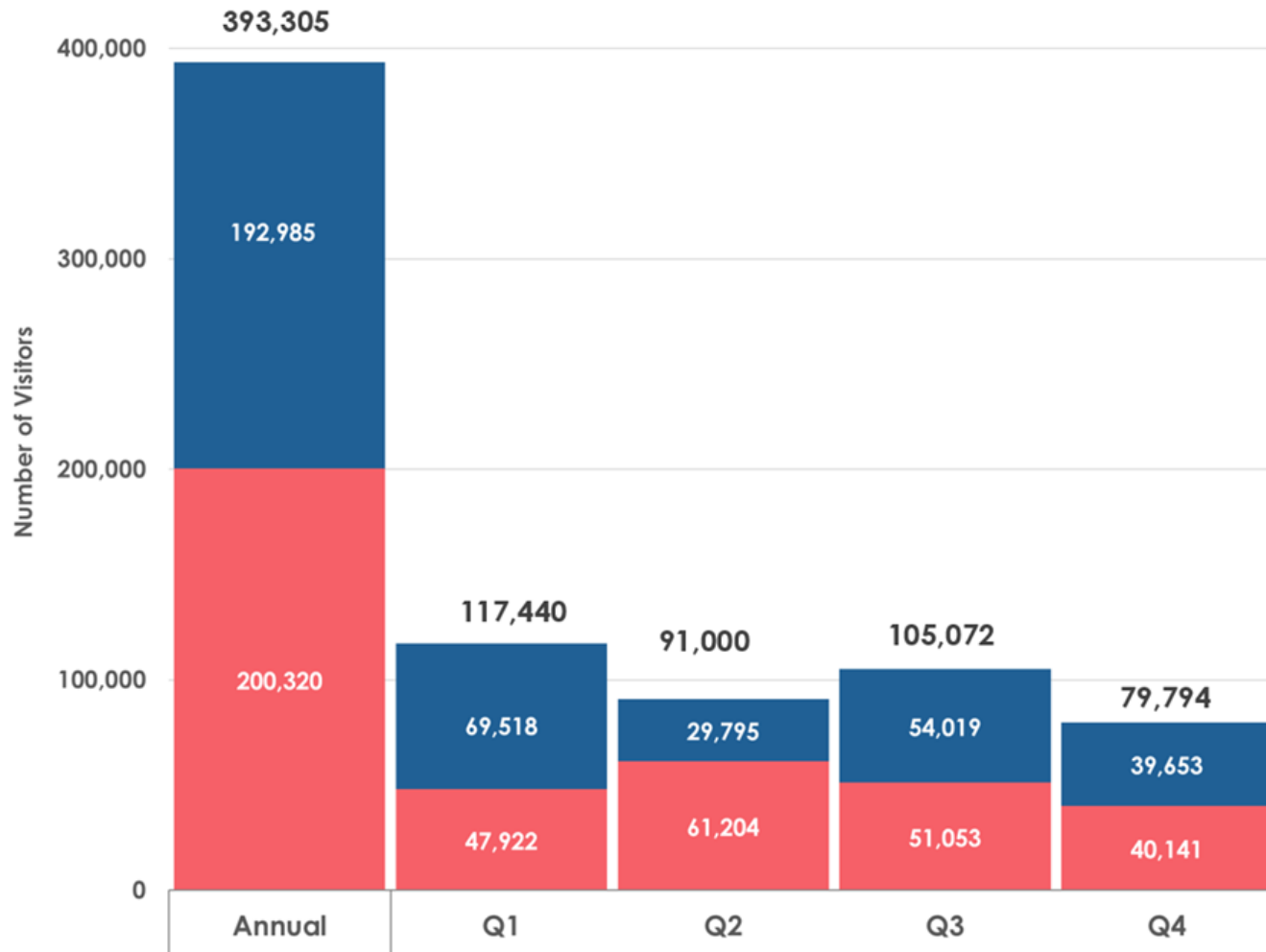
- Visitors to Togo recorded the highest on-trip expenditure in all four quarters, with Q1 (GHS 12.8 million) being the highest.

Per Capita On-trip Expenditure of Outbound Same-day Visitors by Country of Visit (GHS)

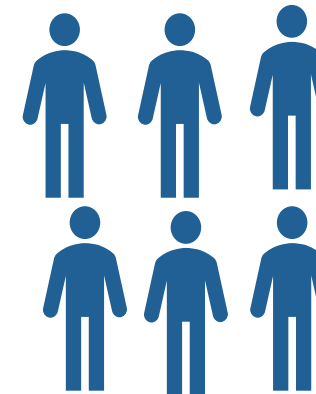


KEY FINDINGS: OUTBOUND OVERNIGHT VISITORS

Number of Outbound Overnight Visitors

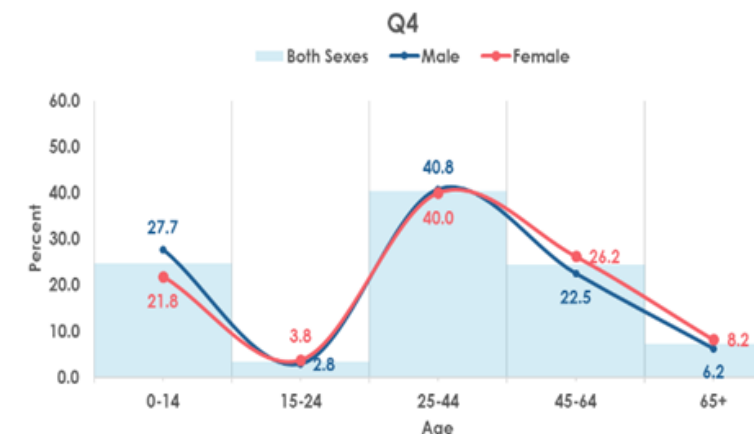
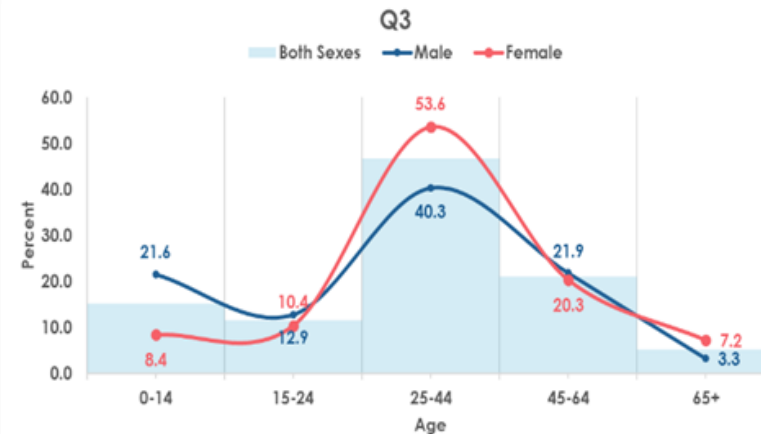
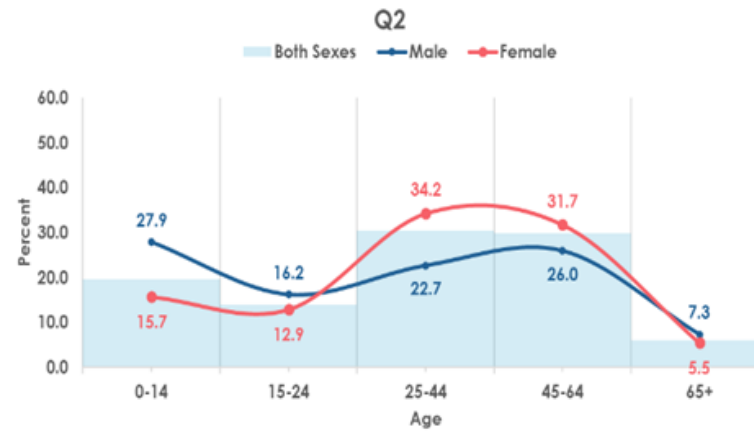
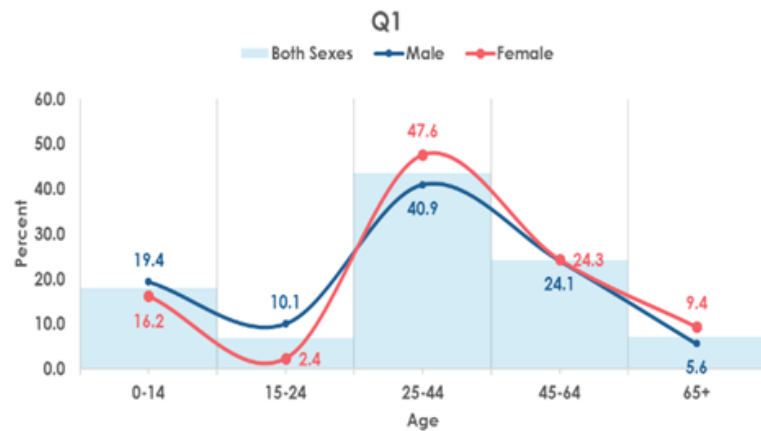


200,320



192,985

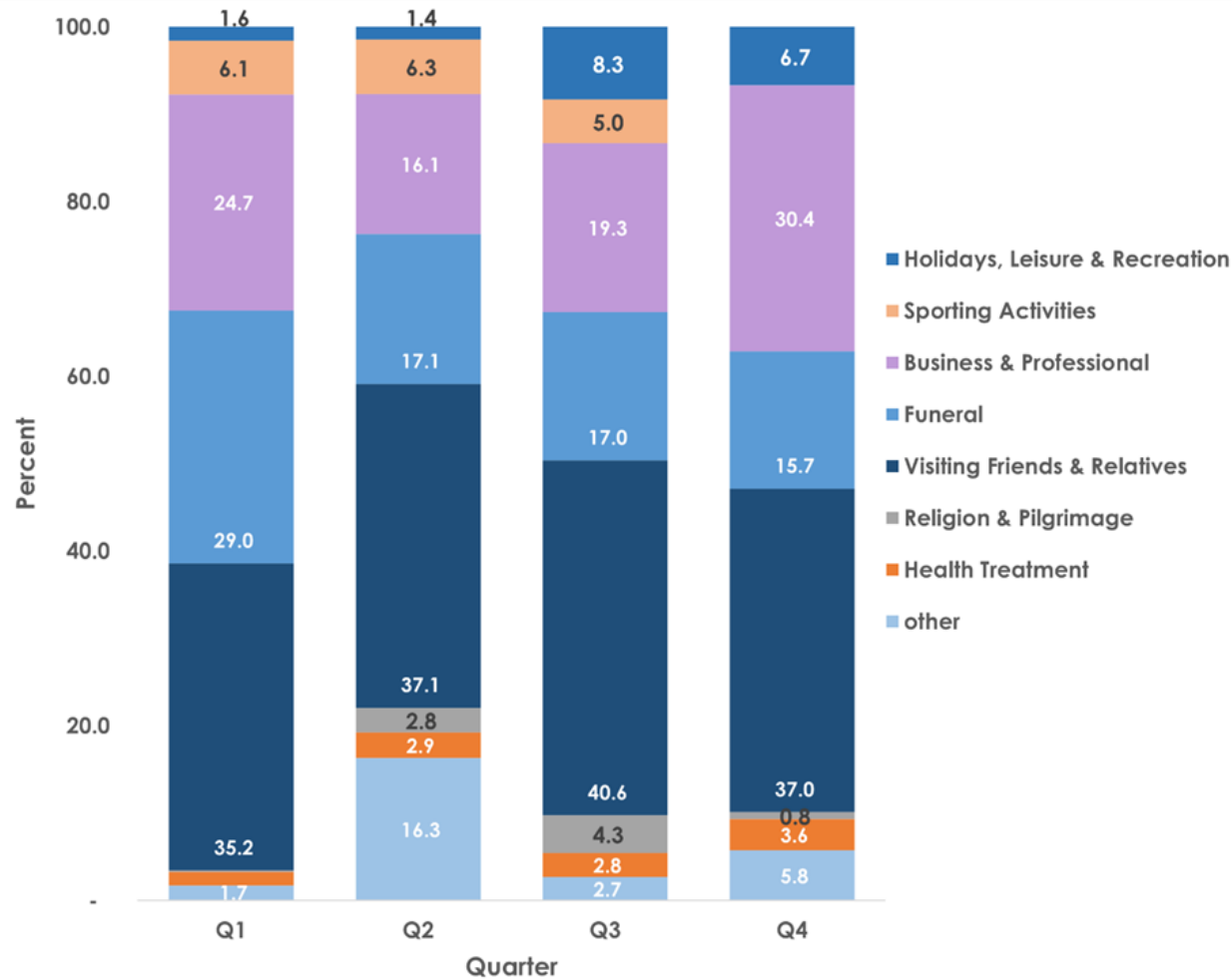
Age Distribution of Outbound Overnight Visitors by Sex



➤ Outbound overnight visitors aged 25-44 accounted for the largest share of visitors in each quarter.

➤ Female visitors aged 25-44 dominated visits except in Q4 where males dominated (40.8%).

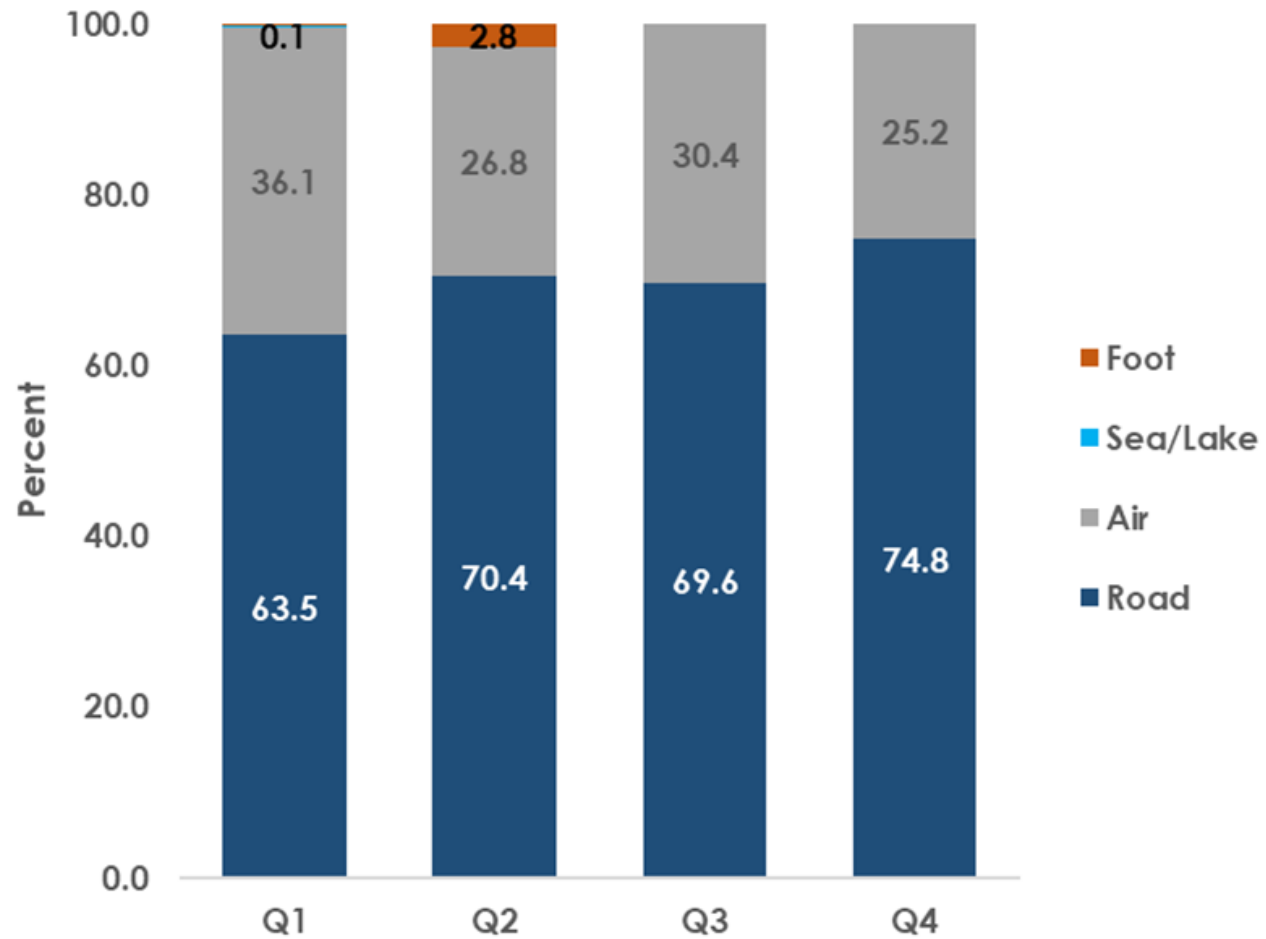
Outbound Overnight Visitors by Main Purpose of Visit



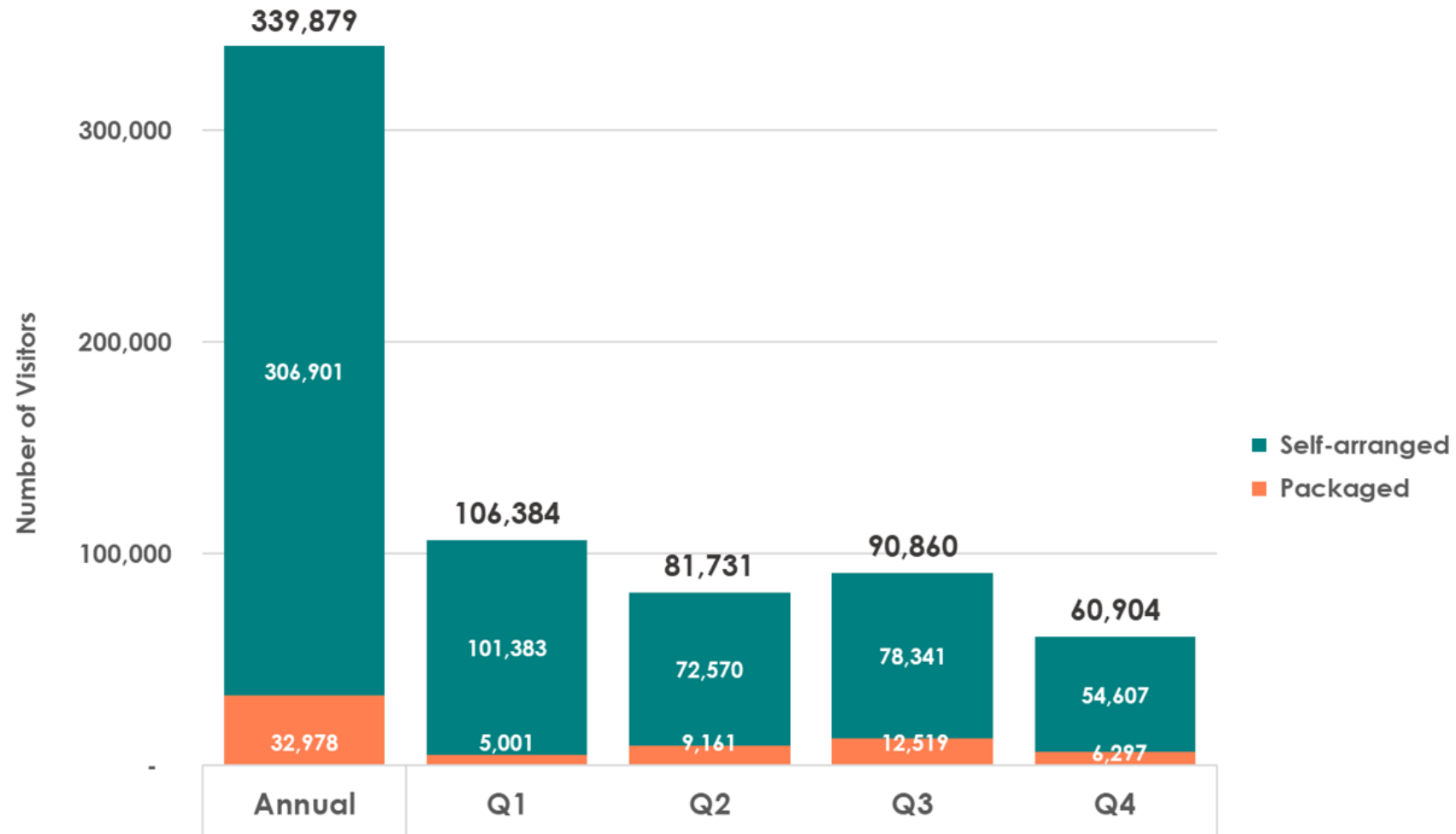
➤ Visiting friends and relatives was the main purpose of outbound overnight trips, consistently recording the largest share each quarter, and peaking at 40.6 percent in Q3.



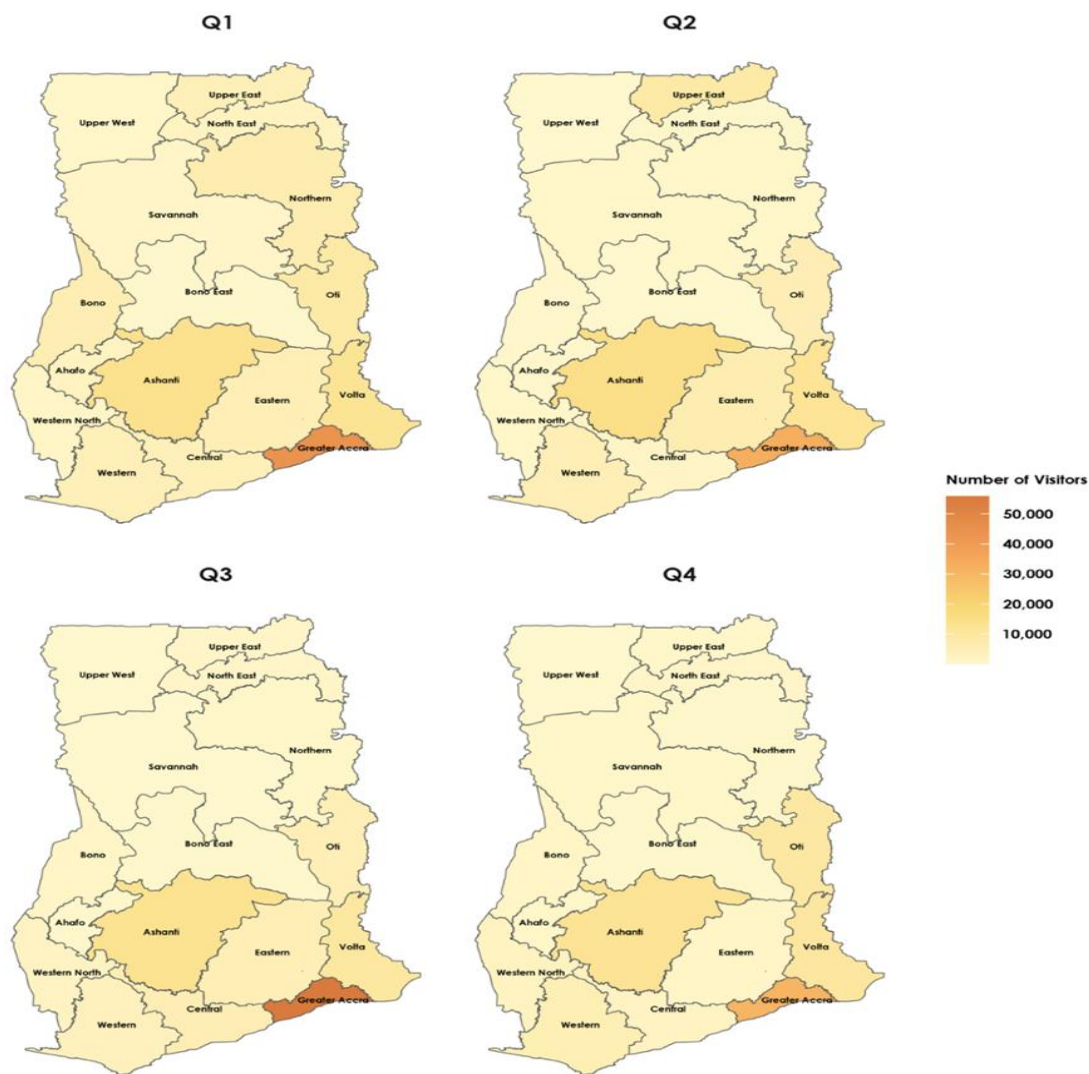
Outbound Overnight Visitors by Mode of Travel



Outbound Overnight Visitors by Type of Tour



Outbound Overnight Visitors by Region of Origin



- Number of outbound overnight visitors originating from the Greater Accra Region was the highest throughout Q1 to Q4, ranging from 30,000 to 50,000

Outbound Overnight Visitors by Continent of Destination

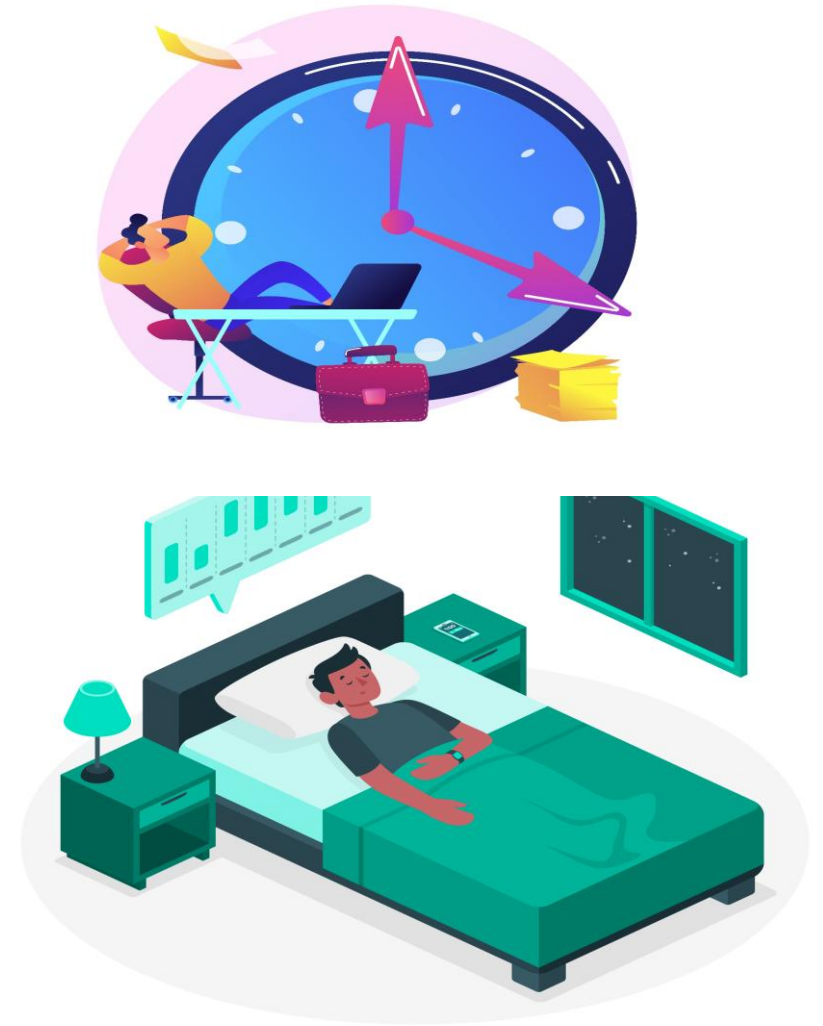
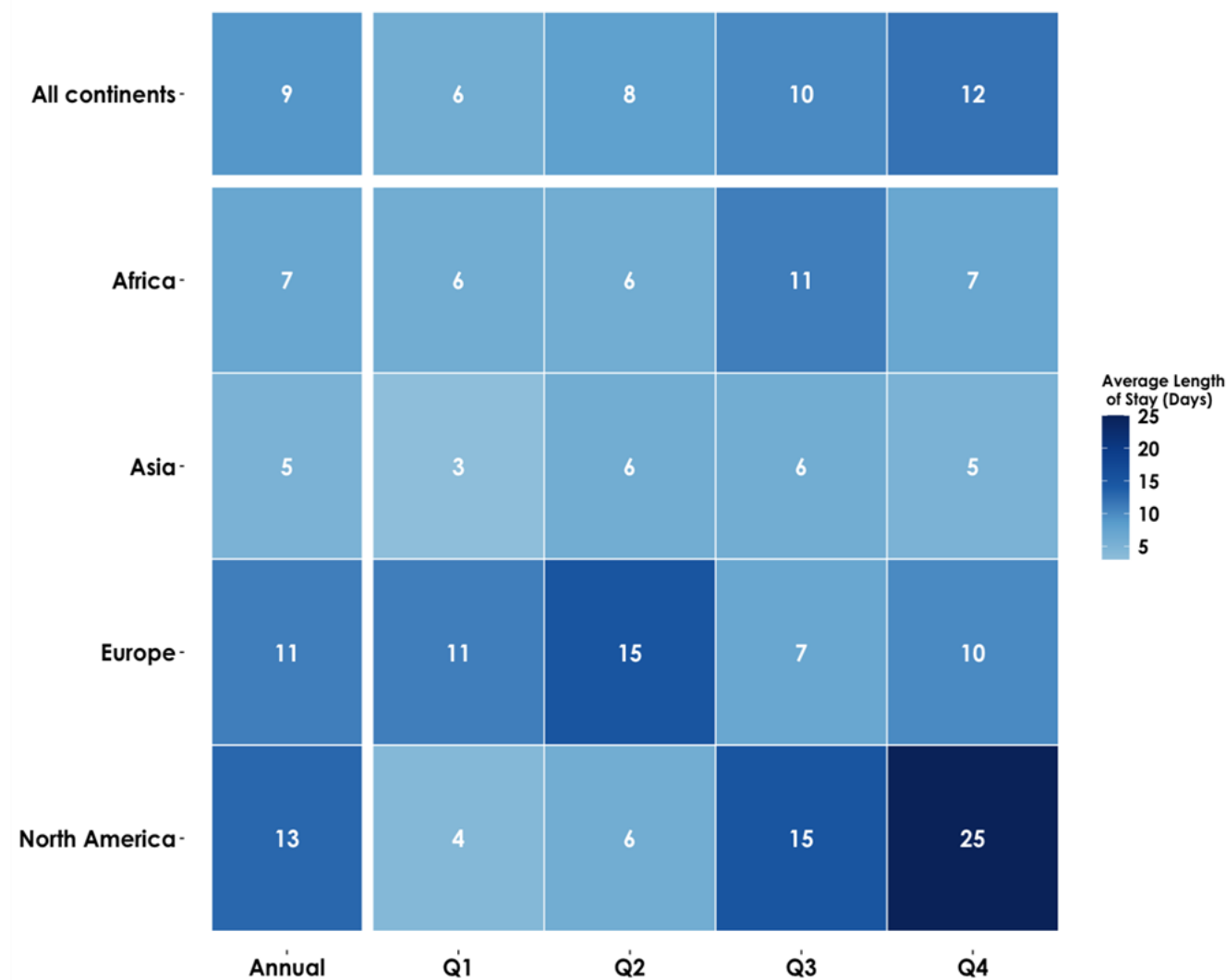


- West Africa consistently recorded the highest number of outbound overnight trips from Q1 to Q4, with the highest in Q1 (73,069).

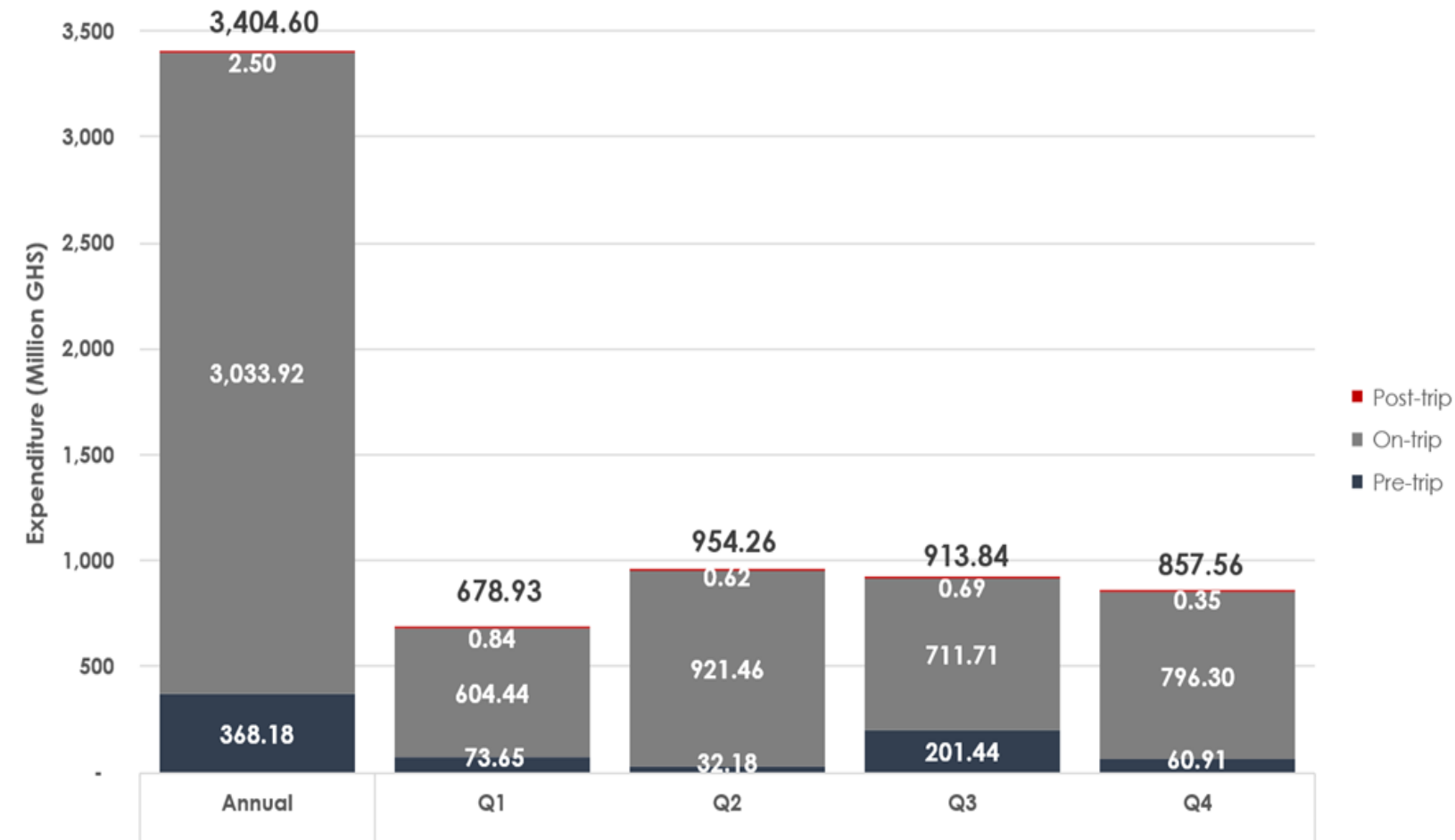
Outbound Overnight Visitors by Type of Accommodation Used



Average Length of Stay (Nights) of Outbound Overnight Visitors by Continent of Visit



Expenditure of Outbound Overnight Visitors

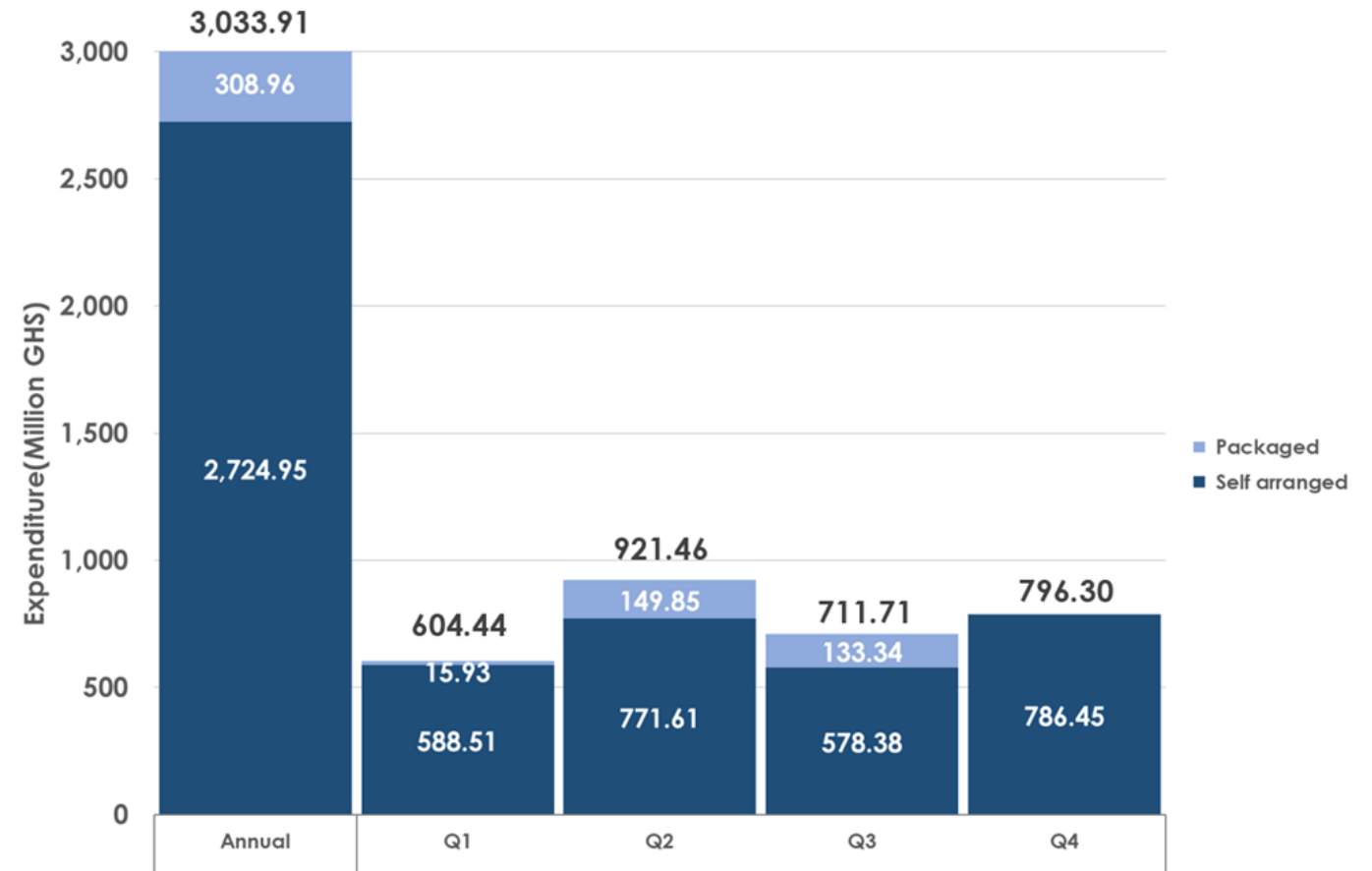
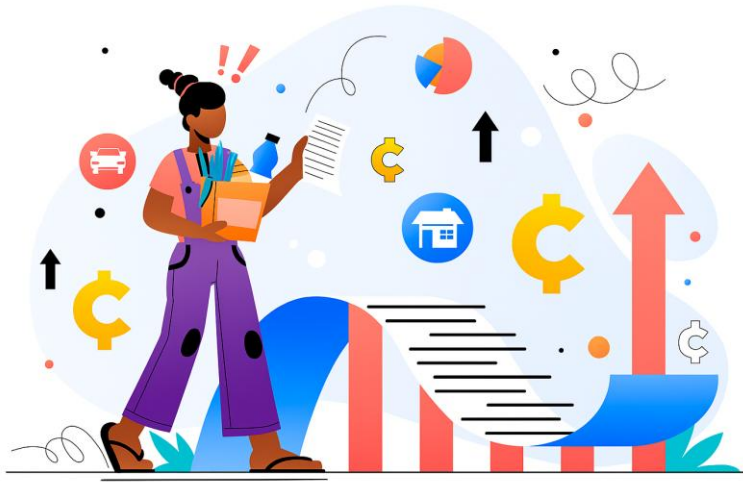


GHS 3.4 billion

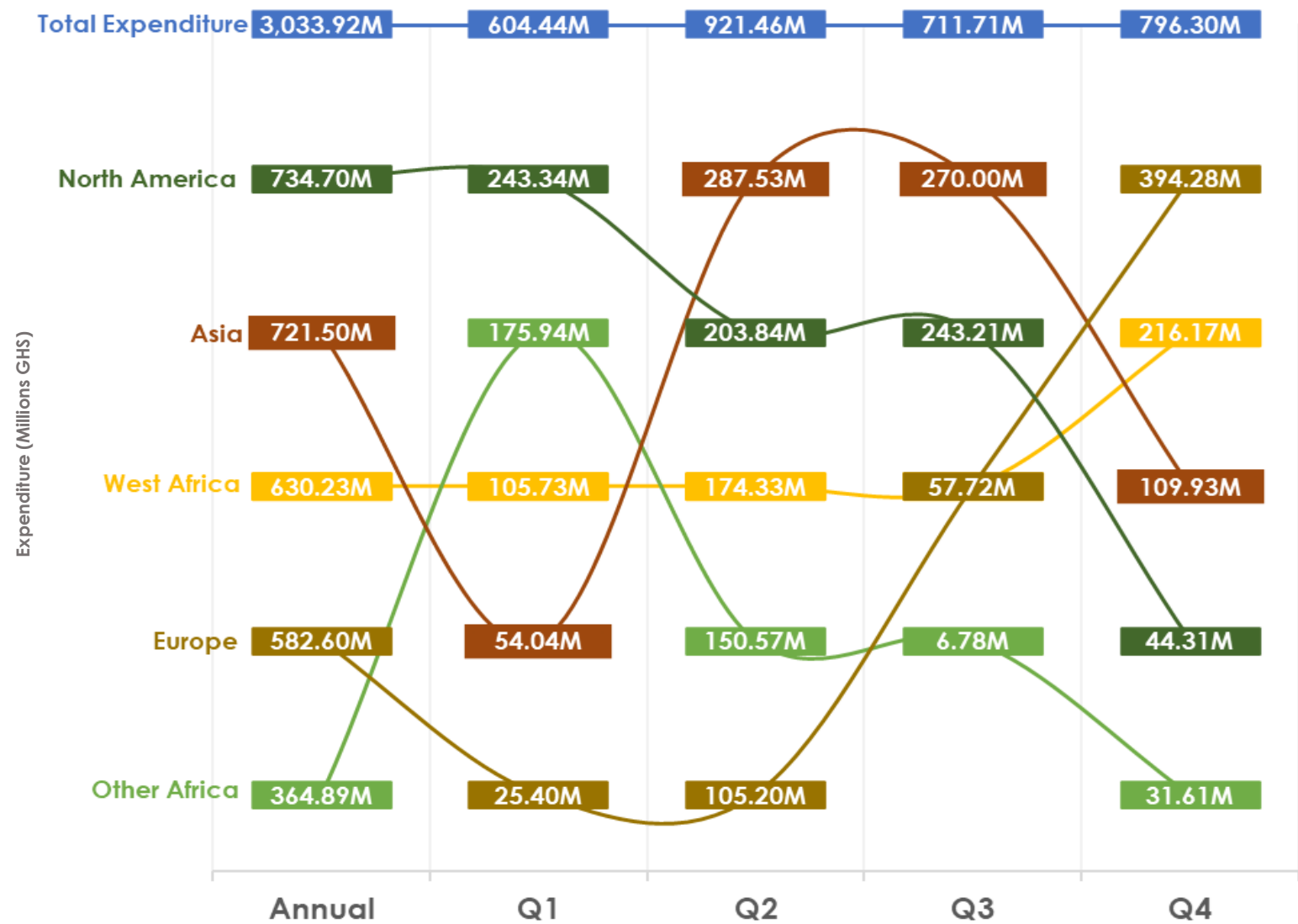
- On-trip expenditure accounted for the largest share, with the highest in Q2 (GHS 921.5 million), while Q4 (GHS 796.3 million) recorded the least.

On-trip Expenditure of Outbound Overnight Visitors by Type of Tour

- Visitors on self-arranged tours accounted for almost 90 percent of total on-trip expenditure.



On-trip Expenditure of Outbound Overnight Visitors by Continent of Visit



Per Capita On-trip Expenditure of Outbound Overnight Visitors by Continent of Visit (GHS)



Key Takeaways

Total outbound visitors were **470,806** with total expenditure of **GHS 4.0 billion**.

Outbound Same-day Visitors

1. A total of 77,501 outbound same-day visitors was recorded in 2023.
2. Outbound same-day visitors mainly travelled for business and professional and to visit friends and relatives.
3. Ashanti Region recorded the highest number of origin of outbound same-day visitors across all quarters.
4. Outbound same-day visitors' expenditure was approximately GHS 59.8 million in 2023.

Outbound Overnight Visitors

1. A total of 393,305 outbound overnight visitors was recorded in 2023.
2. Outbound overnight visitors mainly travelled to visit friends and relatives with majority travelling for funerals.
3. Greater Accra Region recorded the highest number of origin of outbound overnight visitors across all quarters
4. Outbound overnight visitors' expenditure was approximately GHS 3.4 billion in 2023.

Policy Recommendations

1. GOVERNMENT

- a) Invest in transport, airports, and hospitality to retain more outbound travel spending locally.
- b) Offer tax breaks or grants to agencies that design outbound tours using local services and products.

2. PRIVATE SECTOR / BUSINESSES

- a) Private tour operators, hotels and airlines should collaborate to design comprehensive travel packages that bundle pre- and post-trip experiences
- b) Develop and market quality local products (crafts, textiles, souvenirs) to increase local spending and showcase Ghana's identity abroad.

Policy Recommendations (Cont'd)

3. DEVELOPMENT PARTNERS & CSOs

- a) Development partners can collaborate with government and industry bodies to fund training for operators and hospitality staff to boost service quality and competitiveness.
- b) Provide access to funding and digital tools to help small tourism businesses grow and capture more local value.

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attention**

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