



DOMESTIC AND OUTBOUND TOURISM SURVEY

Outbound Same-day & Overnight Visitors' Fact Sheet



The Domestic and Outbound Tourism Survey (DOTS) is central to Ghana's tourism planning and the development of the Tourism Satellite Account (TSA), which **measures tourism's real contribution to the economy**. It provides reliable data on how Ghanaians travel, spend, and engage in tourism, offering insights that guide investment, policy, and service delivery. DOTS also aligns Ghana with international standards and supports the UN Sustainable Development Goal (SDG) 8, Target 8.9.1, **which tracks the direct contribution of tourism to GDP and economic growth**.

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

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

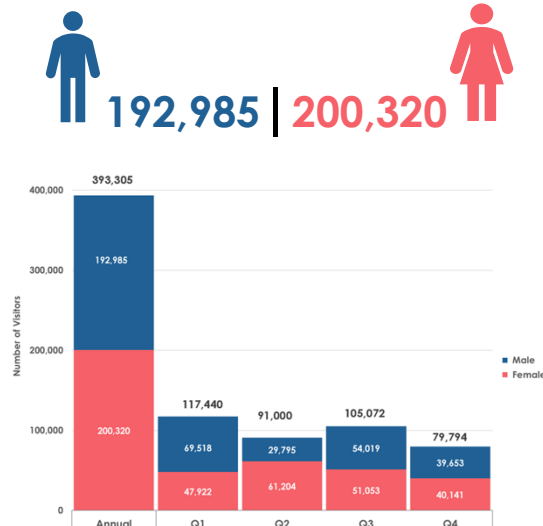
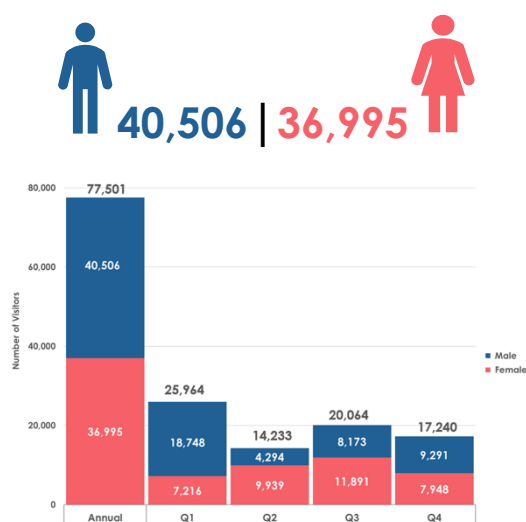
Outbound Overnight Visitor: A resident of Ghana who spends at least one night outside Ghana and his/her visit does not exceed 12 months and whose purpose of visit (business, leisure and other purposes) is other than engaging in an activity remunerated from within the country visited.

PROFILE

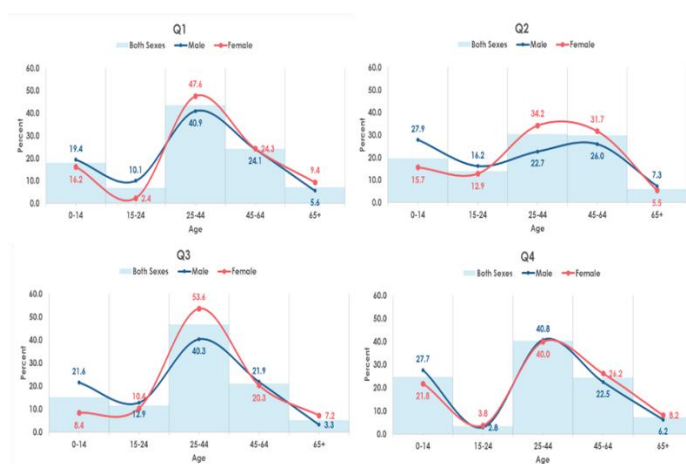
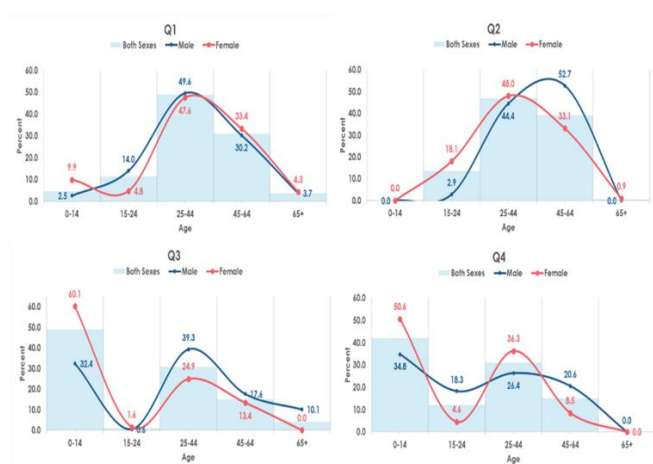
Same-day

Overnight

Number of visitors



Age groups of visitors



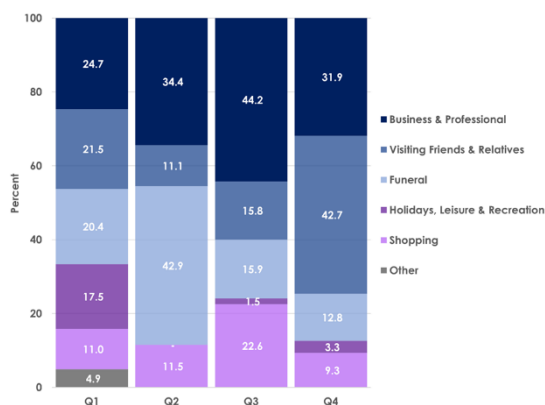
Volume

Same-day

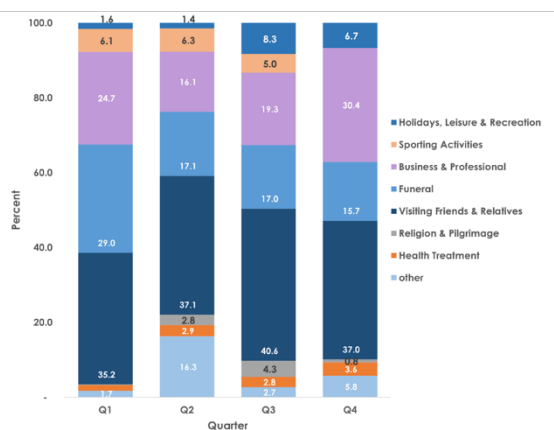
Overnight

Main Purpose of Visit

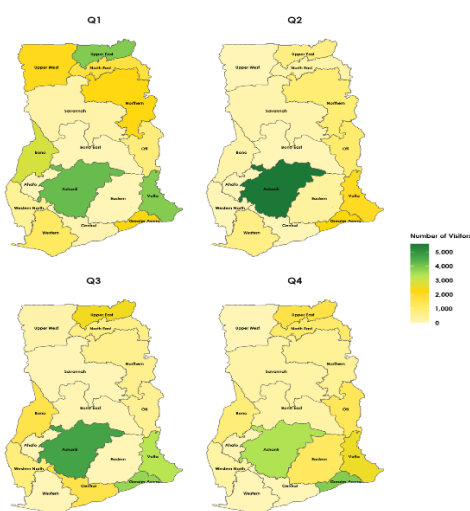
On average, 33.8 percent of outbound same-day trips were made for business and professional purposes, followed by funeral trips (23%).



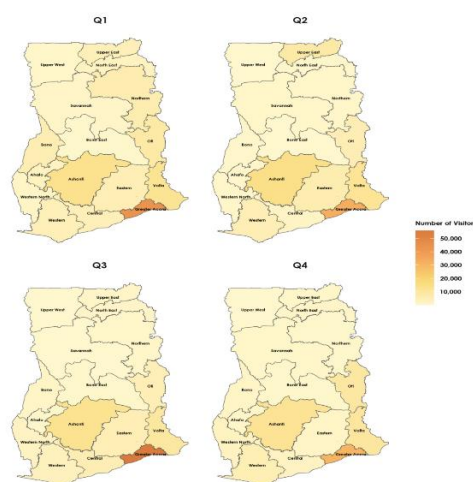
Visiting friends and relatives was the main purpose of outbound overnight trips for visitors, recording the largest share each quarter, peaking at 40.6 percent in Q3.



Region of Origin



Number of outbound same-day visitors that originated from the Ashanti Region was the highest throughout Q1 to Q4, ranging from 3,000 to 5,000.



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

Destination & Purpose of Visit

Country of Destination	Business & Professional					
	Funeral	Holidays, Leisure & Recreation	Visiting Friends & Relatives	Education & Training	Shopping	Other
Q1						
Cote D'Ivoire	15.4	30.0	19.0	2.5	24.7	6.0
Togo	19.4	15.5	22.1	-	21.6	3.6
Burkina Faso	34.1	-	24.6	-	35.9	2.8
Nigeria	-	-	-	-	-	-
Q2						
Cote D'Ivoire	64.6	-	5.2	-	30.2	-
Togo	25.6	-	11.6	-	41.6	21.1
Burkina Faso	59.4	-	40.6	-	-	-
Nigeria	-	-	-	-	-	-
Q3						
Cote D'Ivoire	12.1	12.8	14.4	27.5	-	33.2
Togo	17.0	-	13.5	43.5	-	26.0
Burkina Faso	14.2	-	26.5	59.3	-	-
Nigeria	-	-	-	-	-	-
Q4						
Cote D'Ivoire	-	-	80.1	-	14.2	5.7
Togo	14.2	5.0	30.2	-	38.1	12.5
Burkina Faso	28.2	-	39.4	-	32.4	-
Nigeria	-	-	100.0	-	-	-

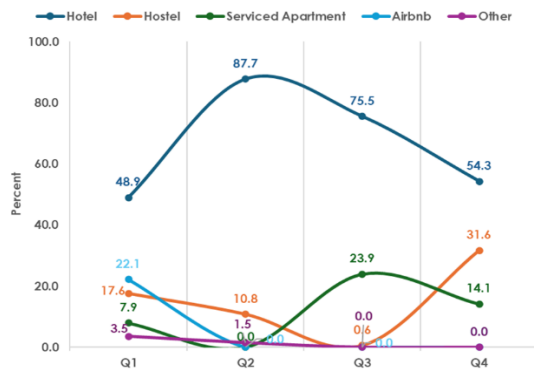
Continent	Business & Professional					
	Funeral	Visiting Friends & Relatives	Business & Professional	Health Treatment	Holidays, Leisure & Recreation	Other
Q1						
Africa	37.3	36.7	20.9	2.0	1.4	1.8
Asia	0.0	74.9	22.2	0.0	2.2	0.7
Europe	0.0	37.1	48.8	0.0	14.1	0.0
North America	0.0	11.9	42.5	0.0	0.0	45.6
Q2						
Africa	20.5	33.3	14.7	3.5	1.7	26.3
Asia	0.0	0.0	24.4	0.0	0.0	75.6
Europe	0.0	29.7	68.3	0.0	0.0	2.0
North America	0.0	100.0	0.0	0.0	0.0	0.0
Q3						
Africa	24.0	49.2	16.7	3.9	0.3	5.9
Asia	0.0	0.0	19.4	0.0	52.4	28.2
Europe	0.0	20.9	12.7	0.0	64.7	1.6
North America	0.0	33.2	33.6	0.0	0.0	33.2
Q4						
Africa	18.6	42.0	28.3	1.7	1.6	7.8
Asia	0.0	0.0	100.0	0.0	0.0	0.0
Europe	0.0	2.1	44.1	0.0	53.8	0.0
North America	0.0	33.7	0.0	49.3	16.9	0.0

Overnight

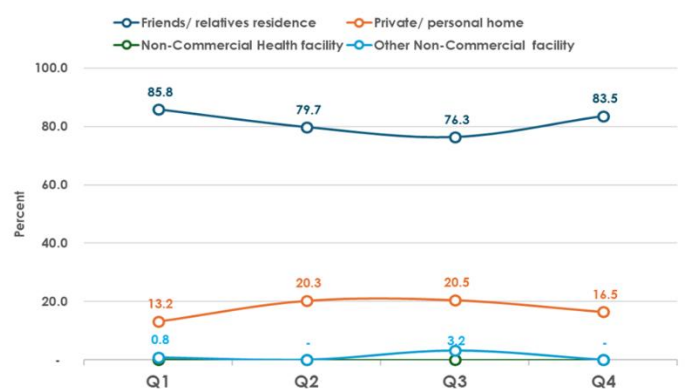
Type of Accommodation



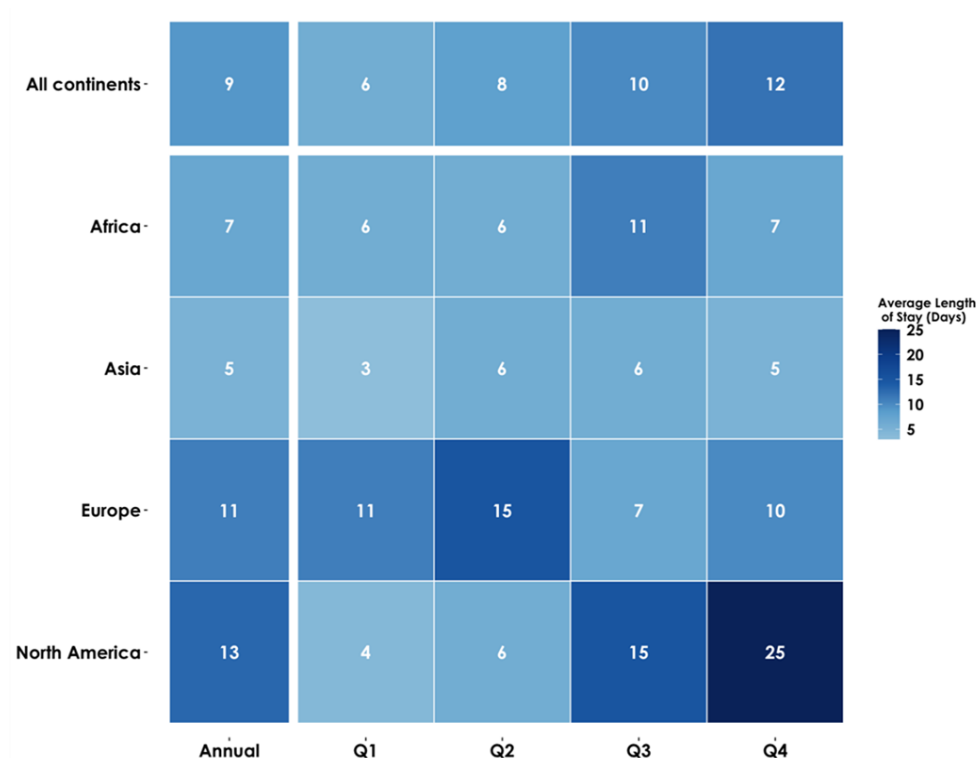
Commercial Accommodation



Non-Commercial Accommodation



Average Length of Stay



EXPENDITURE

Same-day

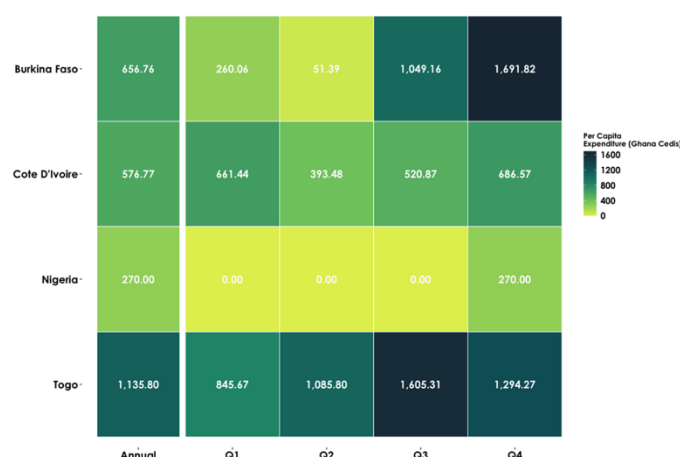
Overnight

Total Expenditure

GHS 59.8 million

GHS 3.4 billion

Per Capita Expenditure by Destination



Key Takeaways

- ❖ Outbound tourism (same-day & overnight) recorded a total of **470,806 visitors**, with total expenditure amounting to **GHS 4.0 billion**.

Same-day

Overnight

A total of 77,501 outbound same-day visitors was recorded in 2023.

Outbound same-day visitors mainly travelled for business and professional and to visit friends and relatives.

Ashanti Region recorded the highest number of outbound same-day visitors across all quarters.

Outbound same-day visitors' expenditure was approximately GHS 59.8 million in 2023.

A total of 393,305 outbound overnight visitors was recorded in 2023.

Outbound overnight visitors mainly travelled to visit friends and relatives with majority travelling for funerals.

Greater Accra Region recorded the highest number of outbound overnight visitors across all quarters

Outbound overnight visitors' expenditure was approximately GHS 3.4 billion in 2023.

Policy Recommendations

GOVERNMENT

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

PRIVATE SECTOR / BUSINESSES

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

DEVELOPMENT PARTNERS & CSOs

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