

Newsletter

# OKWANTUNI



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# INTRODUCTION



**T**he Ghana Tourism Authority was established by Tourism Act 2011 (Act 817) as the main governmental agency with responsibility for promotion of sustainable development of the tourism industry both locally and internationally.

As the implementing agency of tourism policies, the GTA promotes and markets tourism both in Ghana and abroad including publication of tourism publicity and promotional material, participation in fairs and exhibitions and organization of special events, carry out research and studies on trend in the tourism industry both home and abroad to aid decision and policy making, facilitates the development of tourist facilities and products, regulates tourism enterprises namely accommodation, food and beverage, travel and tour, charter flight operations etc., through registration and inspection, classification and licensing.

This newsletter is designed to educate and inform the public and agencies of the Ghana Tourism Authority and commit to service excellence.

# GTA WELCOMES NEW CHIEF EXECUTIVE OFFICER

The Ghana Tourism Authority (GTA) held a maiden meeting to welcome its newly appointed CEO, Mrs. Maame Efua Houadjeto, on Monday, February 3, 2025, at the Head Office.

Mrs. Houadjeto succeeds Mr. Akwasi Agyeman who was present to welcome her.

During the meeting, Mrs. Houadjeto expressed her deep gratitude for the warm reception, stating that she was honored to lead the GTA. She emphasized her commitment to promoting Ghana's rich cultural heritage and natural beauty, urging management and staff to work collaboratively as a team to drive the growth and development of the tourism industry in Ghana.



Notably, Mrs. Houadjeto is the second female CEO of the GTA since its establishment as the Ghana Tourist Board (GTB) in 1973, and the first female CEO since the GTB became an Authority under the Tourism Act, 2011 (Act 817).



# GTA WELCOMES NEW MINISTER OF TOURISM, CULTURE AND CREATIVE ARTS

The Ghana Tourism Authority (GTA) held a meeting on, 4<sup>th</sup> February, 2025 to welcome the new Minister of Tourism, Culture and Creative Arts, Hon. Abla Dzifa Gomashie. The meeting forms parts of activities marking her assumption of office as the sector minister.

In the meeting held at GTA head office, Hon. Gomashie expressed her gratitude and acknowledged the roles each agency under the ministry plays in promoting destination Ghana.

She challenged management and staff to work collectively and harmoniously to make Ghana a destination of choice domestically and internationally.

She expressed her excitement to work with GTA and willingness to explore ways in which we can work together to drive growth, innovation, and excellence.

The staff and management congratulated her and expressed their gratitude for the interactive engagement and guaranteed their commitment to working closely with her for a better Ghana.



# GTA CEO VISITS SOME TOURIST SITES IN ACCRA

The Chief Executive Officer of the Ghana Tourism Authority, Mrs. Maame Efua Houadjeto, paid a working visit to some sites in Accra on Wednesday, February 5, 2025. The sites included Nationalism Park, Accra Recreational and Leisure Centre (Geese Park) and the historic Kwame Nkrumah Memorial Park.

Mrs. Houadjeto expressed satisfaction with the potential of these sites, emphasizing that effective management would significantly enhance Ghana's tourism sector and increase receipts.

The visit ended at the Accra Tourist Information Centre, where she engaged with GTA staff and stakeholders, including the Tour Operators Union of Ghana (TOUGHA) and the Royal Chiefs Association.

Mrs. Houadjeto was accompanied by her two deputies and some directors and staff of the Ghana Tourism Authority.



# CEO VISITS THE CENTRAL REGIONAL OFFICE

The CEO of the Ghana Tourism Authority, Mrs. Maame Efua Houadjeto paid a working visit to the central regional office on Thursday, 6<sup>th</sup> February, 2025. During the visit, the CEO interacted with staff, acknowledging their hard work and dedication to promoting tourism in the central region.



# TOUR UNION OPERATORS OF GHANA (TOUGHA) PAYS COURTESY CALL ON GTA CEO

The Tour Operators Union of Ghana (TOUGHA) paid a courtesy call on Maame Efua Houadjeto, CEO of the Ghana Tourism Authority (GTA), to foster a collaborative relationship through public-private partnership.



The visit aims to strengthen the partnership between TOUGHA and GTA, promoting a robust tourism industry in Ghana.

This collaborative effort will facilitate the growth of the tourism sector, creating opportunities for economic development and job creation.

# GTA LAUNCHES 2025 NATIONAL CHOCOLATE WEEK CELEBRATIONS

The Ghana Tourism Authority (GTA), under the auspices of the Ministry of Tourism, Culture, and Creative Arts, and in collaboration with COCOBOD and the Cocoa Processing Company (CPC) has launched the 2025 National Chocolate Week Celebrations on Friday, February 7, 2025, at the Jake Obetsebi Lamptey Hall of GTA's Head Office.

The event was held under the theme "Eat Chocolate, Stay Healthy, Grow Ghana" and the sub-theme "Chocolate for All: Taste, Share, and Care."

Mr. Ekow Sampson, Deputy CEO (Operations) of the GTA, representing the CEO, Mrs. Efua Houadjeto, stated that the celebration aims to promote local consumption of cocoa products during the month of February.



The launch was attended by representatives from COCOBOD, the Cocoa Processing Company, the GTA, the Tourism Society of Ghana, the Hotels Association of Ghana, the Ghana Tourism Federation, the Tour Operators Union, and other stakeholders.

Instituted in 2005, this annual celebration coincides with Valentine's Day to boost domestic consumption of Ghanaian chocolate and cocoa-based products.





# GTA AND COCOBOD PAYS COURTESY CALL ON NATIONAL CHIEF IMAM

A delegation from the Ghana Tourism Authority (GTA) and COCOBOD paid a courtesy call on the National Chief Imam, His Eminence Osumanu Nuhu Sharubutu on Wednesday, February 12, 2025 at his residence in Darkuman-Fadama, Accra.

The visit was part of the National Chocolate Week celebrations, aimed to solicit His Eminence's support and prayers for a successful celebration and to donate chocolates and other cocoa-based products.



# GTA'S MELTING MOMENT: A CELEBRATION OF CHOCOLATE

The Ghana Tourism Authority (GTA) hosted a "Melting Moment of Drinking Chocolate and Other Cocoa-Based Products" on Thursday, 13th February 2025. The event took place at the GTA Head Office Reception, as part of the celebrations marking the 2025 National Chocolate Week.

The objective of this event is to promote the consumption of locally produced Ghanaian chocolate and cocoa-based products.



# GTA PRESENTS CHOCOLATES TO NEWLY APPOINTED MINISTERS

The Ghana Tourism Authority (GTA) under the auspices of the Ministry of Tourism, Culture and Creative Arts, presented Ghanaian Chocolate and other cocoa-based products to newly appointed ministers on February 14, 2025 in celebration of chocolate week. This gesture aims to showcase Ghana's rich cocoa heritage, its significance and promote awareness of the health benefits and national importance of cocoa.

The presentation was made by staff of the marketing department of GTA, representing the Chief Executive, Mrs. Maame Efua Houadjeto as part of the National Chocolate Week Celebrations, under the theme "Eat Chocolate , Stay Healthy, Grow Ghana" and sub theme "Chocolate for all, Taste, Share and Care".

The National Chocolate Week is an annual celebration that highlights Ghana's unique cocoa products and promotes the country as a destination for cocoa-based tourism.



# GTA CLIMAXES NATIONAL CHOCOLATE WEEK IN A GRAND STYLE

The Ghana Tourism Authority (GTA), together with the Ghana Cocoa Board (COCOBOD) and Cocoa Processing Company, sealed the week-long National Chocolate Week celebrations in grand style today, February 14, 2024, at the Kwame Nkrumah Memorial Park in Accra.

At the event, the Minister of Tourism, Culture and Creative Arts, Ablah Dzifa Gomashie, expressed the government's commitment to providing resources, training and market access to help our chocolate industry thrive. She said the Black Star Experience initiative, a flagship programme designed to promote the country's rich cultural heritage, had cocoa as a symbol of national pride and economic strength.



The Chief Executive Officer (CEO) of GTA, Maame Afua Houadjeto, called for more chocolatiers and entrepreneurs to join the value chain to stimulate domestic consumption of cocoa based products. “increase in domestic chocolatiers means more productions there are on the local market, which in effect will better our chances of deepening the local taste and demand,” she said.

The event was attended by traditional leaders, industry players in the chocolate industry, stakeholders and students.

# SCENES FROM THE CHOCOLATE WEEK FLOAT



# CHOCOLATE DAY DIARIES -UPPER WEST REGION

On Chocolate week, the happiness of chocolate was celebrated in the paediatric department of the Upper West Regional Hospital. During the celebration, the regional office donated bottled water, baby diapers, and toilet paper to the hospital. A chocolate drink stand was mounted at the front of the Upper West Regional office of the Authority, sharing the joy of chocolate with the loved ones.



# CHOCOLATE DAY DIARIES-SAVANNAH REGION

The Chocolate week celebration held by the Savannah Region brought joy to the Children's ward at St. Anne's Catholic Hospital in Damongo.



# CHOCOLATE DAY DIARIES -NORTHEAST REGION

The chocolate week was celebrated in the Northeast region, where chocolate bars and water packages were given out at the medical edge of the batter (BMC) in Nalerigu.





# CHOCOLATE DAY DIARIES - EASTERN REGION

The Chocolate Day celebration in the Eastern Region brought immense happiness as chocolates were distributed at the paediatric ward of St. Joseph and Koforidua Central Hospital. This initiative was spearheaded by Dinah Adu Owusu, who serves as the Eastern Regional Director.



TASTE  
68 @ 68

#Taste68A168 #TasteGhana #EduGhana #BlackStarExperience

# CHOCOLATE DAY DIARIES- TEMA OFFICE

Tema office celebrated chocolate week in the paediatric ward at the General Hospital's by sharing chocolate. Staff, wards and children were given chocolate to celebrate the chocolate week as part of the initiative to spread love and promote healthy benefits of chocolate.



TASTE  
68 @ 68

#Taste68A168 #TasteGhana #EatGhana #BlackStarExperience

# CHOCOLATE DAY DIARIES- ASHANTI REGION

**H**earts melted as our Regional Office, led by the Regional Director, Frederick Adjei Rudolph shared chocolates with the brave kids at the paediatric ward of the Maternal and Child Health Hospital in Kumasi.



# CELEBRATION OF CHOCOLATE WEEK IN PARLIAMENT

The Ghana Tourism Authority, in collaboration with the Ministry of Tourism, Culture, and Creative Arts together with its esteemed partners, Ghana Cocoa Board and CPC, hosted a remarkable celebration at Parliament House. The event showcased the rich cultural and economic significance of Ghana's cocoa industry.



# CHOCOLATE DAY AT KOTOKA INTERNATIONAL AIRPORT

On February 14<sup>th</sup>, CEO Maame Efua Houadjeto, together with deputies Mr. Ben Nsiah and Ekow Sampson, distributed chocolate at the Kotoka International Airport as part of the Chocolate Week celebration.



# GTA CEO ENGAGES TOURISM STAKEHOLDERS

**M**rs. Maame Efua Houadjeto, the Chief Executive Officer of the Ghana Tourism Authority, convened a key meeting with the Tourism Sectors Association to talk about the future of tourism in Ghana. The conversation centred on addressing worldwide challenges, encouraging teamwork among all parties involved, and identifying potential for growth. This meeting shows the dedication of the GTA to improving the tourism industry in Ghana and establishing the nation as a top choice for visitor from around the world.



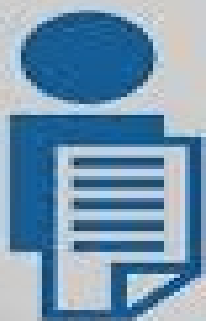
# GTA COLLABORATES WITH V-AFRICA

The Ghana Tourism Authority (GTA), in collaboration with V-Africa, launched V-Africa 2025 on Wednesday, 19th February 2025 at the Accra Tourist Information Centre (ATIC). V-Africa is an international event aimed at bringing together around 4,000 global entrepreneurs, business leaders, and direct selling agents to Ghana. The event seeks to foster entrepreneurship, promote independence, and unlock new opportunities.



GTA's participation in V-Africa 2025 underscores its commitment to advancing MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism and establishing Ghana as a key player in the global MICE industry. The launch event was attended by the CEO of the GTA, Maame Efua Houadjeto, her deputies, and other stakeholders from the tourism sector.

# THE RTI CORNER



RIGHT TO  
INFORMATION

## **W**elcome to the RTI Corner: Uncovering the Truth, One Request at a Time!

Ever wondered how to access the information that's rightfully yours? The RTI Corner is here to bring transparency, knowledge, and empowerment right to your fingertips! Each month, we will delve into the world of the Right to Information (RTI) Act, demystifying the process, sharing useful tips, and spotlighting real-world examples and questions that highlight the power of an informed citizen. Let's unlock the doors of public information together and make the most of this powerful tool!

### **This Month on RTI CORNER:**

"Did you know? Article 21(1)(f) of the 1992 constitution of Ghana guarantees every person the right to access information-empowering transparency, with just the right safeguards to ensure a democratic society thrives!". It is based on this constitutional right that the Right to Information Act, 2019 (ACT 989) was passed by the Parliament of Ghana in 2019, and assented to by the President the same year.

*For more details on the RTI, visit <https://ghana.travel/right-to-information-rti-act-gta/> or reach out to the RTI officer via email at [rti.gta.gh@gmail.com](mailto:rti.gta.gh@gmail.com).*





**#ExperienceGhana #ShareGhana**



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