

Travel in Ghana

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Abstracts

The Government invested a considerable amount in promoting itself as a tourist destination internationally. The Ghana Tourism Authority prioritises international fairs such as World Travel Market as an opportunity to promote Ghana around the world, focusing on luxury travel and leisure. Associations, conferences organisers, incentive planners and travel organisers for large groups all attend.

Euromonitor International's Travel in Ghana report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2011-2015, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2020 illustrate how the market is set to change.

Product coverage: Activities, Booking, Flows, Lodging, Travel Modes, Traveller Profiles.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Travel market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Executive Summary

Ghana Promotes Its Tourism Potential Around the World

New Partnerships To Ensure Sustainable Tourism Development

Environmental Tourism Continues To Drive Growth

Ghana Intensifies Efforts To Attract the Chinese

Terrorist Threats Still Limit Tourism Potential

SWOT

Summary 1 Destination Ghana: SWOT

Market Data

Table 1 Other Transport: Value 2010-2015

Table 2 Forecast Other Transport: Value 2015-2020

Table 3 Car Rental Sales: Value 2010-2015

Table 4 Forecast Car Rental Sales: Value 2015-2020

Table 5 Attractions: Value 2010-2015

Table 6 Forecast Attractions: Value 2015-2020

Sources

Summary 2 Research Sources

Flows

Headlines

Trends

Prospects

Category Data

Table 7 Inbound Arrivals: Number of Trips: Volume159X1000 2010-2015

Table 8 Inbound Arrivals by Country: Number of Trips: Volume159X1000 2010-2015

Table 9 Inbound Receipts: Value 2010-2015

Table 10 Forecast Inbound Arrivals: Number of Trips: Volume159X1000 2015-2020

Table 11 Forecast Inbound Arrivals by Country: Number of Trips: Volume159X1000 2015-2020

Table 12 Forecast Inbound Receipts: Value 2015-2020

Table 13 Domestic Trips by Purpose of Visit: Number of Trips 2010-2015

Table 14 Domestic Business Trips by Travel Mode: Number of Trips 2010-2015

Table 15 Domestic Leisure Trips by Travel Mode: Number of Trips 2010-2015

Table 16 Domestic Expenditure: Value and Growth 2010-2015

Table 17 Forecast Domestic Trips by Purpose of Visit: Number of Trips 2015-2020

Table 18 Forecast Domestic Business Trips by Travel Mode: Number of Trips 2015-2020

Table 19 Forecast Domestic Leisure Trips by Travel Mode: Number of Trips

2015-2020

Table 20 Forecast Domestic Tourist Expenditure: Value and Growth 2015-2020

Table 21 Outbound Departures: Number of Trips 2010-2015

Table 22 Outbound Departures by Destination: Number of Trips 2010-2015

Table 23 Outbound Expenditure: Value 2010-2015

Table 24 Forecast Outbound Departures: Number of Trips 2015-2020

Table 25 Forecast Outbound Departures by Destination: Number of Trips 2015-2020

Table 26 Forecast Outbound Expenditure: Value 2015-2020

Airlines**Headlines****Trends****Prospects****Category Data**

Table 27 Airlines Sales: Value 2010-2015

Table 28 Forecast Airlines Sales: Value 2015-2020

Lodging**Headlines****Trends****Prospects****Category Data**

Table 29 Lodging Sales: Value 2010-2015

Table 30 Lodging Outlets: Units 2010-2015

Table 31 Forecast Lodging Sales: Value 2015-2020

Table 32 Forecast Lodging Outlets: Units 2015-2020

Intermediaries**Headlines****Trends****Prospects****Category Data**

Table 33 Intermediaries Sales: Value 2010-2015

Table 34 Forecast Intermediaries Sales: Value 2015-2020

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