



Press release

For immediate release - GTR-PR-25-MB044



Discover the Best of Ghana

GhanaTRVL Partners with Ghana Tourism Federation (GHATOF) to Enhance Digital Travel Experience for Ghana Visitors

Accra – GhanaTRVL.com, a Ghana-based leading digital travel information platform, is proud to announce a Strategic Partnership with the Ghana Tourism Federation (GHATOF), marking a new chapter for Ghanaian tourism. This collaboration is a major step forward in promoting Ghana. This partnership will amplify GHATOF members' online visibility and reach, support tourism business growth, and promote Ghana as Africa's top travel destination. With GHATOF's nationwide network and GhanaTRVL's commission-free subscription model, this partnership allows hotels, travel businesses, tour operators, and activity providers to showcase their offerings directly to both local and international visitors.

Why It Matters

Tourism is one of Ghana's fastest-growing industries, contributing billions to the economy and supporting thousands of jobs. Yet many small and medium businesses are often left behind, struggling to compete with large booking platforms online and offline. GhanaTRVL ensures everyone benefits – from travellers to local businesses, communities, and the country.

Travellers don't just want to visit a place anymore – they want to experience it. GhanaTRVL connects every type of traveller to the real Ghana through storytelling and content that goes beyond the landmarks.

"The benefits of tourism should be felt across all communities. We ensure that also small and medium businesses have a seat at the table and a direct path to market success."
said HC Thomas Okyere, CEO of GhanaTRVL.

GhanaTRVL – Accra office

22 Tangerine Str., behind Trade Fair
Tseaddo, Accra, Ghana
+233 (302) 760 585 | info@ghanatravl.com

I-TRVL – Head office

PO Box 114, 2340 AC, Oegstgeest, The Netherlands
+31 71 808 0227 | info@ghanatravl.com
KVK 68690843 | VAT NL857550494B01

"This partnership is about turning the spotlight to the people and places that make Ghana unique" said Marcel van Bussel, Chairman at GhanaTRVL. ***"Together we're building a sustainable ecosystem for the Ghanaian tourism industry and all of its stakeholders."***

The collaboration combines GhanaTRVL's digital expertise and content creation capabilities with GHATOF's extensive network of tourism stakeholders and industry knowledge to:

- **Improve Digital Tourism Presence:** Leverage GhanaTRVL's SEO-optimized platform to increase Ghana's visibility in international travel searches.
- **Content Development:** GhanaTRVL will work with GHATOF to create comprehensive, culturally knowledgeable content covering Ghana's attractions, showcase verified, high-quality tourism offerings through GHATOF's network of certified operators.
- **Support Local Businesses:** Provide digital marketing support to GHATOF members, helping local tourism enterprises reach global audiences.
- **Promote Sustainable Tourism:** Promote responsible travel practices that benefit local communities and preserve Ghana's cultural heritage.
- **GHATOF members promotions:** Enhanced digital visibility through GhanaTRVL's platform, with featured listings and promotional opportunities for verified tourism operators.
- **Market Intelligence:** Both organizations will share tourism data and insights to better understand Ghana's visitor preferences and travel market trends, for more targeted marketing strategies.
- **Capacity Building:** Joint initiatives will focus on digital skills development for tourism operators, helping them leverage online platforms effectively.
- **Training & resources:** Support on digital marketing, content creation, and guest engagement

"GhanaTRVL is a very welcome innovation", said **Charles Adu Gyamfi**, President at GHATOF. ***"It is in perfect alignment with our mission to develop Ghana's tourism sector even further through collaboration, innovation, and local empowerment."***



The partnership is set to roll out in phases, starting with onboarding key tourism stakeholders and launching regional showcases. GhanaTRVL.com is welcoming partners from across the country.

About GhanaTRVL

GhanaTRVL is a Ghana-based, digital travel information platform dedicated to showcasing the very best of Ghana — featuring local culture, food, events, and adventure—while supporting businesses of all sizes. It is transforming how travellers discover, see, and experience Ghana. The platform is built for good—benefiting travellers, local businesses, communities, and the country altogether. Unlike commission-heavy global platforms, the GhanaTRVL subscription-based model is positioned to capture Ghana's travel market while ensuring 100% of booking revenues stay with local businesses.

About GHATOF

The Ghana Tourism Federation (GHATOF) is the umbrella body for tourism trade associations in Ghana. It works to promote sustainable tourism development, advocate for industry interests, and maintain high service standards across Ghana's tourism sector.

Travellers can explore Ghana's most exciting destinations and experiences at www.ghanatravl.com. Local businesses are welcome to sign up to showcase their services, tell their story and build a strong online presence and be part of Ghana's fastest-growing tourism platform.

For more information about the cooperation or how to join, please visit: www.ghanatravl.com or contact organisations directly.

GhanaTRVL Media contact:

HC Thomas Okyere

GhanaTRVL CEO

press@ghanatravl.com

+233 30 2760 585 / +233 244 266 582

<https://ghanatravl.com>

GHATOF Media contact:

Caleb Kofie

GHATOF Exec. Secretary

exec.secretary@ghatof.org

+233 248 093 798

<https://ghatof.org>