



We are Open and Ready



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NANA ADDO DANKWA AKUFO-ADDO
PRESIDENT OF THE REPUBLIC OF GHANA

Foreword By

NANA ADDO DANKWA AKUFO-ADDO

PRESIDENT OF THE REPUBLIC OF GHANA

We are honored to host you and happy to have your esteemed presence here.

A few years ago, at the National Press Club in Washington DC in the United States of America, I launched the historic Year of Return tourism and diaspora engagement campaign putting the spotlight on Ghana's Pan African credentials. The Campaign showcased Ghana's vision of accelerating the process of Social and Economic progress in Africa.

In the same year of 2019, Ghana was chosen by the African Union to host the Secretariat of the African Continental Free Trade Area (AfCFTA). It will cover a market of 1.2 billion people, with a combined GDP of US\$3 trillion across the fifty-four (54) Member States of the Union that have signed up to the Agreement AfCFTA

The tourism industry has seen a slow but steady recovery since COVID-19. Interest in nature-based, adventure and leisure tourism has grown, offering new opportunities to visitors. Ghana has an abundance of these offerings and that is what we are here to showcase to the World using our historical connection with the United Kingdom as a launchpad.

Ghana was the first African nation to gain independence from the UK in 1957. In 2001, the UK Office of National Statistics reported there were 56,112 British-/Ghanaians living in the UK rising to 95,666 in 2011. This further rose to 114,000 in 2019. Among them are historic British Ghanaian figures like the famous Politician Paul Boateng, fashion icon -Oswald

Boateng, Host and TV Presenter June Sarpong, Musicians Reggie and Bollie, Fuse ODG and Stormzy, footballer Danny Welbeck, Actress Clare-Hope Ashitey and many more who have showcased to the world that Ghana is a country of a rich and diverse culture and heritage.

Our focus over the next 18 months of this campaign dubbed "Destination Ghana" is to use our Culture, History, Heritage and beautiful natural scenery to embrace adventure tourists, fun-lovers and leisure seekers hoping to find a unique experience in Africa. Ghana is open and ready to welcome you .

Today we also provide an opportunity for our Ghanaian based travel and tour operators to reconnect with their UK counterparts in what will be win-win offerings and partnerships.

Ghana is building a thriving Tourism economy by leveraging its natural potentials. Notable among them are the Aburi Botanical Gardens modelled after the famous Kew Botanical Garden here in London, the Yaa Asantewaa Memorial Museum and the Kente Museum.

The success of the efforts we are putting in today and the opportunities we are presenting will be measured in terms of the increased numbers of tourists, the bonds of friendship and partnerships to be formed out of this gathering and above all the satisfaction that visitors to our beautiful country will enjoy . I invite you to visit Ghana, the Center of the World. We are Open and Ready



Ghana is the centre of the world being the closest land mass to the Equator longitude 0 degree.

It is six hours by air from the United Kingdom and most European cities and eleven hours by direct flight from New York and Washington in the USA. The Middle East and Southern Africa are within easy reach being seven and half hours and six hours respectively away by air.

Over 35 International airlines fly into the country through the main international gateway. Kotoka International Airport, Cruise ships which periodically call at the Takoradi and Tema ports also bring thousands of visitors to Ghana. Other visitors come through our land borders with neighboring countries like Togo, Burkina Faso and Cote D'ivoire.

Ghana was the first country in sub-Saharan Africa to gain independence from colonial rule in 1957. It is one of the continent's fastest growing economies and has made major progress in the attainment and consolidation of growth.



CENTRE OF
HERITAGE



CENTRE OF
HERITAGE



CENTRE OF
ECOTOURISM



CENTRE OF
HERITAGE



CENTRE OF
ADVENTURE



CENTRE OF
FUN & LEISURE



Geography

Located along the Gulf of Guinea and the Atlantic Ocean, in the sub region of West Africa and spanning a land mass of 238,535km² (92,099 sq. mi), Ghana is bordered by the Ivory Coast in the west, Burkina Faso in the north, Togo in the east, and the Atlantic Ocean in the south.

Most of the country is relatively flat. A narrow grassy plain stretches inland from this, widening in the east, while south and west are covered by dense rainforest. To the north are forested hills, the dry savannah and open woodland.

Demographics & Language

English is the official language of Ghana. Ghana has more than seventy ethnic groups, each with its own distinct language. More than two thirds of the population are Christian, with about a fifth being Muslim. The others adhere to Traditional African beliefs or are atheists.

Climate

Ghana has a tropical climate, characterized most of the year by moderate temperatures (generally 21-30°C or 70-90F), constant breezes and sunshine. There are two rainy seasons, from March to July and from September to October, separated by a short dry season in August and a relatively long dry season in the south from October to March.

Medical facilities

Ghana has a reasonably good health service. All the 16 regional capitals and most districts have hospitals and clinics. A number of religious organizations and private medical practitioners operate hospitals and clinics all over the country. Tourist should contact travelers' medical insurance companies to cover any medical contingencies while away from their home countries.

Electricity

Electrical appliances operate on or are adaptable to 220 / 240 volts. Electric outlets in Ghana accept 3 pronged. You can use adaptor to convert to other types of sockets.

Communications

Ghana has 4 Telecommunication companies which provides voice and data services. Internet services are very reliable. With a valid identity card/ passport, you can acquire a sim card from any of the telecoms. You can make long distance telephone calls within the country.

Transportation

Taxis and hiring cars are available at the airport for travelers' convenience. Uber and Bolt services are also available once you have the App on your phone. For adventure travelers, our (Trotro) commercial vans with interesting inscriptions are not to be missed.

Money/Currency

Ghana's currency is the cedis which comes in denominations of GHC200, 100, 50, 20, 10, 5 and 1. Coins come in denominations of GHC1 and also 50p, 20p and 10p. Foreign currency can be freely exchanged at any Forex Bureaus and some commercial banks. All banks also have automatic teller machines located outside and available during and after working hours. Most will take International credit cards. The most widely accepted credit cards are Visa and MasterCard. These cards are accepted in major hotels, restaurants, banks and businesses.

Greetings

Greeting is an important social function that marks an open heart and mind. Refusing or failing to greet another person may indicate that you do not care for the other's welfare. Do not forget that a smile is also a form of greeting. Please make an effort to pick up some of our simple vernacular greeting forms and win our hearts over.

Emergency Phone Numbers

Police	191/ 18555
Fire Service	192/ 193
Ambulance	193
Covid-19	112
Police Headquarters	0302 773 900

Investment Implementation Agencies



Ghana Investment Promotion Centre

Vivo Place, No. A2 Rangoon Lane
P.O.Box M193 Ministries, Accra. Ghana
Tel: +233 302 665 125-9
Email: info@gipc.gov.gh
Website: www.gipc.gov.gh



Ghana Export Promotion Authority

Liberia Road, Opposite Cedi House, Accra
P.O.Box M146, Accra
Tel: +233 302 740 909
Email: gepa@gepaghana.org
Website: gepaghana.org



Ghana Free Zones Authority

P.O.Box m626, Accra, Ghana.
Tel: +233 302 780 535, 785037
Email: info@gfzb.gov.gh
Website: www.gfzb.gov.gh



Message From



HON. DR. IBRAHIM MOHAMMED AWAL

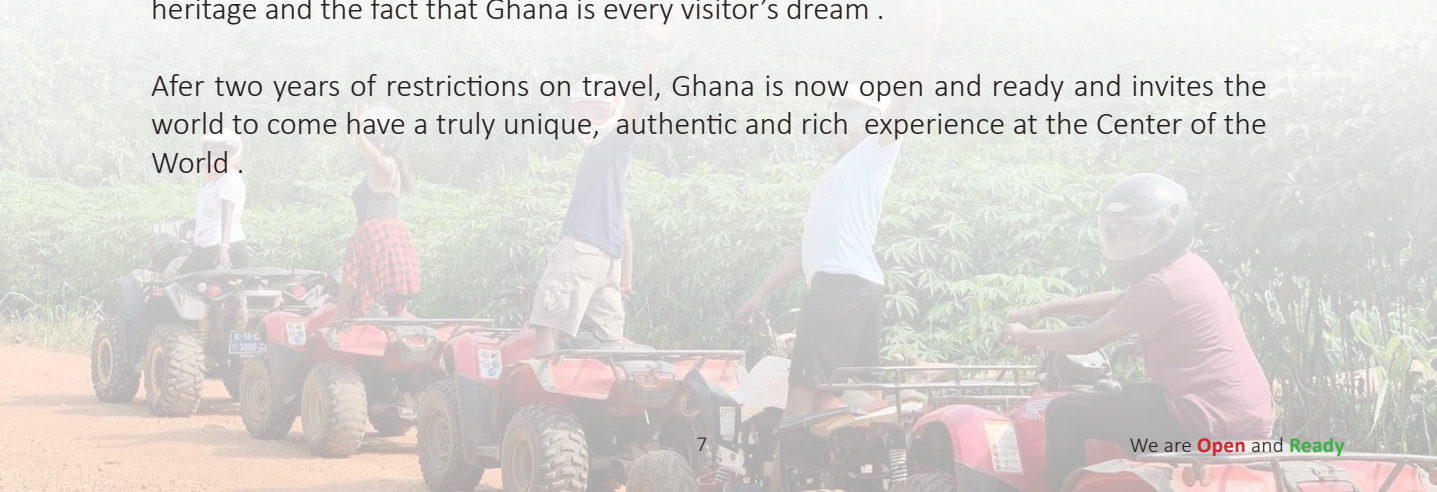
Minister for Tourism, Arts and Culture

Today marks a new chapter in our ongoing engagement with key tourism policy makers and practitioners in the United Kingdom. We are launching an 18- month drive to showcase Ghana as a prime destination for UK and European travellers. Our focus is to leverage the existing channels and strong relationship between Ghana and the United Kingdom .

This campaign is built on a public private partnership model with key tourism players from Ghana here to engage with their UK counterparts.

We are desirous of showcasing the incredible warmth of our people, our cultural heritage and the fact that Ghana is every visitor's dream .

Afer two years of restrictions on travel, Ghana is now open and ready and invites the world to come have a truly unique, authentic and rich experience at the Center of the World .





Message from

Akwasi Agyeman

CEO, Ghana Tourism Authority

The Ghana Tourism Authority is the public service agency in charge of regulating tourism in Ghana through marketing and promotion, licensing and classification of tourism facilities and services, research and development.

The tourism industry in Ghana has seen a gradual rebound since the increase in vaccination rates and the decrease in measures to contain COVID-19. Interest in nature-based, adventure and sport-based tourism has grown, offering new opportunities to attract UK and European tourists.

The UK market especially is a key market for us, being the third source for international travellers into Ghana.

Our focus in launching Destination Ghana in the UK is to announce our readiness to engage further with the travel trade practitioners and deepen the existing platforms of engagement. Our authentic Culture, rich History, Heritage and beautiful natural scenery gives us a competitive edge in promoting adventure tourism and other growing tourism niches. This fills the need of not just travelers from the United Kingdom but expands our reach to the entire European market.

We are Open and Ready for more engagement.



Destination Ghana

Destination Ghana is Ghana's European marketing drive focused on positioning Ghana as the ideal destination for fun, adventure, relaxation, unique cultural immersion opportunities, captivating natural vistas all under girded by a strong sustainability ethos.

With the COVID-19 situation largely stabilising around the world, it is time to re-engage Ghana's generating markets with the message that the country is **Open and Ready** and is perfectly positioned to offer enriching experiences to its visitors.

The United Kingdom is a key market for Ghana. It is one of the most significant source markets for international arrivals into Ghana. Secondly, the United Kingdom is home to a sizeable community of second and third generation Ghanaian diasporas. This makes the United Kingdom, the ideal starting point to launch Ghana's European marketing drive.

Destination Ghana will firmly position Ghana in the evoked sets of possible destinations for the UK and European traveller highlighting the underlying key attributes of Ghana.





Message from

Mrs. Alisa Osei-Asamoah

President, Tour Operators' Union of Ghana

On behalf of the Tour Operators Union of Ghana, I would like to express words of felicitations to the Ghana Tourism Authority under the auspices of the Ministry of Tourism, Arts and Culture and the Ghana High Commission here in the UK and all other stakeholders who have played diverse roles in the launch of this very noble Destination Ghana Campaign.

It is quite refreshing to know that Government of Ghana through Ministry and the Ghana Tourism Authority attaches a high level of seriousness to promoting Destination Ghana as a must-see for all and sundry across the world. This, they have demonstrated in numerous ways even as the dreadful Coronavirus pandemic unfolded.

The launch of the domestic tourism campaign, "Experience Ghana, Share Ghana," with the subsequent acquisition of the double-decker coach for city tours last year have had tremendous outcome in reviving interest in local tourism. TOUGHGA as a key partner of this initiative has also come up with a lot of ways to deepen the drive to promote tourism.

Our continuing tour of various sites and attractions in Ghana has affirmed our convictions that the country is indeed beautiful and must be explored by all. It is this spirit of strategic commitment to promote tourism in and to our country that guides our firm belief that the Destination Ghana Campaign which is being launched today will mark the beginning of greater things for our tourism industry.

I have no doubt that with the strong ties that Ghana has had with the UK over the years, they would heed to this clarion call to see, discover and explore the beautiful land of Ghana. For us as TOUGHGA, we will continue to lend our support to campaigns of this nature while strengthening our role as key drivers of the industry.

Once again, we applaud all involved in ensuring that this initiative comes to stream and we hope it achieves the overarching objective of notching up tourist numbers to Destination Ghana.



Ghana is ready to offer visitors authentic culture with colourful customs and traditions. The Ghanaian culture is extremely vibrant and the regional diversity in culture makes it attractive to see new things when you travel around Ghana.

Visit Accra Arts Centre to see traditional Ghanaian arts and crafts. Your visit to the middle part of Ghana will take you to Manhyia Palace, where the Asante king sits in session every sixth Sunday heralded by a procession of dignitaries with exuberant drumming and horn blowing. From there, you can also take a weaving tour to Bonwire where guests can try their hand at thread spinning, warping, and weaving Kente, as well as a trip to the village shops to buy Kente products and other crafts.

Travel further to the Northern part of Ghana to Daboya, the most famous Fugu weaving community. The Fugu fabric is hand-woven but the strips are narrower and have stripes, in contrast to the geometric patterns found in Kente. The village has developed into a fascinating site and residents are eager to share their heritage with you. There are more other fascinating areas you can visit to immerse yourself with our rich culture.



Are You Ready FOR NIGHT LIFE & ENTERTAINMENT?

Visit Ghana and immerse yourself in the vibrant lifestyle of Ghanaians to enrich your travel experience through inspirational rhythm and lifestyle - our cuisine, music, dance and traditional wear, 365 Days of Fun, Sunshine, Music and Dance.

The legendary Ghanaian rhythm comes to life in most cities and major towns after working hours where you can feel Ghana. The Ghanaian warmth and culture extend to our buzzing bars and pubs, nightclubs and drinking spots where African rhythm is usually alive. Experience the authentic Feel Ghana moments by visiting any of the numerous locations where you enjoy live-band music of highlife, hip-life or even take dance lessons in highlife, salsa, Kpanlogo or Boborbo.

You can also join ordinary people at any pub where it is likely a live football match is being screened. Feel free to join the discussions where players are either hailed or hooted in a heated passionate but friendly manner.



We love to party and almost every gathering is an opportunity to squeeze in some partying. Be it at a funeral or just a friends meet-up, there is sure to be chilled local drinks which come with authentic Ghanaian taste such as Asanaa, Akpeteshi, Sobolo, Palm-Wine which compete favourable with beers, whisky, brandy, carbonated drinks. You need to visit Ghana to experience the warmth and friendliness of her people. Visit Ghana, See Ghana, Eat, Wear and Feel Ghana like a local.



Open FOR HERITAGE

Heritage sites bring past to life

It is time to re-live your history through our heritage. It's clear, from the moment you arrive, that Ghana is a land with a rich history and heritage. Every region has a fascinating story to tell of momentous events, while local people take pride in recounting their ancestry and cultural roots.

Ghana has over 30 Forts and Castles, monuments and a number of UNESCO World Heritage sites which will leave you with lasting memories to share.

Indeed, Ghana is the centre of cultural heritage endowed with a wide range of forts, monuments, museums and historical attraction centres.

Make a trip to the coast, dotted with historical monuments such as the forts and castles built during the 14th to 18th centuries by eight different European empires. Visit to see the dungeons that were used to accommodate millions of Africans for the transatlantic slave trade.

If you have limited time to travel outside Accra, then visit Kwame Nkrumah Memorial Park located in downtown Accra. The Mausoleum is the final resting place of Ghana's first President and Pan-Africanist. The museum hosts rare artefacts relating to Ghana's independence and tours at the park give you in-depth history of the Sub-Saharan struggle for independence.



Manhyia Palace - Kumasi



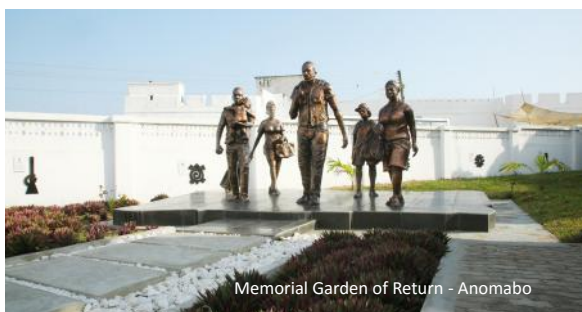
Fort William Lighthouse



Christiansborg Castle - Accra



Elmina Castle - Elmina



Memorial Garden of Return - Anomabo



St. Fort Jago - Elmina

ARE YOU READY FOR PURE NATURE?



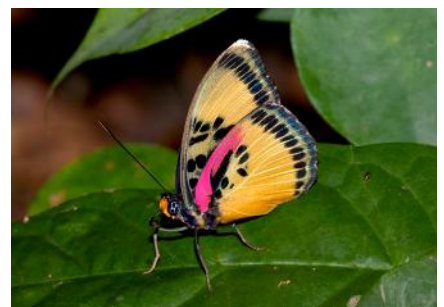
Visit Ghana to discover a wonderfully unexpected side of nature and unique adventure.

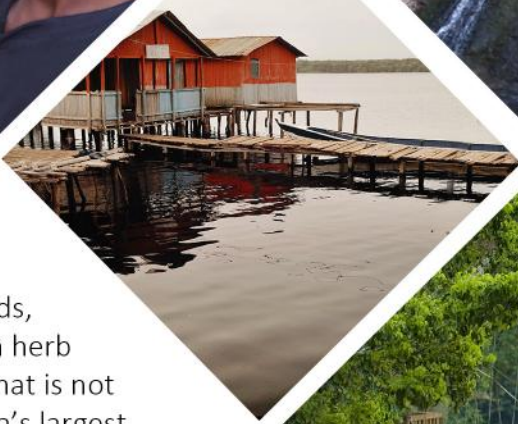
We offer you a unique combination of eco-tourism products of nature, wildlife and community-based experiences, adventure, lush rainforests, lakes, rivers and community-based activities you can never miss.

Make a trip to the Shai Hills Resource Reserve, only an hour's drive from Accra and home to 31 species of mammal, 175 species of birds and hundreds of butterfly species.

A 'must see' for visitors to the Western Region is the ancient village of Nzulezu. This unique village rests entirely on stilts and platforms. It was founded over 500 years ago and overlooks the jungle-bound Lake Tadane. Nzulezu is one of the few ancient settlements on stilts left in the world.

The 360 sq. km Kakum National Park offers you an exciting rain forest experience complimented by modern camping facilities. The Centre has all kinds of exhibits, plus an open-air restaurant and a gift shop operated by Aid to Artisans Ghana.





If you are fond of birds, then visit Bunso Arboretum which housed over 110 species of birds, 30 species of butterflies and an herb garden with over 40 species. That is not all. Mole National Park is Ghana's largest wildlife refuge, measuring 4,849 sq km. It is best known for its elephants (a population of about 600) as well as buffalo, antelope, lion, leopard, hippo and five species of primates. There are also more than 300 bird species and 33 identified reptile species within the national park.

You need to see our fascinating waterfalls before you leave Ghana. Some of them are Wli Waterfall, Kintampo Waterfalls, Boti Falls and many others.

Tafi-Atome Monkey Sanctuary and Boabeng-Fiema Monkey Sanctuary are the best places to see the Mona monkeys inhabiting the tropical forest surrounding the small villages of Tafi-Atome and Boabeng-Fiema. The playful monkeys are wild, but often come down very close to visitors.

Open FOR ADVENTURE



Go outside your comfort zone on an adventure tour of Ghana. With several adventure sites, you will have a thrilling experience for outdoor activities.

If you want that escape from the hustle of city life for that “cool-feeling” experience, then Aburi is the area for you. Aburi delivers you a once in a lifetime guided quad biking experience around the Aburi mountains, through local villages, pineapple farms, pawpaw farms and even to local waterfalls, an adventure of a lifetime. You can try your hand at some target practice and let’s see who the real sharpshooters are. Are you going with your kids? Then there is also an action-packed combat archery experience that is fun for ages 16 and above.

Discover Ghana by taking a steep climb up Mount Afaja and be satisfied with stunning views in clear weather. Hike to the impressive Tagbo Falls as your guide points out interesting features of the coffee and cocoa farms en route, as well as the beautiful semi-deciduous forest. When you reach the falls, take a refreshing plunge in the chilly waters of the pool at its base. Do not come back until you have toured the village and a mushroom farm. See palm tapping to make locally brewed palm wine and have a taste if you wish.



Even if your time is limited, there is something in the heart of Accra for you. Visit Legon Botanical garden in the University of Ghana where a beautiful and colourful first class playground space for all ages where nature and fun collide. An intriguing series of platforms connected by cable, wood, and rope creating a different challenge at each platform is on offer for you to challenge yourself to. Do not miss the joy of watching your children challenge themselves as they go on the Junior ropes. You can also ride on a canoe for fun and experience the thrill of water. Cruise around beautiful Islands and Peninsulas which are the sanctuary for birds and some lizard species.

If you happen to be in Ghana during Easter and you are not Acrophobia, the KwahuParagliding Festival is a place to visit. Seasoned Pilots from around the world are invited to fly hundreds of people during the 3-4-day event at Kwahu Atibie.



CENTRE OF BUSINESS



There are several compelling reasons to come and invest in Ghana. Are you looking for stable democratic climate? Then do not look any further. Ghana is ranked as the most stable political environment within the West African sub region and fifth in Africa, Ghana has established democratic institutions and systems to ensure good governance and rule of law in the country. Not only that but also the best judicial system in the world measured by rule of law.

As an investor, ease of doing business must be one of your priorities. Ease of Doing Business Report 2019 ranked Ghana as the best place for doing business in West Africa. Most competitive economy in the West African sub region. World Justice Projects (WJP) Rule of Law Index 2017-2018 adjudged Ghana as the best judicial system in the world measured by rule of law.

Geographically, Ghana is closer than any other country to the centre of the planet. An average of 8 hours of flying time to Europe and the Americas. Ghana boasts of world class airport within the West African sub region serving numerous flights from within the continent, Europe and the rest of the world. Ghana is home to one of West Africa's largest ports in Tema. Through Ghana, you have immediate access to the over 350m market of the Economic Community of West African States (ECOWAS).

Ghana is one of the highest literacy rates in the West African sub –region with skilled and trainable labour force and growing middle class population with increasing urbanization.

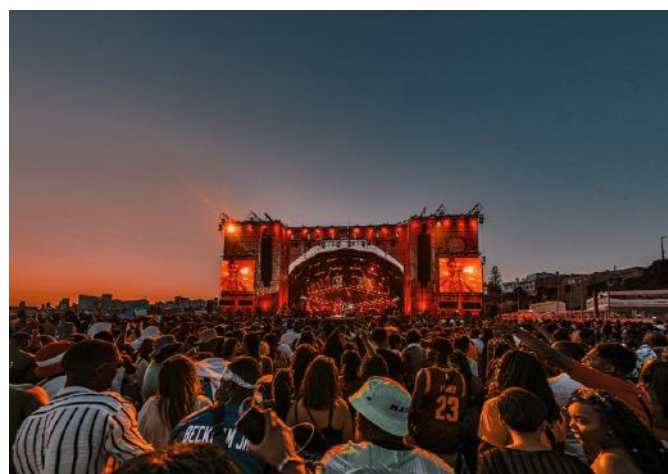




MICE

MEETINGS, INCENTIVES, CONFERENCING, EVENTS

Ghana has taken steps to build on its business legacy to become a hub for MEETINGS, INCENTIVES, CONFERENCES AND EXHIBITIONS, within the sub Region. Ghana hosts the secretariat of the Africa Continental Free Trade Agreement (AfCFTA) and various government organisations have focused their efforts on fostering intra-regional trade, opening up rural areas for investment, enhancing productivity and creating job opportunities. The steady increase in demand for business meetings has led to a proliferation of hotels able to cater for the ever-growing needs of business tourism. Today, there is a wide choice of middle to luxury level accommodation available for business visitors and MICE guests. Accra, in particular, in its present-day role as a business hub, has seen a big expansion in hotels catering mainly for business tourism.







ACCOMMODATION

Ghana, offers a wide range of accommodation facilities from homestays and Guesthouses to Up-market Hotels. Ghana's hotels are classified according to the international star-rating system with 5-star as the highest and one-star being the minimum international acceptable quality. Every town in Ghana has a decent hotel for your budget. Payments are usually cash or mobile money but the big ones also accept cards. You can book your hotel on arrival or use Airbnb website for your booking.





Eat Ghana

Food is a key part of the Ghana experience for visitors. Ghana is proud of its chain of restaurants across the cities with its continental and local cuisines such as the popular Ghana Jollof, Kelewele, Fufu with your favourite soup, Wakye, Banku and Tilipia.

The cities and major hotels have varied dining culture to meet your special needs. Foreign wines and liquors are all over the place. Dishes to whet your appetite include, Chinese, Indian, European, Lebanese, Turkish, Mediterranean, African, local and many more.

Shopping

On every corner on the street, you see shops. Depending on what you are looking for, from the high-end malls to open markets.

Hustle and bustle aren't enough to describe the scene at the open markets where you can find anything you want from crafts, clothing, food, jewelry, shoes, bags, hair wigs and weaves, housewares and many more. This is the place to test your bargaining skills. Makola and Art Centre are some of the open market places you must visit if you are staying in Accra.

If you want to spend a little more than the open markets then discover some malls in the city where you can shop, watch movies and enjoy the restaurants.



CONTACT ADDRESSES OF THE MINISTRY OF TOURISM, ARTS AND CULTURE AND ITS AGENCIES



Ministry of Tourism Arts and Culture

Behind National Theatre opposite Trust towers
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Email: info@motac.gov.gh
GPS: GA-107-4475



Ghana Tourism Authority

Ridge, near GFA
Tel: 0302682601
Email: info@visitghana.com
GPS: GA-053-3602



Ghana Tourism Development Company

North Ridge, near Country Kitchen
Tel: 0302770720/ 0302770718
Email: info@gtdc.com
GPS: GA-032-5637



Hotel Catering and Tourism Training Institute

West Ridge, Adabraka closer to National Museum
Tel: 0302 9060812
Email: hotcatt.gh@gmail.com
GPS: GA-076-534



National Theatre of Ghana

South Liberia Rd. opposite Afua Sutherland Park
Tel: 0302908348/ 0302908349
Email: info@nationaltheatre.gov.gh
GPS: GA-07-3184



National Commission on Culture

Accra, opposite Kempinski Gold Coast City Hotel
Tel: 0302917164/ 0302907778/ 0302907781
Email: info@ghanaculture.gov.gh
GPS: GA-019-4293



Ghana Museums and Monuments Board

2 Barnes Road Adabraka, Accra
Tel: 0302221633/ 35
Email: gmmb.acc@gmail.com
GPS: GA-050-0259



W.E.B Du Bois Centre

Circular Road, closer to GIS and USA Embassy
Tel: 0302776502
Email: info@duboiscentreghana.org
GPS: GL-058-9357



Kwame Nkrumah Memorial Park

High Street, Accra, closer to arts centre
Tel: 0208283175
Email: Knmp40@yahoo.com
GPS: GA- 184-7231



Bureau of Ghana Languages

Behind 37 Military Hospital
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National Folklore Board

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Pan African Writers Association

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GPS: GA-039-8438

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Must Do List



Taste Kelewele



Eat Ghana Jollof



Vist Tafi Atome
Monkey Sanctuary



Visit Shai Hills



Experience Aburi
Botanical Gardens



Tour Accra City



WE ARE OPEN AND READY



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