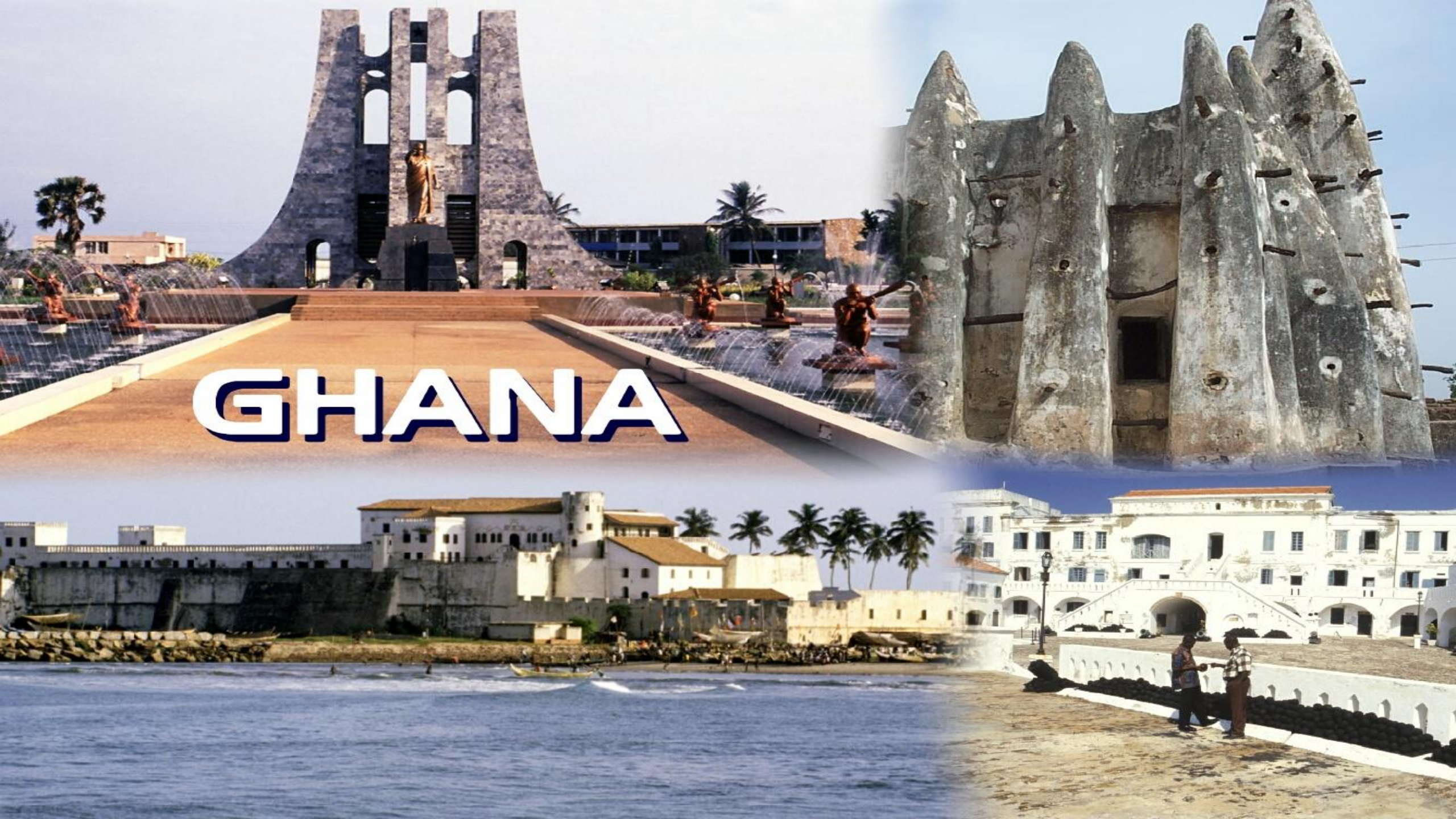




GHANA



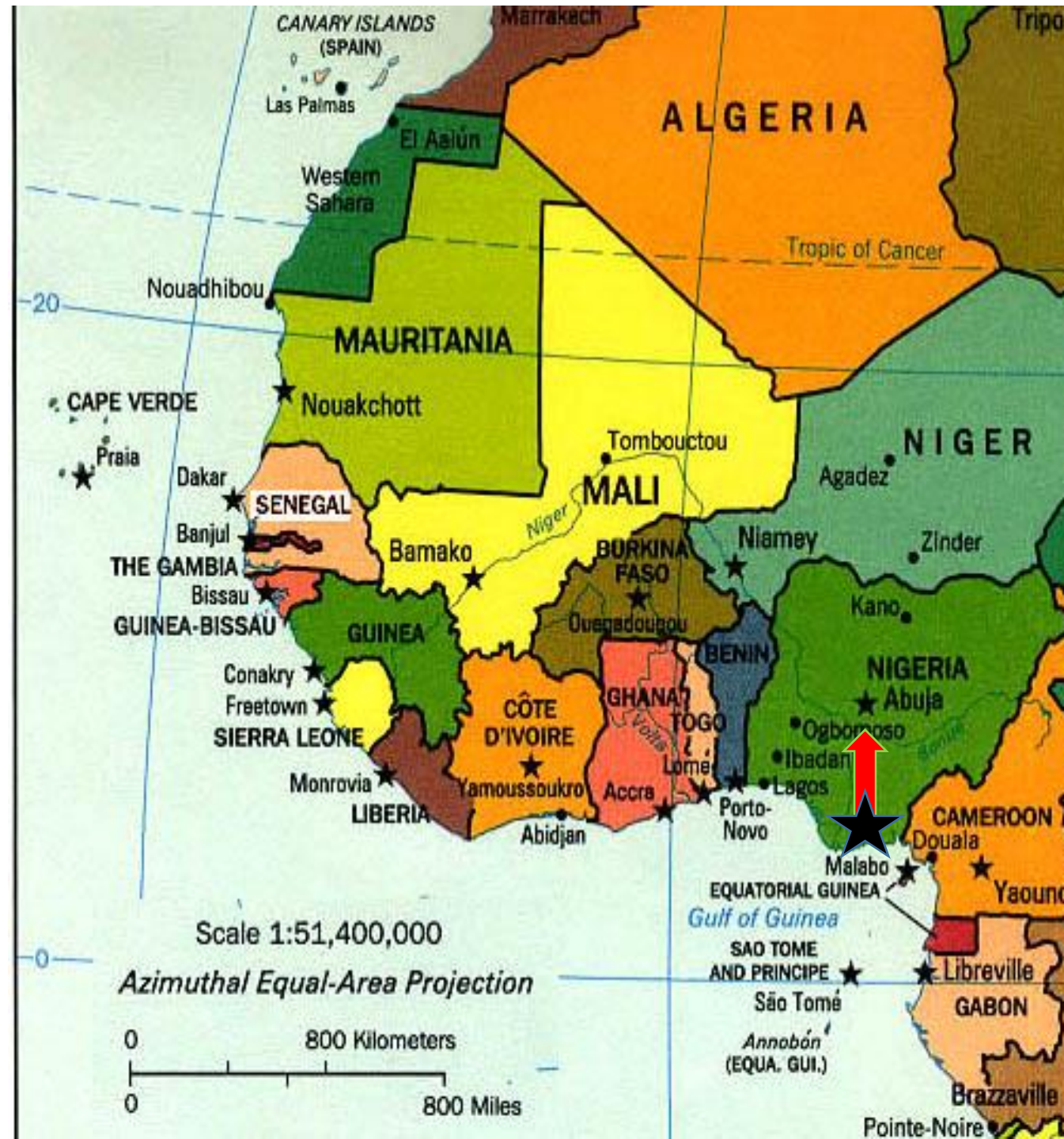


GHANA'S TOURISM POTENTIAL

**PRESENTATION BY:
ARC. EKOW SAMPSON
AG. DED/OPERATIONS**

QUICK FACTS

- Located in West Africa
- Closest location to the Centre of the World
- Total land size of 238,533 Square Kilometres
- Population of 27 million
- Gained independence on 6th March, 1957
- Official language - English
- Free, Democratic and Stable Country




TOURISM IN GHANA

Tourism is a key economic driver in Ghana which generates foreign exchange earnings, creates jobs and wealth as well as stimulates other sectors of the economy.



Tourism is currently the fourth largest source of foreign exchange earnings estimated at US2.2 million in 2015 with arrivals of 1.2 million.



It contributes approximately 4.8% to the country's GDP

TOURISM IN GHANA

The tourism industry in 2015 employed an estimated 393,000 people directly and indirectly from hotels, restaurants, travel trade, entertainment, recreational, tourist sites managers etc.



The principal generating Markets are USA, Overseas Ghanaians, West African countries (Nigeria, Togo, Cote D'Ivoire) European countries (UK, Germany, France and The Netherlands)

TOURISM GOALS

Develop Ghana as an Internationally Competitive and High Quality Destination through Partnerships, Investments, Aggressive Marketing and conservation of the country's rich cultural, historical and environmental heritage.

TOURISM DEVELOPMENT IN GHANA

- The significance of tourism over the years was not really felt until the diversification of the Ghanaian economy in 1985 which shifted focus on over reliance on traditional commodities such as gold, timber and cocoa.
- This policy directives was borne out of the unique and over abounding natural, cultural and historical resources which was identified as competitive and sustainable.
- The ministry of Tourism was set up in 1993 to champion the policy directive and since 1996, the tourism sector has seen significance growth.

TOURISM POTENTIALS

- Tourism resources in Ghana are immense and diverse.
- The country has natural, historical, cultural and other man-made attractions.
- Its central location on the world map makes it accessible.
- It is politically and economically stable.

- **CULTURAL RESOURCES:** These include: Traditional Festivals (over 30 festivals celebrated by different ethnic groups at different calendar month in Ghana, PANAFEST), Contemporary Arts, Handicrafts, Carnival, Local Cuisines and Music



HISTORICAL RESOURCES: Ghana has over 30 Forts and Castles i.e. Elmina and Cape Coast castles, Manhyia Palace Museum which has historic relics and artifacts of Ashanti Kings. Religious monuments such as Larabanga Mosque which is among the oldest mosques in West Africa.



NATURAL/ECOTOURISM RESOURCES. Wildlife species - 222 Mammals, 128 reptiles, 38 amphibians, 721 bird species. 20 National Parks and reserves covering approximately 5% of Ghana's total land surface. 540 kilometres coastline with sandy beaches, Waterfalls, (Kintampo Waterfall, Wli waterfall and Boti waterfall) Lakes, (Lake Bosomtwe and Volta Lake) Animal Sanctuaries such as Wechiau Hippo Sanctuary, Paga Crocodile Pond, Mole National Park, Monkey sanctuaries like Buabeng Fiema, Tafi Atome etc.)



- **OTHER MAN-MADE ATTRACTIONS** (e.g. Akosombo dam , Conference facilities, Casinos, Art Galleries, Bustling nightlife, Hotels etc.)



- **Sports & Recreation Tourism** (e.g. Paragliding , Water Sports , Soccer, Boxing, Golf etc.)

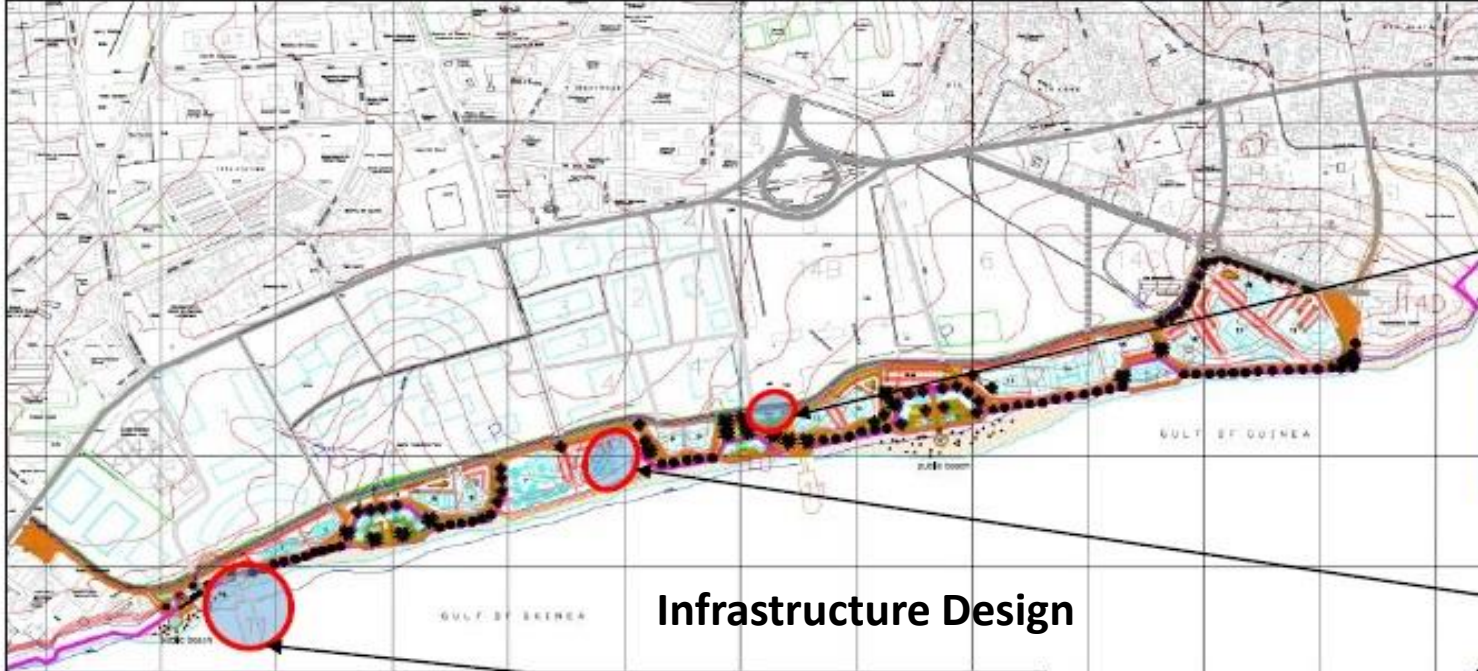


THE WAY FORWARD

MARINE DRIVE TOURISM PROJECT

- ❖ Plan and develop 241 acres of beachfront land in Accra into a viable Tourism Enclave.
- ❖ Create an environment to attract high levels of investment and,
- ❖ Make Ghana competitive and become the preferred leisure and business tourism destination in Africa.

Marine Drive Tourism Investment Project



Infrastructure Design



Promenade



Boardwalk



Beach Hotel

THE WAY FORWARD

Presidential Museum

- ❖ Conversion of Christianborg castle which was the seat of government into an iconic Presidential Museum .
- ❖ State of the art museum to house presidential artefacts, presidential papers, wax works of our presidents, and also have on display personal possessions like books, artwork and items of clothing



THE WAY FORWARD

HOSPITALITY TRAINING INSTITUTE

- ❖ Construction and management of an internationally recognised Hospitality Institute.
- ❖ Service the West African sub-region
- ❖ Provide quick return for investors whilst improving industry standards

THE WAY FORWARD

Highway Rest Stops

- ❖ One stop shop Highway Rest Stop to provide tourism, shops, eating places, toilet facilities, parking areas, fuel filling stations and limited accommodation and scenic overlooks. Land is available for any investor willing to invest in Highway Rest Stops.



THE WAY FORWARD

Meeting Facilities

- ❖ Multi-purpose convention, conference and exhibition centres across the country
- ❖ PPP model of investment offering incentives and guaranteed use
- ❖ Regional theatres to harness Culture & Arts



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info@ghana.travel



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