

Jovago releases Ghana Hospitality Report

After several months of research and consultation based on a wide spectrum of factors that make up Ghana's tourism industry, Jovago has compiled a report revealing key trends in the sector as well as distinctive opportunities in the industry.



The report reveals that although Ghana has enormous potential in the tourism industry and exclusive historical sites, it has not fully utilized its potential. However, the contribution of tourism to income revenue Ghana's economy has increased rapidly over the last few years at a rate of 3.5%, which has catapulted Ghana to being the second largest economy in ECOWAS after Nigeria. With a population estimated at around 27 million, Ghana is regarded as the second most populated country in West Africa. Tourism, however, represented 7.8% of the country's GDP in 2014 with a slight increase in 2015.

Jovago, a web-based hotel booking service in Africa, was well placed to explain how digital platforms are becoming increasingly important for the sector. It offers statistical insights into online hospitality searches and booking trends. The report also includes exclusive interviews with Claire Staal (country manager of Jovago Ghana), Nana Kwabena Kwarteng (e-commerce/marketing support manager, Swiss Spirit Hotel & Suites Alisa, Accra) and Herbert Acquaye (chairman, Ghana Hotels Association)

[See full report here.](#)