



MINISTRY OF TOURISM,
ARTS AND CULTURE

26th - 31st AUGUST 2023

newsletter
OKWANTUNI



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INTRODUCTION

GTA @



The erstwhile Ghana Tourist Board, which transform 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 Tourism 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 Corporate 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.



LAUNCH OF TOURISM MONTH

The Ghana Tourism Authority (GTA) has officially launched ‘Tourism Month’ 2023 at the Kwame Nkrumah Memorial Park, on Wednesday 30th August 2023 to embark on a one-month long expedition focused on promoting tourism in Ghana.





STAKEHOLDER ENGAGEMENT FORUM

Stakeholder Engagement Forum organized by the Ministry of Tourism Arts and Culture on Wednesday 30th August 2023 at the W.E.B Du Bois Centre to inform stakeholders about the initiatives that were undertaken by the Ghana Tourism Authority and projects that have been endorsed to primarily boost tourist visits to Ghana and patronage of tourist sites by Ghanaians.





CHALE WOTE STREET ART FESTIVAL

CHALE WOTE Street Art Festival is an annual street festival that brings art, music, design, dance and performance out into the streets. This year's festival took place at the Independence Square, Accra.





FUN AND FLY PARAGLIDING

Adventure awaits! Join us for the Paragliding Festival and experience the thrill of flying high above Ghana's beauty.

Register by scanning QR code or visit: <https://bit.ly/44b4s2Q>

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#ExperienceGhana #ShareGhana #FunnFlyparagliding #Paragliding

FUN & FLY
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21ST - 24TH SEPTEMBER, 2023
@ ODWEANOMA MOUNTAIN, KWAHU

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PER PERSON

EARLY BIRD
850 ghc

MINISTRY OF TOURISM, ARTS AND CULTURE

GTA @ 50

Scan to Register

**Terms and Conditions apply

Register at: www.visitghana.com/events/paragliding/
or call **0244161585/ 0200524805/ 0244657715**



Federation of American Societies for Experimental Biology Conference (FASEB)

Federation of American Societies for Experimental Biology Conference (FASEB).
Opening Ceremony on Sunday, 27th August 2023 Alisa Hotel.



HANDING OVER OF CONTRACT

Handing over of contract for the commencing of construction of tourist receptive facilities at Bono Manso Sacred grove.





HANDING OVER OF CONTRACT

Handing over of contract for the commencing of construction of receptive facilities at Salaga slave market and wells.



Handing over of the phase two of redevelopment works to a contractor at Pikworo Slave Camp at Nania, Paga in Upper East Region.



Eating place of the captured captives during the slavery period at Pikworo.





GHANA TOURISM AUTHORITY MAKES REMARKABLE INROADS INTO NIGERIA

The Ghana Tourism Authority continues to make inroads into the Nigeria Market with its recent successful participation in the prestigious Emy Awards Soiree held in Lagos, Nigeria. This strategic move marks an important step in fostering stronger ties between the two nations and solidifies the Authority's commitment to promoting cultural exchange, tourism, and economic collaboration between Ghana and Nigeria. The event held in the prestigious Mercedes Benz showroom was attended by the Director of Marketing of the Authority, Mrs. Roberta Dawson-Amoah who used the opportunity to also showcase the recently launched program of activities for December in GH.

In her remarks, she said "the Nigeria market holds immense significance for Ghana's tourism industry", and the participation in the Emy Awards Soiree served as a platform to showcase the rich cultural heritage, breathtaking landscapes, and diverse experiences that Ghana has to offer. With a shared history and cultural affinity between the two countries, the event allowed GTA to celebrate these ties while highlighting the unique attractions that make Ghana an enticing destination for Nigerian travelers.

Ghana, known for its warm hospitality, historical landmarks, and vibrant festivals, has been diligently working to attract visitors from Nigeria and beyond. Nigeria is currently the number two inbound market for Ghana. The Ghana Tourism Authority's presence at the Emy Awards Soiree further reinforced its commitment to strengthening the tourism sector ties between the two nations.

The upcoming December in GH events and festivities promise to capture the essence of Ghanaian culture, offering a blend of leisure, tradition and modernity that appeals to a wide spectrum of interests.

Also in attendance was the Director of Corporate Affairs of GTA, Rev Jones Nelson. The event was attended by a cross section of Nigerian Business personalities and Cultural icons .

For more information about Ghana's upcoming events and to explore the diverse tourism offerings, please visit www.decemberinGh.com or visitghana.com





EDITORS' FORUM BY THE HON. MINISTER FOR TOURISM, ARTS AND CULTURE

Editors' Forum by the Hon.Minister for Tourism, Arts and Culture, Hon. Dr. Ibrahim Mohammed Awal aimed at pushing the agenda of the industry and outlining programmes/projects being undertaken by the Ministry and its Agencies.



GTA JOINS MMG FOUNDATION TO CELEBRATE MARCUS GARVEY

The Ghana Tourism Authority joined the Marcus Mosiah Garvey Foundation to commemorate the annual Garvey Day Celebrations on Saturday, 26th August, 2023 at the Rock Top Beach Resort, Winneba, Central Region.

The event is to celebrate the legacies of the Rt. Hon Marcus Mosiah Garvey, a Jamaican activist, and a freedom fighter who fought for the liberation of the black race.





GTA STAFF SUPPORT OMANHENE OF GOASO'S FLOAT AND CLEAN UP EXERCISE

GTA staff supporting the Omanhene's float and clean up exercise.



Ms. Diana Adu, GTA Regional Director of Eastern Region with Abeiku Santana (Mr Tourism) at a Beads Stand during the Launch of the Ngmayem Festival of the Chiefs and people of the Manya Krobo Traditional Area.



Mr. Alfred Asumadu, GTA Regional Director of Ahafo, Goaso together with the Omanhene of Goaso at Hammers Radio to promote his 15th Anniversary celebration which was held on Saturday 26th August 2023.



MISS AKWAABA WEEK 9 AWARD WINNERS





MISS AKWAABA DELEGATES @KNMP

MISS AKWAABA 2023 SHOWS LIVE ON GHONE TV AND CEEJAY TV EVERY SUNDAY @8:00PM
REPEAT BROADCAST (Tuesdays & Thursdays @8:00pm)



1973 - 2023



GHANA TOURISM AUTHORITY TO SHOWCASE VIBRANT TOURISM OFFERINGS AT AKWAABA TRAVEL MARKET 2023

The Ghana Tourism Authority (GTA) is excited to announce its participation in this year's highly anticipated Akwaaba Travel Market. The event is scheduled to take place from the 3rd to the 5th of September, 2023, at the prestigious Eko Atlantic Hotel on Victoria Island in Lagos, Nigeria.

With a commitment to promoting Ghana's rich cultural heritage and captivating tourist destinations, the GTA is set to make a dynamic appearance at the Akwaaba Travel Market. As Nigeria stands as Ghana's premier tourism source market within Africa, this strategic initiative aims to strengthen the bonds between the two nations and enhance the travel experiences for Nigerian tourists exploring the wonders of Ghana.

GTA's presence at the Akwaaba Travel Market underscores its dedication to showcasing the diverse range of tourism offerings and products that Ghana has to offer. A prominent exhibition booth will be set up, serving as a captivating hub for patrons to explore and engage with the essence of Ghana's tourism landscape with particular focus on promoting "December In Gh" and the Paragliding Festival.

"Participating in the Akwaaba Travel Market is a significant step in our ongoing efforts to expand our reach in the West African region, particularly among Nigerian travellers," stated the Director of Marketing, Mrs. Roberta Dawson-Amoah. "Our aim is to forge lasting connections, foster collaborations and provide unique experiences that resonate with the vibrant spirit of both nations."

In addition to the exhibition booth, the GTA team will also host interactive sessions with influential Nigerian travel personalities and media representatives. These engagements are poised to create a platform for meaningful dialogue, exchange of ideas, and further promotion of Ghana's unparalleled tourism offerings.

As part of the itinerary, the GTA team will engage in meet-and-greet sessions with the broader travel and tourism community, nurturing relationships that contribute to the growth of the industry.

The GTA delegation, led by Director of Marketing, Mrs. Roberta Dawson-Amoah, eagerly anticipates the opportunity to engage with fellow industry professionals and enthusiastic travellers. The event promises to be a momentous occasion, strengthening ties and enhancing the tourism landscape between Ghana and Nigeria.

For further information and media inquiries, please contact:

<https://visitghana.com/attractions/december-in-gh/>

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PRESS RELEASE GTA LAUNCHES 2023 TOURISM MONTH

The Ghana Tourism Authority, under the auspices of the Ministry of Tourism, Arts and Culture has launched the 2023 Tourism Month on Wednesday, 30th August, 2023 at the Kwame Nkrumah Memorial Park.

The Tourism Month in Ghana was instituted by the Ghana Tourism Authority and it is geared towards encouraging the patronage of festivals, events, tourist sites and attractions in the country as well as critical roles domestic tourism plays in growing inclusive and sustainable tourism economy. It also highlights Ghana's spotlights like our cuisine, traditional wear, nightlife among other things.

A lot of events and festivals have been scheduled to take place in September, which has been dubbed Tourism Month. Some of the activities earmarked to take place during the Tourism Month include: Asogli Te Za (Yam Festival), Oguaa Fetu Afahye, Akwasidae Kese, Yenke Kwahu, Odwira Festival, Kwabre Anwenie Festival, Akwantutenten Festival, Taste of Kwahu, King of the Mountain Cycling Competition, World Tourism Day Celebrations and Nkrumah Memorial Lecture Series.

LAUNCH OF ODWIRA FESTIVAL HELD AT KWAYISIBEA HOTEL IN AKROPONG AKUAPEM ON THURSDAY, 31st AUGUST, 2023





Destination

GHANA

We are Open and Ready

visit **Ghana**
Culture·Warmth·Rhythm

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Ghana Tourism Authority

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