



# PRESIDENTIAL SUMMIT ON TOURISM

## Theme

Rethinking Tourism For  
Economic Growth and  
Job Creation

Special Guest of Honour:  
H.E. Nana Addo Dankwa Akufo-Addo  
President of The Republic of Ghana



30 - 31 MAY, 2023



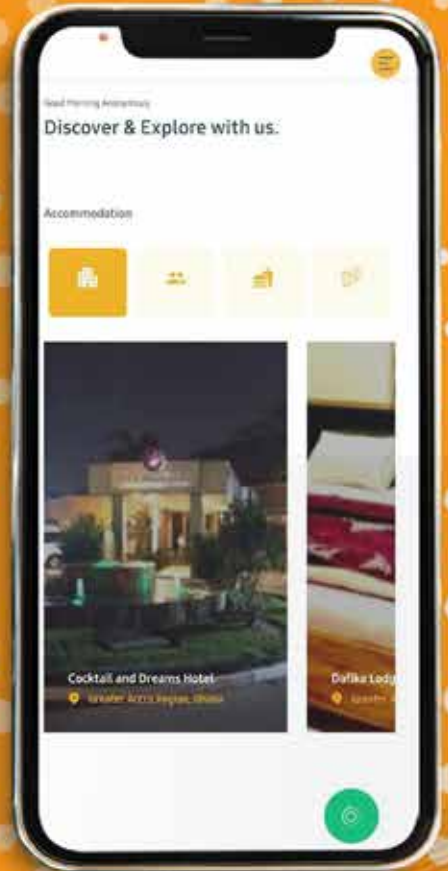
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# FOREWORD

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**H.E. NANA ADDO DANKWA AKUFO-ADDO**

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Tourism has always been a cornerstone of our nation’s heritage, and today, it stands as a vital pillar of our economy. From the lush rainforests, to our vibrant markets; from the historic castles to the serene beaches and our various cultural festivals, Ghana holds a wealth of natural beauty, cultural diversity, and historical significance that draws the world’s attention.

Since we launched the Year of Return in 2019, we have witnessed the transformative power of tourism, not only in our economic growth but also in fostering cross-cultural understanding and enhancing social cohesion. Tourism has the remarkable ability to bridge divides and cultivate mutual respect, building bridges of friendship for all.

As we gather at Peduase over the next two days, let us acknowledge the challenges we face in this sector and work together to resolve them. It is our duty to ensure that tourism is developed in a sustainable, responsible, and inclusive manner. We must protect our pristine natural habitats, conserve our rich cultural heritage, and empower local communities to fully participate in the benefits of the sector. Together, we can do it.!!!



**H.E. DR. MAHAMUDU BAWUMIA**

Vice President of Ghana



**HON. AKOSUA FREMA OSEI-OPARE**

Chief of Staff - Office of the President



## Message from

**HON. DR. IBRAHIM MOHAMMED AWAL**  
Minister For Tourism, Arts and Culture

Over the course of the next two days, we have the opportunity to collectively shape the future of our nation's tourism sector, unlocking its full potential as a catalyst for economic growth, job creation, cultural preservation, and social development.

As a country, our commitment to sustainable tourism practices, coupled with the warm hospitality of our people, has made us a sought-after destination. However, we must not rest on our laurels. This summit presents us with an opportunity to strengthen our Public Private Partnership Forum, harness our collective wisdom and devise strategies that will elevate Ghana to new heights in the global tourism arena.

As we deliberate upon the challenges and opportunities that lie ahead, it is imperative that we strike a delicate balance between economic growth and environmental conservation, ensuring that our natural wonders, national parks, and wildlife remain protected for generations to come. By embracing eco-friendly initiatives, promoting responsible travel, and fostering community engagement, we can create a tourism sector that not only brings economic prosperity but also leaves a positive and lasting impact on our environment.

Furthermore, we must recognize the transformative power of tourism in promoting cultural exchange and understanding. Ghana's vibrant arts and cultural heritage are invaluable assets that can drive tourism growth. By preserving and showcasing our traditional music, dance, visual arts, and culinary delights, we can captivate the imaginations of travelers, enabling them to connect with our history and traditions in a meaningful way. Let us work together to develop cultural tourism programs that celebrate our unique identity and empower local communities, ensuring they benefit equitably from the industry's success.

In an increasingly interconnected world, technology has emerged as a vital tool in promoting tourism. We must leverage digital platforms, social media, and innovative marketing strategies to showcase the best of Ghana to the global audience. By embracing digital transformation and investing in smart tourism initiatives, we can enhance visitor experiences, improve connectivity, and create new opportunities for local entrepreneurs and small businesses.

I implore you to actively participate in the discussions, debates, and knowledge-sharing sessions that lie ahead. Let us seize this moment to shape a roadmap for Ghana's tourism sector that is inclusive, sustainable, and resilient.

I extend my deepest gratitude to His Excellency, the President, for his unwavering support for the tourism sector. I also express my appreciation to all the partners, stakeholders, and organizations that have contributed to the success of this summit. Let us unite our efforts, harness our collective wisdom, and forge a future where tourism in Ghana becomes a force for positive change.

Thank you, and I wish you all productive and fruitful deliberations over the next two days.

# Message From

**AKWASI AGYEMAN**

**CEO, Ghana Tourism Authority**



On this historic occasion of the first-ever Presidential Summit on Tourism in Ghana, It is an honor to have such distinguished participation from industry leaders, policymakers, entrepreneurs, diplomats, and visionaries who recognize the transformative power of tourism in our great nation.

The theme of this summit, “Rethinking Tourism for Economic Growth and Job Creation,” resonates deeply with the vision and aspirations of the Ghana Tourism Authority in seeking to make our country a destination of choice for travelers seeking authentic experiences. We have in the last few years witnessed the potential of tourism in driving economic growth, creating jobs, and fostering sustainable development. However, to fully capitalize on this potential, we must constantly adapt, innovate, and rethink our approach to tourism.

One of the most notable initiatives in recent years that exemplifies this spirit of rethinking is the “Year of Return.” In 2019, Ghana opened its doors to the African diaspora, inviting them to return and reconnect with their roots. This groundbreaking initiative not only brought thousands of visitors to our shores but also ignited a renewed sense of pride and unity among the African Diaspora. The Year of Return highlighted the immense economic opportunities that lie within our cultural heritage and paved the way for the “Beyond the Return” agenda.

Beyond the Return, we envision a future where tourism becomes the key driver of economic growth and job creation. We recognize that the tourism sector has the potential to stimulate various industries, including hospitality, transportation, arts and crafts, and agriculture. By strategically aligning our policies and programs, we hope to create an enabling environment for businesses to thrive, attract investment into the sector, and empower local entrepreneurs.

As we rethink tourism, we must be mindful of sustainability and responsible tourism practices.

The road ahead is filled with immense opportunities and I urge all stakeholders to collaborate, share knowledge, and leverage our collective expertise to unlock the full potential of tourism in Ghana. Together, let us build an inclusive and sustainable tourism sector that generates prosperity for all.

I express my gratitude to His Excellency, the President, Nana Addo Dankwa Akufo-Addo, for his unwavering personal commitment to the growth of our sector. He has shown in word and deed, that he has Tourism at heart. I also extend my appreciation to our Minister, Dr. Awal for his dynamism and to the board, management and staff of GTA, thank you for all the support. To our trade associations, partners and sponsors, we thank you for your continuous support and collaboration. Let us seize this momentous occasion to shape a future where tourism becomes a catalyst for economic growth, job creation, and the advancement of our great nation. Thanks to the organising committee for their work.

Thank you all, and may this summit be a resounding success.



# PRESIDENTIAL SUMMIT ON TOURISM

## Brief Description

### Presidential Summit on Tourism

The presidential summit on Tourism is a two-day Summit that aims to bring tourism stakeholders together to explore new approaches to the tourism industry, and which prioritizes National Development, job creation and sustainable tourism. The summit is themed, “Rethinking Tourism for Economic Growth and Job Creation” and is designed for tourism stakeholders, including:

- Tourism operators and businesses under Ghana Tourism Federation (GHATOF)
- Government officials and policymakers
- NGOs and civil society organizations
- Academics and researchers
- Community leaders and residents
- Media

### Objectives

The two-day summit is designed to:

- Encourage critical thinking about the future of tourism and its impact on national development
- Create a platform that explores new approaches to tourism that prioritizes sustainability and community involvement.
- Facilitate dialogue and collaboration among stakeholders in the tourism industry.
- Synergize the tourism, arts and cultural assets of the country through dialogue
- Create an action plan for implementing sustainable tourism practices and of doing business in the hospitality sector
- Accelerating Tourism development through innovation and digitalization
- Ascertain needs of industry players and what government could do to assist to ease the Tourism and Hospitality business environment.
- Bring to fore the role of the Creative Arts in Tourism Development.

### Outcome

The Summit is expected to:

- Increase awareness and understanding of the need for a new approach to Tourism in Ghana.
- Develop new ideas and strategies for sustainable and equitable tourism.
- Increase collaboration and networking among stakeholders in the tourism industry.
- Create an action plan for implementing sustainable tourism practices.

### Organization

The Summit includes a Plenary, interactive sessions, workshops, and facilitated discussions. The event will be held in a hybrid format, with in-person and virtual attendance options to accommodate participants from around the globe.

### Conclusion

The Presidential Summit on Tourism will bring tourism stakeholders together to explore new approaches to tourism and also to encourage critical thinking and collaborations to create a more responsible and equitable tourism industry that benefits all stakeholders and Ghana.



# EVENT SCHEDULE

DAY 1: 30<sup>TH</sup> MAY 2023

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- Cocoa Networking sessions  
*MC – KAFUI DEY*
- Arrival of President and entourage
- Welcome and Introduction to Conference objectives  
**Mr. Akwasi Agyeman**, CEO – Ghana Tourism Authority (GTA)
- Performance- National Theatre
- Solidarity Messages:
  - \* Ghana Tourism Federation- **Dr. Kwesi Eyison**, Vice President
  - \* World Bank- **Mr. Pierre Laporte, Country Director**
- Interlude
- Address by Minister of Tourism, Arts and Culture -  
**Dr. Ibrahim Mohammed Awal**
- Interlude
- Keynote Address  
**H.E Nana Addo Dankwa Akufo-Addo**, President of the Republic of Ghana
- **Group Photograph**
- Special Guest Presentation
- **Using Tourism To Jumpstart The Economy**  
**Hon. Dr. John Apontuah Kumah (MP)**- Deputy Minister of Finance

## Session 1: Using Tourism To Jumpstart The Economy

Moderator: **Mr. Bernard Avle**

Panelists: **Dr. Emmanuel Adu Sarkodie** - CEO, Accra City Hotel/  
Penninsular Resort

**Vidette Adjorlolo** – Founder, Sorted Chale

**Mr. Maxwell Edusei** – CEO, African Loom

**Mr. Akwasi Agyeman** - CEO, Ghana Tourism Authority

**Mrs. Alisa Osei - Asamoah**- President,  
Tour Operators Union of Ghana (TOUGHGA)

- [Open Forum \(Q & As / interactions\)](#)

## Session 2: Easing the Business Environment for Tourism Growth

Moderator: **Mr. George Quaye**

Panelists: **Professor Kobby Mensah** - University of Ghana  
**Mr. Ben Anane Nsiah** - Deputy CEO, General Services, GTA  
**Dr. Edward Ackah Nyamike** - President, Ghana Hotels Association  
**Mr. Edward B. Ashong-Lartey** - Director, Investment Services Division, Ghana Investment Promotions Center (GIPC)

- [Open Forum \(Q & As / interactions\)](#)



# LUNCH BREAK

## Session 3: Tech and Data Driven Growth in Tourism

Moderator: **Mr. Bernard Avle**

Panelists: **Mr. Bossman Akuffo Kwabong** - Country Director, MasterCard Ghana  
**Mr. Kwame Asuah Takyi** - Comptroller General, Ghana Immigration Service  
**Mr. Ekow Sampson** - Deputy CEO, Operations, GTA  
**Mr. Bright Ladzekpo** - CEO, PHD Ghana

- [Open Forum \(Q & As / interactions\)](#)

- Day Summary

**Mr. Seth Adjei Baah** - Board Chairman, Ghana Tourism Authority (GTA)

## DAY 2: 31<sup>ST</sup> MAY 2023

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- Opening Exhibitions  
*MC – KAFUI DEY*
- Welcome and Introduction of Day 2- **Mr. Akwasi Agyeman**, CEO, GTA
- Special Guest Presentation
- **Building Synergy; Tourism, Arts & Culture**  
**Hon. Mark Okraku-Mantey**- Deputy Minister of Tourism, Arts and Culture
- Keynote Address
- **Harnessing Cultural Assets For Inclusive Tourism Growth**  
**Hon. Akosua Frema Osei-Opare** - Chief of Staff, Office of the President

### Session 4: Building Synergy: Tourism Arts & Culture

Moderator: **Mrs. Eunice Tornyi**

Panelists: **Ken Agyapong Jr.** - Co-Founder, Afrochella/Afrofutre

**Mr. Emmanuel Andrew Samini** - Artiste/Musician

**Okyeame Kwame** - Artiste/Musician

**Nana Otuo Owoahene Acheapmong**

President, Ghana Association of Visual Artists (GAVA)

**Dr. Afua Asabea Asare** - CEO, Ghana Export and Promotion Authority

- **Open Forum (Q & As / interactions)**

## COCOA BREAK



### Session 5: Role of Creative Sector in Economic Growth

Moderator: **Mr. George Quaye**

Panelists: **Theresa Ayoade** - CEO, Charter House Productions

**Mrs Claudia Lumor** - Founder, Glitz Africa. (Magazine, Awards & Fashion Week)

**Mr. Ernest Boateng** - CEO, Global Media Alliance

**Mr. Carl Ampah** - National Programme Officer, Culture. UNESCO

- **Open Forum (Q & As / interactions)**

## Session 6: Diaspora Dividend for Economic Growth

Moderator: **Ms. Aisha Addo**

Panelists: **Mr. Diallo Sumbry** - President & CEO, Adinkra Group

**Ms. Annabelle McKenzie** - Manager,  
Beyond the Return Secretariat

**Mrs Akosua Dentaa Amoateng MBE** - Founder, GUBA

**Mr. Rabbi Kohain Halevi** - Head, Diaspora Coalition.

- **Open Forum (Q & As / interactions)**

- Closing Rapporteur: Summary of Conference Outcomes and Action plan  
**Nana K. Gyan-Appenteng**

- Closing Remarks: **Hon Dr. Ibrahim Awal** - Minister of Tourism, Arts and Culture

## *Closing Ceremony by* **National Theatre**





## **BACKGROUND**

The erstwhile Ghana Tourist Board, which transformed into the Ghana Tourism Authority by an Act of Parliament Tourism Act 817 (2011) was established by NRC Decree 224 in 1973, fifty (50) years ago. Prior to this, tourism administration in Ghana had been handled by a succession of institutional structures such as the State Hotels and Tourist Corporation, which was split into State Tourist Corporation and State Hotels Corporation by Legislative Instrument 403 of 1965. This further evolved into the National Tourist Corporation in 1968 by National Liberation Council (NLC) Decree 310.

The National Redemption Council (NRC) which assumed office after the overthrow of the Progress Party government, commissioned a five (5) year tourism development plan; the Obuam Committee Report published in May 1972. This plan recommended the split of the Ghana Tourist Corporation into Ghana Tourist Control Board and the Ghana Tourist Development Corporation and this was effected by National Redemption Council (NRC) Decree 224 in 1973.

The Ghana Tourist Control Board, was popularly referred to as the Ghana Tourist Board subsequently. Several stakeholder efforts to help create a more vibrant tourism sector led to the passage of the Tourism Act 817, 2011 which created the Ghana Tourism Authority with a renewed and expanded mandate and the 'Tourism Development Fund'. The establishment of the GTA saw the repeal of NRCD 224, 1973.

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**H.E Nana Addo Dankwa Akufo-Addo**  
President of the Republic of Ghana



**Hon. Akosua Frema Osei-Opare**  
Chief of Staff



**Hon Dr. Ibrahim Awal**  
Minister of Tourism, Arts & Culture



**Hon. Mark Okraku-Mantey**  
Deputy Minister of Tourism,  
Arts & Culture



**Hon. John Apontuah Kumah (MP)**  
Deputy Minister of Finance



**Mr. Seth Adjei Baah**  
Board Chairman,  
Ghana Tourism Authority



**Mr. Akwasi Agyeman**  
CEO, Ghana Tourism Authority



**Mr. Pierre Laporte**  
Country Director, World Bank



**Dr. Kwesi Eyison**  
Vice President, GHATOF



**Kafui Dey**  
MC

## Using Tourism To Jumpstart The Economy



**Mr. Bernard Avle**  
Moderator



**Dr. Emmanuel Adu Sarkodie**  
CEO, Accra City Hotel/  
Penninsular Resort



**Vidette Adjorlolo**  
Founder, Sorted Chale



**Mr. Maxwell Edusei**  
CEO, African Loom



**Mr. Akwasi Agyeman**  
CEO, Ghana Tourism  
Authority



**Mrs. Alisa Osei - Asamoah**  
President, Tour Operators  
Union of Ghana (TOUGHGA)

## Easing the Business Environment for Tourism Growth



Mr. George Quaye  
Moderator



Professor Kobby Mensah  
University of Ghana



Mr. Ben Anane Nsiah  
Deputy CEO, General Services, GTA



Dr. Edward Ackah Nyamike  
President, Ghana hotels Association



Mr. Edward B. Ashong Lartey  
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## Tech and Data Driven Growth in Tourism



Mr. Bernard Avle  
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Mr. Bossman Akuffo Kwabong  
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Mr. Kwame Asuah Takyi  
Comptroller General, Ghana Immigration Service



Mr. Ekow Sampson  
Deputy CEO, Operations, Ghana Tourism Authority



Mr. Bright Ladzekpo  
CEO, PHD Ghana

## Building Synergy: Tourism, Arts & Culture



Mrs. Eunice Tornyi  
Moderator



Ken Agyapong Jnr.  
Co-Founder, Afrochella/Afrofutre



Mr. Emmanuel Andrew Samini  
Artiste/Musician



Dr. Afua Asabea Asare  
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President, Ghana Association of Visual Artists (GAVA)



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## Role of Creative Sector in Economic Growth



Mr. George Quaye  
Moderator



Theresa Ayoade  
CEO, Charter House  
Productions



Mrs Claudia Lumor  
Founder, Glitz Africa



Mr. Ernest Boateng  
CEO, Global Media Alliance



Mr. Carl Ampah  
National Programme Officer,  
Culture. UNESCO

## Diaspora Dividend for Economic Growth



Ms. Aisha Addo  
Moderator



Mr. Diallo Sumbry  
President & CEO, Adinkra  
Group



Ms. Annabelle McKenzie  
Director, Beyond the Return  
Secretariat



Mrs Akosua Dentaa  
Amoateng MBE  
Founder, GUBA



Mr. Rabbi Kohain Halevi  
Head, Diaspora Coalition



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## TOURISM IN PERSPECTIVE

Tourism is a key sector of Ghana's economy with a vast potential to contribute significantly to job creation, investments inflows, foreign exchange receipts and ultimately, the socio-economic transformation and development of the country.

Ghana is well placed to glean the benefits of a well-coordinated tourism development effort. It is centrally located just off the equator and traversed by the Greenwich Meridian along its eastern corridor, with easy air access, politically stable with strong democratic credentials, high levels of public safety and security, abundance of natural sites including a 540km stretch of beach, fascinating history and diverse culture, a vibrant arts and creative sector, hospitable and friendly people all combining to make the country a truly competitive tourism destination.

This determination to see the sector reach its full potential has underpinned the series of interventions over the last few years designed to accelerate growth. This has included:

1. A more targeted focus on the diasporan market segment encapsulated in the Year of Return and Beyond the Return initiatives rolled out in 2019 and 2020 respectively.
2. Furthermore, there has also been a continuous domestic tourism drive through multiple campaigns such as the "See Ghana, Eat Ghana, Wear Ghana Feel Ghana and Experience Ghana, Share Ghana" to boost interest within the resident population to visit sites in Ghana.
3. To accelerate the development of tourist sites and

attractions in Ghana, the GTA under the auspices of the Ministry of Tourism, Arts and Culture promoted the passage by Parliament of Legislative Instrument 2393. This law empowers the GTA to register, grade, and license tourist sites and attractions. It outlines a number of quality audits to be satisfied prior to licensing including the prescribed governance structures for community tourist attractions. The law has been operationalized after a series of stakeholder engagements across the country and it is envisaged that its positive impact will translate into enhanced visitor experience at tourist sites and attractions in Ghana.

4. To further consolidate the gains of this development, the GTA has adopted a community approach to tourism development by forging trilateral partnerships with Municipal and District Assemblies and their relevant traditional authorities to jointly undertake the development and management of identified community attractions. This is yielding very positive results in all the enclaves where the "Kintampo Model" as we call it, has been introduced. The revenue sharing enshrined in the agreements has further strengthened the resolve of host communities to preserve and enhance the tourism resources that support the visitor attractions. Currently such a partnership model is working in several communities including Tafi Atome, Anomabu, Bunso, Akuapem Mampong, Nzulezu, Bonwire, Dunkwa- Kyekyewere, Pikworo etc
5. Moreover, the Ministry of Tourism, Arts and Culture, acting through the Ghana Tourism Authority and other agencies has undertaken upgrades of various tourist sites to enhance visitor experience. This has included the construction of receptive fa-

ilities and creation of car parking areas. For example, the Ghana Museum and Monuments Board has refurbished and opened the National Gallery. The Kwame Nkrumah Memorial Park which is currently undergoing a massive transformation that will befit the memory of our first President and our country's Pan African's standing will be reopened to the public in June.

6. The GTA empowered by its parent law Act 867 (2001) and the various Legislative Instruments emanating from this law LI 2238 (Food & Beverage 2016), LI 2239 (Accommodation 2016), LI 2389 (Travel Trade 2019), and LI 2393 (Tourist Site 2019) has tightened its regulatory control through regular registration, inspection, and licensing of tourism establishments. This has also entailed regular enforcement exercises with the support of the Ghana Police Service to clamp down on the operations of unlicensed establishments. This is to ensure that the product quality and service delivery meet internationally acceptable standards. This is a continuous, unrelenting work in progress and no effort will be spared to ensure that only licensed operators who have satisfied the required minimum standards find the space to operate in Ghana.

7. Then again, training and capacity building of personnel in the sector has received serious attention over the last few years. Under the Ghana Tourism Development Project and the Ghana Cares project, a series of training programs have been organized for frontline staff in collaboration with the Ghana Tourism Federation. This has included training of standards and quality assurance inspectors, travel and tour operators, tour guides, taxi and uber drivers, beach communities, hotel front office personnel, traditional catering establishments, food and beverage providers, and they are all geared towards training a critical mass of trained employers who can positively influence the service culture to guarantee customer satisfaction and repeat encounters.

8. The sector has fully embraced digitalization as a tool to leverage business growth and profit. In this connection, the GTA has created the Destination Single Window platform which among others provides free access for private sector tourism businesses to advertise their product offerings, and secure direct business bookings when on-boarded. It has also automated the Authority's business processes. Project registration, and facility inspection reports can now be submitted in real time for quick follow up action.

9. The Private Sector plays a key role in the development of tourism as they are the entrepreneurs who put in the investments to build the businesses that support the tourism activity. This recognition has catalyzed the institutionalization of Public Private Sector collaboration under the Public Private Partnership Forum (PPPF) set up under the auspices Ministry of Tourism, Arts and Culture. The secretariat of the PPPF is at GTA and through this a series of engagements have been held with selected representatives of the various trade associations and other stakeholders with the view to collectively identify bottlenecks and challenges that they face to inform policy reviews and craft strategies to provide a friendlier environment for operators in the sector. In addition, small and medium scale enterprises in the sector have been supported with grants under the Ghana Tourism Development Project rolled out with technical and funding support from the World Bank.

Indeed, Ghana's tourism has bounced back quiet remarkably from the COVID 19- induced slump, almost reaching 2019 levels in 2022. Going forward, the sector has to consolidate the gains made by;

- Further deepening the engagement with the diaspora market.
- Promoting the destination more aggressively to the sub-regional and African regional market segment.
- Positioning Ghana as a competitive meetings, incentives, conference and exhibitions destinations.
- Enhancing the ease of entry through the introduction of an electronic visa regime.
- Expanding the site upgrades across the entire country.
- Expanding access to accredited tourism training institutions nationwide.
- Enhancing institutional collaboration, synergies, and partnerships.

Ghana's tourism is on a positive growth trajectory. International arrivals are expected to hit the 1.2million mark in 2023. Domestic tourism numbers are also expected to increase from 937,087 in 2022 to 1.2million in 2023. Concerted efforts are therefore being made to ensure that the expected contributions of tourism are fully realized.

# ONGOING PROJECTS



**Pikworo Slave Camp**



**Yaa Asantewaa Museum**



**Aburi Botanical Garden**



**Bonwire Kente Museum**



**Tetteh Quarshie Cocoa Farm & Exhibition Centre**



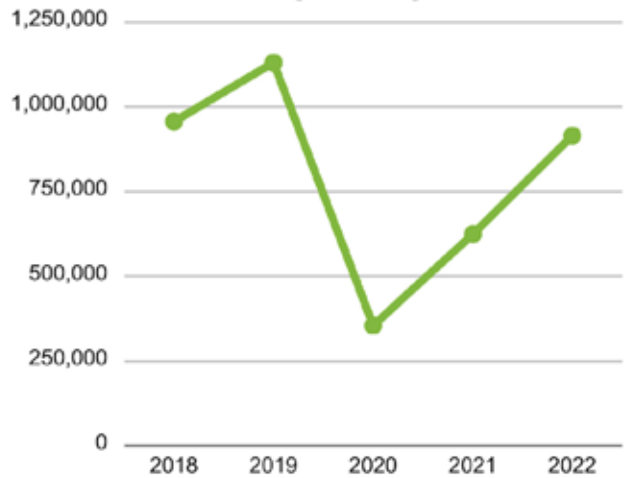
**Kwame Nkrumah Memorial Park**

# STATISTICS

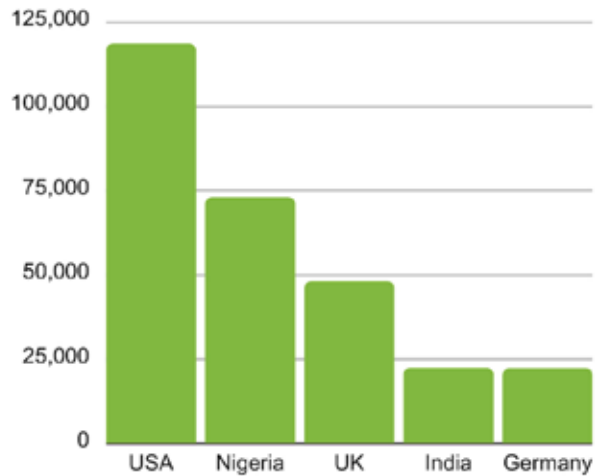
## ARRIVALS

- On the whole, Ghana has recovered relatively very fast from the COVID-19 pandemic which saw global tourism figures take a dip and Ghana's rapid rise to the spotlight on the heels of the successful Year of Return campaign taking a big hit. However, continuous and sustained campaign with Beyond The Return and other deliberate steps like the early reopening of the airport and sustained digital media campaign has ensured that the recovery has been quicker than predicted.
- International arrivals moved from 355,108 in 2020 to 623,523 in 2021 and to 914,892 in 2022 representing 46.73% year-on-year growth. This represents an 81% recovery from the pre-pandemic level surpassing the UNWTO's prediction of Africa's rate of return to pre-pandemic levels averaging 65%.
- The United States of America (USA) continues to lead inbound visitor arrivals to Ghana. A new entrant, India in 4th place, pushed out China from the top ten inbound markets which could largely be attributable to China's sustained travel restrictions since 2020. Liberia also pushed up to the 6th position becoming the 2nd West African country after Nigeria in the top 10 arrival countries.

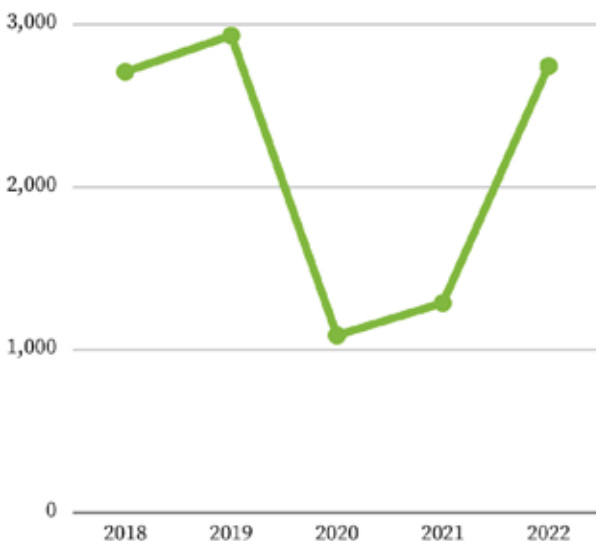
ARRIVALS [2018-2022]



TOP 5 GENERATING MARKETS



TOURISM RECEIPTS (\$) [2018-2022]

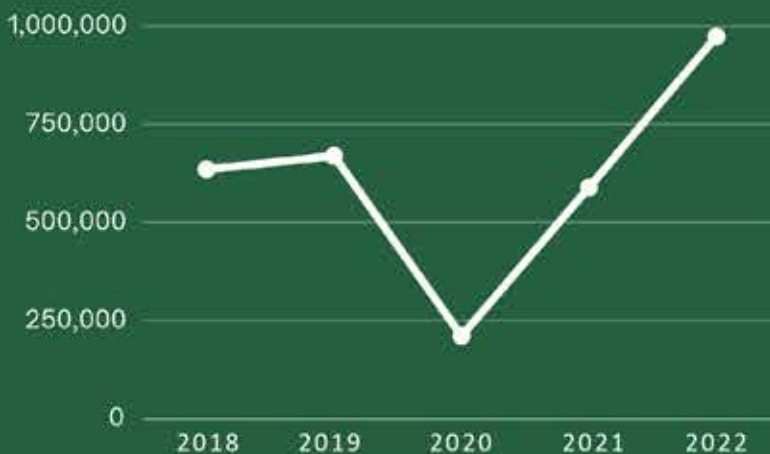
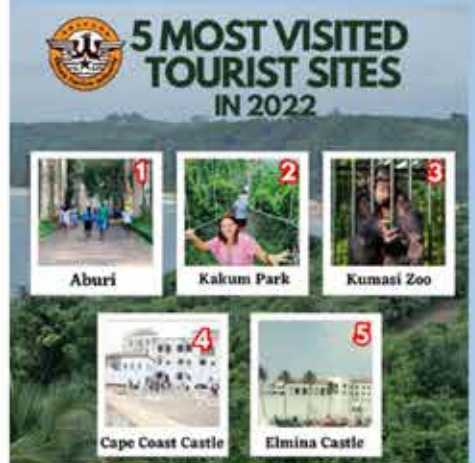


## RECEIPTS

- Tourism receipts which dipped 88% in 2020 to \$387m, has witnessed a resurgence, increasing by 108% to \$803m in 2021, then by 212% increase year on year to \$2.5b in 2022. Average Tourism expenditure also grew significantly from \$1289 in 2021 to \$2743 in 2022 almost bouncing back to pre-pandemic level of \$2,931 in 2019.
- The Average length of stay for tourists maintained its 2021 level of 14days in 2022. However, this is a 2day increase from pre-pandemic level of 10days in 2019.

# Domestic Tourism

On the domestic and sub-regional front, the launch and implementation of the 18-month Domestic & Sub-Regional Tourism Marketing Strategy [2021-2022], which came out of the first Stakeholders Forum post COVID held at Hillview Hotel in Teiman, has helped revamp domestic tourism. The flagship “#ExperienceGhana, #ShareGhana” campaign launched in June 2021 has also brought about a significant growth in visits to the various tourist sites in the country. From 588,946 in 2021, this figure has grown to 937,087 in 2022, representing 59% growth. This is well above the 600,000 target set for the campaign. The top 5 most visited tourist sites are Aburi Botanical Gardens, Kakum National Park, Kumasi Zoo, Cape Coast Castle and Elmina Castle.



The introduction of affordable tour packages by Tour Operators and the offers of reduced-packaged accommodation deals from Hoteliers ignited renewed interest in overnight/weekend travels. Packages such as ‘Western Escape’, ‘Explore Afadjato’, ‘Eastern Escape’ ‘Journey To The West’, ‘Kumasi In 48hrs’, ‘Volta Break’, ‘Central Tours’, amongst others, evolved after the first Stakeholders Forum post COVID held at Hillview Hotel, Teiman in April 2021, which produced the 18-month Domestic & Sub-Regional Tourism Marketing Strategy.



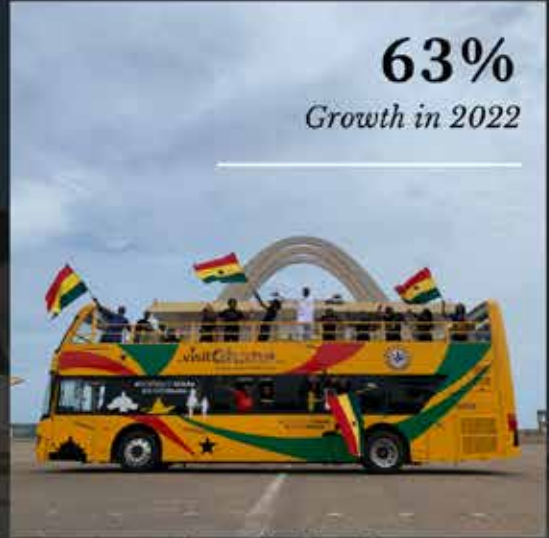
## Domestic Tourism

59%

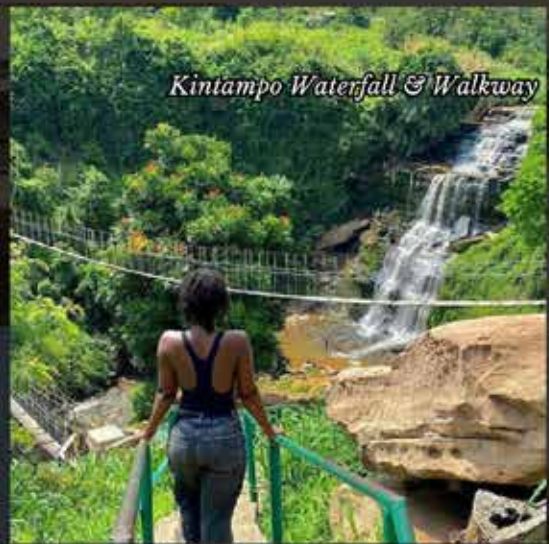
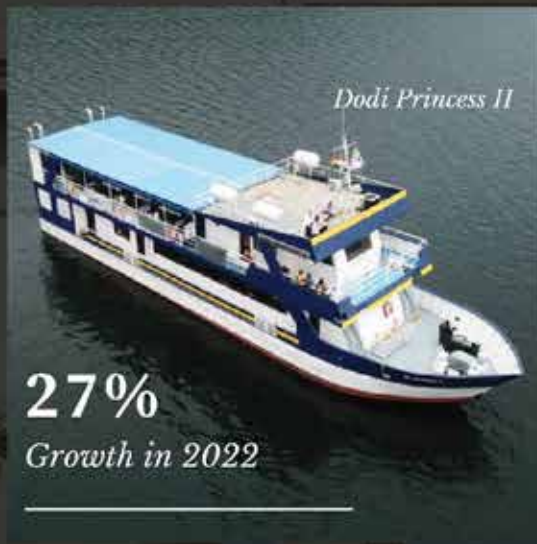
Growth in 2022

"Our decision to prioritise tourism, as a key policy for economic diversification, job creation and growth, is clearly paying off. The potential contribution of tourism and the arts to GDP is, therefore, one that we must nurture and emphasise.

- H.E. Nana Akufo-Addo [SONA 2023]



Accra City Tour Bus



Day trips and excursions were also given a new impetus by the launch of the Accra City Tour Bus and the marketing of the Dodi Princess II, which partnered with stakeholders to offer an alternate experience to revamp the sector. The Accra City Tour Bus has carried over 3,000 passengers on tours of old Accra since its launch and continues to be the preferred option for city tours. The Dodi Princess II after its launch has ferried 4,468 passengers in 2020, 6,304 (2021), and 8,018 in 2022. This sturdy growth is largely due to partnerships with the GTA and Tour Operators. The consistent promotion of domestic tourism has also led to the birth and resurgence of several tour groups and clubs undertaking excursions in addition to offers from Tour Operators.

The tourism sector is thus poised for exponential growth when given the needed impetus and support and has the potential to become the number one sector within the next 5 years if the current drive is sustained. Everyone can contribute to this by experiencing Ghana and sharing Ghana.

Tell a friend to tell a friend to "See Ghana, Eat Ghana, Wear Ghana and Feel Ghana".







# Accra City Tour

#EXPERIENCEGHANA  
#SHAREGHANA



## DAYS

**MONDAY TO SUNDAY**

Time: 9am & 1pm (each tour last two hours)

## PICKUP LOCATION

Accra Tourist Information Centre (ATIC), opposite Afrikiko

### TOURIST COACH RATE PER TOUR

- Adult – GH¢ 60.00
- SHS/Tertiary – GH¢ 30.00
- Basic students – GH¢ 20.00
- Hiring – GH¢ 3000.00

every two hours on the approved routes.  
Payments can be made through  
GTA Merchant Number: 607442

## CONTACT GTA CALL CENTRE

**024 157 7757**  
**0307 007 100**  
**0243 146 864**



## WHY RETHINKING TOURISM?

The Rethinking Tourism Summit is timely as it highlights the importance of tourism as a tool for economic growth and job creation to sustain development.



## WHAT SHOULD WE EXPECT FROM THE SUMMIT?

At the end of the summit, tourism stakeholders are expected to have an understanding of the new approaches to tourism, develop new ideas and increase collaboration among themselves.

## HOW HAS COVID-19 IMPACTED THE TOURISM INDUSTRY IN TERMS OF HOSPITALITY, ARTS AND CULTURE, TRAVEL TOURIST SITES?

The strong historical growth of the tourism industry was halted in 2020 amid the Global COVID-19 pandemic. With airplanes on the ground, hotels closed and travel restrictions implemented, the tourism industry became one of the most affected sectors since the very start of the virus spread. The pandemic reduced international tourist arrivals in the first quarter of 2020 to a fraction of what they were a year ago and has caused the industry to experience a drastic loss in revenue. In all the tourism industry believe there is hope hence, has channeled all its resources in making the ordinary Ghanaian develop an interest patronizing the tourism industry, thus introducing the #EXPERIENCEGHANA #SHAREGHANA campaign.



## WHAT HAS BEEN THE ROLE OF THE PRIVATE SECTOR'S CONTRIBUTION TO THE TOURISM INDUSTRY?

The private sector especially the Hoteliers, Tour Operators, Restaurateurs, Car Rentals and other allied Agencies have contributed their quota by providing quality and excellent service delivery to tourists and the general public.



## WHO ARE THE STAKEHOLDERS?

- Tourism Operators and businesses under GHATOF
- Government officials and policymakers
- NGOs and civil society organizations
- Academics and researchers
- Community leaders and residents
- Media



## HOW HAS THE TOURISM INDUSTRY PERFORMED OVER THE LAST FIVE (5) YEARS?

Over the past five years (2017-2022), Ghana's tourism sector has experienced a steady growth reaching a pre-pandemic height of 1,130,307 international arrivals in 2019. The rebound from the COVID-19 induced slump has been equally impressive and rapid. From 355,108 international arrivals in 2020, a total of 623,523 in 2021 and 914,892 visitors were recorded in 2022.



It is anticipated that 2023 will record a 30% growth with sustained average visitor spend.

# AGENCIES UNDER MINISTRY OF TOURISM, ARTS AND CULTURE

## **Ghana Tourism Authority**

Postal Address: P.O Box GP3106 Accra- Ghana  
Digital Address: GA- 053-3602  
Telephone number: 0302985069  
Email: info@visitghana.com

## **National Theatre of Ghana**

Postal Address: P.O Box GP198 Accra- Ghana  
Street Address: Liberation Road, Accra, Ghana  
Digital Address: GA- 07-3184  
Telephone Number: 030298348  
Email: nationaltheatreghana21@gmail.com  
: nationaltheatregov.gh

## **Hotel Catering and Tourism Training Institute**

Postal Address: P.O Box 97845 Accra  
Street Address: Kojo Thompson Road,  
Adabraka, Ghana  
Telephone Number: 03029681  
Email: hotcatt.gh@gmail.com

## **Kwame Nkrumah Memorial Park and Mausoleum**

Address : GQVV+9m8, Accra  
Telephone Number: 0302671610  
Email; info@momaaa.org

## **Bureau of Ghana Languages**

Postal Address: P.O Box GP 1815, Accra Ghana  
Digital Address: GA-019-277A  
Telephone Number: 0302760552\0302760551  
Email: bgbooks@hotmail.com

## **Pan African Writers Association**

Street Address: Pawa House Roman Ridge,  
Accra-Ghana  
Postal Address: CT456, ACCRA  
Telephone Number: +2233235973594  
Email: panafricanwriters@gmail.com

## **Creative Arts Agency**

Street Address: E. Kanda. Road off Olusegun  
Obasanjo Way- Achimota Road, Accra-Ghana  
Telephone number: 0547602513  
Email: info@cac.gov.gh

## **Ghana Museums and Monuments Board**

Postal Address: P.O box GP 3343, Accra  
Street Address: 2 Barnes Road, Adabraka, Accra  
Telephone number: +233-30221633, +233-3022216  
Email: gmmb-accafricaonline.com.gh  
: gmmb.acc@gmail.com

## **National Commission on Culture**

Street Address: Gamal Abdul Nasser Avenue  
Private Mail Bag Ministry Post Office Accra, Ghana.  
Telephone Number: 0302917164  
Email: infocccgh@gmail.com\ghanaculture.gov

## **Ghana Tourism Development Company**

Postal Address: P.O Box AN8710 Accra, Ghana  
Street Address: 2nd Ringway, North Ridge Accra  
Ghana  
Telephone Number +233302770720  
Email: info@gtgdh.com

## **W.E.B. Du Bois Centre**

Telephone Number: 0302776502  
Street Address: HR JH+ WJC Fifth Link Road, Accra  
1 Circular Road – Cantonments Accra  
Postal Address: P.O Box CT 975  
Email: info@duboiscentregghana.org

## **National Folklore Board**

Street Address: 6 second circular Road,  
cantonments, Accra  
Telephone Number: 0303970953  
Email: info@folkloreboardgh.org\folklore.gov.gh

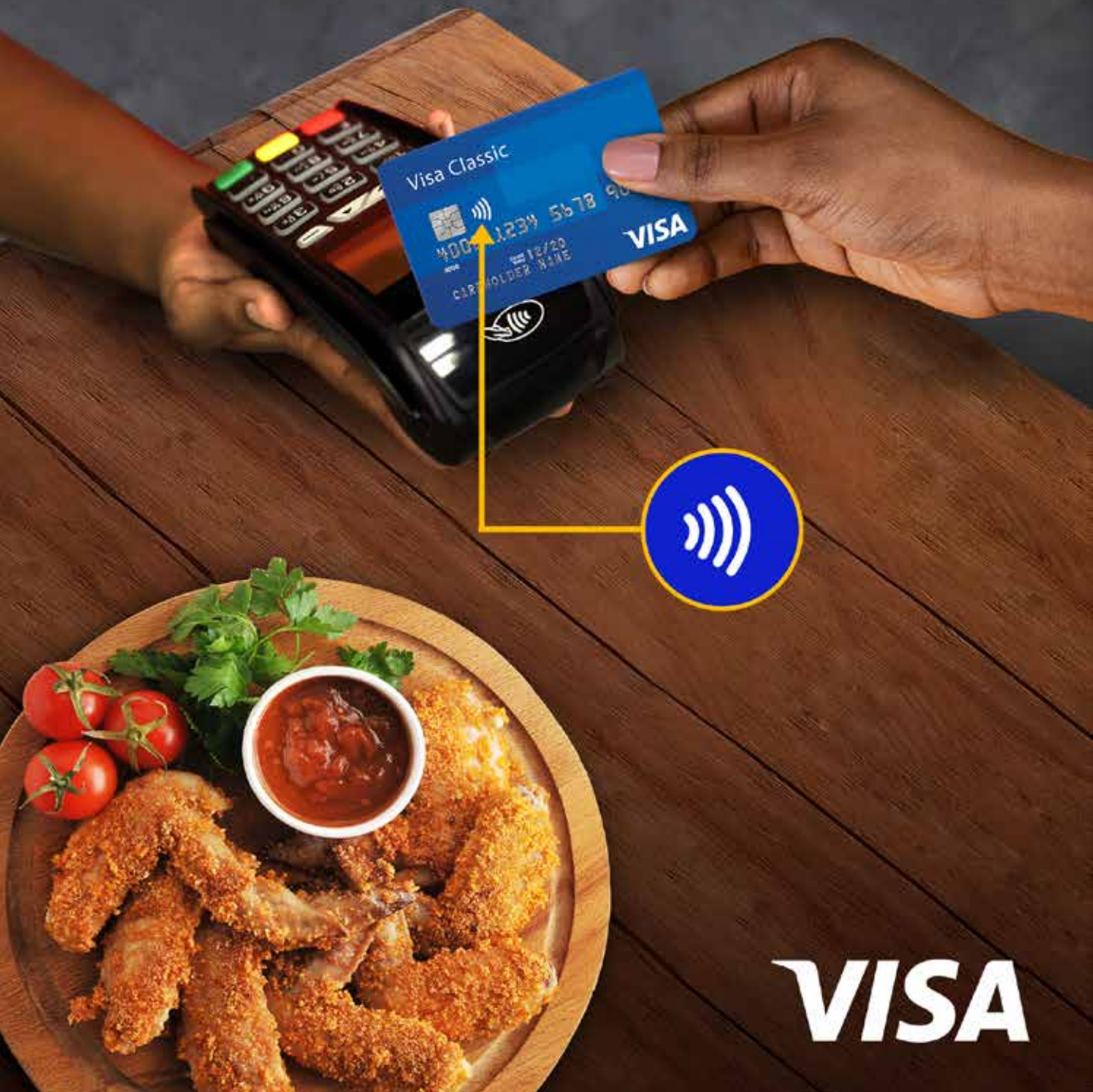
## **National Film Authority**

Street Address: Behind Gold Coast Restaurant  
Digital Address: GL-062-2197, Osu Ave Extension,  
Accra  
Telephone Number: 0557702415  
Email: info@nfa.gov.gh

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