



**UKGCC**  
UK - GHANA CHAMBER *of* COMMERCE

Creating networks, connecting businesses.

## **POSITION PAPER**

# **Hospitality, Travel, and Tourism Sector**

*April 2025*

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## **1. Introduction**

Ghana's hospitality, travel, and tourism sector holds increasing promise as a driver of economic diversification, job creation, and global investment. With international travel picking up momentum in 2024, industry stakeholders reported encouraging gains in visitor numbers and revenue. Nonetheless, the sector continues to face persistent challenges from high operational costs and currency volatility to gaps in infrastructure and coordinated destination marketing.

This position paper, compiled by the UK-Ghana Chamber of Commerce (UKGCC) Hospitality, Travel and Tourism Sector Committee, synthesises the insights and priorities shared during the committee's inaugural 2025 meeting. It sets forth a series of practical policy and partnership recommendations aimed at strengthening Ghana's appeal as a year-round hub for leisure tourism, business travel, and MICE (Meetings, Incentives, Conferences, and Exhibitions) activities.

## **2. Overview of Sector Challenges**

Discussions from the committee meeting identified the following key challenges impacting the hospitality and tourism industry in Ghana:

- Persistent high costs of travel, influenced by taxes and regulatory fees.
- Infrastructure limitations, especially poor roads and inadequate conference facilities.
- Fluctuating foreign exchange rates, affecting pricing and investor confidence.
- Fragmented destination marketing and limited global visibility.
- Insufficient government engagement in promoting policy reforms and public-private collaboration.

## **3. Key Concerns from UKGCC Member Companies**

### **3.1 High Costs of Travel**

Air travel to Ghana remains disproportionately expensive due to multiple taxes, fees, and levies imposed by government agencies, including the Ghana Revenue Authority (GRA) and the Ministry of Finance. These costs are ultimately passed on to travelers, making Ghana less competitive as a tourist and MICE destination.

### **3.2 Infrastructure Limitations**

Members flagged poor road networks and the lack of adequate facilities for hosting large-scale conferences as significant barriers. These infrastructure deficits limit the potential of Ghana's MICE sector and overall tourist experience.

### **3.3 Foreign Exchange Volatility**

Ongoing fluctuations in the cedi-dollar exchange rate create pricing uncertainties and deter long-term planning. For many international operators, the instability affects budgeting, contract pricing, and service delivery.

### **3.4 Weak Destination Marketing**

Compared to peers like South Africa, Kenya, and Malaysia, Ghana lacks a unified and aggressive approach to global tourism marketing. Stakeholders stressed the need for coordinated campaigns that showcase Ghana's cultural, natural, and commercial attractions.

### **3.5 Government Engagement**

There is a strong need for continuous engagement with key public sector stakeholders including the Ghana Tourism Authority (GTA), Ministry of Tourism, and Ghana Investment Promotion Centre (GIPC) to ensure policy alignment, infrastructure investment, and support for private sector growth.

## **4. Recommendations for Policy and Sector Reform**

To tackle the challenges identified and realise the full potential of Ghana's hospitality and tourism sector, UKGCC recommends:

### **4.1 Convening a Multi-Stakeholder Forum**

Organise a forum in Q3 2025 with the GRA, Ministry of Finance, Ministry of Tourism, and GTA to address the cumulative costs of travel and identify regulatory reforms that can make Ghana a more cost-effective and attractive destination.

### **4.2 Develop and Fund a Destination Marketing Strategy**

Work with tourism stakeholders to co-create a national destination marketing plan that includes brand positioning, digital promotion, participation in global trade shows, and diaspora engagement. Leverage UKGCC platforms and UK partners for international visibility.

### **4.3 Advocate for Infrastructure Investments**

Push for targeted infrastructure upgrades particularly roads leading to tourist sites and investments in modern conference facilities. Collaborate with Metropolitan, Municipal, and District Assemblies (MMDAs) and development partners to align investment priorities with tourism growth zones.

### **4.4 Promote Currency Risk Mitigation Measures**

Engage the Bank of Ghana and investment promotion bodies to explore options for reducing foreign exchange risk exposure for tourism businesses, including access to forex hedging instruments and forex retention accounts.

### **4.5 Support Diversified Year-Round Tourism**

Work with public and private stakeholders to promote tourism products that attract visitors outside of peak seasons (e.g. heritage trails, wellness tourism, agro-tourism, and domestic tourism packages), enhancing sustainability and job creation throughout the year.

## **5. Conclusion**

With targeted reforms and stronger collaboration between the public and private sectors, Ghana's hospitality, travel, and tourism sector can emerge as a leading regional hub for leisure and MICE tourism. The UKGCC Hospitality, Travel and Tourism Sector Committee stands ready to support advocacy efforts, facilitate stakeholder engagement, and champion reforms that position Ghana competitively on the global tourism map.

### **About the UK-Ghana Chamber of Commerce (UKGCC)**

The UK-Ghana Chamber of Commerce was established in 2016 to promote trade and commercial partnerships between Ghana and the UK. It supports businesses through advocacy, market insights, networking, and strategic connections to government agencies and international markets. Backed by the UK-Ghana Business Council and the British Chambers of Commerce, UKGCC has twice been a finalist for the BCC's International Chamber of the Year award.

## **About the UKGCC Hospitality, Travel and Tourism Sector Committee**

### **Member Companies:**

1. African Regent (Sector Chair)
2. Kempinski Hotel Gold Coast City
3. British Airways
4. Vibe Consult
5. Wan-Shi Gardens
6. Royal Senchi
7. SLL Journeys
8. Amewode Atlantic Catering

### **Economic Importance of the Sector:**

- Tourism contributes approximately 5% to Ghana's GDP and supports over 500,000 jobs.
- The tourism sector's direct contribution to GDP was 5.5% in 2022, representing about US\$3.5 billion. The Ghanaian government has set a target for tourism to contribute US\$4 billion to the GDP by 2025.
- The hospitality sector plays a vital role in foreign exchange earnings, cultural diplomacy, and infrastructure development.
- UKGCC member companies in the sector represent over \$150 million in investment and serve as key anchors for regional tourism and business travel.

### **For Further Engagement**

### **UK-Ghana Chamber of Commerce (UKGCC) – Hospitality, Travel and Tourism Sector**

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