

Ayekoo to the TOP 3 winners of 2023

Region Brand Evaluation - Overall Ranking 2023



Region	Weighted Ranking	Base	Local People	Culture & Heritage	Local Governance	Local Tourism Assets	Peace & Security	Investment Climate	Natural Environment	Built Env./ Infrastructure	Local Economic Climate	Average
Ashanti	1	200	81%	90%	76%	84%	76%	79%	76%	77%	75%	79.42%
Greater Accra	2	200	81%	91%	76%	88%	76%	81%	77%	79%	64%	79.23%
Eastern	3	200	46%	49%	44%	47%	48%	42%	46%	45%	38%	44.96%
Central	4	200	42%	49%	41%	46%	43%	38%	42%	43%	36%	42.25%
Northern	5	200	38%	40%	35%	37%	37%	36%	36%	37%	37%	36.98%
Western	6	200	31%	34%	31%	32%	31%	31%	30%	30%	26%	30.76%
Volta	7	200	25%	27%	24%	26%	26%	23%	25%	24%	21%	24.56%
Upper East	8	200	20%	22%	19%	20%	19%	19%	18%	18%	17%	19.15%
Bono East	9	200	20%	20%	19%	19%	19%	19%	18%	18%	19%	18.92%
Bono	10	200	18%	19%	18%	18%	18%	18%	18%	18%	16%	18.03%
Upper West	11	200	14%	15%	13%	14%	13%	14%	14%	13%	13%	13.68%
Western North	12	200	14%	14%	13%	13%	14%	14%	13%	13%	13%	13.43%
Oti	13	200	12%	12%	12%	11%	12%	12%	11%	11%	12%	11.70%
North East	14	200	11%	11%	11%	11%	11%	10%	10%	10%	10%	10.49%
Savannah	15	200	11%	11%	10%	10%	11%	10%	11%	10%	10%	10.47%
Ahafo	16	200	9%	9%	8%	8%	9%	8%	7%	8%	7%	8.03%

Total Sample Size 3200

*Weighted index derived from population spread across the regions

*Scores provided are means that have been converted to percentiles