



GHANA STATISTICAL SERVICE

PRESS RELEASE



www.statsghana.gov.gh

16th December, 2025

Domestic Visitors' Survey Shows GHS 6.6 Billion in Tourism Spending from 15 Million Trips in 2023

New Ghana Statistical Service survey highlights the scale, structure, and economic importance of domestic travel

The Ghana Statistical Service (GSS) has released findings from the Domestic Visitors' Survey, revealing that domestic tourism recorded over **15 million trips in 2023**, generating an estimated **GHS 6.6 billion in total spending**. The results confirm domestic movement as a major driver of economic activity, with spending flowing directly into local transport, food services, accommodation, and community-based businesses.

Speaking at the release, the Government Statistician, Dr. Alhassan Iddrisu, underscored the broader significance of domestic travel beyond international tourism. He said, "This momentum has brought a powerful reminder that tourism is not only about international arrivals. It is also about Ghanaians discovering Ghana, investing in local experiences, and breathing economic life into the communities and sites they visit," he said.

The findings show that **domestic overnight travel accounted for the largest share of tourism expenditure**, contributing approximately **GHS 4.8 billion, which represents 73 percent of total domestic tourism spending**. Meanwhile, **domestic same-day visitors spent about GHS 1.8 billion, equivalent to 27 percent**. Across both categories, the majority of expenditure occurred **during the trip**.

Highlighting the analytical value of the survey, Dr. Iddrisu noted that the data provide granular insights into travel behaviour and spending patterns across the country. He stated, "The findings give us the clarity to identify the regions that attract the most movement, the types of activities that drive domestic trips, the socio-economic profile of travellers, and the value of the spending that circulates within our borders".

The survey further indicates that **domestic tourism in Ghana is driven largely by working-age adults**, with persons aged **25 to 44 years accounting for 41.1 percent of same-day trips and 35.2 percent of overnight travel**, reflecting the mobility of the economically active population.

Travel motivations remain predominantly social. **More than 80 percent of domestic overnight trips and about 70 percent of same-day trips were undertaken to visit friends and relatives or attend funerals**, reinforcing the central role of family networks, cultural ties, and social events in shaping domestic travel patterns.

In terms of travel organisation and mobility, the survey shows that **over 95 percent of domestic trips were self-arranged**, with the majority of travel taking place by road using **buses and minivans**.

The Domestic Visitors' Survey provides nationally representative evidence to support tourism planning, investment prioritisation, and the development of Ghana's Tourism Satellite Account.

The full report and other supporting material can be accessed via www.statsghana.gov.gh.

-- End of press release ---

About the Ghana Statistical Service

The Ghana Statistical Service (GSS) provides comprehensive, reliable, quality, relevant, accurate and timely statistical information to guide national development as stipulated in Section 3 of the Statistical Service Act, 2019 (Act 1003). The organisation's vision is to be a trusted provider of official statistics for good governance and its mission being the efficient collection, production, management, and dissemination of quality official statistics based on international standards, using competent and motivated staff for evidence-based decision-making, in support of national development.

The Statistical Service produces monthly and quarterly data on important economic indicators such as inflation, Consumer Price Index, Producer Price Index, and Gross Domestic Product. GSS also regularly generates periodic population, housing, demographic and economic data at the locality, district, and national levels from routine surveys and censuses. The statistics generated by GSS can be utilised by a wide cross-section of users including public sector, businesses, academia, civil society organisations, and development partners. For more information visit www.statsghana.gov.gh.