



# MEASUREMENT OF INBOUND TOURISM

PRESENTED BY

MARTIN TWUM  
GHANA TOURIST BOARD

AT

STATISTICS CAPACITY BUILDING PROGRAMME FOR AFRICA WORKSHOP IV, 25-27 AUGUST 2010  
BIRCHWOOD HOTEL, JOHANNESBURG, SOUTH AFRICA



## INBOUND TOURISM -Data source

- Inbound Tourism Statistics- Measuring International Arrivals

Data source: Statistics from Embarkation/Disembarkation (ED) Cards

- A back house/transit office close to the main airport has been acquired and being used to assemble and analyse data on arriving and departing visitors. About 80 percent of the visitor traffic come by air.

## INBOUND TOURISM- Coverage

- Description: Administered to all travellers with official travel documents such as passports at all Border Controls
- Geographical coverage: National (travellers arriving at all approved border controls)
- Frequency : Daily (Administrative Procedure)
- Reference period for the first procedure: Early 1970's
- Reference period for the last procedure conducted: On-going

## INBOUND TOURISM - Concepts

- Specific subjects: Basic International Visitor profile i.e. Characteristics of Visitors; Classification of tourism trips by main purpose of visit; length of stay; mode of travel; place of disembarkation
- Variables of reference: Age; Sex; Occupation/Profession; Nationality; Country of Residence; Purpose of Visit by – business, conference, study, VFR, medical, holiday, transit and other

## INBOUND TOURISM – Data collection, manipulation / accounting conventions, etc.

- Frame: travellers arriving at all approved border controls in Ghana
- Type of enumeration : daily data collection (administrative procedure)
- Sampling : total population
- Data collection principles: completion of Embarkation/Disembarkation (ED) Cards by travellers
- Geographical breakdown : By point of entry and by region
- Reporting units : 45.Border controls
- Other issues:
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## INBOUND TOURISM – Observation & Additional Documentation

- **Observations on its use:**  
The information from the Embarkation/Disembarkation (ED) Card on travellers is used to generate
- **Additional documentation**  
Data collection ceased from 1995 to 2004, however, it was resumed in 2005



## INBOUND TOURISM - Publication

- Name of publication : Statistical Factsheet/Statistical Handbook
- Published by : Ghana Tourist Board
- Frequency : Quarterly/Bi-annually
- Length of time series available: On-going on daily basis
- Reference period for the latest available publication: Statistical Handbook on Tourism (4<sup>th</sup> Edition )-2<sup>nd</sup> Quarter, 2010
- Published Quarterlyly & Bi-annually



THANK YOU