Ghana’s tourism industry made huge strides in 2019, following the successful implementation of the ‘Year of Return’ Programme.

International arrivals reached 1.13 million, from 956,372 in 2018, a 27% growth which was above the global average of 5%. The average expenditure per tourist increased from $2,708 in 2018 to $2,931 in 2019.

The increased number of travelers to Ghana positively impacted private sector industries such as airlines, hotels, tour operators, restaurants, and art & crafts dealers etc.

With the devastating effect of the COVID-19, Government has introduced interventions to mitigate its impact on business.

A stimulus package of Six Hundred Million Ghana Cedis (US$ 12m) to the private sector to stimulate economic activities of SMEs affected by the COVID-19, (including those of the tourism and hospitality sectors), as well as, a 3 Billion Ghana Cedis facility for larger businesses has been introduced which operators in the sector will benefit from.

The Government, through the Ghana Tourism Development Project, a World Bank funded project, has set aside an amount of Nine Million Dollars (US$ 9m) as grant fund, for interventions to boost the tourism industry to be disbursed as follows:

- Developing Tourism Sites and Destination – US$4m and US$5m for Tourism Enterprise Support Programme (Grant for SME Development).

The modalities for assessing this grant will be announced in the course of the month.

The President of Ghana has also constituted an IMC to assess the impact on COVID-19 on the Tourism and Hospitality sector specifically and prepare a stimulus package to alleviate the impact of the pandemic, protect jobs and ensure the industry recovers post COVID-19.
In order to further support the recovery of the Tourism and Hospitality sector, the President has eased certain restrictions on the operations of the sector and has provided needed guidelines in that respect for compliance by all operations.

H.E Secretary-General of the UNWTO, Zurab Pololikashvili, on behalf of the Hon. Minister for Tourism, Arts and Culture and Government and people of Ghana, I can assure you that we are all in this fight together and together we shall win.

Yes, let’s stay home today but certainly travel tomorrow.

Thank you.