

PRESS RELEASE
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TOURISM IN GHANA DECLINES AMID LACK OF COMMITMENT AND DIRECTION FROM AUTHORITIES

Ghana's tourism industry, once hailed as a pillar of economic growth and cultural diplomacy, is facing a worrying decline. Industry stakeholders are raising concerns over the lack of clear commitment, strategic direction, and consistent domestic marketing campaigns by tourism authorities - factors they believe are at the heart of the sector's current struggles.

Recent observations indicate a fall in both international arrivals and domestic tourism activities. Hotels, tour operators, and related businesses report declining revenues, while iconic attractions see reduced visitor numbers. Stakeholders warn that the absence of a well-structured domestic tourism campaign, coupled with weak leadership focus, has left Ghana's tourism potential underutilised.

Tourism thrives on vision, promotion and leadership. Unfortunately, Ghana's sector is lagging because authorities have not provided the sustained direction or marketing drive required to keep Ghana competitive. Other African nations are moving ahead with aggressive campaigns, while we remain slow to act.

The consequences of this downward trend are significant. Tourism contributes to Ghana's GDP, supports thousands of jobs, and creates opportunities for youth and local communities. Without urgent corrective action, the sector risks further decline, threatening livelihoods and the nation's reputation as a preferred West African destination.

Key Concerns Raised by Industry Stakeholders

- **Lack of Commitment:** Absence of consistent policy implementation and prioritization of tourism in national development planning.
- **Weak Direction:** Limited long-term vision and fragmented strategies for sector growth.
- **No Domestic Marketing Drive:** Failure to sustain nationwide campaigns to encourage Ghanaians to explore and support local destinations.
- **Missed Opportunities:** Inadequate promotion of Ghana's cultural heritage, natural assets, and creative industries.

Stakeholders are calling for decisive action from the Ministry of Tourism, Arts and Culture and the Ghana Tourism Authority, including:

- Launching a robust domestic tourism campaign to drive internal demand.
- Setting clear strategic targets and roadmaps for tourism growth.
- Engaging private sector and community partners in developing competitive products and services.

- Prioritizing funding and resources for destination marketing and infrastructure upgrades.
- Comprehensive training and capacity building programmes with a strong emphasis of customer service

Despite the decline, experts remain hopeful. With renewed leadership, strong commitment, and effective domestic and international promotion, Ghana can turn the tide and reclaim its position as a leading African tourism hub.

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