

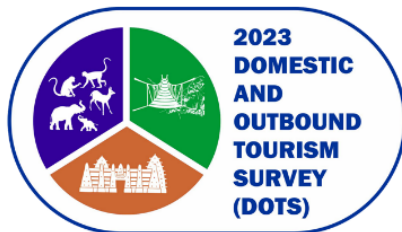
GHANA 2023 DOMESTIC AND OUTBOUND TOURISM SURVEY



OUTBOUND OVERNIGHT VISITORS' REPORT 2023



GHANA STATISTICAL SERVICE
OCTOBER 2025



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ADMINISTRATIVE MAP OF GHANA



PREFACE

Tourism connects people, ideas, and economies. It drives trade, creates jobs, and shapes cultural understanding across borders. In Ghana, tourism has been a cornerstone of national development since the 1970s, contributing to growth, employment, and global engagement. Yet until now, the full scope of its impact, especially the role of Ghanaians who travel abroad and stay overnight, has not been well understood.

The Domestic and Outbound Tourism Survey (DOTS) was designed to fill that gap. It provides nationally representative data on how Ghanaians and non-Ghanaians travel, spend, and interact with the global tourism economy. This 2023 Outbound Overnight Visitors' Report offers the first comprehensive look at the patterns, behaviour and economic impact of residents who travelled outside Ghana for tourism purposes and stayed at least one night abroad.

The findings are revealing. In 2023, Ghana recorded 393,305 outbound overnight visitors. Most were aged 25–44, self-employed, and working in service or trade-related occupations, a reflection of the country's vibrant informal economy. The Greater Accra Region was the leading point of origin, and West Africa remained the top destination, followed by North America and other African countries.

On average, outbound overnight visitors spent 7 nights in Africa and 13 nights in North America, underscoring both the regional and global nature of Ghana's mobility. Visiting friends and relatives accounted for the largest share of trips, followed by funerals and business. Most visitors used non-commercial accommodation, staying with family or friends, while hotels remained the preferred commercial option.

Total expenditure by outbound overnight visitors reached GHS3.4 billion in 2023, with almost 90 percent of this from self-arranged trips. The highest spending came from visitors travelling for business and professional purposes, particularly to North America and Asia. These findings confirm that outbound overnight tourism plays a vital role in cross-border commerce, social ties, and cultural exchange, but also signals the need to retain more of this value within Ghana's domestic tourism economy.

The data reveal a clear opportunity for Ghana to transform outbound tourism insights into domestic growth strategies. Four actions stand out:

1. Incentivise Domestic Travel through the provision of tax rebates on hotel stays, tourism vouchers, or subsidised internal flights as part of measures to encourage and redirect a portion of outbound spending to local destinations.
2. Regulate and redirect travel promotion. Tour operators could be required to showcase domestic destinations alongside foreign packages, ensuring Ghana's tourism receives equal visibility.
3. Develop affordable domestic holiday and business packages. Hotels, airlines, and tour operators can design competitive family holidays, business-leisure packages, and cultural experiences that match the quality and pricing of regional trips.
4. Invest in Service Excellence. Training programmes, digital tools, and customer service improvements, supported by development partners, can raise the quality of Ghana's tourism services to international standards.

This report supports Ghana's National Tourism Development Plan (2013–2027), the 24-Hour Economy Programme, and contributes directly to the creation of the country's first Tourism Satellite Account (TSA), a globally recognised tool for quantifying tourism's share of GDP and employment.

This publication is a blueprint for action as it could equip policymakers, investors, and development partners with the evidence to strengthen Ghana's competitiveness, reduce foreign exchange leakages, and expand opportunities in domestic and inbound tourism.

By acting on these insights, Ghana can turn outbound movement into domestic momentum, ensuring that tourism continues to be a powerful engine for inclusive growth, job creation, and national transformation.



DR. ALHASSAN IDDRISU
GOVERNMENT STATISTICIAN

ACKNOWLEDGEMENT

The Ghana Statistical Service (GSS) extends sincere appreciation to the Government of Ghana and the World Bank for their financial support through the *Harmonising and Improving Statistics in West Africa (HISWA)* Project. Their investment in credible data and their vision for stronger national statistical systems made this report possible.

The success of the 2023 Outbound Overnight Visitors' Survey reflects collaboration at its best. The Ministry of Finance (MoF), Ministry of Tourism, Culture and Creative Arts (MoTCCA), Ghana Tourism Authority (GTA), the Bank of Ghana (BoG) and the public universities, all played essential roles in shaping the design, logistics and execution of this work. Their contributions ensured that every stage of the survey, from planning to fieldwork, met the highest technical standards.

Our profound gratitude goes to the Chairman and Members of the National Technical Advisory Committee (NTAC), whose technical guidance, peer reviews, and analytical insights were instrumental in this achievement. Their expertise strengthened the survey's methodology, enhanced the quality of analysis and ensured consistency with international statistical standards. Through their careful review of draft reports, thoughtful critique and unwavering attention to methodological detail, they upheld the integrity and credibility of this publication.

The GSS Management deserves recognition for its leadership and clear strategic direction throughout the process. The commitment of the Project Coordinator, the Project Implementation Team (PIT), and the Communications team, ensured operational excellence, rigorous quality control and timely delivery across all survey phases.

Finally, we extend heartfelt thanks to the respondents across Ghana who shared their experiences and information. Your participation turned data into knowledge. We also acknowledge the tireless efforts of field officers, media partners and development partners, whose dedication transformed this vision into a national accomplishment.

This report stands as a collective product of partnership, professionalism, and a shared belief that accurate data is the foundation of smart policy and sustainable development.

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ABBREVIATIONS

BoG	Bank of Ghana
CAPI	Computer-Assisted Personal Interviewing
CSOs	Civil Society Organisations
DOTS	Domestic and Outbound Tourism Survey
DQMT	Data Quality Monitoring Team
EAs	Enumeration Areas
GDP	Gross Domestic Product
GSS	Ghana Statistical Service
GTA	Ghana Tourism Authority
HISWA	Harmonising and Improving Statistics in West Africa
IRTS	International Recommendations for Tourism Statistics
MDAs	Ministries, Departments and Agencies
MMDAs	Metropolitan, Municipal and District Assemblies
MoTCCA	Ministry of Tourism, Culture and Creative Arts
NTAC	National Technical Advisory Committee
NTDP	National Tourism Development Plan
OECD	Organisation for Economic Cooperation and Development
PIT	Project Implementation Team
SDGs	Sustainable Development Goals
TSA	Tourism Satellite Account
UNSD	United Nations Statistics Division
UNWTO	United Nations World Tourism Organisation

EXECUTIVE SUMMARY

Tourism is one of the world's most dynamic industries. It fuels investment, drives innovation, and connects people across borders. In Ghana, tourism has long been recognised as a pillar of national development, contributing to jobs, trade, and cultural exchange since the 1970s. Yet, for decades, the country lacked detailed data to measure its full economic impact, especially on outbound travel.

The Domestic and Outbound Tourism Survey (DOTS), conducted by the Ghana Statistical Service (GSS) in 2023, fills that gap. It provides the first nationally representative picture of how Ghanaians travel abroad, who they are, where they go, why they travel, and how much they spend. This Outbound Overnight Visitors' Report focuses on residents who travelled outside Ghana for tourism purposes and spent at least one night abroad between January and December 2023.

The survey covered 18,500 households across 740 enumeration areas, using a two-stage stratified sampling design that ensured national and sub-national representation. Data was collected quarterly through Computer-Assisted Personal Interviewing (CAPI), consistent with the 2008 Tourism Satellite Account Methodological Framework as recommended by UNWTO, OECD and UNSD.

The key findings are revealing:

- a) In 2023, Ghana recorded 393,305 outbound overnight visitors. The first quarter saw the highest volume of travel. Men made up a slightly larger share overall, 59 percent in Q1 and 51 percent in Q2, while women's participation increased toward the end of the year;
- b) Most outbound overnight visitors were 25–44 years old, self-employed, and working in sales or services, reflecting Ghana's dynamic informal economy. Visitors with at least a basic education formed the majority, peaking at 46 percent in Q2;
- c) The Greater Accra Region was the main origin of visitors, while West Africa remained the top destination region. A smaller proportion visited Europe and North America, typically for longer stays, seven (7) nights on average within Africa and thirteen (13) nights in North America;
- d) Visiting friends and relatives was the leading reason for travel, followed by funerals and business engagements. About three in four travellers stayed in non-commercial accommodation, usually with family or friends. Among paid lodging options, hotels dominated, especially in Q2 (88 percent);
- e) Travel remained largely road-based as seven in ten trips were by road, mostly by bus or minivan, underscoring Ghana's reliance on regional land networks for cross-border movement;
- f) Outbound overnight visitors spent an estimated GHS 3.4 billion across 2023. Nearly 90 percent of all spending came from self-arranged trips, highlighting the growing independence of Ghanaian travellers;
- g) Visitors travelling for business and professional purposes accounted for the highest on-trip expenditures, peaking in Q3 at GHS 308.6 million; and

- h) Transport and shopping were the largest spending categories, with North America, Asia and West Africa together absorbing most of the total outlay.

The data reveal that outbound overnight tourism is both an economic driver and a missed opportunity. It strengthens Ghana's international trade, networks, and cultural influence, but it also diverts billions in potential domestic spending abroad. Each cedi spent on hotels, transport, and retail outside Ghana represents untapped opportunity for local enterprise and job creation.

The evidence calls for strategic interventions which could turn outbound momentum into domestic opportunity. Key actions that could help achieve this include the following:

1. Incentivising domestic travel through the provision of tax rebates, internal flight subsidies, or tourism vouchers for professionals and families;
2. Balancing travel promotion, requiring tour operators to showcase Ghanaian destinations alongside foreign packages;
3. Developing affordable domestic business and leisure packages that compete with regional travel options; and
4. Investing in service excellence through upgrading training, digital systems, and hospitality standards to match international expectations.

Outbound overnight tourism captures the spirit of a confident and connected Ghana, one that trades, learns, and thrives across borders. Yet the real opportunity lies within: turning the same drive that takes Ghanaians abroad for tourism into fuel for growth at home. The evidence from this survey provides a clear path forward. With data in hand, Ghana can design smarter policies, attract targeted investment, and channel the creativity and spending power of its people into building a tourism sector that is not only globally competitive but deeply rooted in inclusive and sustainable national development.

1 OVERVIEW OF OUTBOUND OVERNIGHT VISITORS

1.1 Introduction

Outbound tourism is a vital component of global tourism, driving economic growth, attracting investments and generating employment opportunities. It encompasses residents who travel abroad for leisure, business, education, medical treatment and other tourism-related purposes. Despite its low economic benefits to Ghana, outbound tourism facilitates cultural exchange, enhances international business opportunities and contributes to Ghana's global integration.

Tourism as a source of national revenue was recognised in Ghana as far back as the mid-1970s, when the government identified the country's tourist resource potential. The tourism development plan originated in 1975, when the government introduced its first tourism development plan, 1975-1990 (Akyeampong & Asiedu, 2008).

Recognising the strategic importance of tourism, the 2023 Domestic and Outbound Tourism Survey was conducted to generate reliable data for informing, monitoring and assessing sector performance. It is also a key component in Ghana's maiden Tourism Satellite Account (TSA), a globally recognised framework for measuring the economic impact of tourism.

One of the key outputs of the DOTS is the Outbound Overnight Visitors' Report, which presents an overview of Ghanaian and non-Ghanaian residents who travelled outside Ghana and stayed at least one night from Q1 to Q4 2023. By analysing information on visitor demographics, trip characteristics and expenditure across key categories such as transport, accommodation, food and beverages, recreation and shopping, the report provides an understanding of how outbound tourism influences economic activity.

As Ghana continues to implement its Tourism Development Plan (2013–2027), this survey serves as a baseline for continuous assessment, ensuring that policy decisions and investments remain evidence-based. The findings will be instrumental in guiding the Resetting Ghana Agenda, particularly in enhancing tourism infrastructure, facilitating seamless travel experiences and supporting initiatives that strengthen the country's connectivity with international markets. By identifying travel trends and expenditure patterns, the survey provides valuable insights that can shape policies and activities aimed at making domestic tourism competitive with outbound tourism.

Leveraging these insights, policymakers and stakeholders can make informed decisions to enhance aviation and border services and create enabling conditions for international tourism growth. This data-driven approach reinforces Ghana's commitment to developing a globally competitive, resilient and inclusive tourism sector that contributes significantly to economic development, trade expansion and cross-border partnerships.

Strengthening Ghana's tourism data collection framework through this survey enhances the country's ability to assess both the direct and indirect contributions of outbound tourism, ensuring strategic interventions that foster sustainable sectoral growth.

Beyond national priorities, the insights generated from this survey will also support Ghana's alignment with global and regional development goals, such as the Sustainable Development Goals (SDGs), particularly economic growth and decent work

(SDG 8), as well as the African Union's Agenda 2063, which envisions a self-sufficient and prosperous Africa, fully integrated into the global economy.

The Outbound Overnight Visitors' Report will guide Ghana's tourism policy and planning framework, ensuring that outbound tourism becomes a key driver of economic diversification, trade expansion and international collaboration, ultimately contributing to Ghana's long-term socio-economic development.

1.2 Objectives

The main objective of DOTS is to obtain baseline data on domestic and outbound tourism to enhance the development of Ghana's tourism sector. The specific objectives of the survey were to;

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

1.3 Legal Framework

The 2023 DOTS was conducted in accordance with the Statistical Service Act, 2019 (Act 1003), which mandates the Government Statistician to coordinate and conduct all statistical surveys and censuses in Ghana. While DOTS officials were permitted access to any premises, compounds, or households to conduct interviews, the survey also safeguards respondents' privacy by ensuring strict confidentiality of all information collected.

1.4 Organisational Structure and Institutional Arrangements

The survey was conducted within a structured institutional framework to guarantee efficiency, coordination, and technical supervision.

At the national level, the Government Statistician served as the Project Director, with the Deputy Government Statistician acting as Deputy Project Director. They provided strategic leadership by chairing the National Technical Advisory Committee (NTAC), which was established to offer technical guidance and expertise.

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 Technical Director, the Coordinator, led the Project Implementation Team (PIT), which was responsible for the entire process, from initiation to the execution phase. All Regional Statisticians played key roles in field monitoring to ensure smooth implementation at the regional levels.

2 METHODOLOGY

2.1 Target Population and Sampling

The 2023 Domestic and Outbound Tourism Survey (DOTS) employed a two-stage sample design to ensure both national and sub-national representation. The first stage involved selecting 740 Enumeration Areas (EAs), while at the second stage, 25 households were selected from each sampled EA, resulting in a total of 18,500 households. A stratified systematic probability proportional to size approach was employed for both stages.

The survey design ensured comprehensive representation at both the regional (16 regions) and sub-regional (urban/rural) levels. Stratification at these levels was introduced to improve the accuracy of estimates, resulting in 32 strata, which comprised the 16 administrative regions, further divided into urban and rural localities.

The 18,500 households selected were distributed across the 740 EAs, with 422 (57%) located in urban and 318 (43%) in rural areas. This distribution was informed by the estimated prevalence of domestic and outbound tourism in Ghana. A random sampling method was used to ensure that each of the 25 households selected within each EA had an equal chance of inclusion in the final sample.

2.2 Survey Instruments and Data Collection Procedures

The survey was conducted in accordance with the 2008 Tourism Satellite Account Methodological Framework, as recommended by the United Nations Statistical Division (UNSD), the Organisation for Economic Co-operation and Development (OECD), and the UN World Tourism Organisation. This ensured that the results adhered to international standards, guidelines, practices and procedures, allowing for global comparability.

The data collection was conducted using three types of survey instruments: a listing form and two structured questionnaires for households and individual levels.

The DOTS Listing Form was used to collect information on households within selected structures, forming the Secondary Sampling Unit (SSU) for household selection.

The household questionnaire was divided into three modules:

- Module A captured respondents' background characteristics, covering ten key sections: sex, relationship to the household head, age, marital status, religious affiliation, place of birth, nationality, education, association membership, disability status and employment status.
- Module B collected data on household income and expenditures, assets and liabilities during the reference period, as well as funds allocated for tourism, vehicle ownership and whether the household had taken out a loan.
- Module C covered the household travel schedule, collecting details on travel activities within the reference period, including domestic same-day trips, domestic overnight trips, outbound same-day trips and outbound overnight trips. It also recorded reasons for not travelling and the intended purpose of any trips undertaken.

The individual questionnaire was designed to identify household members who had travelled during the reference period. It was organised into four sections based on the type of travel: domestic same-day, domestic overnight, outbound same-day and outbound overnight visitors.

2.3 Recruitment and Training

Prospective field data collectors were selected through an online application process and recommendations from regional statisticians. The selection was based on proficiency in English and at least one Ghanaian Language, a minimum qualification of a Higher National Diploma (HND) or its equivalent, along with prior experience in field data collection.

A comprehensive training was conducted to equip field officers with the essential skills for effective data collection. The initial training included a blend of virtual and face-to-face sessions during the first quarter, followed by online refresher courses after each subsequent quarter to accommodate any updates to the questionnaire.

A total of 180 personnel, including 150 field officers and 30 buffer trainees, received training on key concepts, definitions and the use of the Computer-Assisted Personal Interviewing (CAPI) system. Assessments and mock interviews were conducted to ensure trainees' understanding and compliance with data collection protocols before deployment.

2.4 Data Collection

Data collection was conducted quarterly throughout the year, with data gathered at the end of each quarter.

A total of 150 field officers participated in the data collection, grouped into 25 field teams, each comprising one supervisor and five interviewers. These teams were deployed across the 740 selected EAs to collect data over a 30-day period in each quarter.

The data collection exercise utilised Computer-Assisted Personal Interviewing (CAPI), which was connected to a centralised IT server at the GSS Head Office, allowing data transmission for processing activities. Data was transferred from interviewers' tablets via Bluetooth and synchronised with a server daily to ensure data safety. Data quality monitors downloaded the synchronised data from their respective points and performed quality checks.

2.5 Quality Assurance

As part of quality assurance measures, remote and on-site monitoring activities were conducted, supported by daily virtual debriefing sessions with field supervisors, the PIT and NTAC. The measures created a structured framework for identifying and resolving challenges faced by field monitors, supervisors, and data monitors. This approach improved data accuracy, consistency and reliability while minimising non-sampling errors throughout the survey process.

2.6 Monitoring and Evaluation (M & E)

The GSS Monitoring and Evaluation (M&E) team was tasked to independently oversee the implementation processes. This involved verifying compliance with the project objectives, implementation plan and quality assurance standards. Issues beyond field officers detected during monitoring were forwarded to PIT for resolution.

3 DEFINITION OF CONCEPTS

3.1 Airbnb

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

3.2 Commercial Accommodation

This refers to all establishments that provide lodging for visitors on a fee basis. This includes facilities such as hotels, motels, resorts, guesthouses, serviced apartments, hostels and similar establishments that are operated on a commercial basis, with the main purpose of offering paid overnight accommodations to tourists.

3.3 Destination

This is a place or location visited outside Ghana that is central to the decision to embark on the trip for leisure, business or other purposes.

3.4 Employment Sector

This refers to the legal organisation and principal functions, behaviour and objectives of the institution or enterprise with which an employed person is engaged.

3.5 Employment Status

This refers to whether there is an explicit or implicit contract of employment with other persons or organisations that the employed person has in his/her job.

3.6 Expenditure/Spending

This refers to the cost incurred by visitors on tourism trips. Three different expenditures are considered. These are pre-trip, on-trip and post-trip expenditures.

3.7 Expenditure on Accommodation

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

3.8 Expenditure on Food and Beverages

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

3.9 Expenditure on other Services

This refers to the costs incurred for services, rather than goods, purchased before, during and after the trip. This includes services not classified elsewhere, such as travel insurance, communication items (including telephone calls and postage), development and printing of films, currency exchange charges, leisure activities, sports, recreational pursuits and other personal services (e.g., haircutting, saunas, massages, beauty care, dry cleaning).

3.10 Expenditure on Recreation and Sporting Activities

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

3.11 Expenditure on Shopping

This refers to the costs incurred for goods related to the trip before, during and after, for personal use or someone else by the visitor.

3.12 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.

3.13 Hostel

This is a type of accommodation unit that provides budget-friendly lodging and mostly shared facilities for students, workers or travellers.

3.14 Hotel

It is an establishment that provides short-term paid lodging and related hospitality services. It includes motels, guest houses, budget hotels and star-rated hotels.

3.15 Length of Stay

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

3.16 Means of Transport

It refers to the various types of transportation used by visitors to move from one place or country to another outside their usual environment for tourism purposes.

3.17 Mode of Travel

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

3.18 Night Spent

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

3.19 Non-Commercial Accommodation

This refers to places where visitors stay overnight without paying for lodging, as these are not operated for profit. These include private homes (staying with friends or relatives), own holiday homes/second residences and company-owned accommodation provided free of charge.

3.20 Occupation

This is the kind of work or task a visitor reported performing to earn a living.

3.21 On-trip Expenditure

All expenses on goods and services related to the tourism trip(s) made by visitors during a trip.

3.22 Outbound Overnight Visitor

A resident of Ghana who stays at least one night outside the country and not exceeding 12 months, and whose purpose of visit (business, leisure and other purposes) is different from engaging in an activity remunerated from within the country visited (UNWTO, 2008).

3.23 Outbound Tourism

The activities of residents of Ghana travelling to and staying in places outside their usual environment for not more than 365 days, whose main purpose of the trip is other than employment.

3.24 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.

3.25 Pre-trip expenditure

All expenses on goods and services related to the tourism trip(s) made by visitors before the trip.

3.26 Post-trip expenditure

All expenses on goods and services related to the tourism trip(s) made by visitors after the trip.

3.27 Purpose of Visit

This refers to the reason without which the visit would not have taken place (IRTS, 2008).

3.28 Region of Origin

This refers to the geographical area from which visitors or tourists come before arriving at their destination. It also refers to the visitor's residence, not necessarily their nationality.

3.29 Self-arranged Tour

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

3.30 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 other than an exercise of an activity remunerated from within the place visited (UNWTO, 2000).

3.31 Trip

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

3.32 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.

3.33 Visitor Accommodation

This is a facility that regularly or occasionally provides lodging for visitors, such as hotels, budget hotels, guest house, work camp or holiday camp, holiday dwellings, hostel, motel, Airbnb, serviced apartment, holiday resort, tourists (visitors) camp, private or second home, relatives' or friends' residence and holiday homes.

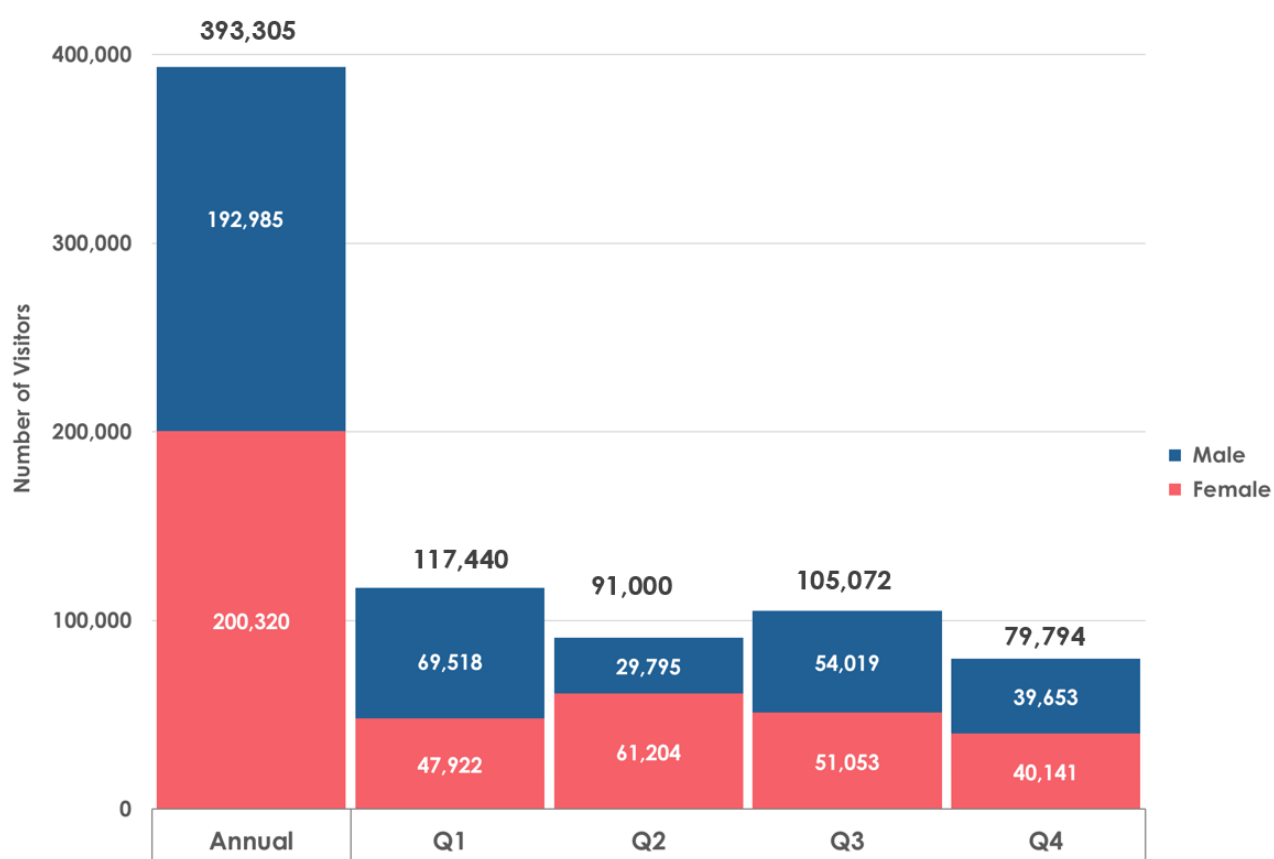
4 HIGHLIGHT OF RESULTS

4.1 Profile of outbound overnight visitors

Total number of outbound overnight visitors (tourists) for 2023 was 393,305, with Q1 recording the highest (117,400).

Proportions by sex fluctuated across the quarters, with males dominating in Q1 (69,518) and Q3 (54,019), while females recorded higher in Q2 (61,204) and Q4 (40,141).

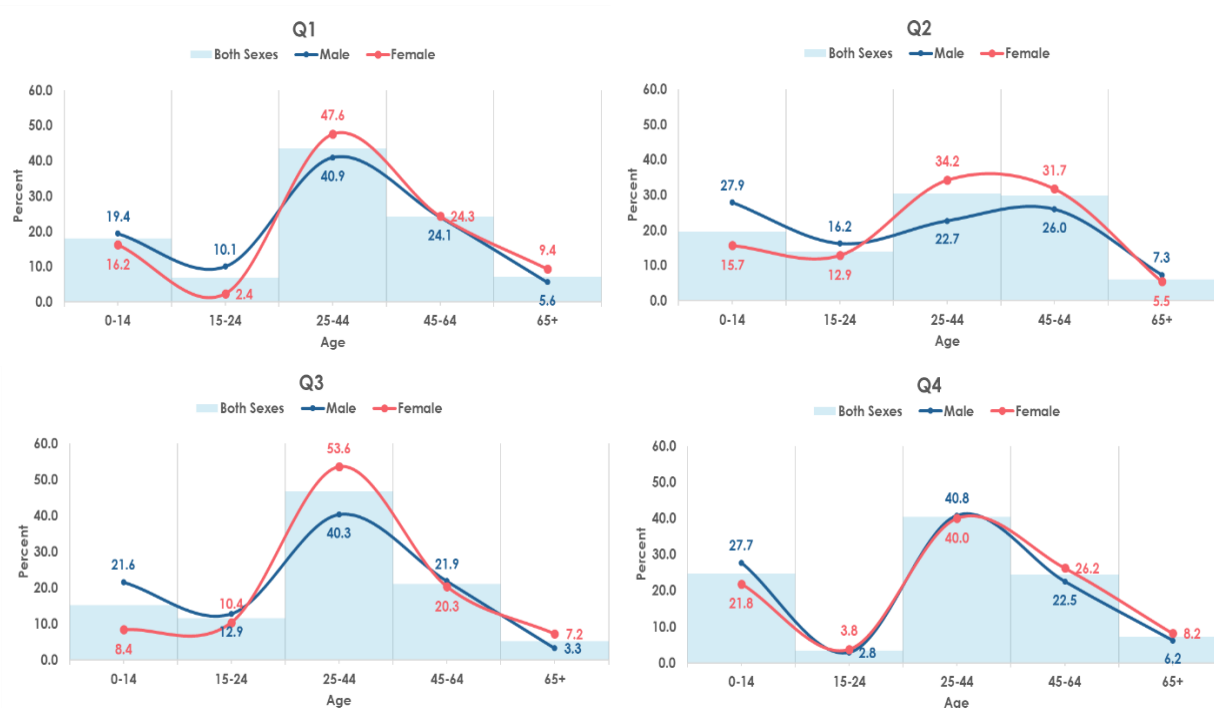
FIGURE 4.1.1: NUMBER OF OUTBOUND OVERNIGHT VISITORS BY SEX



Visitors aged 25–44 accounted for the largest share of outbound overnight visitors across all quarters, peaking in Q3 (46.8%).

Female visitors aged 25-44 had the largest share across all quarters except in Q4, where males dominated (40.8%).

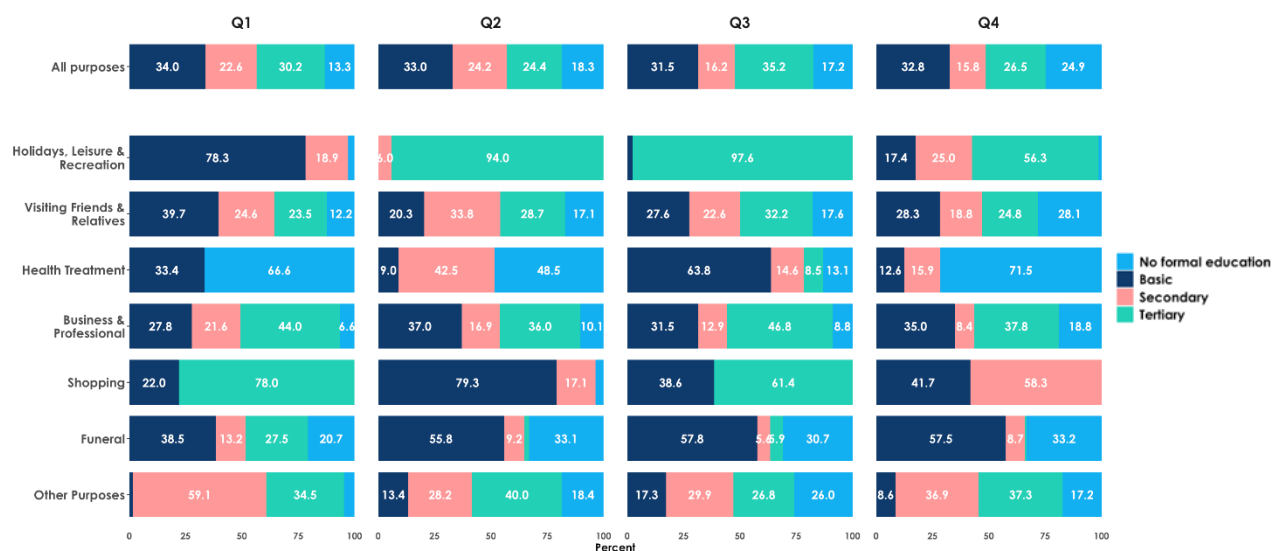
FIGURE 4.1.2: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY AGE GROUP AND SEX



Across the four quarters, a higher proportion of outbound overnight visitors had basic education, ranging from 37.6 percent in Q3 to 46.1 percent in Q2.

Visitors on holidays, leisure, and recreation with tertiary education recorded the highest proportions, except Q1, where those with basic education had the highest share (78.3%).

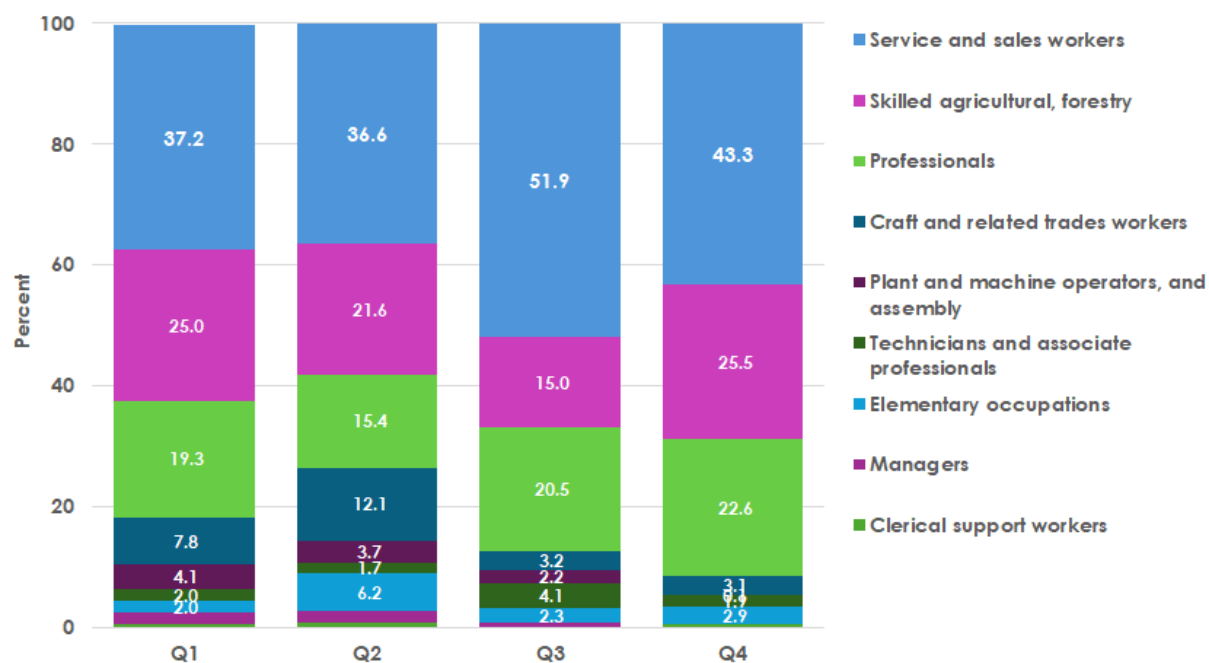
FIGURE 4.1.3: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY LEVEL OF EDUCATION



Across all quarters, the proportion of outbound overnight visitors working as service and sales persons was the highest, peaking in Q3 (51.9%).

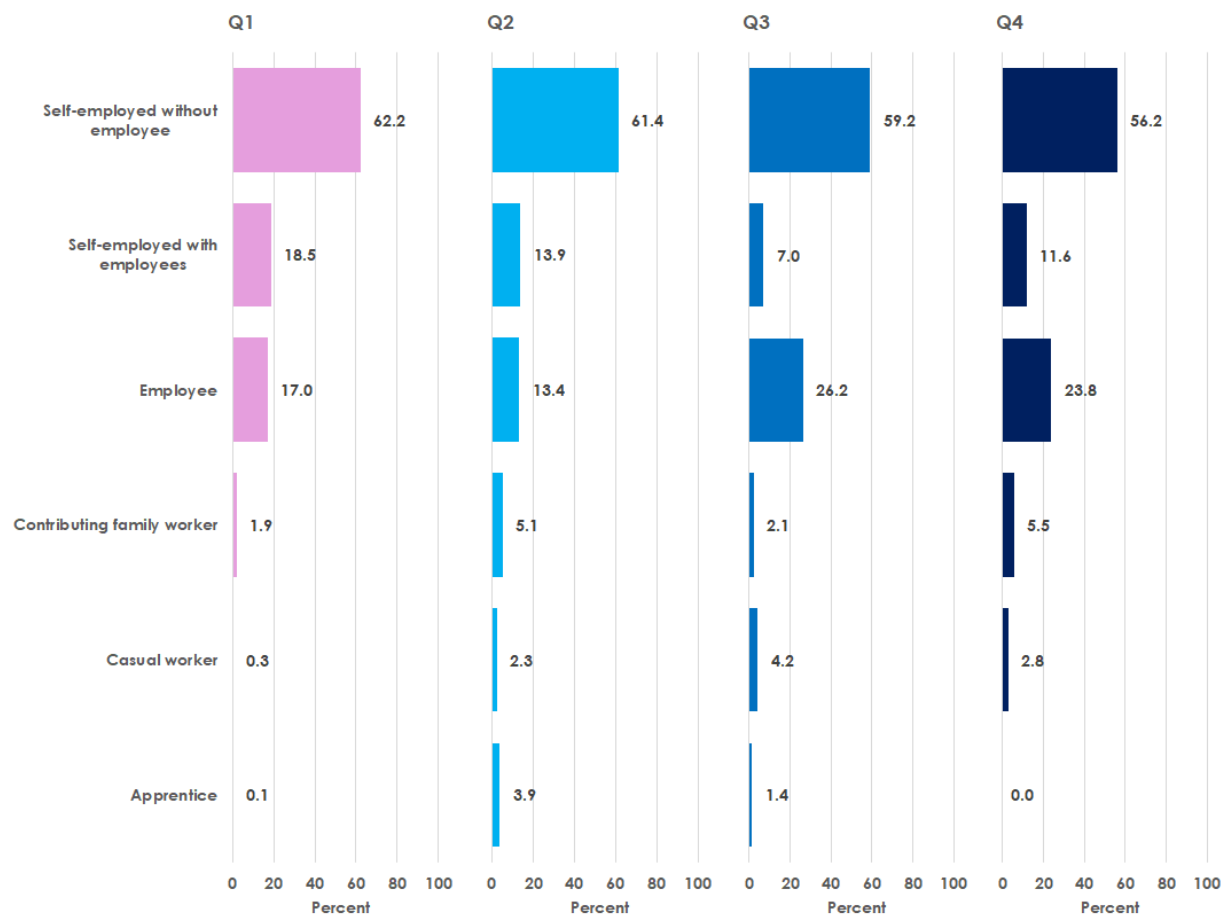
Skilled agricultural and forestry workers generally ranked second, except in Q3, where professionals accounted for the second highest share (20.5%).

FIGURE 4.1.4: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY OCCUPATION



Six in 10 (60.0%) outbound overnight visitors were self-employed persons without employees per quarter, with the highest in Q1 (62.2%).

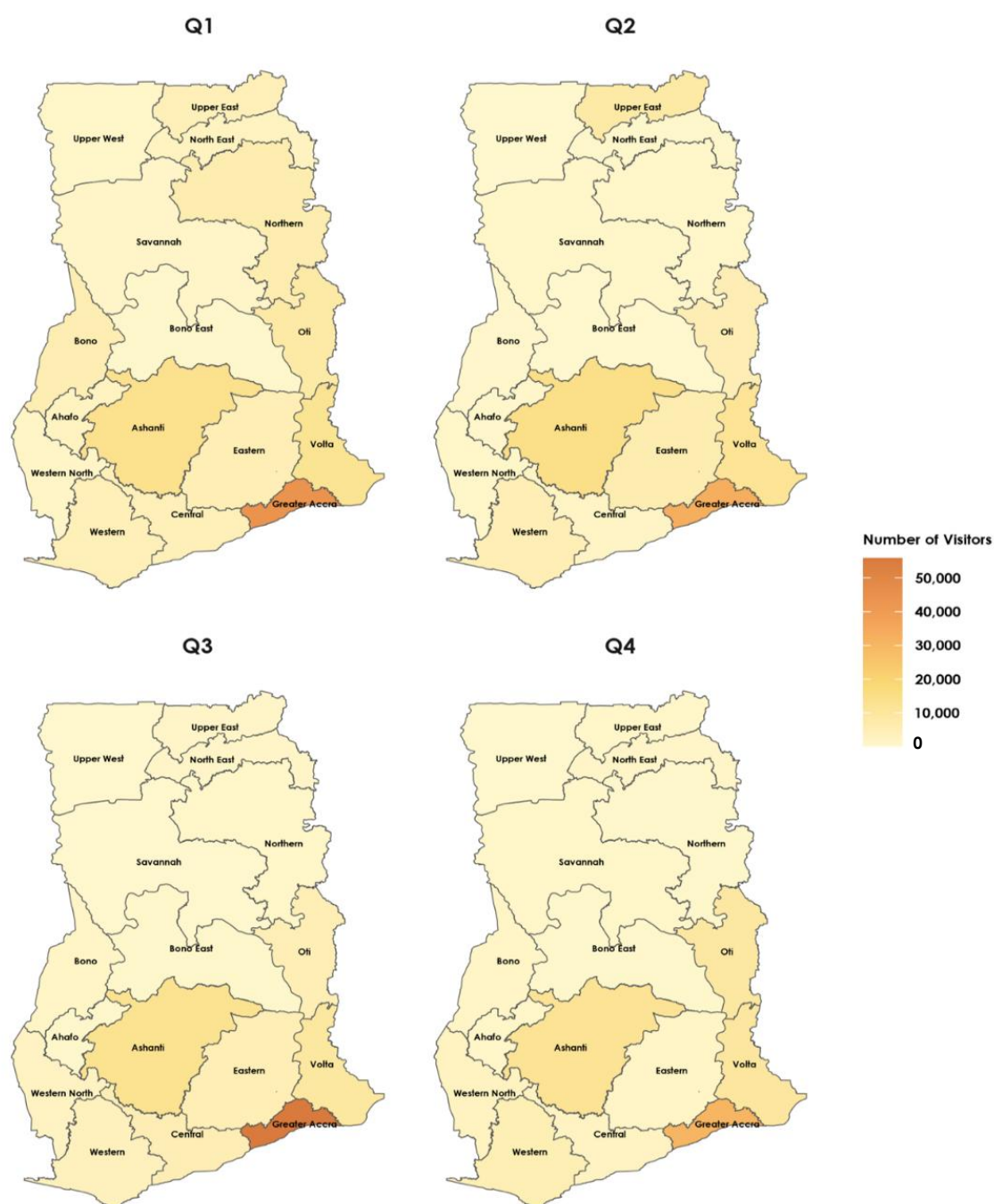
FIGURE 4.1.5: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY EMPLOYMENT STATUS



4.2 Trip characteristics of outbound overnight visitors

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.

FIGURE 4.2.1: NUMBER OF OUTBOUND OVERNIGHT VISITORS BY REGION OF ORIGIN



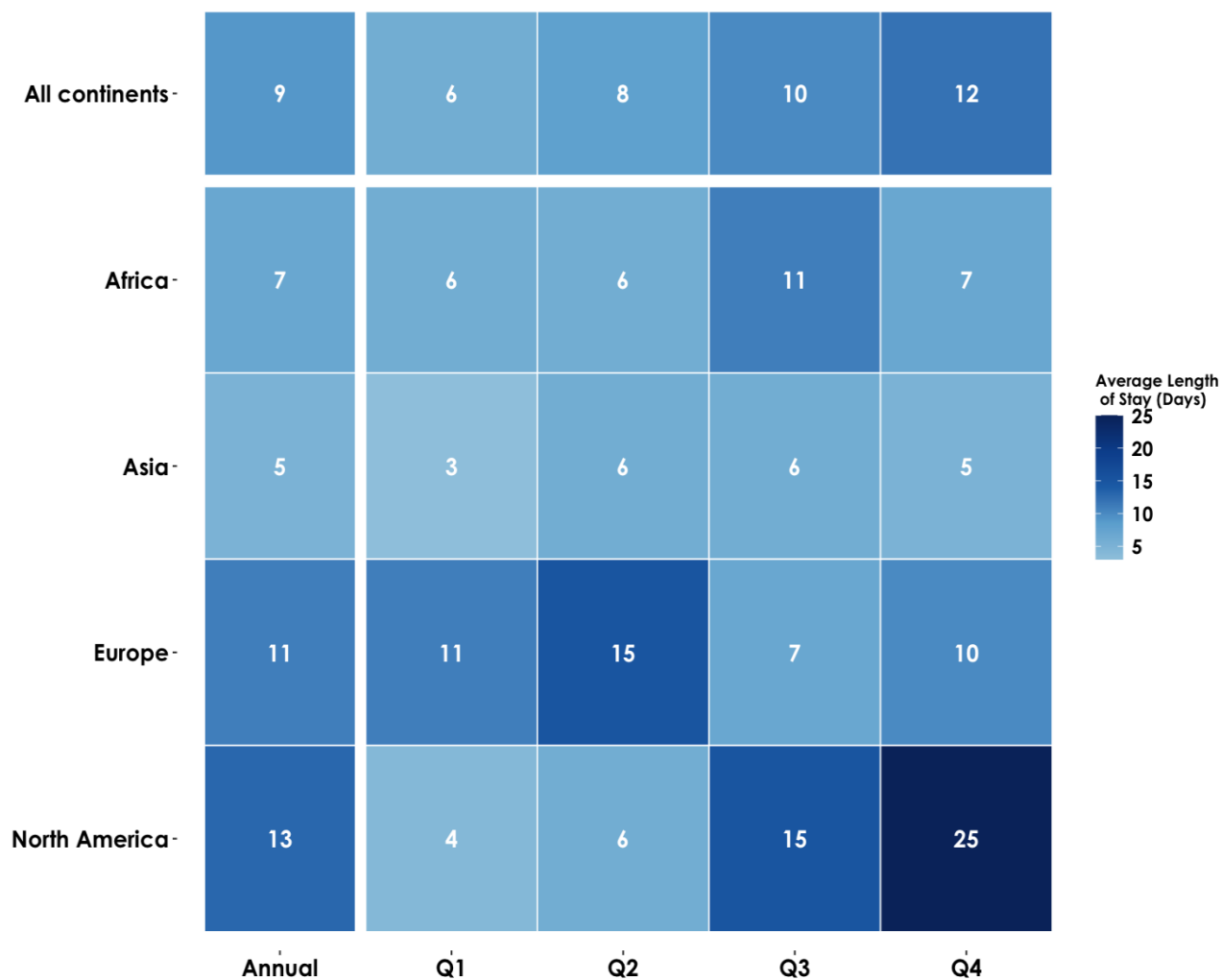
West Africa consistently recorded the highest number of outbound overnight trips from Q1 to Q4, with the highest in Q1 (73,069).

FIGURE 4.2.2: NUMBER OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF DESTINATION



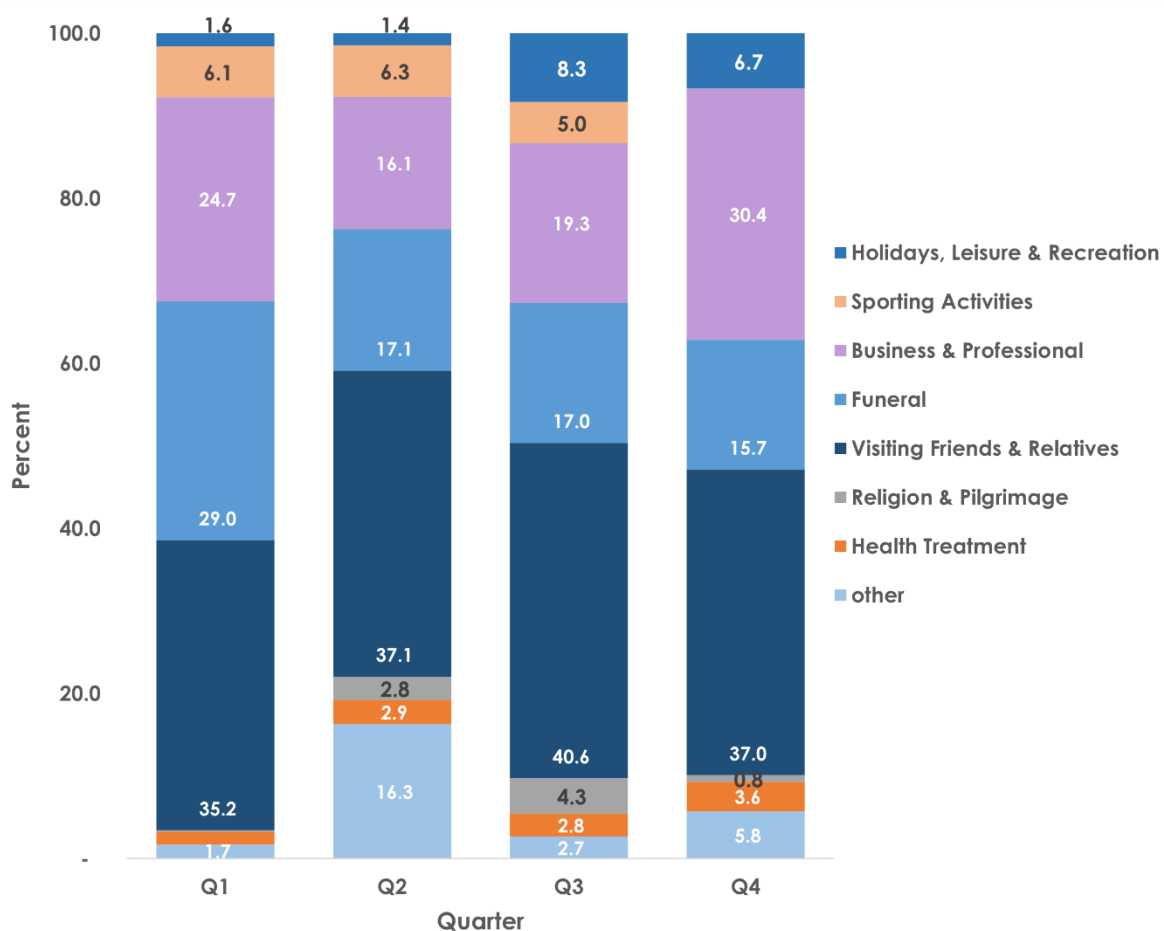
On average, visitors to North America had the longest annual stay of 13 nights, increasing steadily from 4 nights in Q1 to 25 nights in Q4. In contrast, visitors to Asia had the shortest annual stay, averaging 5 nights.

FIGURE 4.2.3: AVERAGE LENGTH OF STAY (NIGHTS) OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT 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.

FIGURE 4.2.4: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY MAIN PURPOSE OF VISIT



Proportion of trips by outbound tourists visiting friends and relatives was dominant in Africa across all quarters, except in Q1, where trips for funerals (37.3%) were higher.

On average, the proportion of trips to Europe was mostly for business and professional purposes, recording the highest in Q2 (68.3%).

FIGURE 4.2.5: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF DESTINATION AND MAIN PURPOSE OF VISIT

Continent of Destination	Total number of trips	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Religion & Pilgrimage	Business & Professional	Sporting Activities	Other
Q1								
Total	106,384	28.9	1.6	35.2	0.2	24.8	6.1	3.2
Africa	82,364	37.3	1.4	36.7	0.2	20.9	-	3.6
Asia	5,779	-	2.2	74.9	0.7	22.2	-	-
Europe	2,977	-	14.1	37.1	-	48.8	-	-
North America	15,265	-	-	11.9	-	42.5	42.5	3.0
Q2								
Total	81,731	17.1	1.4	37.1	2.8	16.1	6.3	19.2
Africa	68,229	20.5	1.7	33.3	0.3	14.7	7.5	22.1
Asia	3,638	-	-	-	59.2	24.4	-	16.4
Europe	3,236	-	-	29.7	-	68.3	-	2.0
North America	6,628	-	-	100.0	-	-	-	-
Q3								
Total	90,860	17.0	8.3	40.6	4.3	19.3	5.0	5.5
Africa	64,116	24.0	0.3	49.2	2.3	16.7	-	7.6
Asia	8,905	-	52.4	-	27.5	19.4	-	0.8
Europe	4,183	-	64.7	20.9	-	12.7	-	1.6
North America	13,656	-	-	33.2	-	33.6	33.2	-
Q4								
Total	60,904	15.7	6.7	37.0	0.8	30.4	-	9.3
Africa	51,298	18.6	1.6	42.0	0.9	28.3	-	8.5
Asia	1,747	-	-	-	-	100.0	-	-
Europe	5,202	-	53.8	2.1	-	44.1	-	-
North America	2,657	-	16.9	33.7	-	-	-	49.3

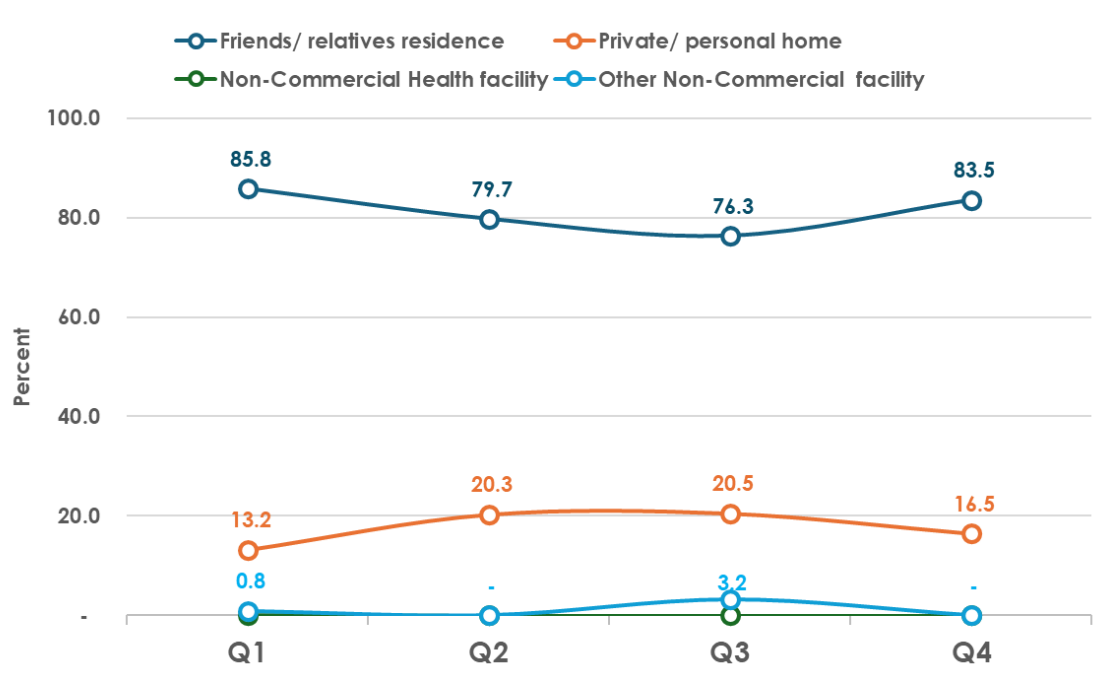
Three in four outbound overnight visitors used non-commercial accommodation during their trips across all quarters.

FIGURE 4.2.6: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY TYPE OF ACCOMMODATION USED



Among non-commercial accommodation used, residences of friends and relatives dominated, averaging over 81.3 percent across all quarters.

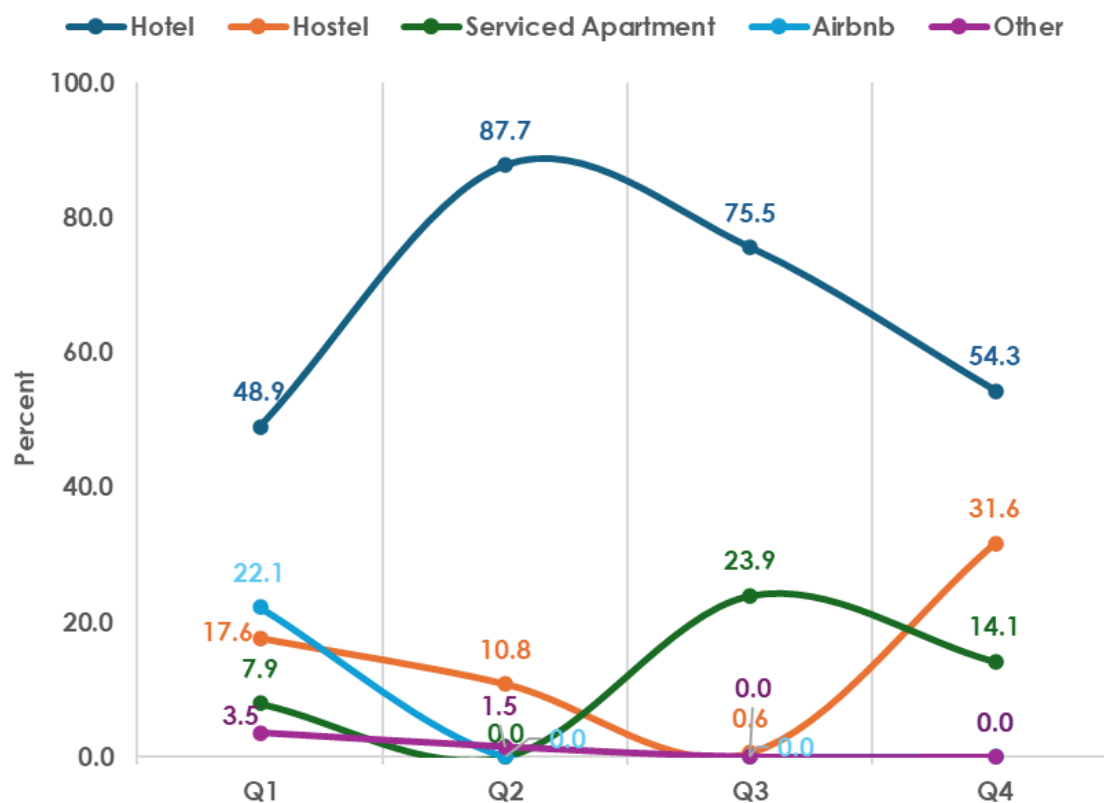
FIGURE 4.2.7: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY NON-COMMERCIAL ACCOMMODATION USED



Hotels were the most used commercial accommodation by outbound overnight visitors in each quarter, with the highest share in Q2 (87.7%).

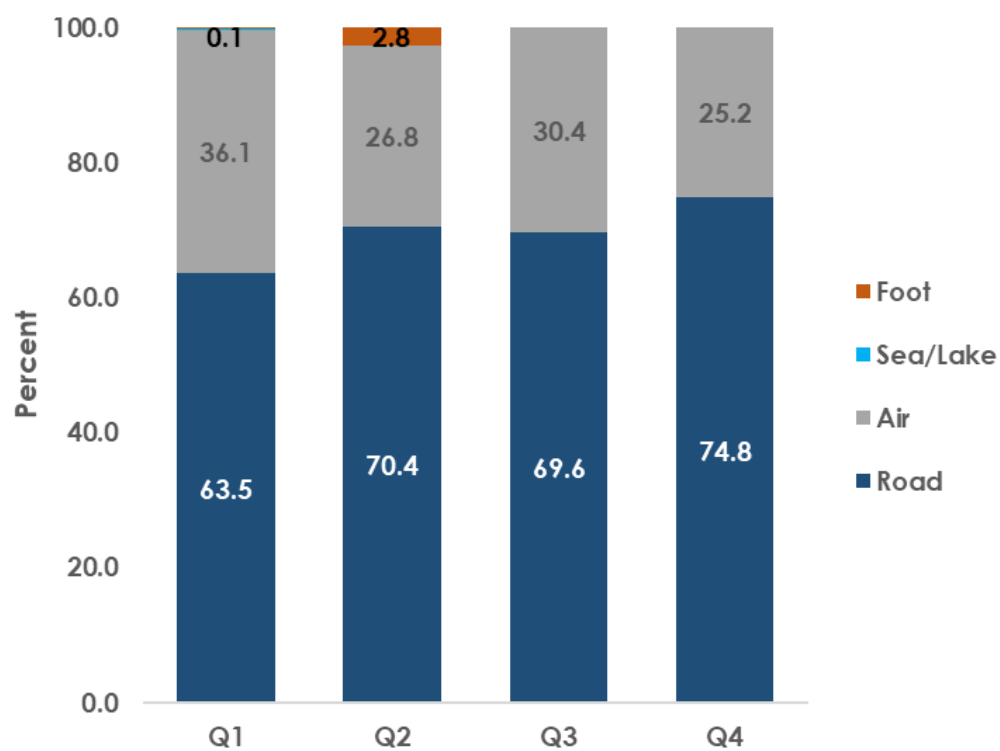
Hostels recorded a decline of 17.0 percentage points, falling from 17.6 percent in Q1 to 0.6 percent in Q3, before rising to 31.6 percent in Q4.

FIGURE 4.2.8: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY COMMERCIAL ACCOMMODATION USED



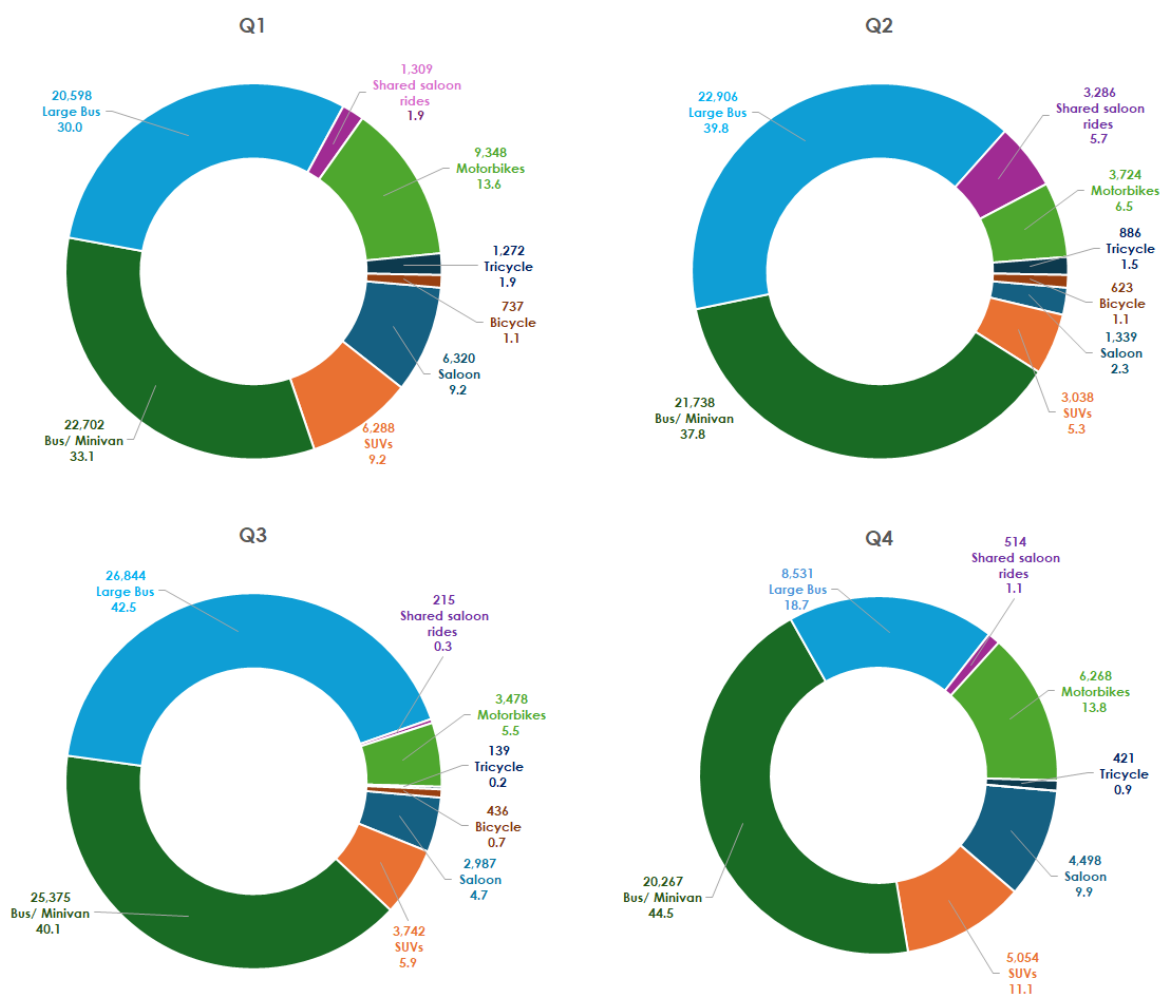
Outbound overnight visitor trips by road were highest in all quarters, averaging around 70 percent per quarter.

FIGURE 4.2.9: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY MODE OF TRAVEL



Bus or minivan was the most used means of travel by road across all four quarters, increasing from 33.1 percent in Q1 to 44.5 percent in Q4.

FIGURE 4.2.10: ROAD TRIPS OF OUTBOUND OVERNIGHT VISITORS BY MEANS OF TRAVEL



Proportion of outbound overnight visitors who travelled on self-arranged tours averaged 82.5 percent per quarter.

Package tours were mainly used for education/training, and religion and pilgrimage trips, with the highest share recorded for education/training in Q1 (91.2%).

FIGURE 4.2.11: PROPORTION OF OUTBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT AND TYPE OF TOUR

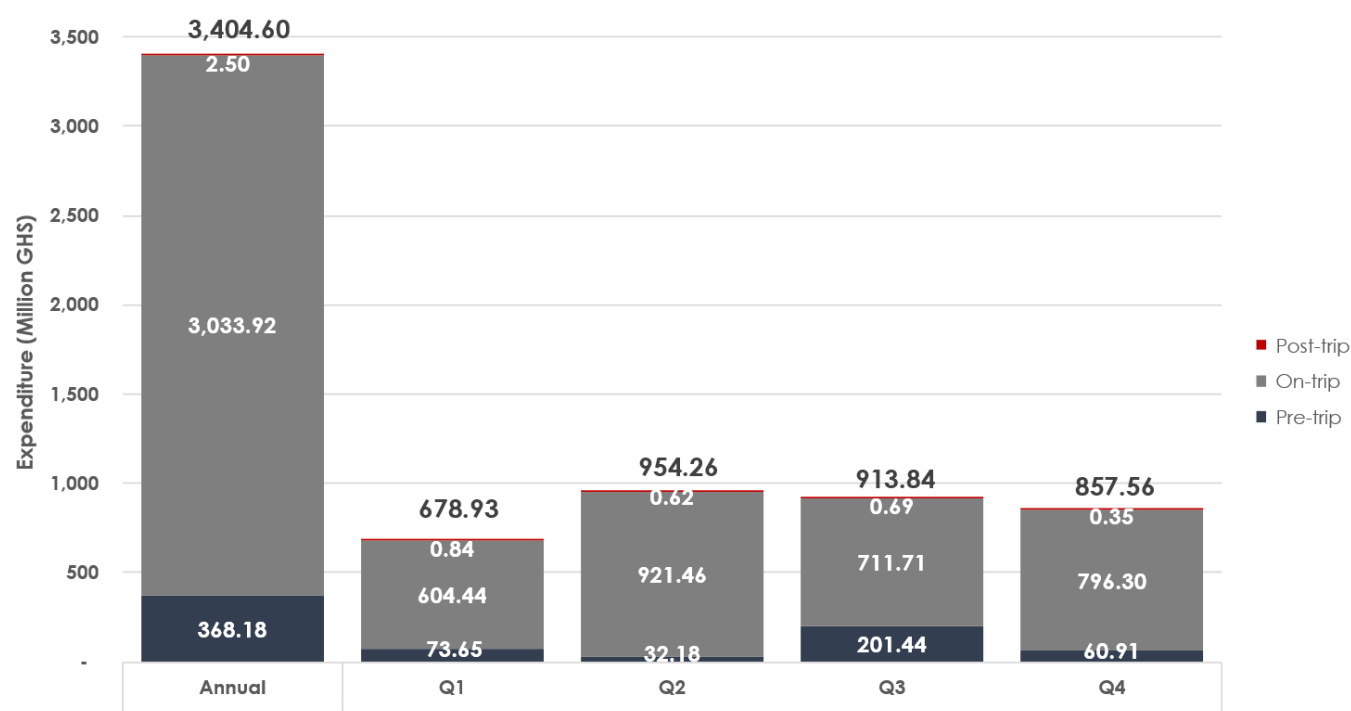


4.3 Expenditure of outbound overnight visitors

Total expenditure for outbound overnight visitors in 2023 was GHS 3.4 billion, peaking at Q2 (GHS 954.26 million).

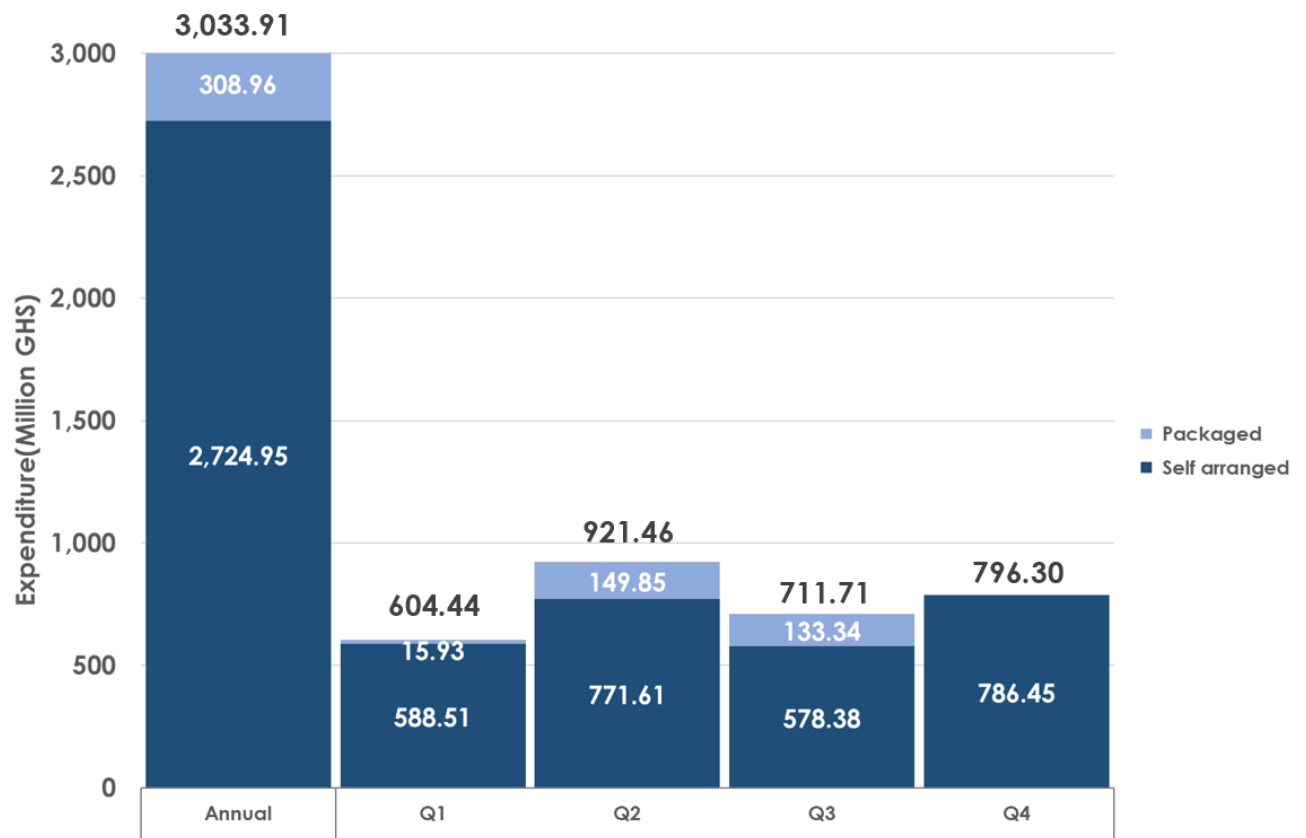
On-trip expenditure accounted for the largest share across all quarters, with the highest spending in Q2 (GHS 921.46 million).

FIGURE 4.3.1: EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS, (GHS)



Visitors on self-arranged tours accounted for almost 90 percent (GHS 2,724.95 million) of total on-trip expenditure.

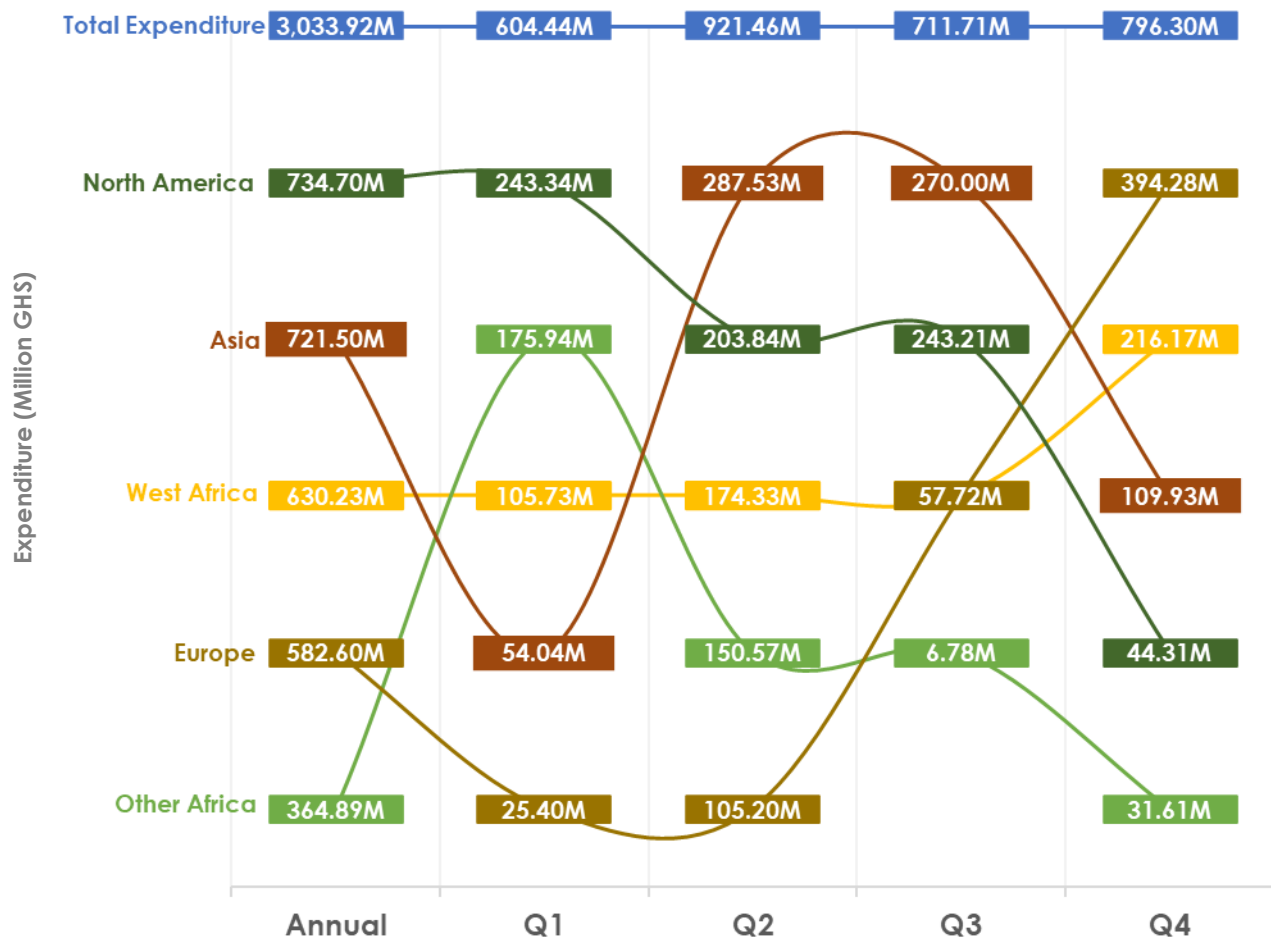
FIGURE 4.3.2: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY TYPE OF TOUR (GHS)



Total on-trip expenditure by outbound overnight visitors to West African countries was GHS 630.23 million with the highest spending recorded in Q4 (GHS 216.17 million).

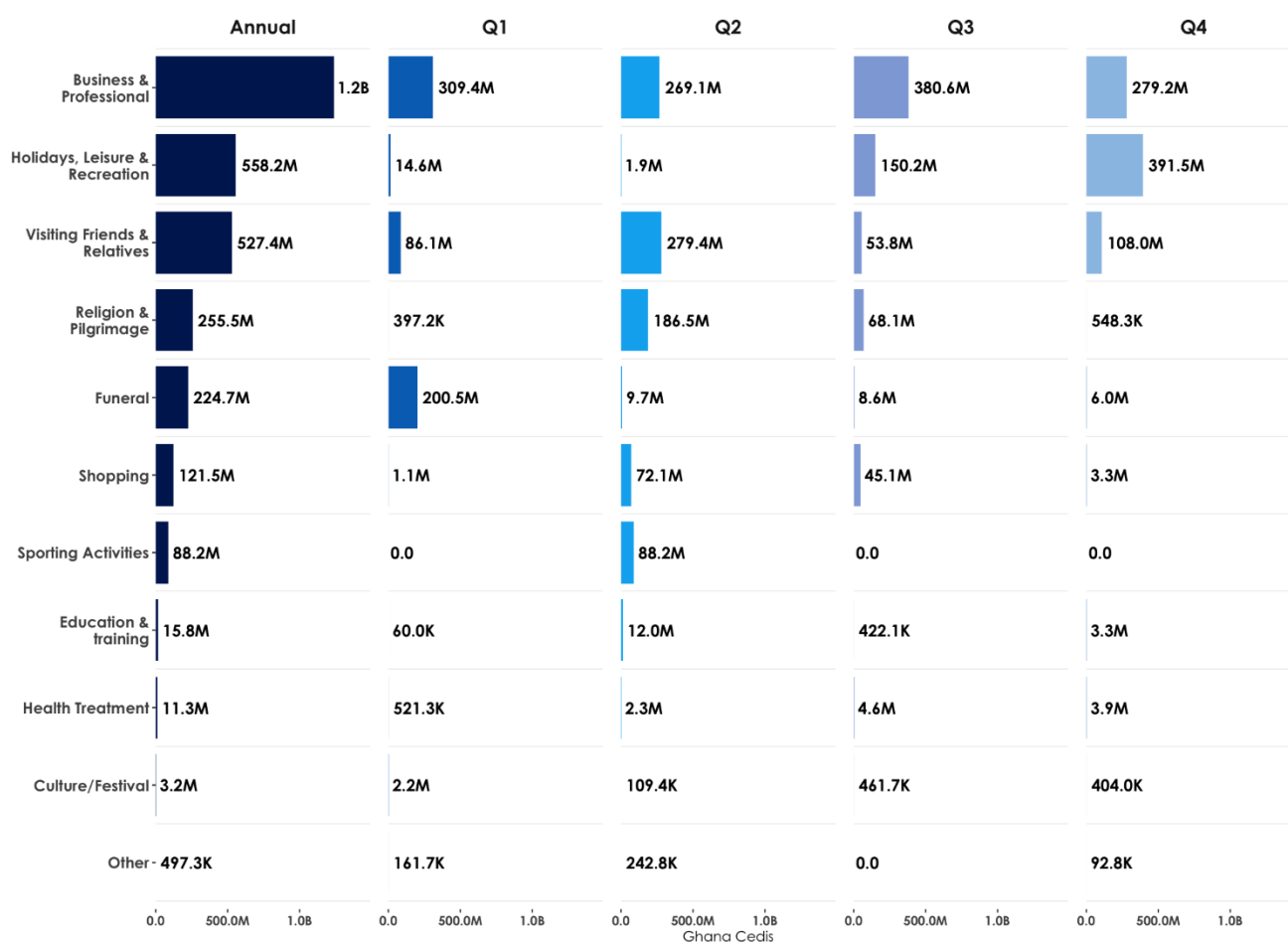
Visitors to Europe recorded the highest expenditure (GHS 394.28 million) in Q4, despite recording the lowest in previous quarters.

FIGURE 4.3.3: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF VISIT (GHS)



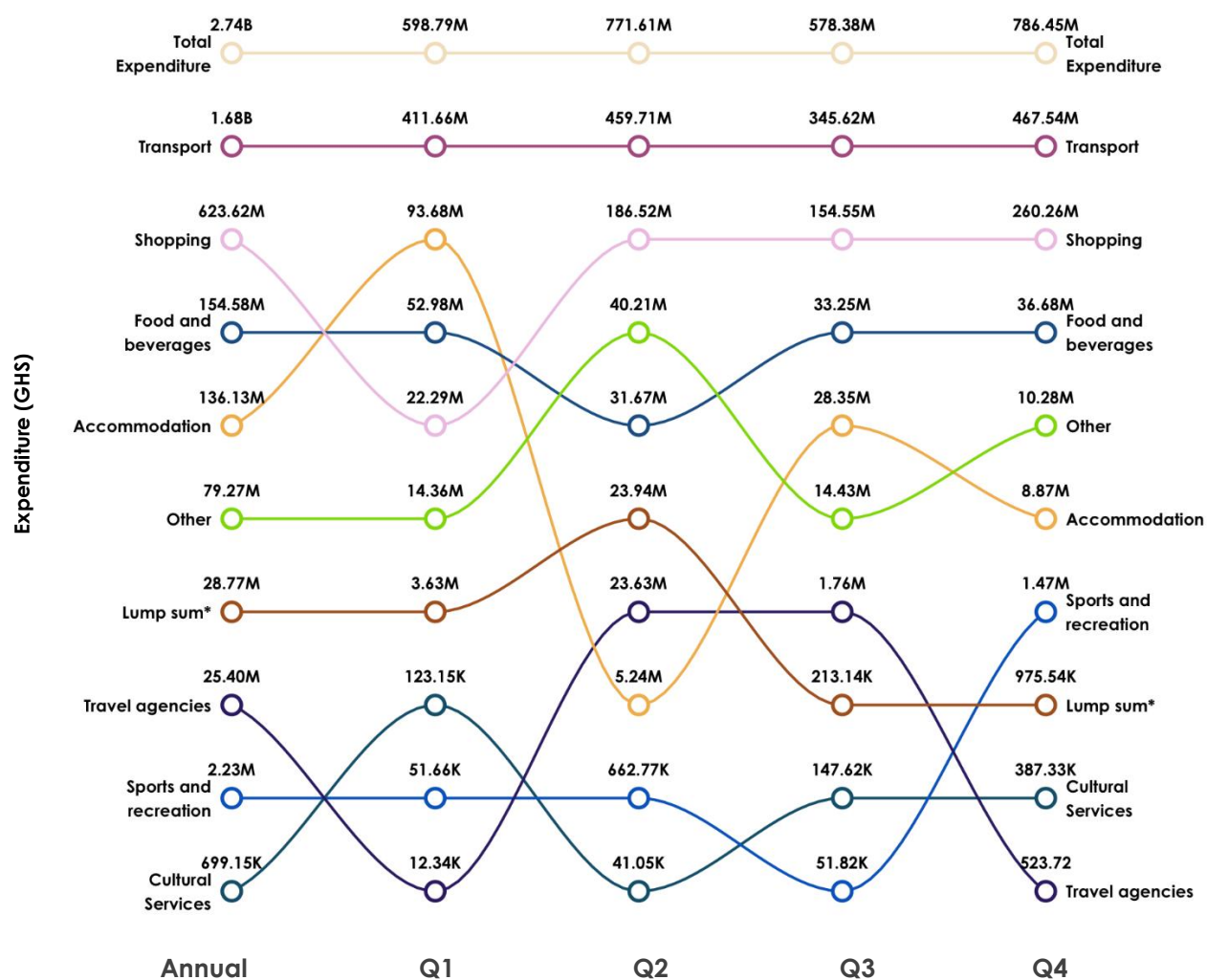
Outbound overnight visitors on business and professional trips recorded the highest total on-trip expenditure (GHS 1.2 billion).

FIGURE 4.3.4: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT (GHS)



Expenditure on transport (GHS 1.68 billion) was the highest for self-arranged tours across all quarters, peaking in Q4 at GHS 467.54 million.

FIGURE 4.3.5: SELF-ARRANGED TOUR EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY CATEGORY (GHS)



Lump sum* (Could not breakdown the expenditure into categories)

On average, visitors to Asia recorded the highest per capita on-trip expenditure (GHS 41,569.89), nearly 12 times higher than that of West Africa, which had the lowest.

FIGURE 4.3.6: PER CAPITA ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF DESTINATION (GHS)



5 CONCLUSIONS AND POLICY RECOMMENDATIONS

5.1 Conclusions

The 2023 Outbound Overnight Visitors' Report sheds new light on the scale, structure, and value of Ghana's cross-border tourism. Unlike same-day trips, overnight visit generates higher spending, longer stays, and deeper economic and cultural exchanges. The data reveal how residents connect with the wider region, through trade, family ties, and shared heritage, while exposing untapped opportunities to grow tourism at home.

In 2023, an estimated 393,305 outbound overnight visitors were recorded. Travel was predominantly road-based (about 70%), reflecting the central role of regional road transport in Ghana's mobility network. Most trips were self-arranged, highlighting the independence and adaptability of Ghanaian travellers, though a smaller portion relied on package tours.

Travel motivations were diverse but economically driven. Visiting friends and relatives, and business trips dominated, followed by funerals, sporting activities, and holidays, leisure and recreational activities. These patterns underscore how outbound tourism is shaped by both livelihood and social obligations. Demographically, most visitors were working-age adults (25–44 years), predominantly female and self-employed without employees, a clear reflection of Ghana's vibrant informal economy.

The Greater Accra Region consistently produced the highest number of outbound overnight visitors, while West Africa remained the leading destination, attracting the majority of cross-border movements. These flows confirm the strength of Ghana's regional economic and cultural ties within West Africa.

Spending patterns confirm the economic weight of overnight tourism. Outbound overnight visitors spent an estimated GHS 3.4 billion across 2023. Nearly 90 percent of all spending came from self-arranged trips, highlighting the growing independence of Ghanaian visitors. North America and West Africa, in particular, accounted for the highest spending across the year, cementing its role as Ghana's primary cross-border hub for trade and tourism.

Taken together, these findings show that outbound overnight tourism is both a strength and a signal. It highlights Ghana's integration into regional trade and mobility networks, yet also reveals domestic tourism gaps, in shopping infrastructure, cultural events, and transport services, that cause potential spending to flow abroad.

The path forward is clear: by investing in modern retail and hospitality infrastructure, vibrant cultural programming, and reliable domestic transport links, Ghana can retain more of its visitors' spending, stimulate local enterprise, and deepen the sector's contribution to GDP and employment.

Outbound overnight tourism is not a loss; it is a lesson. The same energy that drives Ghanaians to explore beyond the border can power a stronger domestic tourism economy. With targeted investment and data-informed policy, Ghana can transform outbound mobility into homegrown opportunity, ensuring that tourism remains a pillar of inclusive and sustainable national growth.

5.2 Policy Recommendations

The findings of the 2023 Outbound Overnight Visitors' Report reveal both the strength of Ghana's regional connections and the untapped potential within its domestic tourism market. Outbound travel, largely self-arranged, road-based, and driven by visits to friends and relatives as well as business, underscores the social and economic interconnections across borders while revealing the value that continues to slip out of Ghana's economy each year. The key challenge, therefore, is not to restrict mobility, but to retain spending, broaden opportunities, and boost competitiveness at home.

To achieve this, coordinated action is required across government, the private sector, and development partners.

1. Government: Build the Foundations for Retention and Growth

- a. Strengthen Local Tourism Infrastructure and Services:** Invest in improving local tourism infrastructure (airports, transport networks and hospitality facilities) and promote quality local services that outbound travellers can use before and after their trips. This will ensure that more expenditures (on logistics, accommodation and shopping) are retained in Ghana;
- b. Incentivise Travel Agencies and Tour Operators:** Introduce targeted fiscal policies such as tax rebates on hotel stays, subsidised domestic flights, and tourism vouchers for professionals and families. These incentives can redirect a portion of outbound spending toward Ghanaian destinations;
- c. Integrate tourism with local economic development.** Link tourism planning with district industrial, cultural, and infrastructure programmes. Prioritise underrepresented regions, such as Bono East, Ahafo, and Savannah, to promote balanced growth and diversify the country's tourism map; and
- d. Support evidence-based decision-making.** Institutionalise the Domestic and Outbound Tourism Survey (DOTS) as a regular data system, feeding into Ghana's Tourism Satellite Account (TSA) and guiding performance monitoring under the National Tourism Development Plan (2013–2027) and the 24-Hour Economy Programme.

2. Private Sector: Compete for the Domestic Traveller

- a. Develop Integrated Travel and Hospitality Packages:** Private tour operators, hotels and airlines should collaborate to design comprehensive travel packages that bundle pre- and post-trip experiences (e.g., staycations, cultural tours or airport transfers). This will encourage travellers to spend more locally before and after international trips;
- b. Enhance Local Tourism Products and Branding:** Businesses should invest in developing high-quality, branded Ghanaian products (e.g., crafts, textiles, cosmetics and souvenirs) targeted at outbound visitors. Encouraging travellers to purchase these goods before departure or as gifts will increase local spending and promote Ghana's cultural identity abroad;

- c. Develop retail and event tourism.** Invest in shopping centres, weekend markets, cultural festivals, and entertainment zones that keep consumer spending within Ghana. Local shopping tourism can be positioned as both an economic and cultural experience; and
- d. Embrace digital transformation.** Adopt digital platforms for bookings, payments, and loyalty programmes. Easy access and smooth transactions are now core expectations of modern travellers.

3. Development Partners: Support Skills, Systems, and Sustainability

- a. Support Capacity Building and Training in Tourism Value Chains:** Support the design of national training and certification programmes for hospitality and tourism workers. Service quality remains one of the main reasons Ghanaians look abroad; improving it will directly reduce outbound travel.
- b. Facilitate Access to Finance and Technology for SMEs:** Provide grants or concessional financing for SMEs investing in eco-friendly tourism, digital tools, and service innovation. Encourage green tourism initiatives that align with the Sustainable Development Goals (SDG 8) and Agenda 2063.
- c. Strengthen institutional capacity:** Assist GSS, the Ministry of Tourism, Culture and Creative Arts (MoTCCA), and the Ghana Tourism Authority (GTA) to enhance data collection, analysis, and use, ensuring consistent monitoring of tourism's economic contribution.

4. Cross-Sector Collaboration: Make Data Work for Development

- a. Establish a National Tourism Data Forum, jointly led by GSS, MoTCCA, and GTA, with representation from academia and the private sector. The Forum should translate survey insights into actionable strategies, monitor progress annually, and share data to align investment with emerging travel trends.

6 MAIN TABLES

TABLE 6.1: AGE GROUP OF OUTBOUND OVERNIGHT VISITORS BY SEX

Age Group	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	117,440	69,518	47,922	91,000	29,795	61,204	105,072	54,019	51,053	79,794	39,653	40,141
0-4	9,397	7,064	2,333	7,547	4,824	2,724	3,421	2,892	529	6,431	4,045	2,386
5-9	5,897	3,500	2,396	4,946	2,026	2,920	7,667	5,590	2,076	7,372	6,184	1,188
10-14	5,948	2,895	3,053	5,408	1,450	3,958	4,904	3,200	1,704	5,936	740	5,195
15-19	4,098	3,993	105	4,754	2,266	2,488	8,797	4,243	4,554	1,475	1,108	367
20-24	4,038	2,994	1,044	7,966	2,563	5,403	3,458	2,701	757	1,168	17	1,152
25-29	4,185	2,539	1,646	2,679	-	2,679	4,491	2,913	1,578	2,497	1,161	1,337
30-34	13,645	6,548	7,097	7,385	3,192	4,193	17,369	9,098	8,271	3,107	1,343	1,764
35-39	18,888	9,373	9,515	4,682	1,644	3,038	9,459	2,777	6,681	9,797	5,892	3,905
40-44	14,547	9,987	4,560	12,938	1,913	11,026	17,824	7,006	10,819	16,841	7,789	9,052
45-49	9,764	6,175	3,589	6,784	1,800	4,984	8,903	3,412	5,492	9,623	4,254	5,369
50-54	8,084	4,558	3,526	9,266	1,344	7,922	3,906	3,131	775	5,236	3,291	1,946
55-59	9,336	5,299	4,037	6,987	4,059	2,928	4,977	3,018	1,959	1,855	745	1,110
60-64	1,210	695	516	4,117	529	3,588	4,419	2,261	2,158	2,723	626	2,097
65+	8,403	3,900	4,503	5,540	2,186	3,354	5,478	1,777	3,701	5,731	2,457	3,274

TABLE 6.2: MARITAL STATUS OF OUTBOUND OVERNIGHT VISITORS 12 YEARS AND OLDER BY SEX

Marital Status	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	100,070	57,223	42,847	74,902	22,301	52,601	90,985	43,271	47,713	60,963	28,977	31,986
Informal/living together	4,627	2,985	1,643	3,727	405	3,323	4,438	1,215	3,223	2,006	1,490	516
Married (Civil/Ordinance)	22,555	14,713	7,842	12,455	5,580	6,875	15,737	11,205	4,531	15,110	9,433	5,677
Married (Customary/Traditional)	25,689	15,556	10,133	14,308	3,545	10,763	22,664	9,814	12,851	15,495	11,451	4,044
Married (Islamic)	19,595	11,477	8,118	9,837	3,795	6,042	14,012	4,419	9,593	9,262	1,992	7,270
Married (Other type)	508	375	133	1,687	562	1,125	171	84	87	-	-	-
Separated	594	58	536	-	-	-	378	-	378	164	164	
Divorced	528	72	456	5,849	-	5,849	3,008	156	2,852	2,557	1,517	1,039
Widowed	6,107	154	5,953	7,361	-	7,361	5,944	244	5,701	8,877	135	8,743
Never married	19,866	11,832	8,034	19,678	8,413	11,264	24,632	16,135	8,497	7,491	2,794	4,697

TABLE 6.3: OUTBOUND OVERNIGHT VISITORS BY LEVEL OF EDUCATION AND SEX

Educational Level	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	109,848	63,502	46,346	85,057	25,807	59,249	102,110	51,454	50,655	76,101	38,082	38,019
No education	14,860	4,789	10,072	15,196	3,232	11,964	16,987	4,455	12,532	14,023	4,968	9,055
Pre-school	3,427	2,333	1,094	2,377	1,095	1,282	4,801	2,885	1,916	5,326	4,978	348
Primary	19,368	9,518	9,850	15,328	5,453	9,875	18,282	8,513	9,769	17,507	7,500	10,007
JSS/JHS/Middle	23,205	14,523	8,682	21,502	4,566	16,936	15,355	8,350	7,005	12,104	7,877	4,227
SSS/SHS/Secondary	21,486	15,273	6,213	15,096	6,236	8,860	14,695	11,866	2,829	9,063	5,126	3,937
Post Secondary	1,305	1,257	48	767	767	-	5,353	1,493	3,860	857	857	-
Tertiary	26,061	15,733	10,329	14,791	4,459	10,332	26,638	13,893	12,745	15,911	6,775	9,136
Other	135	76	58	-	-	-	-	-	-	1,311	-	1,311

TABLE 6.4: OUTBOUND OVERNIGHT VISITORS BY LEVEL OF EDUCATION AND PURPOSE OF VISIT

Educational Level	QUARTER 1											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
Total	106,384	30,732	1,671	37,438	545	1,610	368	177	26,415	6,495	576	358
No education	13,962	6,167	47	4,573	-	1,072	-	40	1,736	-	-	328
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-
Primary	13,254	4,887	249	5,965	-	538	-	137	1,478	-	-	-
JSS/JHS/Middle	22,888	6,959	1,059	8,883	-	-	-	-	5,861	-	127	-
SSS/SHS/Secondary	23,991	4,067	316	9,202	-	-	368	-	5,709	4,330	-	-
Post Secondary	1,401	-	-	-	144	-	-	-	1,257	-	-	-
Tertiary	30,694	8,458	-	8,816	401	-	-	-	10,375	2,165	449	31
Other	193	193	-	-	-	-	-	-	-	-	-	-
Educational Level	QUARTER 2											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
Total	81,731	14,001	1,148	30,292	2,304	2,377	2,544	2,325	13,122	5,112	7,765	741
No education	14,989	4,635	-	5,195	-	1,153	306	2,091	1,330	-	281	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-
Primary	7,144	3,865	-	3,159	-	-	-	-	119	-	-	-
JSS/JHS/Middle	19,806	3,942	-	3,005	-	215	1,514	235	4,739	-	6,156	-
SSS/SHS/Secondary	19,816	1,291	69	10,231	-	1,010	724	-	2,214	2,209	1,328	741
Post Secondary	767	74	-	-	-	-	-	-	-	693	-	-
Tertiary	19,209	195	1,080	8,703	2,304	-	-	-	4,719	2,209	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Educational Level	QUARTER 3											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
Total	90,860	15,416	7,555	36,923	422	2,516	651	3,901	17,556	4,531	1,389	-
No education	15,588	4,734	-	6,514	-	329	-	2,468	1,542	-	-	-
Pre-school	-	-	-	-	-	-	-	-	-	-	-	-
Primary	12,933	3,150	184	3,670	-	630	336	238	4,557	-	169	-
JSS/JHS/Middle	15,653	5,757	-	6,509	422	975	315	336	972	-	367	-
SSS/SHS/Secondary	14,695	871	-	8,358	-	367	-	573	2,261	2,266	-	-
Post Secondary	5,353	446	131	3,063	-	215	-	-	645	-	852	-
Tertiary	26,638	459	7,240	8,809	-	-	-	286	7,579	2,266	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-
Educational Level	QUARTER 4											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
Total	60,904	9,561	4,068	22,564	1,177	2,172	1,232	481	18,543	-	842	265
No education	13,843	3,173	48	6,343	-	242	-	277	3,495	-	-	265
Pre-school	449	-	-	-	-	-	-	-	449	-	-	-
Primary	7,312	1,707	-	3,086	-	274	-	-	2,245	-	-	-
JSS/JHS/Middle	12,211	3,790	710	3,290	-	-	69	204	3,798	-	351	-
SSS/SHS/Secondary	9,644	832	1,018	4,240	-	345	1,164	-	1,555	-	490	-
Post Secondary	857	-	-	573	-	-	-	-	285	-	-	-
Tertiary	15,277	59	2,292	5,032	1,177	-	-	-	6,716	-	-	-
Other	1,311	-	-	-	-	1,311	-	-	-	-	-	-

TABLE 6.5: OUTBOUND OVERNIGHT VISITORS BY AGE GROUP (15 YEARS AND OLDER) AND PURPOSE OF VISIT

Age Group	PURPOSE OF VISIT											
	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
QUARTER 1												
Total	106,384	30,732	1,671	37,438	545	1,610	368	177	26,415	6,495	576	358
15-19	6,263	-	-	1,933	-	-	-	-	-	4,330	-	-
20-24	4,023	505	-	1,502	144	-	-	-	1,871	-	-	-
25-29	4,389	840	127	2,412	-	240	-	-	769	-	-	-
30-34	16,428	3,029	-	5,060	-	-	-	-	8,339	-	-	-
35-39	19,304	8,183	686	7,434	401	538	-	137	1,926	-	-	-
40-44	14,970	5,760	189	6,270	-	240	-	-	2,510	-	-	-
45-49	10,431	1,993	-	4,525	-	-	-	-	3,464	-	449	-
50-54	8,771	4,030	249	1,998	-	-	-	-	2,494	-	-	-
55-59	11,981	1,952	-	4,240	-	-	-	-	3,592	2,165	-	31
60-64	1,210	903	-	30	-	151	-	-	-	-	127	-
65+	8,615	3,536	419	2,034	-	442	368	40	1,449	-	-	328
QUARTER 2												
Total	81,731	14,001	1,148	30,292	2,304	2,377	2,544	2,325	13,122	5,112	7,765	741
15-19	6,963	562	-	4,191	-	-	-	-	-	2,209	-	-
20-24	7,966	1,505	-	4,654	-	1,225	-	-	582	-	-	-
25-29	2,679	562	-	1,039	1,078	-	-	-	-	-	-	-
30-34	10,927	321	69	3,531	596	215	1,601	-	3,874	-	719	-
35-39	5,239	1,592	1,080	2,085	-	215	-	-	267	-	-	-
40-44	12,938	3,905	-	4,444	-	206	-	-	2,081	693	1,609	-
45-49	7,975	1,451	-	3,929	630	-	790	-	1,129	-	-	47
50-54	9,266	351	-	1,375	-	-	-	-	2,103	-	5,437	-
55-59	9,890	1,065	-	4,165	-	-	-	880	877	2,209	-	694
60-64	2,142	1,392	-	598	-	-	153	-	-	-	-	-
65+	5,746	1,293	-	282	-	517	-	1,446	2,209	-	-	-
QUARTER 3												
Total	90,860	15,416	7,555	36,923	422	2,516	651	3,901	17,556	4,531	1,389	-
15-19	8,797	-	-	6,109	422	-	-	-	-	2,266	-	-
20-24	3,458	905	-	1,871	-	-	-	573	109	-	-	-
25-29	4,748	644	-	2,981	-	111	-	-	1,012	-	-	-
30-34	17,553	1,616	131	7,200	-	-	336	286	7,615	-	367	-
35-39	9,459	1,811	2,266	5,006	-	-	-	16	190	-	169	-
40-44	18,519	5,945	2,266	5,514	-	487	180	16	4,111	-	-	-
45-49	9,338	709	2,708	481	-	908	135	757	2,787	-	852	-
50-54	4,115	1,347	-	1,666	-	120	-	32	950	-	-	-
55-59	4,977	569	184	858	-	630	-	-	471	2,266	-	-
60-64	4,419	1,371	-	2,753	-	45	-	-	250	-	-	-
65+	5,478	498	-	2,484	-	215	-	2,220	61	-	-	-
QUARTER 4												
Total	60,904	9,561	4,068	22,564	1,177	2,172	1,232	481	18,543	-	842	265
15-19	1,475	-	97	1,361	-	-	-	-	17	-	-	-
20-24	1,168	110	560	481	-	-	-	-	17	-	-	-
25-29	2,373	637	510	1,002	-	-	-	-	224	-	-	-
30-34	3,495	1,004	48	968	-	214	776	-	299	-	187	-
35-39	9,944	816	2,292	792	-	-	-	277	5,766	-	-	-
40-44	16,907	980	110	7,018	1,177	405	388	-	6,829	-	-	-
45-49	9,623	1,240	-	3,917	-	179	69	204	3,360	-	654	-
50-54	5,423	1,337	-	2,835	-	-	-	-	1,251	-	-	-
55-59	2,042	761	-	722	-	-	-	-	559	-	-	-
60-64	2,723	1,008	-	404	-	1,311	-	-	-	-	-	-
65+	5,731	1,668	450	3,064	-	63	-	-	221	-	-	265

TABLE 6.6: OUTBOUND OVERNIGHT VISITORS BY OCCUPATION AND SEX

Occupation	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	78,999	47,214	31,785	52,128	18,469	33,659	69,515	33,843	35,671	53,350	25,919	27,431
Managers	1,395	1,395	-	1,080	540	540	531	-	531	-	-	-
Professionals	15,280	9,673	5,607	8,032	2,619	5,412	14,216	5,738	8,479	12,078	4,753	7,324
Technicians and associate professionals	1,558	1,558	-	905	197	709	2,883	2,883	-	1,019	1,019	-
Clerical support workers	449	449	-	352	100	252	46	46	-	232	47	185
Service and sales workers	29,407	12,444	16,963	19,067	3,949	15,118	36,094	14,997	21,097	23,110	8,078	15,032
Skilled agricultural, forestry	19,713	12,600	7,113	11,252	6,013	5,238	10,436	6,572	3,863	13,624	10,098	3,527
Craft and related trades workers	6,154	5,263	891	6,303	3,448	2,855	2,225	2,096	129	1,650	1,331	319
Plant and machine operators, and assembly	3,251	3,163	89	1,908	1,080	828	1,498	1,076	422	73	73	-
Elementary occupations	1,550	428	1,122	3,229	522	2,707	1,585	435	1,150	1,563	519	1,045
Other occupations	241	241	-	-	-	-	-	-	-	-	-	-

TABLE 6.7: OUTBOUND OVERNIGHT VISITORS BY EMPLOYMENT STATUS AND SEX

Employment Status	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	78,999	47,214	31,785	52,128	18,469	33,659	69,515	33,843	35,671	53,350	25,919	27,431
Employee	13,455	11,966	1,490	6,993	3,366	3,627	18,213	7,811	10,402	12,724	7,057	5,667
Self-employed with employees	14,598	6,974	7,624	7,265	1,981	5,284	4,864	3,969	895	6,200	3,856	2,345
Self-employed without employee	49,137	27,837	21,300	32,000	10,809	21,191	41,137	19,027	22,110	29,975	13,387	16,588
Casual worker	217	-	217	1,206	1,206	-	2,913	2,533	380	1,517	184	1,332
Contributing family worker	1,493	438	1,056	2,654	97	2,556	1,441	109	1,333	2,935	1,435	1,500
Paid apprentice	-	-	-	1,010	1,010	-	-	-	-	-	-	-
Unpaid apprentice	99	-	99	1,001	-	1,001	945	394	551	-	-	-

TABLE 6.8: OUTBOUND OVERNIGHT VISITORS BY REGION OF ORIGIN AND SEX

Region of Origin	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	117,440	69,518	47,922	91,000	29,795	61,204	105,072	54,019	51,053	79,794	39,653	40,141
Western	4,756	3,310	1,446	5,004	1,694	3,311	3,572	2,458	1,114	5,240	2,428	2,812
Central	4,461	1,270	3,191	1,835	255	1,580	5,325	2,286	3,039	2,307	1,408	899
Greater Accra	43,855	28,859	14,995	33,421	9,482	23,939	55,848	32,245	23,603	30,623	9,841	20,782
Volta	12,087	5,908	6,179	11,631	3,158	8,473	9,535	3,561	5,974	9,895	5,599	4,295
Eastern	4,834	2,803	2,031	6,176	3,308	2,868	5,178	966	4,212	1,518	1,518	-
Ashanti	13,395	8,192	5,202	14,687	3,521	11,166	12,710	5,487	7,223	12,177	7,831	4,346
Western North	1,491	765	726	939	368	570	2,339	954	1,385	2,694	1,756	938
Ahafo	2,780	1,638	1,143	635	221	414	360	271	89	891	458	433
Bono	5,672	2,817	2,855	602	404	198	1,337	365	972	1,339	844	495
Bono East	381	381		241	182	59	301	301	-	249	63	186
Oti	8,243	4,746	3,497	5,356	2,984	2,372	4,803	2,875	1,928	9,158	5,699	3,459
Northern	6,318	3,622	2,697	836	420	416	955	955	-	277	-	277
Savannah	1,157	448	709	925	469	456	243	186	57	986	729	257
North East	2,677	1,623	1,054	249	193	55	1,085	551	534	1,281	906	375
Upper East	4,522	2,732	1,791	8,327	2,998	5,329	1,309	558	751	966	572	393
Upper West	811	404	407	137	137	-	172	-	172	192	-	192

TABLE 6.9: OUTBOUND OVERNIGHT VISITORS BY COUNTRY OF VISIT AND SEX

Country Visited	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	106,384	63,249	43,135	81,731	27,607	54,124	90,860	43,561	47,299	60,904	29,726	31,178
Cote D'Ivoire	19,313	11,102	8,211	14,847	3,537	11,310	10,793	4,184	6,608	9,495	3,701	5,794
Togo	29,307	16,695	12,611	27,555	9,226	18,329	29,378	12,527	16,850	26,241	15,439	10,802
Burkina Faso	7,837	6,295	1,543	3,051	1,614	1,438	4,352	2,874	1,478	1,215	482	733
Benin	3,638	2,857	780	2,029	359	1,670	3,641	3,024	617	1,153	886	267
Nigeria	11,849	8,166	3,683	12,307	1,771	10,536	10,104	4,688	5,416	10,042	5,060	4,982
Mali	1,125	975	151	-	-	-	1,823	1,823	-	-	-	-
Niger	-	-	-	-	-	-	960	927	32	-	-	-
Senegal	-	-	-	-	-	-	3,020	859	2,161	-	-	-
Kenya	-	-	-	6,628	4,418	2,209	46	46	-	-	-	-
Equatorial Guinea	-	-	-	102	102	-	-	-	-	-	-	-
South Africa	635	635	-	1,709	1,170	540	-	-	-	860	860	-
Sierra Leone	8,660	2,165	6,495	-	-	-	-	-	-	2,292	-	2,292
India	-	-	-	596	-	596	4,531	2,266	2,266	-	-	-
South Korea	-	-	-	-	-	-	68	68	-	-	-	-
Saudi Arabia	40	40	-	2,153	818	1,335	2,447	75	2,372	-	-	-
United Arab Emirates	575	127	447	889	-	889	1,859	131	1,727	1,747	-	1,747
China	834	834	-	-	-	-	-	-	-	-	-	-
Qatar	4,330	2,165	2,165	-	-	-	-	-	-	-	-	-
Germany	586	-	586	173	173	-	599	68	531	-	-	-
United Kingdom	1,658	604	1,054	2,209	-	2,209	3,584	876	2,708	5,093	2,292	2,800
France	-	-	-	854	-	854	-	-	-	-	-	-
Spain	-	-	-	-	-	-	-	-	-	109	109	-
Italy	447	447	-	-	-	-	-	-	-	-	-	-
Switzerland	286	286	-	-	-	-	-	-	-	-	-	-
Canada	-	-	-	6,628	4,418	2,209	6,797	4,531	2,266	-	-	-
United States of America (USA)	15,265	9,854	5,410	-	-	-	6,858	4,593	2,266	2,657	896	1,761

TABLE 6.10: OUTBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT AND SEX

Purpose Of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	106,384	63,249	43,135	81,731	27,607	54,124	90,860	43,561	47,299	60,904	29,726	31,178
Funeral	30,732	14,549	16,183	14,001	3,587	10,413	15,416	7,921	7,495	9,561	6,191	3,371
Holidays, Leisure & Recreation	1,671	956	715	1,148	609	540	7,555	2,581	4,974	4,068	2,913	1,155
Visiting Friends & Relatives	37,438	21,602	15,836	30,292	9,665	20,627	36,923	17,823	19,100	22,564	7,050	15,514
Education & training	545	-	545	2,304	630	1,674	422	-	422	1,177	1,177	-
Health Treatment	1,610	468	1,142	2,377	1,439	938	2,516	1,288	1,228	2,172	587	1,585
Culture/Festival	368	368	-	2,544	1,667	877	651	135	516	1,232	1,232	-
Religion & Pilgrimage	177	177	-	2,325	818	1,508	3,901	1,193	2,708	481	204	277
Business & Professional	26,415	18,028	8,387	13,122	3,387	9,735	17,556	7,236	10,320	18,543	9,985	8,558
Sporting Activities	6,495	6,495	-	5,112	5,112	-	4,531	4,531	-	-	-	-
Shopping	576	576	-	7,765	-	7,765	1,389	852	536	842	255	587
Other	358	31	328	741	694	47	-	-	-	265	133	133

TABLE 6.11: OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF VISIT AND PURPOSE OF VISIT

Continent visited	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatmen t	Culture/ Festival	Religion &Pilgrimag e	Business & Profession al	Sporting Activities	Shopping	Other
QUARTER 1												
Total	106,384	30,732	1,671	37,438	545	1,610	368	177	26,415	6,495	576	358
Africa	82,364	30,732	1,124	30,188	144	1,610	308	137	17,187	-	576	358
Asia	5,779	-	127	4,330	-	-	-	40	1,282	-	-	-
Europe	2,977	-	419	1,106	-	-	-	-	1,452	-	-	-
North America	15,265	-	-	1,815	401	-	60	-	6,495	6,495	-	-
QUARTER 2												
Total	81,731	14,001	1,148	30,292	2,304	2,377	2,544	2,325	13,122	5,112	7,765	741
Africa	68,229	14,001	1,148	22,703	1,708	2,377	2,478	173	10,024	5,112	7,765	741
Asia	3,638	-	-	-	596	-	-	2,153	889	-	-	-
Europe	3,236	-	-	961	-	-	66	-	2,209	-	-	-
North America	6,628	-	-	6,628	-	-	-	-	-	-	-	-
QUARTER 3												
Total	90,860	15,416	7,555	36,923	422	2,516	651	3,901	17,556	4,531	1,389	-
Africa	64,116	15,416	184	31,516	422	2,516	516	1,454	10,705	-	1,389	-
Asia	8,905	-	4,663	-	-	-	68	2,447	1,727	-	-	-
Europe	4,183	-	2,708	876	-	-	68	-	531	-	-	-
North America	13,656	-	-	4,531	-	-	-	-	4,593	4,531	-	-
QUARTER 4												
Total	60,904	9,561	4,068	22,564	1,177	2,172	1,232	481	18,543	-	842	265
Africa	51,298	9,561	818	21,559	1,177	861	1,232	481	14,503	-	842	265
Asia	1,747	-	-	-	-	-	-	-	1,747	-	-	-
Europe	5,202	-	2,800	109	-	-	-	-	2,292	-	-	-
North America	2,657	-	450	896	-	1,311	-	-	-	-	-	-

TABLE 6.12: MODE OF TRAVEL OF OUTBOUND OVERNIGHT VISITORS BY SEX

Mode Of Travel	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	106,384	63,249	43,135	81,731	27,607	54,124	90,860	43,561	47,299	60,904	29,726	31,178
Road	67,600	41,040	26,560	57,540	16,507	41,033	63,217	30,054	33,163	45,552	22,975	22,577
Air	38,386	21,810	16,575	21,941	11,100	10,841	27,643	13,507	14,136	15,352	6,751	8,601
Sea/Lake	241	241	-	-	-	-	-	-	-	-	-	-
Foot	157	157	-	2,250	-	2,250	-	-	-	-	-	-

TABLE 6.13: OUTBOUND OVERNIGHT VISITORS BY MEANS OF TRAVEL AND SEX

Means Of Travel	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	67,600	41,040	26,560	57,540	16,507	41,033	63,217	30,054	33,163	45,552	22,975	22,577
Saloon (up to 5 persons, include Taxi)	6,260	4,509	1,751	1,339	983	356	2,987	1,824	1,163	4,498	2,612	1,886
SUVs (up to 7 persons)	6,155	4,010	2,145	3,038	1,446	1,592	3,742	1,819	1,924	5,054	2,618	2,435
Bus/ Minivan (8 to 23 persons)	22,385	13,848	8,536	21,738	4,907	16,831	25,375	8,740	16,635	20,267	10,041	10,225
Large Bus (24 uptowards)	20,468	11,669	8,799	22,906	5,500	17,406	26,844	15,293	11,551	8,531	3,086	5,445
Shared saloon rides (Bolts, Yango, Uber, etc)	798	71	727	3,286	1,448	1,837	-	-	-	-	-	-
Motorbikes	9,141	6,109	3,033	3,724	2,224	1,500	3,478	1,856	1,622	6,268	4,024	2,244
Tricycle	1,217	-	1,217	886	-	886	139	-	139	421	95	325
Bicycle	707	505	202	623	-	623	436	306	129	-	-	-
Other	469	318	151	-	-	-	215	215	-	514	498	17

TABLE 6.14: OUTBOUND OVERNIGHT VISITORS BY TYPE OF ACCOMMODATION USED AND SEX

Type of Accommodation	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	106,384	63,249	43,135	81,731	27,607	54,124	90,860	43,561	47,299	60,904	29,726	31,178
5-star hotel	1,061	1,061	-	1,708	630	1,078	308	129	179	681	681	-
4-star hotel	533	132	401	999	937	62	2,465	199	2,266	69	69	-
3-star hotel	1,883	1,619	265	2,374	1,376	998	2,583	-	2,583	-	-	-
2-star hotel	2,430	2,297	132	1,414	-	1,414	2,439	2,238	201	-	-	-
1-star hotel	-	-	-	212	212	-	169	-	169	73	73	-
Guest house	4,819	3,968	852	5,730	2,178	3,552	2,224	1,936	288	6,976	4,628	2,347
Lodge	3,769	3,036	734	-	-	-	536	32	503	73	73	-
Hostels	5,148	2,983	2,165	1,437	268	1,169	84	84	-	4,584	1,224	3,360
Airbnb	6,495	4,330	2,165	-	-	-	-	-	-	-	-	-
Motels	194	128	66	-	-	-	-	-	-	-	-	-
Apartment	2,315	2,315	-	-	-	-	3,389	3,389	-	2,047	2,047	-
Tourist camps	-	-	-	40	-	40	-	-	-	-	-	-
Friends/ relatives' residence	66,017	35,975	30,042	49,317	12,546	36,772	58,919	24,667	34,252	38,625	15,019	23,606
Private/ personal home	9,980	4,594	5,386	18,343	9,461	8,882	15,342	10,644	4,698	7,775	5,911	1,864
Commercial Health facility	240	-	240	-	-	-	-	-	-	-	-	-
Non Commercial Health facility	87	-	87	-	-	-	2,403	242	2,161	-	-	-
Other Commercial Facility	787	185	602	157	-	157	-	-	-	-	-	-
Other Non Commercial Facility	625	625	-	-	-	-	-	-	-	-	-	-

TABLE 6.15: OUTBOUND OVERNIGHT VISITORS BY AGE GROUP (15 YEARS AND OLDER) AND TYPE OF TOUR

Age Group	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Total	Package tour	Self-arranged	Total	Package tour	Self-arranged	Total	Package tour	Self-arranged	Total	Package tour	Self-arranged
Total	106,384	5,001	101,383	81,731	9,161	72,570	90,860	12,519	78,341	60,904	6,297	54,607
15-19	6,263	-	6,263	6,963	4,418	2,545	8,797	3,380	5,417	1,475	-	1,475
20-24	4,023	96	3,927	7,966	438	7,527	3,458	573	2,885	1,168	-	1,168
25-29	4,389	575	3,814	2,679	1,078	1,601	4,748	111	4,638	2,373	-	2,373
30-34	16,428	2,732	13,697	10,927	-	10,927	17,553	3,215	14,338	3,495	776	2,719
35-39	19,304	671	18,633	5,239	-	5,239	9,459	2,282	7,177	9,944	4,584	5,360
40-44	14,970	635	14,335	12,938	693	12,245	18,519	2,366	16,153	16,907	-	16,907
45-49	10,431	89	10,342	7,975	696	7,279	9,338	314	9,024	9,623	750	8,873
50-54	8,771	74	8,697	9,266	-	9,266	4,115	217	3,897	5,423	186	5,236
55-59	11,981	-	11,981	9,890	880	9,010	4,977	-	4,977	2,042	-	2,042
60-64	1,210	-	1,210	2,142	-	2,142	4,419	-	4,419	2,723	-	2,723
65+	8,615	130	8,485	5,746	958	4,788	5,478	61	5,417	5,731	-	5,731

TABLE 6.16: OUTBOUND OVERNIGHT VISITORS BY AGE GROUP (15 YEARS AND OLDER) AND TYPE OF TOUR

Purpose of Visit	ANNUAL			QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package
Total	339,879	306,901	32,978	106,384	101,383	5,001	81,731	72,570	9,161	90,860	78,341	12,519	60,904	54,607	6,297
Funeral	69,710	68,857	853	30,732	30,250	482	14,001	14,001	-	15,416	15,231	185	9,561	9,375	186
Holidays, Leisure & Recreation	14,442	9,652	4,790	1,671	1,543	127	1,148	1,148	-	7,555	2,892	4,663	4,068	4,068	-
Visiting Friends & Relatives	127,216	121,056	6,160	37,438	37,305	133	30,292	27,645	2,647	36,923	33,543	3,380	22,564	22,564	-
Education & training	4,448	2,243	2,205	545	48	497	2,304	596	1,708	422	422	-	1,177	1,177	-
Health Treatment	8,675	8,564	111	1,610	1,610	-	2,377	2,377	-	2,516	2,406	111	2,172	2,172	-
Culture/Festival	4,796	3,690	1,106	368	308	60	2,544	2,478	66	651	516	135	1,232	388	844
Religion & Pilgrimage	6,884	3,806	3,078	177	40	137	2,325	488	1,838	3,901	2,798	1,103	481	481	-
Business & Professional	75,636	63,862	11,774	26,415	22,850	3,566	13,122	13,122	-	17,556	14,614	2,942	18,543	13,277	5,266
Sporting Activities	16,138	13,235	2,902	6,495	6,495	-	5,112	2,209	2,902	4,531	4,531	-	-	-	-
Shopping	10,571	10,571	-	576	576	-	7,765	7,765	-	1,389	1,389	-	842	842	-
Other	1,364	1,364	-	358	358	-	741	741	-	-	-	-	265	265	-

TABLE 6.17: AVERAGE LENGTH OF STAY OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF DESTINATION

Continent	Annual	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Total	9	6	8	10	12
Africa	7	6	6	11	7
Asia	5	3	6	6	5
Europe	11	11	15	7	10
North America	13	4	6	15	25

TABLE 6.18: EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY EXPENDITURE TYPE AND SEX (GHS)

Expenditure Type	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total Expenditure	678,938,039	224,272,912	454,665,127	954,227,476	320,981,594	633,245,883	913,836,625	355,258,342	558,578,283	857,556,445	455,014,579	402,541,866
Pre-Trip Expenditure	73,650,093	45,634,805	28,015,288	32,183,501	7,438,192	24,745,309	201,438,917	140,142,077	61,296,840	60,909,234	29,461,466	31,447,768
On-Trip Expenditure	604,444,107	177,919,803	426,524,304	921,461,403	313,469,211	607,992,192	711,712,645	214,798,286	496,914,359	796,297,364	425,411,956	370,885,408
Post-Trip Expenditure	843,838	718,303	125,535	620,997	50,868	570,130	685,064	317,980	367,084	350,105	141,157	208,947

TABLE 6.19: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY TYPE OF TOUR AND SEX (GHS)

Expenditure	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	604,444,107	177,919,803	426,524,304	921,461,403	313,469,211	607,992,192	711,712,645	214,798,286	496,914,359	796,297,364	425,411,956	370,885,408
Package tour	15,930,265	15,845,697	84,568	149,846,858	64,743,087	85,103,771	133,337,447	100,442,126	32,895,321	9,846,691	2,960,685	6,886,006
Self-arranged	588,513,842	162,074,106	426,439,736	771,614,545	248,726,124	522,888,421	578,375,198	114,356,160	464,019,038	786,450,673	422,451,271	363,999,402

TABLE 6.20: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT AND TYPE OF TOUR (GHS)

Purpose of Visit	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package	Total	Self-arranged	Package
Total	604,444,107	588,513,842	15,930,265	921,461,403	771,614,545	149,846,858	711,712,645	578,375,198	133,337,447	796,297,364	786,450,673	9,846,691
Funeral	196,686,313	196,646,465	39,848	9,665,754	9,665,754	-	8,570,276	8,557,340	12,936	5,996,427	5,987,114	9,314
Holidays, Leisure & Recreation	14,542,612	11,971,221	2,571,391	1,905,746	1,905,746	-	150,205,066	56,963,944	93,241,121	391,459,371	391,459,371	-
Visiting Friends & Relatives	84,680,451	84,494,428	186,023	279,433,691	279,422,738	10,953	53,768,833	53,768,833	-	108,032,154	108,032,154	-
Education & training	60,665	1,685	58,980	11,976,795	1,222,395	10,754,400	422,076	422,076	-	3,294,926	3,294,926	-
Health Treatment	506,557	506,557	-	2,310,148	2,310,148	-	4,560,848	4,483,335	77,514	3,899,163	3,899,163	-
Culture/Festival	2,208,115	208,062	2,000,053	109,446	76,422	33,025	461,695	41,718	419,978	403,988	193,980	210,008
Religion & Pilgrimage	391,735	365,857	25,878	186,453,413	47,404,932	139,048,480	68,088,291	45,813,274	22,275,017	548,293	548,293	-
Business & Professional	304,189,740	293,141,648	11,048,092	269,085,069	269,085,069	-	380,558,879	363,247,997	17,310,882	279,236,251	269,608,881	9,627,369
Sporting Activities	-	-	-	88,220,988	88,220,988	-	-	-	-	-	-	-
Shopping	1,018,996	1,018,996	-	72,057,581	72,057,581	-	45,076,680	45,076,680	-	3,333,984	3,333,984	-
Other	158,922	158,922	-	242,772	242,772	-	-	-	-	92,808	92,808	-

TABLE 6.21: ON-TRIP SELF-ARRANGED EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY CATEGORY OF EXPENDITURE AND SEX (GHS)

Self-arranged Expenditure	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	588,513,842	162,074,106	426,439,736	771,614,545	248,726,124	522,888,421	578,375,198	114,356,160	464,019,038	786,450,673	422,451,271	363,999,402
Accommodation	92,000,720	18,492,704	73,508,016	5,238,300	2,828,494	2,409,806	28,351,822	11,783,672	16,568,150	8,865,568	2,031,530	6,834,038
Food and beverages	52,108,130	14,407,135	37,700,995	31,669,639	9,132,252	22,537,387	33,250,021	9,787,841	23,462,180	36,682,807	21,357,523	15,325,284
Transport	404,383,036	106,262,896	298,120,140	459,706,742	199,667,258	260,039,484	345,619,163	36,790,601	308,828,562	467,536,835	382,674,222	84,862,612
Sports and Recreation	52,070	-	52,070	662,768	-	662,768	51,819	51,819	-	1,465,269	1,449,558	15,712
Shopping	22,051,707	8,599,406	13,452,301	186,515,726	16,415,170	170,100,556	154,547,993	47,352,893	107,195,099	260,259,911	9,787,895	250,472,016
Cultural Services	7,504,406	6,561,673	942,733	1,688,205	1,350,024	338,182	1,374,566	1,359,904	14,663	3,664,544	3,482,621	181,923
Travel agencies	12,437	12,437	-	23,629,331	-	23,629,331	1,760,864	1,760,864	-	524	-	524
Lump Sum*	3,572,253	2,653,051	919,202	23,941,915	-	23,941,915	213,135	126,601	86,534	975,537	975,537	-
Other services	6,829,083	5,084,803	1,744,280	38,561,919	19,332,927	19,228,992	13,205,814	5,341,964	7,863,851	6,999,677	692,385	6,307,292

*Could not break down the expenditure into categories

TABLE 6.22: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT AND SEX (GHS)

Purpose of Visit	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	604,444,107	177,919,803	426,524,304	921,461,403	313,469,211	607,992,192	711,712,645	214,798,286	496,914,359	796,297,364	425,411,956	370,885,408
Funeral	196,686,313	34,339,394	162,346,919	9,665,754	4,300,730	5,365,024	8,570,276	5,974,612	2,595,663	5,996,427	4,227,389	1,769,038
Holidays, Leisure & Recreation	14,542,612	4,879,048	9,663,565	1,905,746	1,905,746	-	150,205,066	93,332,896	56,872,170	391,459,371	358,586,146	32,873,225
Visiting Friends & Relatives	84,680,451	66,330,592	18,349,859	279,433,691	147,408,155	132,025,535	53,768,833	29,722,753	24,046,081	108,032,154	47,653,387	60,378,767
Education & training	60,665	-	60,665	11,976,795	944,704	11,032,091	422,076	-	422,076	3,294,926	3,294,926	-
Health Treatment	506,557	64,670	441,887	2,310,148	1,631,917	678,231	4,560,848	2,520,142	2,040,706	3,899,163	798,768	3,100,395
Culture/Festival	2,208,115	2,208,115	-	109,446	109,446	-	461,695	419,978	41,718	403,988	403,988	-
Religion & Pilgrimage	391,735	391,735	-	186,453,413	63,765,358	122,688,055	68,088,291	7,064,444	61,023,847	548,293	132,295	415,997
Business & Professional	304,189,740	68,616,766	235,572,974	269,085,069	4,939,395	264,145,674	380,558,879	31,703,264	348,855,616	279,236,251	9,980,487	269,255,763
Sporting Activities	-	-	-	88,220,988	88,220,988	-	-	-	-	-	-	-
Shopping	1,018,996	1,018,996	-	72,057,581	-	72,057,581	45,076,680	44,060,197	1,016,483	3,333,984	294,795	3,039,189
Other	158,922	70,487	88,435	242,772	242,772	-	-	-	-	92,808	39,775	53,033

TABLE 6.23: ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF VISIT AND SEX (GHS)

Continent	QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Total	Male	Female	Total	Male	Female	Total	Male	Female	Total	Male	Female
Total	604,444,107	177,919,803	426,524,304	921,461,403	313,469,211	607,992,192	711,712,645	214,798,286	496,914,359	800,150	315,173	484,977
Africa	281,667,654	100,794,552	180,873,102	324,892,260	129,227,176	195,665,084	140,776,457	102,885,576	37,890,881	551,294	230,183	321,111
Asia	54,035,972	53,927,725	108,246	287,532,890	63,765,358	223,767,532	270,001,086	96,702,311	173,298,775	8,737	-	8,737
Europe	25,398,364	12,169,711	13,228,653	105,199,885	2,948,108	102,251,777	57,721,295	753,501	56,967,795	104,633	73,346	31,288
North America	243,342,118	11,027,815	232,314,303	203,836,368	117,528,569	86,307,799	243,213,807	14,456,898	228,756,909	135,486	11,645	123,840

TABLE 6.24: PER CAPITA ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY PURPOSE OF VISIT AND SEX (GHS)

Purpose of Visit	Quarter 1			Quarter 2			Quarter 3			Quarter 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	6,319	3,152	10,878	12,757	14,894	11,878	8,947	5,633	11,997	13,610	14,920	12,365
Funeral	6,415	2,360	10,076	722	1,199	547	561	754	352	627	683	525
Holidays, Leisure & Recreation	8,704	5,106	13,512	3,131	3,131	-	28,400	36,166	21,000	96,227	123,096	28,461
Visiting Friends & Relatives	2,413	3,071	1,360	10,268	19,772	6,682	1,611	1,674	1,540	5,162	7,240	4,209
Education & training	420	-	420	5,198	1,500	6,589	1,000	-	1,000	2,800	2,800	-
Health Treatment	347	204	387	972	1,134	723	1,813	1,956	1,662	1,796	1,361	1,957
Culture/Festival	6,001	6,001	-	500	500	-	709	3,100	81	328	328	-
Religion & Pilgrimage	2,217	2,217	-	80,182	78,000	81,365	17,454	5,921	22,535	1,140	650	1,500
Business & Professional	12,096	3,840	32,373	20,506	1,458	27,134	22,762	4,955	33,802	15,704	1,080	31,526
Sporting Activities	-	-	-	39,933	39,933	-	-	-	-	-	-	-
Shopping	1,771	1,771	-	9,280	-	9,280	32,462	51,690	1,896	3,961	1,157	5,179
Other	444	2,300	270	350	350	-	-	-	-	350	300	400

TABLE 6.25: PER CAPITA ON-TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY CONTINENT OF VISIT AND PURPOSE OF VISIT (GHS)

Continent	Total	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & training	Health Treatment	Culture/ Festival	Religion & Pilgrimage	Business & Professional	Sporting Activities	Shopping	Other
QUARTER 1												
Total	6,319	6,415	8,704	2,413	420	347	6,001	2,217	12,096	-	1,771	444
West Africa	3,533	6,415	2,371	1,315	420	347	675	189	2,603	-	1,771	444
Other Africa	350	-	-	-	-	-	-	-	350	-	-	-
Asia	10,135	-	20,200	7,875	-	-	-	9,189	20,373	-	-	-
Europe	10,844	-	22,200	4,630	-	-	-	-	13,429	-	-	-
North America	31,646	-	-	7,000	-	-	33,500	-	35,936	-	-	-
QUARTER 2												
Total	12,757	722	3,131	10,268	5,198	972	500	80,182	20,506	39,933	9,280	350
West Africa	3,107	722	2,200	3,157	9,100	972	500	300	1,108	-	9,280	350
Other Africa	26,460	-	3,250	13,500	1,500	-	-	-	26,373	39,933	-	-
Asia	79,043	-	-	-	2,050	-	-	86,583	112,442	-	-	-
Europe	44,152	-	-	27,148	-	-	500	-	46,284	-	-	-
North America	46,133	-	-	46,133	-	-	-	-	-	-	-	-
QUARTER 3												
Total	8,947	561	28,400	1,611	1,000	1,813	709	17,454	22,762	-	32,462	-
West Africa	2,363	561	500	1,495	1,000	1,813	81	2,835	3,667	-	32,462	-
Other Africa	1,430	-	-	-	-	-	-	-	1,430	-	-	-
Asia	40,665	-	38,897	-	-	-	6,000	26,137	65,065	-	-	-
Europe	13,799	-	21,000	845	-	-	200	-	180	-	-	-
North America	26,656	-	-	2,475	-	-	-	-	50,516	-	-	-
QUARTER 4												
Total	13,610	627	96,227	5,162	2,800	1,796	328	1,140	15,704	-	3,961	350
West Africa	5,082	627	889	3,490	2,800	1,636	300	1,140	11,821	-	3,961	350
Other Africa	923	-	1,000	-	-	-	800	-	-	-	-	-
Asia	62,905	-	-	-	-	-	-	-	62,905	-	-	-
Europe	75,800	-	136,941	36,000	-	-	-	-	3,000	-	-	-
North America	16,679	-	16,100	38,600	-	1,900	-	-	-	-	-	-

TABLE 6.26: PER CAPITA TOTAL EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY REGION OF ORIGIN AND SEX (GHS)

Region	ANNUAL			QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	11,642	9,983	13,079	7,341	4,185	11,690	14,675	17,963	13,429	11,731	9,626	13,626	15,033	16,591	13,590
Western	3,521	4,419	2,466	2,387	2,292	2,604	5,955	15,171	1,240	1,890	2,196	1,215	3,255	1,031	5,213
Central	2,241	4,730	1,255	1,549	3,904	941	3,124	9,554	1,660	1,709	2,997	1,176	4,320	6,572	2,006
Greater Accra	22,620	19,835	24,763	15,199	6,054	27,443	27,021	41,165	23,142	19,941	14,384	27,111	34,747	77,711	21,819
Volta	942	1,525	519	993	1,609	464	515	261	536	754	1,419	413	1,333	1,604	804
Eastern	1,966	1,968	1,963	3,473	2,215	6,261	2,336	2,245	2,443	516	774	457	1,750	1,750	-
Ashanti	10,690	9,864	11,333	5,555	5,639	5,422	13,870	23,818	11,351	11,868	6,907	14,348	11,904	10,796	14,048
Western North	1,592	1,540	1,640	1,089	1,194	978	2,292	3,323	1,484	1,900	1,465	2,199	1,289	1,217	1,375
Ahafo	4,736	6,387	1,853	5,170	6,400	2,596	1,551	2,410	875	11,007	14,231	1,180	2,122	2,767	1,200
Bono	3,466	5,489	1,242	2,715	3,425	1,817	390	557	50	9,434	26,938	425	568	760	407
Bono East	10,456	12,636	2,206	9,469	9,469	-	2,778	3,355	984	24,761	24,761	-	2,088	600	2,590
Oti	2,167	1,218	3,616	1,034	1,349	589	2,756	1,462	4,524	6,131	1,515	13,807	953	850	1,125
Northern	14,645	2,295	107,570	2,778	2,854	700	66,977	1,279	133,450	720	720	-	-	-	-
Savannah	2,018	2,333	1,623	1,540	2,887	703	3,105	2,991	3,222	2,239	2,662	860	1,462	1,515	1,309
North East	1,559	2,091	500	677	912	339	11,964	15,277	332	1,015	830	2,000	1,537	1,829	705
Upper East	788	791	786	1,498	167	2,833	353	1,407	132	841	1,000	804	794	2,330	95
Upper West	637	345	1,115	570	374	1,140	260	260	-	-	-	-	1,096	-	1,096

TABLE 6.27: PER CAPITA ON TRIP EXPENDITURE OF OUTBOUND OVERNIGHT VISITORS BY REGION OF ORIGIN AND SEX (GHS)

Region	ANNUAL			QUARTER 1			QUARTER 2			QUARTER 3			QUARTER 4		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Total	10,485	8,335	12,385	6,737	3,320	11,806	14,194	17,542	12,922	9,152	5,820	12,160	13,980	15,521	12,550
Western	3,135	4,018	2,096	1,827	1,951	1,545	5,546	14,254	1,091	1,609	1,873	1,027	3,024	920	4,876
Central	2,040	4,107	1,174	1,641	3,405	1,103	2,119	5,717	1,300	1,576	2,881	1,037	3,929	6,075	1,724
Greater Accra	21,112	16,699	24,590	15,090	5,051	30,134	26,320	40,963	22,306	16,016	7,754	26,677	33,748	77,552	20,566
Volta	838	1,357	461	925	1,556	383	476	256	494	717	1,356	389	1,085	1,278	701
Eastern	1,559	1,735	1,399	2,357	1,780	3,637	2,051	2,091	2,005	514	774	455	1,750	1,750	-
Ashanti	8,165	7,820	8,441	3,555	3,662	3,362	13,335	23,391	10,788	6,820	6,603	6,928	8,277	6,926	10,893
Western North	1,488	1,420	1,549	1,063	1,147	975	2,093	2,871	1,484	1,748	1,372	2,007	1,225	1,139	1,327
Ahafo	4,391	5,933	1,699	4,872	6,033	2,442	1,455	2,290	797	10,163	13,202	900	1,707	2,198	1,004
Bono	2,760	4,516	829	1,691	2,119	1,149	390	557	50	9,299	26,611	389	390	370	407
Bono East	5,452	6,355	2,036	5,396	5,396	-	1,221	1,300	974	11,824	11,824	-	1,923	600	2,370
Oti	1,886	890	3,455	800	1,054	418	2,276	979	4,163	5,927	1,231	13,735	679	549	897
Northern	14,335	2,045	106,819	2,436	2,501	650	66,520	1,279	132,529	720	720	-	-	-	-
Savannah	1,732	1,909	1,507	1,205	2,044	672	2,987	2,945	3,030	1,898	2,332	480	1,077	1,059	1,128
North East	1,450	1,985	384	609	862	244	11,836	15,132	260	998	811	2,000	1,263	1,551	444
Upper East	627	488	684	1,270	144	2,398	178	470	117	851	1,000	809	787	2,320	90
Upper West	576	247	1,113	477	249	1,140	240	240	-	-	-	-	1,094	-	1,094

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