

Press release

For immediate release
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Discover the Best of Ghana



GhanaTRVL and African BBQook Association Team Up to Bring Better BBQ and Higher Hospitality Standards to Ghana's Table

Accra, Ghana – 12 November 2025 – Following the initial agreement on 04 June 2025, GhanaTRVL and the African BBQook Association (ABQA) have signed a Memorandum of Understanding (MoU) to help food and hospitality businesses across Ghana level up and link professional BBQ training with stronger online visibility.

This collaboration brings together two key players: ABQA, which trains BBQ professionals to raise the bar on food quality and safety, and GhanaTRVL, a platform helping local businesses get discovered online by travellers from Ghana and abroad.

Shared work towards better guest experiences

The partnership grew out of the Strategic Cooperation between the Ghana Tourism Federation (GHATOF) and GhanaTRVL, signed in April 2025. Through this significant cooperation, registered trade associations and their members gain access to special support on both training and digital promotion.

ABQA focuses on professional BBQ cooking standards, training, and equipment support, helping members deliver safe, consistent, high-quality food service. GhanaTRVL focuses on digital visibility for tourism and hospitality, catering businesses, venues, and travel experience providers across all 16 regions.

Together, the partners aim to:

- Raise service quality and customer experience in BBQ and food businesses
- Help small and growing businesses appear on trusted travel platforms

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- Encourage more Ghanaians and foreign visitors to explore local food experiences

Quotes from the partners

HC Thomas Okyere, Co-Founder & CEO, GhanaTRVL, said:

"Food is often the first memory a traveller keeps from a trip. Through this partnership with ABQA, we want BBQ spots and food venues across Ghana to feel confident about both their skills and their presence online. This way businesses can welcome more guests and keep them coming back."

Mr. William Yeboah, President, African BBQ Association, added:

"Our members care about standards, safety, and flavours. Many run small or medium-sized businesses that do not always show up online, even though they serve great food. This MoU allows us to support them on both fronts: we help them cook and serve better, and GhanaTRVL helps them get seen by more guests and customers."

What ABQA members can expect

Under the MoU, GhanaTRVL and ABQA will:

- Develop joint programmes and campaigns that connect BBQ training with online profile support
- Provide access to a trade association website through the GHATOF-GhanaTRVL cooperation framework
- Offer ABQA members special subscription options on GhanaTRVL with member-only benefits, so they can showcase and promote their venues, menus, and events
- Run joint awareness campaigns highlighting good food safety practice, professional BBQ skills, and hospitable service in Ghana

ABQA will share information with its members and support sign-ups to these programmes. GhanaTRVL will showcase partner features across its platform and network.

Why This Matters for Ghana's Tourism and Food Industry

The cooperation is about "a bigger picture", and is designed to support Ghana's wider tourism goals by:

- Improving guest experiences at food-led venues, festivals, and events
- Encouraging more collaboration between platforms, trade associations, and partners
- Building a stronger reputation for Ghana as a destination for safe, high-quality, proudly local hospitality

Both partners see this MoU as a flexible framework that can grow over time with new programmes, campaigns, and joint activities.

About African BBQ Association LBG (ABQA)

Founded in March 2023 and based in Accra, ABQA is dedicated to professional BBQ standards, training, and growth for individuals and businesses in Ghana's food and hospitality sector.

About GhanaTRVL

GhanaTRVL is a travel and hospitality platform fully dedicated to Ghana. Through editorial content, regional discovery guides, and subscription-based business profiles, GhanaTRVL helps travellers find places to stay, eat, and explore, while giving local tourism and hospitality businesses a stronger, more trusted online presence.

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