

TOURIST PROFILE

Most Ghanaians might say that tourism is good in Ghana, that they see tourists everywhere. It is important to distinguish between real tourists and those in Ghana for other reasons.

Business: They are in Ghana to conduct business. It may be with Ghanaian companies or to extract Ghanaian natural resources. This includes members of the media.

Education: They are teachers and students visiting from all over the world. They are in Ghana to study either subjects tied to Ghana or part of program that benefits from getting students out of their comfort zone.

Non-Governmental Organizations (NGOs): These are entities with a huge spectrum of purposes, from improving education to the environment.

Diplomats: These are representatives from various countries with interests in Ghana or Africa in general.

Ex-Pats: They are in Ghana to live and work irrespective of the above reasons. For example; they may have discovered Ghana through education, but decided to stay.

Real tourists are visitors for a defined time of visit, generally under 90 days – a fairly common limit on visas. They are in Ghana to visit the sites, eat food, partake in entertainment, and rest their head in a hotel or guest house. Their priority is to visit tourism sites and to participate in experiences, to see as much of the country as they can; to see and do things that make them more familiar with Ghana.

How do we get more tourists?
How will you help them get here?

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education