

## **OUTBOUND TOURISM -ACTIVITIES SINCE WORKSHOP II**

**PRESENTED BY**

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AT

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## Introduction

- In March 2009, Ghana rolled out a 3-Year National Tourism Development Strategy (NTDS) (2010 – 2012)
- The strategic plan is a frame work to ensure integrated and sustainable development of Tourism in Ghana with fully costed budget and activities.
- The Plan identifies among others, the need to develop a robust and reliable National System of Tourism Statistics for the eventual development of a Tourism Satellite Account as well as for planning, development and promotion of Tourism.
- And that this can be achieved through the instrumentality of technical persons serving on the Tourism Satellite Account committee if they are committed to the implementation of definitions, concepts and classification of TSA-RMF 2008 and IRTS 2008 recommendations as the basis for all tourism statistics.
- This initiative has encouraged the Tourism Statistics and Tourism Satellite Account Committee to put in place time-bound and achievable programmes for implementation within the period to monitor and evaluate the performance of the 3-Year National Tourism Development Strategy (NTDS) (2010 – 2012)

## Outcome of regular meetings on outbound tourism statistics

The Tourism Statistics and Tourism Satellite Account Committee has been meeting regularly every quarter of the year.

Some of the issues discussed included:

- the progress of the Technical Committee's work on outbound tourism statistics;
- The direction of the Technical Committee; and
- the development of national STS and TSA in general.
- Specifically, on outbound tourism statistics, the committee agreed on the following:-

## Outcome of regular meetings on outbound tourism statistics (contd)

- The various data gaps and challenges must be identified (Ref: IRTS 2008 recommendations)
- The probable sources of the data gaps must also be identified
- Design Survey Instruments/Questionnaire or Administrative Procedure to collect the data
- Pre-test and Deploy Survey Instruments/Questionnaire or Administrative Procedure
  - pre-test for 3- months in selected locations, etc
  - do verification of the results
  - deploy if results are reliable and efficient, otherwise review the process

## List of Identified gaps in Outbound Tourism Statistics

- Number of departures by:
  - destination sites in the country visited,
  - organisation of trip
- Tourism Consumption Expenditure in the destination country i.e. accommodation, restaurant and beverage services, transportation for international and in the designation country, others like recreation, leisure, shopping etc.
- Tourism Consumption Expenditure in the country of residents by accommodation, restaurant and beverage services, transportation in the destination country, others such as recreation, leisure, shopping etc.
- The data above would apply to both tourist and same-day visitors
- but in the case of tourism consumption expenditure for same-day visitors it will consist of expenditure on restaurant and beverage services, international transport at place of visit, travel and tour operators, cultural services, recreation and leisure, other goods and services (such as shopping, etc)



## Design of outbound tourism data collection instrument

- Title of Survey : International Outbound Travellers Survey
- Questionnaires and manuals have been developed and will effectively be pre-tested between March – May 2010. i.e. at 4 major land border controls in 4 regions of the country .
- Fully deployed by July 2010 - if results are reliable and efficient, otherwise review the process



## Analysis of data on outbound 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.
- The outcome of the analysis will be a draft report on outbound tourism.

## New Data to be obtained

- Number of departures by:
- Destination country, reason for travel or visit, length of stay, destination sites in the country visited, organisation of trip
- Characteristics of the tourist i.e. sex, age group, educational level, occupation
- Tourism Consumption Expenditure in the destination country i.e. accommodation, restaurant and beverage services, transportation for international and in the designation country, others like recreation, leisure, shopping etc.
- Tourism Consumption Expenditure in the country of residents by accommodation, restaurant and beverage services, transportation in the destination country, others such as recreation, leisure, shopping etc.
- The data above would apply to both tourist and same-day visitors except in the case of tourism consumption expenditure for same-day visitors which will consist of expenditure on restaurant and beverage services, international transport at place of visit, travel and tour operators, cultural services, recreation and leisure, other goods and services (such as shopping, etc)

## Publication

- 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