

GLOBAL DATA 2019



While the global economy grew by 2.5%,
Travel & Tourism grew significantly more at 3.5%



1 in 4 net new jobs were created by Travel & Tourism over the last five years



Global GDP impact by sector (2018 data). Share of total economy GDP



GHANA 2019 KEY DATA



CONTRIBUTION OF TRAVEL & TOURISM TO GDP

5.0% OF TOTAL ECONOMY
Total T&T GDP = GHC17,497.3MN (USD3,305.1MN)

+6.9%

2019 Travel & Tourism GDP growth vs **+5.7%** real economy GDP growth



CONTRIBUTION OF TRAVEL & TOURISM TO EMPLOYMENT

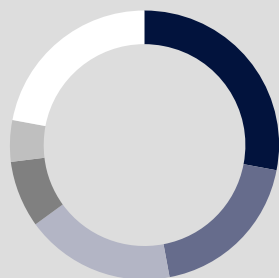
623.1 JOBS (000's)
(5.2% of total employment)



INTERNATIONAL VISITOR IMPACT

GHC5,087.7 MN
in visitor spend (**4.1%** of total exports)
(USD961.0MN)

INBOUND ARRIVALS



- 1. UNITED STATES **28%**
- 2. UNITED KINGDOM **19%**
- 3. NIGERIA **18%**
- 4. CÔTE D'IVOIRE **8%**
- 5. GERMANY **5%**
- REST OF WORLD **22%**

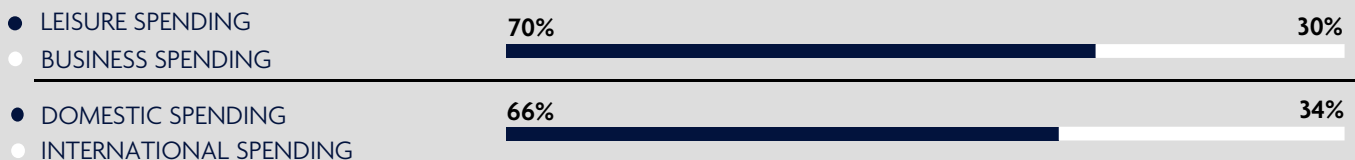
OUTBOUND DEPARTURES



- 1. NIGERIA **18%**
- 2. UNITED KINGDOM **13%**
- 3. UNITED STATES **9%**
- 4. CHINA **8%**
- 5. CÔTE D'IVOIRE **7%**
- REST OF WORLD **45%**

Note: Data are average shares over the 2016-2018 period
Source: Oxford Economics, national sources and UNWTO

SECTOR CHARACTERISTICS (2019)



¹All values are in constant 2019 prices & exchange rates
As reported in March 2020