

MULTIPLIER EFFECT

The foundation of a healthy tourism ecosystem is when the multiplier effect is working at a high level. This is when money comes from the outside and into the community, then trickles down to locals. Here are examples...

Example #1: Comfort visits Accra from Tamale. She stays at a hotel owned by foreign investors, so some money stays in the country but most does not. She visits the iconic Jamestown Lighthouse, but doesn't spend any money there. She eats at U.S./European chain restaurants. Because of where she lodged and ate, only a little bit of money went to Ghana and Ghanaians. No money came in from another country. Not ideal.

Example #2: Kwame comes to Kumasi from Tema on an STC bus, which supports the national budget. He pays to stay at the Tumi Hostel, eats at local restaurants, and tours the Ghana Armed Forces Museum. Most money collected at the hostel, restaurants and museum is used to pay Ghanaians that live in Kumasi. They earn enough cedis to pay for food, a mobile, and school fees. The money is multiplied!

Example #3: Jeremy comes to Ghana from New York City. Delta (U.S. company) collects most of the money from his ticket, but Kotoka International Airport collects taxes and fees which goes to Ghana. Jeremy booked an Airbnb apartment in Osu, and eats all of his meals at local restaurants. He also pays a local driver to bring him around, and a guide to tell him stories about the country. The large majority of the money he brings from the U.S. is spent and stays in Ghana! This is ideal!!

A little money is good,
but more money is better!

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