

July, 2025



MINISTRY OF TOURISM, CULTURE AND
CREATIVE ARTS



GHANA TOURISM AUTHORITY

OKWANTUNI

visitGhana



Ghana Tourism Authority



ghanatourismauthority



@ghanatourismauthority

Made with GAMMA

INTRODUCTION

The Ghana Tourism Authority was established by Tourism Act 2011 (Act 817) as the main governmental agency with responsibility for promotion of sustainable development of the tourism industry both locally and internationally. As the implementing agency of tourism policies, the GTA promotes and markets tourism both in Ghana and abroad including publication of tourism publicity and promotional material, participation in fairs and exhibitions and organization of special events, carry out research and studies on trend in the tourism industry both home and abroad to aid decision and policy making, facilitates the development of tourist facilities and products, regulates tourism enterprises namely accommodation, food and beverage, travel and tour, charter flight operations etc., through registration and inspection, classification and licensing. This newsletter is designed to educate and inform the public and agencies of the Ghana Tourism Authority and commit to service excellence

www.visitghana.com

Ghana Tourism Report 2024 Officially Launched- July 3, 2025



On July 3rd, Ghana Tourism Authority unveiled the comprehensive 2024 Ghana Tourism Report, bringing together key stakeholders and industry leaders.

Report Highlights

Detailed analysis of sector performance, emerging trends, and strategic outlook for Ghana's tourism industry.

Strategic Vision

Reinforcing our commitment to data-driven planning and investment in Ghana's cultural heritage and natural a

President's Cup- 6th July 2025

The Ghana Tourism Authority, under the leadership of CEO

Mrs. Maame Efua Houadjeto, collaborated with the National Sports Authority, National Security, and other key agencies to successfully deliver the highly anticipated President's Cup match between Asante Kotoko and Hearts of Oak on 6th July 2025.





GTA Welcomes 2025 Africa Summit Delegates

The Ghana Tourism Authority is proud to welcome the African Marketing Confederation and TICON AFRICA for choosing Ghana as host of the 2025 Africa Summit, taking place in Accra from 20th–22nd August.

Our CEO, Hon. Maame Efua Houadjeto, received TICON AFRICA President Mr. David Gowu and AMC President during a courtesy visit. We look forward to offering delegates a memorable *Akwaaba* experience.



FIFA Watch Night Party Lights Up Laboma Beach

On 13th July 2025, the final FIFA Watch Night Party at Laboma Beach Resort delivered an electric fusion of sport and culture as Chelsea faced PSG in the grand finale.

The event featured a giant LED screening, live music, cultural performances, food, and community engagement, with remarks from key partners including the U.S. Embassy in Ghana.



GTA Delegation Engages Central Region Stakeholders Ahead of PANAFEST- 16th July 2025



Mr. Gilbert Abeiku Aggrey, Deputy CEO (Marketing & Special Duties), led a delegation on behalf of CEO Maame Efua Houadjeto and the Ministry of Tourism to engage key stakeholders in the Central Region.

The team, joined by the GTA Central Regional Office and PANAFEST Secretariat, paid courtesy calls to Hon. Ekow Panyin Okyere, Osabarimba Kwesi Atta II, Hon. George Justice Arthur, and Nana Konduah to share updates on preparations for PANAFEST & Emancipation

Courtesy Call on Kpembewura as Part of PANAFEST Emancipation 2025-17th July 2025

As part of the PANAFEST Emancipation 2025 celebrations, a GTA delegation paid a courtesy call on His Royal Highness Kpembewura Banbange Ndafoso IV.

The visit aimed to officially announce the commencement of the celebrations and seek permission to visit the historic Salaga Slave Market. The engagement underscored the vital role of traditional leadership in honoring our shared history.



PANAFEST & Emancipation 2025 Launched at Historic Salaga Slave Market

The Salaga Slave Market set the stage for a vibrant and reflective durbar to officially launch PANAFEST & Emancipation 2025.

The event featured a solemn Atonement Ceremony led by Asaase-Wura, honoring the memory of the enslaved and calling for healing and unity. The launch marked a powerful moment of remembrance, cultural pride, and a renewed commitment to heritage.



Courtesy Visit to Gulkpe Naa's Palace as Part of PANAFEST Emancipation 2025- 18th July 2025

As part of PANAFEST Emancipation 2025 activities, a GTA delegation visited the Gulkpe Naa's Palace in Tamale on 18th July.

Warmly received by Wulana Alhassan Zakaria, the visit was an opportunity to share the vision of this year's celebration and seek traditional guidance—highlighting the vital role of culture, community, and unity in the PANAFEST movement.



GTA Visits Ibrahim Mahama's Red Clay Studio



As part of PANAFEST Emancipation 2025, the GTA delegation visited the iconic Red Clay Studio in Tamale, founded by renowned artist Ibrahim Mahama.

This innovative space transforms historical relics into powerful installations, serving as a creative hub and living museum that bridges history, culture, and imagination.

The visit also aligned with *The Black Star Experience*, a presidential initiative positioning Ghana as a global center for cultural tourism and creativity. Red Clay is a must-visit symbol of resilience, memory, and vision.



Lecture on Slavery Held at Tamale Senior High



We wrapped up an unforgettable day in Tamale at the Tamale Senior High School with a lecture on the inner workings of slavery in the northern part of Ghana, Emancipation and reparation.

This inspiring lecture sparked powerful conversations around heritage, identity, and the road ahead. The energy, curiosity, and passion from participants made it a moment to remember.



Tracing Footsteps of Resilience at Pikworo Slave Camp- 19th July 2025



Day 4 of PANAFEST and Emancipation 2025 took us to the historic Pikworo Heritage and Slave Camp in Paga, where a moving durbar was held in honor of the occasion.

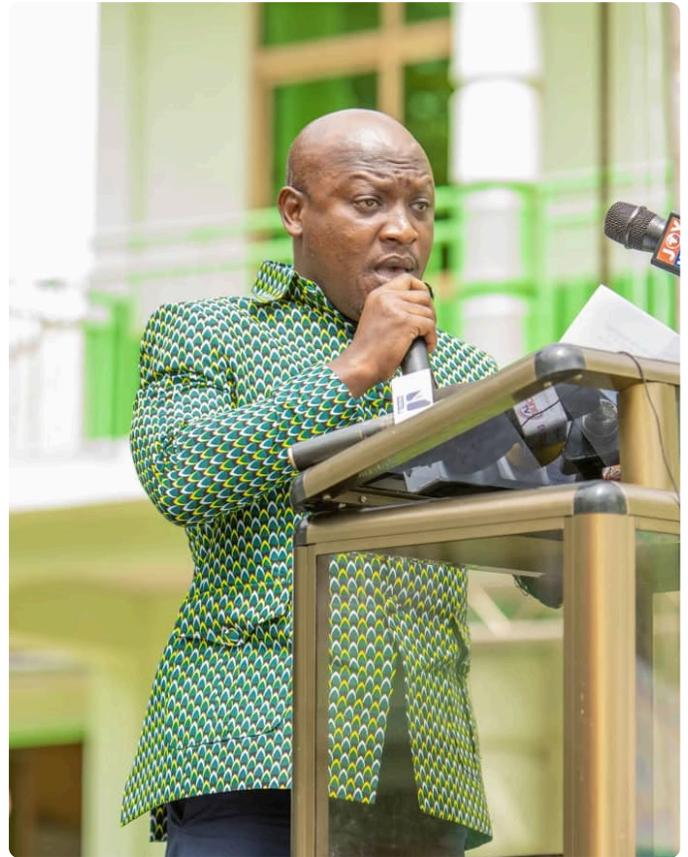
Set against the backdrop of this solemn site, the event featured powerful cultural performances, exhibitions of traditional crafts, food, and artifacts all celebrating the strength and resilience of those who once passed through the camp. It was a day of reflection, remembrance, and renewed connection to our shared history.



GTA at St. Andrews 20th Anniversary Celebration

On Saturday, 19th July 2025, the Ghana Tourism Authority joined St. Andrews SHS, Assin Fosu Campus, to mark its 20th anniversary under the theme *"Inclusion of Private Senior High Schools in the Free SHS Program: A Mirage or Reality?"*

Representing the CEO, Corporate Affairs Director Mr. Bright Asempe Tsadidey commended the school for its academic excellence and cultural preservation. The event, attended by the Central Regional Minister, Central Regional Director of Education, National Free SHS Coordinator, MP for Kasoa, traditional and religious leaders, celebrated the school's journey of growth, excellence, and its role in national development.



PANAFEST Train Stops at Bono Manso- 20th July 2025

The PANAFEST and Emancipation Train stopped at Bono Manso as part of this year's celebrations. A mini durbar was held to honour the site's historical significance, featuring rich cultural displays and moments of reflection.



Assin Manso: Sacred Ground, Silent Tribute- 21st July 2025

En route to Accra, the PANAFEST & Emancipation Train made a respectful stop at Assin Manso, where delegates paid a courtesy call on the local chiefs honoring the site's deep historical significance and entertaining the possibility of future developmental collaborations.



CEO Welcomes Distinguished Guest to PANAFEST 2025- 22nd July 2025

Our CEO, Maame Efua Houadjeto, welcomed Mattie McFadden-Lawson renowned civic leader, philanthropist, and arts advocate to PANAFEST 2025 as a guest speaker. Speaking under the theme *"Let Us Speak of Reparative Justice,"* her presence added depth and global perspective to the ongoing dialogue on justice and healing.



PANAFEST 2025: A Tribute to Pan-African Legends

As part of PANAFEST 2025, Ghana hosted a solemn wreath-laying ceremony at the Du Bois Centre, George Padmore Library, and Kwame Nkrumah Memorial Park on 23rd July 2025. Leaders, creatives, and diaspora delegates honored Pan-African icons under the theme *“Let Us Speak of Reparative Justice and Pan-African Artistic Activism.”*

GTA CEO Maame Efua Houadjeto affirmed, *“This moment is not just ceremonial it is spiritual, political, cultural, and personal.”*



PANAFEST Train Stops at Assin Praso- 24th July 2025

On arrival at Assin Praso, the PANAFEST and Emancipation delegation paid a courtesy call on the local chiefs ahead of the symbolic Crossing Ceremony and Durbar.



Scenes from Assin Praso River Crossing and Durbar

Highlights from the symbolic River Crossing reenactment and durbar at Assin Praso captured moments of deep reflection, cultural pride, and unity.



Elmina Welcomes PANAFEST Delegation – 25th July 2025

Arriving by canoes from Cape Coast, the PANAFEST delegation was warmly received with an *Akwaaba* Ceremony at Elmina Castle by the Chief and people of Elmina.

The visit was a symbolic homecoming marked by drumming, libation, cultural performances, and moving tributes that echoed themes of remembrance, healing, and reconnection.



PANAFEST & Emancipation Durbar – Cape Coast, 26th July 2025

The PANAFEST and Emancipation Durbar in Cape Coast was a truly majestic celebration of heritage and identity. The vibrant display of culture — from the colorful regalia and pulsating drumbeats to the grand procession of chiefs, dignitaries, and diaspora guests created an unforgettable atmosphere of pride and tradition.



Alpha Kappa Alpha Sorority Calls on CEO Ahead of 2026 International Conference

On 29th July, executives of Alpha Kappa Alpha Sorority, Incorporated paid a courtesy call on our CEO, Maame Efua Houadjeto, ahead of their upcoming International Conference in Ghana, scheduled for January 2026.

Founded in 1908, the distinguished all-women sorority will celebrate its 118th anniversary on 15th January 2026, with plans to launch a Ghana chapter as part of their celebrations deepening ties with the Ghanaian community.



Honouring a Legend: GTA Mourns Daddy Lumba

CEO of the Ghana Tourism Authority, Madam Maame Efua Houadjeto, led a delegation to the family home of the late highlife legend, Daddy Lumba.

On behalf of the Ministry of Tourism, Arts and Culture, and the entire creative arts fraternity, Madam Houadjeto conveyed deep sympathies and signed the book of condolence.

She hailed Daddy Lumba as “a true cultural icon” whose music captured the essence of Ghanaian life. The GTA pledged its support towards honouring his legacy through memorial and heritage initiatives.





#ExperienceGhana #ShareGhana



EDITORIAL TEAM Editor- Mr. Bright Asempa Tsadidey

Contributing Editor- Corporate Affairs Team

Design- Clifford Eaden Puttick

Publisher- Ghana Tourism Authority

Copyright 2025