

# **PRESENTATION ON THE TOURISM INDUSTRY IN GHANA**

*by*

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**ON THURSDAY, 30<sup>TH</sup> MARCH**

**AT KEMPINSKI HOTEL, ACCRA**

**TIME: 9:00 A.M.**



# PRESENTATION OUTLINE

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- Introduction
- Tourist Industry, Significant in Ghanaian Economy
- Investment Opportunities
- Ghana's Competitive Advantage
- Way Forward
- Conclusion

# INTRODUCTION

- Tourism, has become a global and highly competitive socio-economic and environmental activity in both developed and developing countries. In Ghana it is the fastest growing industry that stimulates other sectors in the national economy, such as agriculture, transport, manufacturing, real estates, industries and others.



# **TOURISM INDUSTRY, SIGNIFICANT IN GHANAIAIAN ECONOMY**

- It is an important vehicle that can be harnessed by developing countries to speed up their drive towards socio-economic transformation.
- The industry is a labour-intensive and support diverse and versatile labour market, they provide small-scale employment opportunities, such as Travel and Tours, Accommodation Food & Beverage, Transportation, Attractions, Craft Villages, Events & Conferences, and many more, which help to promote gender equity.



# **TOURISM INDUSTRY, SIGNIFICANT IN GHANAIAN ECONOMY**

- Tourism has been known to diversify economies, create jobs, generate revenue for governments and stimulate businesses.
- Aviation plays a central role in supporting tourism. In Africa, an estimated 5.8% people are employed by influx of overseas visitors, most of whom arrive in the region by air, and contributed \$46billion to GDP in African economies in 2014.
- The importance of strategic air links cannot be understated; business, leisure, and tourism all require reliable, affordable, frequent connections to key destinations in order to flourish and grow.

# TOURIST ARRIVALS

|                           | 2010    | 2011    | 2012    | 2013    | 2014    | 2015    | 2016    |
|---------------------------|---------|---------|---------|---------|---------|---------|---------|
| Arrivals ('000)           | 746.5   | 821.2   | 903.3   | 993.6   | 1,093.0 | 1202.2  | 1,322.5 |
| Receipts (US \$' Million) | 1,406.3 | 1,548.3 | 1,704.7 | 1,876.9 | 2,066.5 | 2,275.2 | 2,505.0 |

Source: National Tourism Development Plan

# Gross Contribution to GDP

|     | 2012 | 2013 | 2014 | 2015 |
|-----|------|------|------|------|
| GDP | 4.8  | 4.7  | 4.7  | 4.8  |

Source: National Tourism Development Plan

## EMPLOYMENT IN THE TOURISM INDUSTRY (2012 – 2016)

| Year | Direct Employment ('000) | Indirect Employment ('000) | Total |
|------|--------------------------|----------------------------|-------|
| 2012 | 82                       | 205                        | 287   |
| 2013 | 91                       | 228                        | 319   |
| 2014 | 101                      | 253                        | 354   |
| 2015 | 112                      | 280                        | 392   |
| 2016 | 125                      | 313                        | 438   |

Source: National Tourism Development Plan (2013 – 2027)

# TOURISM PRODUCTS

- Rich and diverse product mix:

Ghana offers a range of unique and exciting natural cultural and historical attractions

- Natural attractions include:

National parks & natural reserves

Scenic mountains and landscapes

Rivers, waterfalls, lakes Pristine beaches, etc



Canopy Walkway , Kakum National Park



Buabeng- Fiema Monkey Sanctuary

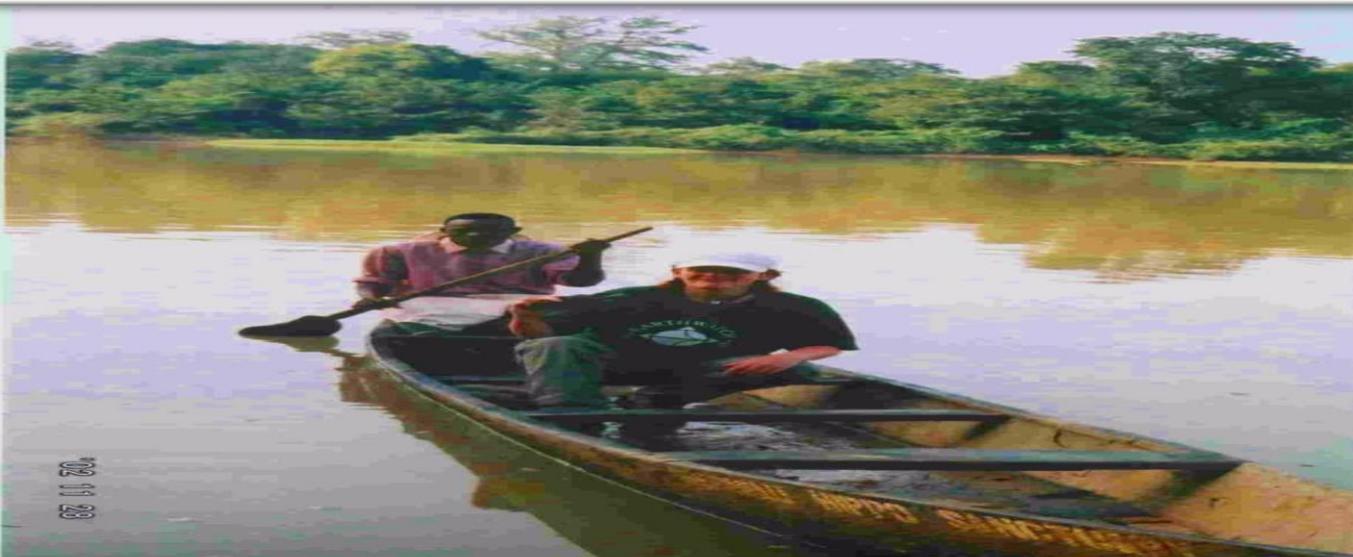


Mole National Park

# TOURISM PRODUCTS- NATURAL (CONTD.)



# TOURISM PRODUCTS - NATURAL (CONTD.)



# HISTORICAL & HERITAGE ATTRACTIONS



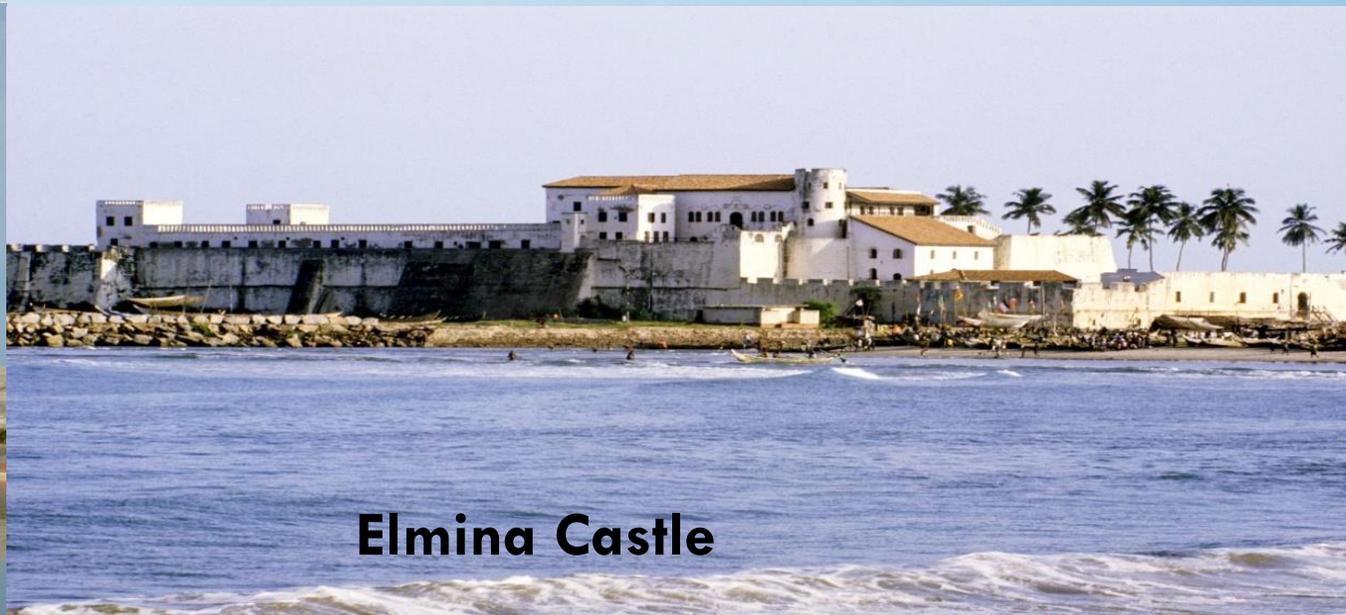
**Cape Coast Castle**



**Obama at Cape Coast Castle Dungeon**



**Kwame Nkrumah Memorial Park**



**Elmina Castle**

# CULTURAL PRODUCTS



# MEDICAL/ HEALTH TOURISM HOLY TRINITY SPA, SOGAKOPE



# SPECIAL EVENTS

Ghana has a number of events with international and domestic appeal. These are:

- PANAFEST and Emancipation day celebration
- Paragliding festival
- Carnivals
- Choral festival
- National festival of arts and culture
- HOMOFEST



# INVESTMENT OPPORTUNITIES

- The increasing number of tourists and the evolving profile of today's traveler demand a host
- of new tourism offering and infrastructure projects. A wide spectrum of investment opportunities arise out of Ghana's long-term tourism plans.

## Marine Drive Project

Development of super structures and infrastructure at the beach front in Accra.

It seeks to plan and develop the entire parcel of land, stretching from the Osu Klottey lagoon (behind the Christiansburg Castle) to the Accra community centre, covering an area of 215.7 acres;



# **MARINE DRIVE PLAN- THE CORE OBJECTIVES**

- Decongest the city centre of non-conforming uses and re-instate a new land use structure befitting the capital city;
- Intensify the use of land to be consistent with the high values of land and also counteract the apparent scarcity of land in Accra; and
- Create an environment to attract high levels of investment in the city centre.
- Re-zone the stretch of land into a tourism enclave.

# INVESTMENT OPPORTUNITIES

## Marine drive project

- Re-zone the stretch of land into a tourism enclave;

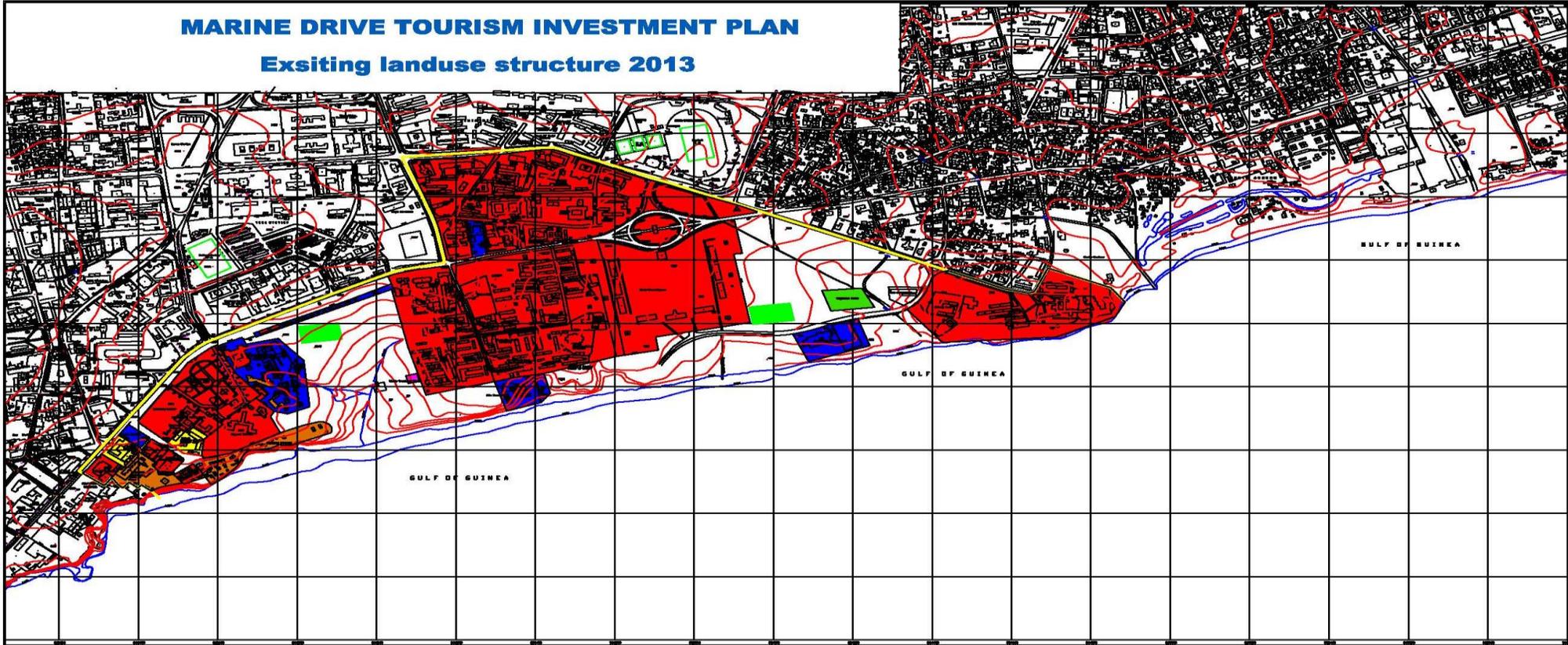
150 Acres of land available with the following :

- Hotel Resorts
- Craft village
- Golf course
- Restaurants
- Coastal reclamation
- Christianborg castle - (rehabilitation, digitalization)



# MARINE DRIVE TOURISM INVESTMENT PLAN

## Existing landuse structure 2013



### LEGEND

-  EDUCATIONAL
-  CIVIC & CULTURE
-  TOURISM
-  OPEN SPACE
-  FARM LANDS

**THE CONSORTIUM**  
Architects, Planners,  
Engineers and Builders



**PROJECT :** Coastal Frontier Redevelopment (Accra Coastal)

**CLIENT :** Town and Country Planning Dept.

**Beneficial Institutions:**  
Min. of Tourism, Culture and Creative Art.  
Min. of Water Resources Works and Housing.

**Consultants:**  
The Consortium (CIHSD)  
Min. of Water Resources Works and Housing.

**Approving Authority:**  
Accra Metropolitan Assembly

Fig 2

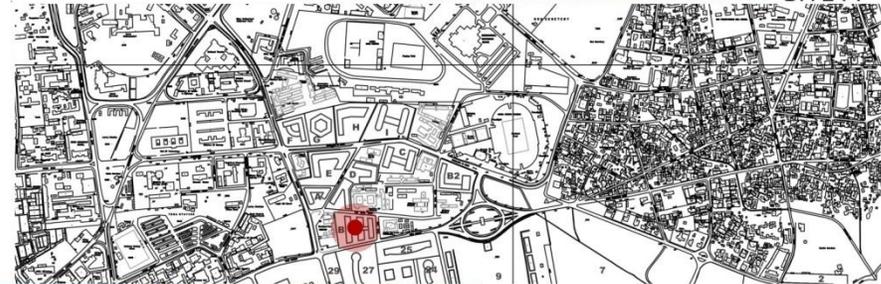
MINISTRY OF TOURISM,  
CULTURE AND CREATIVE  
ART

# THE MARINE DRIVE TOURISM INVESTMENT PLAN

Fig.10

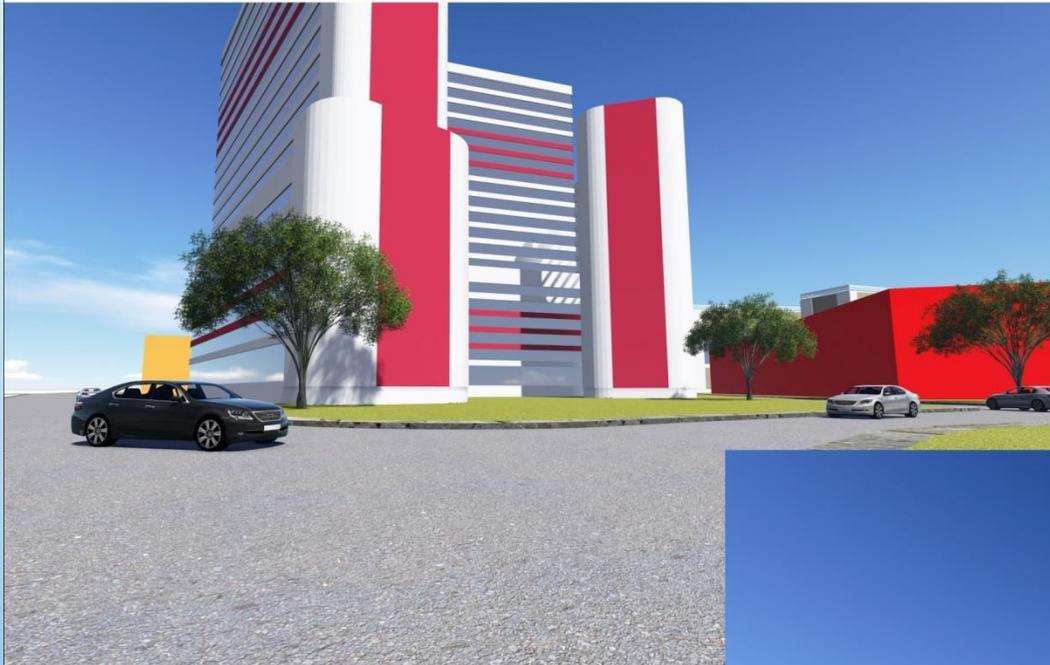


NEW MINISTRIES ENCLAVE  
GOVERNMENT business offices SITE A

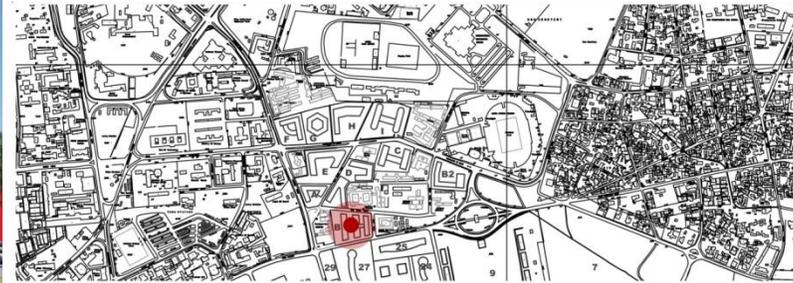


# THE MARINE DRIVE TOURISM INVESTMENT PLAN

Fig.12



NEW MINISTRIES ENCLAVE  
GOVERNMENT business offices SITE B



# **INVESTMENT OPPORTUNITIES TOURIST TRANSPORT FACILITIES/ SERVICES**

- Luxury coaches with wash room facilities
- Carriers for charter flights
- Carriers for domestic flights
- Cable car infrastructure at mountain resorts
- Open air guided bus tours ( inter-city bus tours)
- Cruise boats of various types to be used on the sea, lagoons, lakes and rivers.
- Water sport equipment such as speed boats, surf boats, water-skiing equipment, equipment for angling, scuba diving, surf riding etc.
- Boats or canoes for bird watching.

# AIR TRANSPORT

## Air connectivity

- Air connectivity and affordability has been a major challenge throughout the region. However, various developments have been made towards improving air connectivity and opening Africa's skies.
- This is highly inadequate but there is growing demand for it by both business and holiday visitors requiring quick visits to locations outside Accra.



# AIR TRANSPORT

- It is estimated that over half of international tourists travel to their destination by air;
- Connectivity within the region does not serve the interests of trade and tourism;
- Air service is costly, lacks competition, and is perceived by many to be unsafe;
- Accessing many of the popular tourism destinations is cumbersome due to limited connectivity;



# AIR TRANSPORT

**There is a huge market for the following:**

- Construction of airports because the country has vast stretches of flat lands;
- Provision of light engine planes for charter to game parks, etc;
- Paragliding sites development;
- Provision of air equipment;
- Provision of hot air hydrogen balloons for flying etc.



# LAND TRANSPORT

The needs for Land transport are enormous and include the following:

- Tourist coaches (multi purpose)
- Safari gear and equipment
- Safari vehicles for game viewing equipped with binoculars, nights vision goggles, etc.
- Durable bicycles and tricycles for use by tourist
- Horse-drawn carts or coaches
- Development of toll roads
- Construction of paid washroom on our highways, lorry parks and tourist sites



# ACCOMMODATION

From research findings, the following will be needed to propel the tourism industry in Ghana:

- Small countryside lodges or guest houses
- Camping sites development as well as camping equipment for hills, mountains, coastal areas, waterfall sites, caves, forests, etc.
- Restaurants
- Floating hotels on our lakes
- Beach resorts worth the name with beach facilities.
- Spas or sanatoria for mountainous and beach front areas

# ACCOMMODATION

As of 31<sup>st</sup> December 2015. Ghana has 2,723 licensed formal accommodation establishments categorized into star-rated, guest houses and budgets hotels.

| Year  | Hotels |        |        |
|-------|--------|--------|--------|
|       | Number | Rooms  | Beds   |
| 2010  | 1,797  | 28,058 | 34,288 |
| 2011  | 2,136  | 34,423 | 39,934 |
| 2012* | 2,136  | 34,423 | 39,934 |
| 2013  | 2,228  | 36,749 | 40,176 |
| 2014  | 2,570  | 41,331 | 45,507 |
| 2015  | 2723   | 44,746 | 49,208 |

# HIGHWAY REST STOPS

- **LOCATIONS:** strategic locations across the country
- **DESCRIPTION:** construction and management of one stop facilities (highway rest stop) to offer wide range of services to tourist and traveling public and drivers for their comfort security and safety
- **Investment arrangement:** Public private partnership/joint ventures



# ABURI BOTANICAL GARDEN

- ❖ **LOCATION:** Aburi, Eastern region 20 minutes drive from Accra city
- ❖ **Description:** construction and management of ecologies ,trails and recreational facilities  
( 160 acres of land available) .
- ❖ **Investment arrangement:** public private partnership/joint ventures.



# **NATIONAL HOTEL CATERING AND TOURISM TRAINING INSTITUTE**

**LOCATION:** Accra and satellite campuses in the regions

**DESCRIPTION:** Restructuring and establishment of national tourism training institute in Accra and satellite campuses in nine regions. The institute will run a hotel where students can gain hands on practical experiences.

**Investment arrangement:** public private & partnership/ joint ventures



# MEETING FACILITIES

**Large scale conference /convention/  
events facilities** in Accra, Kumasi, Takoradi,  
Sunyani, Koforidua and Tamale

## **Entertainment / recreational**

- Theme parks & amusements parks in the cities
- Theatres
- Casinos



# NZULEZU VILLAGE

**PROJECT TITLE:** Improving facilities at Nzulezu

**LOCATIONS:** Nzulezu in the Western Region

**DESCRIPTION:** Improving Visitor facilities of Nzulezu  
Village

**INVESTMENT ARRANGEMENT:** Public Private &  
Partnership/ Joint Ventures



# Development Of Efua Sutherland (Children's) Park For Recreation Purposes

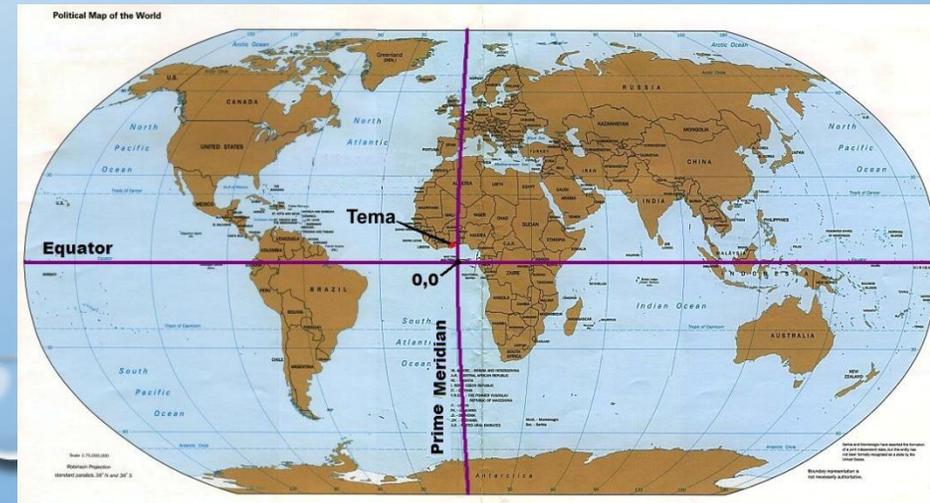
## Facilities to be provided at the park

- Walkways
- Sitting Areas
- Cafeteria
- Lavatories
- Parking area
- Water fountain/water rides
- Computer laboratory for children etc.



# Branding Ghana as Centre of the World

- Ghana is identified in the World as the **“THE NEAREST DRY LAND TO THE CENTRE OF THE WORLD”**.
- Our nation’s unique geographical position was determined following the world declaration of Greenwich as the prime meridian on 13<sup>th</sup> October, 1884 in Washington DC.
- We stand to be counted among nations of the world, for instance, France is noted the Eifel Tower, The UK for its London Bridge, Big Ben or London Eye, The USA for its Statue of Liberty.



# **GHANA'S COMPETITIVE ADVANTAGE-** **why Invest in the Tourism Sector**

- Easy accessibility to Ghana: - open sky policy, increased airlines flights and frequencies;
- Political and social stability remain favourable
- Uniqueness and diversity of products;
- Offers quality destination with good standard tourism, culture and creative arts products for international and domestic tourists;
- A demonstrated commitment to the philosophy and practice of market liberalisation policies and rule of law;

# **CONCLUSION**

“There is nothing like the experience of being with the wonderful, beautiful, warm and hospitable people of Ghana” said by the UNWTO Secretary General, Dr. Taleb Rifai, in Berlin, 6/03/2015.

**THANK YOU VERY MUCH FOR YOUR ATTENTION**

