

BRIEFING

Ghana Tourism and Cultural Expo

28-30 JULY 2023



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BACKGROUND

From the Covid pandemic, Ghana's tourism industry is slowly recovering. It continues to draw foreign investment and remains a sizable contribution to Ghana's GDP. Near its well-known historical monuments, 334 miles of Atlantic coastline with some of West Africa's most beautiful beaches, national parks, and wildlife reserves, Ghana has the potential to further improve its tourism infrastructure and services. There are business prospects in specialized industries like ecotourism, water parks, and other entertainment hubs, as well as water sports like surfing. One million foreign tourists were expected to visit in Ghana in 2022, according to the Ministry of Tourism, Arts, and Culture (MoTAC). Around 800,000 domestic tourists travel to Ghana each year. The MoTAC estimates that the industry generated \$2.3 billion in sales in 2022, up from \$2.1 billion in 2021, when Covid travel difficulties and limitations were at their worst.

In order to draw tourists from Europe and other countries to Ghana, President Akufo-Addo introduced a new tourism marketing initiative dubbed Destination Ghana in London. Local hotels and other players in the tourism industry are also reevaluating each of their own marketing plans. Destination Ghana is a successful follow-up to the year-long program of events known as the 2019 Year of the Return, which was created to mark the 400th anniversary of the first documented arrival of enslaved Africans in the state of Virginia (United States). The Beyond the Return campaign's second phase was originally scheduled to launch in 2020 but was delayed because of the Covid epidemic. Particularly, the historical sites along Ghana's Cape Coast continue to be popular with tourists and other members of the global diaspora. The Ghanaian Diaspora community in Europe and other parts of the world play a vital role in enhancing the Ghana Government's strategy on tourism & trade.



There are a number of specific opportunities that companies in the Netherlands can explore, such as:

- The development of tourist entertainment venues including water parks, water sports, and surfing complexes.
- The development of a waterfront promenade in Accra.
- Refurbishment of key historical sites, including the Cape Coast and Elmina castles as well as the Kwame Nkrumah Memorial Park.
- Hotels and infrastructure leading to hotel resorts along Ghana's extensive coastline.
- The development of tourist facilities and infrastructure along Ghana's Volta delta and Volta lake, the world's largest artificial lake.
- The development of ecotourism in Ghana's mountainous eastern region along the border with Togo, which features hiking, coffee plantations, and waterfalls.
- Infrastructure, tourist services, and accommodations near Ghana's national parks and wildlife reserves.



RATIONALE

Ghana's economy depends heavily on tourism, which brings in foreign revenue, generates income and jobs, and influences other economic sectors. With 1.2 million arrivals annually, tourism is presently the fourth-largest source of foreign exchange revenues, estimated at US2.2 million. Through partnerships, investments, aggressive marketing, and the preservation of the nation's rich cultural, historical, and natural heritage, Ghana may become a destination of high quality and competitiveness on the global stage.

- Currently, Ghana ranks 2nd after Mauritius as the Most Peaceful Country in Africa.
- Ghana is the 2nd most visited country in West Africa, after Senegal.
- Ghana has more than 60% of the Slave Edifices much more than Senegal and hence attractive for Cultural and Heritage Tourism.
- Ghana needs to consolidate the Gains and successes of the Year of Return and Beyond the Returns as well as Visit Ghana and Experience Ghana Initiatives.
- Tourism is the alternative foreign Exchange Buffer for the country as well as environmentally preserving.



PROGRAM COMPONENTS

Lectures, seminars, presentations & documentaries

To discuss the historical and cultural artefacts of Ghana, lectures and seminars will be hosted by representatives from the Ministry of Arts, Culture and Tourism, Ghana Tourism Authority, Ghana Tour Operators Associations as well as Tourism Destination Managers Kakum National Park, Buabeng Fiamma, Monkey Sanctuary Paga, Crocodile Ponds etc. In addition, documentaries on Ghana's tourism attractions will be projected during the events.

Exhibitions & trade shows

Exhibitions at the fair will feature artefacts and the work of various districts and municipalities from Ghana, tour operators and cultural organizations from Ghana and Europe. The event will also provide opportunities for business2business discussions and networking to allow attendees & exhibitors to interact and exchange business contacts and ideas.

Cultural entertainment

The event will also provide opportunities for entertainment and cultural display by Ghana traditional musicians presenting each region of the country. In addition, a mode show to showcase Ghana clothing.

Ghana culinary exhibition

The event will also showcase Ghana's rich delicacies in food and drinks.

WHY THE HAGUE?

-  City of Peace and Justice
-  International Convention Centers
-  High spending population with interest in tourism and leisure
-  The Netherlands constitutes one of the most significant tourism market for Ghana

PARTIES & POTENTIAL PARTNERS

- Afro Euro Foundation
- The Ministry of Arts Tourism and Culture, Ghana
- Ghana Tourism Authority
- Year of Return Initiative
- Ghana National Tourism Corporation
- Ghana Netherlands Chamber of Commerce
Muslims Union of Ghana
- Destination Netherlands
- National Folklore Board
- Creative Arts Initiative
- National Commission on Culture
- National House of Chiefs
- The Ministry of Chieftaincy and Religion, Ghana
- Ghana National Tourism Operators

MMDC/District Assembly Tourism Representatives



ABOUT AFROEURO FOUNDATION

AfroEuro Foundation is a Non-Governmental Organisation established in 2003. The organisation seeks to build a positive image for African diaspora in Europe and mobilize the capacity and resources of African diasporans for economic development in Africa. With “Building Bridges” as its motto, AfroEuro builds and facilitates understanding and learnings between developed economies and Africa.

AfroEuro subscribes to the NEPAD principles and works in collaboration with African diaspora professionals and networks, governments, and youth towards Africa’s participation in global health, economy, commerce and trade. We also bridge the gap between the African diasporas and their hosts countries in Europe by promoting policy influence, empowerment, education, capacity building and knowledge and transfer.

Established in 2003, the mission of Afroeuro Foundation has always been to create a platform for inter-cultural exchange between people of African origin and their host nations in the spirit of promoting the identity of African – Europeans. As part of the mission and before the COVID outbreak, we have been the organizers of the African Durbar, a multi-day festival which celebrates African Culture and aims to bring different cultures together in the Hague.

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