

# Press release

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Discover the Best of Ghana



## ***ATRN and GhanaTRVL sign strategic MoU to strengthen tourism research and digital visibility in Ghana***

**Accra, Ghana – 14 November 2025** – The Africa Tourism Research Network (ATRN) and GhanaTRVL have signed a Memorandum of Understanding (MoU) to work together on tourism research, hospitality skill development, and stronger online reputation and presence for tourism-related businesses across Ghana.

The signing took place in Accra and was witnessed by **HC Thomas Okyere**, Consul of Botswana and Co-Founder & CEO of GhanaTRVL, and **Mr. Marcel van Bussel**, Co-Founder and Chairman of the Advisory Board at GhanaTRVL. ATRN was represented by its Director and Founder, **Mr. Emmanuel Frimpong**. The partnership marks a major milestone in efforts to align best industry practices with data-driven insights, innovation, and market intelligence, which the tourism sector urgently requires to stay competitive in the global tourism landscape.

The MoU sets out a long-term collaboration for joint research initiatives, digital content development, policy advocacy and knowledge-sharing programmes designed to support tour operators, hospitality providers, students, and community-based tourism enterprises. There is a shared goal: better quality information, better service standards, and better visibility for Ghana's tourism sector.

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## *A Partnership with Purpose*

Here's what this partnership delivers:

### **1. Real Data, Real Insight**

- Joint research campaigns, programmes, field studies, and destination reports built to inform, guide investment, and shape better tourism products.
- Clearer numbers and sharper narratives for governments, businesses, and communities.

### **2. Digital-First Destination Marketing**

- GhanaTRVL's platforms meet ATRN's research and storytelling—amplifying Ghana's tourism offerings to global and local audiences.
- Strategic campaigns, editorial content, and visibility where it matters.

### **3. Capacity that Sticks**

- Co-branded campaigns workshops, training sessions, and webinars tailored for tour operators, hotels, guides, and local tourism businesses.
- Youth and Academic Engagement – Providing opportunities for students and young professionals through internships, research support, and mentorship programmes.
- Joint projects with universities on data, storytelling, and digital content creation.
- Focus areas: customer service, hospitality, tour guiding, digital marketing, sustainability.

### **4. Policy. Promotion. Progress.**

- Driving tourism policy reform, initiatives, and community-based tourism growth through events, publications, and strategic dialogue between all tourism stakeholders in Ghana.
- Stronger online presence for ATRN and its network, powered by GhanaTRVL's digital infrastructure.

**The MoU is built to evolve. Future campaigns and programmes will be added as needed – flexible, focused, and always aligned.**

### ***A Win for the Industry***

Working together means new possibilities to connect careful research, industry voices and practical digital tools in one shared effort.

The ATRN – GhanaTRVL partnership is expected to stimulate greater creativity, encourage entrepreneurship and enhance the quality of Ghana’s tourism storytelling on the global stage. Most importantly, it reinforces the principle that collaboration – not competition – is what will unlock the industry’s full potential. As the two organisations move into the implementation phase, the tourism community eagerly anticipates a wave of new projects, publications and digital campaigns that will amplify Ghana’s presence as a must – visit African destination.

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### ***About the Africa Tourism Research Network (ATRN)***

**Africa Tourism Research Network LBG** is a Ghana-based organisation focused on tourism and hospitality research, policy support and industry knowledge sharing. ATRN brings together researchers, practitioners, public agencies and the private sector to improve the quality standards, relevance and proper use of tourism insights and data across Africa, starting from Ghana.

ATRN highlights the importance of grounding tourism development on evidence-based research. Ghana’s long-term competitiveness relies heavily on updated and relevant data, industry intelligence, and the capacity of local tourism stakeholders to adapt accordingly.

**Mr. Emmanuel Frimpong**, Director and Founder of ATRN emphasizes that tourism policy, product design and marketing should sit on a solid base of research. *“Partnering with GhanaTRVL allows us to connect our studies and findings to a platform that travellers actually use and that businesses recognise. This is a win for everyone in the tourism sector, and for the national brand of Ghana.”*

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### **About GhanaTRVL**

**GhanaTRVL** is also based in Ghana. It provides a Ghana-focused, fast-growing travel platform that showcases places to visit, where to stay, where to eat, tours, events and practical travel advice, while offering subscription-based profiles and support services for tourism businesses across Ghana. The platform was created to help travellers find verified information and to help Ghana's tourism businesses step into the digital space with confidence. It is Ghana based.

The company sees this partnership as an opportunity to grow interest in Ghana as a travel destination, while actively contributing to national tourism growth.

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