

Press release

For immediate release
GTR-PR-25-MB051



Discover the Best of Ghana



GhanaTRVL and Service Excellence Foundation Sign Strategic MoU to Boost Service Quality and Visibility in Ghana's Hospitality and Tourism Sector

Accra, Ghana – 12 November 2025 – GhanaTRVL and the Service Excellence Foundation (SEF) have signed a Memorandum of Understanding (MoU) to work together on raising service standards and strengthening the online presence of tourism and hospitality businesses across Ghana.

The agreement builds on the existing Strategic Cooperation between GhanaTRVL and the Ghana Tourism Federation (GHATOF) and extends key benefits to SEF and its members.

Under the MoU, GhanaTRVL and SEF will:

- Promote higher service quality and professional standards across Ghana's tourism and hospitality sector.
- Support hospitality professionals and businesses with knowledge, tools, and improved online visibility.
- Run joint programmes that highlight good practice in service excellence, customer experience, and tourism business promotion.
- Help attract more visitors to Ghana, build trust by improving both guest experience and the quality of information available online.

A shared commitment to better service and improved online visibility

GhanaTRVL contributes through its digital platform, which showcases Ghana as a travel destination and gives hospitality businesses a dedicated place to present their services to local and international travellers.

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SEF brings long-standing experience in promoting customer service, service quality development, tourism promotion and innovation, education and exchange programmes, youth development initiatives, and industry awards.

Together, the partners aim to lead a more coordinated, stakeholder-driven approach to tourism growth – with businesses, trade associations, educators, platforms, and professionals working towards the same goal – better guest services, more visitors to Ghana, and more opportunities for local businesses.

Benefits for SEF and its members

Through the wider GHATOF–GhanaTRVL cooperation, SEF and its members gain access to:

- Trade Association website for SEF, hosted and maintained by GhanaTRVL while SEF remains an active GHATOF member.
- Discounted GhanaTRVL subscriptions for qualifying SEF member businesses (with extended trial periods and reduced yearly rates on selected listing levels).
- Ongoing online visibility support, including listings, banners, and references to the partnership across all online channels and network, in line with the MoU.

The MoU also makes room for separate, programme-specific agreements, which will set out detailed activities, responsibilities, and any financial arrangements for each joint programme.

Quotes from the partners

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

“Service quality and online visibility go hand in hand. Through this cooperation with SEF, we can support the businesses that work hard every day to welcome guests, while giving them a stronger presence on GhanaTRVL and beyond.”

Mr Caleb Kofie, President of the Service Excellence Foundation, added:

“Our focus has always been on building a culture of excellent service in Ghana’s tourism and hospitality industry. Partnering with GhanaTRVL allows us to connect that work with practical digital tools and much broader promotion for our members.”



About Service Excellence Foundation (SEF)

The Service Excellence Foundation is a Ghanaian non-profit organisation, registered as a company limited by guarantee, dedicated to developing and promoting service quality across sectors, with a strong focus on tourism and hospitality. SEF runs education and support programmes, youth development initiatives, and industry awards that recognise and encourage service excellence in Ghana and across Africa.

About GhanaTRVL

GhanaTRVL is a Ghana-focused travel platform that highlights destinations, experiences, and tourism businesses across all 16 regions of Ghana. Through editorial content, guides, and subscription-based business listings, GhanaTRVL helps travellers discover Ghana and supports local tourism and hospitality businesses with better online visibility and direct connections to guests.

Media enquiries

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