



REPUBLIC OF GHANA

Domestic and Outbound Tourism Statistics in Ghana



**GHANA STATISTICAL SERVICE
2015**

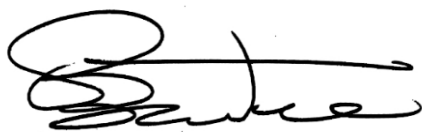
PREFACE AND ACKNOWLEDGEMENT

This is the first edition of the Domestic and Outbound Tourism report, and is one of the Ghana Statistical Service's series of reports on domestic and outbound tourism statistics. The aim of this publication is to provide demographic information on domestic and outbound visitors including: quantifying the volume of trips, providing information on visitors' profile and trip characteristics and expenditure patterns. The main data source was primary data gathered from sample representing the total households living in the ten regions of Ghana.

The information contained in this report gives the picture of the country's domestic and outbound tourism industry, and is intended to provide adequate information for researchers and practitioners in the industry to plan for their businesses ahead. The report details the total number of domestic and outbound visitors and trips made by different purposes of travel, mode of travel, type of tour, type of accommodation stayed in, duration of stay, marital status, education, occupation, sex and age group and others. In addition, same-day and overnight domestic and outbound tourism expenditures are estimated.

The Ghana Statistical Service expresses great appreciation to the Government of Ghana, the World Bank, UNDP for providing financial support and technical assistance for the Ghana Labour Survey with which domestic and outbound tourism module was included. The Statistical Service is grateful to the following for their contribution towards the preparation of this report: Mr. Baah Wadieh, Acting Government Statistician; Mr. Anthony Amuzu, Deputy Government Statistician (Operations); Mr. Edward Asuo Afram, Director, Economic Statistics Directorate; Mr. Ebenezer Kojo Ocran; Mr. Emmanuel Nana Poku; Mr. Michael Bekoe

The Service also wishes to express its sincere gratitude to all the private and state institutions, especially households for their invaluable contributions in terms of the provision of data, which have made this publication possible. Finally, the Ghana Statistical Service acknowledges the support provided by field personnel, data entry personnel, regional and district administrators, as well as Regional Statisticians.



BAAH WADIEH
ACTING GOVERNMENT STATISTICIAN

TABLE OF CONTENTS

PREFACE AND ACKNOWLEDGEMENT	i
LIST OF TABLES	iii
LIST OF FIGURES	iv
EXECUTIVE SUMMARY	v
CHAPTER ONE: INTRODUCTION.....	1
1.1 Background.....	1
1.2 Objectives of the survey	2
1.3 Survey Concepts, Definitions and Methodology	2
1.4 Structure of the Report.....	4
1.5 Some Important Tourist Destinations in Ghana	4
CHAPTER TWO: PROFILE OF DOMESTIC AND OUTBOUND VISITORS.....	6
2.1 Introduction	6
2.2 Domestic and Outbound Visitors by Age Group and Sex	6
2.3 Distribution of Domestic and Outbound Visitors by Sex	7
2.4 Marital status of domestic and outbound visitors	8
2.5 Level of Education of Domestic and Outbound Visitors.....	8
2.6 Literacy Status of Domestic and Outbound Visitors	9
2.7 Religion of Visitors.....	10
2.8 Occupation of Domestic and Outbound Visitors.....	12
2.9 Industry of Domestic and Outbound Overnight Visitors by Sex of Visitor	14
2.10 Employment Sector of Domestic and Outbound Visitors	15
CHAPTER THREE: VOLUME OF DOMESTIC AND OUTBOUND TOURISM	17
3.1 Introduction	17
3.2 Region of visit in Ghana and country of visit.....	17
3.2 Trips made by Domestic and Outbound Visitors	20
3.4 Type of Tour	23
3.5 Nature of Trips.....	25
3.6 Type of Accommodation Domestic and Outbound Overnight Visitors use by Short and Long Visits.....	25
3.7 Purpose of Visit of Domestic and Outbound Visitors for Short and Long Overnight Trips.....	27
3.8 Domestic same-day visitors by purpose of visit	28
3.9 Domestic and Outbound Visitors by Purpose of Visit.....	29
CHAPTER FOUR: VALUE OF DOMESTIC AND OUTBOUND TOURISM	33
4.1 Introduction	33
4.2 Domestic Visitor Consumption Expenditure.....	33
4.3 Outbound Visitor Consumption Expenditure	37
REFERENCES.....	40

LIST OF TABLES

Table 2.1a: Distribution of domestic and outbound visitors by age and place of visit.....	6
Table 2.1b: Age group of domestic and outbound visitors by sex.....	7
Table 2.2: Sex distribution of domestic and outbound visitors	7
Table 2.3: Marital status of domestic and outbound visitors	8
Table 2.4: Level of Education of visitors by type of visit and sex	8
Table 2.5: Literacy status of domestic and outbound visitors	10
Table 2.6: Religious affiliation of domestic and outbound same day visitors.....	10
Table 2.7: Religious affiliation of domestic and outbound overnight visitors	11
Table 2.8a: Occupation of domestic visitors.....	13
Table 2.8b: Occupation of outbound visitors by sex	13
Table 2.9a: Industry of domestic overnight visitors by sex of visitor (percent)	14
Table 2.9b: Industry of outbound overnight visitors by sex of visitor.....	15
Table 2.10: Domestic and outbound visitors by employment sector	16
Table 3.1a: Domestic visitors by region visited and sex of visitors	17
Table 3.1b: Domestic visitors by region of visit and month.....	19
Table 3.2: Outbound visitors by country of visit and sex of visitor	20
Table 3.3: Domestic visitors by number of trips and sex	20
Table 3.4: Outbound overnight visitors by number of trips and sex	21
Table 3.5a: Mode of travel of domestic visitors by sex.....	22
Table 3.5b: Mode of travel of outbound visitors by sex	22
Table 3.6: Domestic and outbound visitors by month of visit	23
Table 3.7a: Distribution of tour type by domestic and outbound visitors	23
Table 3.7b: Domestic visitors by type of tour and month of tour.....	24
Table 3.7c: Outbound visitors by type of tour and month of tour	25
Table 3.8: Nature of trips by domestic and outbound overnight visitors.....	25
Table 3.9: Type of accommodation domestic overnight visitors' use by short and long visits	26
Table 3.10: Type of accommodation outbound visitors use by short and long visits.....	27
Table 3.11: Purpose of visit of domestic visitors by all trips, short and long overnight trips	28
Table 3.12a: Domestic same-day visitors by region and purpose of visit	28
Table 3.12b: Domestic same-day visitors by month and purpose of visit	29
Table 3.13a: Domestic visitors by purpose of visit and sex of visitor	30
Table 3.13b: Domestic overnight visitors by purpose of visit and region	30
Table 3.13c: Domestic overnight visitors by purpose of visit and month	31
Table 3.13d: Outbound same day and outbound overnight visitors by purpose of visit and sex of visitor	32
Table 4.1: Expenditure of domestic overnight tourists by purpose of visit and category of expenditure (million Ghana Cedis).....	33
Table 4.2: Expenditure of domestic overnight visitors by region and purpose of visit (million Ghana Cedis).....	34
Table 4.3: Expenditure of domestic overnight tourist by month of visit and category of expenditure (million Ghana cedis).....	35
Table 4.4: Expenditure of domestic overnight visitors by category expenditure and percent.....	36
Table 4.5: Expenditure of domestic overnight visitors by occupation and sex (percent)....	36
Table 4.6: Expenditure of outbound tourists by purpose of visit.....	37
Table 4.7: Expenditure of outbound tourists by month of trip	37

Table 4.8: Expenditure of outbound tourists by region of visit	38
Table 4.9: Expenditure of outbound tourists by category of expenditure and percent	38
Table 4.10: Expenditure of outbound overnight visitors by occupation and sex (percent)	39

LIST OF FIGURES

Figure 2.1: Percentage distribution of domestic and outbound visitors by level of education..	9
Figure 2.2: Percentage distribution of domestic same day visitors by religious affiliation.....	11
Figure 2.3: Percentage distribution of domestic and outbound visitorsby religious affiliation.....	12
Figure 3.1: Percentage distribution of domestic visitors by region of visit	18
Figure 3.2: Percentage distribution of domestic visitors by month of visit	19

EXECUTIVE SUMMARY

Background

Tourism is a social, cultural and economic phenomenon which involves the movement of people to places or countries outside their usual environment for personal or business purposes for less than a year and other than to be employed by a resident entity (UNWTO).

The purpose of the survey was to estimate the total number of domestic and outbound visitors and trips made by different purposes of travel, mode of travel, type of tour, type of accommodation stayed in, duration of stay, marital status, education, occupation, sex and age group and others. In addition, domestic and outbound tourism expenditures are estimated.

Tourist expenditure is an important measure of domestic and outbound demand. Tourism (domestic and outbound) is a major contributor to Ghana's economy, generating demand for a wide range of tourism goods and services. Moreover, the tourism product is not just one commodity, but a bundle of goods and services purchased by visitors or tourists during a tour or visit.

The purchasing behavior of visitors or tourists is likely to vary because visitors/tourists differ in terms of their demographics, length of stay, type of accommodation stayed in, purpose of visit, type of transport services utilized, and many other aspects. These observed variations provide differences in expenditure among domestic and outbound visitors/tourists.

Main findings

Domestic and Outbound Visitors by Age Group

Persons aged 25-44 constitute the most travelled and represent more than half of domestic tourists (51.2%). The older age group, made up of persons 45 years and older, constitute the second most travelled group in terms of both domestic and outbound travel. This group accounts for 31.4 percent of domestic visitors, 17.7 percent of outbound visitors and 23.9 percent of persons who travelled both within and outside Ghana.

Persons aged 25-29 constitute 16.3 percent of domestic tourists, 25.5 percent of those who travelled outside Ghana and 10.7 percent of those who travelled within and outside Ghana.

The elderly, aged 60-64, constitute the least travelled group in terms of both domestic and outbound travel. This group accounts for 4.0 percent of domestic visitors and less than one percent (0.5%) of outbound visitors.

Distribution of Domestic and Outbound Visitors by Sex

The survey results indicate that there were 1,941,567 domestic same-day visitors, made up of 53.7 percent males and 46.3 percent females. Domestic overnight visitors numbered 3,678,567 of which the proportion of males (47.0%) is less than females (53.0%).

With regard to outbound tourism, same-day visitors were 8,477 with the proportion of males (67.8%) being higher than females (32.2%). Outbound overnight visitors were 158,421. Males (53.5%) dominate as outbound overnight visitors compared to females (45.6%).

Marital status of Domestic and Outbound Visitors

The report indicates that for domestic same-day visitors, 48.1 percent are married, 27.8 percent have never married and 10.5 percent are in consensual unions. The least proportion of same-day visitors are those separated (2.7%).

For domestic tourists, 48.1 percent are married, 27 percent are never married and 11.4 percent are in consensual unions.

Outbound same-day visitors who have married constitute 60.7 percent of the total (8,477), 23.2 percent have never married and 16.1 percent are divorced. Regarding outbound overnight visitors, 54.6 percent are married; the never married make up 28.1 percent while 8.1 percent are divorced.

Level of Education of Domestic and Outbound Visitors

The analysis indicates that more than one-third (35.6%) of domestic overnight visitors and about one-quarter (24.1%) of outbound overnight visitors have no level of education. Less than six percent (5.4%) of domestic overnight visitors and less than ten percent (9.1%) of outbound overnight visitors have attained tertiary education

Literacy Status of Domestic and Outbound Visitors

There is substantial difference in literacy status between domestic and outbound visitors. Whereas about one-third (33.0%) of domestic overnight visitors are non-literate, close to seventeen percent (16.9%) of outbound overnight visitors are non-literate.

Religious affiliation of Domestic and Outbound Visitors

Regarding same-day visitors, 43.5 percent are Pentecostal/Charismatic. This is followed by Protestants (15.8%) and Other Christians (13.7%). For outbound same-day visitors, persons professing as “other Christian” constitute more than two-fifths (40.3%) of the visitors, followed by Protestants and Pentecostals/Charismatic (17%).

For domestic overnight visitors, 41.6 percent are Pentecostal/Charismatic. This is followed by Protestants (15.3%) and “Other Christians (12.3%). For outbound overnight tourists, Pentecostals and Charismatic represent 42 percent, followed by Islam (20.6%).

Occupation of Domestic and Outbound Visitors

Among persons engaged as service/sales workers, the proportion of domestic same-day visitors (25.2%) is higher than domestic overnight visitors (10.4%). With regard to skilled agriculture/fishery workers, the proportion of domestic overnight visitors (35.6%) is higher than domestic same-day visitors (23.9%). A little over two percent (2.3%) of domestic same-day visitors and one percent (1.4%) of domestic overnight visitors are legislators/managers.

For skilled agriculture/fishery workers, a larger proportion of males (29.1%) than females (17.5%) are domestic same-day visitors.

With regard to outbound same-day visitors, 36.4 percent was made up of service/sales workers, 32.6 percent were legislators/managers and 31 percent, skilled agriculture/fishery workers. Outbound overnight visitors were made up of service/sales workers (19.8%), professionals (19.1%), craft and related trades workers (16.9%) and skilled agriculture/fishery workers (15.3%).

Industry of Domestic and Outbound Overnight Visitors by Sex of Visitor

Majority of domestic overnight visitors were engaged in agriculture, forestry and fishing (31.4%), followed by those engaged in wholesale and retail trade (21.2%). However, the proportion of domestic tourists who are males (39.9%) and engaged in agriculture, forestry and fishing is higher than females (23.2%). A larger proportion of female domestic overnight visitors (31.0%) were engaged in wholesale and retail trade compared to males (11.1%).

Similarly, a significant number of outbound overnight visitors were engaged in agriculture, forestry and fishing, followed by those engaged in mining and quarrying. In the case of outbound overnight tourists engaged in agriculture, forestry and fishing, the proportion of males (20.4%) was slightly higher than females (19.7%). The least number of outbound visitors were engaged in arts, entertainment and recreational activities.

Employment Sector of Domestic and Outbound Visitors

For domestic same-day tourism, visitors from the private sector (51.2%) constitute the highest, followed by agribusiness (19.1%) then formal sector (12.4%). The sector with the least number of domestic same-day visitors is international organizations/diplomatic mission. Outbound same-day tourism is patronized by agribusiness, private and the formal sector workers. For outbound overnight tourism, private sector leads, followed by formal and agribusiness sectors.

Region of visit in Ghana by Domestic Visitors

Out of nearly two million domestic same-day visitors and about 2.3 million overnight visitor trips made to the regions, Ashanti region received 19.8 percent of the same-day visitors and 18.7 percent overnight visitors.

Month and region of visit by Domestic Visitors

The survey results reveal that the highest number of domestic visitors travel in November (23.7%), and this is the case for all regions. This is followed by travels in October, which represent 16 percent. The third month of significance is September in which more domestic visitors travel. The month with the least number of visitor travels is February, accounting for 2.5 percent of the total number of visitors.

Outbound visitors by country of visit

The data also show that all outbound same-day trips abroad are made to other ECOWAS countries. In the case of outbound overnight trips, 83.6 percent of the visitors travel to other ECOWAS countries, 6.9 percent travel to African countries other than ECOWAS, and 9.5 percent go to countries outside Africa. For outbound travels, the first month of significance is November followed by travels August.

Mode of travel of domestic and outbound visitors

The analysis shows that almost all (99.7 %) the domestic same-day visitors travelled by road. Very small proportions travelled on foot (1.0%) or by sea/lake (0.1%). More than nine out of ten (99.4%) of the domestic overnight visitors travelled by road while the rest travelled by either air (0.2%), rail (0.1%), sea (0.1%) or other means.

With regard to outbound same-day visitors, 66.5 percent travelled by road, 18.3 percent travel by air, and 15.2 percent by other means. Similarly, 68.9 percent of the outbound overnight visitors travelled by road, 29.1 percent by air and only 0.8 percent travelled by sea or lake.

Type of tour

A self-arranged or non-package tour is one for which the visitor does his or her own travel arrangements in terms of the purchase of tourism products. In Ghana, 91 percent of domestic same-day visitors tend to arrange for their own travel while only 8.9 percent travel on packaged tours. For domestic overnight visits, 94 percent tend to arrange for their own travel. All outbound same-day visits are non-packaged, while 73.5 percent of outbound overnight visits are also non-packaged.

Type of accommodation domestic and outbound tourists use

Majority of the domestic tourists stay in their friends' or relatives' residence (81.3%), while 6.7 percent stay in private homes. Only 2.8 percent stay in hotels while less than one percent stay in holiday dwellings, work holiday camp and tourist camp site.

For short overnight trips (1-3 nights), most of the domestic tourists stay in their friends' or relatives' homes (63.0%) while 10.7 percent stay in private/second homes and 12.8 percent stay in hotels. For long overnight trips (4+ nights), a greater proportion of the domestic tourists stay in their friends' or relatives' homes (80.8%). About seven percent (6.8%) stay in private/second homes, while 3.1 percent stay in hotels.

Purpose of visit of and month of visit of domestic same day visitors

More than one-quarter of the same-day visitors travel to see their friends and relatives (25.6%) while those for business activities account for 21.6 percent. The Eastern region recorded the highest number of same-day visitors (109,831) for funerals, followed by Ashanti region (87,907) and then Volta region (70,935). Regarding visiting friends and relatives, Ashanti region recorded the highest number of same-day visitors (131,563), followed by Greater Accra (90,353) and Eastern region (95,875) regions. For business, Greater Accra region recorded the highest number of the same-day visits (90,361) followed by Ashanti (88,826) and Eastern (57,494) regions.

Visiting friends and relatives category occurs mostly in November (196,664), followed by September (82,507) and then October (80,942). The least is recorded in January (1,116). Attending funerals is recorded mostly in November (132,944), followed by October (93,105) then September (62,044). The least is recorded in February (4,444). Business visits by same-day visitors occur mostly in November (148,502), December (75,993) and October (55,239). The least number of business visits is recorded in January (6,164).

The purpose of visits by Domestic and Outbound Visitors

More than two-fifths (40.5%) of the domestic tourists visited their friends and relatives. Those who attended funerals represent 30.7 percent while business travels represent 12.6 percent. In terms of regions, Greater Accra region recorded the highest number of those who visited their friends and relatives (258,112). This is followed by Ashanti (118,332) and Eastern regions. For those who attended funerals, Eastern region recorded the highest, followed by Volta and Ashanti regions. For business activities, Ashanti region recorded the highest, followed by Greater Accra and Brong Ahafo regions.

Domestic overnight visitors by purpose of visit and month

The highest number of domestic overnight visitors who travelled for the purpose of visiting friends and relatives was recorded in November (321,729), followed by October (203,252) and August (189,838). The month of November (206,732) also recorded the highest number of visitors who attended funerals, followed by October (213,773) and then August (125,728), while the lowest number was registered in January (14,513).

The highest number of travels for business purposes was again recorded in November (125,810), followed by October (80,342) and September (54,996). The least number of business visits was recorded in February. For most months of the year there was no domestic overnight visit for shopping.

Domestic Visitor Consumption Expenditure

The total expenditure of domestic tourists in Ghana during the reference period of the survey amounted to GH¢698.40 million. The proportion of this expenditure spent by domestic overnight tourists visiting friends and relatives was 29.6 percent; expenditure for those who made trips for funerals represents 24.3 percent with expenditure by visitors who made business trips accounting for 25.3 percent. Leisure, recreation and holiday tourists' share was 2.9 percent, indicating that Ghanaians do not spend their income on leisure, recreation and holiday tourism. For the expenditure categories, expenditure on transportation was the highest (47.8%), followed by shopping (21.3%) and food and beverages (18.9%). The least expenditure was on cultural services (0.09%).

Expenditure of Domestic Overnight Visitors by region and purpose of visit

The results indicate that GH¢141.6 million was spent by visitors who made trips to visit friends and relatives, representing 30.3 percent of the total expenditure. This is followed by expenditure by those who made trips to funerals (GH¢121.4 million), accounting for more than a quarter of the expenditure and then trips for business (GH¢87.8 million), registering 18.8 percent. The least expenditure was incurred by religion/pilgrimage tourists.

In the case of funeral tourism, the highest expenditure was recorded by visitors in the Volta region (GH¢28.8 million), followed by Ashanti (GH¢18.9 million) and Central (GH¢13.3 million) regions.

With regard to business tourism, Greater Accra region (GH¢32.5 million) recorded the highest expenditure incurred followed by Ashanti (GH¢24.5 million). The least was recorded for visitors in the Upper West region.

In terms of domestic tourists' expenditure for shopping and education/training, Northern region recorded the highest expenditures of GH¢35 million and GH¢8.7 million respectively.

Expenditure of domestic overnight tourist by month of visit and category of expenditure

The highest expenditure in terms of category was spent on transport (GH¢245.8 million), followed by expenditure on sports and recreational activities (GH¢176.5 million) and accommodation (GH¢169.8 million). The least expenditure was incurred on other goods and services.

In terms of month of year and category of expenditure, transport expenditure was highest in September (GH¢57.5 million) followed by November (56.4 million Ghana cedis) and least in May (GH¢6.3 million). For sports and recreational activities category, it was highest in November (GH¢54.6 million) and least in March (GH¢1.5 million). The highest expenditure on accommodation was spent in November (GH¢42.5 million) and the least in January (GH¢2.6 million).

Expenditure of domestic overnight visitors by category of expenditure

Among the different classes of products, the proportion of expenditure on transport services by Ghanaian domestic tourists was the highest (47.8%), followed by shopping (21.3%). The third class of product in significance was the demand for food and beverages, accounting for 18.9 percent. The demand for accommodation was very low (5.6%), suggesting that most domestic tourists stay with friends and relatives. The demand for sports and recreational activities and travel agencies and related services was also low, accounting for less than one percent of the total demand.

Domestic tourists' expenditure by occupation

The expenditure by occupation categories shows that skilled agriculture/fishery workers spent 35.4 percent, service/sales workers, 20.6 percent and craft and related trade workers, 20.4 percent of the total expenditure by domestic tourists. The expenditure was relatively low for legislators/managers (2.1%).

Expenditure of outbound tourists by purpose of visit

In total, GH¢296.9 million was spent by outbound tourists who travelled outside Ghana. Out of this amount, 53.9 percent was spent on education/training, religion and pilgrimage constituted 16.5 percent and visiting friends and relatives, 13.4 percent. The least expenditure was by tourists who attended funerals (0.9%).

Outbound tourists' expenditure by region of visit

Most of the outbound tourists travelled beyond Africa, and their expenditure was nearly 80 percent of the total expenditure. Expenditure made in other African countries represents 11.1 percent and the remaining was spent within the ECOWAS sub-region (9.2%).

Expenditure of outbound tourists by category of expenditure

Among the different categories of products, the highest proportion of expenditure (37.0%) was on the demand for transport services by outbound tourists, followed by accommodation (18.2%). The third in significance was the demand for food and beverages (17.9%). These three categories of tourism products (transport, accommodation and food and beverages) together account for 73.1 percent of the total tourist expenditure or demand. The demand for cultural services recorded the lowest expenditure, suggesting that most outbound tourists' participation in cultural activities outside the country is minimal.

CHAPTER ONE

INTRODUCTION

1.1 Background

The development of tourism has been pursued in Ghana since the 1950's. In 1985, the economy of Ghana was diversified to shift focus from over-dependence on the export of traditional commodities such as gold, diamond, manganese, timber, cocoa and others and brought the tourism sector into the fore as a major economic activity with the potential to become the number one foreign exchange earner. The sector, as a major potential source of foreign exchange, has been earmarked by the government to be fully tapped to improve the economy of the country.

Tourism is currently the third largest foreign exchange earner after merchandise exports and remittances from abroad. Its contribution to growth and job creation varies greatly across the country. In both rural and urban communities, tourism is one of the main sources of income for the population and a prominent factor in creating and sustaining employment. The retail sector benefits immensely from the demand created by visitors including the resident population, where tourism facilities are available.

Tourism is a cross-cutting industry where services for tourists or visitors involve a variety of economic branches: hotels and similar establishments, restaurants and cafes, the various transport operators (air, land and water transport), travel agencies and tour operators, cultural and recreational facilities, etc.

Currently, there is a wide range of unique and exciting natural, cultural, and historical resources which have been developed in the country by the Metropolitan, Municipal and District Assemblies (MMDAs). Improvement in tourist sites, accommodation units and other tourism supply establishments as well as road infrastructure and rehabilitation to increase the participation of visitors in domestic and international tourism in Ghana need to be pursued by the assemblies in collaboration with the Ministry of Tourism, Culture and Creative Arts (MoTCCA).

The Ghanaian tourism industry has emerged as one of the largest and fastest growing economic sectors in the country. The growth is driven largely by a combination of factors; rising income levels and changing lifestyles, development of diverse tourism infrastructure, and policy and regulatory support by the government. Over the past years, the growth of tourism has reflected over all segments of tourism. Despite the sluggish growth of Ghana's economy, there is not much adverse impact on the country's domestic and outbound tourism markets. This is because from 2007 to 2014, domestic air travel had more than quadrupled. The number of domestic air passengers in the country increased from 42,796 in 2007 to 360,222 in 2014, showing an increase of 742% since 2007, and growing at an average annual rate of 30.4%. With more than 27million inhabitants and the country's GDP growing around 4% a year, the nation offers enormous potential for future growth in domestic and outbound tourism. In spite of drastic fluctuations in the Ghana cedi recently, the number of tourists or visitors who depart from the country for tourism purposes continues to rise. Visiting friends and relatives, individual travel for funeral tourism and business activities are the most significant contributions for growing tourism in Ghana.

Tourism is a social, cultural and economic phenomenon which involves the movement of people to places or countries outside their usual environment for personal or business purposes for less than a year and other than to be employed by a resident entity (UNWTO). Domestic tourism refers to residents (both Ghanaians and non-Ghanaians) who travel within Ghana for tourism purposes for less than one year. This includes domestic same-day visitors and domestic overnight tourists. Outbound tourism refers to residents (both Ghanaians and non-Ghanaians) who travel outside Ghana for tourism purposes for less than one year. This includes outbound same-day visitors and outbound overnight tourists. Same-day visitor refers to a visitor who does not spend the night in collective or private accommodation in the place or country visited (UNWTO, 1993).

Domestic tourism is at the heart of the social fabric of Ghanaians. Travelling for the purpose of visiting friends and relatives (VFR) remains the dominant purpose of both domestic and outbound travel in Ghana. Religion, festivals and festivities are a central part of life of Ghanaians. A large number of Ghanaians today are not only a major source of domestic tourism, but also an increasingly important segment of the outbound market. Domestic tourism is not only an economic aspect, but also a social activity that deepens the sense of national identity and creates awareness on common interests by the nationals through socialization.

1.2 Objectives of the survey

The primary objective of the 2015 tourism module included in the Ghana Labour Force Survey (GLFS) was to gather data on household information on domestic and outbound tourism that are vital to the effective and efficient development and implementation of tourism plans and programs in the country. The purpose was to estimate the total number of domestic and outbound visitors and trips made by different purposes of travel, mode of travel, type of tour, type of accommodation stayed in, duration of stay, marital status, education, occupation, sex and age group and others, as well as visitor arrivals to some selected tourist sites in the country. In addition, domestic and outbound tourism expenditures were estimated.

The main objectives of the survey are to:

- i. provide baseline data to measure the volume of domestic and outbound tourism;
- ii. determine the profile and travel characteristics of domestic and outbound visitors;
- iii. identify the travel patterns of Ghana's households;
- iv. estimate the extent and contribution of expenditure of domestic and outbound tourism in the country; and
- v. provide planning officers and policymakers with updated and reliable basis for decision making on domestic and outbound tourism demand.

1.3 Survey Concepts, Definitions and Methodology

The report is intended to provide all of the information necessary to form an overview of the Ghana's tourism market. The domestic and outbound tourism module which was included in the Ghana Labour Force Survey was administered to collect information on tourism activities of households throughout the year, using Computer Assisted Personal Interviews (CAPI). A representative sample of, 6030 households was selected with probability proportional to size measure from the ten regions of Ghana. It covered both urban and rural areas within the ten administrative regions in the country.

Respondents were asked whether they had made domestic tourism trips and or outbound tourism trips outside their usual environments in the 12 months preceding the survey. When such trips are identified, further questions are asked about a maximum of six trips for the 12 months, the most recent trips with a core set of questions for all the six trips. The requirement is for a complete dataset for each of the six most recent trips, domestic or outbound or both. Due to this, the data are weighted to correct for differences between sample distribution and that of the population, and hence to gross the sample values of the entire country.

The concept of “usual environment” in relation to domestic tourism data collection was operationalized. Administrative Territorial Units, such as districts, municipalities and metropolitan areas were used to decide which trips have been made outside a person’s ‘usual environment’. Other criteria used in defining usual environment included the geographical boundaries within which the basic routine of life takes place (place of residence, work, study and trade, etc.): it includes places frequently visited (approximately on a weekly basis) other than vacation homes; distance travelled from departure to return; and duration of the trip from departure to return. Concerning ‘usual environment and second homes’, the dwelling of every individual or each household was considered statistically as the primary home and residence of this individual or household, while rented or family or owned dwellings occupied by this individual or household on the trips were considered as private homes or second homes. The place of residence of every individual or household which occupied dwellings owned by relatives or friends was considered as relative or relative’s residence.

Tourism refers to the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes not related to the exercise of an activity remunerated from within the place visited. This definition recognizes the following categories as characterizing the main purpose of visit for visitors or tourists; funeral, leisure/recreation/holidays, visiting friends and relatives, business/professional, health treatment, religion/pilgrimage, education/training, shopping and others (e.g. voluntarism). Visitors are further sub-divided into two categories: tourists who stay at least one night in a collective or private accommodation in the place or country visited and a same-day visitor who does not spend the night in a collective or private accommodation in the place or country visited. Domestic tourism refers to the tourism of resident visitors within the economic territory of the country of reference and hence domestic visitors are those whose country of residence is the country visited; they can be nationals or foreigners. Outbound tourism is the tourism of resident visitors outside the economic territory of the country of reference and thus outbound visitors are those whose country of residence is different from the country visited; they can be nationals or foreigners.

The report highlights the number of trips, bed-nights and spending:

- Trips are journeys away from the usual environment taken by adults aged 15 and older and no accompanying children aged 0- 14. It should be noted that each adult present on the trip counts as a trip;
- Bed-nights are the number of bed-nights taken by adults without accompanying children (0 – 14years) on those trips; and
- Spending or expenditure that relates to these trips without accompanying children (0 – 14years).

1.4 Structure of the Report

This report presents principal findings of the 2015 Ghana Labour Force Survey which included a module on domestic and outbound tourism in the questionnaire. It presents statistical information on the volume and value of domestic and outbound tourism undertaken by the resident population 15 years and older to destinations within and outside Ghana. It has been organized into four chapters. Chapter one comprises the introduction, which includes the background, objectives, survey concepts, definitions and methodology, and some important tourist destinations in Ghana. The next chapter discusses the profile of domestic and outbound visitors. Chapter three presents the findings related to tourist or visitor trips while chapter four discusses survey findings regarding expenditures on domestic and outbound trips.

1.5 Some Important Tourist Destinations in Ghana

The Ankasa National Park was established in 1976 and opened to the public in March 2000. The Ankasa Conservation area includes a Wildlife Protected Area comprising Nini-Suhien National Park and the Ankasa Resource Reserve. It covers about 500 square kilometres and is situated in the Western region of Ghana. Ankasa is the only area in Ghana that can boast of Wet Evergreen Forest. It is the area with the highest rainfall in Ghana and the richest forest in terms of botanical diversity in the country.

Aburi Botanical Gardens is located at Aburi in the Eastern region of Ghana. The Gardens dates back to 1842 and in 1875, the foundation stone of a health resort was laid following a recommendation by the British colonial government that a resort for convalescent colonial officers be established in the Akuapem mountains area. This was due to the cool and pleasant nature of the climate as well as its proximity to the national capital, Accra.

Cape Coast Castle is located in Cape Coast in the Central region. The strategic location of Cape Coast, which has a sheltered beach in proximity to Elmina Castle, made it a great attraction to the European nations. Owing to this, for about a century, there was an ongoing competition among the Portuguese, Dutch, Danes, Swedes, and English to gain control of Cape Coast. The Portuguese built the first trade lodge in 1555 and called the local settlement ‘Cabo Corso’, meaning short cape, later corrupted to Cape Coast.

Boabeng-Fiema Monkey Sanctuary is Ghana’s most famous example of traditional African conservation. It covers a 4.4 square kilometre piece of forest and is situated between two villages: Boabeng and Fiema, in the Brong Ahafo region. For more than 150 years, the people of Boabeng and Fiema have considered the monkeys in the area sacred. In 1975, the two communities came together to pass a local modern law which prohibited harm to the monkeys.

Elmina Castle is located in Elmina in the Central region. The Portuguese founded Castle ‘Sao Jorge and Mina’ in 1482 to protect the gold-rich lands discovered in 1471. The Castle was completed according to its original plan in 1486 and the town was raised to the status of a ‘city’. Portuguese navigators carefully selected the castle’s site, because it was strategically located at the end of a narrow promontory bounded on two sides by the Atlantic Ocean and the Benya River or lagoon.

Kakum National Park is located about 35 kilometers north of Cape Coast in the Central region. The conservation area covers 360 square kilometres and consists of Kakum National Park and Assin Attandanso Resource Reserve. The Park has a canopy walkway located at Abrafo, which

attracts tens of thousands of both domestic and international visitors each year; it is 333 meters in length and suspended approximately 27 metres above the ground.

Manhyia Palace and Museum is located in the middle part of Kumasi. It is the official residence of the Asantehene (King of Ashanti). The large courtyard holds statues of past great Kings and Queen Mothers of the great Ashanti Kingdom.

Kwame Nkrumah Memorial Park is a national park located in the capital city of Accra. It was named after the first president of Ghana, Osagyefo Dr. Kwame Nkrumah, the founding father of modern Ghana. “Osagyefo” is an Akan military title meaning ‘the great warrior’. The Park was established on 1st July, 1992 to honor, promote and preserve the legacies of Dr. Kwame Nkrumah.

The National Museum of Ghana is located in Adabaraka, in Ghana’s capital, Accra. It was opened on 5th March 1957 as part of Ghana’s Independence celebrations. The official opening was performed by the Duchess of Kent, Princess Marina. It is recognized nationwide as the largest and oldest among six museums currently under the management of the Ghana Museums and Monuments Board.

Kumasi Zoological Gardens is located in the centre of Kumasi in the Ashanti region. It was established in 1957 by Dr. A.A.Y. Kyeremanteng, who also founded the Kumasi Cultural Centre. The Zoo was the natural extension of the activities of the Cultural Centre, providing the opportunity for young people to visit the Zoo to see the very animals depicted in the Ananse stories. The first animals in the Zoo included buffaloes and chimpanzees.

Nzulezu is a stilt village on Lake Tandane, about 45 minutes inland by canoe from the town of Benyin. Nzulezu means “living on water” in Nzema, a Ghanaian Language. It is an astonishing village where life goes on in the centre of Lake Tadane, 90 kilometres west of Takoradi in the Jomoro District in the Western region. The main activities of the inhabitants are agriculture, fishing and brewing of local gin (Akpateshie).

Mole National Park can be found near Damango in the Northern region. It is known to be the largest and most developed protected area for eco-tourism and nature conservation in the country. It covers an area of 4,849 square kilometers and is famous in West Africa for offering excellent close proximity elephant encounters. The Park’s vegetation of wooded Guinea Savannah is home to a large variety of wildlife.

CHAPTER TWO

PROFILE OF DOMESTIC AND OUTBOUND VISITORS

2.1 Introduction

Information on the profile of domestic and outbound visitors is presented in this chapter. This includes age, sex, marital status, education, literacy status, religion, occupation, industry, and employment sector. Domestic tourism is where the place of visit of the traveller or visitor is within the political boundaries of the country while outbound tourism involves travel outside the economic territory of the country. Domestic and outbound same-day visitors are covered. A same-day visitor refers to a visitor who does not spend the night in a collective or private accommodation in the place or country visited (UNWTO, 1993).

2.2 Domestic and Outbound Visitors by Age Group and Sex

Table 2.1a presents the distribution of domestic and outbound visitors by age group. Persons aged 25-29 constitute 16.3 percent of domestic tourists, 25.5 percent of those who travelled outside Ghana and 10.7 percent of all travellers within and outside Ghana.

The elderly, aged 60-64, constitute the least travelled group in terms of both domestic and outbound travel. This group accounts for 4.0 percent of domestic visitors and less than one percent (0.5%) of outbound visitors. The low percentage of the elderly traveling as both domestic and outbound visitors indicates that there is little overlap between domestic and outbound visitors in this population group.

Table 2.1a: Distribution of domestic and outbound visitors by age and place of visit

Age group	Total		In Ghana		Outside Ghana		Both	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
All	4,587,261	100.0	4,423,302	100.0	99,133	100.0	64,826	100.0
15-19	232,028	5.1	228,692	5.2	1,499	1.5	1,837	2.8
20-24	563,926	12.3	539,506	12.2	18,959	19.1	5,461	8.4
25-29	753,512	16.4	721,297	16.3	25,249	25.5	6,966	10.7
30-34	694,213	15.1	668,913	15.1	12,937	13.1	12,363	19.1
35-39	540,881	11.8	510,949	11.6	14,717	14.8	15,215	23.5
40-44	376,169	8.2	360,575	8.2	8,105	8.2	7,489	11.6
45-49	390,415	8.5	379,672	8.6	3,911	3.9	6,832	10.5
50-54	330,794	7.2	323,768	7.3	6,168	6.2	858	1.3
55-59	236,594	5.2	323,768	5.1	3,456	3.5	7,805	12.0
60-64	178,398	3.9	323,768	4.0	532	0.5	-	-
65+	290,331	6.3	323,768	6.5	3,600	3.6	-	-

Table 2.1b presents the distribution of domestic and outbound visitors by age and sex. Persons aged 25-44 constitute more than half of domestic tourists (51.2%), 61.7 percent of those who travelled outside Ghana and 64.6 percent of all travellers within and outside Ghana. Within the same age group, the distribution by sex shows that almost the same proportions of males (51.3%) and females (51.1%) travel as domestic visitors. However, a slightly higher proportion of females (62.1%) than males (61.2%) travel outside Ghana.

The older age group, made up of persons 45 years and older, constitute the second most travelled group in terms of both domestic and outbound travel. This group accounts for 31.4 percent of domestic visitors, 17.7 percent of outbound visitors and 23.9 percent of persons who travelled both within and outside Ghana. Slightly higher proportions of females in this age group have traveled in and outside Ghana compared to males. This suggests that there is greater overlap between female domestic and female outbound travelers than between male domestic and male outbound travelers for this age group.

Table 2.1b: Age group of domestic and outbound visitors by sex

Age group	In Ghana			Outside Ghana			Both in and outside Ghana		
	Male	Female	All	Male	Female	All	Male	Female	All
All	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
15-24	18.4	16.5	17.4	21.7	19.8	20.7	6.7	19.1	11.5
25-44	51.3	51.1	51.2	61.2	62.1	61.7	74.0	49.7	64.6
45+	30.4	32.3	31.4	17.1	18.0	17.7	19.3	31.1	23.9

2.3 Distribution of Domestic and Outbound Visitors by Sex

Table 2.2 shows the distribution of domestic and outbound visitors by sex. The Table indicates that there were 1,941,567 domestic same-day visitors, made up of 53.7 percent males and 46.3 percent females. Domestic overnight visitors constitute 3,678,567 of which the proportion of males (47.0%) is less than females (53.0%).

With regard to outbound tourism, same-day visitors are 8,477, the proportion of males (67.8%) is higher than females (32.2%). Outbound overnight visitors were 158,421. Males (53.5%) also dominate as outbound overnight visitors compared to female (46.5%).

Table 2.2: Sex distribution of domestic and outbound visitors

Sex of visitor	Domestic same-day		Domestic overnight		Outbound same-day		Outbound overnight	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	1,941,041	100.0	3,678,567	100.0	8,477	100.0	158,421	100.0
Male	1,042,415	53.7	1,727,320	47.0	5,751	67.8	84,772	53.5
Female	898,626	46.3	1,951,247	53.0	2,726	32.2	73,650	46.5

2.4 Marital status of domestic and outbound visitors

Table 2.3 indicates that for domestic same-day visitors, 1,941,041 recorded, 48.1 percent are married, 27.8 percent have never married and 10.5 percent are in consensual unions. The least proportion of same-day visitors are those separated (2.7%). For domestic overnight tourists of 3,678,567, 48.1 percent are married, 27 percent are never married and 11.4 percent are in consensual unions.

Outbound same-day visitors who have married constitute 60.7 percent of the total (8,477), 23.2 percent have never married and 16.1 percent are divorced. Regarding outbound overnight visitors, 54.6 percent are married; the never married make up 28.1 percent and 8.1 percent are divorced.

Table 2.3: Marital status of domestic and outbound visitors

Marital status of visitors	Domestic same-day		Domestic overnight		Outbound same-day		Outbound overnight	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	1,941,041	100.0	3,678,567	100.0	8,477	100.0	158,421	100.0
Married	934,308	48.1	1,770,489	48.1	5,148	60.7	86,500	54.6
Consensual union	203,573	10.5	420,352	11.4	-	-	8,534	5.4
Separated	51,706	2.7	78,933	2.1	-	-	2,265	1.4
Divorced	110,665	5.7	187,146	5.1	1,361	16.1	12,777	8.1
Widowed	100,310	5.2	227,860	6.2	-	-	3,839	2.4
Never Married	540,480	27.8	993,787	27.0	1,968	23.2	44,505	28.1

2.5 Level of Education of Domestic and Outbound Visitors

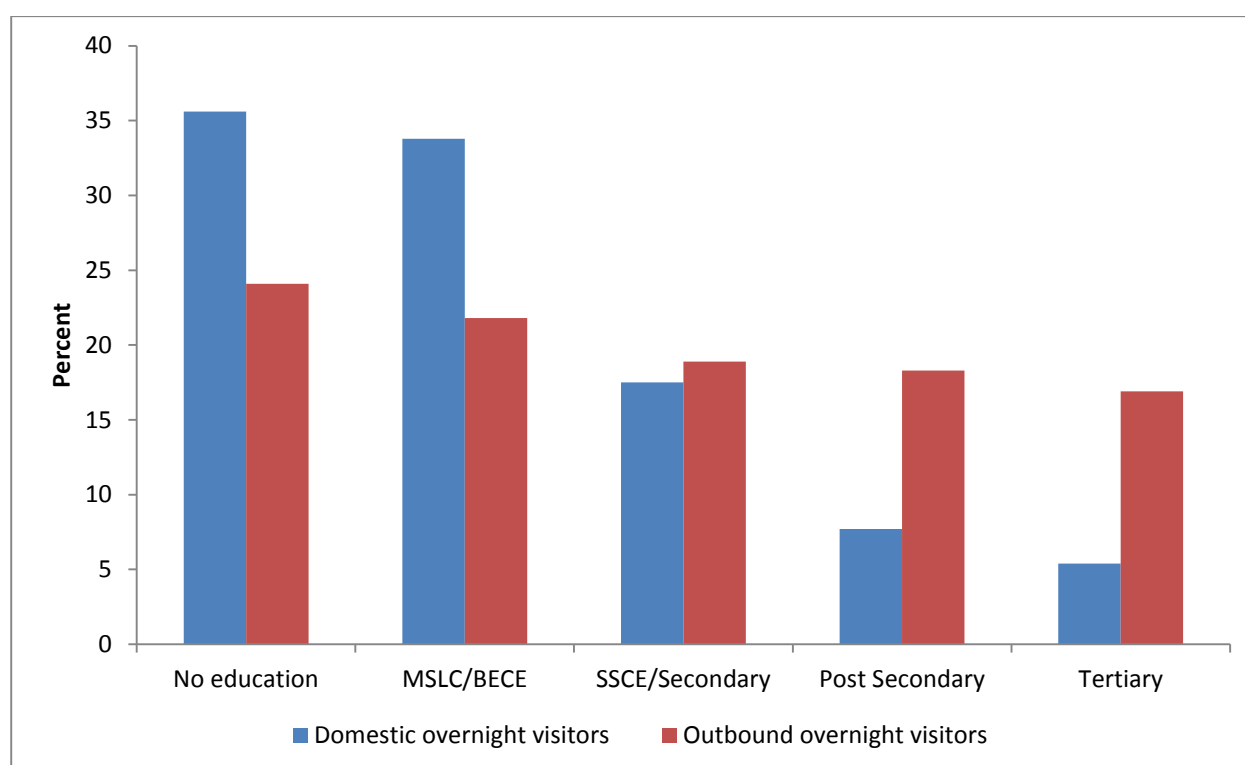
Table 2.4 shows the educational level of visitors by type of visit and sex. The Table indicates that more than one-third (35.6%) of domestic overnight visitors about one-quarter (24.1%) of outbound overnight visitors have no level of education (Figure 1). Nevertheless, 33.8 percent of domestic overnight visitors and 21.8 percent of outbound overnight visitors have attained Middle School Leaving Certificate or Basic Education Certificate Examination (MSLC/BECE). Less than six percent (5.4%) of domestic overnight visitors and less than ten percent (9.1%) of outbound overnight visitors have tertiary education (Figure 1).

Table 2.4: Level of Education of visitors by type of visit and sex

Educational attainment	Domestic overnight visitors				Outbound overnight visitors			
	Male	Female	Total		Male	Female	Total	
			%	Number			%	Number
All	100.0	100.0	100.0	3,589,536	100.0	100.0	100.0	157,560
No education	27.4	42.8	35.6	1,277,579	15.6	33.7	24.1	37,894
MSLC/BECE	33.4	34.2	33.8	1,213,844	25.3	17.8	21.8	34,325
SSCE/Secondary	21.5	14.0	17.5	628,322	20.3	17.4	18.9	29,841
Post-Secondary	9.0	6.5	7.7	274,681	15.2	22.0	18.3	28,897
Tertiary	8.8	2.5	5.4	195,110	23.7	9.1	16.9	26,603

There is disparity in educational levels between the sexes. The proportions of females (42.8%) who have no education among domestic overnight visitors and females (33.7%) among outbound overnight visitors is higher than males (27.4% and 15.6% respectively). Figure 1 shows that outbound visitors are mostly people who are SSCE/Secondary, post-secondary or tertiary graduates.

Figure 1: Percentage distribution of domestic and outbound visitors by level of education



2.6 Literacy Status of Domestic and Outbound Visitors

Table 2.5 presents information on the literacy status of domestic and outbound visitors. Overall, nearly twenty-eight percent (27.8%) of domestic same day and 33.0 percent of domestic overnight visitors cannot read and write in English and any other Ghanaian languages. Literacy rate among domestic same day and overnight visitors is higher than none-literate. Four in every ten (44.4%) domestic same day and 41 percent of overnight visitors can read and write English and a Ghanaian language. There is substantial difference in literacy status between domestic and outbound visitors. Whereas about one-third (33.0%) of domestic overnight visitors are none literate, less than seventeen percent (16.9%) of outbound overnight visitors are none literate. Nearly half of all outbound same day visitors and outbound overnight visitors are literate (49.7% and 49.4% respectively). The proportion of outbound overnight visitors (19.1%) who read and write only English is slightly lower than domestic visitors (20.0%).

Table 2.5: Literacy status of domestic and outbound visitors

Literacy status of visitor	Domestic same day visitors		Domestic overnight visitors		Outbound same day visitors		Outbound overnight visitors	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	1,893,997	100.0	3,562,223	100.00	8,858	100.0	157,561	100.0
None (Not literate)	526,761	27.8	1,177,811	33.0	-	-	26,581	16.9
English	392,254	20.7	703,846	20.0	2,513	28.4	30,164	19.1
Ghanaian language only	95,728	5.1	172,366	5.0	-	-	1,499	1.0
English and Ghanaian language	840,662	44.4	1,458,173	41.0	4,400	49.7	77,888	49.4
English and French	6,671	0.4	8,681	0.0	-	-	1,948	1.2
English, French and Ghanaian language	16,676	0.9	20,764	1.0	1,946	22.0	12,852	8.2
Other	15,246	0.8	20,582	1.0	-	-	6,628	4.2

2.7 Religion of Visitors

Religion, for instance, may have an impact on tourists' behavior with regard to their choices of destination and tourists' products. This section examines the religious affiliation of both domestic and outbound visitors who engaged in tourism activities both in and outside Ghana.

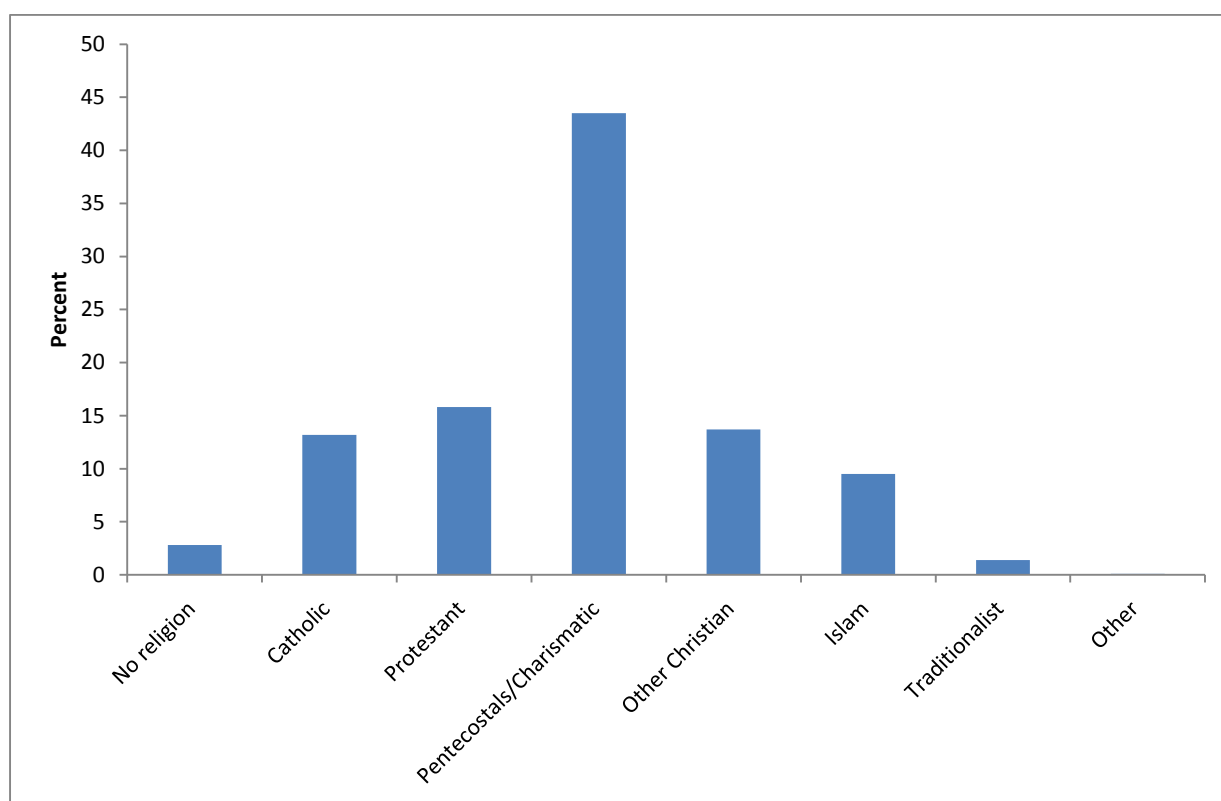
2.7.1 Religious affiliation of Domestic and Outbound Same day Visitors

Table 2.6 indicates that of the total number of same-day visitors (1,900,752.7), 43.5 percent are Pentecostal/Charismatic. This is followed by Protestants (15.8%) and other Christians (13.7%) (Figure 2). Islamic domestic same-day visitors who make overnight trips in Ghana constitute 12.2 percent. For outbound same-day visitors, other Christian constitute more than two-fifths (40.3%) of the visitors, followed by Protestants and Pentecostals/Charismatic (17%) and Islam (10.0%) which may be due to their annual Pilgrimage to Mecca (Figure 2).

Table 2.6: Religious affiliation of domestic and outbound same day visitors

Religious affiliation	Domestic same-day visitors		Outbound same-day visitors	
	Number	Percent	Number	Percent
Total	1,900,752.7	100.0	8,858.3	100.0
No religion	53,553.2	2.8	1,385.3	15.6
Catholic	251,727.8	13.2	-	-
Protestant	299,759.6	15.8	1,507.1	17.0
Pentecostals/Charismatic	826,388.1	43.5	1,507.4	17.0
Other Christian	260,675.5	13.7	3,573.8	40.3
Islam	179,780.4	9.5	884.7	10.0
Traditionalist	27,151.9	1.4	-	-
Other	1,716.1	0.1	-	-

Figure 2: Percentage distribution of domestic same day visitors by religious affiliation



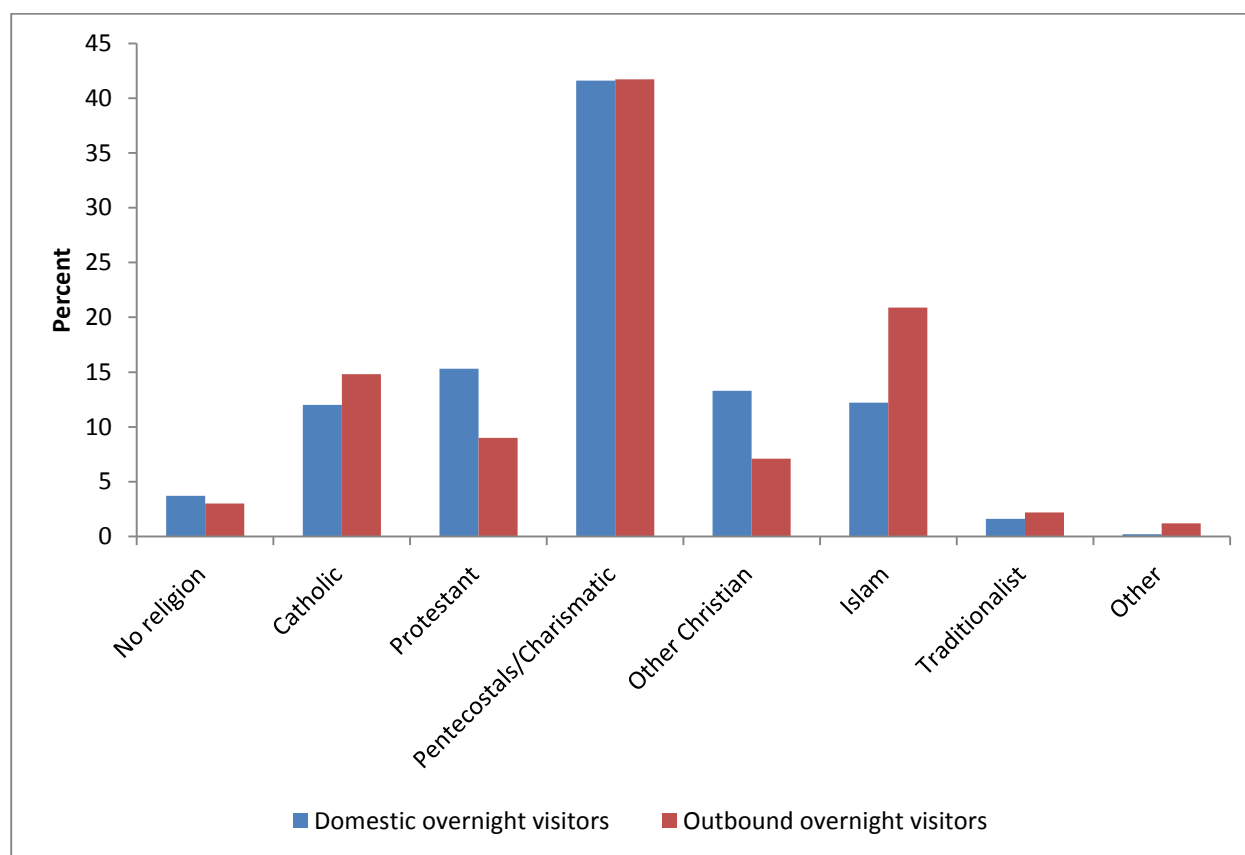
2.7.2 Religious Affiliation of Domestic and Outbound Overnight Visitors

Table 2.7 indicates that of the total number of domestic overnight visitors, 1,494,633 representing 41.6 percent were affiliated to Pentecostal and Charismatic. This is followed by Protestant (15.3%) and other Christians (12.3%). Islamic domestic tourists who made overnight trips in Ghana constituted 12.2 percent. For outbound overnight tourists, Pentecostals and Charismatic represent 42 percent, followed by Islam (20.6%) which may be due to their annual pilgrimage to Mecca (Figure 3).

Table 2.7: Religious affiliation of domestic and outbound overnight visitors

Religious affiliation	Domestic Overnight Visitors		Outbound Overnight Visitors	
	Number	Percent	Number	Percent
Total	3,589,536	100.0	157,561	100.0
No religion	134,125	3.7	4,764	3.0
Catholic	432,201	12.0	23,287	14.8
Protestant	547,561	15.3	14,158	9.0
Pentecostals/Charismatic	1,494,633	41.6	65,748	41.7
Other Christian	477,147	13.3	11,201	7.1
Islam	438,564	12.2	32,944	20.9
Traditionalist	58,598	1.6	3,508	2.2
Other	6,707	0.2	1,949	1.2

Figure 3: Percentage distribution of domestic and outbound visitors by religious affiliation



2.8 Occupation of Domestic and Outbound Visitors

Table 2.8a presents information on the occupation of domestic same-day and outbound overnight visitors. The Table shows that for service/sales workers, the proportion of domestic same-day visitors (25.2%) is more than twice that of domestic overnight visitors (10.4%). On the other hand, with regard to skilled agriculture/fishery workers, the proportion of domestic overnight visitors (35.6%) is higher than domestic same-day visitors (23.9%). A little over two percent (2.3%) of domestic same-day visitors and over one percent (1.4%) of domestic overnight visitors are legislators/managers.

For skilled agriculture/fishery workers, a higher proportion of males (29.1%) than females (17.5%) are domestic same-day visitors. Similarly, there is a larger proportion of males (35.6%) than females (20.6%) who were domestic overnight visitors. On the other hand, the proportion of females (41.3%) engaged as service/sales who were overnight domestic visitors is higher than males (10.4%).

Table 2.8a: Occupation of domestic visitors

Occupation	Domestic same day visitors						Domestic overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	1,488,708	100.0	816,738	100.0	671,970	100.0	2,723,161	100.0	1,342,217	100.0	1,380,944	100.0
Legislators/ managers	34,524	2.3	26,685	3.3	7,839	1.2	37,481	1.4	21,901	1.6	15,580	1.1
Professionals	203,839	13.7	120,852	14.8	82,987	12.3	285,541	10.5	165,847	12.4	119,694	8.7
Technicians and associate professionals	50,507	3.4	42,865	5.2	7,642	1.1	81,752	3	62,987	4.7	18,765	1.4
Clerical support workers	39,683	2.7	22,356	2.7	17,327	2.6	47,546	1.7	26,327	2	21,219	1.5
Service/sales workers	375,146	25.2	106,211	13	268,935	40	709,005	26	139,165	10.4	569,840	41.3
Skilled agric/fishery workers	355,441	23.9	238,038	29.1	117,403	17.5	763,026	28	478,041	35.6	284,985	20.6
Craft and related trades workers	289,860	19.5	154,030	18.9	135,830	20.2	552,948	20.3	265,943	19.8	287,005	20.8
Plant machine operators and assemblers	71,056	4.8	64,479	7.9	6,577	1	110,561	4.1	99,311	7.4	11,250	0.8
Elementary occupations	68,652	4.6	41,222	5	27,430	4.1	133,853	4.9	81,247	6.1	52,606	3.8
Other occupations	-	-	-	-	-	-	1,448	0.1	1,448	0.1	-	-

Table 2.8b presents data on the occupation of outbound same-day visitors and outbound overnight visitors. With regard to outbound same-day visitors, the Table shows that 36.4 percent were service/sales workers, 32.6 percent were legislators/managers and 31 percent, skilled agriculture/fishery workers. The Table indicates further that the outbound overnight visitors were made up of service/sales workers (19.8%), professionals (19.1%), craft and related trades workers (16.9%) and skilled agriculture/fishery workers (15.3%).

Table 2.8b: Occupation of outbound visitors by sex

Occupation	Outbound same day visitors						Outbound overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	7,473.0	100.0	5,966.0	100.0	1,507	100.0	117,652	100.0	64,929	100.0	52,723	100.0
Legislators/managers	1,946.0	26.0	1,946.0	32.6	-	-	15,304	13.0	8,723	13.4	6,581	12.5
Professionals	-	-	-	-	-	-	22,436	19.1	10,099	15.6	12,337	23.4
Technicians and associate professionals	-	-	-	-	-	-	5,737	4.9	3,788	5.8	1,949	3.7
Clerical support workers	-	-	-	-	-	-	5,726	4.9	5,726	8.8	-	-
Service/sales workers	2,170.0	29.0	2,170.0	36.4	-	-	23,260	19.8	10,848	16.7	12,412	23.5
Skilled agric/fishery workers	3,357.0	44.9	1,850.0	31.0	1,507	100.0	18,010	15.3	10,847	16.7	7,163	13.6
Craft and related trades workers	-	-	-	-	-	-	19,912	16.9	12,077	18.6	7,835	14.9
Elementary occupations	-	-	-	-	-	-	7,267	6.2	2,821	4.3	4,446	8.4
Other occupations	-	-	-	-	-	-	-	-	-	-	-	-

2.9 Industry of Domestic and Outbound Overnight Visitors by Sex of Visitor

Table 2.9a shows the distribution of domestic overnight visitors by sex. From the Table, majority of domestic overnight visitors are engaged in agriculture, forestry and fishing (31.4%), followed by those engaged in wholesale and retail trade (21.2%). However, the proportion of male (39.9%) domestic visitors who are engaged in agriculture, forestry and fishing is higher than females (23.2%). A higher proportion of female (31.0%) domestic overnight visitors were engaged in wholesale and retail trade compared to males (11.1%). A very small proportion of domestic overnight visitors (0.2%) were engaged in real estate services.

Table 2.9a: Industry of domestic overnight visitors by sex of visitor (percent)

Industry	Male	Female	Total	Number
All	100.0	100.0	100.0	2,721,664
Agriculture, forestry and fishing	39.9	23.2	31.4	855,406
Mining and quarrying	1.3	0.2	0.7	19,679
Manufacturing	8.6	19.0	13.9	377,741
Electricity, gas, steam and air conditioning supply	0.4	-	0.2	4,970
Water supply, sewerage, waste management	0.6	-	0.3	7,497
Construction	9.0	0.3	4.6	124,473
Wholesale and retail trade	11.1	31.0	21.2	577,154
Transportation and storage	4.6	0.4	2.4	66,517
Accommodation and food service activities	0.8	8.3	4.6	126,239
Information and communication	1.7	-	0.9	23,383
Financial and insurance activities	1.5	0.3	0.9	23,995
Real estate activities	0.3	-	0.2	4,149
Professional, scientific and technical activities	1.4	0.7	1.1	28,617
Administrative and support service activities	0.9	-	0.4	11,947
Public administration and defence	2.9	1	1.9	51,880
Education	8.0	6.7	7.3	199,043
Human health and social work activities	3.0	4	3.5	95,900
Arts, entertainment and recreation	1.2	0.1	0.6	17,312
Other service activities	2.8	4.3	3.5	96,314
Activities of households as employers	-	0.7	0.3	9,448

Table 2.9b shows the distribution of outbound overnight visitors by industry and sex. domestic tourists, the proportion of male outbound overnight tourists (39.9%) is higher than their female counterparts (23.2%) engaged in agriculture, forestry and fishing. The least number of outbound visitors are engaged in arts entertainment and recreational activities.

Table 2.9b: Industry of outbound overnight visitors by sex of visitor

Industry	Male	Female	Total	Number
All	100.0	100.0	100.0	2,721,664
Agriculture, forestry and fishing	39.9	23.2	31.4	855,406
Mining and quarrying	1.3	0.2	0.7	19,679
Manufacturing	8.6	19.0	13.9	377,741
Electricity, gas, stream and air conditioning supply	0.4	-	0.2	4,970
Water supply, sewerage, waste management	0.6	-	0.3	7,497
Construction	9	0.3	4.6	124,473
Wholesale and retail trade	11.1	31	21.2	577,154
Transportation and storage	4.6	0.4	2.4	66,517
Accommodation and food service activities	0.8	8.3	4.6	126,239
Information and communication	1.7	-	0.9	23,383
Financial and insurance activities	1.5	0.3	0.9	23,995
Real estate activities	0.3	-	0.2	4,149
Professional, scientific and technical activities	1.4	0.7	1.1	28,617
Administrative and support service activities	0.9	-	0.4	11,947
Public administration and defence	2.9	1	1.9	51,880
Education	8	6.7	7.3	199,043
Human health and social work activities	3	4	3.5	95,900
Arts, entertainment and recreation	1.2	0.1	0.6	17,312
Other service activities	2.8	4.3	3.5	96,314
Activities of households as employers	-	0.7	0.3	9,448

2.10 Employment Sector of Domestic and Outbound Visitors

Table 2.10 shows the distribution the various categories of visitors according to their sector of employment. For domestic same-day tourism, more than half (51.2%) of the visitors were from the private sector informal, followed by agri-business (19.1%) and the private sector formal (12.4%). The sector with the least number of domestic same-day visitors is international organizations/diplomatic mission (0.1%). In terms of domestic tourists, the same trends are similar to that for same day tourism.

Outbound same-day tourism is patronized by visitors in agri-business, private sector (informal) and the private sector formal workers. For outbound overnight tourism, private sector informal (43.1%) has the highest proportion of visitors, followed by private sector formal (24.1%) and agri-business sector (17.7%).

Table 2.10: Domestic and outbound visitors by employment sector

Employment sector	Domestic Same-day		Domestic overnight		Outbound Same-day		Outbound overnight	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Total	1,414,804	100.0	2,606,025	100.0	6,760	100.0	114,184	100.0
Civil Service	29,774	2.1	47,092	1.8	-	-	2,776	2.4
Public Service	161,834	11.4	215,461	8.3	-	-	10,830	9.5
Parastatals	5,322	0.4	-	-	-	-	-	0.0
NGOs (Local & International)	11,847	0.8	16,374	0.6	-	-	-	0.0
Cooperatives	2,959	0.2	2,978	-	-	-	1,637	1.4
Inter. Organ. /Diplomatic Mission	1,315	0.1	2,808	-	-	-	-	0.0
Private Sector Formal (including paid apprentices)	175,533	12.4	281,496	10.8	1,930	28.5	27,554	24.1
Private Sector (informal)	724,853	51.2	1,362,167	52.3	2,108	31.2	49,230	43.1
Agric Business	270,454	19.1	636,394	24.4	2,722	40.3	20,227	17.7
Other (Specify)	30,913	2.2	41,255	1.6	-	-	1,930	1.7

CHAPTER THREE

VOLUME OF DOMESTIC AND OUTBOUND TOURISM

3.1 Introduction

This chapter presents information on domestic and outbound visitors and number of trips made, the region and country of visit, purpose of travel, mode of travel, type of tour, type of accommodation unit stayed in, and duration of stay within and outside Ghana. The information relates to both domestic and outbound same-day visitors. A trip is defined as consisting of both travel to the destination(s) as well as return to the usual environment of the visitor.

3.2 Region of visit in Ghana and country of visit

Ghana is made up of ten administrative regions and visitors can travel to any of the regions for tourism purposes. The choice of any region by domestic visitors depends on the reason for the trip. Some visitors, apart from traveling to any region in Ghana, also visit other countries for tourism purposes.

3.2.1 Region of visit in Ghana by domestic Visitors

Table 3.1a presents the distribution of visitors by sex and region visited. Out of nearly 2 million domestic same-day visitors and about 2.3 million overnight visitor trips made to the regions, Ashanti region received 19.8 percent of the same day visitors and 18.7 percent of overnight visitors (Table 3.1a). The proportion of female (21.6%) same-day visitors to the region is higher than female (19.4%) overnight visitors. On the contrary, the proportion of male (18.2%) same-day visitors to the Ashanti region is slightly higher than male (17.8%) overnight visitors.

Table 3.1a: Domestic visitors by region visited and sex of visitors

Region visited	Domestic same-day visitors						Domestic overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All Regions	1,900,752	100.0	1,021,385	100.0	879,367	100.0	2,617,024	100.0	1,148,979	100.0	1,468,045	100.0
Western	95,475	5.0	68,938	6.7	26,537	3.0	209,037	8.0	82,165	7.2	126,872	8.6
Central	245,746	12.9	121,271	11.9	124,475	14.2	278,998	10.7	116,681	10.2	162,317	11.1
Greater Accra	295,208	15.5	157,518	15.4	137,690	15.7	482,598	18.4	201,046	17.5	281,552	19.2
Volta	231,926	12.2	117,963	11.5	113,963	13.0	288,395	11.0	114,548	10.0	173,847	11.8
Eastern	316,937	16.7	168,037	16.5	148,900	16.9	332,012	12.7	162,236	14.1	169,776	11.6
Ashanti	375,740	19.8	185,560	18.2	190,180	21.6	488,253	18.7	204,153	17.8	284,100	19.4
BrongAhafo	224,003	11.8	115,584	11.3	108,419	12.3	221,273	8.5	96,694	8.4	124,579	8.5
Northern	77,792	4.1	60,435	5.9	17,357	2.0	200,958	7.7	108,755	9.5	92,203	6.3
Upper East	14,885	0.8	11,095	1.1	3,790	0.4	55,381	2.1	40,502	3.5	14,879	1.0
Upper West	23,040	1.2	14,984	1.5	8,056	0.9	60,119	2.3	22,199	1.9	37,920	2.6

The next destination for domestic same-day visitors after Ashanti is the Eastern region (16.7%). This is followed by Greater Accra (15.5%) and Central (12.9%). Relatively lower proportions of domestic same-day visitors traveled to the Northern (4.1%), Upper West (1.2%) and Upper East (0.8%) regions. Similarly, for domestic overnight visitors, the Northern (7.7%), Upper West (2.3%) and Upper East (2.1%) regions received low proportions. The Ashanti region (18.7%) also recorded the highest proportion of overnight visitors followed by Greater Accra (18.4%) and the Eastern (12.7%) regions (Figure 3.1).

Figure 3.1: Percentage distribution of domestic visitors by region of visit

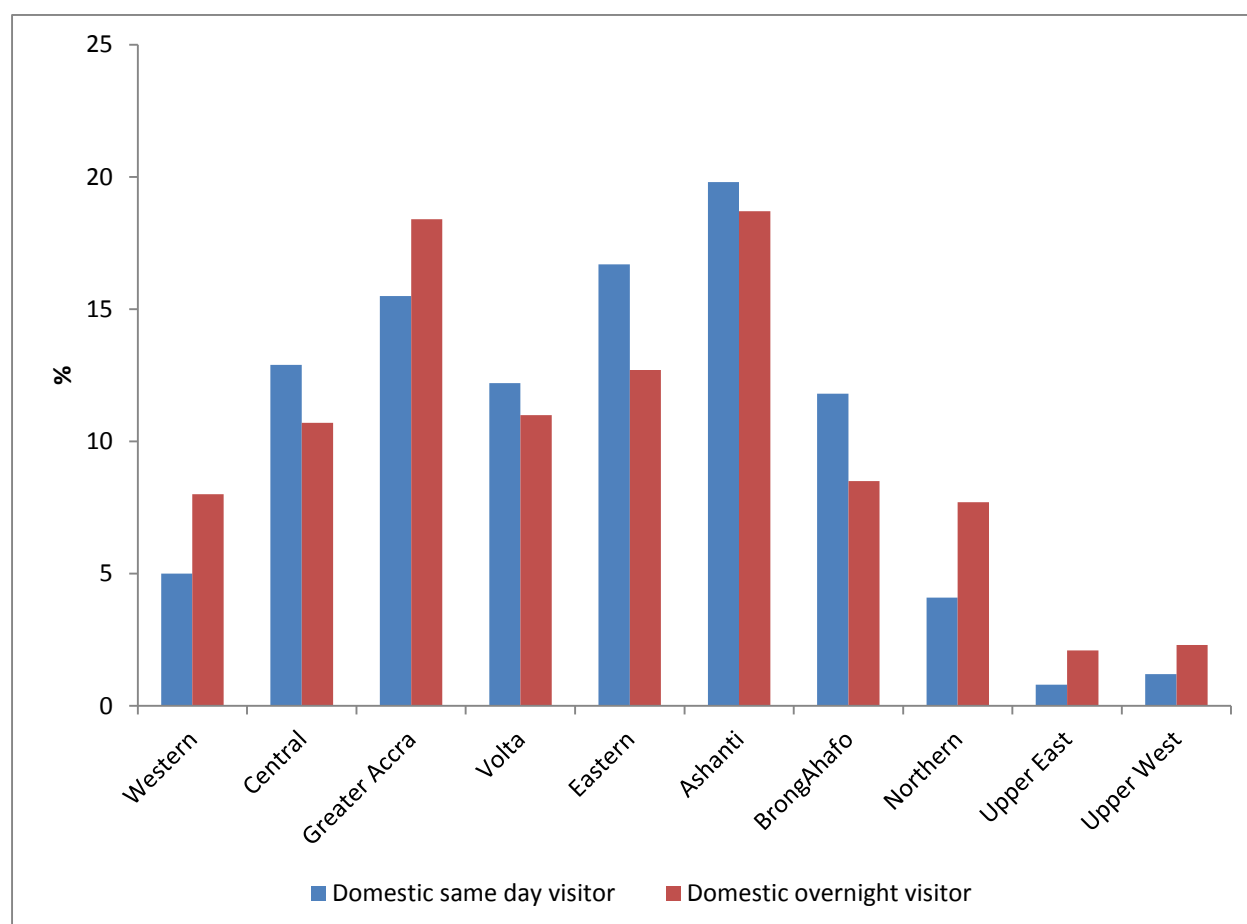
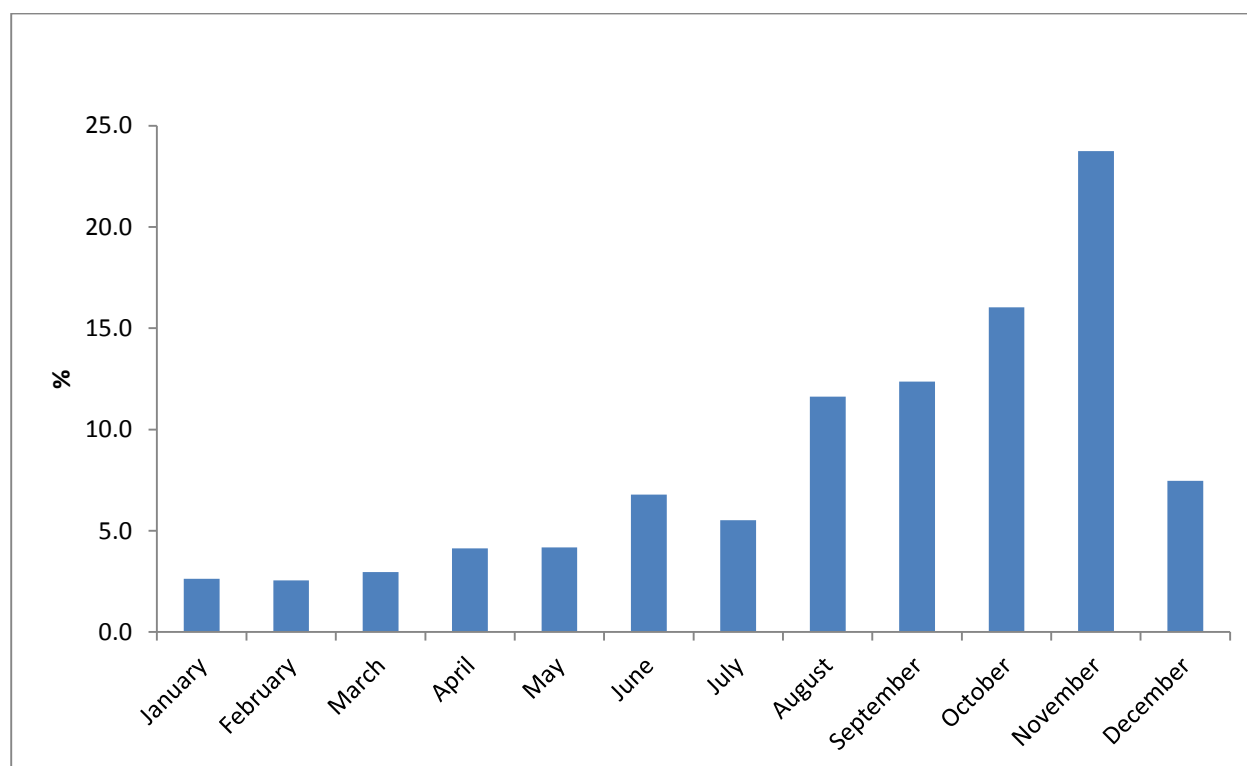


Table 3.1b presents the month and region of visit by domestic visitors. The results reveal that overall, the highest proportion of domestic visitors traveled in November (23.7%), and this is true for all regions. This is followed by travels made in October, representing 16 percent. The next month of significance for domestic visitor travels is September. The month with the least number of visitor travels is February, accounting for 2.5 percent of the total travels (Figure 3.2).

Table 3.1b: Domestic visitors by region of visit and month

Month of visit	Western	Central	Greater Accra	Volta	Eastern	Ashanti	Brong Ahafo	Northern	Upper East	Upper West	Total
All	209,036	278,997	486,604	292,892	332,011	492,635	221,272	201,715	57,087	60,120	2,632,369
January	5,528	4,774	16,197	4,758	4,188	15,920	6,556	11,348	0	0	69,269
February	4,451	11,246	4,954	4,830	4,393	20,965	5,882	9,404	343	499	66,967
March	1,340	4,783	13,022	10,328	13,815	17,548	5,469	10,462	-	1,271	78,038
April	14,889	6,621	27,985	10,772	9,185	19,671	5,629	6,169	5,583	2,076	108,580
May	9,414	7,632	9,384	21,757	13,449	14,316	20,690	12,806	240	343	110,031
June	11,206	9,997	42,237	8,326	18,175	30,563	17,980	26,038	7,719	6,375	178,616
July	10,714	16,574	28,219	13,913	20,145	23,214	14,260	9,262	3,225	5,982	145,508
August	36,407	21,349	75,774	33,118	29,828	54,398	22,625	18,041	7,640	6,574	305,754
September	36,996	32,958	60,762	35,717	22,437	71,079	22,055	29,602	7,607	6,420	325,633
October	24,902	58,156	71,159	49,855	71,854	72,388	37,183	24,595	6,755	5,338	422,185
November	43,291	81,401	107,400	72,649	98,306	114,846	45,216	35,893	9,007	17,175	625,184
December	9,898	23,506	29,511	26,869	26,236	37,727	17,727	8,095	8,968	8,067	196,604

Figure 3.2: Percentage distribution of domestic visitors by month of visit

3.1.2 Outbound Visitors by Country of Visit

Table 3.2 examines trips made abroad by both Ghanaian and non-Ghanaian residents. The data show that all outbound same-day trips abroad are made to other ECOWAS countries. For outbound overnight trips, 83.6 percent of the visitors travel to other ECOWAS countries, 6.9 percent of them travel to African countries other than ECOWAS, and 9.5 percent go to

countries outside Africa. The proportion of outbound overnight female visitors to other ECOWAS countries (84.3%) is higher than males (82.9%). On the other hand, the proportion of outbound overnight male visitors to countries in Africa other than ECOWAS (8.0%) is higher compared with females (5.6%). In case of outbound overnight visitor travels outside Africa, the proportion of females (10.1%) is higher than males (9.0%).

Table 3.2: Outbound visitors by country of visit and sex of visitor

Country of visit	Outbound same day visitors						Outbound overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	17,718	100.0	11,932	100.0	5,786	100.0	315,122	100.0	168,252	100.0	146,870	100.0
Other ECOWAS	17,718	100.0	11,932	100.0	5,786	100.0	263,362	83.6	139,526	82.9	123,836	84.3
Other African	-	-	-	-	-	-	21,761	6.9	13,540	8.0	8,221	5.6
Outside Africa	-	-	-	-	-	-	29,999	9.5	15,186	9.0	14,813	10.1

3.2 Trips made by Domestic and Outbound Visitors

Table 3.3 presents the distribution of domestic visitors by number of trips made in the 12 months preceding the survey. More than two-thirds (68.4%) of same-day visitors and more than four-fifths (82.0%) of domestic overnight visitors made less than 5 trips each during the reference period. For same-day visitors, larger proportion of females (72.2%) than males (65.1%) made less than 5 trips.

Less than one-fifth (19.2%) of domestic same-day visitors and about one out of ten (9.4%) domestic overnight visitors made between 5 and 9 trips in the 12 months before the survey. A larger proportion of males made more trips than their female counterparts for both same day and overnight trips.

Table 3.3: Domestic visitors by number of trips and sex

Number of trips	Domestic same day visitors						Domestic overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	1,900,753	100.0	1,021,386	100.0	879,367	100.0	3,589,535	100.0	1,684,805	100.0	1,904,730	100.0
Below 5	1,300,430	68.4	665,150	65.1	635,280	72.2	2,941,781	82.0	1,322,303	78.5	1,619,478	85.0
5-9	315,957	16.6	196,116	19.2	119,841	13.6	387,961	10.8	208,516	12.4	179,445	9.4
10-14	141,407	7.4	74,343	7.3	67,064	7.6	149,612	4.2	90,840	5.4	58,772	3.1
15-19	24,599	1.3	18,943	1.9	5,656	0.6	35,656	1.0	17,199	1.0	18,457	1.0
20-24	48,371	2.5	26,754	2.6	21,617	2.5	35,701	1.0	21,883	1.3	13,818	0.7
25+	69,989	3.7	40,080	3.9	29,909	3.4	38,824	1.1	24,064	1.4	14,760	0.8

Table 3.3 also indicates that 7.4 percent of same-day visitors made 10-14 trips compared to 4.2 percent of domestic overnight visitor trips

For overnight trips, the proportion of males (1.3%) who made between 20 and 24 trips is slightly higher than females (0.7%). About 4 percent of domestic same-day visitors and 1.0 percent of overnight visitors made 25+ trips each.

Table 3.4 presents the distribution of outbound visitors by number of trips, and sex of visitor. More than two-fifths (45.1%) of outbound same-day visitors and 94 percent of outbound overnight visitors made below 5 trips each. A larger proportion of females (52.1%) than males (41.7%) made below 5 outbound same-day trips. Similarly, a slightly higher proportion of females (95.3%) made less than 5 outbound overnight trips compared with males (92.9%).

More than one-third (36.5%) of same-day and a little over one percent (1.4%) of overnight outbound visitors make between 5 and 9 trips. A higher proportion of females (1.9%) made between 5 and 9 outbound overnight trips compared with males (0.9%). With regard to outbound same-day trips a larger proportion of females than males made between 5 and 9 trips (47.9% and 31.0% respectively). Over four percent (4.6%) of outbound overnight visitors made more than 10 trips. For overnight outbound trips, a larger percentage of males (6.2%) than females (2.8%) report making 10 or more trips.

Table 3.4: Outbound overnight visitors by number of trips and sex

Number of trips	Outbound same day visitors						Outbound overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	8,857	100.0	5,965	100.0	2,892	100.0	157,562	100.0	84,126	100.0	73,436	100.0
Below 5	3,994	45.1	2,487	41.7	1,507	52.1	148,098	94.0	78,117	92.9	69,981	95.3
.5-.9	3,235	36.5	1,850	31.0	1,385	47.9	2,142	1.4	758	0.9	1,384	1.9
10+	1,628	18.4	1,628	27.3	-	0.0	7,322	4.6	5,251	6.2	2,071	2.8

Mode of Travel

Mode of travel (or means of travel or form of travel) is a term used to distinguish substantially different ways of movement from one destination to another. The dominant modes of transport are aviation and land transport, which includes rail, road, and water transport. When a visitor uses more than one mode of travel to his or her destination, the one used for the longest stretch of travel is taken as the main mode of travel. Tables 3.5a and 3.5b provide information on the mode of travel of domestic and outbound visitors, disaggregated by sex. Table 3.5a shows that almost all (99.7 %) of the domestic same-day visitors travelled by road. More than nine out of ten (99.4%) of the domestic overnight visitors travel by road while the rest travel by either air (0.2%), rail (0.1%), sea (0.1%) or other means. The same proportion of females compared to males travel by road as domestic same day visitors. A higher proportion of female overnight visitors (99.6%), however, travel by road compared with males (99.1%).

Table 3.5a: Mode of travel of domestic visitors by sex

Mode of travel	Domestic same day visitors						Domestic overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	1,902,138	100.0	1,021,386	100.0	880,752	100.0	3,604,194	100.0	1,690,264	100.0	1,913,930	100.0
Air	1,838	0.1	0.0	0.0	1,838	0.2	7,229	0.2	5,052	0.3	2,177	0.1
Sea	0.0	0.0	0.0	0.0	0.0	0.0	5,090	0.1	2,302	0.1	2,788	0.1
Road	1,897,231	99.7	1,018,815	99.7	878,416	99.7	3,582,523	99.4	1,675,705	99.1	1,906,818	99.6
Railway	498	0.0	498	0.0	0.0	0.0	1,515	0.0	1,515	0.1	0.0	0.0
Other	2,571	0.1	2073	0.2	498	0.1	7,837	0.2	5,690	0.3	2,147	0.1

Table 3.5b shows the mode of travel by outbound visitors. With regard to outbound same-day visitors, 66.5 percent travel by road, 18.3 percent travel by air, and 15.2 percent by other means. A greater proportion of males (86.4%) travel by road compared to females (44.6%). However, a higher proportion of female outbound same day visitors (38.5%) travel by air compared to males (18.3%).

A similar pattern is observed for outbound overnight visitors, where 68.9 percent travel by road, 29.1 percent by air and less than one percent travel by sea or lake. A slightly higher proportion of females (72.9%) than males (65.3%) travel by road while one-third of males (33.2%) travel by air compared with females (24.5%).

Table 3.5b: Mode of travel of outbound visitors by sex

Country of visit	Outbound same day visitors						Outbound overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	23,938	100.0	12,543	100.0	11,395	100.0	160,061	100.0	85,240	100.0	74,821	100.0
Air	4,382	18.3	0.0	0.0	4,382	38.5	46,612	29.1	28,265	33.2	18,347	24.5
Sea	-	-	-	-	-	-	1,275	0.8	1,275	1.5	0.0	0.0
Road	15,913	66.5	10,836	86.4	5,077	44.6	110,238	68.9	55,700	65.3	54,538	72.9
Other	3,643	15.2	1,707	13.6	1,936	17.0	1,936	1.2	0.0	0.0	1,936	2.6

Table 3.6 shows the number of domestic and outbound visitors by month of visit. A total of 1.9million domestic same-day visitors, 3.6million domestic overnight visitors and 0.2million outbound overnight visitors undertook trips during the reference period. These trips were mostly undertaken in November (31.9% of domestic same-day visits, 23.8% of domestic overnight visits and 20.8% of outbound overnight visits). The next important month of travel is October for domestic visitors and August for outbound visitors (13.3%).

Table 3.6 Domestic and outbound visitors by month of visit

Month of visit	Domestic same day visitors		Domestic overnight visitors		Outbound overnight visitors	
	Number	Percent	Number	Percent	Number	Percent
Total	1,900,753	100.0	3,589,536	100.0	157,561	100.0
January	21,451	1.1	82,052	2.3	4,987	3.2
February	33,534	1.8	87,433	2.4	6,706	4.3
March	43,032	2.3	104,483	2.9	4,415	2.8
April	54,032	2.8	147,977	4.1	9,440	6.0
May	50,184	2.6	160,512	4.5	9,601	6.1
June	74,829	3.9	225,072	6.3	14,167	9.0
July	75,512	4.0	203,422	5.7	10,462	6.6
August	151,998	8.0	452,518	12.6	20,986	13.3
September	216,475	11.4	430,517	12.0	15,034	9.5
October	292,740	15.4	577,220	16.1	18,020	11.4
November	606,263	31.9	855,851	23.8	32,724	20.8
December	280,703	14.8	262,479	7.3	11,019	7.0

3.4 Type of Tour

A self-arranged or non-package tour is one in which the visitor does his or her own travel arrangements in terms of the purchase of tourism products. A package tour comprises a number of tourism products which are purchased by a traveler as a single entity. Examples are transport and accommodation, meals, tours, car hire or any other product of interest to the tourist.

Table 3.7a presents the distribution of domestic and outbound same-day and overnight visitors by type of tour. Overall, 91.1 percent of domestic same-day visitors tend to arrange for their own travel while only 8.9 percent travel on package tours (Table 3.7a). For domestic overnight visits, 94 percent of visitors tend to arrange for their own travel while only 6 percent travel on package tours.

Table 3.7a: Distribution of tour type by domestic and outbound visitors

Tour type	Domestic same-day visitors	Domestic overnight visitors	Outbound same-day visitors	Outbound overnight visitors
Package Tour	8.9	6.0	-	26.5
Non-package tour	91.1	94.0	100.0	73.5
Total	100.0	100.0	100.0	100.0

Table 3.7b presents the distribution of domestic same-day and overnight visitors by type of tour. In terms of monthly travels by domestic same-day visitors, about a third (32.2%) of the non-package tours and 28.8 percent of the package tours occurred in November. The months of May (1.3%) and February (1.4%) recorded the least number of package and non-package tours respectively (Table 3.7b). Most of the non-package tours by domestic overnight visitors occurred in November (24.4%) while one-fifth (21.1%) of the package tours occurred in October.

Table 3.7b: Domestic visitors by type of tour and month of tour

Month of travel	Domestic same day visitors				Domestic overnight visitors			
	Package Tour	Non-package tour	Total		Package Tour	Non-package tour	Total	
			Percent	Number			Percent	Number
All	100.0	100.0	100.0	1,899,406	100.0	100.0	100.0	3,602,092
January	3.3	0.9	1.1	21,451	3.0	2.3	2.3	83,987
February	5.4	1.4	1.8	33,534	5.1	2.3	2.4	87,433
March	2.3	2.2	2.2	41,688	2.0	3.0	2.9	104,482
April	2.2	2.9	2.8	54,032	4.3	4.1	4.1	147,977
May	1.3	2.8	2.6	50,184	6.4	4.3	4.5	160,513
June	4.3	3.9	3.9	74,828	3.0	6.4	6.2	223,729
July	8.1	3.6	4.0	75,512	6.5	5.6	5.6	203,423
August	9.2	7.9	8.0	151,998	14.8	12.4	12.6	452,518
September	13.8	11.2	11.4	216,474	9.7	12.2	12.0	432,773
October	9.4	16.0	15.4	292,740	21.1	15.8	16.1	578,976
November	28.8	32.2	31.9	606,263	18.0	24.4	24.0	863,802
December	12	15.1	14.8	280,702	6.1	7.4	7.3	262,479

Table 3.7c presents the distribution of outbound same-day and overnight visitors by type of tour. The Table shows that outbound same-day visitors do not utilize package tours. All outbound same-day visitors tend to arrange for their own travel. About three-quarters (73.5%) of the outbound overnight visitors arranged for their own travel while a little over a quarter (26.5%) arranged for package tours.

With regard to outbound same-day visitors, non-package tours occur mostly in November while some months, February, April, June, July and September record no non-package tours.

Overall, outbound overnight visitors who travelled on non-package tours made visits mostly in November, accounting for 22.7 percent of the non-package travels while package tours were mostly made in September, accounting for 16.1 percent.

Table 3.7c: Outbound visitors by type of tour and month of tour

Month of travel	Outbound same day visitors			Outbound overnight visitors			
	Non-package tour	Total		Package Tour	Non-package tour	Total	
		%	Number			%	Number
All	100.0	100.0	23,937	100.0	100.0	100.0	160,059
January	8.1	8.1	1,936	-	5.4	4.0	6,372
February	-	-		8.7	2.6	4.2	6,705
March	9.4	9.4	2,256	5.2	1.9	2.8	4,415
April	-	-		4.7	6.3	5.9	9,440
May	6.3	6.3	1,507	9.4	4.8	6.0	9,601
June	-	-		15.4	6.6	8.9	14,166
July	-	-		-	8.8	6.5	10,462
August	11.8	11.8	2,822	14.1	13.7	13.8	22,102
September	-	-		16.1	7.1	9.4	15,033
October	8.1	8.1	1,946	4.5	13.6	11.3	18,020
November	42.3	42.3	10,129	13.9	22.7	20.4	32,725
December	14.0	14.0	3,341	8.0	6.5	6.9	11,018

3.5 Nature of Trips

Table 3.8 shows the distribution of domestic and outbound overnight visitors by nature of trip. About three-quarters (75.4%) of the domestic overnight visits were individual household travels, 13.9 percent were households while business travels accounted for 11.2 percent. More than six out of ten (63.2%) outbound overnight travels were by individuals, 28 percent were for business activities, while about one out of ten (10%) were by households.

Table 3.8: Nature of trips by domestic and outbound overnight visitors

Nature of trip	Domestic overnight visitors				Outbound overnight visitors			
	In Ghana	Total			Outside Ghana	Total		
		Both	%	Number		Both	%	Number
All	100.0	100.0	100.0	3,604,195	100.0	100.0	100.0	160,062
Individual	75.4	58.1	75.1	2,706,087	63.2	54.6	59.8	95,758
Household	13.9	7.9	13.8	495,648	8.7	11.9	10.0	15,998
Business	10.7	33.9	11.2	402,460	28.0	33.5	30.2	48,306

3.6 Type of Accommodation Domestic and Outbound Overnight Visitors Use by Short and Long Visits

Table 3.9 reports on the types of accommodation used by domestic tourists for short and long visits. For all trips, majority of the domestic visitors stay in their friends' or relatives' residence (81.3%), while 6.7 percent stay in private homes. Only about three percent (2.8%) stay in hotels, while less than one percent stay in holiday dwellings, work holiday camp and tourist camp site.

In the case of domestic tourists who made short overnight trips (1-3nights), more than six out of ten (63.0%) stayed in their friends' or relatives' homes while one out of ten (10.7%) stayed in private/second homes and 12.8 percent stayed in hotels. For long overnight trips (4+ nights), a greater proportion of the domestic tourists stayed in their friends' or relatives' homes (80.8%). Nearly seven percent (6.8%) stayed in private/second homes, 3.1 percent stayed in hotels while less than one percent stayed in holiday dwellings, work holiday camp or tourist camp site.

Table 3.9: Type of accommodation domestic overnight visitors' use by short and long visits

Type of accommodation	All trips		Short overnight trips ((1-3 nights))		Long overnight trips ((4+ nights))	
	Number	Percent	Number	Percent	Number	Percent
All	3,477,904	100.0	110,182	100.0	3,588,086	100.0
Hotel	97,166	2.8	14,116	12.8	111,282	3.1
Guest house	54,866	1.6	3,380	3.1	58,246	1.6
Budget Hotel	21,321	0.6	-	-	21,321	0.6
Hostel	48,546	1.4	5,559	5.0	54,105	1.5
Health establishment	39,723	1.1	2,108	1.9	41,831	1.2
Work holiday camp	17,355	0.5	-	-	17,355	0.5
Holiday dwelling	4,326	0.1	-	-	4,326	0.1
Tourist campsite	9,721	0.3	-	-	9,721	0.3
Private/second home	232,768	6.7	11,769	10.7	244,537	6.8
Friends'/relative's home	2,828,530	81.3	69,390	63.0	2,897,920	80.8
Other	123,582	2.8	3,860	3.5	127,442	3.6

Table 3.10 shows the type of accommodation used by outbound tourists by type of visit for all trips. Nearly six out of ten (57.3%) outbound tourists stayed in friends' or relatives' residence, with about one-quarter staying in hotels (26.9%) while 4.9 percent stayed in private/ second homes. Similar trends are observed for long outbound overnight (4+ nights) visits. The results show that more than half (58%) of the outbound tourists stayed in friends' or relatives' residence, while 26.5 percent stayed in hotels. Private/second homes recorded 4.8 percent, guest houses, 2.4 percent and hostels, 2.3 percent.

Table 3.10: Type of accommodation outbound visitors use by short and long visits

Type of accommodation	All trips		Short overnight trips ((1-3 nights)		Long overnight trips ((4+ nights)	
	Number	%	Number	%	Number	%
All	155,486	100.0	2,075	100.0	157,561	100.0
Hotel	41,820	26.9	-	-	41,820	26.5
Guest house	3,792	2.4	-	-	3,792	2.4
Budget hotel	2,080	1.3	-	-	2,080	1.3
hostel	3,638	2.3	-	-	3,638	2.3
Private/second home	7,611	4.9	-	-	7,611	4.8
Friends'/relative's home	89,169	57.3	2,075	100.0	91,244	57.9
Other	7,376	4.7	-	-	7,376	4.7

3.7 Purpose of Visit of Domestic and Outbound Visitors for Short and Long Overnight Trips.

The purpose of visit is defined as the reason for which the trip was undertaken. In other words, in the absence of the main purpose, the trip would not have been taken. The purpose of visit by major groups for domestic and outbound tourism has been classified into two: personal; and business and professional. *Personal* includes holidays, leisure, and recreation, visiting friends and relatives, education and training, health and medical care, religion/pilgrimages, shopping, transit, and others. Business and professional is made up of the activities of the self-employed and employees as long as they do not engage in any gainful employment in the place or country visited, for example, investors, businessmen, etc. It also includes, for example, attending meetings, participating in scientific or academic research, conferences or congresses, trade fairs and exhibitions; giving lectures, concerts, shows and plays; promoting, purchasing, selling or buying goods or services on behalf of non-resident producers of the place or country visited (UNWTO definition).

Table 3.11 presents the purpose of visit by domestic overnight visitors by all trips (short and long overnight trips). For all trips, 40 percent were visits to friends and relatives, 29.6 percent attended funerals and 13.8 percent embarked on business activities. For short overnight trips (1-3 nights), 40.1 percent were for visiting friends and relatives, 30.1 percent were for funerals and 13.1 percent for business tourism. With regard to long overnight trips (4+nights) 36.6 percent were for visiting friends and relatives, 35.2 percent engaged in business activities while 14.6 percent attended funerals

Table 3.11: Purpose of visit of domestic visitors by all trips, short and long overnight trips

Purpose of visit	All trips		Short overnight trips ((1-3 nights)	Long overnight trips (4+ nights)
	Number	Percent		
All	3,588,087	100.0	100.0	100.0
Funeral	1,062,308	29.6	30.1	14.6
Leisure/recreation/holiday	147,150	4.1	4.1	3.1
Visiting friends/relatives	1,433,455	40.0	40.1	36.6
Business	494,011	13.8	13.1	35.2
Health treatment	110,798	3.1	3.1	2.9
Religion/pilgrimage	155,017	4.3	4.4	1.9
Education/training	68,660	1.9	1.8	5.6
Shopping	10,014	0.3	0.3	-
Other	106,674	3.0	3.1	-

3.8 Domestic same-day visitors by purpose of visit

Table 3.12a presents information on domestic same-day visitors by region and purpose of visit. Nearly one-third of the same-day visits were to friends and relatives (31%), about one-quarter (25.6%) were for funeral visits while those for business activities accounted for 21.6 percent of the visitors. The three purposes, visiting friends and relatives, funeral and business accounted for 78.3% of the same day visitors

Eastern region recorded the highest number of same-day visitors (109,831) for funerals, followed by Ashanti region (87,907) and Volta region (70,935). Regarding visiting friends and relatives, Ashanti region recorded the highest number of same-day visitors (131,563), followed by Greater Accra (90,353) Eastern (95,875) regions. For business visits, Greater Accra region recorded the highest number (90,361) followed by Ashanti (88,826) and Eastern (57,494) regions.

Table 3.12a: Domestic same-day visitors by region and purpose of visit

Region	Funeral	Leisure/ recreation/ holiday	Visiting friends/ relatives	Business	Health treatment	Religion/ pilgrimage	Education/ training	Shopping	Other
All	486,687	95,541	589,270	411,505	73,237	72,804	58,712	59,926	53,073
Western	20,035	4,958	25,593	29,676	3,385	1,449	1,172	1,342	7,866
Central	67,662	18,467	85,629	34,050	2,341	13,735	7,202	4,957	11,704
Greater Accra	41,156	21,291	99,353	90,361	10,339	5,400	5,570	9,785	11,954
Volta	70,935	3,896	54,162	44,852	21,517	12,370	10,541	12,377	1,275
Eastern	109,831	22,744	95,875	57,494	8,646	7,909	10,847	3,590	-
Ashanti	87,907	11,997	131,563	88,826	7,324	19,302	9,745	8,460	10,616
Brong Ahafo	46,991	11,190	64,262	42,558	17,792	8,315	7,129	16,850	8,916
Northern	25,623	757	22,540	18,783	1,116	3,323	4,625	1,025	-
Upper East	3,260	-	4,973	4,035	777	-	1,099	-	742
Upper West	13,287	241	5,320	870	-	1,001	782	1,540	-

The three purposes, visiting friends and relatives, funeral and business visits accounted for 78.3% of the same day visitors

Table 3.12b describes same-day visitors by month and purpose of visit. The Table shows that visiting friends and relatives occurred mostly in November (196,664), followed by September (82,507) and October (80,942) with the least being in January (1,116). Attending funerals occurred mainly in November (132,944), followed by October (93,105) and then September (62,044) while February (4,444) recorded the least. Business visits by same-day visitors occurred mostly in November (148,502), followed by December (75,993) and October (55,239). The least number of business visits was recorded in January (6,164).

Table 3.12b: Domestic same-day visitors by month and purpose of visit

	Funeral	Leisure/ recreation/ holiday	Visiting friends/ relatives	Business	Health treatment	Religion/ pilgrimage	Education/ training	Shopping	Other
Total	486,687	95,540	589,268	411,505	73,237	72,802	58,714	59,926	53,072
January	7,565	-	1,116	6,164	3,138	-	-	1,524	1,944
February	4,444	3,485	11,085	8,779	2,071	1,837	1,833	-	-
March	14,884	5,127	9,991	8,251	-	-	2,703	2,076	-
April	8,697	10,489	23,187	7,739	1,838	-	-	2,082	-
May	9,082	-	21,446	12,736	2,321	-	1,026	3,572	-
June	16,701	2,309	32,396	16,788	-	5,043	1,592	-	-
July	24,488	10,968	16,200	9,182	1,545	-	1,947	3,574	7,609
August	57,222	8,268	37,893	28,421	6,069	2,377	6,526	3,274	1,948
September	62,044	14,563	82,507	33,711	2,611	2,890	4,020	8,257	5,871
October	93,105	8,835	80,942	55,239	17,526	13,077	6,816	10,617	6,582
November	132,944	18,661	196,664	148,502	17,514	30,471	18,087	17,979	25,441
December	55,511	12,835	75,841	75,993	18,604	17,107	14,164	6,971	3,677

3.9 Domestic and Outbound Visitors by Purpose of Visit

Table 3.13a presents information on domestic visitors by purpose of visit. The proportion of domestic overnight visitors (40%) who visited friends and relatives is higher than domestic same-day visitors (31.8%). Similarly, a higher proportion of domestic overnight travels (29.6%) were for funerals compared with domestic-same day visits (25.6%). Less than one percent (0.3%) of domestic overnight visitors and less than four percent (3.2%) of domestic same day visitors travelled for shopping.

With regard to the distribution by sex, for domestic overnight visits, a higher proportion of females (36.1%) than males (22.3%) attended funerals. Similarly, a larger proportion of females (42.7%) than males (36.8%) visited friends and relatives. A little over one-fifth (21.6%) of domestic same-day visitors and 13.8 percent of domestic overnight visitors travelled for business purposes.

Table 3.13a: Domestic visitors by purpose of visit and sex of visitor

Main purpose of visit	Domestic same day visitors				Domestic overnight visitors			
	Male	Female	Total		Male	Female	Total	
			Percent	Number			Percent	Number
All	100.0	100.0	100.0	1,900,750	100.0	100.0	100.0	3,588,086
Funeral	21.7	30.1	25.6	486,687	22.3	36.1	29.6	1,062,307
Leisure/recreation/holiday	5.3	4.7	5.0	95,541	4.1	4.1	4.1	147,150
Visiting friends/relatives	30.3	31.8	31	589,268	36.8	42.7	40.0	1,433,455
Business	26.5	16.0	21.6	411,504	23.0	5.6	13.8	494,011
Health treatment	2.8	5.1	3.9	73,237	2.8	3.3	3.1	110,798
Religion/pilgrimage	3.9	3.8	3.8	72,803	4.7	4.0	4.3	155,016
Education/training	4.0	2.0	3.1	58,712	3.4	0.6	1.9	68,661
Shopping	2.4	4.1	3.2	59,926	0.1	0.4	0.3	10,013
Other	3.1	2.4	2.8	53,072	2.8	3.1	3.0	106,675

Table 3.13b reports on domestic overnight visitors by purpose of visit and region. More than two-fifths (40.5%) of the domestic tourists visited friends and relatives, while 30.7 percent attended funerals with 12.6 percent travelling for business purposes. In terms of regions, Greater Accra region recorded the highest number of those who visited their friends and relatives (258,112). This is followed by Ashanti (188,332) and Eastern (128,122) regions. For those who attended funerals, Eastern region (138,760) recorded the highest, followed by Volta (122,536) and Ashanti (115,814) regions. In the case of visits for business purposes, Ashanti region (88,102) recorded the highest, followed by Greater Accra (85,359) and Brong Ahafo (39,492) regions.

Table 3.13b: Domestic overnight visitors by purpose of visit and region

Region	Funeral	Leisure/ recreation/ holiday	Visiting friends/ relatives	Business	Health treatment	Religion/ pilgrimage	Education/ training	Shopping	Other
All	803,671	114,537	1,058,300	328,490	84,504	95,019	45,490	8,671	76,889
Western	69,034	5,969	92,985	18,467	7,498	6,919	4,029	-	4,135
Central	102,262	18,270	95,544	26,635	2,511	13,634	5,936	1,951	12,255
Greater Accra	63,306	24,189	258,112	85,359	10,309	22,067	8,872	2,991	7,393
Volta	122,536	7,464	105,914	20,763	12,771	5,902	7,637	-	5,409
Eastern	138,760	15,584	128,122	20,621	8,504	11,058	1,300	-	8,062
Ashanti	115,814	22,721	188,332	88,102	16,982	21,566	8,560	2,117	22,609
Brong Ahafo	74,720	5,187	81,879	39,492	9,019	5,363	1,642	742	3,227
Northern	63,473	10,013	72,310	18,858	14,397	7,780	5,259	870	7,999
Upper East	18,148	2,948	20,522	7,619	-	-	343	-	5,800
Upper West	35,618	2,192	14,580	2,574	2,513	730	1,912	-	-

Table 3.13c presents domestic overnight visitors by month of visit and purpose of visit. The Table indicates that the highest number of domestic overnight visitors who travelled for the purpose of visiting friends and relatives was recorded in November (321,729), followed by October (203,252) and August (189,838). The month of November (206,732) also recorded the highest number of visitors who attended funerals, followed by October (213,773) and then August (125,728) while the lowest number was registered in January (14,513). The highest number of travels for business purposes was again recorded in November (125,810), followed by October (80,342) and September (54,996). The least number of business visits was recorded in February. For most months of the year there was no domestic overnight visit for shopping.

Table 3.13c: Domestic overnight visitors by purpose of visit and month

	Funeral	Leisure/ recreation/ holiday	Visiting friends/ relatives	Business	Health treatment	Religion/ pilgrimage	Education/ training	Shopping	Other
Total	1,062,307	147,148	1,433,456	494,012	110,800	155,016	68,662	10,014	106,675
January	14,513	6,752	39,689	15,703	1,385	1,200	1,264	-	1,546
February	18,868	2,883	41,347	10,298	8,356	3,187	343	-	2,150
March	39,083	4,470	37,684	10,689	3,168	-	-	2,452	6,937
April	27,590	12,466	63,486	26,101	6,400	5,328	2,034	-	4,572
May	56,438	343	65,840	24,898	5,305	3,452	1,511	-	2,726
June	60,114	4,219	102,979	35,612	10,347	7,058	4,743	-	-
July	56,126	8,951	95,043	26,732	6,313	1,650	3,296	-	5,312
August	125,728	23,945	189,838	39,703	8,923	44,587	10,979	772	8,043
September	120,560	15,941	169,846	54,996	12,956	26,735	9,769	3,795	15,920
October	213,773	12,029	203,252	80,342	12,861	25,088	7,902	1,650	18,875
November	260,732	36,185	321,729	125,810	25,562	27,849	21,214	1,345	35,426
December	68,782	18,964	102,723	43,128	9,224	8,882	5,607	-	5,168

Table 3.13d presents the distribution of outbound visitors by purpose of visit and sex of visitor. For outbound same-day visitors, 55.1 percent made trips for business and professional reasons, 15.2 percent visited friends and relatives, and 2.3 percent travelled for shopping. Nearly seven out of ten males (69.0%) travelled for business or professional reasons while about a quarter (25.3%) visited friends and relatives.

In the case of outbound overnight visitors, almost two-fifths (39.1%) made visits to friends and relatives, more than one-quarter (27.2%) made trips for business and professional reasons, and 14.8 percent travelled to attend funerals,. A higher percentage of female (43.1%) outbound overnight visitors than males (35.7%) reported visiting friends and relatives. Nearly one-quarter of female outbound visitors (24.9%) reported attending funerals compared to 6 percent of males. Nearly two-fifths (38.4%) of male outbound overnight visitors reported engaging in business compared to 14.7 percent of females.

**Table 3.13d: Outbound same day and outbound overnight visitors
by purpose of visit and sex of visitor**

Main purpose of visit	Outbound same day visitors						Outbound overnight visitors					
	Total	%	Male	%	Female	%	Total	%	Male	%	Female	%
All	7,472	100.0	5,965	100.0	1,507	100.0	157,560	100.0	84,125	100.0	73,435	100.0
Funeral	-	-	-	-	-	-	23,307	14.8	5,043	6.0	18,264	24.9
Leisure/recreation/holiday	-	-	-	-	-	-	8,183	5.2	1,949	2.3	6,234	8.5
Visiting friends/relatives	1,507	20.2	1,507	25.3	-	-	61,640	39.1	30,008	35.7	31,632	43.1
Business	4,115	55.1	4,115	69.0	-	-	43,056	27.3	32,287	38.4	10,769	14.7
Religion/pilgrimage	-	-	-	-	-	-	11,155	7.1	7,579	9.0	3,576	4.9
Education/training	-	-	-	-	-	-	6,655	4.2	5,312	6.3	1,343	1.8
Shopping	1,507	20.2	-	-	1,507	100.0	859	0.5	-	-	859	1.2
Other	343	4.6	343	5.8	-	-	2,705	1.7	1,947	2.3	758	1.0

CHAPTER FOUR

VALUE OF DOMESTIC AND OUTBOUND TOURISM

4.1 Introduction

Economic statistics on total demand, comprising those related to the amount of visitor consumption expenditures are among the most important indicators required by the tourism industry, in particular for policy makers, marketers and researchers. These are used for monitoring and assessing the impact of tourism on the national economy and on various sectors of the economy. Visitor consumption expenditure is the basic component of total tourism demand. It is defined as the total consumption expenditure incurred by a visitor or on behalf of a visitor for and during his or her trip and stay at a destination. Visitor consumption expenditure can be broken down into the following categories: package travel, accommodation, food and beverages, transport, recreation, culture and sporting activities, shopping and others. Hence tourism expenditure is defined as the amount paid for the acquisition of consumption goods and services, and valuables, for visitors' own use or to give away, during tourism trips (UNWTO, 2011).

4.2 Domestic Visitor Consumption Expenditure

Table 4.1 shows the expenditure of domestic overnight visitors by purpose of visit and category of expenditure. The total expenditure of domestic tourists in Ghana during the reference period of the survey amounted to GH¢698.4 million. Out of this amount, domestic overnight tourists visiting friends and relatives spent 29.6 percent, expenditure for those who made trips for funerals represents 24.3 percent with business trips expenditure accounting for 25.3 percent. Altogether, these three main purposes of travel accounted for 89.2 percent of the total expenditure. Leisure, recreation and holiday tourists' share was 2.9 percent, indicating that Ghanaians do not spend their income on leisure, recreation and holiday tourism. For the expenditure categories, expenditure on transportation was the highest (47.8%), followed by shopping (21.3%) and food and beverages (18.9%). The least expenditure was on cultural services (0.09%).

Table 4.1: Expenditure of domestic overnight tourists by purpose of visit and category of expenditure (million Ghana Cedis)

Main purpose trip	Accommodation	Food & beverages	Transport	Sports and recreational activities	Shopping	Cultural services	Travel agencies and other recreation	Total
Total	39.4	131.9	334.1	3.3	148.5	0.6	0.9	698.4
Funeral	6.7	32.4	95.1	0.6	18.6	0.1	0.4	169.8
Leisure/recreation/holiday	1.1	3.9	11.4	0.2	3.2	0	-	20.5
Visiting friends/ relatives	3.3	44.5	113.3	0.9	37.1	0.1	0.4	206.7
Business	16.9	34.8	74.6	0.9	42.3	0.4	0.1	176.5
Health treatment	0.8	5.1	7.2	-	1.0	-	-	21.8
Religion/pilgrimage	4.7	4.4	12.9	0.0	2.1	-	-	24.5
Education/training	4.9	4.1	9.5	0.7	4.7	0.0	-	24.2
Shopping	-	0.2	0.8	-	37.9	-	-	39.1
Other	1.2	2.6	9.4	0.0	1.4	-	-	15.4

Table 4.2 shows the expenditure of domestic overnight visitors by region of visit and purpose of visit. The purpose of a trip determines the amount of money the visitor is likely to spend on the trip. The Table indicates that GH¢141.6 million was spent by visitors who made trips to visit friends and relatives, representing 30.3 percent of the total expenditure. This is followed by expenditure by those who made trips to funerals (GH¢121.4 million), accounting for more than a quarter of the expenditure and then trips for business (GH¢87.8 million), registering 18.8 percent. The least expenditure was incurred by religion/pilgrimage tourists.

Regarding expenditure by purpose of visit in the regions, expenditure by those who visited friends and relatives is highest for the Greater Accra region (GH¢31.9 million), followed by Ashanti (GH¢27.2 million) and Northern (GH¢16.1 million) regions. The least expenditure was incurred by visitors in the Upper West region.

In the case of funeral tourism, the highest expenditure was recorded by visitors in the Volta region (GH¢28.8 million), followed by Ashanti region (GH¢18.9 million) and Central region (GH¢13.3 million).

With regard to business tourism, Greater Accra region (GH¢32.5 million) had the highest expenditure incurred by domestic tourists followed by Ashanti (GH¢24.5 million) and Brong Ahafo (GH¢5.9) regions. The least was recorded for visitors in the Upper West region.

In terms of domestic tourists' expenditure for shopping and education/training, Northern region records the highest expenditure of GH¢35 million and GH¢8.7 million respectively.

As would be expected, tourists to the Ashanti region consumed the largest amount of tourism goods and services, accounting for nearly one-fifth of the total tourist expenditures, followed by Northern, Greater Accra, and Volta regions. The demand for tourism goods and services by the two regions in the north (Upper East and Upper West) was quite small, accounting for only 6.7 percent of the total tourist expenditure.

Table 4.2: Expenditure of domestic overnight visitors by region and purpose of visit (million Ghana Cedis)

	Funeral	Leisure/ recreation/ holiday	Visiting friends/ relatives	Business	Health treatment	Religion/ pilgrimage	Education/ training	Shopping	Other	Total
Total	121.4	14.1	141.6	87.8	17.0	16.5	19.5	39.0	10.3	467.2
Western	7.4	0.4	7.7	3.4	2.1	0.3	0.7	-	0.2	22.2
Central	13.3	2.5	11.0	3.8	0.1	1.2	1.9	0.1	0.7	34.6
Greater Accra	5.9	3.1	31.9	32.5	1.0	3.9	4.2	0.6	1.1	84.2
Volta	28.8	1.1	13.7	5.3	1.8	0.5	0.8	-	0.2	52.2
Eastern	14.4	0.9	15.3	2.3	5.6	1.3	0.5	-	1.1	41.4
Ashanti	18.9	1.2	27.2	24.5	1.4	6.2	2.2	3.1	4.4	89.1
Brong Ahafo	6.7	0.4	12.7	5.9	1.1	0.3	0.3	0.1	0.2	27.7
Northern	11.7	3.4	16.1	3.0	3.9	2.8	8.7	35.0	1.2	85.8
Upper East	4.8	0.2	4.3	4.7	0.1	0.0	0.0	-	1.3	15.4
Upper West	9.6	0.8	1.8	2.4	-	-	0.1	-	-	14.7

Table 4.3 shows the distribution of domestic tourism expenditure by month of visit and category of expenditure. The highest expenditure in terms of category was spent on transport (245.8 million Ghana cedis), followed by expenditure on sports and recreational activities (176.5 million Ghana cedis) then accommodation (169.8 million Ghana cedis). The least expenditure was incurred on other goods and services.

In terms of month of year and category of expenditure, transport expenditure was highest in September (57.5 million Ghana cedis) and November (56.4 million Ghana cedis) and least in May (6.3 million Ghana cedis). For sports and recreational activities category, it was highest in November (54.6 million Ghana cedis) and least in March (1.5 million Ghana cedis). The highest expenditure on accommodation was spent in November (42.5 million Ghana cedis) and the least in January (2.6 million Ghana cedis); this is because it is this month that visitors visit their hometowns in Ghana to stay in their family homes or/and friends' and relatives' homes. Regarding other goods and services, the highest expenditure was incurred in November and October (Table 4.3).

Table 4.3: Expenditure of domestic overnight tourist by month of visit and category of expenditure (million Ghana cedis)

Month	Accommodation	Food and beverages	Transport	Sports and recreational activities	Shopping	Cultural services	Travel agencies and other related activities	Other goods and services	Total
Total	169.8	20.5	245.8	176.5	21.8	24.5	24.2	15.4	698.5
January	2.6	0.4	7.9	5.3	0.1	0.1	0.2	0.5	17.1
February	3.1	0.5	8.9	0.8	2.5	0.7	0	1.8	18.3
March	7.5	0.4	6.5	1.5	4.9	-	-	0.7	21.5
April	6.5	1.9	9.6	6.2	0.7	0.3	1.9	0.7	27.8
May	7.6	0.1	6.3	8	0.4	0.2	0.1	0.2	22.9
June	10.9	0.3	16.7	7.9	2.5	0.9	2.4	-	41.6
July	6.7	1.9	7.8	5.3	0.2	0	0.4	0.8	23.1
August	15.1	7.7	28.8	7	2.4	5.9	10.7	1.2	78.8
September	18.8	2.1	57.5	10.9	2.3	6.1	1.7	2.0	101.4
October	40.6	0.9	24.9	44.2	1.3	5.5	1.9	3.3	122.6
November	42.5	2.6	56.4	54.6	1.7	2.4	3.4	3.5	167.1
December	8.1	1.8	14.5	24.8	2.6	2.5	1.5	0.7	56.5

Table 4.4 presents the expenditure of domestic overnight visitors in Ghana. Among the different classes of products, the proportion of expenditure on transport services by Ghanaian domestic tourists is the highest (47.8%), followed by shopping (21.3%). The third class of product in significance is the demand for food and beverages, accounting for 18.9 percent. These three categories of tourism products account for 87.0 percent of the total tourist expenditure or demand. The demand for accommodation is very low (5.6%), suggesting that most domestic tourists stay with friends and relatives. The demand for sports and recreational activities and travel agencies and related services is also low, accounting for less than one percent of the total demand.

Table 4.4: Expenditure of domestic overnight visitors by category expenditure and percent

Expenditure categories	Amount (GH¢ million)	(%)
All	698.40	100.0
Accommodation	39.40	5.6
Food and beverages	131.88	18.9
Transport	334.10	47.8
Sports and recreational activities	3.33	0.5
Shopping	148.50	21.3
Cultural services	0.57	0.1
Travel agencies and other related services	0.89	0.1
Other	39.76	5.7

Table 4.5 presents expenditure of domestic overnight visitors by occupation and sex. The expenditure by occupation categories shows that skilled agriculture/fishery workers spent 35.4 percent, service/sales workers, 20.6 percent and craft and related trade workers, 20.4 percent of the total expenditure. The expenditure is relatively low for Legislators/managers (2.1%) and clerical support workers (1.3%).

In the case of service/sales workers, the proportion of expenditure by females (GH¢59.53 million) is higher than males (GH¢14.1 million).

Table 4.5: Expenditure of domestic overnight visitors by occupation and sex (percent)

Occupation	Domestic overnight visitors				Expenditure (Million GH¢)			
	Both Sexes	%	Male	Female	Both Sexes	%	Male	Female
All	1,926,970	100.0	898,341	1,028,629	357.22	100.0	210.19	147.04
Legislators/managers	20,552	1.1	7,686	12,866	7.62	2.1	6.40	1.22
Professionals	174,186	9.0	94,317	79,869	34.60	9.7	19.31	15.28
Technicians and associate professionals	52,529	2.7	40,360	12,169	14.37	4.0	12.50	1.87
Clerical support workers	23,873	1.2	12,475	11,398	4.64	1.3	1.65	2.99
Service/sales workers	521,589	27.1	92,816	428,773	73.59	20.6	14.06	59.53
Skilled agric/fishery workers	570,138	29.6	348,661	221,477	126.35	35.4	100.95	25.40
Craft and related trades workers	400,456	20.8	179,974	220,482	72.81	20.4	37.53	35.28
Plant machine operators and assemblers	64,635	3.4	58,792	5,843	8.06	2.3	7.34	0.72
Elementary occupations	97,564	5.1	61,812	35,752	15.19	4.3	10.45	4.74
Other Occupations	1,448	0.1	1,448	-	-	0.0	-	-

4.3 Outbound Visitor Consumption Expenditure

Table 4.6 presents information on the expenditure of outbound tourists by purpose of visit. In total, GH¢296.9 million was spent by outbound tourists who travelled outside Ghana for tourism purposes. Out of this amount, 53.9 percent was spent on education/ training, religion and pilgrimage constituted 16.5 percent and visiting friends and relatives, 13.4 percent. The least expenditure was by visitors/tourists who attended funerals (0.9%).

Table 4.6: Expenditure of outbound tourists by purpose of visit

Purpose of visit	Expenditure (GH¢ million)	%
	296.86	100
Funeral	2.73	0.9
Leisure, recreation & holidays	3.31	1.1
Visiting friends & relatives	39.70	13.4
Business	39.14	13.2
Religion/pilgrimage	48.86	16.5
Education/training	160.04	53.9
Shopping	2.90	1.0
Other	0.19	0.1

Table 4.7 presents data on the expenditure of outbound tourists by month of trip. The Table shows that the highest expenditure on travels outside the country was incurred in September (GH¢201.4 million), representing 67.8 percent of total expenditure. This is followed by expenditures made in the month of July, recording 7.1 percent. The lowest expenditure occurred in June (0.2%).

Table 4.7: Expenditure of outbound tourists by month of trip

Month	Expenditure (GH¢ million)	(%)
Total	296.9	100
January	1.4	0.5
February	18.5	6.2
March	3.1	1.0
April	5.4	1.8
May	15	5.1
June	0.6	0.2
July	21.2	7.1
August	10	3.4
September	201.4	67.8
October	2.2	0.7
November	14.3	4.8
December	3.7	1.3

Table 4.8 shows the region of visit by outbound visitors/tourists and expenditure. The Table demonstrates that most of the outbound tourists travelled beyond Africa, and their expenditure was nearly 80 percent of the total expenditure. Expenditure made in other African countries represents 11.1 percent and remaining was spent in the ECOWAS sub-region (9.2%).

Table 4.8: Expenditure of outbound tourists by region of visit

Place of visit	Amount (GH¢ million)	(%)
Total	296.9	100.0
ECOWAS	27.3	9.2
Other African	32.9	11.1
Beyond Africa	236.7	79.7

Table 4.9 shows the expenditure of outbound overnight visitors incurred outside Ghana. Among the different categories of products, the highest proportion of expenditure (37.0%) was on the demand for transport services by outbound tourists, followed by accommodation (18.2%). The third in terms of significance was the demand for food and beverages, accounting for 17.9 percent. These three categories of tourism products (transport, accommodation and food and beverages) together account for 73.1 percent of the total tourist expenditure or demand. The demand for cultural services recorded the lowest expenditure, suggesting that most outbound tourists' participation in cultural activities outside the country is minimal.

Table 4.9: Expenditure of outbound tourists by category of expenditure and percent

Expenditure categories	Amount (in millions)	%
All	296.9	100.00
Accommodation	53.9	18.16
Food and beverages	53.1	17.88
Transport	110.1	37.04
Sports and recreational activities	2.6	0.88
Shopping	34.6	11.67
Cultural services	2.3	0.78
Travel agencies and other related activities	40.2	13.54

Table 4.10 presents expenditure of outbound overnight visitors by occupation and sex. The expenditure by occupation categories by outbound visitors shows that service/sales workers spent the highest proportion (43.7%), followed by Legislators/managers(30.2%)while skilled agriculture/fishery workers accounted for 10.4 percent of the total expenditure. The expenditure is relatively lower for Clerical support workers (0.9%) and Elementary occupations (0.2%).Among professionals, the proportion of expenditure by females (GH¢3.36 million) is higher than males (GH¢0.59 million).

Table 4.10: Expenditure of outbound overnight visitors by occupation and sex (percent)

Occupation	Outbound overnight visitors				Expenditure (Million GH¢)			
	Both Sexes	%	Male	Female	Both Sexes	%	Male	Female
All	85,050	100.0	43,289	41,761	59.13	100.0	38.63	20.50
Legislators/managers	9,303	11.4	3,895	5,408	17.86	30.2	9.75	8.11
Professionals	13,229	16.3	5,265	7,964	3.95	6.7	0.59	3.36
Clerical support workers	1,833	2.3	1,833	0.0	0.55	0.9	0.55	0.0
Service/sales workers	19,731	24.3	7,560	12,171	25.82	43.7	20.00	5.82
Skilled agric/fishery workers	15,642	19.2	10,847	4,795	6.17	10.4	5.02	1.15
Craft and related trades workers	15,115	18.6	7,280	7,835	4.69	7.9	2.71	1.97
Elementary occupations	6,409	7.9	2,821	3,588	0.11	0.2	0.01	0.10

REFERENCES

Ghana Statistical Service (2006) Tourism Market Trends in Ghana

UK Tourist, 2009

UNWTO (2011) Exploring the Full Economic Impact of Tourism for Policy Making:
Extending the Use of Tourism Satellite Account through Macroeconomic Analysis
Tools

UNWTO (2008) International Recommendations for Tourism Statistics

UNWTO (2016) Tourism Highlights

UNWTO (2008) Tourism Satellite Account: Recommended Methodological Framework

Designed by:
Publications & Sales Unit
P. O. Box GP 1098
Accra