



2025 GHANA ACCOMMODATION UNIT SURVEY

Accommodation Occupancy Report

March 2025 - June 2025

OCTOBER 2026



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ADMINISTRATIVE MAP OF GHANA



PREFACE

Good tourism decisions begin with good tourism data. Yet, until now, Ghana has not had a nationally representative system for continuously measuring what happens in its short-stay accommodation industry. The 2025 Accommodation Unit Survey (AUS) changes this. As the first survey of its kind in Ghana, it provides monthly evidence on accommodation capacity, occupancy, guests, length of stay and room revenue across the country.

This historic survey matters because accommodation is at the heart of tourism. Better information on where visitors stay, how long they stay and what accommodation facilities earn strengthens Ghana's Tourism Satellite Account, improves measurement of tourism's contribution to the economy and supports national development and the Sustainable Development Goals, particularly those on reducing poverty and promoting decent work and economic growth.

The findings for March to June 2025 reveal an industry with substantial capacity, but uneven utilisation. Ghana had about 5 million room-nights available each month, yet only about four in every ten were occupied. Monthly occupied room-nights declined from 2.14 million in March to 1.99 million in June; part of the month-to-month movement reflects differences in the number of days per month. Hotels supplied about seven in every ten rooms, while hostels recorded much higher occupancy. Domestic guests overwhelmingly drove patronage, while foreign guests were fewer but generally stayed longer. Performance also differed markedly across regions, establishment types and categories.

These results carry a simple message: Ghana's opportunity is not only to expand accommodation capacity, but also to make better use of the capacity already available. Government and tourism institutions can use the evidence to better target destination development and tourism demand. Accommodation businesses can use occupancy, Average Daily Rate (ADR) and Revenue per Available Room (RevPAR) to improve pricing and operations. Investors can look beyond national averages to identify where genuine opportunities exist.

I encourage government, the private sector, investors, development partners, researchers and the public to use these statistics, not simply read them. As the AUS time series grows, it can become an increasingly powerful source of tourism intelligence for policy, business and investment decisions.

I extend my sincere appreciation to the accommodation establishments that provided the data, our field officers, the National Technical Advisory Committee (NTAC), technical teams, the hardworking staff of the Ghana Statistical Service, and all partners who contributed to this landmark survey.

The Ghana Statistical Service remains committed to producing timely, trusted and relevant statistics that turn evidence into better decisions and better development outcomes for Ghana.



DR. ALHASSAN IDDRISU
GOVERNMENT STATISTICIAN

ACKNOWLEDGEMENT

The Ghana Statistical Service (GSS) gratefully acknowledges the institutions and individuals whose contributions made the 2025 Accommodation Unit Survey (AUS) and this report possible.

We extend our sincere appreciation to all accommodation establishments (including the hotels, guest houses, hostels, homestays, serviced apartments and unlicensed units) across Ghana that participated in the survey and provided the information on which these statistics are based. Their cooperation and commitment to timely and accurate reporting are essential to building a stronger evidence base for Ghana's tourism and accommodation industry.

We are particularly grateful to the National Technical Advisory Committee (NTAC) for its technical guidance and expert advice throughout the survey process. The Committee's contribution helped strengthen the methodological approach, technical quality and relevance of the survey and its outputs.

We also acknowledge with appreciation the Governing Board of the Ghana Statistical Service for its strategic oversight, guidance and continued support for the Service's efforts to expand and improve the production of timely, relevant and high-quality official statistics for national development.

Our appreciation further goes to the Ministry of Tourism, Culture and Creative Arts, the Ghana Tourism Authority, development partners and other stakeholders in Ghana's tourism ecosystem for their collaboration, technical inputs and support.

We commend the field officers, supervisors, data-processing teams, analysts, reviewers, and other staff of the Ghana Statistical Service whose professionalism and dedication made the survey and this publication possible.

The GSS remains grateful to all who contributed, directly or indirectly, to this historic survey. The value of the AUS will ultimately be measured not only by the statistics it produces, but by how effectively these statistics are used to inform policy, guide investment, strengthen businesses and support the sustainable development of Ghana's tourism industry.

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ACRONYMS AND ABBREVIATIONS

ADR	Average Daily Rate
AUS	Accommodation Unit Survey
GDP	Gross Domestic Product
GSS	Ghana Statistical Service
GTA	Ghana Tourism Authority
IBES I	Integrated Business Establishment Survey, Phase I
IBES 2	Integrated Business Establishment Survey, Phase II
IRTS	International Recommendations for Tourism Statistics
MoTCCA	Ministry of Tourism, Culture and Creative Arts
NTAC	National Technical Advisory Committee
OECD	Organisation for Economic Co-operation and Development
pp	Percentage point
PPS	Probability Proportional to Size
RevPAR	Revenue per Available Room
SDGs	Sustainable Development Goals
TSA	Tourism Satellite Account
UN	United Nations
UNSD	United Nations Statistics Division
UNWTO	United Nations World Tourism Organization

EXECUTIVE SUMMARY

A historic first for Ghana's accommodation industry

The 2025 Accommodation Unit Survey (AUS) is a historic first for Ghana: the country's first nationally representative survey drawn from the IBES I accommodation establishment frame to continuously measure short-stay accommodation activity month by month, covering licensed and unlicensed establishments nationwide.

For the first time, Ghana can regularly track accommodation capacity, occupancy, guests, length of stay and room revenue. The AUS closes a long-standing data gap and provides government, businesses, investors and other stakeholders with reliable evidence to understand and develop the accommodation industry.

Why the survey matters

Tourism creates jobs, generates income and foreign exchange, supports businesses and showcases Ghana's culture and attractions. Accommodation is at the centre of this activity because overnight visitors need places to stay.

The AUS provides regular, reliable and internationally comparable statistics to support tourism policy, business planning and investment. It also strengthens Ghana's Tourism Satellite Account (TSA) and measurement of tourism's contribution to the economy.

By showing where accommodation demand is strong or weak and where capacity is underused, the survey supports national development and the Sustainable Development Goals, particularly SDG 1 on ending poverty and SDG 8 on decent work and economic growth.

How the survey was conducted

The AUS is a nationwide panel survey that follows the same sampled establishments over time. Data were collected monthly from November 2024 to October 2025, with this report covering March to June 2025.

A nationally representative sample of 1,085 establishments was drawn from the IBES I accommodation establishment frame of 9,602 registered and unregistered accommodation establishments across all 16 regions. The survey measures rooms and beds available, rooms occupied, guests, guest nights and room revenue to estimate key indicators, including occupancy rates, average length of stay, Average Daily Rate (ADR) and Revenue per Available Room (RevPAR). The survey design was informed by internationally recognised tourism statistical frameworks.

The key findings from the survey

Ghana had substantial accommodation capacity, but room demand weakened. Around 5 million room-nights were available each month. Monthly occupied room-nights fell from 2.14 million in March to 1.99 million in June, about 7 percent in monthly totals and about 4 percent on an average daily basis. The issue was therefore not simply capacity, but how effectively existing capacity was being used.

National room occupancy remained around 40 percent. It was 41.7 percent in March, 41.9 percent in April, 39.7 percent in May and 40.0 percent in June. Put simply, only four in every ten available rooms were occupied. Bed occupancy was higher, ranging from 46.2 percent to 49.2 percent.

National averages masked wide differences across the industry. Hotels provided about seven in every ten available rooms, but their room occupancy remained around one-third. In contrast, hostels recorded 92.9 to 96.1 percent room occupancy, while establishments with 100 or more rooms consistently exceeded 83 percent.

Location mattered. Central and Western regions recorded some of the highest room occupancy rates, with Central Region reaching 56.8 percent in June and Western Region remaining above 50 percent throughout the period. Eastern, Bono East and North East regions remained below 25 percent. Ghana's accommodation market therefore differs substantially across regions.

Domestic guests were the backbone of demand. About 1.78 million to 1.86 million domestic guests were recorded monthly, compared with only 23,000 to 30,000 foreign guests. Central Region recorded the most domestic guests, while Greater Accra Region attracted the most foreign guests. Foreign guests were fewer but generally stayed longer, averaging three to nine nights, compared with about one to two nights for domestic guests.

Revenue performance fluctuated despite relatively stable occupancy. National RevPAR moved from GH¢425 in March to GH¢464 in April, GH¢399 in May and GH¢458 in June. ADR moved from GH¢1,018 to GH¢1,108, GH¢1,004 and GH¢1,145, respectively. Greater Accra Region recorded the highest regional RevPAR throughout the period.

Overall, the evidence points to substantial capacity, relatively stable national occupancy, weakening room demand and large differences across regions and accommodation segments. These differences matter for where Ghana promotes tourism, expands capacity and directs business and investment decisions.

What the findings mean and what should happen next

The evidence is clear: Ghana has substantial accommodation capacity, but how well it is used varies sharply by location, establishment type and market segment. The priority is therefore not only to expand capacity, but also to make better use of what already exists.

For government and tourism institutions, planning should focus on where demand is strong, where capacity is underused and why. Regional differences mean that one national approach will not fit every part of Ghana.

For accommodation businesses, occupancy alone is not enough. Occupancy, ADR and RevPAR should be used together to guide pricing, marketing, operations and investment. Persistently low occupancy should be understood before additional capacity is created.

For investors and financial institutions, national averages can hide opportunities and risks. Investment decisions should consider location, establishment type and size, occupancy, revenue performance and guest profile.

For the tourism industry, domestic travellers should remain central because they account for the overwhelming majority of guests. At the same time, the generally longer stays of foreign guests highlight the value of attracting international visitors and encouraging longer stays.

For GSS, GTA and accommodation establishments, sustained production of timely, high-quality accommodation statistics is essential. A longer time series will strengthen understanding of seasonality, demand, pricing and emerging investment opportunities.

The bottom line

Between March and June 2025, Ghana had about five million room-nights available each month, but only around four in every ten were occupied. Demand weakened, domestic guests dominated patronage, foreign guests generally stayed longer, and performance varied widely across regions and accommodation segments.

The message is simple: Ghana's opportunity is not only to build more accommodation, but to use existing capacity better.

The historic AUS provides the evidence to do this: better-targeted tourism policy, smarter business and investment decisions, stronger demand, and ultimately greater jobs, income and economic value from Ghana's tourism industry.

1 OVERVIEW OF ACCOMMODATION UNIT SURVEY

1.1 Introduction

Tourism is one of Ghana's most powerful engines of growth. It creates jobs, earns foreign exchange, showcases our culture and spreads opportunity to every region. Yet for many years the country has managed this vital sector with limited sight of one of its most important parts: where visitors actually stay. Reliable, timely and consistent data on commercial accommodation have simply been too scarce to guide decisions with confidence.

The Accommodation Unit Survey (AUS) was created to close that gap. It is Ghana's first nationally representative survey drawn from the IBES I accommodation establishment frame to track the short-stay accommodation sector continuously, collecting data every month from both licensed and unlicensed establishments that host domestic and international guests. For the first time, the country can see how its rooms are supplied, sold and priced, month after month, at both national and regional levels.

Ghana's current tourism policy direction is set out in the Ministry of Tourism, Culture and Creative Arts' 2026–2029 Sector Medium-Term Development Plan. The Plan aims to diversify tourism products and source markets, increase sector revenue by 50 percent and grow international visitor arrivals by 70 percent by 2029. It prioritises tourism infrastructure, stronger marketing and market intelligence, improved service standards, better data, public-private partnerships, community-based tourism, and the development of MICE, eco-tourism, heritage and adventure tourism. The AUS supports this agenda by providing regular evidence on accommodation capacity, occupancy, guest patterns, length of stay and revenue performance to help government and industry track progress and target interventions more effectively.

This work also advances Ghana's commitment to the Sustainable Development Goals, particularly ending poverty (SDG 1) and promoting decent work and economic growth (SDG 8). Above all, the AUS turns everyday hospitality into evidence that can guide tourism development towards growth that is inclusive, regionally balanced and lasting.

1.2 Purpose and Objectives

The purpose of the AUS is to provide accurate, regular and internationally comparable statistics on Ghana's commercial accommodation sector to inform policy, investment and planning. Specifically, the survey seeks to:

- a) measure the supply of and demand for accommodation, including rooms and beds available across the country;
- b) track demand and utilisation through occupancy rates, guest numbers, guest nights and average length of stay;
- c) monitor financial performance using the average daily rate (ADR) and revenue per available room (RevPAR);

- d) reveal regional, type and category differences that shape where and how the hospitality industry grows; and
- e) provide a reliable data source for Ghana's Tourism Satellite Account and for national development planning.

1.3 Scope of the Survey

The AUS covers all 16 administrative regions of Ghana. The sampling frame contained accommodation establishments located across Ghana's 261 districts. The survey captures short-stay accommodation establishments, including hotels, hostels, homestays, serviced apartments and establishments operating without a GTA license. Data are collected every month to track changes in accommodation activity over time.

This report presents selected results for the four months from March 2025 to June 2025. It focuses on the indicators that matter most to the sector: accommodation capacity, room and bed occupancy, number of guests, guest nights, average length of stay, average daily rate (ADR) and revenue per available room (RevPAR). The results are disaggregated by national and regional levels, and by the type, size and category of establishment, so that patterns can be seen clearly and acted upon precisely.

1.4 Organisational Structure

The survey was conducted within a structured institutional framework to ensure efficiency, coordination, and technical supervision. At the national level, the Government Statistician served as the Project Director, with the Deputy Government Statisticians serving as Deputy Project Directors. They provided strategic leadership by chairing the National Technical Advisory Committee (NTAC), which was established to provide technical guidance and expertise. The NTAC included representatives from the University of Cape Coast (UCC), University of Ghana (UG), Kumasi Technical University (KSTU), Ministry of Tourism, Culture and Creative Arts (MoTCCA), Ghana Tourism Authority (GTA), Bank of Ghana (BoG), Ghana Immigration Service (GIS), and University of Environment and Sustainable Development (UESD). Other representatives of NTAC were from Ghana Hotels Association and Ghana Progressive Hotels Association. The Project Technical Director, the Coordinator, led the Project Implementation Team (PIT), which was responsible for the entire process, from initiation to execution. All Regional Statisticians played key roles in field monitoring to ensure smooth implementation at the regional level. The Field Supervisor oversaw the work of field interviewers in his/her assigned team to ensure accurate, reliable, and complete assignment of accommodation units' questionnaires to the Headquarters server.

1.5 Structure of the Report

The remainder of the report is organised into five chapters. Chapter 2 defines the accommodation types and key concepts used in the report, while chapter 3 explains the methodology, including the survey design, sampling frame, sample selection, weighting, data collection, data quality, key indicators and interpretation of estimates.

Chapter 4 presents the main results for March to June 2025, covering accommodation capacity, room and bed occupancy, guest numbers and guest nights, average length of stay, and revenue performance by type, category, size and region.

Chapter 5 brings the findings together in the conclusion and sets out policy implications and calls to action for key stakeholders. This structure takes the reader from what the survey is, to what the data show, what the findings mean, and how the statistics were produced.

2 DEFINITION OF CONCEPTS

2.1 Types of Accommodation Units

2.1.1 Hotel

It is a commercial facility which provides lodging, food, and other guest services, with at least ten lettable rooms and classified by star rating based on amenities and services.

For this report, the hotel reporting group comprises star-rated hotels, budget hotels and guest houses. Star-rated hotels are commercial accommodation establishments classified from one to five stars according to the facilities and services they provide. Guest houses and budget hotels are reported separately within the hotel group. The categories are:

- i. **5-Stars:** luxury hotels offering top-quality service, comfort, and amenities such as fine dining, spas, and concierge services.
- ii. **4-Stars:** upscale hotels with high service standards, spacious rooms, multiple dining options, and modern facilities
- iii. **3-star:** comfortable hotels with standard rooms, ensuite bathrooms, and essential services like reception and housekeeping.
- iv. **2-star:** this is classified as providing basic necessities with some comfort. It typically includes ensuite bathrooms, a designated reception area and essential amenities.
- v. **1-star:** this is a type of accommodation unit that provides basic necessities such as a bed, clean bed sheets and a functioning bathroom.
- vi. **Guest house:** this is an accommodation unit that satisfies the minimum requirements of a one star but is limited in number of guest rooms with a minimum of four rooms and a maximum of nine rooms.
- vii. **Budget hotel:** is an accommodation unit that provides basic, clean, and functional lodging at the lowest price point in the market, with limited facilities and standardized self-service operations.
- viii. **Up-market hotels:** these are 3-Star, 4-Star and 5-Star hotels which offer high-quality service.

2.1.2 Hostel

A hostel is an accommodation establishment that generally provides relatively affordable lodging, often through shared or dormitory-style rooms and communal facilities.

- i. **Standard hostel:** refers to a budget-friendly accommodation option that offers shared or private rooms, often with communal facilities such as kitchens, lounges, and bathrooms.

- ii. **Basic hostel:** refers to a budget-friendly accommodation option that offers shared or dormitory-style rooms, often with communal facilities such as kitchens, lounges, and bathrooms.

2.1.3 Serviced apartment

A serviced apartment is a self-contained accommodation unit offered for short stays and typically comprising a bedroom or bedrooms, bathroom, living area and cooking facilities. It combines features of residential accommodation with services provided to short-stay guests.

2.1.4 Homestay

A homestay is an accommodation arrangement in which a guest stays in a private home or residence, with some facilities, such as kitchen, living areas or other spaces, potentially shared with the host household or other guests.

2.1.5 Unlicensed accommodation unit

An unlicensed accommodation unit is a commercial establishment providing accommodation services but which, for purposes of the AUS classification, was operating without the applicable formal tourism accommodation license at the time covered by the survey.

2.2 Accommodation Capacity, Supply and Demand

2.2.1 Accommodation capacity

Accommodation capacity refers to the number of rooms and beds that an accommodation establishment can make available for guests. In this report, capacity is measured principally through rooms and beds in operation during the reference period.

2.2.2 Room available or room in operation

A room available, or room in operation, is a lettable room that an accommodation establishment makes available for guest use during the reference period. For monthly statistics, the measure reflects room availability over the days of the reference month rather than simply the physical number of rooms in an establishment.

2.2.3 Bed available or bed in operation

A bed available, or bed in operation, is a bed that is available for guest use during the reference period.

2.2.4 Supply

Supply refers to the accommodation capacity made available to the market during a specified period. In this report, supply is measured primarily using rooms available and beds available.

2.2.5 Demand

Demand refers to the accommodation capacity actually used by guests during a specified period. In this report, demand is reflected principally in rooms occupied and guest nights.

2.2.6 Room occupied or room sold

A room occupied, or room sold, is an available room that is used by one or more paying guests during the reference period.

2.2.7 Room size

Room size, as used in this report, refers to the size of an accommodation establishment based on its number of rooms in operation. Establishments are grouped into categories from fewer than 10 rooms to 100 or more rooms.

2.3 Occupancy Indicators

2.3.1 Room occupancy rate

The room occupancy rate measures the proportion of available room capacity that was occupied during a specified period. It is calculated as: Room Occupancy Rate (%) = (Rooms Occupied ÷ Rooms Available) × 100.

2.3.2 Bed occupancy rate

The bed occupancy rate measures the proportion of available bed capacity that was utilised by guests during a specified period. For this report it is calculated as: Bed Occupancy Rate (%) = (Guest Nights ÷ Beds Available) × 100.

2.4 Guest Indicators

2.4.1 Guest

A guest is a person who stays in an accommodation establishment during the reference period.

2.4.2 Domestic guest

A domestic guest is a person who is resident in Ghana and stays in an accommodation establishment in Ghana, irrespective of nationality. The classification is based on country of residence, not nationality.

2.4.3 Foreign Guest

A foreign guest is a person who is not resident in Ghana and stays in an accommodation establishment in Ghana, irrespective of nationality.

2.4.4 Guest Night

A guest night is one night spent by one guest in an accommodation establishment. One guest staying for four nights generates four guest nights.

2.4.5 Average Length of Stay

Average length of stay measures the average number of nights spent by guests in accommodation establishments during the reference period. It is calculated as: Average Length of Stay = Total Guest Nights ÷ Total Number of Guests.

2.5 Revenue and Performance Indicators

2.5.1 Room Revenue

Room revenue is the revenue generated from the sale of accommodation rooms during the reference period. It is the revenue measure used in calculating ADR and RevPAR in this report.

2.5.2 Average Daily Rate (ADR)

Average Daily Rate (ADR) measures the average room revenue earned from rooms sold during a specified period. It is calculated as: $ADR = \text{Total Room Revenue} \div \text{Total Rooms Sold}$. ADR is expressed in Ghana cedis (GH¢) at current prices.

2.5.3 Revenue per Available Room (RevPAR)

Revenue per Available Room (RevPAR) measures the average room revenue generated for each room available during a specified period, whether or not the room was occupied. It is calculated as: $RevPAR = \text{Total Room Revenue} \div \text{Total Rooms Available}$. RevPAR may also be expressed as $ADR \times \text{Room Occupancy Rate}$, where the occupancy rate is expressed as a decimal.

2.5.4 Current Prices

Current prices refer to monetary values measured using the prices prevailing during the period to which the data relate, without adjustment for changes in the general price level.

2.6 Measures of Change

2.6.1 Month-on-Month Change

Month-on-month change measures how an indicator changes between a particular month and the immediately preceding month. For level indicators, it is calculated as: $[(\text{Current Month Value} - \text{Previous Month Value}) \div \text{Previous Month Value}] \times 100$. For rates such as room and bed occupancy, changes are reported in percentage points.

2.6.2 Percentage point (pp)

A percentage point is the arithmetic difference between two percentages. If room occupancy rises from 40 percent to 45 percent, it has increased by 5 percentage points.

2.7 Survey and Statistical Terms

2.7.1 Accommodation Unit

An accommodation establishment is an economic unit that provides short-stay accommodation services to guests. In this report, the terms accommodation establishment and accommodation unit are used in relation to establishments covered by the AUS.

2.7.2 Sampling Frame

A sampling frame is the list or database of eligible units from which a survey sample is selected. The AUS sampling frame was developed from Phase I of the Integrated Business Establishment Survey (IBES I) and covered both registered/licensed and unregistered/unlicensed accommodation establishments.

2.7.3 Sample

A sample is the subset of accommodation establishments selected from the survey population to participate in the AUS. The survey selected 1,085 establishments from a frame of 9,602 accommodation units.

2.7.4 Panel Survey

A panel survey collects information repeatedly from the same sampled units over time. The AUS uses a panel design to track changes in accommodation activity and utilisation across successive months.

2.7.5 Survey weight

A survey weight is a numerical value assigned to a sampled establishment to account for its probability of selection and enable the sample data to represent the wider population covered by the survey.

2.7.6 Stratification

Stratification is the process of dividing the survey population into defined groups before sample selection. For the AUS, the sampling frame was stratified by Ghana's 16 administrative regions and by accommodation classification.

3 METHODOLOGY

3.1 Methodological Framework

The Accommodation Unit Survey (AUS) was designed to provide regular and nationally representative statistics on the supply, demand, utilisation and financial performance of short-stay accommodation establishments in Ghana. The methodology was informed by international statistical frameworks for tourism and accommodation statistics, including the International Recommendations for Tourism Statistics 2008 (IRTS 2008), the Tourism Satellite Account: Recommended Methodological Framework 2008, and the UNWTO Accommodation Kit.

The AUS uses a longitudinal panel design. The same sampled accommodation establishments are approached repeatedly using standardised questions, allowing changes in accommodation activity and utilisation to be measured over time. Data were collected monthly for 12 months, from November 2024 to October 2025. This report focuses on March to June 2025.

3.2 Survey Population and Coverage

The target population comprises accommodation establishments operating in Ghana and covered by the AUS sampling frame, including both formally registered/licensed and unregistered/unlicensed establishments. The survey covers all 16 administrative regions and the accommodation types represented in the frame: star-rated hotels, guest houses, budget hotels, homestays, hostels and serviced apartments.

3.3 Sampling Frame

The sampling frame for the AUS was derived from Phase I of the Integrated Business Establishment Survey (IBES I). The frame contained 9,602 registered and unregistered accommodation establishments across Ghana and provided the basis for identifying eligible units and selecting the survey sample.

3.4 Sampling Design and Sample Size

A total sample of 1,085 accommodation establishments was selected from the frame of 9,602 establishments. The frame was stratified by Ghana's 16 administrative regions and, within each region, by accommodation classification. Large and medium-sized establishments were included with certainty, while micro and small establishments were sampled. Survey weights were computed to account for differences in selection probabilities and to support estimation for the population represented by the survey.

3.5 Panel Design and Reference Period

The AUS is a panel survey, meaning that the same sampled accommodation establishments are followed and asked the same core questions at successive points in time. This design makes it possible to measure month-to-month changes in accommodation capacity, utilisation, guest activity and revenue. The overall AUS data collection covered November 2024 to October 2025; the reference period for this report is July to October 2025.

3.6 Data Collection

Data were collected monthly from sampled accommodation establishments by AUS field officers using standardised survey instruments, including structured questionnaires and reporting templates. Core information included rooms in operation, rooms sold or occupied, beds in operation, room revenue, domestic and foreign guests, and guest nights.

3.7 Estimation and Weighting

Survey weights were computed to account for unequal probabilities of selection among establishments. The weights allow information collected from sampled accommodation establishments to contribute appropriately to estimates for the wider population represented by the survey. Weighted estimates are used to produce the aggregate accommodation statistics presented at national and regional levels and across accommodation classifications.

3.8 Computation of Key Indicators

Room Occupancy Rate (%) = $(\text{Rooms Occupied} \div \text{Rooms Available}) \times 100$. Bed Occupancy Rate (%) = $(\text{Guest Nights} \div \text{Beds Available}) \times 100$. Average Daily Rate (ADR) = $\text{Total Room Revenue} \div \text{Rooms Sold}$. Revenue per Available Room (RevPAR) = $\text{Total Room Revenue} \div \text{Rooms Available}$. Average Length of Stay = $\text{Guest Nights} \div \text{Number of Guests}$. Month-on-Month Change (%) = $[(\text{Current Month Value} - \text{Previous Month Value}) \div \text{Previous Month Value}] \times 100$. Changes in occupancy rates are expressed in percentage points.

3.9 Disaggregation and Interpretation

Results are presented at the national and regional levels and, where applicable, by accommodation type, category, establishment room size, guest residence and month. The statistics should be interpreted with reference to the period and population covered by the AUS. Month-to-month movements may reflect a range of factors affecting accommodation activity; the survey describes the patterns measured but does not, on its own, establish their causes.

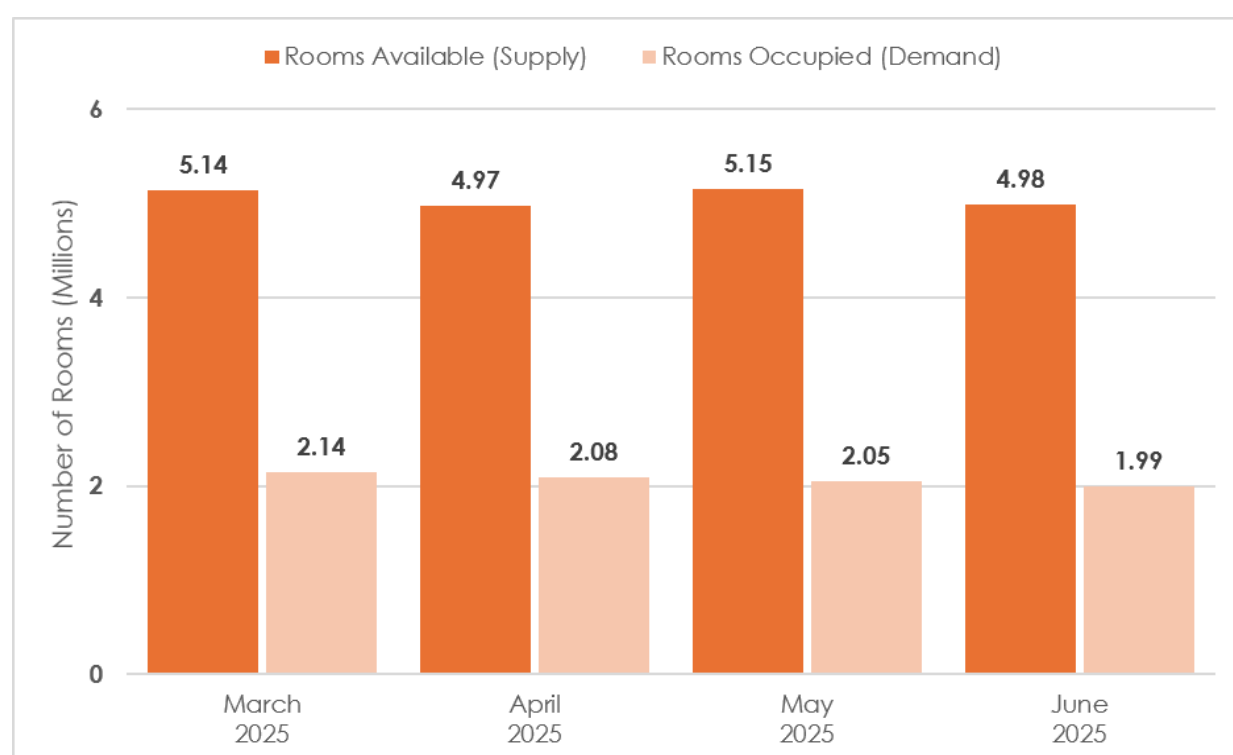
4 HIGHLIGHTS

4.1 Accommodation Capacity

Room supply remained broadly stable at around 5 million per month, while demand declined throughout the period. Available rooms fell from 5.14 million in March to 4.97 million in April.

In contrast, occupied rooms fell each month, from 2.14 million in March to 1.99 million in June, a decline of about 7 percent over the four months.

FIGURE 4.1.1: NATIONAL SUPPLY AND DEMAND FOR ROOMS



In April, room supply and demand fell by 3.2 percent and 2.8 percent respectively while in May, supply rose by 3.5 percent and demand fell by a further 1.8 percent. Both declined again in June, with supply down 3.2 percent and demand down 2.6 percent.

TABLE 1: MONTH-ON-MONTH CHANGE IN ROOM SUPPLY AND DEMAND (%)

Category	Apr 2025	May 2025	Jun 2025
Available Room-nights (Supply)	-3.2	3.5	-3.2
Occupied Room-nights (Demand)	-2.8	-1.8	-2.6

Hotels accounted for about 71 percent of available rooms and more than 57 percent of occupied rooms each month.

Hostel supply was much smaller, ranging from about 548,000 to 568,000 rooms, but occupied rooms remained close to available rooms, at about 520,000 to 546,000.

FIGURE 4.1.2: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS AND GUEST NIGHTS BY TYPE OF UNIT

Type of Unit	Supply		Demand	
	Available Room-nights	Available Bed-nights	Occupied Room-nights	Total Guest Nights
March 2025				
All Units	5,139,744	5,899,925	2,144,387	2,790,533
Hotel	3,668,919	3,778,497	1,265,145	1,336,922
Hostel	566,512	1,061,577	526,210	1,020,741
Homestay	465	465	55	55
Serviced Apartments	3,052	5,423	1,435	1,445
Unlicensed Units	900,796	1,053,963	351,542	431,370
April 2025				
All Units	4,973,423	5,708,566	2,083,662	2,796,707
Hotel	3,550,250	3,655,724	1,240,688	1,343,480
Hostel	548,267	1,027,416	519,750	987,296
Homestay	450	450	58	58
Serviced Apartments	2,954	5,248	1,335	1,215
Unlicensed Units	871,502	1,019,728	321,831	464,658
May 2025				
All Units	5,149,085	5,918,839	2,045,282	2,913,277
Hotel	3,676,283	3,784,329	1,189,910	1,418,630
Hostel	567,853	1,071,860	545,901	1,034,457
Homestay	465	465	149	149
Serviced Apartments	2,370	4,927	1,636	1,753
Unlicensed Units	902,114	1,057,258	307,686	458,288
June 2025				
All Units	4,983,737	5,716,645	1,992,136	2,638,300
Hotel	3,558,369	3,663,036	1,155,146	1,173,800
Hostel	549,566	1,025,194	523,194	1,007,796
Homestay	450	450	66	66
Serviced Apartments	2,294	4,768	1,906	1,906
Unlicensed Units	873,058	1,023,197	311,824	454,732

Budget hotels and guest houses provided more than 1 million rooms per month, the largest room supply among hotel categories.

Guest houses recorded the highest number of occupied rooms among hotel categories in March (494,597) and April (508,320), before falling to 318,733 in June.

FIGURE 4.1.3: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS AND GUEST NIGHTS BY CATEGORY OF UNIT

Category of Unit	Supply		Demand	
	Available Room-nights	Available Bed-nights	Occupied Room-nights	Total Guest Nights
March 2025				
Total (Hotel & Hostel)	4,235,431	4,840,074	1,791,355	2,357,663
Up-market hotels	221,549	235,044	82,508	90,194
2-star	405,345	460,661	117,862	123,459
1-star	654,545	672,313	178,426	156,959
Budget Hotel	1,184,341	1,200,316	391,752	409,138
Guest house	1,203,138	1,210,163	494,597	557,173
Standard hostel	418,924	808,034	405,997	795,572
Basic hostel	147,589	253,543	120,213	225,168
April 2025				
Total (Hotel & Hostel)	4,098,517	4,683,140	1,760,438	2,330,776
Up-market hotels	214,301	226,856	71,618	77,449
2-star	392,512	445,945	127,475	129,918
1-star	633,665	650,861	156,608	146,535
Budget Hotel	1,145,038	1,160,500	376,667	413,049
Guest house	1,164,734	1,171,562	508,320	576,529
Standard hostel	409,894	790,152	404,540	775,213
Basic hostel	138,373	237,264	115,210	212,083
May 2025				
Total (Hotel & Hostel)	4,244,136	4,856,189	1,735,811	2,453,087
Up-market hotels	219,772	232,972	74,020	80,211
2-star	417,906	472,282	129,214	114,577
1-star	644,539	661,550	177,062	156,815
Budget Hotel	1,188,076	1,204,476	453,344	454,835
Guest house	1,205,990	1,213,049	356,271	612,192
Standard hostel	419,009	820,828	415,912	801,310
Basic hostel	148,844	251,032	129,988	233,147
June 2025				
Total (Hotel & Hostel)	4,107,935	4,688,230	1,678,340	2,181,596
Up-market hotels	225,559	239,116	74,250	83,437
2-star	393,998	445,939	135,661	124,753
1-star	620,933	637,396	145,803	122,457
Budget Hotel	1,150,529	1,166,405	480,699	472,298
Guest house	1,167,349	1,174,180	318,733	370,855
Standard hostel	405,524	782,260	403,191	771,607
Basic hostel	144,043	242,934	120,003	236,189

NOTE: Where the number of guests in occupied rooms is greater than guest nights implies that some of the guests never spent their nights in the occupied rooms.

Greater Accra Region recorded the largest room supply and the highest number of occupied rooms in every month, with supply reaching 1.74 million rooms in June, Central and Ashanti regions also recorded comparatively large volumes, at 1.02 million and 813,096, compared with much smaller volumes in several other region

FIGURE 4.1.4: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS AND GUEST NIGHTS BY REGION

Region	Supply		Demand		Supply		Demand	
	Available Room-nights	Available Bed-nights	Occupied Room-Nights	Guest Nights	Available Room-nights	Available Bed-nights	Occupied Room-Nights	Guest Nights
March 2025					April 2025			
National	5,139,744	5,899,925	2,144,387	2,790,533	4,973,423	5,708,566	2,083,662	2,796,707
Western	317,494	324,748	160,396	239,465	307,253	314,273	159,102	234,576
Central	1,052,219	1,482,057	566,379	995,474	1,018,276	1,434,248	546,904	966,118
Greater Accra	1,795,411	1,914,446	734,112	697,406	1,737,496	1,852,593	697,111	737,718
Volta	201,294	204,377	52,582	53,775	193,980	196,453	50,575	50,877
Eastern	346,445	358,938	82,544	82,624	335,517	347,669	73,220	73,478
Ashanti	840,581	969,763	366,564	491,209	813,336	938,351	384,377	513,794
Western North	58,792	59,102	20,078	22,188	56,896	57,196	18,704	20,089
Ahafo	44,441	44,689	10,730	15,187	43,007	43,247	10,833	16,019
Bono	105,171	130,014	41,388	64,660	101,778	125,820	39,259	61,950
Bono East	56,259	58,437	12,653	12,842	54,444	56,552	11,292	11,415
Oti	43,202	46,131	14,646	14,349	41,958	44,792	14,503	14,193
Northern	127,298	146,208	36,673	51,060	123,191	141,491	34,432	48,487
Savannah	24,614	27,466	10,431	11,454	23,850	26,640	9,698	9,801
North East	19,295	19,330	2,952	3,571	18,672	18,707	3,593	3,824
Upper East	54,385	58,053	15,409	15,420	52,631	56,180	14,793	15,600
Upper West	52,843	56,166	16,850	19,849	51,138	54,354	15,266	18,768
May 2025					June 2025			
National	5,149,085	5,918,839	2,045,282	2,913,277	4,983,737	5,716,645	1,992,136	2,638,300
Western	317,293	320,966	161,417	243,775	307,058	310,613	155,393	223,404
Central	1,052,580	1,482,418	571,168	1,000,329	1,018,627	1,434,599	578,353	1,008,600
Greater Accra	1,800,967	1,920,690	603,678	783,579	1,743,784	1,859,742	578,756	550,590
Volta	202,450	205,044	48,235	48,327	195,956	198,467	47,325	47,424
Eastern	348,580	361,474	74,182	75,260	337,491	350,036	69,225	74,872
Ashanti	840,199	981,965	396,889	522,486	813,096	938,111	384,576	507,762
Western North	58,515	58,825	18,428	20,589	56,627	56,927	17,067	18,340
Ahafo	44,718	44,966	11,836	15,010	43,305	43,545	11,580	15,088
Bono	105,171	130,014	42,574	66,027	101,778	125,820	41,405	64,180
Bono East	56,159	58,337	12,268	12,885	54,637	56,744	11,929	12,253
Oti	43,356	46,285	17,998	17,979	41,958	44,792	15,982	15,948
Northern	127,298	146,208	39,801	54,200	122,516	140,816	34,792	48,722
Savannah	25,048	27,869	11,291	12,486	24,240	26,970	11,618	11,883
North East	19,330	19,365	4,411	4,297	18,707	18,741	4,161	4,146
Upper East	54,613	58,281	15,165	15,641	52,852	56,401	14,800	15,156
Upper West	52,808	56,132	15,941	20,407	51,105	54,321	15,174	19,932

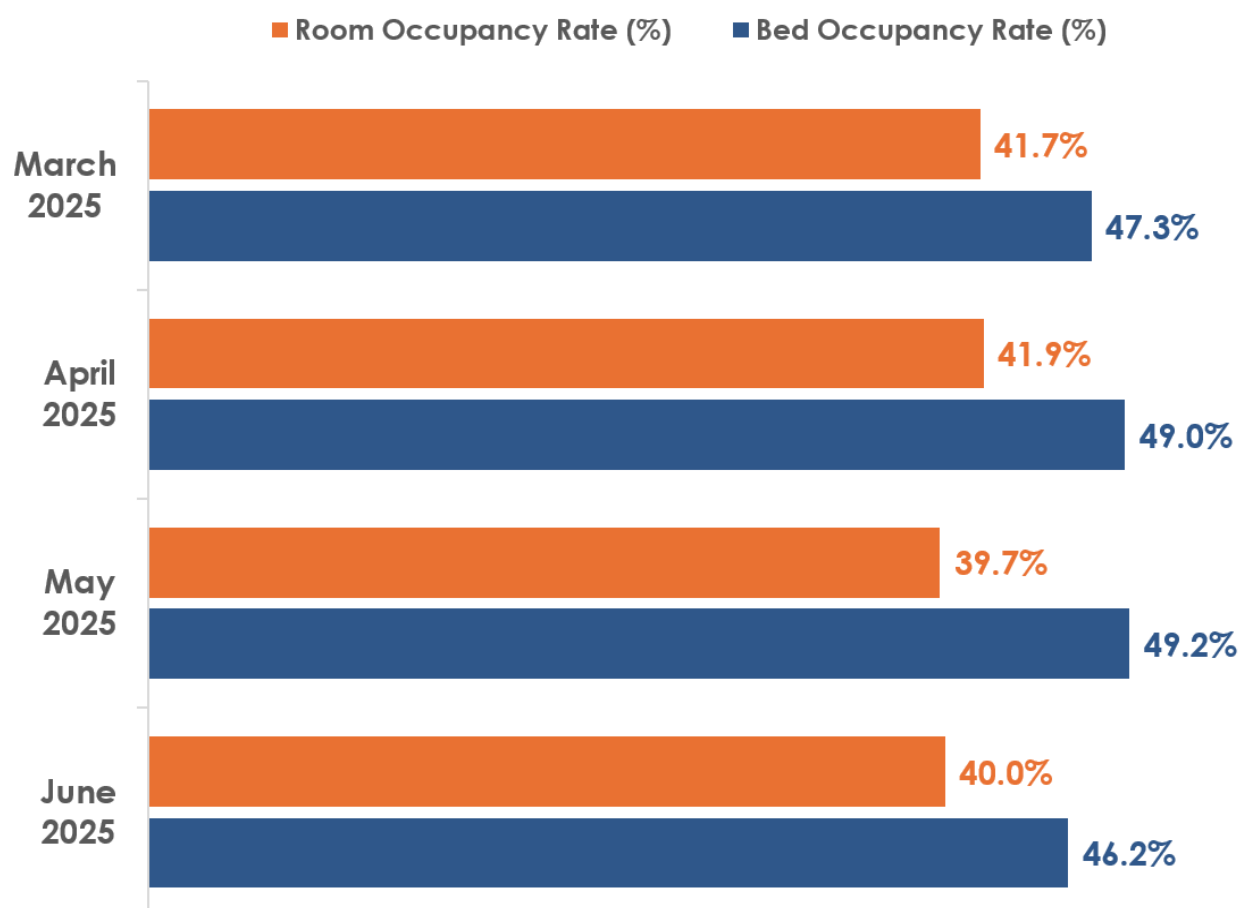
NOTE: Where the number of guests in occupied rooms is greater than guest nights implies that some of the guests never spent their nights in the occupied rooms.

4.2 Room and Bed Occupancy

National room occupancy remained close to 40 percent throughout the period, meaning about four in every ten available rooms were occupied.

Bed occupancy was consistently higher, peaking at 49.2 percent in May, before declining to 46.2 percent in June.

FIGURE 4.2.1: NATIONAL ROOM AND BED OCCUPANCY



Room occupancy increased by 0.2 pp in April and 0.3pp in June, but fell by 2.2 points in May.

Bed occupancy rose by 1.7 points in April and 0.2 points in May, before falling by 3.1 points in June.

TABLE 2: MONTH-ON-MONTH CHANGE IN ROOM AND BED OCCUPANCY (PP)

Rate	Apr 2025	May 2025	Jun 2025
Room Occupancy	0.2	-2.2	0.3
Bed Occupancy	1.7	0.2	-3.1

Occupancy differed sharply by type of accommodation. Hostels consistently recorded the highest room occupancy, ranging from 92.9 to 96.1 percent, and bed occupancy from 96.1 to 98.3 percent.

Hotels recorded much lower room occupancy of about 32 to 35 percent. Homestays had the lowest room occupancy, ranging from 11.8 to 32.0 percent, while serviced apartments rose from 47.0 percent in March to 83.1 percent in June.

FIGURE 4.2.2: OCCUPANCY BY TYPE OF ACCOMMODATION UNIT

Room occupancy Rate (%)					Bed occupancy Rate (%)				
Type of Unit	March (2025)	April (2025)	May (2025)	June (2025)	Type of Unit	March (2025)	April (2025)	May (2025)	June (2025)
Hotel	34.5	34.9	32.4	32.5	Hotel	35.4	36.8	37.5	32.0
Hostel	92.9	94.8	96.1	95.2	Hostel	96.2	96.1	96.5	98.3
Homestay	11.8	12.9	32.0	14.7	Homestay	11.8	12.9	32.0	14.7
Serviced Apartment	47.0	45.2	69.0	83.1	Serviced Apartment	26.6	23.2	35.6	40.0
Unlicensed Units	39.0	36.9	34.1	35.7	Unlicensed Units	40.9	45.6	43.3	44.4

Some smaller accommodation types recorded large month-to-month movements. Homestay room and bed occupancy rose by 19.2 percentage points in May, then fell by 17.4 points in June.

Serviced apartment room occupancy increased by 23.8 points in May and a further 14.1 points in June. These movements should be read alongside the relatively small capacity of these accommodation types.

TABLE 3: MONTH-ON-MONTH CHANGE IN ROOM AND BED OCCUPANCY BY TYPE OF UNIT (PP)

Type of Unit	Room Occupancy			Bed Occupancy		
	Apr 2025	May 2025	Jun 2025	Apr 2025	May 2025	Jun 2025
Hotel	0.5	-2.6	0.1	1.4	0.7	-5.4
Hostel	1.9	1.3	-0.9	-0.1	0.4	1.8
Homestay	1.1	19.2	-17.4	1.1	19.2	-17.4
Serviced Apartment	-1.8	23.8	14.1	-3.5	12.4	4.4
Unlicensed Units	-2.1	-2.8	1.6	4.6	-2.2	1.1

Standard hostels operated close to full occupancy throughout the four months. Their room occupancy ranged from about 97 to 99 percent.

In June, 1-star hotels recorded the lowest room occupancy among the hotel and hostel categories, at 23.5 percent, and the lowest bed occupancy, at 19.2 percent.

Budget hotels showed a different pattern. Their room occupancy increased from 33.1 percent in March to 41.8 percent in June, while bed occupancy rose each month, from 34.1 to 40.5 percent.

FIGURE 4.2.3: OCCUPANCY BY CATEGORY OF ACCOMMODATION UNIT

Room Occupancy Rate (%)					Bed Occupancy Rate (%)				
Category of Unit	March (2025)	April (2025)	May (2025)	June (2025)	Category of Unit	March (2025)	April (2025)	May (2025)	June (2025)
Hotel					Hotel				
Up-market hotels	37.2	33.4	33.7	32.9	Up-market hotels	38.4	34.1	34.4	34.9
2-star	29.1	32.5	30.9	34.4	2-star	26.8	29.1	24.3	28.0
1-star	27.3	24.7	27.5	23.5	1-star	23.3	22.5	23.7	19.2
Budget Hotel	33.1	32.9	38.2	41.8	Budget Hotel	34.1	35.6	37.8	40.5
Guest house	41.1	43.6	29.5	27.3	Guest house	46.0	49.2	50.5	31.6
Hostel					Hostel				
Standard	96.9	98.7	99.3	99.4	Standard	98.5	98.1	97.6	98.6
Basic	81.5	83.3	87.3	83.3	Basic	88.8	89.4	92.9	97.2

Room occupancy for Guest house fell by 14.1 percentage points in May, followed by a 2.2-point decline in June. Bed occupancy fell particularly sharply in June, by 18.9 percentage points.

TABLE 4: MONTH-ON-MONTH CHANGE IN ROOM AND BED OCCUPANCY BY CATEGORY OF UNIT (PP)

Category of Unit	Room Occupancy			Bed Occupancy		
	Apr 2025	May 2025	Jun 2025	Apr 2025	May 2025	Jun 2025
Up-market hotels	-3.8	0.3	-0.8	-4.2	0.3	0.5
2-Star Hotel	3.4	-1.6	3.5	2.3	-4.9	3.7
1-Star Hotel	-2.5	2.8	-4.0	-0.8	1.2	-4.5
Budget Hotel	-0.2	5.3	3.6	1.5	2.2	2.7
Guest House	2.5	-14.1	-2.2	3.2	1.3	-18.9
Standard Hostel	1.8	0.6	0.2	-0.3	-0.5	1.0
Basic Hostel	1.8	4.1	-4.0	0.6	3.5	4.3

Central and Western regions consistently recorded some of the highest room occupancy rates. Central reached 56.8 percent in June, while Western remained above 50 percent throughout the four months.

At the other end, Eastern, Bono East and North East regions remained below 25 percent room occupancy throughout the period.

FIGURE 4.2.4: ROOM OCCUPANCY BY REGION

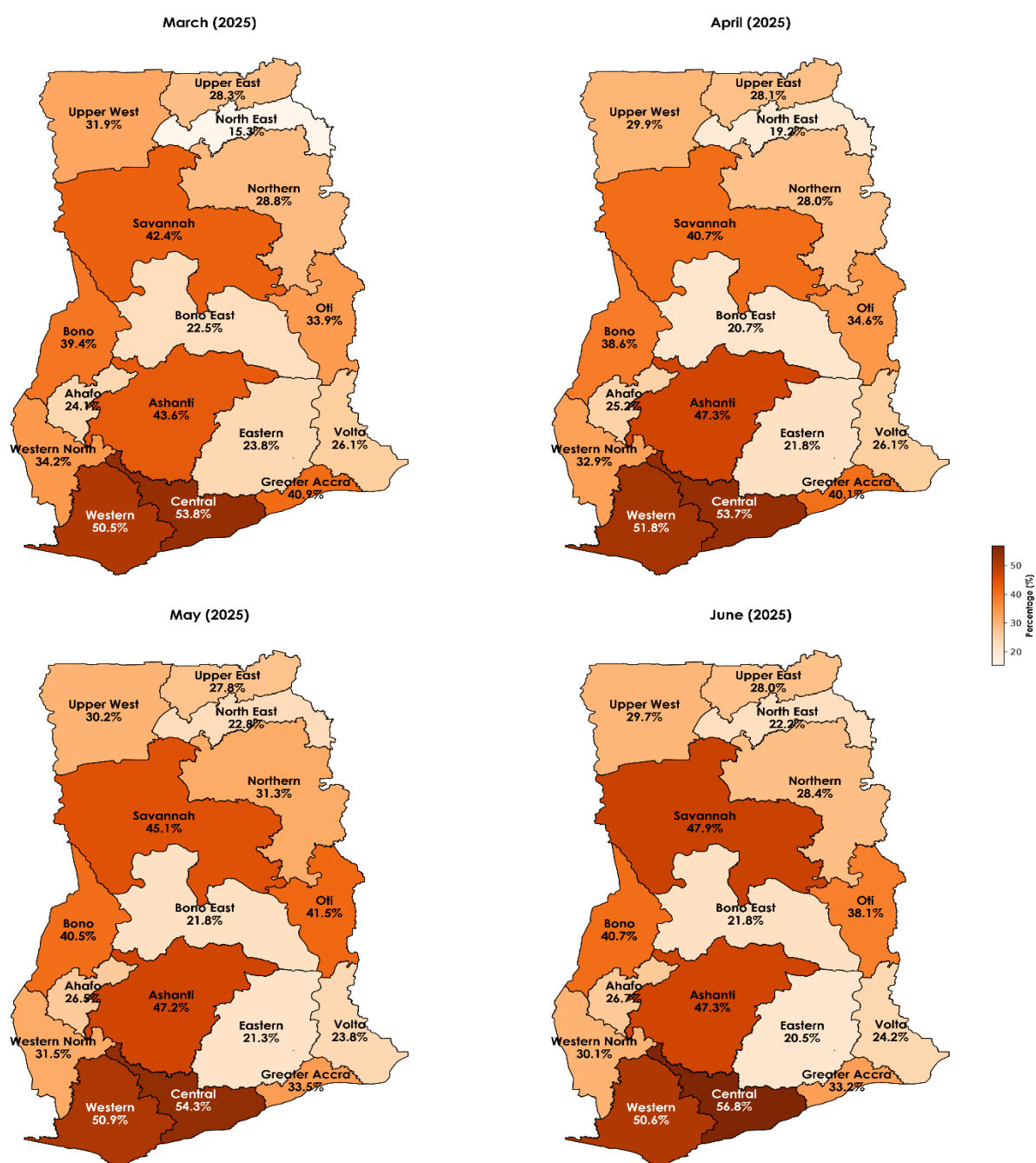
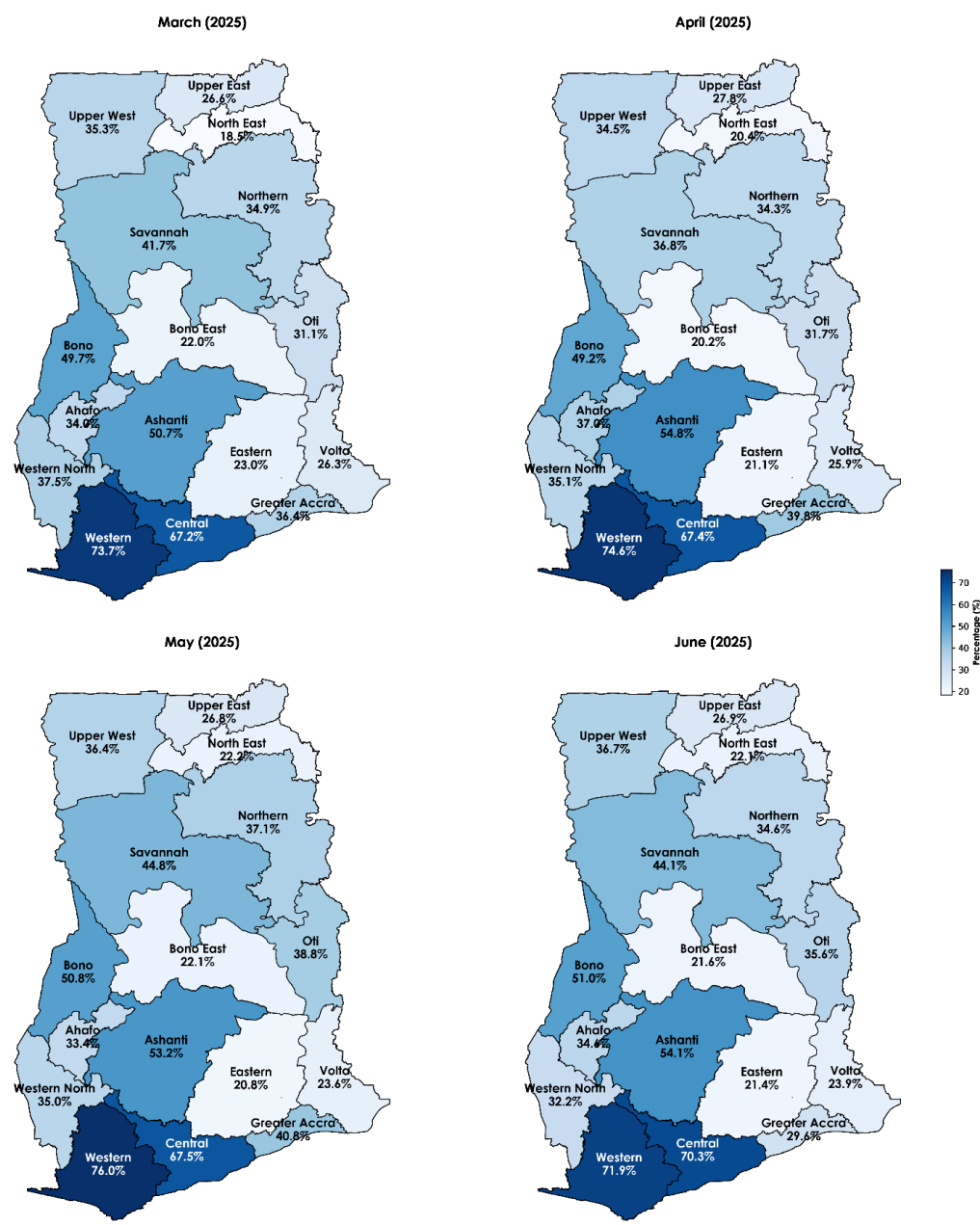


FIGURE 4.2.5: BED OCCUPANCY BY REGION



Oti Region recorded the largest increase in room occupancy in May, up 6.9 percentage points, while Greater Accra recorded the largest decline that month, down 6.6 points.

For bed occupancy, Savannah Region recorded the largest May increase, at 8.0 points, while Greater Accra Region recorded the largest June decline, at 11.2 points.

TABLE 5: MONTH-ON-MONTH CHANGE IN ROOM AND BED OCCUPANCY BY REGION (PP)

Region	Room Occupancy			Bed Occupancy		
	Apr 2025	May 2025	Jun 2025	Apr 2025	May 2025	Jun 2025
National	0.2	-2.2	0.3	1.7	0.2	-3.1
Western	1.3	-0.9	-0.3	0.9	1.3	-4.0
Central	-0.1	0.6	2.5	0.2	0.1	2.8
Greater Accra	-0.8	-6.6	-0.3	3.4	1.0	-11.2
Volta	0.0	-2.2	0.3	-0.4	-2.3	0.3
Eastern	-2.0	-0.5	-0.8	-1.9	-0.3	0.6
Ashanti	3.7	0.0	0.1	4.1	-1.5	0.9
Western North	-1.3	-1.4	-1.4	-2.4	-0.1	-2.8
Ahafo	1.0	1.3	0.3	3.1	-3.7	1.3
Bono	-0.8	1.9	0.2	-0.5	1.5	0.2
Bono East	-1.8	1.1	0.0	-1.8	1.9	-0.5
Oti	0.7	6.9	-3.4	0.6	7.2	-3.2
Northern	-0.9	3.3	-2.9	-0.7	2.8	-2.5
Savannah	-1.7	4.4	2.9	-4.9	8.0	-0.7
North East	3.9	3.6	-0.6	2.0	1.7	-0.1
Upper East	-0.2	-0.3	0.2	1.2	-0.9	0.0
Upper West	-2.0	0.3	-0.5	-0.8	1.8	0.3

. Establishments with 100 or more rooms maintained room occupancy of about 84 percent throughout the period, with bed occupancy ranging from 85.7 to 90.3 percent.

By comparison, most smaller size groups recorded considerably lower occupancy. Establishments with 90 to 99 rooms, for example, recorded room occupancy of only 12.2 to 14.1 percent.

FIGURE 4.2.6: OCCUPANCY BY ACCOMMODATION SIZE

Room Size	Room			Bed		
	Available Room-nights	Occupied Room-Nights	Room Occupancy Rate (%)	Available Bed-nights	Total Guest Nights	Bed Occupancy Rate (%)
March 2025						
All Units	5,139,744	2,144,385	41.7	5,899,925	2,790,533	47.3
<10	562,094	201,277	35.8	577,352	208,586	36.1
10-19	1,730,386	607,624	35.1	1,747,190	656,404	37.6
20-29	1,155,280	398,111	34.5	1,189,849	441,947	37.1
30-39	433,414	128,778	29.7	441,371	112,714	25.5
40-49	129,848	25,723	19.8	137,847	24,665	17.9
50-59	154,999	44,125	28.5	189,507	48,337	25.5
60-69	65,250	14,083	21.6	67,527	13,798	20.4
70-79	16,635	6,858	41.2	17,985	6,824	37.9
80-89	42,719	6,465	15.1	44,761	6,306	14.1
90-99	3,061	374	12.2	3,189	438	13.7
100+	846,058	710,967	84.0	1,483,347	1,270,514	85.7
April 2025						
All Units	4,973,423	2,083,662	41.9	5,708,566	2,796,707	49.0
<10	543,350	186,955	34.4	558,145	190,394	34.1
10-19	1,675,435	610,881	36.5	1,691,697	658,145	38.9
20-29	1,118,104	377,132	33.7	1,151,464	436,912	37.9
30-39	418,374	109,517	26.2	426,074	104,473	24.5
40-49	125,828	42,009	33.4	133,628	47,625	35.6
50-59	150,071	47,911	31.9	183,465	51,367	28.0
60-69	63,187	15,153	24.0	65,390	14,340	21.9
70-79	16,098	4,613	28.7	17,405	4,523	26.0
80-89	41,398	4,835	11.7	43,375	4,878	11.2
90-99	2,962	417	14.1	3,086	540	17.5
100+	818,616	684,239	83.6	1,434,837	1,283,510	89.5
May 2025						
All Units	5,149,085	2,045,282	39.7	5,918,839	2,913,277	49.2
<10	562,261	198,196	35.2	577,594	205,644	35.6
10-19	1,723,994	421,382	24.4	1,740,053	632,721	36.4
20-29	1,160,190	455,610	39.3	1,195,489	512,294	42.9
30-39	435,387	148,614	34.1	443,538	108,523	24.5
40-49	132,544	30,796	23.2	152,783	32,988	21.6
50-59	157,048	51,426	32.7	191,786	55,842	29.1
60-69	63,596	15,177	23.9	65,895	15,910	24.1
70-79	16,720	5,403	32.3	18,107	5,354	29.6
80-89	45,922	4,992	10.9	47,964	4,996	10.4
90-99	3,061	406	13.3	3,189	598	18.7
100+	848,362	713,280	84.1	1,482,441	1,338,407	90.3
June 2025						
All Units	4,983,737	1,992,136	40.0	5,716,645	2,638,300	46.2
<10	543,478	174,438	32.1	558,316	183,921	32.9
10-19	1,669,585	427,013	25.6	1,685,127	436,641	25.9
20-29	1,123,034	462,272	41.2	1,157,291	500,954	43.3
30-39	421,553	130,682	31.0	429,445	84,378	19.6
40-49	131,064	31,072	23.7	139,884	31,861	22.8
50-59	148,795	55,501	37.3	181,063	65,423	36.1
60-69	61,588	16,223	26.3	63,812	15,778	24.7
70-79	16,181	4,597	28.4	17,523	4,775	27.2
80-89	44,501	5,562	12.5	46,477	5,478	11.8
90-99	2,962	250	8.4	3,086	435	14.1
100+	820,996	684,526	83.4	1,434,621	1,308,656	91.2

4.3 Number of Guests, Guest Nights and Average Length of Stay

Domestic guests overwhelmingly accounted for accommodation patronage. Nationally, about 1.78 million to 1.86 million domestic guests were recorded each month, compared with roughly 23,000 to 30,000 foreign guests.

Hotels received the largest share of foreign guests, while domestic guest volumes were much larger across the industry. Foreign guests generally stayed longer than domestic guests, although the length of stay varied by accommodation type and month.

FIGURE 4.3.1: DOMESTIC AND FOREIGN GUESTS BY TYPE OF UNIT AND AVERAGE LENGTH OF STAY

Type of Unit	Number of Guests		Guest Nights		Average Length of Stay (nights)	
	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)
March 2025						
All Units	1,852,459	24,096	2,699,412	91,120	1.5	3.8
Hotel	684,328	22,471	1,269,130	67,792	1.9	3.0
Hostel	938,627	767	1,016,164	4,577	1.1	6.0
Homestay	55	0	55	0	1.0	n/a
Serviced Apartments	129	0	1,177	0	9.2	n/a
Unlicensed Units	229,320	858	412,887	18,483	1.8	21.5
April 2025						
All Units	1,825,251	23,461	2,692,019	104,688	1.5	4.5
Hotel	675,191	22,624	1,256,009	87,471	1.9	3.9
Hostel	914,911	591	980,218	7,078	1.1	12.0
Homestay	58	0	58	0	1.0	n/a
Serviced Apartments	91	18	697	518	7.7	28.8
Unlicensed Units	235,001	342	455,037	9,621	1.9	28.1
May 2025						
All Units	1,859,404	30,332	2,643,798	269,480	1.4	8.9
Hotel	703,972	29,292	1,165,069	253,562	1.7	8.7
Hostel	954,424	638	1,031,553	2,904	1.1	4.6
Homestay	75	0	149	0	2.0	n/a
Serviced Apartments	160	4	1,636	117	10.2	29.2
Unlicensed Units	200,773	398	445,391	12,897	2.2	32.4
June 2025						
All Units	1,778,014	25,399	2,554,544	83,756	1.4	3.3
Hotel	658,200	20,496	1,109,898	63,902	1.7	3.1
Hostel	925,874	645	1,006,801	995	1.1	1.5
Homestay	66	0	66	0	1.0	n/a
Serviced Apartments	134	0	1,906	0	14.2	n/a
Unlicensed Units	193,740	4,257	435,872	18,860	2.2	4.4

Standard hostels hosted the largest number of domestic guests across the period, ranging from 756,800 to 782,100, while recording the shortest average length of stay of one day.

Among foreign guests, up-market hotels recorded the largest number across the period, ranging from 12,200 to 14,200 guests, with an average length of stay of 2.4 days.

FIGURE 4.3.2: DOMESTIC AND FOREIGN GUESTS BY CATEGORY OF UNIT AND AVERAGE LENGTH OF STAY

Category of Unit	Number of Guests		Guest Nights		Average Length of Stay (nights)	
	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)
March 2025						
Up-market hotels	26,463	13,582	55,624	34,567	2.1	2.5
2-star	45,123	2,804	112,261	11,199	2.5	4.0
1-star	75,309	3,151	145,743	11,216	1.9	3.6
Budget Hotel	268,309	1,190	404,480	4,657	1.5	3.9
Guest house	269,123	1,744	551,021	6,152	2.0	3.5
Standard hostel	782,031	663	791,088	4,484	1.0	6.8
Basic hostel	156,596	104	225,075	104	1.4	1.0
April 2025						
Up-market hotels	19,020	12,269	48,614	28,835	2.6	2.4
2-star	45,843	2,030	121,824	8,095	2.7	4.0
1-star	76,154	3,779	127,956	18,580	1.7	4.9
Budget Hotel	269,279	2,381	385,157	27,892	1.4	11.7
Guest house	264,895	2,166	572,459	4,070	2.2	1.9
Standard hostel	761,254	591	768,225	6,988	1.0	11.8
Basic hostel	153,656	0	211,993	0	1.4	n/a
May 2025						
Up-market hotels	17,030	14,167	44,312	35,896	2.6	2.5
2-star	47,406	2,867	106,309	8,271	2.2	2.9
1-star	78,067	3,081	146,677	10,137	1.9	3.3
Budget Hotel	297,514	1,317	446,093	8,742	1.5	6.6
Guest house	263,955	7,861	421,678	190,514	1.6	24.2
Standard hostel	781,897	638	798,499	2,811	1.0	4.4
Basic hostel	172,527	0	233,054	0	1.4	n/a
June 2025						
Up-market hotels	18,331	14,016	50,816	32,621	2.8	2.3
2-star	44,238	2,539	112,113	12,640	2.5	5.0
1-star	67,902	1,945	113,123	9,334	1.7	4.8
Budget Hotel	288,217	764	469,308	2,990	1.6	3.9
Guest house	239,512	1,232	364,539	6,316	1.5	5.1
Standard hostel	756,810	645	770,702	905	1.0	1.4
Basic hostel	169,065	0	236,099	0	1.4	n/a

Central Region recorded the largest number of domestic guests throughout the period, reaching 947,851 in May, while Greater Accra Region consistently recorded the most foreign guests, peaking at 25,072 in May 2025.

Length of stay varied widely, with foreign guests in North East Region staying an average of 28 nights in March.

FIGURE 4.3.3: DOMESTIC AND FOREIGN GUESTS BY REGION AND AVERAGE LENGTH OF STAY

Region	Number of Guests		Guest Nights		Average Length of Stay		Number of Guests		Guest Nights		Average Length of Stay		
	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	
March 2025						April 2025							
National	1,852,459	24,096	2,699,412	91,120	1.5	3.8	1,825,251	23,461	2,692,019	104,688	1.5	4.5	
Western	98,342	451	236,164	3,301	2.4	7.3	99,952	483	231,340	3,236	2.3	6.7	
Central	920,481	1,728	990,570	4,904	1.1	2.8	899,174	1,720	958,988	7,130	1.1	4.1	
Greater Accra	288,198	18,923	633,838	63,569	2.2	3.4	287,455	17,734	681,930	55,788	2.4	3.1	
Volta	16,829	339	52,481	1,294	3.1	3.8	16,223	326	50,100	777	3.1	2.4	
Eastern	65,904	18	82,598	26	1.3	1.4	60,559	132	72,544	934	1.2	7.1	
Ashanti	364,323	1,422	476,338	14,870	1.3	10.5	364,550	1,836	480,515	33,278	1.3	18.1	
Western North	13,824	36	22,027	161	1.6	4.5	13,064	75	19,715	374	1.5	5.0	
Ahafo	9,394	15	14,990	197	1.6	13.1	9,050	50	15,408	611	1.7	12.2	
Bono	12,480	320	64,288	372	5.2	1.2	11,635	408	61,464	486	5.3	1.2	
Bono East	8,419	10	12,821	21	1.5	2.1	8,347	16	11,196	219	1.3	13.7	
Oti	6,801	0	14,349	0	2.1	0.0	7,105	12	13,989	204	2.0	17.0	
Northern	24,657	119	50,757	303	2.1	2.5	24,404	46	48,276	211	2.0	4.6	
Savannah	5,130	545	9,855	1,599	1.9	2.9	5,559	589	8,468	1,333	1.5	2.3	
North East	1,930	10	3,287	284	1.7	28.4	2,095	3	3,758	66	1.8	22.0	
Upper East	10,596	28	15,383	37	1.5	1.3	11,006	32	15,560	41	1.4	1.3	
Upper West	5,152	137	19,667	182	3.8	1.3	5,072	0	18,768	0	3.7	0.0	
May 2025						June 2025							
National	1,859,404	30,332	2,643,798	269,480	1.4	8.9	1,778,014	25,399	2,554,544	83,756	1.4	3.3	
Western	101,940	219	241,292	2,483	2.4	11.3	97,485	129	221,267	2,137	2.3	16.6	
Central	947,851	1,985	995,958	4,372	1.1	2.2	916,924	1,816	1,004,176	4,426	1.1	2.4	
Greater Accra	247,164	25,072	538,427	245,152	2.2	9.8	230,433	20,491	498,767	51,822	2.2	2.5	
Volta	12,567	328	47,268	1,059	3.8	3.2	12,185	230	46,683	741	3.8	3.2	
Eastern	61,807	30	74,243	1,017	1.2	33.9	56,275	318	69,422	5,450	1.2	17.1	
Ashanti	381,451	1,327	510,937	11,549	1.3	8.7	366,287	1,238	492,135	15,626	1.3	12.6	
Western North	12,931	50	20,443	146	1.6	2.9	10,841	45	18,272	67	1.7	1.5	
Ahafo	11,048	10	14,927	83	1.4	8.3	10,285	26	14,575	513	1.4	19.7	
Bono	13,553	409	65,530	497	4.8	1.2	12,379	391	63,726	454	5.1	1.2	
Bono East	9,397	57	12,500	386	1.3	6.8	8,892	54	12,074	178	1.4	3.3	
Oti	8,210	4	17,927	52	2.2	13.0	8,336	10	15,709	239	1.9	23.9	
Northern	25,989	69	54,131	69	2.1	1.0	24,126	49	48,238	484	2.0	9.9	
Savannah	5,549	660	10,446	2,040	1.9	3.1	5,495	528	10,740	1,143	2.0	2.2	
North East	2,601	20	4,035	262	1.6	13.1	2,108	6	3,994	152	1.9	25.3	
Upper East	11,733	66	15,435	206	1.3	3.1	10,911	44	14,903	253	1.4	5.8	
Upper West	5,612	25	20,299	107	3.6	4.3	5,053	24	19,862	70	3.9	2.9	

4.4 Revenue per available room (RevPAR) and Average Daily Rate (ADR)

RevPAR rose from GH¢425 in March to GH¢464 in April, fell to GH¢399 in May, and recovered to GH¢458 in June. ADR followed a similar pattern, moving from GH¢1,018 to GH¢1,108, falling to GH¢1,004, and then rising to GH¢1,145.

Hostels recorded the highest RevPAR among accommodation types from March to May, at between GH¢815 and GH¢828. In June, serviced apartments recorded GH¢846, slightly above hostels at GH¢836.

FIGURE 4.4.1: REVENUE PER AVAILABLE ROOM (REVPAR) AND AVERAGE DAILY RATE (ADR) BY TYPE OF UNIT

RevPAR (Gh¢)					ADR (Gh¢)				
Type of Unit	March (2025)	April (2025)	May (2025)	June (2025)	Type of Unit	March (2025)	April (2025)	May (2025)	June (2025)
All Units	425	464	399	458	All Units	1,018	1,108	1,004	1,145
Hotel	392	398	304	385	Hotel	1,136	1,140	938	1,185
Hostel	824	815	828	836	Hostel	887	860	862	878
Homestay	30	32	80	37	Homestay	250	250	250	250
Serviced Apartments	194	223	310	846	Serviced Apartments	412	494	450	1,018
Unlicensed units	310	512	517	518	Unlicensed units	795	1,388	1,515	1,449

RevPAR increased by 9.3 percent in April, declined by 14.1 percent in May, and rose by 14.8 percent in June. ADR followed the same direction, rising 8.8 percent, falling 9.4 percent, and increasing 14.1 percent, respectively.

Serviced Apartments recorded particularly large increases in June, with RevPAR up 172.5 percent and ADR up 126.4 percent. These changes should be interpreted alongside their comparatively small room supply.

TABLE 6: MONTH-ON-MONTH CHANGE IN REVPAR AND ADR BY TYPE OF UNIT (%)

Type of Unit	RevPAR			ADR		
	Apr 2025	May 2025	Jun 2025	Apr 2025	May 2025	Jun 2025
All Units	9.3	-14.1	14.8	8.8	-9.4	14.1
Hotel	1.7	-23.8	26.7	0.4	-17.7	26.3
Hostel	-1.1	1.6	0.9	-3.1	0.2	1.9
Homestay	9.0	148.6	-54.2	0.0	0.0	0.0
Serviced Apartments	15.4	39.0	172.5	20.0	-9.0	126.4
Unlicensed Units	65.2	0.8	0.1	74.6	9.2	-4.4

Up-market hotels recorded the highest ADR among the hotel and hostel categories, while standard hostels combined very high occupancy with comparatively strong RevPAR.

The results reinforce an important distinction: ADR measures the average room revenue from rooms sold, while RevPAR measures revenue across all available rooms.

A high room rate does not necessarily translate into high revenue per available room when occupancy is low.

FIGURE 4.4.2: REVENUE PER AVAILABLE ROOM (REVPAR) AND AVERAGE DAILY RATE (ADR) BY CATEGORY OF UNIT

RevPAR (Gh¢)					ADR (Gh¢)				
Category of Unit	March (2025)	April (2025)	May (2025)	June (2025)	Category of Unit	March (2025)	April (2025)	May (2025)	June (2025)
Up-market Hotels	1,308	1,204	1,076	1,148	Up-market Hotels	3,512	3,604	3,194	3,489
2-star	240	267	205	227	2-star	826	821	663	660
1-star	115	107	116	81	1-star	421	435	422	346
Budget Hotel	64	69	75	74	Budget Hotel	193	211	197	177
Guest House	92	99	102	53	Guest House	224	227	344	194
Standard Hostel	803	798	807	804	Standard Hostel	829	808	813	809
Basic Hostel	624	616	640	675	Basic Hostel	766	739	733	811

2-star hotels recorded the steepest RevPAR decline from April 2025 to May 2025 (23.1%), followed by a sharp recovery of 10.8 percent in June 2025.

Guest Houses recorded the largest RevPAR decline from May 2025 to June 2025 (47.9%), with ADR also falling by 43.6 percent over the same transition.

TABLE 7: MONTH-ON-MONTH CHANGE IN REVPAR & ADR BY CATEGORY OF UNIT (%)

Category of Unit	RevPAR			ADR		
	Apr 2025	May 2025	Jun 2025	Apr 2025	May 2025	Jun 2025
Up-market hotels	-7.9	-10.7	6.7	2.6	-11.4	9.2
2-star	11.1	-23.1	10.8	-0.6	-19.2	-0.5
1-star	-6.4	7.9	-29.8	3.2	-3.0	-17.9
Budget Hotel	8.3	8.6	-1.9	8.9	-6.4	-10.4
Guest House	7.7	2.3	-47.9	1.4	51.2	-43.6
Standard Hostel	-0.7	1.2	-0.4	-2.5	0.6	-0.5
Basic Hostel	-1.3	4.0	5.5	-3.4	-0.8	10.6

Regional RevPAR also varied considerably, with only the Greater Accra and Volta regions consistently recording RevPAR above the national average, ranging from GH¢399 to GH¢464.

FIGURE 4.4.3: REVENUE PER AVAILABLE ROOM (RevPAR) BY REGION (GH¢)

Region	March (2025)	April (2025)	May (2025)	June (2025)
National	425	464	399	458
Western	312	279	273	250
Central	402	402	403	416
Greater Accra	695	811	630	790
Volta	537	524	513	504
Eastern	106	71	64	63
Ashanti	231	256	246	257
Western North	72	71	68	62
Ahafo	58	62	56	57
Bono	124	122	125	132
Bono East	62	52	64	59
Oti	66	67	79	73
Northern	244	240	259	258
Savannah	169	144	174	154
North East	58	85	67	78
Upper East	75	81	77	87
Upper West	127	131	128	152

Accommodation units in the Greater Accra and Volta regions recorded the highest average daily rates, ranging from GH¢1,701 to GH¢2,381, equivalent to 1.5 to 2 times the national average over the period.

FIGURE 4.4.4: AVERAGE DAILY RATE (ADR) BY REGION (GH¢)

Region	March (2025)	April (2025)	May (2025)	June (2025)
National	1,018	1,108	1,004	1,145
Western	617	538	536	495
Central	748	748	743	732
Greater Accra	1,701	2,022	1,878	2,381
Volta	2,054	2,012	2,155	2,087
Eastern	447	326	300	306
Ashanti	531	541	522	543
Western North	211	215	216	205
Ahafo	239	245	213	215
Bono	315	317	308	324
Bono East	274	249	292	272
Oti	194	194	190	192
Northern	848	860	828	908
Savannah	400	354	385	322
North East	376	444	295	353
Upper East	264	290	278	310
Upper West	399	438	424	511

North East Region recorded the largest increase in RevPAR from March to April, at 48.6 percent, while Eastern recorded the largest decline over the same period, at 33.2 percent.

For ADR, North East Region recorded the largest decline from April to May, at 33.5 percent, while Upper West Region recorded the largest increase from May to June, at 20.6 percent.

TABLE 8: MONTH-ON-MONTH CHANGE IN REVPAR AND ADR BY REGION (%)

Region	RevPAR			ADR		
	Apr 2025	May 2025	Jun 2025	Apr 2025	May 2025	Jun 2025
National	9.3	-14.1	14.8	8.8	-9.4	14.1
Western	-10.6	-2.2	-8.2	-12.8	-0.4	-7.8
Central	-0.1	0.2	3.2	0.1	-0.8	-1.4
Greater Accra	16.7	-22.4	25.5	18.9	-7.1	26.8
Volta	-2.3	-2.1	-1.8	-2.1	7.1	-3.2
Eastern	-33.2	-10.2	-1.8	-27.1	-7.9	1.9
Ashanti	10.6	-3.7	4.3	2.0	-3.6	4.2
Western North	-2.0	-3.9	-9.2	1.8	0.3	-5.1
Ahafo	6.9	-8.7	2.1	2.4	-13.1	1.1
Bono	-1.2	1.9	5.8	0.8	-2.9	5.2
Bono East	-16.1	23.4	-6.6	-9.1	17.1	-6.6
Oti	1.8	17.5	-6.8	-0.1	-2.2	1.6
Northern	-1.7	7.7	-0.4	1.3	-3.7	9.7
Savannah	-14.9	20.6	-11.2	-11.3	8.8	-16.5
North East	48.6	-21.1	16.3	18.1	-33.5	19.3
Upper East	8.8	-5.2	12.2	9.7	-4.0	11.3
Upper West	2.7	-2.2	18.6	9.7	-3.3	20.6

5 CONCLUSION, POLICY IMPLICATIONS AND CALL TO ACTION

5.1 Conclusion

The Accommodation Unit Survey provides a new evidence base for understanding how Ghana's accommodation industry is performing.

Between March and June 2025, the industry showed relatively stable overall capacity and room occupancy, but weakening room demand, substantial differences across establishment types and regions, and considerable month-to-month movements in revenue indicators.

Demand weakened even as capacity remained broadly stable

National available room-nights fluctuated within a narrow range of 4.97 million to 5.15 million per month. Monthly occupied room-nights declined from 2.14 million in March to 1.99 million in June, about 7 percent in the monthly totals. Because the months have different numbers of days, the average daily decline was smaller, at about 4 percent between March and June.

This divergence matters. Ghana had substantial accommodation capacity, but a growing share was not being utilised. The data therefore point not simply to the availability of accommodation, but to the importance of generating and sustaining demand for the capacity already in place.

Overall occupancy was stable, but substantial capacity remained unused

National room occupancy changed relatively little, moving from 41.7 percent in March to 41.9 percent in April, 39.7 percent in May and 40.0 percent in June. In practical terms, only about four in every ten available rooms were occupied in a typical month.

Bed occupancy was higher but more variable, rising from 47.3 percent in March to 49.2 percent in May, before falling to 46.2 percent in June.

The stability of the national averages, however, masks important differences within the industry. Capacity utilisation varied sharply by type of establishment, category, size and region.

Accommodation performance differed sharply across establishment types

Hotels remained the backbone of accommodation supply, accounting for approximately 71 percent of available rooms each month. Their room occupancy, however, remained around one-third, ranging from 32.4 percent to 34.9 percent.

Hostels recorded a very different pattern. Room occupancy remained exceptionally high at between 92.9 percent and 96.1 percent, while bed occupancy ranged from 96.1 percent to 98.3 percent. Standard hostels operated particularly close to full capacity.

Serviced apartments also recorded rising room occupancy, reaching 83.1 percent in June, although their very small representation in the survey estimates means these movements should be interpreted cautiously. The evidence therefore shows that a single national occupancy rate does not tell the whole story. Different segments of Ghana's accommodation industry were operating under markedly different demand conditions.

Establishment size was strongly associated with utilisation

Accommodation establishments with 100 or more rooms consistently recorded the highest occupancy rates, with room occupancy above 83 percent and bed occupancy above 85 percent throughout the period.

By contrast, several smaller size groups recorded much lower utilisation. Establishments with 90 to 99 rooms, for example, recorded room occupancy below 15 percent throughout the period.

These differences matter for business planning and investment. The evidence suggests that accommodation capacity alone is not a sufficient indicator of market performance. Location, establishment type, market segment and the ability to attract guests are also important.

Where an establishment was located mattered greatly

The national averages also conceal wide regional differences. Central and Western regions consistently recorded some of the highest room occupancy rates, with Central Region reaching 56.8 percent in June and Western Region remaining above 50 percent throughout the four months.

In contrast, Eastern, Bono East and North East regions remained below 25 percent room occupancy throughout the period.

Revenue performance was also geographically concentrated. Greater Accra Region recorded the highest RevPAR in every month, reaching GH¢811 in April, while Greater Accra and Volta regions generally recorded the highest ADRs. At the other end, several regions recorded substantially lower revenue per available room.

The implication is clear: Ghana does not have one accommodation market. It has multiple markets operating under different demand, utilisation and pricing conditions. National strategies therefore need to be informed by regional evidence.

Domestic guests provided the industry's volume, while foreign guests generally stayed longer

Domestic guests overwhelmingly dominated guest numbers. Nationally, the survey recorded about 1.78 million to 1.86 million domestic guests per month, compared with approximately 23,000 to 30,000 foreign guests.

Foreign guests, however, generally stayed longer. At the national level, their reported average length of stay ranged from three nights in June to nine nights in May, compared with about one to two nights for domestic guests.

There were also clear geographical differences. Central Region dominated domestic guest volumes, while Greater Accra consistently attracted the largest number of foreign guests.

This distinction matters because the domestic and international markets contribute differently to accommodation demand. Domestic tourism provides scale, while longer stays by foreign guests can generate additional guest nights and accommodation expenditure.

Revenue performance was volatile despite relatively stable national occupancy

National RevPAR moved from GH¢425 in March to GH¢464 in April, fell to GH¢399 in May and recovered to GH¢458 in June. ADR followed a similar pattern, moving from GH¢1,018 to GH¢1,108, down to GH¢1,004 and then up to GH¢1,145.

These movements occurred while national room occupancy remained around 40 percent. This suggests that revenue performance was influenced not only by the number of rooms occupied but also by changes in room rates and the composition of accommodation demand.

Overall message

The March to June 2025 results present a picture of an accommodation industry with substantial capacity, relatively stable national occupancy, weakening aggregate room demand, strong domestic patronage and pronounced differences across market segments and regions.

The central message is therefore not simply that Ghana needs more accommodation. The evidence points to a more immediate question: how can the country make better use of the accommodation capacity it already has?

For government, this means understanding where demand is weak and where infrastructure, destination development or market information may constrain utilisation. For accommodation businesses, it means using occupancy, ADR and RevPAR together to make better pricing, marketing and investment decisions. For investors, it means looking beyond national averages to the performance of particular locations and market segments.

Above all, the first four months covered by this report demonstrate the value of regular accommodation statistics. What was previously difficult to see can now be measured: where capacity exists, where guests are staying, which segments are operating close to capacity, where rooms remain unused, and how accommodation revenues are changing over time.

5.2 Policy Implications and Call to Action for Key Stakeholders

The findings do not point to a single intervention for Ghana's accommodation industry. They point to a need for better matching of capacity with demand, differentiated responses across regions and market segments, stronger use of business intelligence, and sustained production of timely accommodation statistics.

The actions below flow directly from the patterns observed between March and June 2025.

Government and Tourism Sector Institutions: Focus on utilisation, not capacity alone

With national room occupancy remaining at about 40 percent and room demand declining from 2.14 million in March to 1.99 million in June, the immediate evidence does not support treating additional accommodation capacity as the only priority.

Government, the Ministry of Tourism, Culture and Creative Arts, the Ghana Tourism Authority, metropolitan, municipal and district assemblies, and other relevant institutions should use accommodation data alongside information on attractions, transport, events and visitor flows to identify locations where existing capacity is persistently underutilised.

Destination development, tourism events, marketing and supporting infrastructure can then be better aligned with areas where the evidence shows potential demand gaps.

Call to action: Measure demand before expanding supply.

Adopt region-specific approaches rather than one national prescription

The gap between high- and low-occupancy regions is substantial. Central and Western regions consistently recorded room occupancy above or around 50 percent, while Eastern, Bono East and North East remained below 25 percent. A uniform national response could, therefore, misallocate resources.

Regional and district tourism planning should combine accommodation statistics with information on attractions, accessibility and visitor flows to understand why utilisation differs. Regions with low occupancy require diagnosis before intervention, while regions experiencing stronger utilisation need attention to maintaining service quality and ensuring that supporting infrastructure keeps pace with demand.

Call to action: Let local evidence determine local responses.

Strengthen domestic tourism as the industry's core demand base

The data show that domestic guests are the overwhelming source of accommodation patronage. More than 1.7 million domestic guests were recorded each month, compared with fewer than 31,000 foreign guests.

This makes domestic tourism central, rather than secondary, to accommodation-sector performance. Tourism institutions and accommodation businesses should use

these findings to develop and assess products, events, packages and marketing strategies suited to the domestic market, particularly during periods and in locations where occupancy is low.

The objective should not be to substitute domestic tourism for international tourism, but to recognise the distinct contribution of each market.

Call to action: Build on domestic volume while increasing value from both domestic and foreign guests.

Use longer foreign stays as a market opportunity

Foreign visitors were far fewer in number but generally stayed longer than domestic guests. Greater Accra Region attracted the largest foreign guest volumes, while some regions recorded relatively long stays among the smaller numbers of foreign visitors.

Accommodation providers and tourism institutions should examine these patterns more closely to understand which destinations and accommodation products attract longer stays. Such information can support better product design and destination planning.

However, exceptionally long average stays based on small numbers of foreign guests should be interpreted carefully and should not, by themselves, drive investment decisions.

Call to action: Look beyond visitor numbers. Length of stay matters too.

Accommodation businesses: Manage with occupancy, ADR and RevPAR together

The survey demonstrates why accommodation businesses should not assess performance using room occupancy alone.

National room occupancy remained close to 40 percent, yet ADR and RevPAR moved considerably from month to month. An establishment can increase occupancy while weakening revenue, or raise room rates while leaving more rooms unused.

Hotels, hostels, guest houses and other accommodation providers should therefore monitor at least three indicators together; occupancy to measure capacity utilisation; ADR to measure the average revenue earned from rooms sold; and RevPAR to assess how effectively available room capacity generates revenue.

These indicators can inform pricing, promotions, staffing, maintenance schedules and marketing decisions.

Call to action: Do not manage by occupancy alone. Manage occupancy, price and revenue together.

Lower-utilisation establishments: Diagnose before investing

The survey shows large differences in occupancy across accommodation categories and establishment sizes. Some segments operated close to capacity, while others had substantial unused capacity.

Before expanding rooms or undertaking major capital investment, establishments with persistently low utilisation should examine whether the constraint is demand, location, pricing, service quality, facilities, market positioning or another factor.

Likewise, consistently high occupancy in particular segments may signal a need to assess whether additional capacity, service improvements or pricing changes are warranted.

Call to action: Understand the utilisation gap before adding capacity.

Investors and financial institutions: Look below the national average

A national occupancy rate of about 40 percent conceals enormous variation. Hostels recorded occupancy above 90 percent, establishments with 100 or more rooms exceeded 83 percent room occupancy, while some regions and categories operated at substantially lower rates.

Investment appraisal should therefore not rely on national averages alone.

Investors and financial institutions should assess location, accommodation type, size, occupancy, ADR, RevPAR and guest profile together before financing new facilities or expansions. Where utilisation is persistently low, upgrading or repositioning existing capacity may warrant consideration before creating additional supply.

Call to action: Invest where the evidence supports demand, not simply where capacity is scarce.

GSS, GTA and accommodation establishments: Turn the AUS into continuous industry intelligence

Perhaps the most important implication goes beyond the four months covered by this report.

The March to June results already reveal changes and differences that could not be seen from occasional or fragmented accommodation data. But four months are insufficient to establish long-term trends or fully distinguish seasonal movements from structural changes.

GSS should therefore sustain the production and dissemination of accommodation statistics, while GTA and accommodation establishments continue to strengthen the completeness and timeliness of the underlying data.

As the time series grows, the statistics can provide stronger evidence on seasonality, emerging destinations, utilisation, pricing and changing patterns of domestic and

international demand. They can also strengthen the Tourism Satellite Account and measurement of tourism's contribution to the wider economy.

Call to action: Make accommodation statistics a regular part of Ghana's tourism decision-making system.

The Bottom Line

The evidence from March to June 2025 points to a straightforward priority: Ghana has accommodation capacity. The bigger opportunity is to use that capacity more effectively.

That requires more than increasing the number of rooms. It requires stronger demand, better matching of tourism products to markets, region-specific responses, evidence-based investment, smarter business decisions and reliable data that allow performance to be tracked over time.

The AUS provides the evidence to begin doing exactly that.

MAIN TABLES

TABLE 0.1: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS, GUEST NIGHTS AND OCCUPANCY RATE BY TYPE OF UNIT

Type of Unit	Supply		Demand		Occupancy Rate (%)	
	Available Room-nights	Available Bed-nights	Occupied Room-Nights	Total Guest Nights	Room	Bed
March 2025						
All Units	5,139,744	5,899,925	2,144,387	2,790,533	41.7	47.3
Hotel	3,668,919	3,778,497	1,265,145	1,336,922	34.5	35.4
Hostel	566,512	1,061,577	526,210	1,020,741	92.9	96.2
Home-stay	465	465	55	55	11.8	11.8
Serviced Apartments	3,052	5,423	1,435	1,445	47.0	26.6
Unlicensed Units	900,796	1,053,963	351,542	431,370	39.0	40.9
April 2025						
All Units	4,973,423	5,708,566	2,083,662	2,796,707	41.9	49.0
Hotel	3,550,250	3,655,724	1,240,688	1,343,480	34.9	36.8
Hostel	548,267	1,027,416	519,750	987,296	94.8	96.1
Home-stay	450	450	58	58	12.9	12.9
Serviced Apartments	2,954	5,248	1,335	1,215	45.2	23.2
Unlicensed Units	871,502	1,019,728	321,831	464,658	36.9	45.6
May 2025						
All Units	5,149,085	5,918,839	2,045,282	2,913,277	39.7	49.2
Hotel	3,676,283	3,784,329	1,189,910	1,418,630	32.4	37.5
Hostel	567,853	1,071,860	545,901	1,034,457	96.1	96.5
Home-stay	465	465	149	149	32.0	32.0
Serviced Apartments	2,370	4,927	1,636	1,753	69.0	35.6
Unlicensed Units	902,114	1,057,258	307,686	458,288	34.1	43.3
June 2025						
All Units	4,983,737	5,716,645	1,992,136	2,638,300	40.0	46.2
Hotel	3,558,369	3,663,036	1,155,146	1,173,800	32.5	32.0
Hostel	549,566	1,025,194	523,194	1,007,796	95.2	98.3
Home-stay	450	450	66	66	14.7	14.7
Serviced Apartments	2,294	4,768	1,906	1,906	83.1	40.0
Unlicensed Units	873,058	1,023,197	311,824	454,732	35.7	44.4

TABLE 0.2: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS, GUEST NIGHTS AND OCCUPANCY RATE BY CATEGORY OF UNIT

Category of Unit	Supply		Demand		Occupancy Rate (%)	
	Available Room-nights	Available Bed-nights	Occupied Room-Nights	Total Guest Nights	Room	Bed
March 2025						
Total (Hotel & Hostel)	4,235,431	4,840,074	1,791,355	2,357,663	42.3	48.7
Up-market hotels	221,549	235,044	82,508	90,194	37.2	38.4
2-star	405,345	460,661	117,862	123,459	29.1	26.8
1-star	654,545	672,313	178,426	156,959	27.3	23.3
Budget Hotel	1,184,341	1,200,316	391,752	409,138	33.1	34.1
Guest house	1,203,138	1,210,163	494,597	557,173	41.1	46.0
Standard hostel	418,924	808,034	405,997	795,572	96.9	98.5
Basic hostel	147,589	253,543	120,213	225,168	81.5	88.8
April 2025						
Total (Hotel & Hostel)	4,098,517	4,683,140	1,760,438	2,330,776	43.0	49.8
Up-market hotels	214,301	226,856	71,618	77,449	33.4	34.1
2-star	392,512	445,945	127,475	129,918	32.5	29.1
1-star	633,665	650,861	156,608	146,535	24.7	22.5
Budget Hotel	1,145,038	1,160,500	376,667	413,049	32.9	35.6
Guest house	1,164,734	1,171,562	508,320	576,529	43.6	49.2
Standard hostel	409,894	790,152	404,540	775,213	98.7	98.1
Basic hostel	138,373	237,264	115,210	212,083	83.3	89.4
May 2025						
Total (Hotel & Hostel)	4,244,136	4,856,189	1,735,811	2,453,087	40.9	50.5
Up-market hotels	219,772	232,972	74,020	80,211	33.7	34.4
2-star	417,906	472,282	129,214	114,577	30.9	24.3
1-star	644,539	661,550	177,062	156,815	27.5	23.7
Budget Hotel	1,188,076	1,204,476	453,344	454,835	38.2	37.8
Guest house	1,205,990	1,213,049	356,271	612,192	29.5	50.5
Standard hostel	419,009	820,828	415,912	801,310	99.3	97.6
Basic hostel	148,844	251,032	129,988	233,147	87.3	92.9
June 2025						
Total (Hotel & Hostel)	4,107,935	4,688,230	1,678,340	2,181,596	40.9	46.5
Up-market hotels	225,559	239,116	74,250	83,437	32.9	34.9
2-star	393,998	445,939	135,661	124,753	34.4	28.0
1-star	620,933	637,396	145,803	122,457	23.5	19.2
Budget Hotel	1,150,529	1,166,405	480,699	472,298	41.8	40.5
Guest house	1,167,349	1,174,180	318,733	370,855	27.3	31.6
Standard hostel	405,524	782,260	403,191	771,607	99.4	98.6
Basic hostel	144,043	242,934	120,003	236,189	83.3	97.2

TABLE 0.3: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS AND GUEST NIGHTS BY REGION

Region	Supply		Demand		Supply		Demand	
	Available Room-nights	Available Bed-nights	Occupied Room-Nights	Total Guest Nights	Available Room-nights	Available Bed-nights	Occupied Room-Nights	Total Guest Nights
March 2025					April 2025			
National	5,139,744	5,899,925	2,144,387	2,790,533	4,973,423	5,708,566	2,083,662	2,796,707
Western	317,494	324,748	160,396	239,465	307,253	314,273	159,102	234,576
Central	1,052,219	1,482,057	566,379	995,474	1,018,276	1,434,248	546,904	966,118
Greater Accra	1,795,411	1,914,446	734,112	697,406	1,737,496	1,852,593	697,111	737,718
Volta	201,294	204,377	52,582	53,775	193,980	196,453	50,575	50,877
Eastern	346,445	358,938	82,544	82,624	335,517	347,669	73,220	73,478
Ashanti	840,581	969,763	366,564	491,209	813,336	938,351	384,377	513,794
Western North	58,792	59,102	20,078	22,188	56,896	57,196	18,704	20,089
Ahafo	44,441	44,689	10,730	15,187	43,007	43,247	10,833	16,019
Bono	105,171	130,014	41,388	64,660	101,778	125,820	39,259	61,950
Bono East	56,259	58,437	12,653	12,842	54,444	56,552	11,292	11,415
Oti	43,202	46,131	14,646	14,349	41,958	44,792	14,503	14,193
Northern	127,298	146,208	36,673	51,060	123,191	141,491	34,432	48,487
Savannah	24,614	27,466	10,431	11,454	23,850	26,640	9,698	9,801
North East	19,295	19,330	2,952	3,571	18,672	18,707	3,593	3,824
Upper East	54,385	58,053	15,409	15,420	52,631	56,180	14,793	15,600
Upper West	52,843	56,166	16,850	19,849	51,138	54,354	15,266	18,768
May 2025					June 2025			
National	5,149,085	5,918,839	2,045,282	2,913,277	4,983,737	5,716,645	1,992,136	2,638,300
Western	317,293	320,966	161,417	243,775	307,058	310,613	155,393	223,404
Central	1,052,580	1,482,418	571,168	1,000,329	1,018,627	1,434,599	578,353	1,008,600
Greater Accra	1,800,967	1,920,690	603,678	783,579	1,743,784	1,859,742	578,756	550,590
Volta	202,450	205,044	48,235	48,327	195,956	198,467	47,325	47,424
Eastern	348,580	361,474	74,182	75,260	337,491	350,036	69,225	74,872
Ashanti	840,199	981,965	396,889	522,486	813,096	938,111	384,576	507,762
Western North	58,515	58,825	18,428	20,589	56,627	56,927	17,067	18,340
Ahafo	44,718	44,966	11,836	15,010	43,305	43,545	11,580	15,088
Bono	105,171	130,014	42,574	66,027	101,778	125,820	41,405	64,180
Bono East	56,159	58,337	12,268	12,885	54,637	56,744	11,929	12,253
Oti	43,356	46,285	17,998	17,979	41,958	44,792	15,982	15,948
Northern	127,298	146,208	39,801	54,200	122,516	140,816	34,792	48,722
Savannah	25,048	27,869	11,291	12,486	24,240	26,970	11,618	11,883
North East	19,330	19,365	4,411	4,297	18,707	18,741	4,161	4,146
Upper East	54,613	58,281	15,165	15,641	52,852	56,401	14,800	15,156
Upper West	52,808	56,132	15,941	20,407	51,105	54,321	15,174	19,932

TABLE 0.4: OCCUPANCY RATE BY REGION

Region	Occupancy Rate (%)							
	Room	Bed	Room	Bed	Room	Bed	Room	Bed
	March 2025		April 2025		May 2025		June 2025	
National	41.7	47.3	41.9	49.0	39.7	49.2	40.0	46.2
Western	50.5	73.7	51.8	74.6	50.9	76.0	50.6	71.9
Central	53.8	67.2	53.7	67.4	54.3	67.5	56.8	70.3
Greater Accra	40.9	36.4	40.1	39.8	33.5	40.8	33.2	29.6
Volta	26.1	26.3	26.1	25.9	23.8	23.6	24.2	23.9
Eastern	23.8	23.0	21.8	21.1	21.3	20.8	20.5	21.4
Ashanti	43.6	50.7	47.3	54.8	47.2	53.2	47.3	54.1
Western North	34.2	37.5	32.9	35.1	31.5	35.0	30.1	32.2
Ahafo	24.1	34.0	25.2	37.0	26.5	33.4	26.7	34.6
Bono	39.4	49.7	38.6	49.2	40.5	50.8	40.7	51.0
Bono East	22.5	22.0	20.7	20.2	21.8	22.1	21.8	21.6
Oti	33.9	31.1	34.6	31.7	41.5	38.8	38.1	35.6
Northern	28.8	34.9	28.0	34.3	31.3	37.1	28.4	34.6
Savannah	42.4	41.7	40.7	36.8	45.1	44.8	47.9	44.1
North East	15.3	18.5	19.2	20.4	22.8	22.2	22.2	22.1
Upper East	28.3	26.6	28.1	27.8	27.8	26.8	28.0	26.9
Upper West	31.9	35.3	29.9	34.5	30.2	36.4	29.7	36.7

TABLE 0.5: ACCOMMODATION CAPACITY, OCCUPIED ROOM-NIGHTS, GUEST NIGHTS AND OCCUPANCY RATE BY ROOM SIZE

Room Size	Room			Bed		
	Available Room-nights	Occupied Room-Nights	Room Occupancy Rate (%)	Available Bed-nights	Total Guest Nights	Bed Occupancy Rate (%)
March 2025						
All Units	5,139,744	2,144,385	41.7	5,899,925	2,790,533	47.3
<10	562,094	201,277	35.8	577,352	208,586	36.1
10-19	1,730,386	607,624	35.1	1,747,190	656,404	37.6
20-29	1,155,280	398,111	34.5	1,189,849	441,947	37.1
30-39	433,414	128,778	29.7	441,371	112,714	25.5
40-49	129,848	25,723	19.8	137,847	24,665	17.9
50-59	154,999	44,125	28.5	189,507	48,337	25.5
60-69	65,250	14,083	21.6	67,527	13,798	20.4
70-79	16,635	6,858	41.2	17,985	6,824	37.9
80-89	42,719	6,465	15.1	44,761	6,306	14.1
90-99	3,061	374	12.2	3,189	438	13.7
100+	846,058	710,967	84.0	1,483,347	1,270,514	85.7
April 2025						
All Units	4,973,423	2,083,662	41.9	5,708,566	2,796,707	49.0
<10	543,350	186,955	34.4	558,145	190,394	34.1
10-19	1,675,435	610,881	36.5	1,691,697	658,145	38.9
20-29	1,118,104	377,132	33.7	1,151,464	436,912	37.9
30-39	418,374	109,517	26.2	426,074	104,473	24.5
40-49	125,828	42,009	33.4	133,628	47,625	35.6
50-59	150,071	47,911	31.9	183,465	51,367	28.0
60-69	63,187	15,153	24.0	65,390	14,340	21.9
70-79	16,098	4,613	28.7	17,405	4,523	26.0
80-89	41,398	4,835	11.7	43,375	4,878	11.2
90-99	2,962	417	14.1	3,086	540	17.5
100+	818,616	684,239	83.6	1,434,837	1,283,510	89.5
May 2025						
All Units	5,149,085	2,045,282	39.7	5,918,839	2,913,277	49.2
<10	562,261	198,196	35.2	577,594	205,644	35.6
10-19	1,723,994	421,382	24.4	1,740,053	632,721	36.4
20-29	1,160,190	455,610	39.3	1,195,489	512,294	42.9
30-39	435,387	148,614	34.1	443,538	108,523	24.5
40-49	132,544	30,796	23.2	152,783	32,988	21.6
50-59	157,048	51,426	32.7	191,786	55,842	29.1
60-69	63,596	15,177	23.9	65,895	15,910	24.1
70-79	16,720	5,403	32.3	18,107	5,354	29.6
80-89	45,922	4,992	10.9	47,964	4,996	10.4
90-99	3,061	406	13.3	3,189	598	18.7
100+	848,362	713,280	84.1	1,482,441	1,338,407	90.3
June 2025						
All Units	4,983,737	1,992,136	40.0	5,716,645	2,638,300	46.2
<10	543,478	174,438	32.1	558,316	183,921	32.9
10-19	1,669,585	427,013	25.6	1,685,127	436,641	25.9
20-29	1,123,034	462,272	41.2	1,157,291	500,954	43.3

30-39	421,553	130,682	31.0	429,445	84,378	19.6
40-49	131,064	31,072	23.7	139,884	31,861	22.8
50-59	148,795	55,501	37.3	181,063	65,423	36.1
60-69	61,588	16,223	26.3	63,812	15,778	24.7
70-79	16,181	4,597	28.4	17,523	4,775	27.2
80-89	44,501	5,562	12.5	46,477	5,478	11.8
90-99	2,962	250	8.4	3,086	435	14.1
100+	820,996	684,526	83.4	1,434,621	1,308,656	91.2

TABLE 0.6: DOMESTIC AND FOREIGN GUESTS BY TYPE OF UNIT AND AVERAGE LENGTH OF STAY

Type of Unit	Number of Guests		Guest Nights		Average Length of Stay	
	Domestic (resident)	Foreign (non- resident)	Domestic (resident)	Foreign (non- resident)	Domestic (resident)	Foreign (non- resident)
March 2025						
All Units	1,852,459	24,096	2,699,412	91,120	1.5	3.8
Hotel	684,328	22,471	1,269,130	67,792	1.9	3.0
Hostel	938,627	767	1,016,164	4,577	1.1	6.0
Home-stay Serviced	55	0	55	0	1.0	N/A
Apartments	129	0	1,177	0	9.1	N/A
Unlicenced Units	229,320	858	412,887	18,483	1.8	21.5
April 2025						
All Units	1,825,251	23,461	2,692,019	104,688	1.5	4.5
Hotel	675,191	22,624	1,256,009	87,471	1.9	3.9
Hostel	914,911	591	980,218	7,078	1.1	12.0
Home-stay Serviced	58	0	58	0	1.0	N/A
Apartments	91	18	697	518	7.7	28.8
Unlicenced Units	235,001	242	455,037	9,621	1.9	39.8
May 2025						
All Units	1,859,404	30,332	2,643,798	269,480	1.4	8.9
Hotel	703,972	29,292	1,165,069	253,562	1.7	8.7
Hostel	954,424	638	1,031,553	2,904	1.1	4.6
Home-stay Serviced	75	0	149	0	2.0	N/A
Apartments	160	4	1,636	117	10.2	29.3
Unlicenced Units	200,773	398	445,391	12,897	2.2	32.4
June 2025						
All Units	1,778,014	25,399	2,554,544	83,756	1.4	3.3
Hotel	658,200	20,496	1,109,898	63,902	1.7	3.1
Hostel	925,874	645	1,006,801	995	1.1	1.5
Home-stay Serviced	66	0	66	0	1.0	N/A
Apartments	134	0	1,906	0	14.2	N/A
Unlicenced Units	193,740	4,257	435,872	18,860	2.2	4.4

TABLE 0.7: DOMESTIC AND FOREIGN GUESTS BY CATEGORY OF UNIT AND AVERAGE LENGTH OF STAY

Category of Unit	Number of Guests		Guest Nights		Average Length of Stay	
	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)
March 2025						
Up-market hotels	26,463	13,582	55,624	34,567	2.1	2.5
2-star	45,123	2,804	112,261	11,199	2.5	4.0
1-star	75,309	3,151	145,743	11,216	1.9	3.6
Budget Hotel	268,309	1,190	404,480	4,657	1.5	3.9
Guest house	269,123	1,744	551,021	6,152	2.0	3.5
Standard hostel	782,031	663	791,088	4,484	1.0	6.8
Basic hostel	156,596	104	225,075	104	1.4	N/A
April 2025						
Up-market hotels	19,020	12,269	48,614	28,835	2.6	2.4
2-star	45,843	2,030	121,824	8,095	2.7	4.0
1-star	76,154	3,779	127,956	18,580	1.7	4.9
Budget Hotel	269,279	2,381	385,157	27,892	1.4	11.7
Guest house	264,895	2,166	572,459	4,070	2.2	1.9
Standard hostel	761,254	591	768,225	6,988	1.0	1.0
Basic hostel	153,656	0	211,993	0	1.4	N/A
May 2025						
Up-market hotels	17,030	14,167	44,312	35,896	2.6	2.5
2-star	47,406	2,867	106,309	8,271	2.2	2.9
1-star	78,067	3,081	146,677	10,137	1.9	3.3
Budget Hotel	297,514	1,317	446,093	8,742	1.5	6.6
Guest house	263,955	7,861	421,678	190,514	1.6	24.2
Standard hostel	781,897	638	798,499	2,811	1.0	4.4
Basic hostel	172,527	0	233,054	0	1.4	N/A
June 2025						
Up-market hotels	18,331	14,016	50,816	32,621	2.8	2.3
2-star	44,238	2,539	112,113	12,640	2.5	5.0
1-star	67,902	1,945	113,123	9,334	1.7	4.8
Budget Hotel	288,217	764	469,308	2,990	1.6	3.9
Guest house	239,512	1,232	364,539	6,316	1.5	5.1
Standard hostel	756,810	645	770,702	905	1.0	1.4
Basic hostel	169,065	0	236,099	0	1.4	N/A

TABLE 0.8: DOMESTIC AND FOREIGN GUESTS BY REGION AND AVERAGE LENGTH OF STAY

Region	Number of Guests		Guest Nights		Average Length of Stay		Number of Guests		Guest Nights		Average Length of Stay	
	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)	Domestic (resident)	Foreign (non-resident)
March 2025							April 2025					
National	1,852,459	24,096	2,699,412	91,120	1.5	3.8	1,825,251	23,461	2,692,019	104,688	1.5	4.5
Western	98,342	451	236,164	3,301	2.4	7.3	99,952	483	231,340	3,236	2.3	6.7
Central	920,481	1,728	990,570	4,904	1.1	2.8	899,174	1,720	958,988	7,130	1.1	4.1
Greater Accra	288,198	18,923	633,838	63,569	2.2	3.4	287,455	17,734	681,930	55,788	2.4	3.1
Volta	16,829	339	52,481	1,294	3.1	3.8	16,223	326	50,100	777	3.1	2.4
Eastern	65,904	18	82,598	26	1.3	1.4	60,559	132	72,544	934	1.2	7.1
Ashanti	364,323	1,422	476,338	14,870	1.3	10.5	364,550	1,836	480,515	33,278	1.3	18.1
Western North	13,824	36	22,027	161	1.6	4.5	13,064	75	19,715	374	1.5	5.0
Ahafo	9,394	15	14,990	197	1.6	13.1	9,050	50	15,408	611	1.7	12.2
Bono	12,480	320	64,288	372	5.2	1.2	11,635	408	61,464	486	5.3	1.2
Bono East	8,419	10	12,821	21	1.5	2.1	8,347	16	11,196	219	1.3	13.7
Oti	6,801	0	14,349	0	2.1	0.0	7,105	12	13,989	204	2.0	17.0
Northern	24,657	119	50,757	303	2.1	2.5	24,404	46	48,276	211	2.0	4.6
Savannah	5,130	545	9,855	1,599	1.9	2.9	5,559	589	8,468	1,333	1.5	2.3
North East	1,930	10	3,287	284	1.7	28.4	2,095	3	3,758	66	1.8	22.0
Upper East	10,596	28	15,383	37	1.5	1.3	11,006	32	15,560	41	1.4	1.3
Upper West	5,152	137	19,667	182	3.8	1.3	5,072	0	18,768	0	3.7	N/A
May 2025							June 2025					
National	1,859,404	30,332	2,643,798	269,480	1.4	8.9	1,778,014	25,399	2,554,544	83,756	1.4	3.3
Western	101,940	219	241,292	2,483	2.4	11.3	97,485	129	221,267	2,137	2.3	16.6
Central	947,851	1,985	995,958	4,372	1.1	2.2	916,924	1,816	1,004,176	4,426	1.1	2.4
Greater Accra	247,164	25,072	538,427	245,152	2.2	9.8	230,433	20,491	498,767	51,822	2.2	2.5
Volta	12,567	328	47,268	1,059	3.8	3.2	12,185	230	46,683	741	3.8	3.2
Eastern	61,807	30	74,243	1,017	1.2	33.9	56,275	318	69,422	5,450	1.2	17.1
Ashanti	381,451	1,327	510,937	11,549	1.3	8.7	366,287	1,238	492,135	15,626	1.3	12.6
Western North	12,931	50	20,443	146	1.6	2.9	10,841	45	18,272	67	1.7	1.5
Ahafo	11,048	10	14,927	83	1.4	8.3	10,285	26	14,575	513	1.4	19.7
Bono	13,553	409	65,530	497	4.8	1.2	12,379	391	63,726	454	5.1	1.2
Bono East	9,397	57	12,500	386	1.3	6.8	8,892	54	12,074	178	1.4	3.3
Oti	8,210	4	17,927	52	2.2	13.0	8,336	10	15,709	239	1.9	23.9
Northern	25,989	69	54,131	69	2.1	1.0	24,126	49	48,238	484	2.0	9.9
Savannah	5,549	660	10,446	2,040	1.9	3.1	5,495	528	10,740	1,143	2.0	2.2
North East	2,601	20	4,035	262	1.6	13.1	2,108	6	3,994	152	1.9	25.3
Upper East	11,733	66	15,435	206	1.3	3.1	10,911	44	14,903	253	1.4	5.8
Upper West	5,612	25	20,299	107	3.6	4.3	5,053	24	19,862	70	3.9	2.9

TABLE 0.9: TOTAL ROOM REVENUE BY TYPE OF UNIT

Type of Unit	Revenue (GhC)			
	March 2025	April 2025	May 2025	June 2025
All Units	2,183,488,864	2,308,730,640	2,053,814,312	2,281,850,745
Hotel	1,436,692,799	1,414,523,845	1,116,424,231	1,368,607,467
Hostel	466,716,992	446,890,733	470,459,586	459,473,263
Home-stay	13,750	14,500	37,250	16,500
Serviced Apartments	590,757	659,605	735,847	1,940,833
Unlicenced Units	279,474,566	446,641,957	466,157,398	451,812,683

TABLE 0.10: TOTAL ROOM REVENUE BY CATEGORY OF UNIT

Type of Unit	Revenue (GhC)			
	March 2025	April 2025	May 2025	June 2025
Up-market Hotels	972,052,521	950,288,237	638,708,906	997,407,046
2-star	134,214,959	137,328,860	120,827,567	121,136,084
1-star	101,828,339	87,588,232	102,058,086	67,716,064
Budget Hotel	94,172,149	97,486,808	109,455,953	108,484,230
Guest House	134,424,831	141,831,707	145,373,719	73,864,043
Standard Hostel	366,838,720	356,332,726	368,623,218	355,641,172
Basic Hostel	99,878,272	90,558,007	101,836,368	103,832,091

TABLE 0.11: TOTAL ROOM REVENUE BY REGION

Region	Revenue (GhC)			
	March 2025	April 2025	May 2025	June 2025
National	2,183,488,864	2,308,730,640	2,053,814,312	2,281,850,745
Western	98,985,808	85,653,086	86,541,923	76,847,757
Central	423,405,647	409,297,472	424,098,522	423,361,337
Greater Accra	1,248,423,956	1,409,781,549	1,133,760,723	1,377,873,416
Volta	108,019,530	101,734,666	103,954,037	98,768,303
Eastern	36,868,024	23,842,123	22,253,531	21,150,865
Ashanti	194,468,233	208,070,869	207,042,537	209,001,217
Western North	4,240,077	4,021,924	3,973,222	3,491,853
Ahafo	2,563,364	2,650,985	2,517,520	2,489,891
Bono	13,020,773	12,454,088	13,111,707	13,420,756
Bono East	3,462,948	2,810,739	3,576,602	3,248,442
Oti	2,840,004	2,808,936	3,410,858	3,076,326
Northern	31,114,794	29,598,326	32,944,777	31,579,858
Savannah	4,167,480	3,435,740	4,350,530	3,737,760
North East	1,109,815	1,595,796	1,303,368	1,466,852
Upper East	4,070,643	4,287,581	4,219,437	4,581,224
Upper West	6,727,768	6,686,760	6,755,020	7,754,888

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