

Marketing Innovations for Sustainable Destinations

17 The Prospects and Challenges of Positioning Ghana as a Preferred African-American Tourist Destination

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Introduction

Ghana is one of the most popular tourist destinations in Sub-Saharan Africa, due to its all-year-round attractions including, warm climate, coconut-fringed white sand beaches, historic monuments and a diverse culture. The sector contributed 4.8% to GDP in 2004 and is expected to grow by 5.9% per annum between 2004 and 2014 (WTTC, 2004). The USA is Ghana's second highest tourist generating market outside Africa. Arrivals from the USA almost doubled between 1994 and 2002 (Table 17.1).

Table 17.1: Tourism inflows to Ghana by countries 1994-2002

Country	1994	1996	1998	2000	2002
USA	17896	20108	22950	26317	31834
UK	23490	26395	30126	34546	41787
Germany	13090	14709	16788	19251	23286
France	9804	11016	21573	14418	17440
Netherlands	6568	7380	8423	9659	11684
Canada	3645	4096	4675	5361	6485
Switzerland	2573	2891	3300	3784	4577
Scandinavia	3621	4096	4644	5325	6442
Italy	3294	3702	4225	4845	5860

Source: Ghana Tourist Board; 2004

A segment of the USA market which is of interest to Ghana is the African American market. It is composed of Americans who are of African ancestry or who relate to their history or culture (Magazine Publishers of America, 2004). Blacks in the USA form 13% of the total population (US Census Bureau, March 2002). African American travellers are interested in participating in cultural events, urban nightlife and gambling (Soul of America, 2004). They are particularly interested in learning their shared cultural heritage with Africa. In a 2000 Gallup poll commissioned by the National Summit on Africa,

Chapter extract

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