

# **INBOUND TOURISM STATISTICS IN GHANA (NOW AND SINCE WORKSHOP I)**

**PRESENTED BY**

**MARTIN TWUM  
GHANA TOURIST BOARD**

AT

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## **Outline**

- Inbound Tourism - Measuring International Tourist Arrivals
- Inbound Tourism - Measuring Tourist Expenditure and Visitor Satisfaction Level
- List of identified gaps in Inbound Tourism Statistics
- Outcome of regular meetings on Inbound Statistics - after CBP Workshop I
- Outcome of regular meetings on Inbound Statistics - after CBP Workshop II
- Expected Developments - Analysis of data on Inbound Tourism
- Expected Developments - New Data to be obtained
- Expected Developments - Publication
- Conclusion
- Thank you

## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST ARRIVALS

- Data Source:

Embarkation/Disembarkation (ED) Cards

(administered to travellers with official travel documents such as passports arriving at all approved Border Controls – 45 in all)

- Institutions in charge:

Ghana Tourist Board / Ghana Immigration Service

## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST ARRIVALS

- Characteristics of Visitors:

- Age
- Sex
- Occupation/Profession
- Nationality
- Country of Residence;

- Classification of tourism trips

- Length of stay
- Mode of travel;

## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST ARRIVALS

- Place of disembarkation
- Main purpose of visit
  - Business
  - conference,
  - study,
  - VFR,
  - medical,
  - Holiday
  - Transit
  - other

## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST EXPENDITURE & VISITOR SATISFACTION LEVEL

- Data Source:

International (Air, Road, Sea) Travellers Survey  
(Exit Survey)

Administered to selected departing non-resident travellers at Border Controls
- Institution in charge:

Ghana Tourist Board

INBOUND TOURISM STATISTICS -  
MEASURING INTERNATIONAL TOURIST EXPENDITURE &  
VISITOR SATISFACTION LEVEL

- Characteristics of Visitors:
  - Age
  - Sex
  - Occupation/Profession
  - Nationality
  - Country of Residence
  - Household Income
- Classification of tourism trips
  - Length of stay in Ghana (number of nights)
  - Mode of travel;

INBOUND TOURISM STATISTICS -  
MEASURING INTERNATIONAL TOURIST EXPENDITURE &  
VISITOR SATISFACTION LEVEL

- Type of Accommodation used in Ghana  
(overnight visitors)
- Departing Airline  
(upon which visitor is departing from Ghana)
- Visits per the trip i.e.
  - City from which the trip to Ghana began (city of origin)
  - City the visitor is travelling to (when visitor departs from Ghana)
  - Other countries visited during the trip to Ghana;
  - Total number of nights on trip;



## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST EXPENDITURE & VISITOR SATISFACTION LEVEL

- Purpose of Visit
  - Business
  - Conference
  - Study
  - VFR
  - Medical
  - Holiday
  - Culture
  - Official/governmental affairs
  - Sports
  - Transit and other;

## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST EXPENDITURE & VISITOR SATISFACTION LEVEL

- Trip Expenses
  - Total expenditure in Ghana
    - Accommodation
    - food & beverage
    - shopping (formal & informal)
    - local transportation
    - entertainment & recreation
    - other spending;

## INBOUND TOURISM STATISTICS - MEASURING INTERNATIONAL TOURIST EXPENDITURE & VISITOR SATISFACTION LEVEL

- Expenditure on
  - package tours
  - package travels
  - package holidays
- Expenditure on international travel fare
- Cities/towns visited
- Attractions visited.

## List of Identified gaps in Inbound Tourism Statistics

- Information on Characteristics of the tourist/same-day visitor does not cover educational level and Economic Activity Status.
- Information on Characteristics of Tourism Trips does not cover
  - Other (Secondary) purpose of visit
  - Main Activities
- Tourism Consumption Expenditure of the tourist/same-day visitor does not cover international transportation
- Tourism Consumption Expenditure of the tourist/same-day visitor will be extended / single out to cover Handicrafts as a special interest area.

## Outcome of regular meetings on inbound tourism statistics – After CBP Workshop I

- Issues and Outcomes
  - How familiar or conversant are staff from MDAs with IRTS 2008 & TSA-RMF 2008 ?
  - How does this impact on quality of Data Collection ?
  - Do knowledge content appraisal
  - Conduct training through knowledge sharing
  - Subject all existing surveys and administrative procedures to scrutiny
  - Determine Gaps and challenges

## Outcome of regular meetings on inbound tourism statistics – After CBP Workshop II

- Issues and Outcomes
  - Identify the data gaps and challenges (Ref: IRTS 2008 recommendations)
  - Identify the probable sources of the data gaps
  - Redesign Survey Instruments/Questionnaire or Administrative Procedure to collect the data needed
  - International (air, sea, land) Travellers Survey (exit survey) questionnaires and manuals have been redesigned and will be administered in January 2010.

## Expected Developments- Analysis of data on Inbound Tourism

- A back house office close to the main airport would be use to assemble and analyse data from the survey since about 70 per cent of the traffic comes through the airport.
- The regional Tourism offices will handle locations within their region.
- A plan to develop a backbone Wide Area Network (WAN) to link up all the 10 regional offices to the Headquarters network architecture is awaiting approval . This is to ensure efficient and effective data administration.

## Expected Developments- New Data to be obtained

- Characteristics of the tourist/same-day visitor by educational level and Economic Activity Status.
- Characteristics of Tourism Trips by:-
  - Other (Secondary) purpose of visit
  - Main Activities
- Tourism Consumption Expenditure of the tourist/same-day visitor on international transportation
- Tourism Consumption Expenditure of the tourist/same-day visitor on Handicrafts as a special interest area.

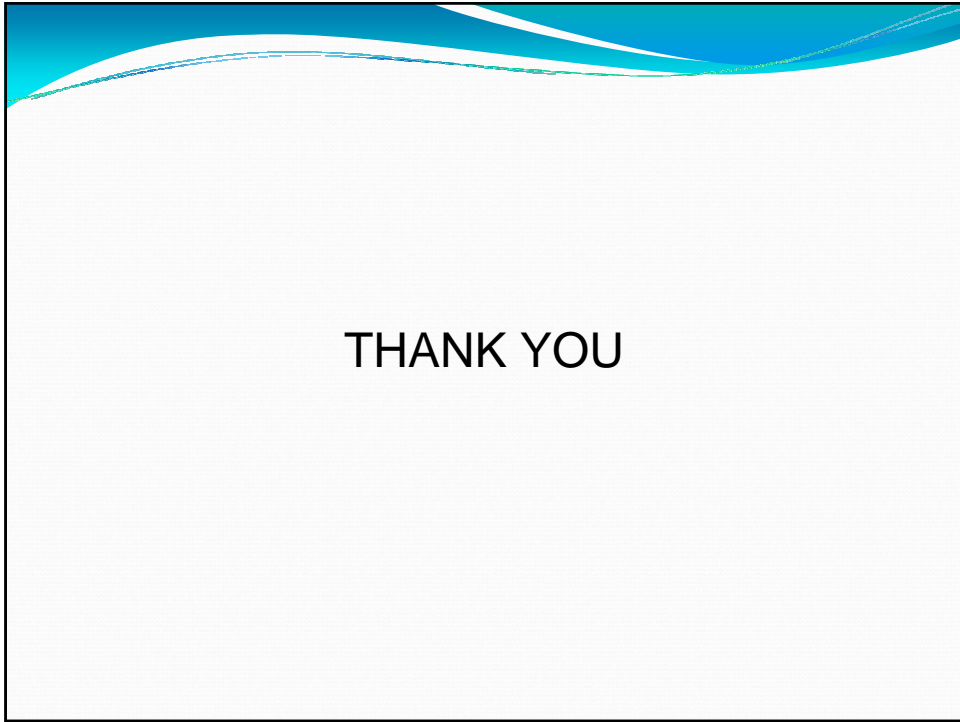


## Expected Developments - Publications

- Statistical Handbook on Tourism (4<sup>th</sup> Edition)
- Tourism Market Trends in Ghana ( second edition); and
- Economic Contribution of Tourism in Ghana ( first edition).

## CONCLUSION

- It is our hope that the new initiatives in tourism development in Ghana i.e informing and giving direction to policy and decision making by the use of empirical data will assist the Committee to achieve its objective of enhancing the existing STS and eventually develop the TSA.



THANK YOU