



# See Ghana

A K W A A B A

Discover  
the charm  
of our safari

Experience  
Ghana

Our Culture, Food, Nightlife,  
Coolest Landmarks...

Enjoy  
*Beach  
Days*

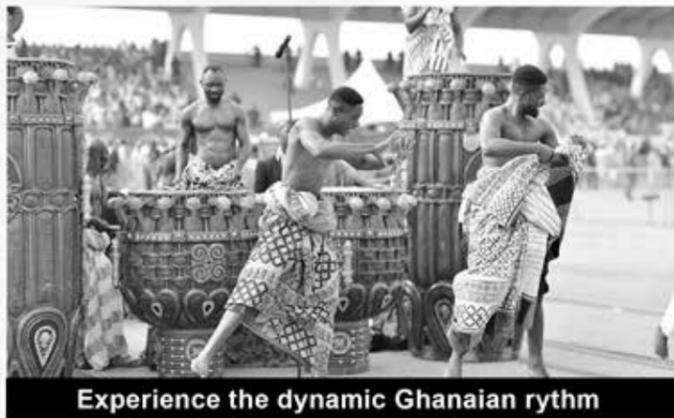
Bathe where the sun sets

# visitGhana

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Ghana 2019



Experience the dynamic Ghanaian rhythm



Heritage sites brings the past to life



Beautiful and pristine beaches



Vibrant, Colorful and cheerful



Leading the way in Ecotourism



An Undiscovered safari location

The “Year of Return, Ghana 2019” is a major landmark spiritual and birth-right journey inviting our African – American and Diaspora brothers and sisters to visit Ghana. It marks 400 years of the the first enslaved African arriving in Jamestown Virginia.

The Ghana Tourism Authority (GTA) under the Auspices of the Ministry of Tourism, Arts and Culture is leading the project in collaboration with the Office of Diaspora Affairs at the Office of the President, the Panafest Foundation and the Adinkra Group of USA.

The United States Congress has recently passed an Act, H.R. 1242 – 400 Years of African-American. This is a historically significant milestone.

The Ghanaian coastline is today dotted with imposing European forts harbouring harrowing reminders of the intense and complex history of the Trans Atlantic slave trade in our land over centuries. This on its own, makes Ghana a focus for millions of African descendants reacting to their marginalization by tracing their ancestry and their identity. However, even more important is the recognition of Ghana as beacon for African people living on the continent and in the Diaspora. This status was earned not by coincidence but by conscious efforts to validate the struggles strengths and links between African Descendants on a Pan African scale. from adopting the symbolism of the Red Gold Green and Black for our national colours to leading the quest for a continental unity.

The legacy of this early leadership remains a worthy cause for Ghana to sustain.



ghanatourismauthority



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# Message from the President

H.E. NANA ADDO DANKWA AKUFO-ADDO

See Ghana is a dedicated magazine which is promoting the sights, culture and rhythms of our country. It is ingenious and creative, and I welcome it. Government knows the full potential of our tourism, our arts and our culture, towards the development of the country.

Government's plan for the tourism sector is to make Ghana a major tourist destination, with increased visitor arrivals, capitalising on breathtaking landscape, rich cultural heritage, warm hospitality, peace, safety, security and increased investments. We are emphasising partnerships and investments, and I am happy that this new birth is a result of this revived model of partnership.

Over the last 20 months, there has been a consistent push at aggressively marketing Ghana, first to Ghanaians and then to the outside world.

The See Ghana, Eat Ghana, Wear Ghana and Feel Ghana campaign, being run by the Ministry of Tourism, Arts and Culture, and its implementing agency, the Ghana Tourism Authority, has witnessed renewed interest in our festivals, our food, our fashion, and a better appreciation of our diverse cultural heritage.

I am confident that this publication will add to the rich literature on Ghana's tourism and all stakeholders will work even harder for its sustenance.

I take particular pride in the fact that this magazine is published in Ghana; and I congratulate the publishers and all who have contributed to make this possible.



# Message from the Minister of Tourism Arts & Culture

HON. CATHERINE AFEKU

The vision for this magazine was borne out of the necessity to promote Ghana both domestically and globally. Tourism is an intangible export that our country can leverage on to create jobs for the communities where we find abundant natural resources.

We wish for our citizenry to travel more within Ghana, explore the country and revel in our God-given sights and sounds hence my policy, 'See Ghana, Eat Ghana, Wear Ghana.' It is a three-pronged intricate plan to promote fashion, cuisine, the sights and the sounds. If you're seeing Ghana, then by all means, wear something Ghanaian. If you're eating Ghana, then the table cloth, ambience and furnishing should have Ghanaian elements. Wearing Ghana is the ultimate goal so we are pushing this billion-dollar industry in people's faces.

We already have the resources. What we are doing currently is first to refine the products. That will increase the traffic to places like the Busua beach, the Axim beach, the mysterious but pleasurable Lake Bosomtwe and the eco-wildness of the North. The Cape Coast castle brand is already sold - even Obama visited the castle.

Naturally, our sanitation challenge is a call to duty by all of us to be an advocate for a clean Ghana with clean beaches and our collaboration with the sanitation ministry is yielding dividends.

We all need to come on board to save our Tourism treasures by saying NO to open defecation.

In sum, we aim to build and promote domestic tourism, develop and enhance the tourism products, develop film destinations, and promote entertainment in terms of mega shows; and our Marine Drive project will be the icing on the cake. This is a holistic approach to promote not only tourism but also our cultural heritage, food, festivals, music and our fashion.

Authentic Ghanaian hospitality must be shared with the rest of the world and we are confident this magazine will address the gap in selling Ghana to the world starting with our own people.

Enjoy our maiden edition. Expect More.

Akwaaba!!



## Message from the CEO Ghana Tourism Authority

MR AKWASI AGYEMAN

When we launched our See Ghana, Eat Ghana, Wear Ghana and Feel Ghana campaign a little over a year ago, in the historic gardens of the Christiansborg Castle, it was to demonstrate our ownership of our heritage and destiny.

We promised to invoke through the sounds, distinct sights and the fusion of traditional food representing each of our 10 regions, the spirit of “I Am A Ghanaian”. There are 325 paramountcies across Ghana each with a distinct story to tell of both our kinship and closeness as well as our uniqueness. We have 11 official languages and it is estimated we speak to each other in around 90 dialects.

Inspired by the untold stories and forgotten places, the Ghana Tourism Authority is happy to celebrate another milestone - the birth of the SEE GHANA magazine. The publication of this magazine, through a strong private sector partnership with Glitz Africa magazine, underscores the importance we are placing on reinvigorating efforts at marketing Ghana first to ourselves as Ghanaians and then internationally.

A few weeks ago, we outdoored a multimedia online portal, VISITGHANA.COM and a Call Center that will add to bridging the information gaps in our Tourism Industry.

The See Ghana Magazine is here to support our tourism promotion and enhance knowledge sharing so that we own our space as Ghanaians. It will provide a supportive platform for existing cultural and historic events such as our traditional festivals and new initiatives including the recently launched “YEAR OF RETURN - GHANA 2019”. Hopefully the year-long calendar of events for 2019 now has a focused platform to engage. We will continue our work with the private sector to explore best practice opportunities to drive tourism growth.

## Editorial

In tourism, *‘the journey is the destination’* – Dan Eldon.

Ghana is a beautiful place to experience and it is about time the world got to know about all the wonderful things that make this great nation a must go-to location for pleasure and adventure.

Putting the content together was an enlightening experience for the team as it was discovered all that we thought we knew about our country was just the tip of the iceberg.

From coolest landmarks, our safari, beaches, waterfalls, to our nightlife, fashion, music, retail therapy and ongoing projects, the aim of this magazine is to give you a foretaste of all the goodness that Ghana has to offer.

We wish you an enjoyable journey through these pages.

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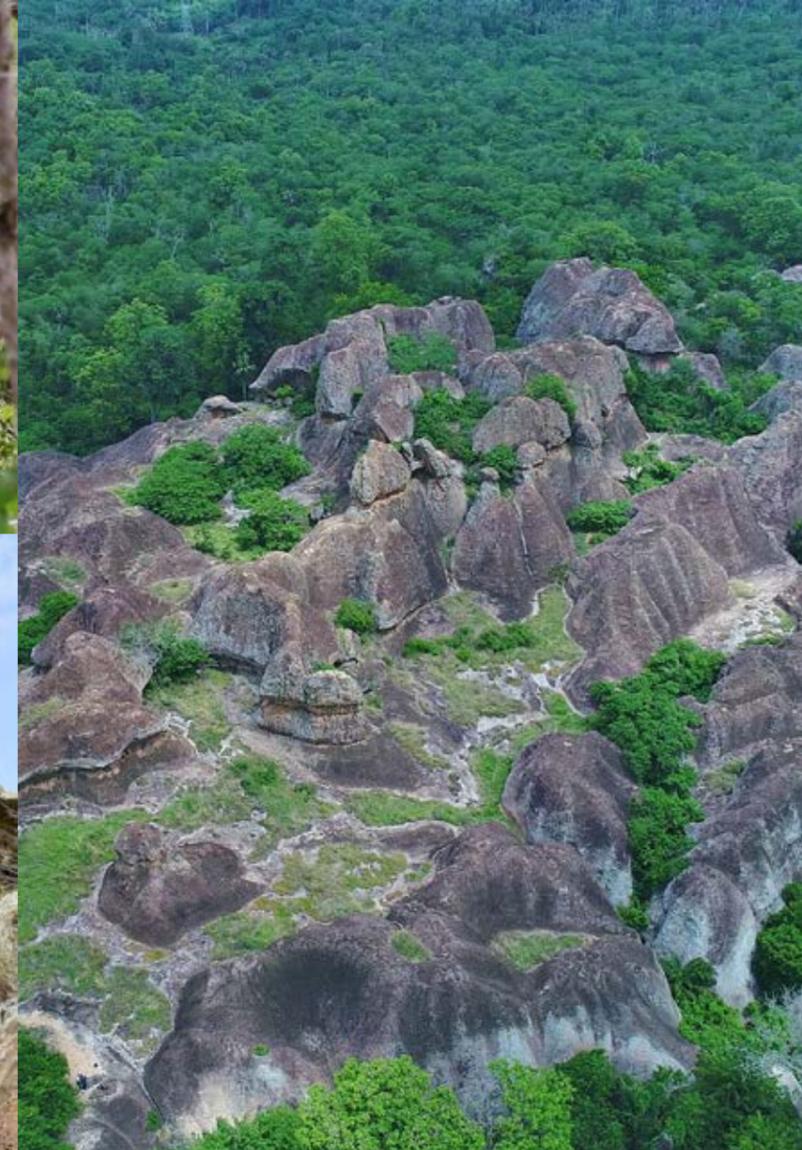
PaJohn Bentsifi Dadson

This is the initiative of the Ministry of Tourism, Arts and Culture



**Created & Produced by: Glitz Africa**

**GLITZ**



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Tourism Ambassadors Wear Ghana

# Selling Ghana

with PaJohn Bentsifi Dadson

Director - Ghana National  
Convention and Bureau

**You are a tourism ambassador for Ghana. What makes you so passionate about domestic tourism?**

In the past, I've been fortunate enough to have travelled a bit – to the Americas, the Carribeans, Europe and Asia. Everywhere I've been, I noticed that the flora and fauna at St. John and St. Thomas which are tourist islands, we have some here in Ghana. It's just that theirs is a bit more organised than ours. I believe we have a lot here which needs organisation and that's why I'm passionate about this beautiful place we call home. When you go to the Carribean, the flowers are nicely manicured and the beaches are clean. The organisation of what they have is what makes it stand out. If we organise what we have well, we can better enjoy them.

**As a culture and tourism advocate, you partake in the 'WangoWango' travel experiences across the country. Which places would you call as your most memorable ever visited in the country?**

I'd say my visits to the Mole National Park in the Northern Region and the Cape Three Points and Nzulezu in the Western Region were intriguing. However the trip to Lake Bosomtwe was something else. I just closed my eyes and I felt transported to the place. The lake is very still and quiet and I love that because of the mood it creates.

**Which local meals did you enjoy most on your travels and in which regions did you experience them?**

I really enjoyed Abobitadzi from the Volta region as well as Akyeke with grilled fish and pepper in the Western Region. The WangoWango travels are usually overnight so I take the kitchen with me and we cook by ourselves. I remember doing a farm tour in the Akropong area some years back where I took some American students where we harvested some cocoyam and cassava, boiled them and prepare kontomire 'abom'. One of the ladies has still been in touch with me on Facebook and she keeps making reference to that experience.



**Which places would you call your most adventurous to visit so far?**

I'd say it was my trip to Tanobuase where you can find some huge sacred rocks. I took a photo where I was standing on them while pointing at something and people called me Moses. I've also climbed up Mount Afadja four times. There's this tour agency called Brave hearts; they are into adventure and extreme sports like kayaking, upskiing and things like that. You only find a trip memorable when you make up your mind to enjoy it by yourself without someone else's help. That's what WangoWango is about: happy yourself.

**Ghanaians are generally known to be hospitable people. Which region and places did you encounter the warmest and most welcoming people?**

Well, that's tricky. I once went on a trek in the Volta Region and I was very thirsty and a woman offered me water from a ceramic jug. It was very cool and refreshing. I also remember one time when a woman on a bike whom we had asked directions to a craft market was so willing that she turned around and led us to the place. Another instance was a woman selling beer in a kiosk who offered me one for free. I've experienced several instances where people were nice to me.



**Which places did you find the best beaches? How was the experience like?**

The cleanest beach I've come across is the one at the Keta area in the Volta Region. There's another one in the Central Region; I call it my private beach because most of the time, there's nobody there. It's in a town called Mankoadze. Also the beach at my hometown, Busua; it's fantastic. It gives off this romantic ambience. The most exhilarating beach experience for me is at Lou Moon Lodge in Axim, Western Region. It's a cove so it gives you a private feel. The waves are not too boisterous. The dead trees on the beach as well as some rock formations add some unique beauty to the place.

**What are the best and most memorable gifts you ever bought from any of your travels across the country?**

That would be some woven baskets I bought at Bolgatanga. There was such a wide variety and the talent displayed was amazing. I also went to a market in Tamale where they made leather from animal hide. I was intrigued seeing the raw animal hide and then the finished leather which had been sculptured into an item the next day.

**Which places you have visited so far surprised you the most and why?**

That would be Tanobuase and a place I went to at Afram Plains which had rocks. Rocks really fascinate me. The calmness of the Lake Bosomtwe and the luxury of Zaina Lodge...I will do it again any day.



# Once upon a time

Once upon a time in our Land, there lived Kweku Ananse. If ever there was a character so revered, hated, loved and feared at the same time, it was Ananse. Some say he was greedy, others said he was kind, and many more believed he was the epitome of wisdom.

Time was when Kweku Ananse traversed the land, making the sad happy and the happy, sad. Ananse had a wife; the long-suffering Aso aka "Okonnore Yaa", the wise counsellor and sometimes partner in crime, and of course the quartet sons - big-headed Tikenekene, skinny-legged Nyankronhweaa, pot-bellied Efudohwedohwe and the wise Ntikuma.

Under the trees and by the firesides, many more Ananse stories have been told. Every Ananse story was unique in its own way, a reflection of the unique diversity of Ghana.

Just imagine Ananse as a Tour Guide, guiding enthusiastic travellers through the Savanna belt or as a waiter serving delicious jollof rice to patrons at a beach. Maybe he could sing a lullaby too, soothing the children of the Land.

Ananse was a spider, with a web that connected different parts of our heritage. Ananse was a tourist too, travelling through West Africa and eventually to the Caribbean where he became a symbol of the slave resistance and survival.

In some modern versions of Ananse stories, we hear of her daughter (probably born out of wedlock) called Anansewa. Ananse symbolises our unique culture, our heritage, our rhythm of life.

Tourism in Ghana is deeply rooted in our folklore, one dominated by the spirit of Kweku Ananse - the creative genius. This is deeply reflected in the creativity of our Arts, our Music and our People.

visitGhana

Explore vibrant landscapes, go to  
[www.visitghana.com](http://www.visitghana.com)



MINISTRY OF TOURISM,  
ARTS & CULTURE





#MYACCRA  
*Street view*



# 8 coolest must-see landmarks

## Independence Arch

Located in Osu, a suburb of Accra, the Independence Arch embodies one of the national monuments in remembrance of the 6th March 1957, as the previous British colony Gold Coast was released into independence and the new Republic of Ghana was founded.



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## Jamestown Lighthouse

Situated at the center of one of the oldest districts in the city of Accra, Jamestown lighthouse is 24 meters (112 ft) above sea level, with a visibility of 16 nautical miles (30 km). It gives people the opportunity to view the James Fort, the Bukom district and the Ussher fort at a distance.



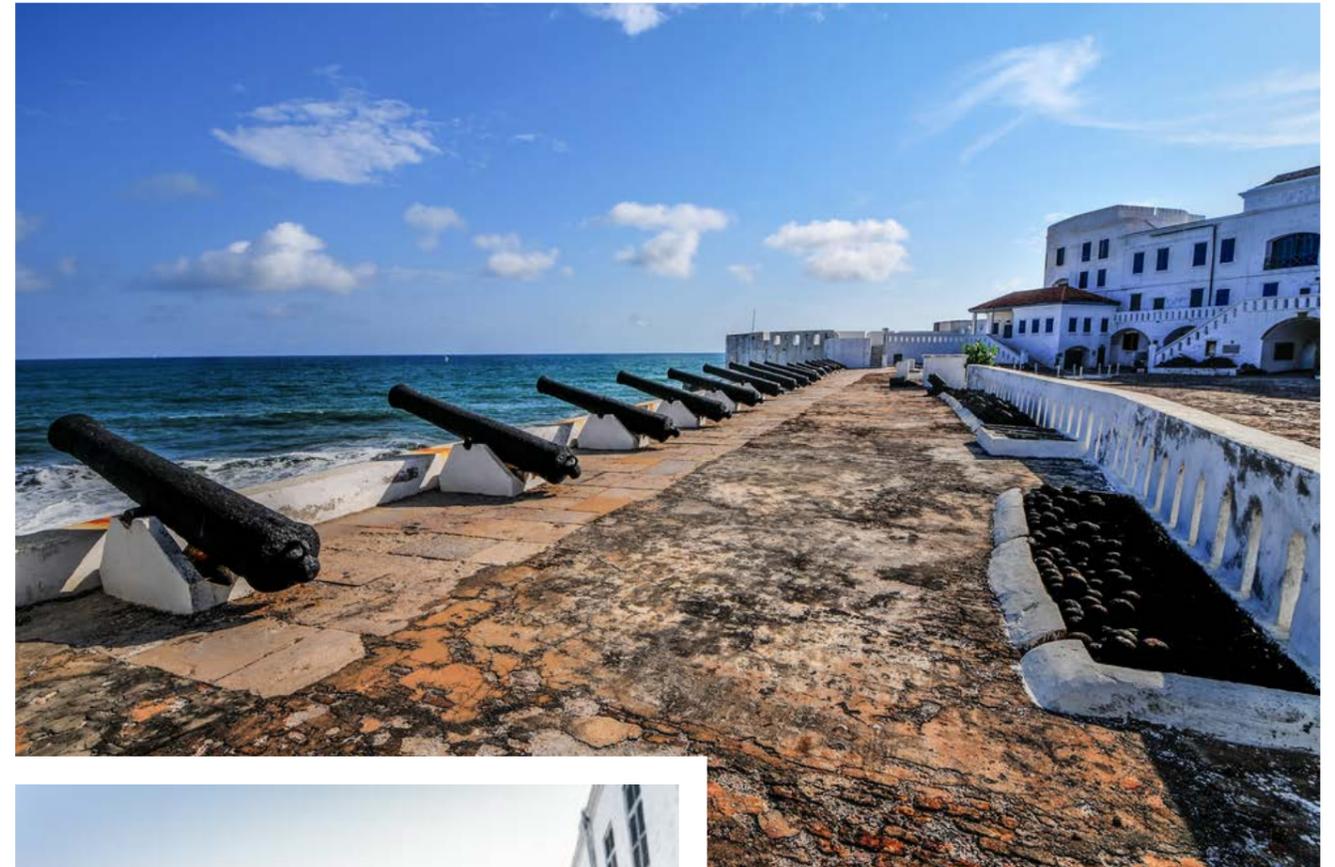
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## Black Star Gate

The Black Star Gate is part of the Independence Square opposite the Independence Arch; bordered by the Accra Sports Stadium and the Kwame Nkrumah Memorial Park. The Independence Square also contains monuments to Ghana's independence struggle as well as the Liberation Day Monument.



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## Cape Coast Castle

Cape Coast castle is one of about 40 slave castles built on the Gold Coast of West Africa (now Ghana) by European traders. It was originally built by the Swedes for trade in timber and gold, but later used in the trans-Atlantic slave trade. It has become one of the sights in modern day Ghana, which when you visit, reminds you of the brutality of slavery.

## Elmina Castle

Elmina castle was erected by the Portuguese in 1482. It was the first trading post built on the Gulf of Guinea, making it the oldest European building in existence, south of the Sahara. The castle later became one of the most important stops on the route of the Atlantic slave trade. Total control over the castle was given to Ghana then Gold Coast by the British after the attainment of independence in 1957. The castle is recognised by UNESCO as a World Heritage Site.



## The Kwame Nkrumah Mausoleum

Also known as the Kwame Nkrumah Memorial Park, it's the last resting place of the first President of Ghana, Osagyefo Dr. Kwame Nkrumah. It is dedicated to him for his outstanding campaign to liberate Ghana (the then Gold Coast) from colonial rule on 6th March, 1957.

## Jubilee House

This is the presidential palace in Accra that serves as a residence and office to the President of Ghana. Jubilee House is built on the site of a building that was constructed and used for administrative purposes by the British Gold Coast Government.



## Larabanga Mosque

Larabanga Mosque is the oldest mosque in the country and one of the oldest in West Africa built in 1421. It has been referred to as the Mecca of West Africa. It is built in Sudanese style, located in the Larabanga village, in the Northern Region of Ghana.

# Eastern Region...

## *...an escape from the capital*

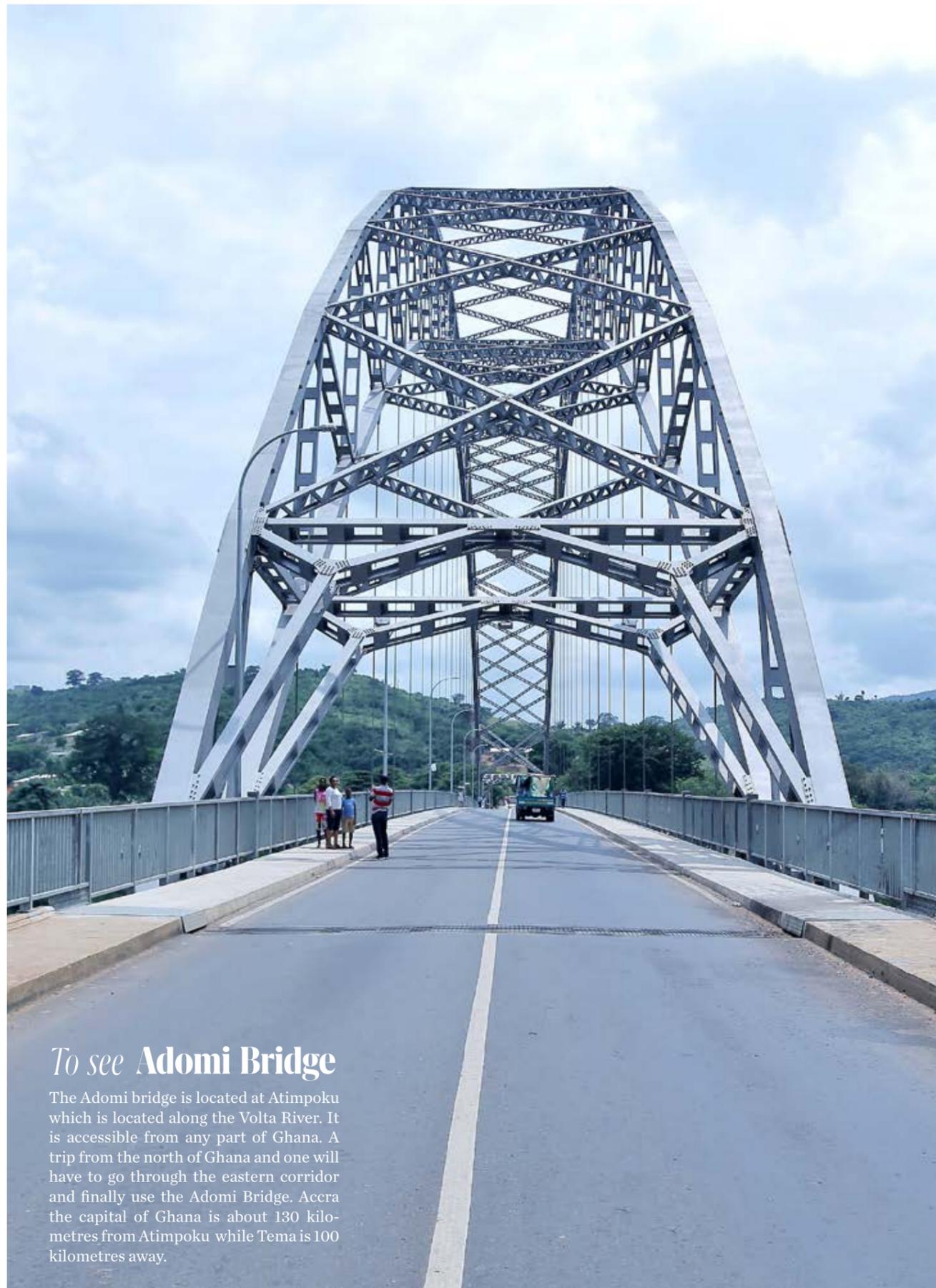
**T**he Eastern Region is located in the southern part of Ghana and is bordered to the east by Lake Volta, to the north by Brong-Ahafo region and Ashanti region, to the west by Ashanti region, to the south by Central region and Greater Accra region. Akans are the dominant inhabitants and natives of Eastern region. Akan, Ewe and English are the main spoken languages. It is also the location of the Akosombo Dam. The region covers an area of 19,323 square kilometres, which is about 8.1% of Ghana's total landform.

The Eastern Region of Ghana is a rich blend of dramatic landscapes, historic relics and traditional cultures. Striking landscapes are overlooked by the Krobo Mountains and the Akwapim Ridge, and the countryside is great for taking strolls. It is famous for its large areas of lush tropical forests, and cascading waterfalls. Fishermen enjoy great sport fishing for tilapia in Lake Volta.

The Eastern Region is home to Ghana's only commercial diamond mine at Akwatia, while the birthplace of our great cocoa industry can be found at Mampong-Akwapim. The regional capital is Koforidua, a pleasant town with agreeable hotels and a busy market.

### **Maritime Club - Akosombo**

The new Maritime Club is located at the edge of the Volta Lake, Volta Region near Akosombo. It has a nice view with a romantic ambience.



*To see Adomi Bridge*

The Adomi bridge is located at Atimpoku which is located along the Volta River. It is accessible from any part of Ghana. A trip from the north of Ghana and one will have to go through the eastern corridor and finally use the Adomi Bridge. Accra the capital of Ghana is about 130 kilometres from Atimpoku while Tema is 100 kilometres away.

*To stay The Royal Senchi Resort*

The Royal Senchi is the first 4-star luxury resort in Ghana. It stands on 35 acres of lush greenery with a magnificent view of the Volta River. It offers a unique blend of fauna, flora, traditional architecture and modernity of the highest standards. Known as West Africa's most romantic hotel destination, The Royal Senchi is also an ideal venue for business meetings, conferences, and other special events.

Each luxury dwelling boasts of a distinctive tribal-meets-elegance décor that will make your stay a treat for the senses.



## To stay Peduase Valley Resort

Located in the valley of Peduase, surrounded by the sights and sounds of nature, The Peduase Valley Resort is squarely centered on providing all guests a refreshing and value for money destination. Its spacious and fully fitted rooms provide exceptional comfort and poise. As a business venue, it offers professional and inspiring functional spaces that are tastefully finished with features that matter. With a Spa, Gym, Pool, Multipurpose Sports courtyard, Restaurant and Bars, your stay at Peduase Valley Resort promises to be enjoyable. It provides an exotic escape from the stress of daily city life.



## To see Akosombo Dam

The Akosombo Dam, also known as the Volta Dam, is a hydroelectric dam on the Volta River in southeastern Ghana in the Akosombo gorge and part of the Volta River Authority. The primary purpose of the Akosombo Dam was to provide electricity for the aluminium industry. The Akosombo Dam was called 'the largest single investment in the economic development plans of Ghana'.



## To see Aburi Botanical Gardens

This lush beautiful garden is situated in Aburi 32 km north from Accra, and is popular with bird and butterfly watchers. It is a great destination for picnics, especially if you set up your blanket under the shade of 160-year old kapok trees.

Spread out over 10 different lawn areas, you'll find statues like the deserted helicopter and carved wood trunks. For food, bring a picnic or you can have lunch at one of the three different restaurants on site.

Visitors are free to tour the park on their own, or have a guided walk to hear about the history, creation, and evolution of botany in Ghana. This is where you can find some of the oldest trees in the entire region.





# Discover

Apart from its hospitable people, Ghana is known for diverse wildlife, old forts and secluded beaches. Get the experience of a lifetime by

# the charm

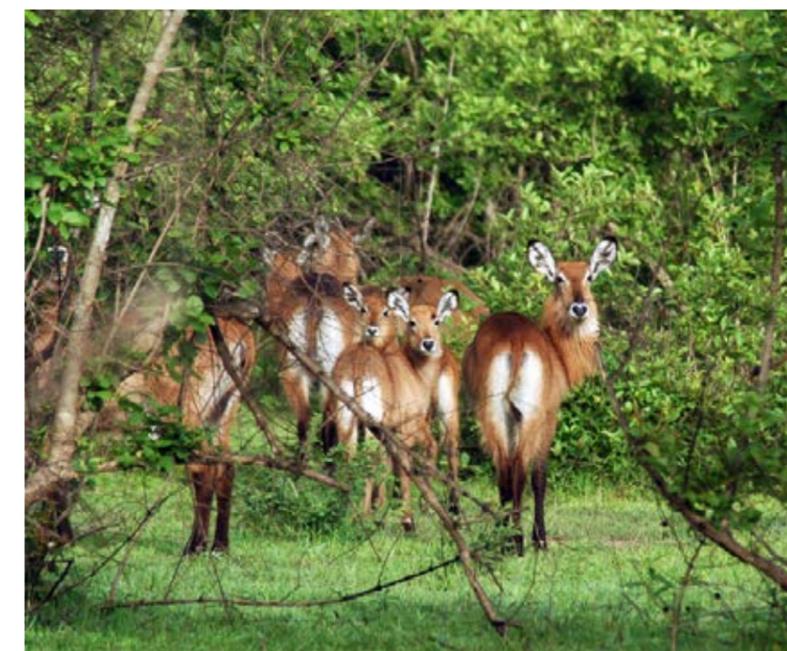
coming up-close with animals in their natural habitat; approachable elephants, troops of monkeys, baboons and hippos from eye level.

# of our safari

## *To see Mole National Park*

Mole National Park is the largest national park in Ghana and provides the best wildlife experience in Ghana. This was the first national park to be established so far and it covers an area of 4,912km<sup>2</sup>. Mole National Park is the only place in Ghana where you can experience elephants in the wild as well as antelopes, bushbucks, monkeys, warthogs, baboons and other smaller wildlife.

Because of the lack of predators, safaris can be done on foot – a unique experience quite different from the vehicle safaris in southern and eastern Africa. To actually walk so close to elephants is an exhilarating experience you will not ever forget! A two-day drive or domestic flight is required to visit Mole.



## To see Wechiau Hippo Sanctuary

The Wechiau Sanctuary is home to hippos, bats, chameleons, hedgehogs and many different types of lizards and snakes. The sanctuary is an excellent place to see birds with over 200 species identified and new sights seen regularly.

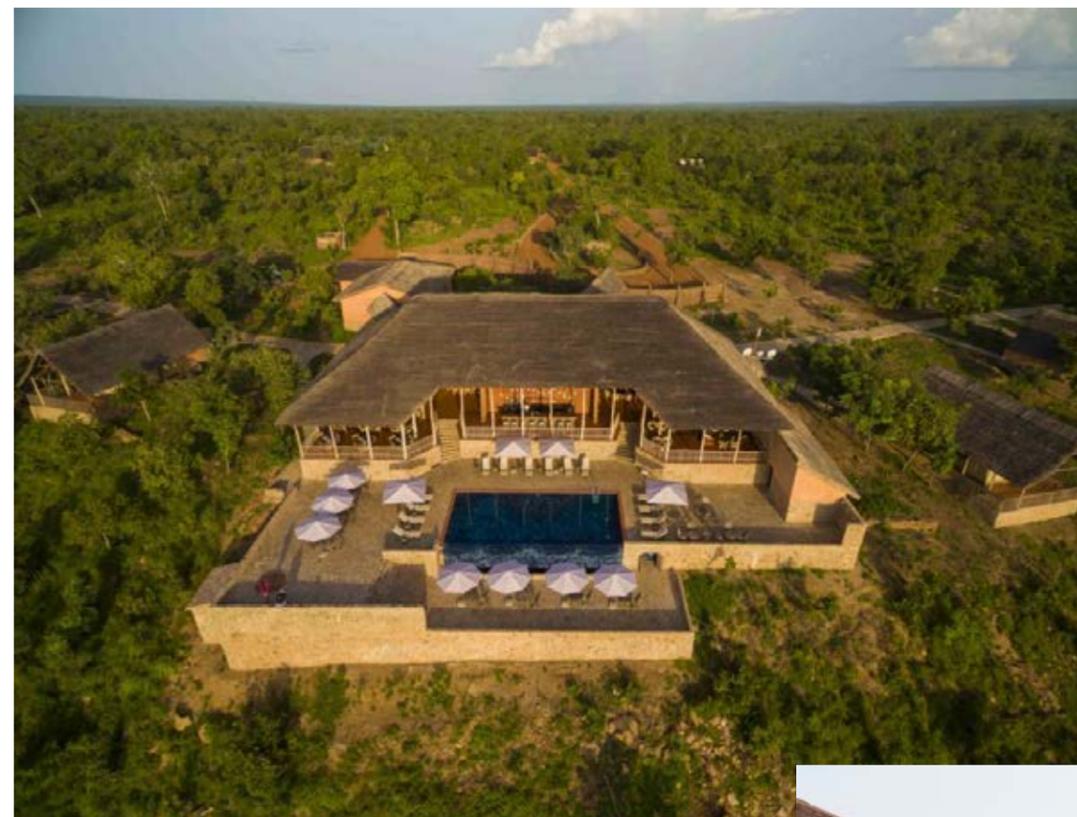


Trek through the many hiking trails, searching for monitor lizards, bats, hedgehogs, pythons, and even chameleons. The best time to see hippos is in the dry season, usually November through June. June through August is a good time to see birds in all their colourful breeding plumage.

Spend the night at the Hippo Hide Tree House and experience one of the best dawn choruses (bird songs) in all of Africa. Drink some Pito (local beer) with the headmen and hear stories of days past or listen to xylophone music.

## To see Shai Hills Resource Reserve

Shai Hills Resource Reserve is about an hour drive north of Accra bordering the Akosombo road. This makes this location one of the closest wildlife viewing areas to Accra and one of the most easily accessible in Ghana. The best time for wildlife viewing is early in the morning. You will get to see baboons and birds, as well as Kob antelope, bushbuck or monkeys. You may choose to go on a 2-hour walking safari where you will get to see troops of olive bamboos. It would take about an hour to drive from here to the Kotoka International Airport over 45.3 km via Accra - Aflao Road.



## To stay Zaina Lodge

Zaina Lodge offers unparalleled service and luxury accommodations in exclusive locations in Ghana's National Parks and community wildlife destinations.



# Explore the Western Region of your dreams

**T**hey say the best comes from the west and here in Ghana, we couldn't agree more. The region is located in the south-western part of Ghana and shares boundaries with the Central, Ashanti, and Brong-Ahafo regions as well as the republic of Cote d'Ivoire. The region has 192km of tropical beaches on the Atlantic Ocean a tropical climate characterised by moderate temperatures all year round.

The Western Region of Ghana is an integrated complex of beautiful safe beaches and exotic beach resorts. It has the largest collection of European trading forts (later used in the slave trade); the highest tropical jungles; numerous mines, picturesque villages and friendly people; old architectural styles and vivacious festivals.

The native people of the Western Region are mostly Akans, speaking various dialects including: Ahanta, Nzema, Sefwi, Wassa, Brosa, and Pepesa. Principal economic activities include agriculture (cash crops and food crops), fishing (commercial and subsistence), and mining and manufacturing. The main exportable produce are cocoa, timber, copra, coffee, rubber/latex, gold, manganese and bauxite.

## To Stay Lou Moon Lodge

This luxurious sanctuary is located in the village of Agyan near Axim, on a 24-acre land covered by jungle and forest. Lou Moon Lodge lies amid a beautiful bay surrounded by sandy beaches. On the shore of this natural swimming pool, protected from the ocean waves by an enchanting peninsula, the Lodge provides rooms ranging from peaceful "traveller" rooms to exquisite "executive" bungalows located on a private island. Get to enjoy the open bar and restaurant serving world-class cuisines. Their quality user-friendly service, caters for the well-being of its guests, in a comfortable and relaxed atmosphere.



## To Stay Maaha Beach Resort

Located in the Ellembele district, Maaha Beach Resort is a testament of the Nzema vernacular architecture fused into remarkable scenery provided by the Atlantic Ocean and the vast ecological landscape. It is the perfect getaway for leisure located within the rich oil and gas hub of Ghana which shares a border with Cote d'Ivoire, and it is immersed in Ghana's diverse culture, historical sites, arts and crafts.



## To See Nzulezu

It is a village that has been built on stilts above a lagoon. It is essentially one long pier, called Main Street by the locals, with buildings constructed on both sides. One side of the 'street' are living quarters while the other side of the street has businesses, a school, community center and other commercial ventures.

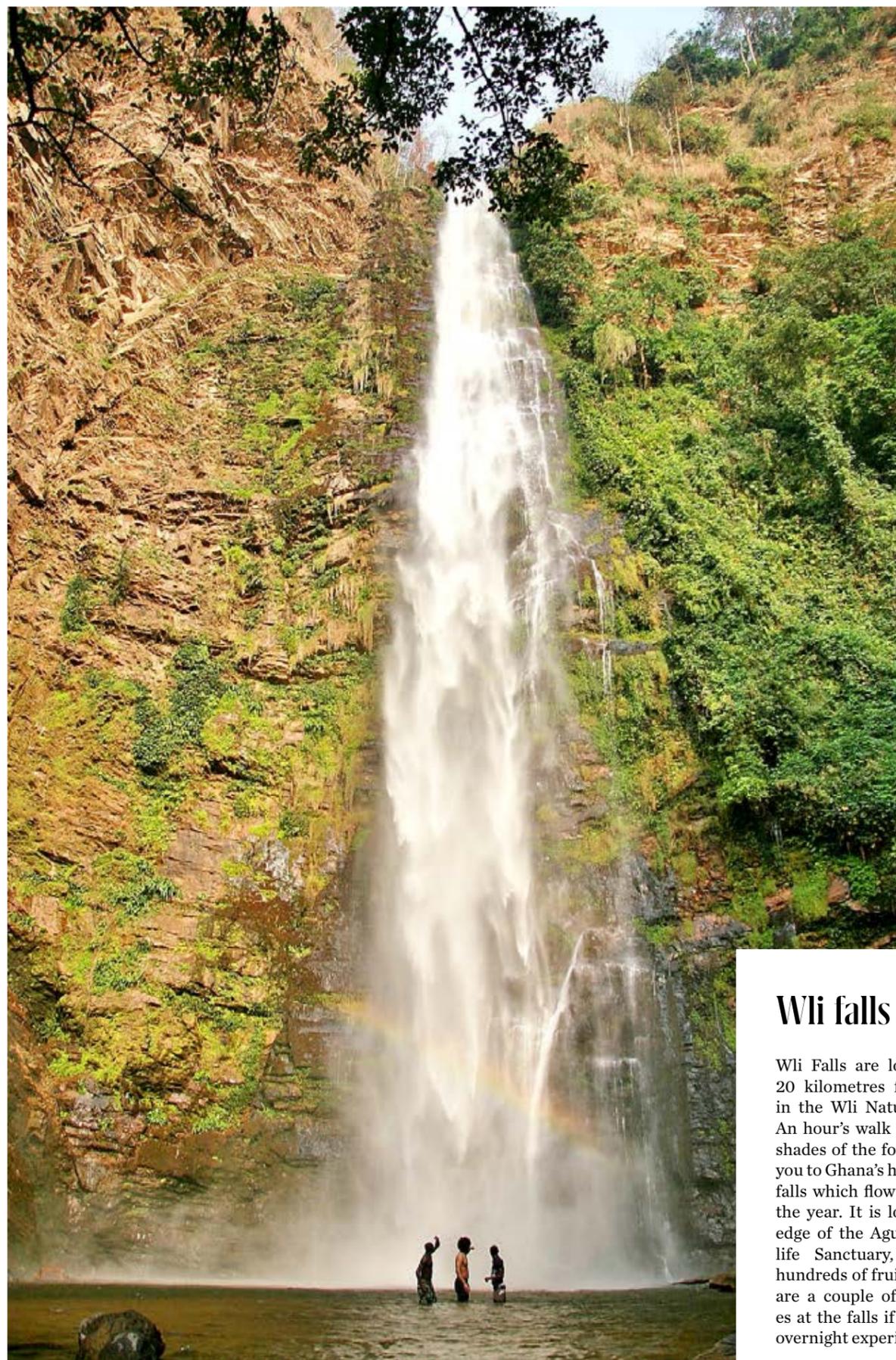
The village of Nzulezu is about a 7-hour drive west of Accra. If you are staying at one of the beaches in the Western Region, such as Busua or Axim, the visit to Nzulezu can easily be done as a day trip.



# Experience the falls

## Kintampo Waterfalls

This seasonal fall is from the Pumpu River which falls some 70 meters down beautiful rocky steps. It has a more festive environment with shade which is suitable for picnics. There are lots of Mahogany trees, some of which have grown beyond 40 meters. Kintampo Falls is also a fine resting place when traveling between Kumasi and Tamale or Mole National Park.

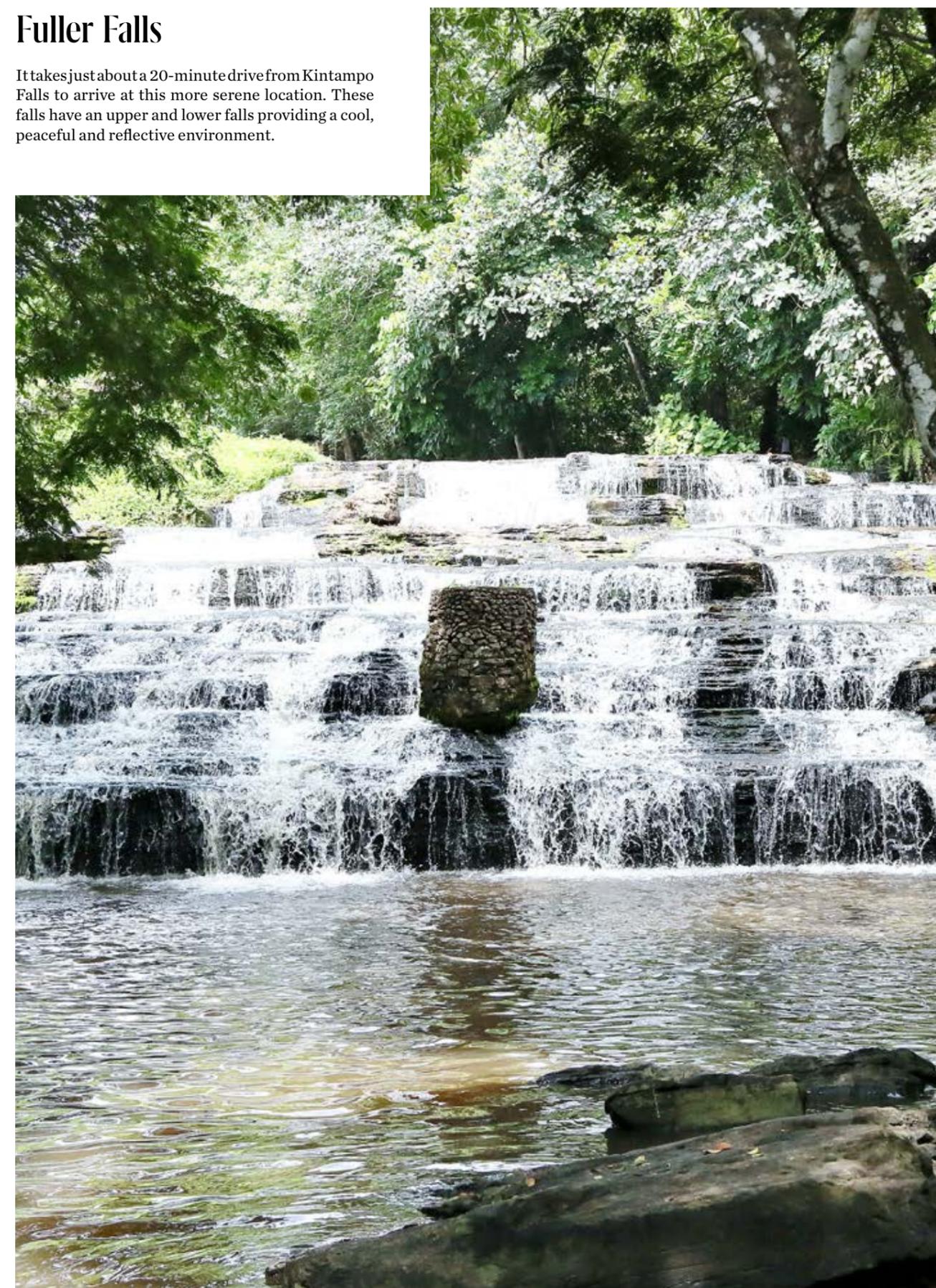


## Wli falls

Wli Falls are located about 20 kilometres from Hohoe, in the Wli Natural Reserve. An hour's walk through cool shades of the forest will lead you to Ghana's highest waterfalls which flows throughout the year. It is located at the edge of the Agumatsa Wildlife Sanctuary, which has hundreds of fruit bats. There are a couple of guest houses at the falls if you want an overnight experience.

## Fuller Falls

It takes just about a 20-minute drive from Kintampo Falls to arrive at this more serene location. These falls have an upper and lower falls providing a cool, peaceful and reflective environment.



# Be adventurous

Do you have a sense of adventure? Do you want to create memories worth reminiscing throughout your lifetime? Then get ready to try the following:



## Experience the Kakum Canopy Walk

It's located at Assin South in the Central Region. Being unique on the African continent, the canopy walkway consists of seven separate bridges that hang from the trees over 130 feet above the ground. Across over 1,000 feet of walkway, it looks like a traditional rope bridge made from the materials of the forest. The sturdy spans are made of wire rope, aluminum, and wooden planks, and even have safety netting to keep people from plummeting off the trail. Don't be scared, it's very safe to do the walk.



## Cruise the Lake Volta

This is the largest man-made lake in the world. Take a scenic drive to Akosombo port to embark on a cruise on the Lake Volta. Relax and enjoy the calm of the lake and warmth in the beauty of the mountain scenery. You will also get the opportunity to watch different kinds of birds while cruising.



wlablack / Shutterstock.com

## Go on a coastal canoe fishing tour

Visit James Town and get to experience how the people traditionally use canoes for fishing. The locals are known for their frequent daily fishing activities as well as giving both locals and visitors the opportunity to join in on a day's fishing experience. Experience pushing out and rowing the long hard-built canoes, casting out nets, and rowing the canoes back to the shore. You may join a large number of people to manually pull the nets back to shore with lots of singing and cheering. End the tour by learning how the women preserve the fishes caught from the sea.

## Visit the Paga Crocodile Pond

This is a sacred pond in Paga, situated in Bolgatanga in the Upper East Region of Ghana. It is the only place in Africa where you can interact with huge but harmless crocodiles. The only thing they will need from you is a fowl. The crocodiles are so docile that you can touch, caress or even sit on them. Don't forget to take your camera with you as visit the only place on the planet where you can pose for your memorable photos, sitting and holding the tail of some of the biggest reptiles in the world.



# Beach Days

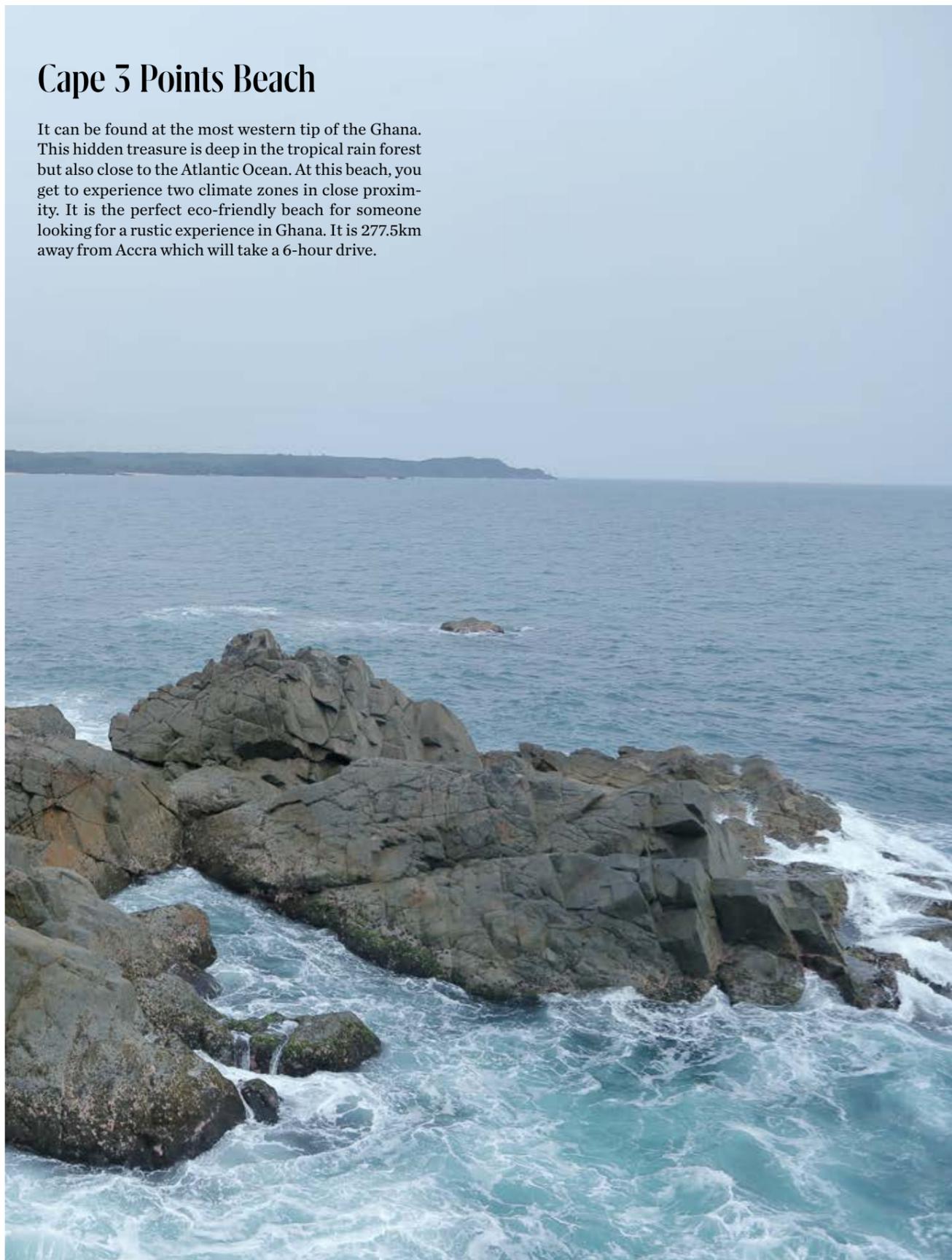
Ghana's coastline stretches 560 kilometres (350 miles) from Aflao in the Volta Region all the way to Cape Three Points in the Western Region. There are many beautiful beaches to experience along this coastline; where you can bask in the shade of palm trees after a warm swim in the sea.

## Labadi Beach

It is one of the most popular and well-patronised beaches in Ghana, located in the capital city of Accra. Both locals and foreigners love this place for its night-time parties by bonfires. It is approximately 8.5 km and 23 minutes away from the Kotoka International Airport.

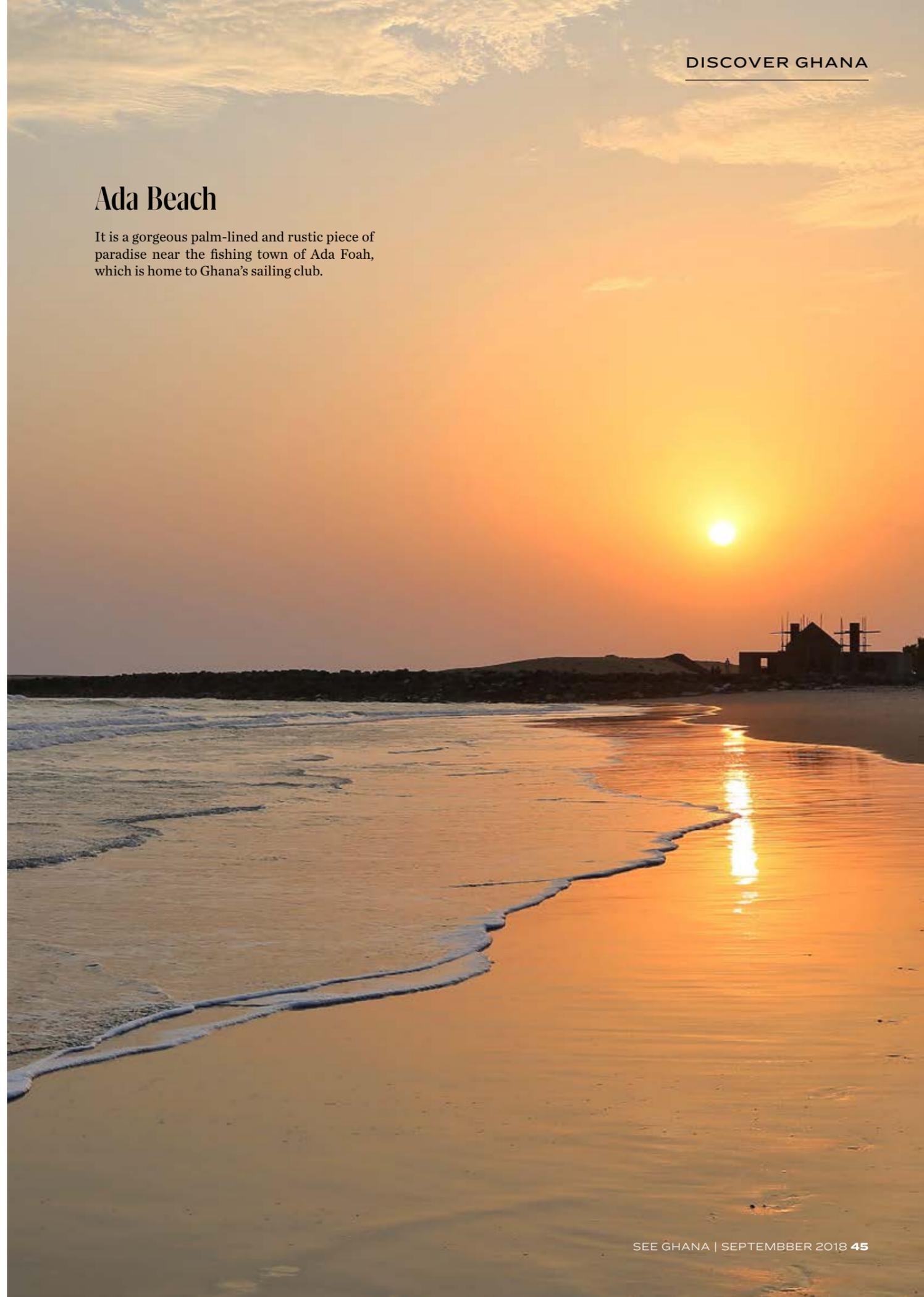
## Cape 3 Points Beach

It can be found at the most western tip of the Ghana. This hidden treasure is deep in the tropical rain forest but also close to the Atlantic Ocean. At this beach, you get to experience two climate zones in close proximity. It is the perfect eco-friendly beach for someone looking for a rustic experience in Ghana. It is 277.5km away from Accra which will take a 6-hour drive.



## Ada Beach

It is a gorgeous palm-lined and rustic piece of paradise near the fishing town of Ada Foah, which is home to Ghana's sailing club.



# A night in the city

**A**ccra is never boring and that is because the city has it all; from jazz bars and dancing clubs, to historic pubs and sports bars.

All a visitor needs to know is that nightlife areas are spread across the city, and they are not hard to find. Nightlife out here is quite lively during weekends and around holidays. You can always find friendly people around to also hang out with. Osu, which is in the heart of Accra, is by far the swingiest part of city for entertainment. Many of Accra's best nightclubs can be found there.

All night dancing takes place around Kwame Nkrumah Circle, the part of the city that never sleeps. But in the last few years, East Legon has managed to catch up.



## Party the night away - the Accra style!

### Skybar25

The rooftop of the Alto Tower is home to SkyBar25 which includes a restaurant, and lounge featuring a blue-lit bar and comfortable seats. The bar is usually members only and is sometimes closed for private events.



### Champs Sports Bar & Grill

Champs Sports Bar & Grill is one of the best hangouts that captures the essence of Ghanaian excitement. Located on the plush premises of Paloma Hotel, Ring Road, it specialises in three things- good times, good drinks and good food. There are die-hard fans of sports, good music, and surprises. From football fanatics to casual sports fans, Champs is everything you expect from a sports bar and more. You can time your visit to watch a Champions League match on one of their many HD projectors and experience just how loudly and passionately Ghanaians support their team.

### Vine Lounge

This can be located at the Best Western Premier Accra Hotel at the Airport Residential Area and it offers a great variety of food, cocktails and events all based on the most fashionable food concept at the moment. But where Vine Lounge really thrives is their extensive list of innovative cocktails, wines and champagnes. The hugely popular weekend V'brunch day parties, are filled with champagne and more. The Vine Lounge also has unique weekly events, including live jazz music on Wednesdays and on Thursdays, craft cocktail offers lessons based on your favourite spirits and mixers. Fizz Fridays starts the weekend off with premium prosecco.



*The list of nightlife hotspots is, indeed, endless. Aside the above mentioned places, there are equally good hubs as AM & PM Villagio Alto, Twist Night Club at Labone, Zen Garden, Firefly Lounge Bar, Republic Bar, Vienna City Accra, Plot 7 in Osu Nyaniba Estate, +233 Jazz Bar & Grill and Paparazzi at East Legon. There is also Honeysuckle at Osu, Coco Vanilla, Coco Lounge and more.*



# Wear Ghana

Wearing our traditional outfits the urban way

The inimitable fashion niche created by Ghanaians predates back to the pre-colonial era where the earliest type of Ghanaian fabric used for clothing, was made from the bark of a tree, known to Akans as Kyenken which was absolutely devoid of any western adaptations. Now the African fashion industry has transcended into more elaborate diaspora and is being portrayed with an astonishing blend of foreign culture. This brings out the modernity in our known aboriginal dressing styles to the world.

Traditional outfits especially the African prints (real Hollandais) have been enjoying a roaring resurgence as a more refreshingly modern remix on our prints is progressively evolving. The ornate urban designs of our beautiful prints adorned by our people is such a sight to behold particularly on Fridays and at our marriage ceremonies. Amongst several sensitive initiatives, one that we have adopted as a nation is the acceptance of traditional Friday wear by many institutions.

This is a dynamism propelled by erstwhile President Kufuor years ago and its relevance now to the local producers, African designers and costumers are just phenomenal. In an era where globalisation is at its peak, our traditional outfits are now globally patronised and being put on the map. Our designers are designing local prints into breathtaking suits and dresses. Beads are now as rampant as harmattan bushfires, both young and old treat the wearing of beads as an effortless touch of tradition regardless of the occasion. Words can never do enough justice to how beautiful the modern Ghanaian bride and groom look, adorned in their concretely vibrant ceremonial attire at their unions.

It was heartwarming seeing that the critically acclaimed Black Panther movie had a shred of Kente in it. It's even more inspiring that the First Gentleman of the land is mostly seen in the traditional outfits at national events televised for global viewership. The classic way of wearing it was 'kaba and slit' for women and a cloth for men, however we can now boldly say there is presently a blend of current and conventional designs which eventually has had the local ensemble gaining popularity on the globe.

Our media personalities are flaunting themselves in traditional outfits in all manner of urban designs. These individuals are ambassadors for projects outside and across the African continent where they are seen in these beautiful local prints. Their influence on the youth especially is unrivalled and their activities may be raking in money into their individual pockets; however, Ghana is the eventual winner when these local prints are seen worldwide and have foreigners patronising them.

The recently held winter Olympics in Sochi (2018) was a spectacle when the Ghanaian contingent was fully dressed in their Kente with a myriad of swanky designs.

One of the biggest mediums and widely reaching platform enhancing and projecting the modernised trend of traditional outfits is social media. This platform has greatly enhanced the projection of our culture through these local outfits to the global world.

Traditional outfits are simultaneously projecting our culture as a people and also booming production. The world is now witness to our smocks and Kente as our traditional leaders on most if not all trips abroad, are in beautiful trendy handcrafted versions or full regalia of traditional outfits. This directly and indirectly draws attention and arouses interests of foreigners who through tourism, purchase uber-modernised traditional outfits. Official and social gatherings are now flooded with guests in traditional outfits and the graciousness with which individuals wear them now is just refreshing.

Moving onwards and upwards, it is imperative that we unapologetically wear our traditional outfits, our love for traditional outfits can only be a trump card and a springboard to the belief in local products and Ghanaian identity. Wear Ghana could possibly be a leader in this regard!



# Tourism Ambassadors





Okyeame Kwame



Dada Kwaku Duah



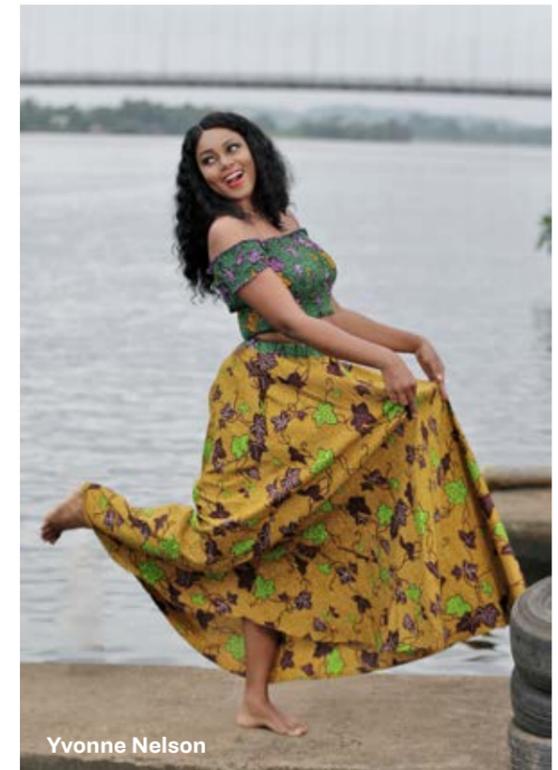
Andrew Amoh



Nana Adu Koranteng



Kwame Afrifa Mensah



Yvonne Nelson



Sherifa Gunu



Steven Fiawoo



Fancy Gandam



Kaakyire Kwame Appiah



PaJohn Bentsifi and Yvonne Nelson



Lucky Mensah

# Ghana hosts Africa

## Africa Tourism Leadership Forum 2018

The Africa Tourism Leadership Forum (ATLF) is a Pan-African dialogue platform that brings together key stakeholders from Africa's travel, tourism, hospitality and aviation sectors to network, share insights and devise strategies for sustainable travel and tourism development across the continent, while enhancing Brand Africa's equity.

The Africa Tourism Leadership Forum is aimed at providing a permanent platform for innovative leadership dialogue to drive sustainable growth in Africa's tourism economy. This Forum will also serve as a platform to exchange ideas and network amongst the number of stakeholders from the continent. It is also to optimise industry leadership alliance to take charge in driving growth in intra-Africa tourist arrivals, to give new drive to innovative leadership in pursuit of the creation of opportunities for all Africans through tourism, while inspiring and motivating young tourism and women entrepreneurs.

There will be a Masterclass in Sustainable Tourism Product Development and Business Tourism and presentations from business leaders, panel discussions by business executives to openly discuss the challenges and opportunities in terms of sustainable tourism and to unleash innovation for sustainable travel and tourism sectors in Africa.

The inaugural Africa Travel and Tourism Leadership Awards is also aimed at recognising game-changing individual and groups initiatives such as; leading progressive policy-making and business practices, thought leadership,

innovation, sustainable investments and public-private-community partnership, that are helping to ensure that brand Africa still has a positive narrative around it.

The Awards categories include: Leading in Progressive Policies' Award; Outstanding Entrepreneur Award; Women in Leadership Award; Outstanding Leisure Tourism Destination Award; Outstanding Business Tourism Destination award; Outstanding Airline Award; Outstanding Africa Tourism Media Award; Champion sustainability award and destination Africa-Lifetime Award.

The Africa Tourism Leadership Forum and Awards will serve as a gathering of leaders to dialogue, recognise innovation and celebrate progress. It will again serve as a single voice, unifier and advocacy platform for Africa's tourism leaders to put a spotlight on the continent's tourism economy.



# Retail therapy



## Achimota Retail Centre

The Achimota Retail Centre is a shopping centre located at Dome near the St. John's Grammar School, along the Accra – Nsawam Highway in the Greater Accra Region. It sits on a total land area of 35,790m<sup>2</sup> of which 14 622m<sup>2</sup> constitutes the trading space. It consists of over 45 shops including Shoprite and Palace.



## West Hills Mall

Designed for excellent access and visibility, West Hills Mall is situated in a rapidly developing middle-class residential area, which is a 30-minute drive from the Accra CBD; 20km from Accra Mall in the east. Excellent access is provided via a dedicated underpass bridge structure from the highway to the shopping centre. It is anchored by Shoprite, The Palace and Edgars among others. There are many gifts and specialty shops, electronics stores to choose from as well as banks and a movie theatre for entertainment.



## Accra Mall

This was Ghana's first world class shopping centre with over 20,000 sqm of shopping and entertainment. It houses various clothing boutiques selling glamorous African-inspired fashions, global sport brands and high-end jewellery outlets. You can also find a food court which has a fried chicken eatery and a good African restaurant, plus other snacky foods. There's a central play area for kids to have fun. Upstairs is the territory of Silverbird, which runs a fairly well-stocked book and music store, and it's also where you'll find Ghana's only multiplex cinema, showing Hollywood, Nollywood and Ghanaian movies.



Discover  
our rich  
culture



# Tune into our traditional folk music

**F**or centuries, traditional music was basically used by the then Ghanaian community for entertainment during storytelling and other social gatherings. This required less technical knowledge in creating a song for the occasion. Gather for yourself some local drum sticks and get the best lead vocal singer and you are good to go. However, the traditional musicology of Ghana is divided geographically between the open and vast savanna areas of Northern Ghana inhabited by Ghanaians of Gur and Mande speaking groups; and the fertile, forested southern coastal areas, inhabited by Ghanaians speaking Kwa languages such as Akan.

The Northern musical traditions belong to the wider Sahelian musical traditions. Music in the Northern styles is mostly set to a minor pentatonic or chromatic scale and melisma plays an important part in melodic and vocal styles. Popular traditional instruments that were used in playing traditional music included

Gyil or Balafon, like a Xylophone based in Northern Ghana; Seperewa a harp-lute, which is traditionally used by the Akans. The formational body movements with the accompaniment of hand gestures formulated the dancing that moved with traditional music.

Costume wise, the men came in bare-chested most often, with a wrap of African print cloth beneath their hip area. Women were seen dressed up in African fabrics, but the style differed in terms of ethnicity. The humming, clapping, cheering, energetic dance moves with meaning accompanied by smiles brought much delight and excitement to every gathering that had a feature of traditional music. Out of traditional music composition came our now Ghanaian affirmed music 'Highlife', which in the late 90s was composed by Highlife legends such as; the late Osibisa, Amandzeba Nat Brew, Gyedu Blay Ambolley, Daddy Lumba, Kojo Antwi and more.



Taste our food  
GHANA ON A PLATE



**Jollof Rice**

This rice dish cooked with tomato gravy is one of the most enjoyed meals by locals and foreigners alike. Served with some salad/cole slaw, chicken thighs, meat and/or eggs, your taste buds are about to go on a pleasure ride!



**Fufu**

This meal is very popular delicacy among the Akans in the Ashanti Region. It looks like an island in a bowl. It's typically presented as two smooth round balls of pounded plantain and cassava/yam/cocoyam surrounded with soup (light soup, groundnut soup, plam nut soup, kontonmire soup etc.) with assorted meat and fish on top. With enough soup, the fufu is bound to go on a smooth cruise down your throat.

**Banku**

Stemming from the same family as Kenkey, it's prepared from fermented corn dough and cassava dough. It is mostly preferred by the Ewe, Fante and the Ga tribes but also eaten among other tribes in Ghana. Most people enjoy it with hot pepper sauce with shrimps, fried fish or grilled tilapia or okro stew with assorted meat and fish.



**Waakye**

This rice and beans dish originating from the Northern part of the country, is the perfect brunch/lunch to fill your tummy for a considerably long time. When you have it garnished with cole slaw, spaghetti, avocado, eggs or any other protein with pepper sauce, you know you're good to go.



# The best movie locations

**G**hana can boast of several captivating sites that can serve as locations for movie shoots. For natural reserve sites, the options are numerous. We have the Kakum Nature Reserve, Owabi Wildlife Sanctuary, Lake Bosomtwe, Wli waterfalls etc. Beaches like the Cape 3 Points beach, Busua beach, Bojo beach among others are very clean and serene and can be a great location for movie or TV content.

Ghana is also known for her Elmina and Cape Coast colonial slave trade castles which have been well maintained. The famous Nzulezu stilt village and the Larabanga Mosque are unique locations as well.

For a typical African busy market, Makola in Accra and Kejeta in Kumasi are some of the best places to capture all the action. Old

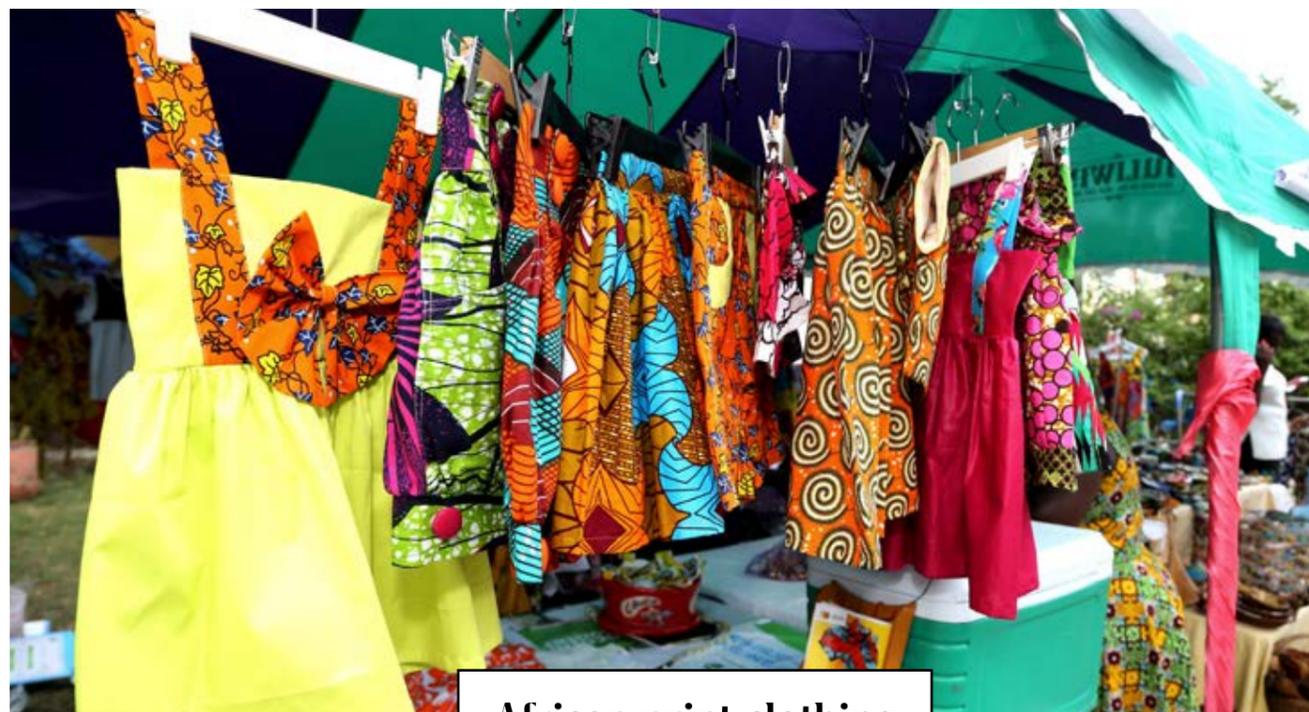
Fadama (Agbogbloshie), a slum in Accra is also good location for a movie set in a typical slum.

Accra features restaurant curiosity, the Green Plane, located inside an old DC-10 plane. This operates from the defunct Ghana Airways McDonnell Douglas DC-10, which had been in operation as a passenger jet between 1983 and 2005. The restaurant serves staple Ghanaian dishes. The restaurant has been well received locally and would serve as a great location for movie shoots.

Ghana has hosted productions such as *Beasts of No Nation* which has won international awards. The film was shot at locations in Koforidua and Ezile Bay at Akwidaa in the Eastern Region of Ghana.

# Take a piece of Ghana with you

When you get to visit another country, it's kind of expected to get some gifts for family and friends back home, right? Well, in Ghana, there are several quality indigenous items you can get for those you want to share your experience here with.



African print clothing

African print inspired fashion is now in vogue. You can find shoes, bags, accessories made with African prints with varying patterns and designs to buy on the streets of Accra as well as in shops.

## Smock

A Ghanaian smock is a plaid shirt that is similar to the dashiki, worn by men in Ghana. There are also female versions of it. The smock is also called a fugu or a batakari in the Northern Region, dansika in Frafra, futik in Kusaal both in the Upper East Region.

## Fabrics

Ghana is known for its beautiful and symbolic fabrics and would make a great gift for that special someone.



## Kente

Kente is a brilliantly colourful fabric, entirely hand-woven by Ghanaian weavers. The brilliant colours and intricate designs associated with Kente have definitely made this fabric the best known of all Ghanaians, and perhaps even all West African textiles. Every design has a story with a proverbial meaning, giving each cloth its own distinction.

Kente cloth is usually worn for ceremonies, festivals, and other sacred occasions. It is also given as a gift for weddings, child naming ceremonies, graduations, and other special events.

## Chocolates

We are not just a cocoa producing country; we actually make chocolates and they are delicious!



## Golden Tree Chocolate

This is one of the brands which have stood the test of time in Ghana. It includes Kingsbite, Oranco, Akoafo, Coffee Choc, Portem Nut, Portem Pride and Tetteh Quarshie enjoyed by kids and adults alike. Golden Tree is also known for their delicious spread, 'Choco Delight' and chocolate Dragee or pebbles.



# The game changer

## Ghana's Marine Drive Project

President Nana Addo Dankwa Akufo-Addo cut the sod for the construction of a US \$1.2 billion Marine Drive Tourism and Investment Project in Accra in December 2017. The Marine Drive Project, from its construction to the operational stage, is expected to employ some 150,000 people.

The project, situated on a total of 248 acres of land, is a Public-Private Partnership, expected to boost local tourism and create jobs, especially to those within the catchment area, and increase economic growth.

According to the architects and planners, the interests of the public had been factored into the design with a network of well-connected, multi-use public spaces that fitted with the surrounding communities. They have put in place a network of well-connected, multi-use public spaces, to fit with the surrounding communities.

## AT A GLANCE

### Population:

28.21 million (2016)

### Capital:

Accra

### Area:

238,540 square kilometres (95,416 square miles)

### Borders:

Burkina Faso, Ivory Coast, Togo, Atlantic Ocean

### Climate:

Tropical

### Official Language:

English

### Adult Literacy Rate:

76.6% (2016)

### Form of Government:

Multi-party democracy with elections every 4 years

### Population Growth:

2.5 per cent

### Independence:

March 6, 1957

### Creation of Republic:

July 1, 1960

### Currency:

Ghana Cedi (Exchange rate depends on market trends)

### Main Economic Activity:

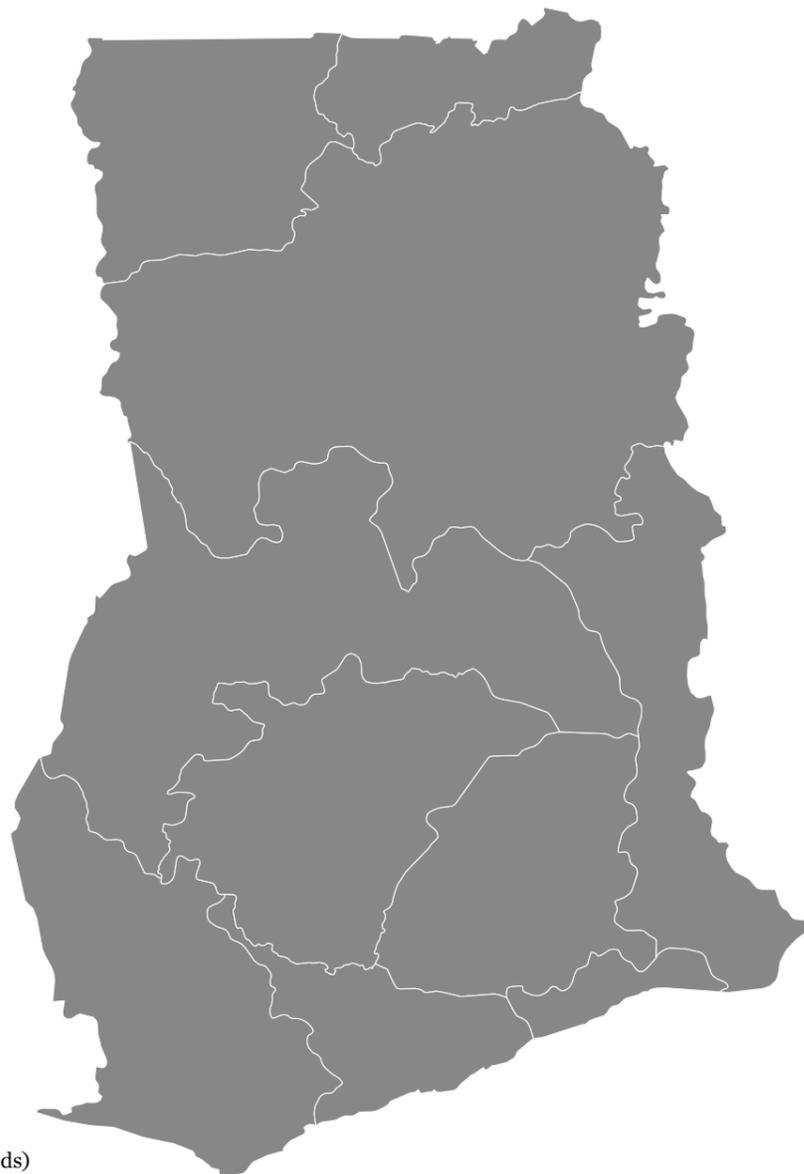
Agriculture, Mining, Tourism

### Main Exports:

Gold, Cocoa, Forest products, non-traditional exports

### Types of Tourism:

Cultural, Historical heritage, Eco-recreational and conference, business and convention tourism



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