

EDITORIAL

The COVID-19 pandemic presents both a health challenge and a serious threat to the economies of many countries. Ghana is no exception.

The President, Nana Addo Dankwa Akufo-Addo, has announced a number of measures to control the spread of the disease in Ghana.

The situation and the announced local control measures has a direct bearing on the Tourism and the Creative economy.

In response, the Ghana Tourism Authority under the auspices of the Ministry of Tourism Arts and Culture, has held series of stakeholder engagements with the leadership of the various associations in the sector and the Ghana Tourism Federation.

The engagements are to enable the Authority capture data on the impact; gather their views to inform a coordinated government intervention.

In 2019 Ghana recorded 1.13million arrivals and an estimated contribution of \$3.3billion to the Ghanaian economy.

COVID 19 is taken its toll on the industry - hotels, restaurants, pubs, event centers, beaches and other tourists attractions are either closed or running low on patronage. Tour operators and guides are currently not working. Ghana's much touted 'Beyond the return' project has stalled in the interim as borders remain shut.

Despite the difficulties and challenges, ours is a resilient industry and we are sure to rebound after this is over.

Until then, let's all stay safe by adhering to the precautionary protocols of COVID-19.

**ROCK
YOUR
MASK
IT'S A MUST!**

MOTAC, GTA DONATE PPEs TO GHATOF



The Ministry of Tourism, Arts and Culture and the Ghana Tourism Authority have provided several levels of support to players in the industry under the umbrella of the Ghana Tourism Federation. Since the outbreak of COVID-19, the Ministry and GTA have made four separate donations of PPEs to support the efforts to combat COVID-19.

Among the trade associations under GHATOF that have benefited from such donations are Ghana Hotels Association, Progressive Hotels Association, Traditional Caterers, Indigenous Caterers, Ghana National Association of Drinking Bars (GHABOA), National Drinking Bar Association (NADBOA) and Chefs.

Items donated include veronica buckets, bowls, boxes of hand sanitizers, boxes of nose masks, pieces of hand gloves, boxes of liquid soaps, packs of tissue paper.



#StaySafeKnowGhana



GOVERNMENT COVID-19 INTERVENTION FOR TOURISM INDUSTRY SO FAR

The President through the Bank of Ghana has directed that all banks and financial institutions give a 6 month moratorium on loans contracted by players in the tourism and hospitality industry.

Government has absorbed 50% of electricity Bill's from April to June 2020.

Government has absorbed all water bills from April to June 2020.

GTA SEEKS SUPPORT FOR INDUSTRY

The Ghana Tourism Authority continues to engage stakeholders in the tourism industry to ascertain the impact of COVID-19 on their businesses and how they could be assisted to survive this global pandemic. Meetings have been held at the Accra Tourism Information centre, at the Ministry of Tourism and via zoom.

GTA projects a loss of revenue to the industry in the region of \$170 million. Stakeholder concerns and needs include tax holidays, moratorium on loan payments, soft loans to cushion them, suspension of utility payments during these trying moments.

They also appealed to the authority to help them with Personal Protective Equipments (PPE's) such as sanitizers, face masks, gloves and temperature guns to enable them take some of the precautionary measures in preventing the pandemic.



MINISTRY OF TOURISM SUPPORTS CREATIVE ARTS VETERANS

The Ministry of Tourism, Arts and Culture, has extended a helping hand to some veterans in Ghana's creative arts industry.

The gesture was aimed at cushioning the veterans in the wake of the coronavirus outbreak. Items donated included bags of rice, cooking oil, tomato paste, tinned fish.

The beneficiaries of the benevolent gesture included Naa Amanua of Wulomei fame, actors Grace Nortey, Grace Omaboe aka Maame Dokono and Emmanuel Armah.

Presenting the items, the Minister Hon. Barbara Oteng-Gyasi said the gesture was the Ministry's way to reach out to the aged in the industry and create more awareness about the COVID-19. The Minister was accompanied by the President of the Creative Arts Council, Mark Okraku- Mantey, Director of Film at the Ministry, Socrates Safo and Juliet Asante, Executive Secretary of the National Film Authority.



CHEFS ASSOCIATION "COOKS TO SAVE LIVES"

The Ghana Chefs Association has initiated a project *"cooking to save lives"* to cook for frontline staff and the security agencies as they discharge their duties dispassionately in the COVID-19 era.

The Association has been supported by the Ghana Tourism Authority with food items including bags of rice, cooking oil, boxes of chicken and other essentials.

Dignitaries at the presentation ceremony included the Minister and Deputy Minister of Tourism, Arts and Culture, Hon. Barbara Oteng Gyasi and Hon. Dr. Ziblim Barri Iddi, the Board Chairperson of GTA, Madam Adelaide Ahwireng, the CEO of GTA, Mr. Akwasi Agyeman, President of GHATOF, Madam Bella Ahu and the President of Chefs Association of Ghana.

GTA REGIONAL OFFICES DONATES TO INDUSTRY PLAYERS



GTA ORGANISES ZOOM MEETING BETWEEN NBSSI AND TOURISM INDUSTRY ON STIMULUS PACKAGES

Current National Challenge

COVID-19 is impacting MSME's adversely



In light of this, Government of Ghana recently announced targeted support initiatives



NBSSI is keen to assist in the fight against COVID-19 by supporting MSME's



- The COVID 19 Global Pandemic has led to the shutdown of economic activity across many countries.
- In Ghana, the most economically visible cities- Accra & Kumasi were recently placed on lockdown to halt the spread of the virus.

- On 27th March 2020, the President of Ghana directed the Honourable Minister for Finance to prepare for approval by Parliament a 'Coronavirus Alleviation Programme' (CAP).
- The CAP fund is meant to address the disruption of economic activities with a minimum of GHS 1 billion to households and businesses.
- GHC600 million of the CAP fund will target micro, small and medium-sized enterprises (MSMEs).

- NBSSI the implementing agency is an agency under the Ministry of Trade and Industry mandated to support the Government to strengthen MSMEs.
- This document is a presentation of NBSSI's proposal for the CAP Fund (Relief funds) to support the revitalisation of MSMEs.

Arturata Winifred



As part of measures aimed at mitigating the difficulties industry players are facing, GTA has coordinated a zoom meeting for the industry to interact with NBSSI on how businesses in the hospitality sector can access either loans or Grant's under the Ghc600 million package announced by the government of Ghana.

The meeting was chaired by the CEO of GTA , Akwasi Agyeman. The NBSSI was represented by the Deputy Executive Director, Ms Anna Armo Himbson, Habiba Sumani. Director Entrepreneurship Development. Others were Eric Affram, Francesca pobee hayford, Shirgade laryea, Kipo Dari.

MOTAC/GTA JOINS MINISTRY OF COMMUNICATION TO BRING VIRTUAL EASTER CHEER TO GHANAIS

The Ministry of Tourism and the Ghana Tourism Authroity joined hands with the Ministry of Communications during the official virtual launch of the COVID -19 tracker on Easter Monday to bring some easter cheer to Ghanaians. Performances on the night included Shata Wale, Kwami Eugene, Diana Asamoah, Lucky Mensah, Fancy Gadam, Kaakyire Kwame Appiah, Dada KD, Great Ampong, Nicholas Omane Acheampong, Eduordzi.



BUILDING BRIDGES FOR AFRICA TOURISM

The Authority has put together a project - Building Bridges Together and has invited key Partners in the discussion of these 4 key areas: Digitalization, Regional Collaboration, Research and Training and Advocacy & Public Relations.

Among the partners are Prof. Marina Novelli (University of Brighton), Stella Fubarah (Dubai Tourism), Naledi Khabo (Africa Tourism Association) Mr. Kwakye Donkor (Africa Tourism Partners), Cherae Robinson (Tastemakers)

The team in virtual meetings and proposed a series of interventions, now, in the immediate Post COVID-19 future and also in the medium to long term to better drive African Tourism. Some of recommendations emerging from the deliberation are: The creation of Digital Awareness Campaign on COVID - 19. The mainstreaming of digitization as the new normal for tourism sector operators. The establishment of virtual Tourism Brand's CEO's forum to strengthen collaboration and facilitate greater Intra - African Travel.

STAY SAFE, KNOW GHANA CAMPAIGN ONGOING



#StaySafeKnowGhana

The campaign, themed 'Stay Home, know Ghana seeks to educate, engage and entertain Ghanaians on tourist sites started during their stay home due to the partial lockdown. Since then, the campaign has transitioned to a stay safe know Ghana campaign.

Speaking during the radio launch, Head of Public Relations at the Ghana Tourism Authority, Jones Nelson, said the main objective of the campaign was to encourage Ghanaians to stay safe while promoting tourism in the country.

He urged Ghanaians to visit the Ghana Tourism Authority website, [www. Visitghana.com](http://www.Visitghana.com) and social media platforms to join the campaign.

Activities for the 'Stay Home, Know Ghana' campaign included Social Media Contests (Pictionary contest, Know Ghana & Eat Ghana contest, Stay Home, Wear Ghana contest), Radio contests, social media challenges among others.

Participants of the campaign will be rewarded with Gifts, souvenirs, cash prizes etc.

JOINT GTA/GHATOF COMMITTEE PLOTS WAY OUT OF COVID -19 FOR GHANA'S TOURISM

A joint committee of GTA and GHATOF has been set up by the CEO of GTA , Mr. Akwasi Agyeman to look at the impact of COVID -19 on the Tourism and Hospitality Industry and also recommend ways for tourism business sustenance and improve the industry post COVID -19 .

This Committee is Chaired by the Deputy CEO in charge of Operations, Mr Ekow Sampson with the following as members:

- Madam Bella Ahu, President of GHATOF
- Mrs Stella Appenteng, Managing Director, ApstarsTours
- Mrs Roberta Dawson-Amoah, GTA
- Mrs Betty Kobi, GTA
- Mr Ben Anane Nsiah, GTA
- Mr Spencer Doku, GTA
- Dr. Edward Ackah- Nyamike Jnr., President of Ghana Hotels Association (GHA)
- Mr. Kwesi Eyison, President of Tour Operators Union of Ghana (TOUGHA)
- Mr. Emmanuel Frimpong, Executive Secretary, GHATOF.

The committee has submitted their initial report to the Minister of Tourism, Arts and Culture, Hon. Barbara Oteng Gyasi



Mrs Stella Appenteng, member of the committee presents the draft report to the Minister



BEACHES REMAIN CLOSED



Beaches in Ghana remain closed as the country continues its fight against the spread of Covid-19. The Ghana Tourism Authority is committed to enforcing the closure directives .

Speaking in an interview with media, the CEO of GTA said even though the tourism and hospitality industry has been hit hard globally, it is extremely important to take precautionary measures by closing down the beaches in order to adhere to the President's directives on public gatherings amongst others.



REGGIE AND BOLLIE GO COROMENTAL

Ghana's Tourism Ambassadors based in the UK, Reggie and Bollie have composed a new hit song, Coromental to educate people on taking precautionary measures in the fight against COVID-19. The duo have donated the song to the Ghana Tourism Authority to use in their fight against the Corona Virus in Ghana.



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ROCK YOUR MASK

IT'S A MUST


The Tourism Authority has partnered celebrities and key influencers to promote the wearing of mask by Ghanaians. Celebrities joining the campaign include Lydia Forson, Van Vicker, Reggie Rockstone, Berla Mundi, Funny Face.


Facebook: stopcovid19gh Instagram: stopcovid19.gh

ROCK YOUR MASK IT'S A MUST!

Stay safe. If you have to leave home, wear your mask; It's a must!

-REGGIE ROCKSTONE-

STOP CORONA VIRUS GHANA *Jeanie IQ* 



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ROCK YOUR MASK IT'S A MUST!

Stay safe. If you have to leave home, wear your mask; It's a must!

-FUNNY FACE-

STOP CORONA VIRUS GHANA *Jeanie IQ* 



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ROCK YOUR MASK IT'S A MUST!

Stay safe. If you have to leave home, wear your mask; It's a must!

-VAN VICKER-

STOP CORONA VIRUS GHANA *Jeanie IQ* 





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Stay safe. If you have to leave home, wear your mask; It's a must!

-DENTAA-

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-BERLA MUNDI-

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-LYDIA FORSON-

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