



PRESIDENTIAL SUMMIT ON TOURISM



PRESIDENTIAL SUMMIT ON TOURISM

REPORT

30 - 31 May, 2023 | Peduase Lodge, Peduase



ACKNOWLEDGMENTS

Special thanks to H. E the President , Nana Addo Dankwa Akufo-Addo for hosting the first ever Presidential Summit on Tourism to highlight the special focus his government has placed on Tourism.



H.E Nana Addo Dankwa Akufo-Addo
President of the Republic of Ghana



Hon. Akosua Frema Osei-Opare
Chief of Staff



Hon Dr. Ibrahim Mohammed Awal
Minister of Tourism, Arts & Culture



Hon. Mark Okraku-Mantey
Deputy Minister of Tourism,
Arts & Culture



**Hon. John Apontuah
Kumah (MP)**
Deputy Minister of Finance



Mr. Seth Adjei Baah
Board Chairman,
Ghana Tourism Authority



Mr. Akwasi Agyeman
CEO, Ghana Tourism Authority



Mr. Pierre Laporte
Country Director, World Bank



Dr. Kwesi Eyison
Vice President, GHATOF

MODERATORS



Mr. Bernard Avle
Moderator



Ms. Aisha Addo
Moderator



Mr. George Quaye
Moderator



Mrs. Eunice Tornyi
Moderator

PANELISTS



Vidette Adjorlolo
Founder, Sorted Chale



Mr. Maxwell Edusei
CEO, African Loom



Mr. Akwasi Agyeman
CEO, Ghana Tourism
Authority



Mrs. Alisa Osei - Asamoah
President, Tour Operators
Union of Ghana (TOUGHA)



Mr. Rabbi Kohain Halevi
Head, Diaspora Coalition



Professor Kobby Mensah
University of Ghana



Mr. Ben Anane Nsiah
Deputy CEO, General
Services, GTA



Dr. Edward Ackah Nyamike
President, Ghana hotels
Association



Mr. Edward B. Ashong Lartey
Director, Investment Services
Division, GIPC



Mr. Bright Ladzekpo
CEO, PHD Ghana



Mr. Laud Affrifah
Deputy Comptroller-General,
Command & Operations



Mr. Bossman Akuffo Kwabong
Country Director, MasterCard
Ghana



Mr. Ekow Sampson
Deputy CEO, Operations,
Ghana Tourism Authority



Mr. Emmanuel Andrew
Samini
Artiste/Musician



Dr. Afua Asabea Asare
CEO, Ghana Export
and Promotion Authority



Ken Agyapong Jnr.
Co-Founder, Afrochella/
Afrofutre



Nana Otuo Owoahene
Acheapmong
President, Ghana Association
of Visual Artists (GAVA)



Theresa Ayoade
CEO, Charter House
Productions



Mrs. Claudia Lumor
Founder, Glitz Africa



Mr. Ernest Boateng
CEO, Global Media Alliance



Mr. Diallo Sumbry
President & CEO, Adinkra
Group



Vidette Adjorlolo
Chief Builder/ Founder,
Sorted Chale



Ms. Ivy Prosper
Content Creator,
Beyond the Return



Mr. Carl Ampah
National Programme Officer,
Culture. UNESCO



Okyeame Kwame
Artiste/Musician



Executive Summary

The first ever Presidential Summit on Tourism was hosted by H. E the President , Nana Addo Dankwa Akufo - Addo. It was organised by the Ghana Tourism Authority (GTA) under the auspices of the Ministry of Tourism, Arts and Culture (MoTAC) and brought together key stakeholders in the tourism industry to discuss and strategize on how to boost economic growth through tourism.

The CEO of GTA, Mr. Akwasi Agyeman, welcomed attendees and highlighted President Akufo-Addo's special interest in the tourism sector. He emphasized the success of initiatives like the Year of Return and Beyond the Return launched by the President in attracting tourists to Ghana. He also acknowledged the importance of collaboration between the private sector and government in advancing the industry.

The Minister of Tourism, Arts and Culture Dr. Mohammed Ibrahim Awal expressed his gratitude to President Akufo-Addo and highlighted the significant growth in the tourism sector under the leadership of the President . He mentioned the ongoing Destination Ghana project and called on the private sector to continue partnering with the government to enable Ghana maintain its status as the top tourist destination in West Africa. Dr. Awal emphasized the need for collaboration and a concerted effort from all stakeholders to drive tourism growth.

The President , Nana Addo Dankwa Akufo-Addo delivering the keynote address, highlighted the transformative power of tourism for economic growth. He outlined a four-fold approach to driving tourism growth: Preservation, Promotion, Policy Leadership, and Partnership. The President stressed the need to preserve Ghana's natural wonders and cultural heritage, promote the country's unique appeal, show policy leadership in creating the right climate for investments, and foster partnerships among all stakeholders. He emphasized the need for sustainability as a driving force for growth in the tourism industry.

Day 1: May 30, 2023

Opening Session: Welcome and Conference Objectives

Mr. Akwasi Agyeman, CEO of Ghana Tourism Authority (GTA), welcomed esteemed guests to the first ever Presidential summit.

He acknowledged the President's keen interest in the Tourism sector and highlighted the achievements driven they presented to the sector, such as the Year of Return (YOR) and Beyond the Return (BTR) initiatives driven by the President unwavering commitment in fostering collaboration with the private sector. He also emphasized the need to set our sights on the future with hope and unity in the industry.

Solidarity Messages

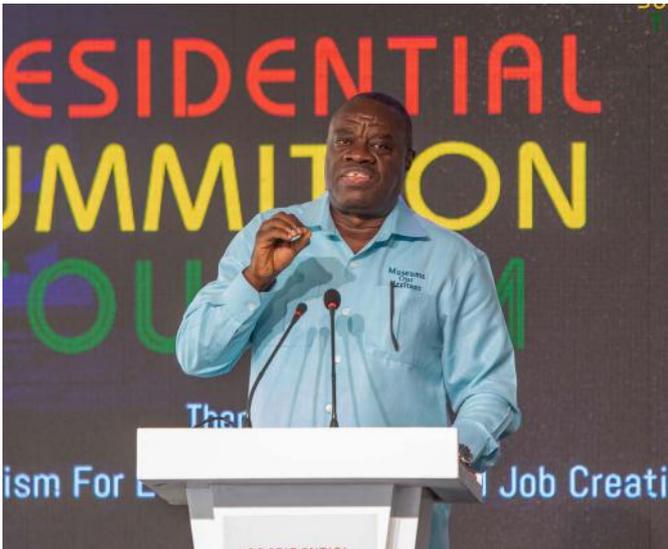


Dr. Kwesi Eyison, Vice President of Ghana Tourism Federation, stressed the importance of collaboration for economic growth and the need to address the Sustainable Development Goals (SDGs).

He advocated for a sustainability mindset, focusing on the green economy and preservation for future generations. He emphasized diversification of attractions, including hidden gems across the country, and decentralization of tourism resources in rural areas.



Mr. Pierre Laporte, Country Director of the World Bank emphasized the importance of tourism in stimulating growth, job creation, and the Bank's support for the sector.



Address by Minister of Tourism, Arts and Culture

Dr. Ibrahim Mohammed Awal expressed gratitude for the President's commitment and highlighted the significant growth it has brought to the tourism sector.

He outlined ongoing and upcoming projects to promote Ghana as an attractive destination.

Keynote Address



H.E. Nana Addo Dankwa Akufo-Addo, President of Ghana, emphasized the transformational power of tourism, outlining a “four-fold approach” for sustainable tourism.



Special Guest Presentation: Using Tourism to Jumpstart the Economy

Hon. Dr. John Apontuah Kumah, Deputy Minister of Finance, emphasized tourism's role in economic development and outlined strategies for growth.

PANEL DISCUSSIONS

The summit featured panel discussions on various topics, including using tourism to jumpstart the economy, easing the business environment for tourism growth, tech and data-driven growth in tourism, and the role of the creative sector and diaspora in economic growth. Panelists highlighted the opportunities and challenges in their respective sectors and discussed strategies for promoting tourism and driving economic growth.

SESSION 1 - Using Tourism To Jumpstart The Economy



Mr. Bernard Avle - Moderator

Mr. Maxwell Edusei - CEO, African Loom

Mr. Akwasi Agyeman - CEO, Ghana Tourism Authority

Mrs. Alisa Osei - Asamoah - President, Tour Operators Union of Ghana (TOUGHA)

SESSION 2 -Easing the Business Environment for Tourism Growth



Mr. George Quaye - Moderator

Professor Kobby Mensah - University of Ghana

Mr. Ben Anane Nsiah - Deputy CEO, General Services, GTA

Dr. Edward Ackah Nyamike - President, Ghana hotels Association

Mr. Edward B. Ashong Lartey - Director, Investment Services Division, GIPC

SESSION 3 -Tech and Data Driven Growth in Tourism



Mr. Bernard Avle - Moderator

Mr. Bossman Akuffo Kwapong - Country Director, MasterCard Ghana

Mr. Laud Affrifah - Deputy Comptroller-General, Command & Operations (GIS)

Mr. Ekow Sampson - Deputy CEO, Operations, Ghana Tourism Authority

Mr. Bright Ladzekpo - CEO, PHD Ghana



Day Summary

Mr. Seth Adjei Baah, Board Chairman of GTA, summarized key insights and affirmed the government's commitment to support the tourism sector's growth.

DAY 1 IN PICTURES





Day 2: May 31, 2023

The second day of the summit focused on the role of Arts, Culture, and the Creative sector in tourism and economic growth. Keynote speeches, panel discussions, and an open forum explored topics such as building synergy between tourism, arts, and culture, the role of the creative sector in economic growth, and leveraging the diaspora for economic growth. Panelists highlighted the importance of collaboration, support for the creative industry, and the cultural heritage of Ghana in attracting tourists and driving economic growth.



Special Guest Presentation: Building Synergy; Tourism, Arts & Culture

Hon. Mark Okraku-Mantey, Deputy Minister of Tourism, Arts and Culture, emphasized the interconnectedness of Tourism, Arts, and Culture for economic growth.

Keynote Address



Hon. Akosua Frema Osei-Opare, Chief of Staff, highlighted the need to harness cultural assets to drive inclusive tourism growth for economic benefit.

SESSION 4 - Building Synergy: Tourism, Arts & Culture

Panelists discussed the importance of collaboration between the creative sector and the government to promote Ghana's unique arts and culture on the global stage.



Mrs. Eunice Tornyi - Moderator

Mr. Ken Agyapong Jnr. - Co-Founder, Afrochella/Afrofutre

Dr. Afua Asabea Asare - CEO, Ghana Export Promotion Authority

Mr. Emmanuel Andrew Samini - Artiste/Musician

Nana Otuo Owoahene Acheampong - President, Ghana Association of Visual Artists (GAVA)

Okyeame Kwame - Artiste/ Musician

SESSION 5 - Role of Creative Sector in Economic Growth

The panel discussed the UNCTAD definition of the creative economy, emphasizing the need for investment, innovation, and collaboration in the creative sector.



Mr. George Quaye - Moderator

Madam Theresa Ayoade - CEO, Charter House Productions

Mrs Claudia Lumor - Founder, Glitz Africa

Mr. Ernest Boateng - CEO, Global Media Alliance

Mr. Carl Ampah - National Programme Officer, Culture. UNESCO

SESSION 6 - Diaspora Dividend for Economic Growth

Panelists discussed engaging the African Diaspora to explore Ghana, strengthen cultural connections, and enhance tourism.



Ms. Aisha Addo - Moderator

Mr. Diallo Sumbry - President & CEO, Adinkra Group

Ms. Ivy Prosper - Award-Winning Content Creator & Social Media Manager, Beyond the Return

Ms. Vidette Adjorlolo - Chief Builder/ Founder, Sorted Chale

Mr. Rabbi Kohain Halevi - Head, Diaspora Coalition



Closing Remarks:

Hon Dr. Ibrahim Awal - Minister of Tourism, Arts and Culture

Expressed gratitude to participants, reiterated the government's commitment to advancing tourism, and announced plans for future forums to sustain industry growth.

DAY 2 IN PICTURES





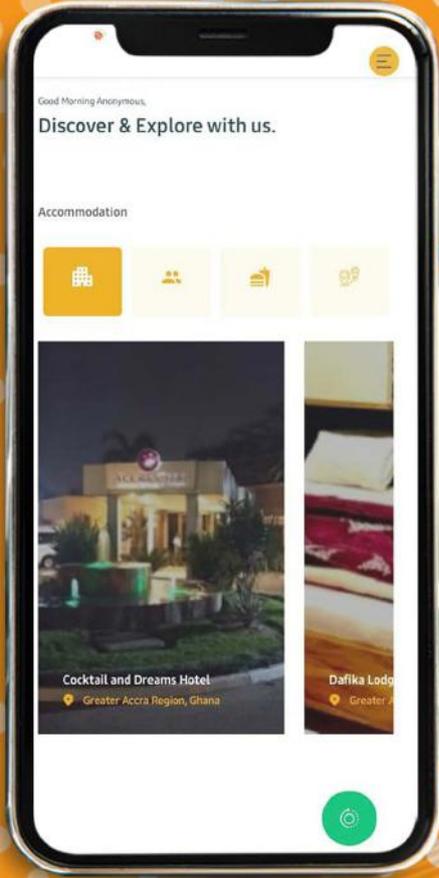
SUMMARY OF OUTCOMES FROM THE PRESIDENTIAL SUMMIT ON TOURISM IN GHANA:

- 1. Preservation, Promotion, Policy Leadership, and Partnership Approach:** President Akufo-Addo outlined a comprehensive approach focusing on preservation of natural resources and cultural heritage, active promotion of Ghana's unique attractions, policy leadership for investment-friendly climate, and fostering partnerships for sustainable tourism growth. Government will work with the relevant agencies through MOTAC to draft and implement a new tourism policy.
- 2. Government-Private Sector Collaboration:** Marketing campaigns such as the Year of Return, Beyond The Return, and Destination Ghana have been instrumental to the promotion of tourism domestically and internationally. The private sector played a critical role to the success of Year of Return and ongoing initiatives. The summit highlighted the critical need for ongoing collaboration between the private sector and government to advance the tourism industry. Government pledged its support to continue aggressive marketing through the Ghana Tourism Authority.
- 3. Sustainable Growth and Inclusivity:** "The first quarter of this year (2023) tourism numbers grew 47 % from 170,000 last year at this time to 247,000 arrivals. If each tourist spends \$3,000.00 dollars, you can imagine how much it is. For continued growth, sustainability is critical as a driving force for growth in the tourism industry, there is a need to diversify tourism offerings, including underutilized rural areas and various niche markets, for inclusive economic growth. Ghana Tourism Authority will work with its Regional Offices to evaluate the tourism offerings and develop a strategic development roadmap.
- 4. Role of International Support and Funding:** Engagement meetings will be scheduled with key stakeholders such as international bodies like the World Bank to leverage their roles in supporting Ghana's tourism sector, particularly in stimulating SMEs, creating job opportunities, and providing capacity building and training. The Ministry promised to seek support for GTDP phase II.
- 5. Economic Strategies and Data Utilization:** Making data-driven decisions are critical to the growth of the Tourism Ecosystem. The government will work with partners to develop and implement economic strategies involving investments in health, education, and insuring against shocks. The Ministry and its agencies to work closely with the Statistical Service to institutionalize a Tourism Satellite Account
- 6. Arts, Culture, and Creative Sector Integration:** Explored the integration of arts, culture, and the creative sector into tourism, focusing on building synergy and leveraging the diaspora to drive economic growth. Highlighted the creative arts as integral to the country's tourism appeal as a destination offering visitors the unique opportunity to immerse themselves in the economy. Collaboration between the Creative Arts Agency and the Ghana Tourism Authority must be strengthened to mainstream the Arts in the tourism discourse.
- 7. Regional Forums for Ongoing Efforts:** Announced the establishment of quarterly forums across regions to sustain collaborative efforts, promote tourism, and ensure Ghana remains a top tourist destination. The Public Private partnership Forum to be strengthened to collaborate with other agencies to address concerns in the industry.

These outcomes underscored the need for sustainability, collaboration, innovation, and inclusivity in leveraging tourism for economic growth and development in Ghana.



Download the
All-in-One App



Web version - gta.visitghana.com

- ✓ Explore Ghana
- ✓ Order Food
- ✓ Reserve Accommodation
- ✓ Rent Cars & many more

Experience Ghana Share Ghana

www.visitghana.com



[f](#) [t](#) [@](#) @visitghananow



visitGhana