



MINISTRY OF TOURISM
ARTS AND CULTURE



TOURISM REPORT

2021

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DEFINITION OF ABBREVIATIONS

GTA	Ghana Tourism Authority
GIS	Ghana Immigration Service
KIA	Kotoka International Airport
RME	Research, Monitoring & Evaluation
IATS	International Air Travellers Survey
\$M	Million Dollars
DiGH	December In Ghana
AMEB	Annual Monitoring & Evaluation Brief
S&QA	Standard & Quality Assurance

INTRODUCTION

Tourism globally suffered its worst year in 2020. Real-time data is now a critical component for reopening borders, managing destinations, and for the industry to build back better from the crisis. The 2021 annual tourism report consists of three parts: Air Travellers Survey, 2021 December in GH, Fact Sheet and a Summary of Licensed Tourism Enterprises.

AIR TRAVELLERS SURVEY REPORT

It is an annual survey conducted by Research, Monitoring, and Evaluation Department at the KIA. The survey was conducted from January to December 2021, and targeted all non-residents tourists who visited Ghana within the year. A total of 3,072 visitors were interviewed and responses were analyzed.

2021 DECEMBER IN GH

A survey report that highlighted the assessment of 2021 December in GH. An event jam –packed to make the Christmas and New Year season an outstanding one to both International and domestic travellers unveiled by Hon. Minister of Tourism Arts and Culture on October 25, 2021.

FACT SHEET AND SUMMARY OF LICENSED TOURISM ENTERPRISES

This part is a summary of data on International tourism, arrival at tourists attractions/sites and hotel occupancy.

Licensed tourism enterprises under the following three Legislative Instruments;

1. Registration and Licensing of Tourist Accommodation Enterprise (LI.2238)
2. Registration and Licensing of Food, Beverage and Entertainment Enterprise (L.I.2239)
3. Tourism (Travel Trade Registration and Licensing Regulation) (L.I.2389).

“Like never before, the pandemic has made clear tourism’s relevance to our economies and societies. Tourism is now part of the global conversation and at the heart of both national and international recovery action plans” (UNWTO). Restarting tourism is unthinkable without reliable data from all stakeholders. We must therefore support the data collection process for the sector.

Director, Research Monitoring and Evaluation
June 2022

INBOUND TOURISM



ECONOMIC
IMPACT



Figure 1.0

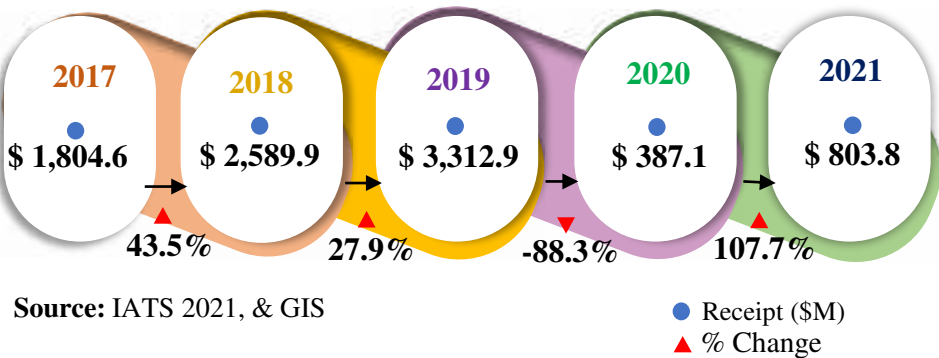
INTERNATIONAL ARRIVALS 2017-2021



Source: GIS & GTA

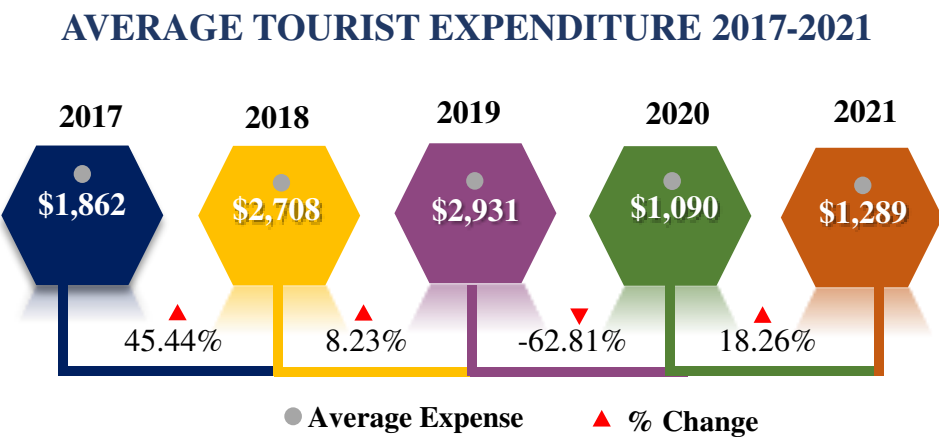
Figure 2.0

TOURISTS RECEIPT 2017-2021 (\$M)



Source: IATS 2021, & GIS

Figure 3.0



Source: IATS, 2021 & GIS

Figure 4.0

2017-2021 EXPENDITURE PATTERN OF TOURISTS IN PERCENTAGE (%)

Accommodation		Food & Beverage		Shopping **		Entertainment		Local Transportation		Others	
2017	45%	2017	34%	2017	3%	2017	2%	2017	3%	2017	13%
2018	25%	2018	13%	2018	14%	2018	4%	2018	5%	2018	39%
2019	41%	2019	21%	2019	14%	2019	5%	2019	8%	2019	11%
2020	54%	2020	15%	2020	11%	2020	5%	2020	7%	2020	8%
2021	47%	2021	15%	2021	20%	2021	7%	2021	6%	2021	5%

Source: IATS, 2021 & GIS

**Shopping constitutes shopping at both formal & informal markets

Table 1.0

TOP 10 ARRIVAL COUNTRIES & RANK (2017-2021)

2021		
Country	2021	Rank
America	92,139	1 ST
Nigeria	59,193	2 ND
Britain	34,073	3 RD
Germany	14,785	4 TH
Netherlands	11,923	5 TH
Canada	8,475	6 TH
Cote D'ivoire	8,413	7 TH
China	8,088	8 TH
South Africa	7,591	9 TH
France	7,048	10 TH

2020		
Country	2020	Rank
America	39,028	1 ST
Nigeria	33,394	2 ND
Britain	20,538	3 RD
Germany	8,103	4 TH
Cote D'ivoire	6,210	5 TH
China	6,129	6 TH
Netherlands	6,028	7 TH
Canada	5,522	8 TH
South Africa	5,283	9 TH
France	5,219	10 TH

2019		
Country	2019	Rank
America	118,009	1 ST
Nigeria	102,339	2 ND
Britain	69,954	3 RD
China	26,387	4 TH
Germany	25,022	5 TH
South Africa	21,619	6 TH
Netherlands	18,135	7 TH
Canada	15,371	8 TH
France	14,203	9 TH
Cote D'ivoire	10,167	10 TH

2018		
Country	2018	Rank
Nigeria	98,181	1 ST
America	92,999	2 ND
Britain	58,742	3 RD
China	22,908	4 TH
Germany	21,688	5 TH
Cote D'ivoire	21,633	6 TH
South Africa	19,692	7 TH
Netherlands	15,449	8 TH
France	14,039	9 TH
Canada	13,811	10 TH

2017		
Country	2017	Rank
America	90,525	1 ST
Nigeria	69,648	2 ND
Britain	58,599	3 RD
India	24,085	4 TH
China	22,878	5 TH
Cote D'ivoire	22,807	6 TH
South Africa	21,786	7 TH
Germany	21,606	8 TH
Liberia	19,142	9 TH
Burkina Faso	16,528	10 TH

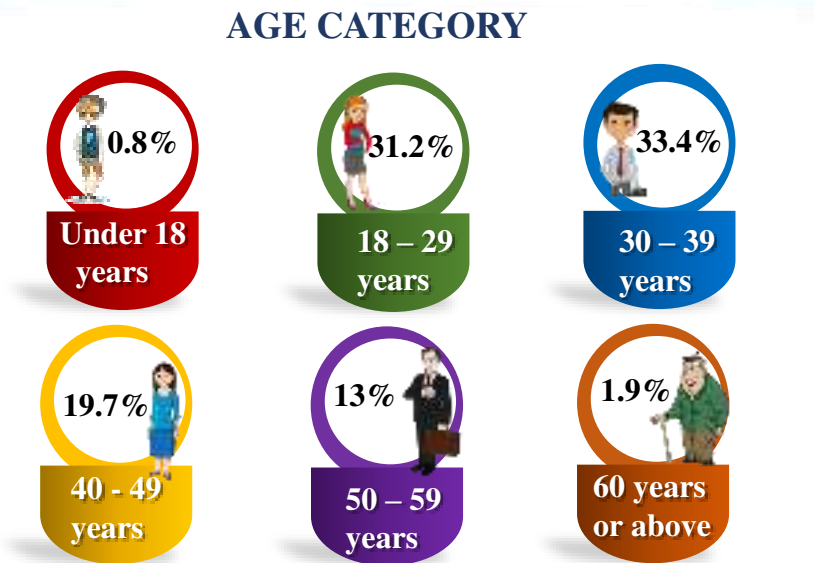
Source: GTA & GIS



SOCIAL IMPACT

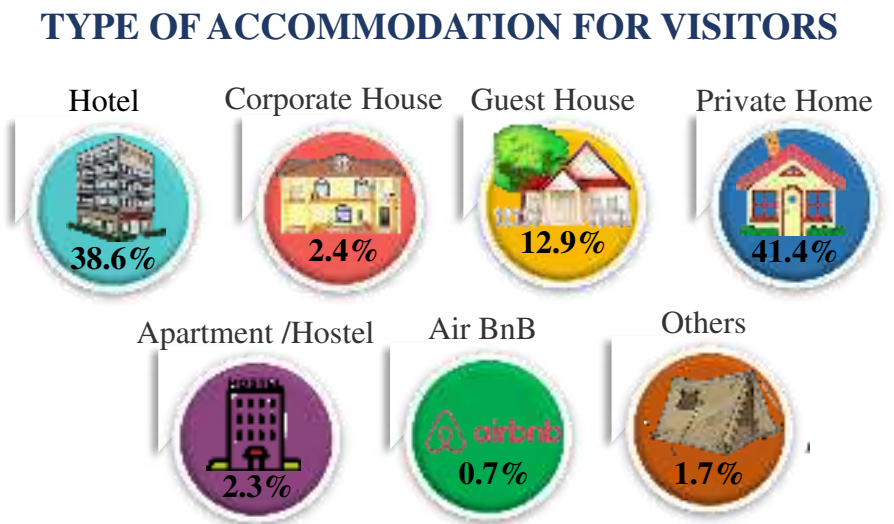


Figure 5.0



Source: IATS, 2021

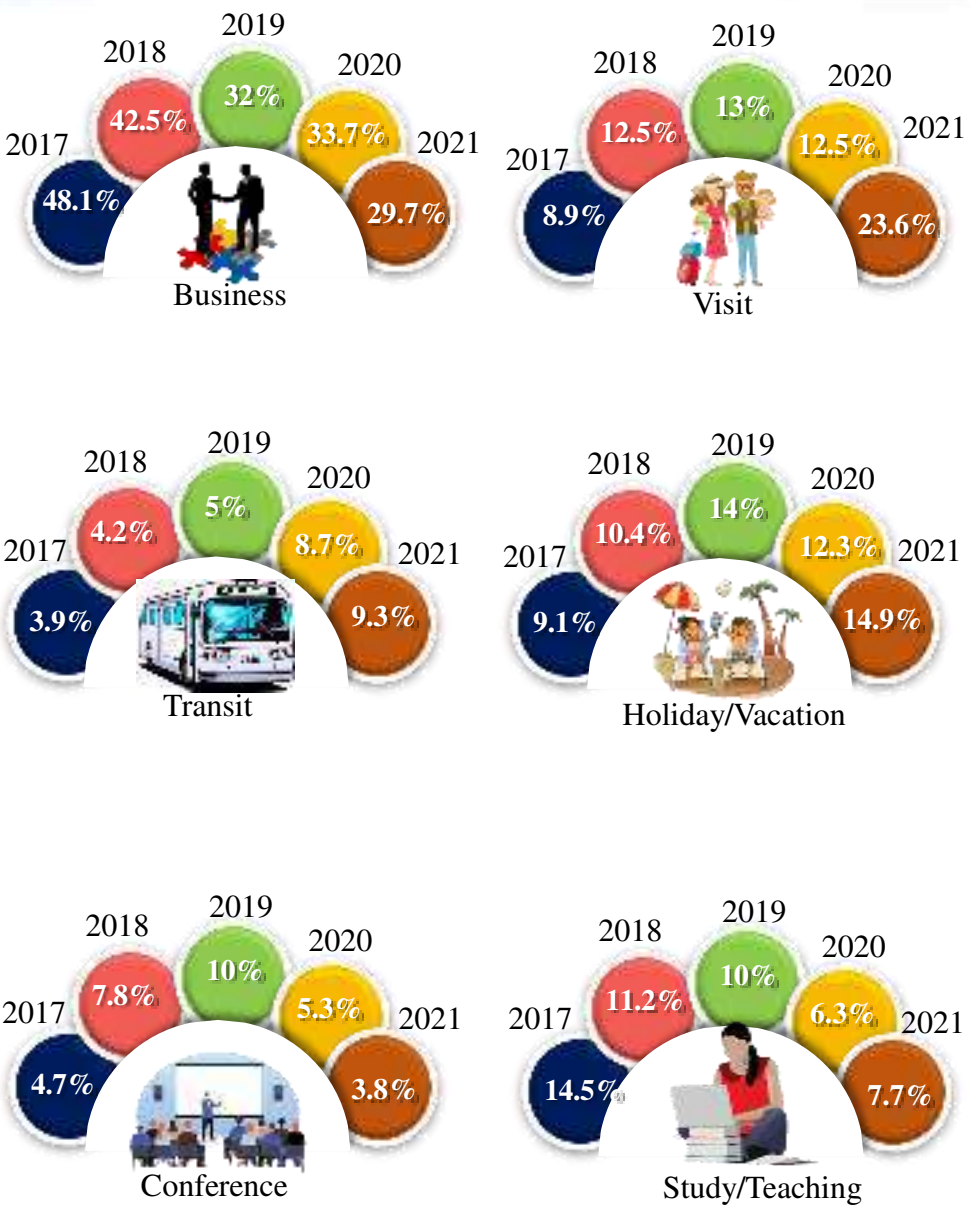
Figure 6.0



Source: IATS, 2021

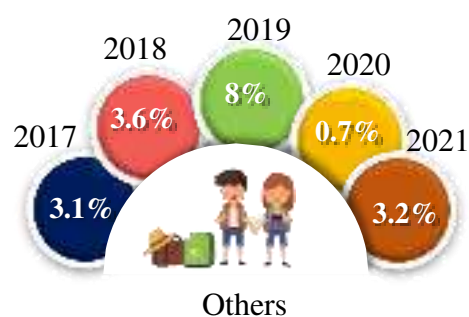
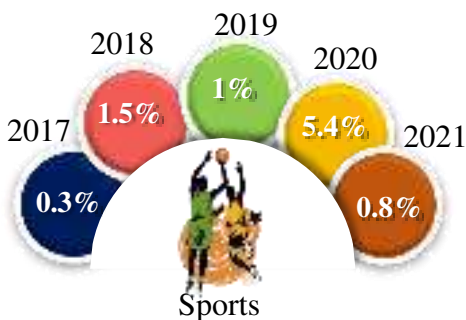
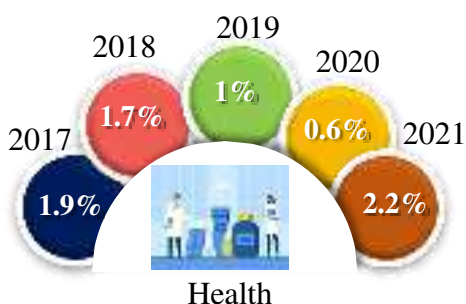
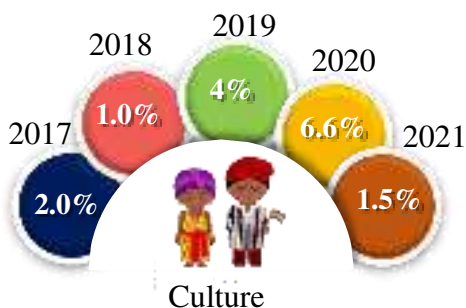
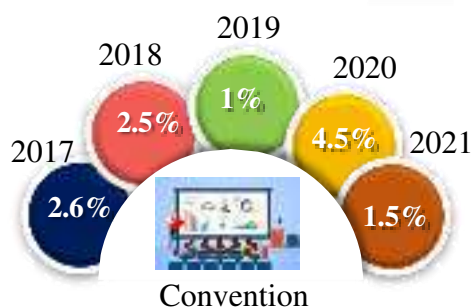
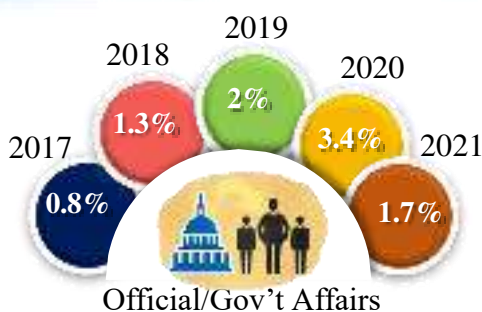
Figure 7.0

PURPOSE OF VISIT (2017-2021)



Source: IATS, 2021

PURPOSE OF VISIT (2017-2021) CONT'D



Source: IATS, 2021

Figure 8.0

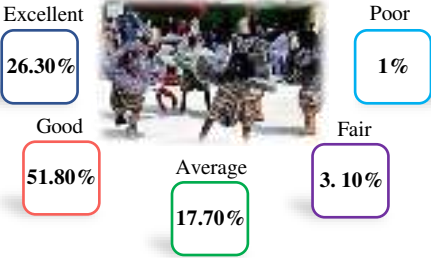
TOURISTS' IMPRESSION ABOUT GHANA'S TOURISM FACILITIES & SERVICES



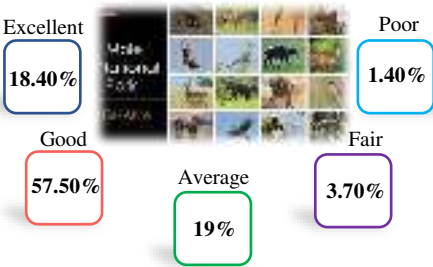
Source: IATS, 2021

TOURISTS' IMPRESSION ABOUT GHANA'S TOURISM FACILITIES & SERVICES CONT'D

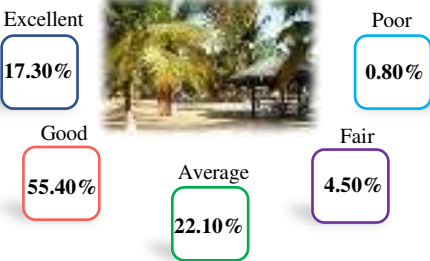
Festivals and Special Events



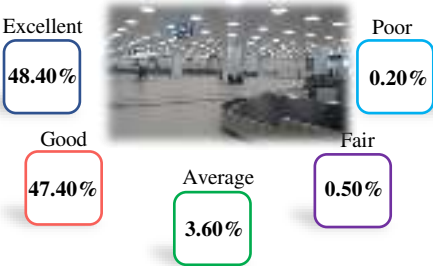
Wildlife



Quality of Beach Facilities



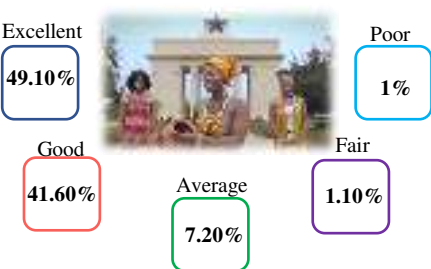
Airport Facilities



Airport Formalities



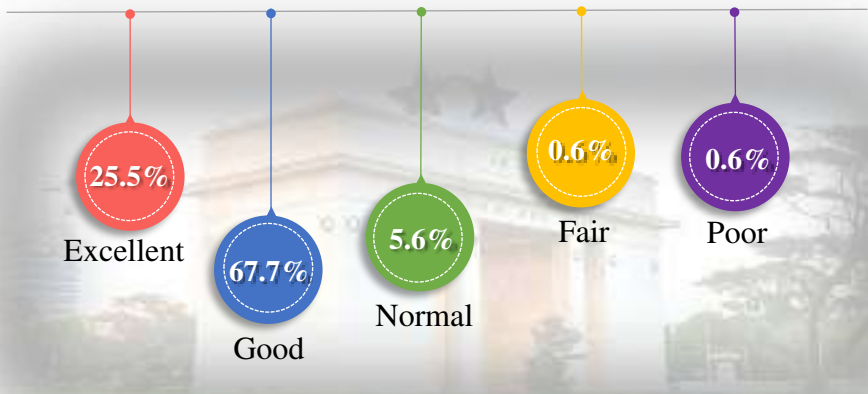
Ghanaian Hospitality



Source: IATS, 2021

Figure 9.0

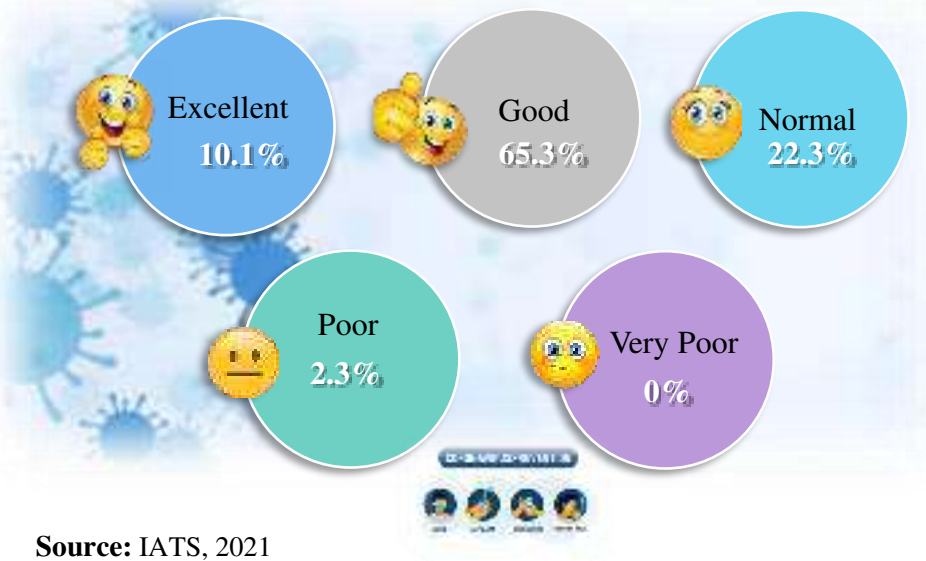
OVERALL IMPRESSIONS ABOUT GHANA



Source: IATS, 2021

Figure 10.0

OVERALL IMPRESSION ABOUT GHANA'S EFFORT TO PREVENT THE SPREAD OF COVID-19



Source: IATS, 2021



2021 DECEMBER IN GH



HIGHLIGHTS OF 2021 DECEMBER IN GH EVENTS

INTRODUCTION

On the 25th of October 2021, the Minister of Tourism, Arts and Culture Dr. Ibrahim Mohammed Awal unveiled the 2021 December in GH, jam-packed with several events to make the Christmas and new year period an outstanding one to participants who travelled far and wide to have fun and relaxation in Ghana.

HIGHLIGHTS OF THE SURVEY

The 2021 December in GH survey interviewed 260 respondents at the Kotoka International Airport's Departure Hall who had participated in the program.

About 62% of the interviewees, were females and males 38%. A greater number (80.6%) of participants were employed. Millennials in the age group of (18-39years) were 73.8%. Bachelor's degree holders were 61%.

First time visitors to Ghana during the period were 40% whilst more than 3 times visitors were 28%. Participants ranked "Experience Ghana" as first pillar of Beyond the Return, with "Celebrate Ghana" as the second pillar they were keenly involved.

The survey asked if visitors considered Ghana as an expensive destination, (50.4%) of visitors considered Ghana as an expensive destination in terms of cost.

In a related development, 72.76% of visitors rated their overall experience with Beyond the Return version of December in GH 2021 events as satisfied whilst 15.45% said they were very satisfied. About repeated visit to Ghana, overwhelmingly, 95% visitors mentioned that they will visit Ghana again for 2022 December in GH Events.

Participants anticipate that some changes in the 2022 December in GH should include; organization of programs in other regions & addition of more programs. They also recommended holding programs conveniently at larger auditoriums.

INFOGRAPHICS ON 2021 DECEMBER IN GH

Figure 11.0

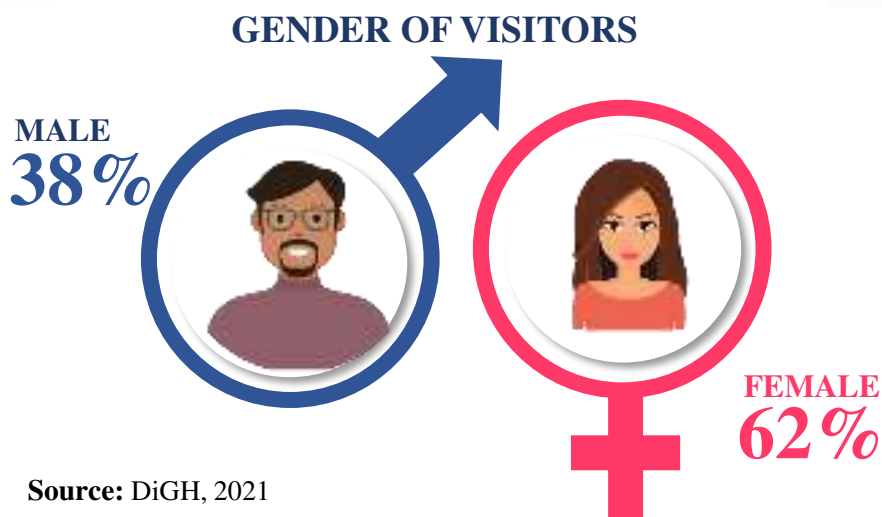
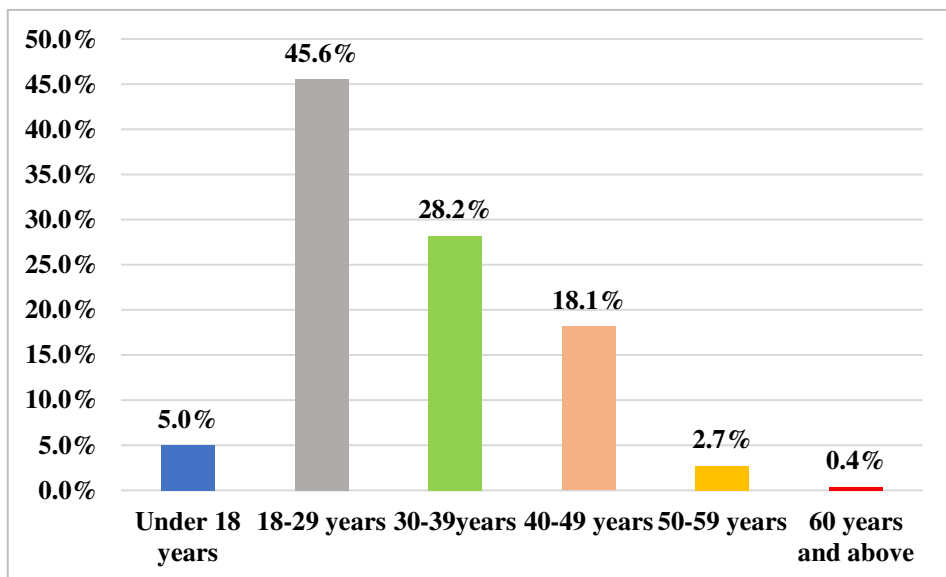


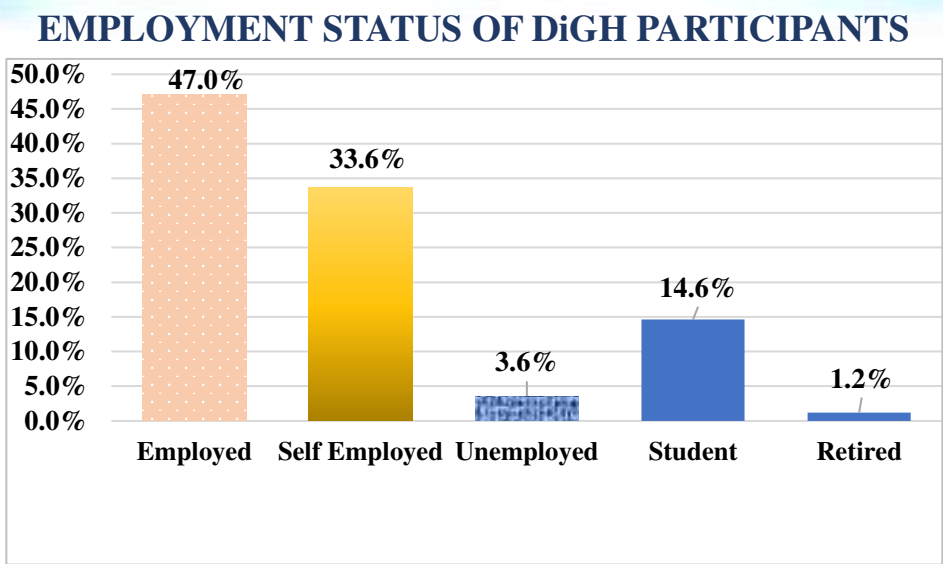
Figure 12.0

AGE CATEGORY OF VISITORS



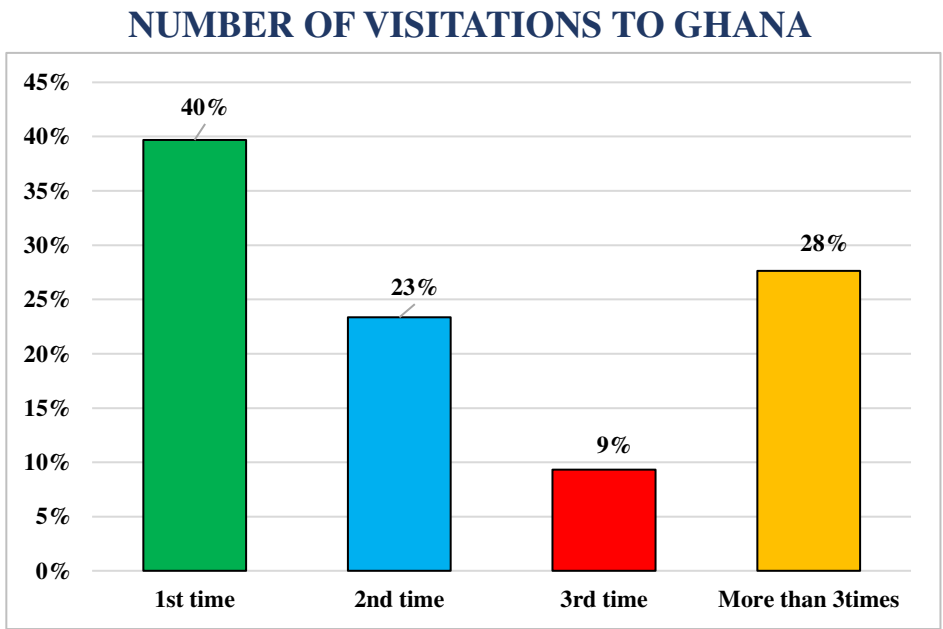
Source: DiGH, 2021

Figure 13.0



Source: DiGH, 2021

Figure 14.0



Source: DiGH, 2021

Figure 15.0

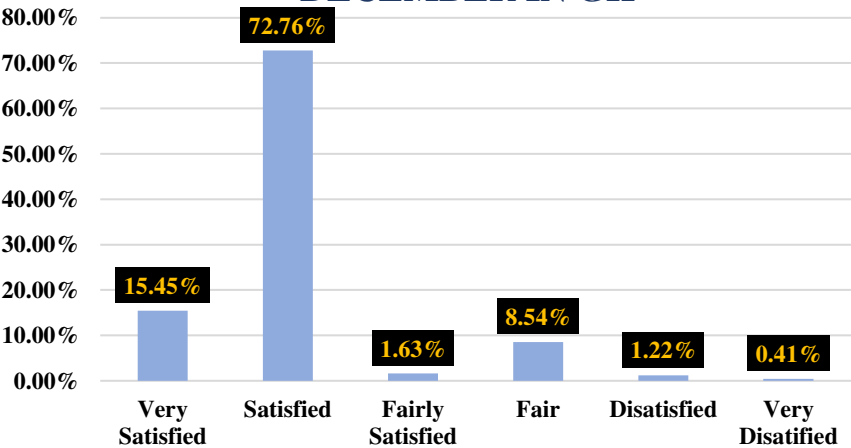
DIASPORANS INVOLVEMENT IN BEYOND THE RETURN PILLARS



Source: DiGH, 2021

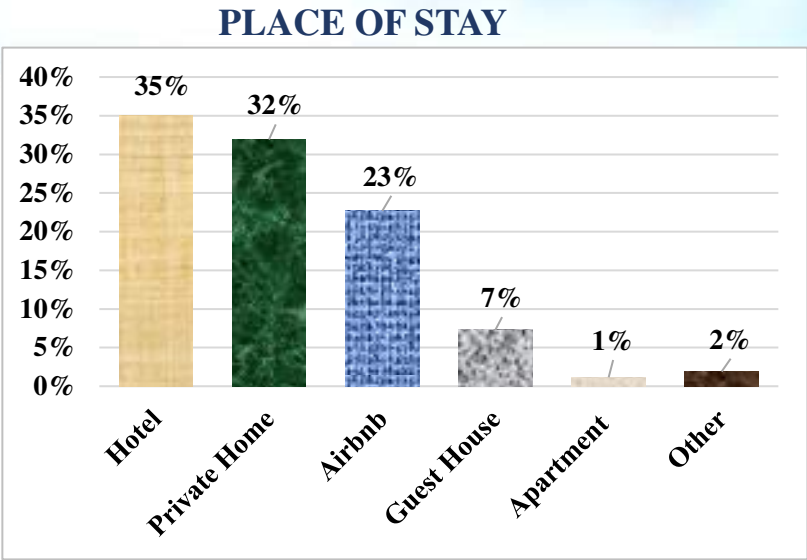
Figure 16.0

VISITORS' OVERALL EXPERIENCE IN DECEMBER IN GH



Source: DiGH, 2021

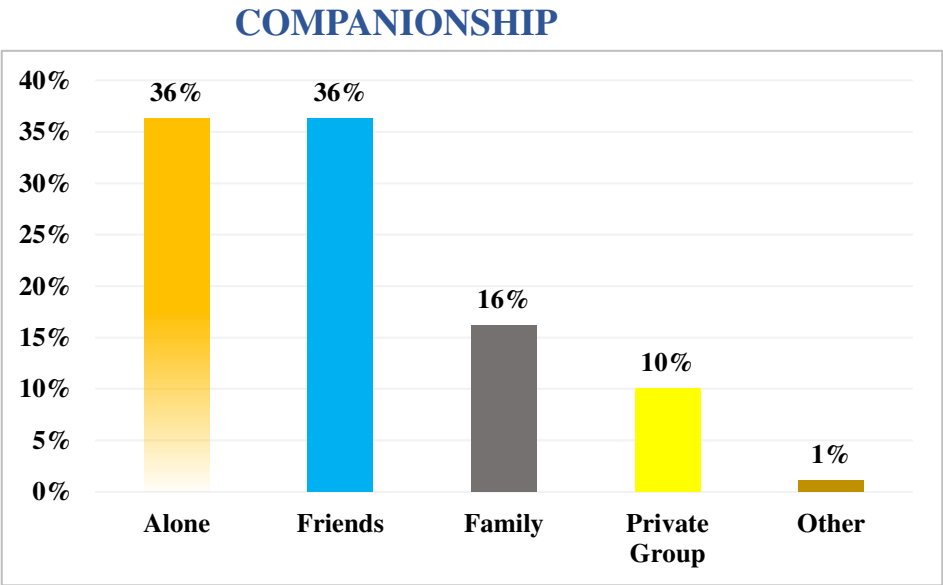
Figure 17.0



Source: DiGH, 2021

NOTE: Average length of stay of visitors was 12 nights

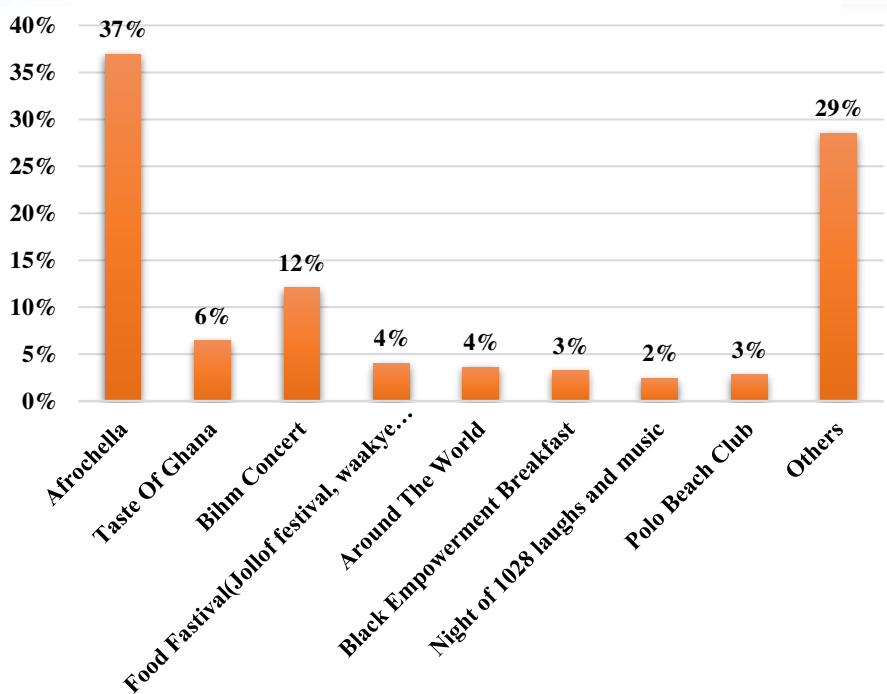
Figure 18.0



Source: DiGH, 2021

Figure 19.0

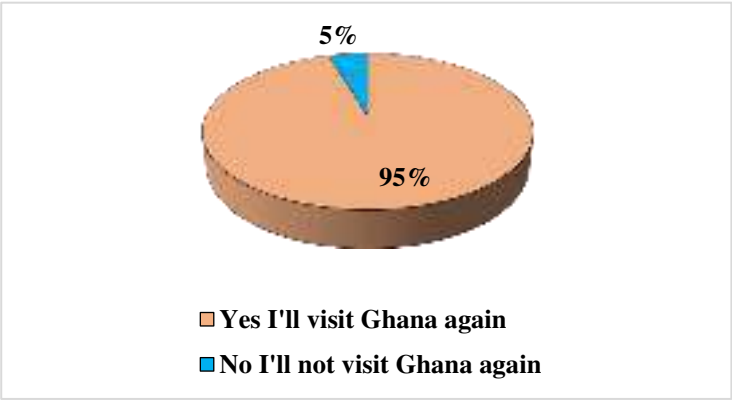
PARTICIPATION IN DECEMBER IN GH EVENTS



Source: DiGH, 2021

Figure 20.0

FUTURE VISIT



Source: DiGH, 2021



TOURISM FACTSHEET



INTERNATIONAL ARRIVALS

Table 2.0

TOP TEN (10) ARRIVAL COUNTRIES 2017-2021 & PERCENTAGES OF THE TOTAL ANNUAL ARRIVALS

2021			2020		
Country	Arrival	%	Country	Arrival	%
America	92,139	14.8	America	39,028	11
Canada	59,193	9.5	Canada	33,394	9.4
Netherlands	34,073	5.5	Netherlands	20,538	5.8
France	14,785	2.4	France	8,103	2.3
China	11,923	1.9	Burkina Faso	6,210	1.7
Nigeria	8,475	1.4	South Africa	6,129	1.7
Burkina Faso	8,413	1.3	China	6,028	1.7
South Africa	8,088	1.3	Nigeria	5,522	1.6
Germany	7,591	1.2	Germany	5,283	1.5
Liberia	7,048	1.1	Liberia	5,219	1.5

2019			2018		
Country	Arrival	%	Country	Arrival	%
America	118,009	10.4	Canada	98,181	10.3
Canada	102,339	9.1	America	92,999	9.7
Netherlands	69,954	6.2	Netherlands	58,742	6.1
South Africa	26,387	2.3	South Africa	22,908	2.4
France	25,022	2.2	France	21,688	2.3
Germany	21,619	1.9	Burkina Faso	21,633	2.3
China	18,135	1.6	Germany	19,692	2.1
Nigeria	15,371	1.4	China	15,449	1.6
Liberia	14,203	1.3	Liberia	14,039	1.5
Burkina Faso	10,167	0.9	Nigeria	13,811	1.4

2017		
Country	Arrival	%
America	90,525	9.3
Nigeria	69,648	7.2
Britain	58,599	6
India	24,085	2.5
China	22,878	2.4
Cote D'ivoire	22,807	2.4
South Africa	21,786	2.2
Germany	21,606	2.2
Liberia	19,142	2
Burkina Faso	16,528	1.7

DOMESTIC TOURISM

Table 3.0

TOTAL VISITATIONS AT TOURIST ATTRACTIONS /SITES (2017 - 2021)

DESCRIPTION	2017	%	2018	%	2019	%	2020	%	2021	%
<i>RESIDENT</i>	391,922	77.81	459,594	72.35	464,162	69.35	173,988	82.62	516,990	88%
<i>NON - RESIDENT</i>	111,786	22.19	175,600	27.65	205,149	30.65	36,594	17.38	71,956	12%
TOTAL	503,708	100	635,194	100	669,311	100	210,582	100	588,946	100%

Source: GTA RME DEPT

Table 4.0

TOP TEN (10) MOST VISITED ATTRACTIONS/SITES IN GHANA (2021)

2021		
Sites	Total Visitations	Rank
Kakum National Park	86,035	1 ST
Kumasi Zoo	69,208	2 ND
Larabanga Mosque	55,395	3 RD
Cape Coast Castle	47,931	4 TH
Aburi Gardens	42,706	5 TH
Elimina Castle	36,302	6 TH
Mognori	35,243	7 TH
Accra Zoo	32,764	8 TH
Bunso Arboretum	30,152	9 TH
Kwame Nkrumah Memorial	28,361	10 TH
Total	464,097	

Source: GTA RME DEPT

Table 5.0

TOP TEN (10) MOST VISITED ATTRACTIONS /SITES IN GHANA (2019-2020)

2020		
Sites	Total Visitations	Rank
Kakum National Park	54,514	1 ST
Cape Coast Castle	37,631	2 ND
Kwame Nkrumah Memorial	34,678	3 RD
Elmina Castle	23,193	4 TH
Shai Hills Reserve	16,351	5 TH
Kintampo Waterfalls	10,848	6 TH
Nzulezo	7,688	7 TH
Wli Falls	6,061	8 TH
Boabeng-Fiema Monkey Sanctuary	3,793	9 TH
Zenga Crocodile Pond	2,564	10 TH
Total	197,321	

2019		
Sites	Total Visitations	Rank
Kakum National Park	126,190	1 ST
Kwame Nkrumah Memorial	98,678	2 ND
Cape Coast Castle	88,124	3 RD
Elmina Castle	69,544	4 TH
Manhyia Palace Museum	60,423	5 TH
Kumasi Zoo	51,930	6 TH
Kintampo Waterfalls	18,420	7 TH
Lake Bosomtwi	17,088	8 TH
Mole National Park	13,796	9 TH
Komfo Anokye Sword	10,526	10 TH
Total	554,719	

Source: GTA RME DEPT

Table 6.0

TOP TEN (10) MOST VISITED ATTRACTIONS/SITES IN GHANA (2017-2018)

2018		
Sites	Total Visitations	Rank
Kakum National Park	127,752	1 ST
Kwame Nkrumah Memorial	82,262	2 ND
Cape Coast Castle	74,987	3 RD
Elmina Castle	65,208	4 TH
Manhyia Palace Museum	53,002	5 TH
Wli Falls	38,376	6 TH
Aburi Gardens	27,887	7 TH
Shai Hills Reserve	23,600	8 TH
Mole National Park	18,387	9 TH
Kumasi Zoo	15,901	10 TH
Total	527,362	

2017		
Sites	Total Visitations	Rank
Kakum National Park	118,919	1 ST
Cape Coast Castle	61,228	2 ND
Kwame Nkrumah Memorial	56,515	3 RD
Elmina Castle	47,306	4 TH
Manhyia Palace Museum	45,053	5 TH
Aburi Gardens	26,505	6 TH
Shai Hills Reserve	21,369	7 TH
Mole National Park	17,758	8 TH
Kumasi Zoo	16,897	9 TH
Lake Bosomtwi	13,770	10 TH
Total	425,320	

Source: GTA RME DEPT

OTHER TOURISM STATISTICS

Table 7.0

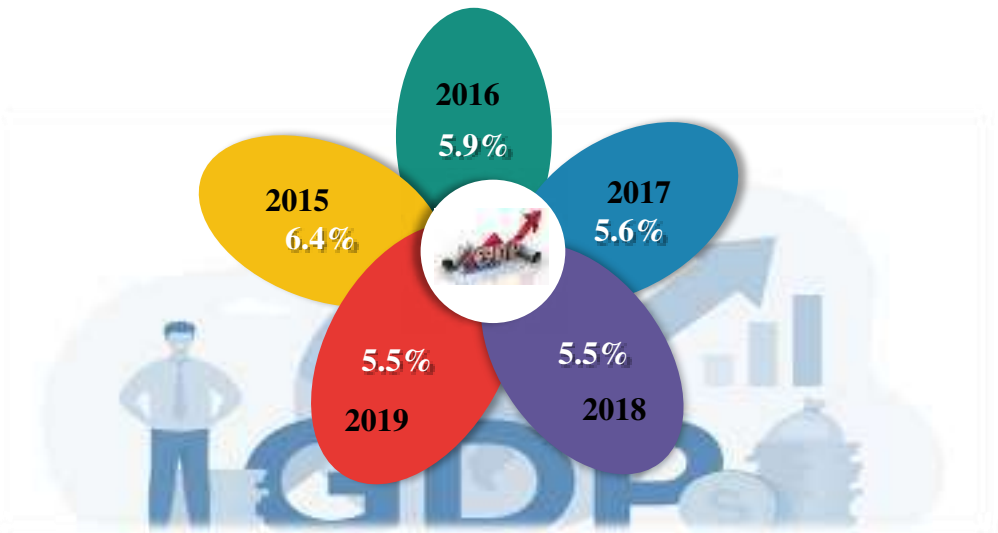
AVERAGE TOURIST EXPENDITURE 2017-2021

Year	Average Expenditure (\$)	Average Length of Stay
2017	1,862.00	12
2018	2,708.00	15
2019	2,931.00	10
2020	1,090.00	12
2021	1,289.00	14

Source: IATS

Figure 21.0

TOURISM CONTRIBUTION TO GHANA'S GROSS DOMESTIC PRODUCT (GDP)



Source: World Atlas

Table 8.0**LICENSED TOURISM ENTERPRISES (2017-2021)**

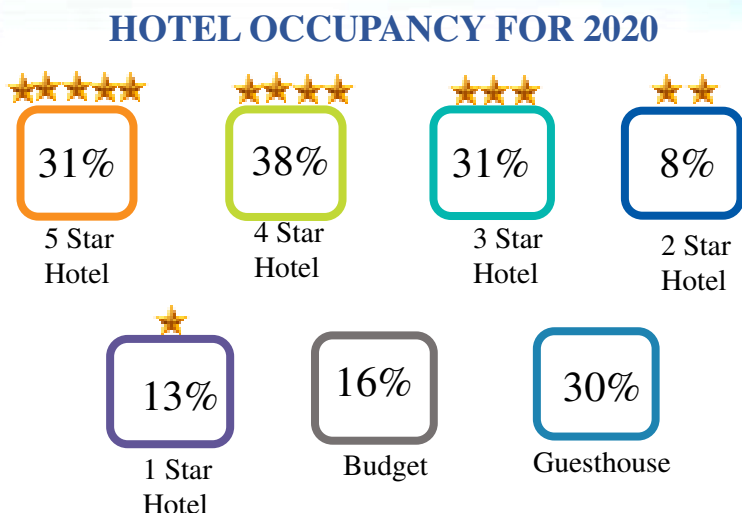
YEAR	ACCOMMODATION	F, B & ENT.	TRAVEL TRADE	TOTAL TOURISM ENTERPRISES
2017	3,246	490	441	4,177
2018	3,454	499	487	4,440
2019	4,131	599	557	5,287
2020	3,538	538	479	4,555
2021*	3,919	520	408	4,847

Source: S&QA & AMEB**Provisional***LEGEND***F, B & E – FOOD, BEVERAGE & ENTERTAINMENT**TRAVEL TRADE – CAR RENTAL, TRAVEL & TOUR & TOURS ONLY***HOTEL OCCUPANCY RATES****Table 9.0****AVERAGE HOTEL OCCUPANCY (5 - 3 Star)**

Year	Occupancy Rate (%)		
	5 Star	4 Star	3 Star
2017	61.09	53.80	50.40
2018	66.20	51.00	53.80
2019	66.3	59.2	55.3

Source: GTA

Figure 22.0



Source: GTA

Note: Average Hotel Occupancy for 2020 was 18%

Table 10.0

*2021 HOTEL OCCUPANCY

Hotel Rating	2021 Occupancy
5 – Star hotel	50%
4 – Star hotel	42%
3 – Star hotel	18%
2 – Star hotel	33%
1 – Star hotel	22%
Budget hotel	22%
Guesthouse	26%

Source: GTA

Note: Average 2021 half year Hotel Occupancy was 30%

*Provisional hotel occupancy (Consist of only 2021 half year –January to June hotel occupancy and not full year - January to December).

SUMMARY OF LICENSED TOURISM ENTERPRISES

Table 11.0

2021 LICENSED ACCOMMODATION ENTERPRISES

REGION	STAR RATING						TOTAL
	4-5 Star	3 Star	2 Star	1 Star	Guesthouse	Budget	
ASHANTI	1	4	49	80	14	565	713
BRONG AHAFO	0	1	11	28	3	251	294
CENTRAL	0	3	13	38	10	276	340
EASTERN	3	4	26	39	16	401	489
GREATER ACCRA	10	8	78	100	59	501	756
NORTHERN	0	0	14	12	3	133	162
TEMA	0	2	14	32	20	247	315
UPPER EAST	1	0	5	15	12	99	132
UPPER WEST	0	0	5	10	1	57	73
VOLTA	0	3	12	29	4	241	289
WESTERN	3	6	30	89	28	200	356
TOTAL	18	31	257	472	170	2971	3919

Source: AMEB, 2021 (Provisional)

Table 12.0

2021 LICENSED FOOD & BEVERAGE ENTERPRISES

REGION	Total No. of Restaurants Licensed
ASHANTI	56
BRONG AHAFO	8
CENTRAL	8
EASTERN	21
GREATER ACCRA	296
NORTHERN	22
TEMA	55
UPPER EAST	5
UPPER WEST	4
VOLTA	3
WESTERN	42
TOTAL	520

Source: AMEB, 2021 (Provisional)

Table 13.0

2021 LICENSED TRAVEL TRADE ENTERPRISES

<i>REGION</i>	Travel and Tours licensed	Tour Operators/ No. of Tours only	Car Rental	TOTAL
ASHANTI	45	2	8	55
BRONG AHAFO	4	0	0	4
CENTRAL	0	10	7	17
EASTERN	2	0	0	2
GREATER ACCRA	199	26	29	254
NORTHERN	1	0	0	1
TEMA	23	1	4	28
UPPER EAST	3	0	0	3
UPPER WEST	4	0	0	4
VOLTA	0	1	11	12
WESTERN	10	2	16	28
TOTAL	291	42	75	408

Source: AMEB, 2021 (Provisional)

Table 14.0

2020 LICENSED ACCOMMODATION ENTERPRISES

REGION	GRADES								TOTAL
	5-STAR	4-STAR	3-STAR	2-STAR	1-STAR	G. HSE	BUDGET	APARTMENTS	
ASHANTI	-	1	5	47	84	11	483	-	631
BRONG AHAFO	-	-	1	7	24	3	242	1	278
CENTRAL	-	-	3	11	30	10	235	-	289
EASTERN	-	2	4	25	39	15	365	1	451
GREATER ACCRA	4	4	6	67	105	52	453	14	705
NORTHERN	-	-	-	15	13	3	140	-	171
TEMA	-	-	2	11	28	19	196	1	257
UPPER EAST	-	-	1	4	12	14	96	-	127
UPPER WEST	-	-	-	6	8	1	41	-	56
VOLTA	-	-	4	12	25	5	223	-	269
WESTERN	-	4	7	28	76	20	169	-	304
TOTAL	4	11	33	233	444	153	2643	17	3538

Source: S&QA, 2021

Table 15.0

2020 LICENSED FOOD & BEVERAGE ENTERPRISES

GRADES											
	RESTAURANT			FAST FOOD			OTHER FORMAL CATERING ENTERPRISES				TOTAL
REGION	GRADE 1	GRADE 2	GRADE 3	GRADE 1	GRADE 2	GRADE 3	COFFEE/ TEA SHOP	HIGHWAY REST STOP	AIRLINE/ OFFSHOR CATREING	CONTRACT CATERING	
ASHANTI	6	17	27	2	3	1	-	-	-	-	56
BRONG AHAFO	-	2	7	1	-	-	-	-	-	-	10
CENTRAL	-	1	3	-	-	-	-	-	-	-	4
EASTERN	3	9	7	-	-	2	-	2	-	-	23
GREATER ACCRA	73	112	30	32	19	5	1	-	2	-	274
NORTHER N	-	11	8	-	-	-	-	-	-	-	19
TEMA	11	22	9	2	1	2	-	-	-	-	47
UPPER EAST	-	1	3	-	-	-	-	-	-	-	4
UPPER WEST	1	1	-	-	-	-	-	-	-	-	2
VOLTA	-	1	2	-	-	-	-	-	-	-	3
WESTERN	8	9	14	4	3	1	-	-	-	-	39
TOTAL	102	186	110	41	26	11	1	2	2	-	481

Source: S&QA, 2021

Table 16.0

2020 INFORMAL ACCOMMODATION ENTERPRISES

2020 HOSTELS AND HOMESTAYS					
REGION	HOSTEL			HOME STAY	TOTAL
	EXECUTIVE	STANDARD	BASIC		
ASHANTI	13	51	7	0	71
BRONG AHAFO	0	0	3	0	3
CENTRAL	0	0	5	1	6
EASTERN	2	5	14	2	23
GREATER ACCRA	6	19	16	9	50
NORTHERN	0	1	10	0	11
TEMA	1	3	5	1	10
UPPER EAST	0	0	1	0	1
UPPER WEST	0	0	0	0	0
VOLTA	0	0	0	5	5
WESTERN	0	1	4	4	9
TOTAL	22	80	65	22	189

Source: S&QA, 2021

Table 17.0

2020 LICENSED TRAVEL TRADE ENTERPRISES

TRAVEL TRADE FACILITIES									
REGION	TOUR OPERATOR	TRAVEL AGENT		TRAVEL AND TOUR		CAR RENTAL			TOTAL
		NON- IATA	IATA	NON- IATA	IATA	GRADE A	GRADE B	GRADE C	
ASHANTI	3		1	59	9	1	6	1	80
BRONG AHAFO	-	-	-	3	1	-	-	-	4
CENTRAL	6	1	-	1	-	-	4	1	13
EASTERN	-	-	-	1	-	-	-	-	1
GREATER ACCRA	38	7	7	145	52	6	29	3	287
NORTHERN	3	5	-	9	1	-	7	-	25
TEMA	1	2	1	15	3	1	-	1	24
UPPER EAST	-	1	-	2	-	-	-	-	3
UPPER WEST	-	-	-	3	-	-	-	-	3
VOLTA	1	-	-	-	-	-	1	8	10
WESTERN	-	-	-	8	2	1	15	3	29
TOTAL	52	16	9	246	68	9	62	17	479

Source: S&QA, 2021

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