

Ghana Tourism Authority Ex-Staff Association GHATEX Newsletter Vol. 01



THE PLEDGE

We pledge our commitment to the Association's Constitution and will conform to the norms of the Ghana Tourism Authority Ex-Staff Association.

We pledge on our honour to be each other's keeper and to support one another at all times.

We volunteer to serve when the need arises and to maintain respectful and cordial relationships within the Association.

We pledge to give of our best as retirees to the cause of improving and developing Ghana's tourism industry, freely sharing our ideas, experiences and knowledge acquired over the years, so help us God.



Editorial

GHATEX - A JOURNEY OF HOPE, INSPIRATION AND TRANSFORMATION

Conceived during a light banter between five or six friends (who had also been working colleagues for periods ranging from ten to thirty years-plus), the idea to form an Ex-Staff Association of the GTA was planted at the Afrikiko Gardens opposite the Accra Tourist Information Centre[ATIC] some ten years ago.

It is worth mentioning that the seed did not germinate straightaway, rather it took the patience, enthusiasm, commitment and extraordinary belief of a few dedicated individuals in the dream, to nurture the idea to fruition.

Countless combinations of ligamental ideas at meetings with different persons turning up at each meeting, numerous phone calls and personal discussions and interactions later, the spine of the group was formed by the mental muscle strength, and intervertebral resilience of the group.

GHATEX was officially inaugurated in grand style on August 23, 2023 at the refurbished Kwame Nkrumah Memorial Park, Accra under the auspices of the Ministry of Tourism, Culture and Creative Arts and the Ghana Tourism Authority.

Even in its formative stages, the focus of the originators of the idea of forming the association was not only the welfare of members per se, but rather the prevention of the loss of years of valuable skills, vast experience and erudite knowledge in tourism to Ghana's Tourism Sector.

This commitment to continuing contribution to the development and promotion of Ghana's Tourism Sector is reflected in its objective to promote Domestic Tourism among Retirees and Social Groups. This objective has spawned the Association's inaugural project: **ROAD TRAVEL SAFETY AND TOURISM IN GHANA** which is being launched today. This project is designed to drastically improve road travel safety and security for the travelling public in Ghana and encourage more visitation to our tourist sites, events and attractions, and our hope is that Corporate Ghana will support this noble initiative to enhance Tourism and boost Ghana's economy.

The Association is open to all former staff of the Ghana Tourism Authority and its previous derivation {SHTC/STC/NTC/NTB/GTC/GTCB/GTB} so we call on all those who have not joined yet to do so without delay.

Our sincere appreciation goes to all our collaborators, especially GTA, who have assisted us on our two-year journey to date.

May the Almighty bless us all.

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Op Ed: Road Safety, Tourism, and the Infrastructure Gap in Ghana

**By Jennifer Hart, Department
of History, Virginia Tech,
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Email: jenniferhart@vt.edu**

Road safety in Ghana is not simply a matter of driver behaviour. While reckless driving plays a role, the deeper issue lies in the chronic underinvestment in infrastructure. Narrow, poorly maintained roads carrying heavy articulated trucks are a recipe for disaster. Without adequate construction, timely completion of projects, and transparent use of funds, accidents will continue to rise.

Even in countries with stronger systems, what ultimately incentivizes safe driving is the certainty of consequences. In Ghana, however, enforcement is undermined by corruption and outdated systems. Without electronic vehicle registration, automated ticketing, and consistent patrols, drivers know they can evade accountability. As one driver once told me, "People have to fear the law."

Three central issues emerge repeatedly in conversations about road safety:

- **Infrastructure investment** that is transparent and timely.
- **Routine maintenance** to prevent deterioration of even newly built roads.
- **Eliminating corruption** in enforcement, so that consequences are real and consistent.

Educational campaigns are valuable, but they cannot substitute for systemic reform. A parallel advocacy initiative - pushing for transparent construction timelines, ring fenced maintenance budgets, and technology driven enforcement - would give credibility to any awareness program.

Mobility challenges also affect tourism. Many Ghanaians say they avoid leisure travel because everyday movement is already exhausting and dangerous. Why add more stress for pleasure? Beyond infrastructure, there is also a cultural gap: a lack of curiosity about what sites offer. Programs that encourage exploration - such as **tourism passports** where visitors collect stamps at heritage sites - could gamify travel and build pride in discovery.

Operation Keep Right succeeded because it was a clear, symbolic shift with widespread buy in. Sustained behavioural change is harder, but pairing education with advocacy for infrastructure reform and tourism promotion could create lasting impact.

If Ghana is to unlock both safer roads and a vibrant tourism culture, we must recognize that education alone is not enough. Infrastructure, enforcement, and curiosity must move together.

Jennifer first arrived in Ghana 22 years ago as a student at the African Studies Institute, University of Ghana. She is the author of articles in the International Journal of African Historical Studies and the International Review of Social History. Her frequent visits to Ghana, research work and extensive travels in Ghana have encouraged her to pen numerous articles on Urban Development in relation to Ghana's History Culture and Lifestyles. Her recent research covers a wide range of studies on urban transport, infrastructure and urbanisation.



Inauguration of Ghana Tourism Authority (GTA) Ex-Staff Association

Welcome Address by Ms. Adeline Boateng



Hon. Frema Osei-Opere, Chief of Staff of the Office of the president, Hon. Minister of Tourism Ibrahim Awal Mohammed, Dear Patrons, Members of the Diplomatic Corps, CEO of GTA, Directorate, Management and Staff of GTA and MOTCCA, Traditional Rulers, Friends from the Media, Colleagues, Distinguished Ladies and Gentlemen.

All other protocols duly observed.

Agoo!

It is indeed a great pleasure to respectfully welcome you to this special and historic occasion, which is the inauguration of the GTA Ex-Staff Association.

We are so delighted today and I will tell you why. In 2018, a number of former GTA Staff met informally to discuss the idea of forming an association to seek the welfare of members and to assist with the growth of tourism in various ways, although we were no longer in formal employment. Subsequently a Whatsapp group was formed and the meetings continued in earnest until 2020 when it got stagnated because of Covid 19 and other issues.

In the year 2021, we resumed and reached out to many others who expressed interest to join. Currently, we have a membership of 70 with ages spanning between 60 and 83. We look forward to increasing this number

by the end of the year. I am also pleased to inform you that, the association is registered under the Companies Act, 2019 (Act 992). We approached, the CEO of GTA and the directorate, who welcomed us with open arms, encouraged and supported us, trusted us and appreciated our venture. GTA to a very large extent, bought into our dream, held our hands and here we are today for a historic inaugural ceremony.

Our main goal is to create and maintain an effective link between CEO and the former employees of GTA, to promote better understanding and welfare among members and to enable us dialogue on matters of mutual interest with the view of advancing the tourism industry which we love very much and making our expertise and experiential understanding available to the public and private sectors of this dynamic industry. Like aged fine wines, our rich institutional knowledge, professionalism, insights and passion may come in handy and extremely valuable.

Together with GTA, we also aim at coming up with projects which we could discuss and implement. The first of these is in the area of safety on our roads for the purposes of international and domestic tourism promotion, which is key and also encouraging other retiree and social groups to participate in domestic tourism.

As a result, we intend collaborating with relevant agencies to address issues of road travel anxiety in Ghana. We shall therefore be engaging the media, vehicle manufacturing and maintenance companies, the public sector institutions and agencies to come out with appropriate steps to take to make our vehicles and roads safe for the Ghanaian travelling public as well as our cherished international visitors. Of course, road quality, driver education, driver behaviour and attitudes etc. will also be addressed.

We wish to congratulate the Ghana Tourism Authority on attaining 50 years as a public service institution and also wish them the very best in the years ahead. We are also delighted that the inauguration of the ex-staff association has been included in the calendar of events for the 50th anniversary celebrations of GTA.

We therefore wish to welcome you all once again, with heartfelt warmth and gratitude for accepting to join us today for this historic and special event. We look forward to developing a much closer relationship as we develop and appreciate tourism, arts and culture in Ghana.

Enjoy a good day and may God bless us all.

Thank you.



Statement by Doreen Owusu-Fianko

At the Launch of the Ex-Staff Association of Ghana Tourism Authority at the Kwame Nkrumah Memorial Park in Accra on the 23rd of August 2023.

Agoooo!

The Hon. Chief Of Staff , Hon. Min. Of Tourism And Creative Arts, The Chief Executive Of The Ghana Tourism Authority, Former Colleague Chief Executives Of The Ghana Tourism Authority, Practitioners In The Tourism And Creative Arts Industry, Staff Of The GTA, Distinguished Invited Guests, Members Of The Media, Distinguished Ladies And Gentlemen

It is my singular honour and indeed a great privilege to be part of this epoch making occasion which is the formal launch of the Ex- Staff or Retired Staff Association of the Ghana Tourism Authority or the Ghana Tourist Board as it was known then, an institution I proudly served with passion over a couple of decades ago having come from the aviation sector which is intrinsically linked to the tourism sector and a key partner in tourism development.

Hon. Minister, please permit me to remark that I was very elated yesterday to see the commissioning of the Tamale International Airport, a project I initiated when

I was CEO at the Ghana Airports Company about 8 years ago. It is very assuring for me to see progress in the Aviation Industry which I am very passionate about. The commissioning of Tamale International Airport and soon Kumasi Airports are signs of the good things yet to happen in the Tourism and Aviation Industry and a challenge to the tourism stakeholders to harness the immense potentials of tourism in the Northern sectors of the country.

Enough Of My Sentiments And Back To The Reason Why I Am Here Today.

Distinguished Ladies and gentlemen, it is with so much delight that I stand here to make a statement at the formal launch of the Ex-Staff Association of the Ghana Tourism Authority, as a representative of the former CEOs of the Ghana Tourism Authority including one of us OY, of blessed memory, who together made our humble contribution towards the development of the tourism industry in the country during the days of the Ghana Tourist Board which has now metamorphosized to an Authority.

Hon. Minister, as this launch is taking place during the period of the celebration of the Ghana Tourism Authority @50, may I take this opportunity on behalf of the former CEOs to give glory and thanks to the Almighty for a day like this when we have cause to be glad and rejoice for how far the Lord has brought the Ghana Tourism Authority and also to congratulate all who have been part of the growth of this beautiful story of keeping the flame burning both at the public and private sector levels.

I wish to also congratulate the Executive and members of the Ex- Staff Association for this bold step to formally birth and launch the Association which has been in the maternity ward for some time.

Hon. Minister, we have been following with keen interest and in some cases got involved in what has been happening on the Tourism front. A very distinctive observation is the exceptional support and involvement of HE the President in the Tourism sector with the icing on the cake being the first ever Presidential Summit on Tourism which was held in May this year to which most of us were invited.

We are also happy to note the phenomenal increase in tourist arrivals of almost 1 million with corresponding receipts of almost 2.5 billion dollars in the year 2022, representing a 47 % increase over 2021 arrivals. But for what the Fantis will say, "ambodzin covid", we could have experienced higher figures and be counted among the preferred tourism destinations globally. Notwithstanding, Ghana today is also considered as one of the preferred conference Tourism destinations.

Tourism still has immense potential to be the highest foreign exchange earner for the country if harnessed effectively.

Mr. Chairman, in the light of the above developments, it is very exciting and now opportune to have a very vibrant association of ex-staff of the authority which represents a pool of former staff with institutional memory, specialized skills, mentors, trainers, consultants etc. which both the public and private sectors of the industry can take advantage of as this pool of former staff translates into the retention of the wealth of experience garnered over the collective years of active work done in the tourism industry. I entreat the Association to get organized to avail itself of the immense opportunities that come with the huge potential in the development of the industry.

I will also implore the current management team of the Authority to consider the role to be played by Ex-Staff within the value chain of the tourism industry to develop the local capacity of industry practitioners.

By the way Mr. CEO Akwasi, thanks for the GTA @50 cloth which you have given to us gratis and which we have adorned today.

Finally, Mr. Chairman as I conclude my statement I wish once again to Congratulate GTA @50 and most importantly to the Ex-Staff Association of the GTA. God bless Us All.

I THANK YOU.

Leather Beat in Tamale

By **Kofi Akpabli** (kofi.akpabli@gmail.com)



Kofi Akpabli is an academic, tourism consultant and travel writer whose repertoire oozes creativity and inspiration. His scholarly interests include researching and communicating key values of African arts and culture. Whether he is covering a 9/11 memorial on Ground Zero in New York or discovering traditional taboos in Ghana's Upper West Region, human interest is his soft spot. While serving as Principal Marketing Officer with the Ghana Tourism Authority Kofi led international exhibitions to promote Destination Ghana.

Steeped in rich history and Islamic influence, Tamale is easily the fastest growing city in Ghana's northern hemisphere. In terms of status, the next two cities after Tamale are Bolgatanga and Wa. Tamale's leading position comes with an advantage. It serves as a gateway.

The last time I checked this destination is a hub of West African business, especially from next door Burkina Faso. I arrived in the Northern regional capital to experience an ancient traditional vocation- leather making.

In Ghana, Tamale is the NGO capital. All the major NGOs are here. Their operational presence means donor cash, migrant labour and 4-Wheel Drives. With the arrival of people from all parts of the world to work, the face of Tamale keeps changing. The Immigration Service code for the place is Tarmac. And the tarmac at the Tamale airport is getting busier with increased flights that arrive daily.

In response to the economic growth star-rated hotels are springing up. International schools are coming up that are as sophisticated as those found in Accra. Indeed, in Tamale, I have patronised a waachey joint that turned out to be more expensive than your Hajia Special in Adabraka.

But Tamale also has a side that holds on to the old ways. Just like the incredible balance you see on bicycles and motorcycles the town exudes a balanced energy of the traditional and the cosmopolitan. For example, if Accra has now become accustomed to Okadas, here, they are the toys of the street. And in fact, it is women who have tamed the motorcycles. Yes, the ladies are daring with their motorbikes, but their heads are still clad in the customary "mayafi." And when you greet them they bow and chant "naaa."

One section of Tamale that continues with traditional vocations is the Zongo-Mazeema area. The 'Islamised' neighbourhood is just a stone throw from

the central business district. There are no date palm trees here but if you love the tasty woody fruits you'd love this area. Date fruits are displayed in such abundance you are vaguely reminded of a Northern African community.

It is within this setting that you'd discover the leather cottage industry of Tamale. The fellows at the centre of operations are young men who are energetically engaged in various aspects of the leather process. This tannery has been in operations since the 1940s. The leather boys picked up the trade from their fathers who also apprenticed it from their fathers.

The interesting thing is that here, you get to see the process from start to finish.

The procedure begins when the skin is removed from the animal, mostly livestock. The coat is left to dry in the sun for some time. After it has become dry and hard, it is soaked in water over a couple of days.

At this point, the hair and the fat are removed with a blade. The next process involves soaking, drying and stretching to give the material the desired texture and colour.

Plants and other materials are pounded into powder and added to water to make a dye. (In the big compound giant calabashes are filled with coloured water.)

As is common knowledge, a world of items, tools and fashion accessories are derived from leather including hand bags, shoes, belts, bags, sandals, sword shields, drumheads, car seats, jewellery boxes etc.

There is another reason why the tannery business in Tamale is significant. You see, this is Northern Ghana and here, skins really matter. It is a regalia of traditional authority. While chiefs sit on stools in southern Ghana, across the north they sit on animal skins.

Here, skin is king.

Profile: **Owusu-Boakye Frank**

(A Ghanaian Indigenous and Contemporary Leather Artist)

Owusu-Boakye Frank is a distinguished Ghanaian indigenous and contemporary leather artist whose creations harmoniously blend tradition, innovation, and sustainability.

With years of mastery in handcrafted leatherwork, he transforms raw hides and skins into exquisite works of art, ranging from stylish bags to intricate decorative pieces that embody Ghanaian and African cultural narratives.

Deeply inspired by Ghana's rich heritage and the rhythm of everyday life, Owusu skillfully expresses these influences through unique textures, vibrant colors, and creative designs. His commitment goes beyond artistry.

He is devoted to preserving local craftsmanship, empowering young artisans through mentorship, and promoting sustainable creative practices.

Owusu's passion for leather art has also made him an instrumental contributor to the design and production of corporate plaques for both Regional and National Tourism Awards in Ghana, as well as selected international events, particularly in the United States.

Through his craft, Owusu-Boakye Frank continues to champion authentic Ghanaian leather artistry revitalizing indigenous techniques while infusing them with a modern aesthetic that resonates with audiences at home and abroad.





Profile: Gifty Irene Kwansa

Gifty Irene Kwansa is an accomplished professional with an extensive career in Ghana's tourism sector.

She graduated from the University of Ghana in 1984 with a BA (Hons) in French and Spanish, and began her professional journey in 1988 as a Marketing Officer with the Ghana Tourist Board (now the Ghana Tourism Authority). Over a distinguished 31-year career, she rose through the ranks to hold key positions, including Manager of the Tema Regional Office and Manager of the Greater Accra Regional Office.

Her work involved extensive national and international travel, where she actively promoted Ghana's tourism potential and contributed to industry growth. In the later years of her career, she also served as Human Resource Manager, playing a pivotal role in organisational development and staff welfare.

To enhance her professional expertise, Gifty obtained an Executive Master's Degree in Tourism Management from the University of Cape Coast.

After retiring in 2019, she continues to contribute to the sector and currently serves as Secretary to the Ghana Tourism Authority Ex-Staff Association (GHATEX).



Creating Alternative Livelihoods through Community-Based Ecotourism in Ghana.

Ghana is facing growing challenges of rural poverty, youth unemployment, and environmental degradation, issues that are worsened by illegal mining (galamsey) and limited rural infrastructure. These conditions have fueled mass migration to cities like Accra and Kumasi, straining urban resources and services.

Yet, amid these challenges lies great potential. Ghana is richly endowed with breathtaking landscapes, waterfalls, forests, wildlife, rivers, and a vibrant cultural heritage. Harnessing these assets through Community-Based Ecotourism (CBET) can provide sustainable livelihoods, protect the environment, and revive rural economies. Beyond agricultural activities in rural communities, these areas can be opened up for tourist pursuits such as hiking, biking, mountain climbing, sightseeing, and cultural exchanges. A vibrant ecotourism destination attracts service providers, including tour operators, guides, homestays, local restaurants, transport operators, and related services.

Why Community-Based Ecotourism?

CBET empowers local communities to manage and benefit directly from tourism initiatives.

It:

- Creates **jobs and income** in rural areas.
- **Reduces rural-urban migration.**
- **Restores degraded environments** such as those affected by **galamsey**.
- Promotes **cultural preservation and pride.**
- Enhances **infrastructure and basic amenities.**

This approach aligns with Ghana's commitment to the **UN Sustainable Development Goals (SDGs)**, particularly No Poverty, Decent Work, Climate Action, and Life on Land.

Key Strategies

The proposed initiative will:

- Identify and develop promising ecotourism sites nationwide.
- Train community members in tourism management and environmental conservation.
- Improve access roads, amenities, and signage in rural areas.

- Promote Ghana as an **eco-friendly, culturally rich tourism destination.**

Expected Impact

- Alternative livelihoods for rural youth and women.
- Reduction in illegal mining activities.
- Improved rural infrastructure and environmental restoration.
- Strengthened local economies and governance.

Call to Action

With coordinated support from government, private sector, traditional authorities, and development partners, **Community-Based Ecotourism can transform Ghana's natural beauty into a driver of inclusive, sustainable growth.**

Key Government Agencies and Partners:

- Ministry of Tourism, Culture and Creative Arts
- Ministry of Environment, Science, Technology and Innovation
- Ghana Tourism Authority
- Ghana Tourism Development Company
- Forestry Commission
- District Assemblies
- Traditional Authorities and Community-Based Organisations
- NGOs and International Development Partners
- Private Sector Investors

Let's turn our rich heritage into opportunity, **protecting the land while empowering the people.**

Prepared by:

GIFTY IRENE KWANSA, GHANA TOURISM AUTHORITY
EX-STAFF ASSOCIATION (GHATEX)

SECRETARY TO GHATEX | gkwansa@yahoo.com 8TH NOVEMBER 2025



Profile: Mrs. Egi Gaisie

*(Hospitality Consultant,
Educator and Author)*

With over 40 years of experience in hotel operations, professional and vocational training, Mrs. Gaisie co-founded Hospitality Associates Ltd., serving Ghana and Liberia from 1987 to 2012, and Career Development Institute from 1995 to 2009.

Her expertise includes national curriculum development, distance education and serving as Hospitality Master trainer for SNV's HITT project.

She's a Certified Hospitality Educator(AHLA), Board Governance certified(CIM) and holds an M.Ed. (UCC) and BSc., Hospitality Administration (SMSU), USA.

Mrs. Gaisie is the author of "Careers in the Lodging-Hospitality industry in Ghana" and a blogger at GH Hospitality Hub.

50 Years of Professional Hospitality— The Ghana Story.

It was my first visit. I'd misjudged the journey, and by the time I reached Tongo—a small town before Bolgatanga—daylight had surrendered to dusk. Travel onward was no longer an option. The scent of simmering groundnut soup drifted from what I took to be an open-air dining area of a modest compound, mingling with the hush of approaching night. A barefoot child hovered at the edge of the courtyard, not intruding—just watching. I was welcomed without ceremony: beaming smiles, firm handshakes, and a guest room prepared with quiet intention. Not merely linen, but care folded into every detail. No scripted check-in. No bureaucracy. Just the graceful choreography of Ghanaian hospitality—intuitive, generous, and deeply human.

Ghanaians have long embodied the spirit of hospitality, welcoming others into their homes and lives with warmth and care. Today, this industry tradition has evolved into a sophisticated industry that demands a blend of traditional values, technical expertise and innovative solutions. Globally, the hospitality sector spans two primary segments: lodging(including guesthouses, hotels and similar accommodation facilities) and food service operations (from street vendors to restaurants and snack bars).

In rural Ghana today, travellers might check into a guesthouse or modest hotel. In urban centers, they're met with choices ranging from two-star to five-star establishments. This isn't merely a timeline—it's a transformation. Measured not just in decades, but in decisions.

Professional hospitality is more than polite service. Some see it as both an art and a science—the art of delivering memorable guest experiences, and the science of doing so profitably. Others define it as a structured discipline, where skill, ethics, systems, and design converge to create lasting impressions.

Over the past five decades, Ghana has cultivated a distinct hospitality identity—shaped by policy shifts, entrepreneurial resilience, and a commitment to guest satisfaction grounded in cultural pride.

Warmth, cultural immersion, and natural beauty define this evolving experience.

Until 1985, however, the sector lagged—constrained by limited government support and political instability. The establishment of the Ghana Hotels Association in 1975 aimed to unify and elevate industry standards.

A turning point came in 1985, when the Structural Adjustment Programme (SAP), backed by the IMF and World Bank, designated tourism a priority sector. Economic liberalization followed, attracting foreign investment. The return to constitutional rule in 1993 further stabilized the nation, encouraging multinationals like Novotel and Labadi Beach Hotel to invest. These developments introduced standardized services, modern systems, and trained personnel.

Though infrastructure and regulation improved, shifts in mindset, especially toward career development—lagged behind. Despite good intentions and periodic investment, professional training programs have experienced uneven support. This lack of sustained continuity has made it difficult to build the depth and momentum needed for meaningful transformation across the sector.

The early 2000s ushered in innovation. Entrepreneurs embraced cultural immersion and heritage-based experiences. Luxury hotels like Kempinski Gold Coast City and

Mövenpick Ambassador reshaped Accra's skyline, setting new benchmarks for service and design.

Then came the COVID-19 pandemic. It hit hard, forcing the industry to rethink its approach. While a few hotels quickly adapted, many—especially mid-sized and locally owned establishments—struggled to implement change, revealing deeper structural challenges. Still, the crisis catalyzed important conversations. Ghana's travel industry is shifting toward more environmentally conscious and locally driven experiences.

Training and professional development remain pivotal—and under-developed. Institutions like HOTCATT have introduced specialized courses, but broader impact is limited. The closure of the Career Development Institute (CDI), due to lack of support, highlights the urgent need for sustainable frameworks. Among private efforts today is Reception Academy—established in 2020—training skilled hotel staff across departments while offering job placement support. Despite its reach, the sector still lacks comprehensive structures to cultivate a consistent pipeline of talent.

Competency-Based Training (CBT), formally introduced into Ghana's technical education system around 2010—and reinforced by a 2014 directive for technical universities to convert existing programs—remains in its early stages. To fulfil its potential, the model requires more robust institutional support and broader industry uptake.

To keep pace with this evolution, Ghana's hospitality workforce must not only be skilled but agile—trained to meet changing guest expectations, operational complexities, and the cultural nuance that defines our brand of service (if we ever develop one).

Today's hospitality landscape stretches well beyond hotel stays. Travelers seek flexible, personalized options—from serviced apartments to eco-retreats, beach lodges to Airbnb.

Food and beverage services have expanded dramatically, offering a spectrum of flavors—from street food favorites to upscale culinary experiences.

But innovation demands more than creativity—it requires bold rethinking of operational systems. Many mid-range hotels still rely on legacy structures, with limited oversight or automation. This slows growth and compromises guest satisfaction.

This isn't a critique—it's a crossroads. Managers who embrace technology can streamline operations, unlock new service models, and meet evolving expectations. From dynamic pricing to personalization, digital transformation is no longer optional—it's overdue.

To truly thrive, Ghana's hospitality sector must integrate technology, invest in training, and preserve storytelling. Collaboration among government, academia, and private enterprise is essential. So too is documenting our journey—because without stories, the spirit of service fades from view.

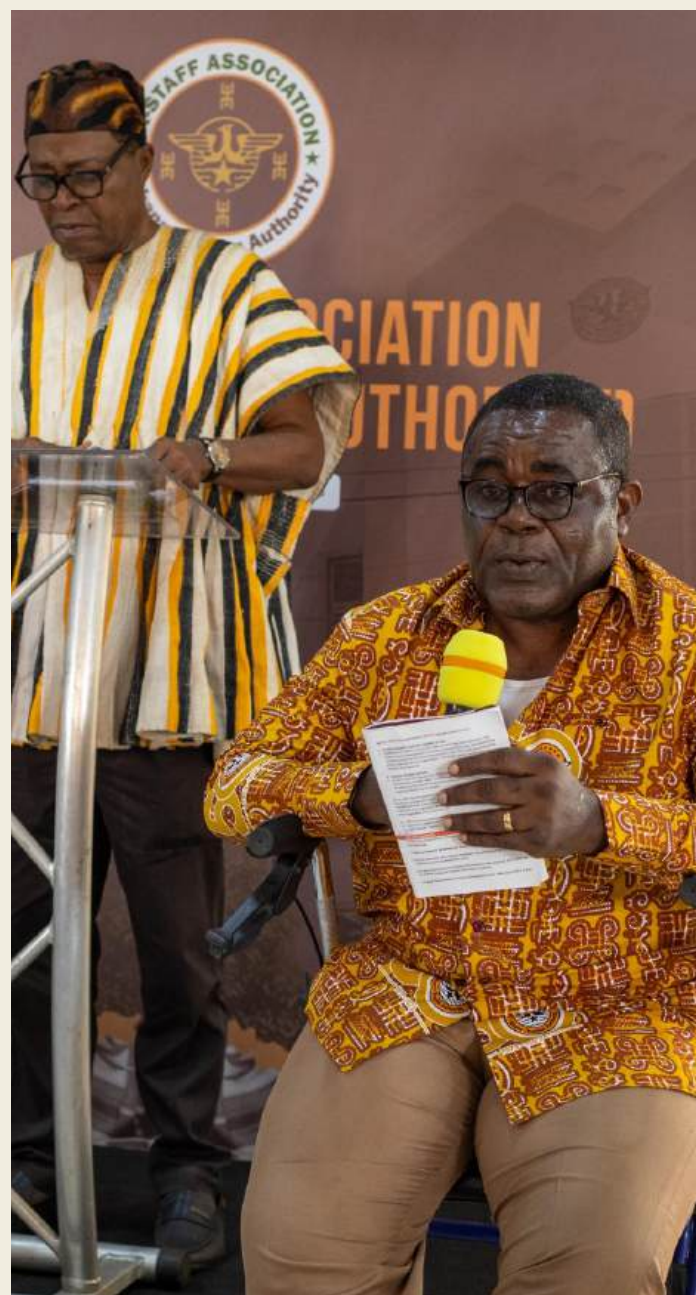
Ghana's hospitality industry must prepare for the practical implications of climate change, including supply chain disruptions, infrastructure strain, and shifting guest expectations, to ensure long-term sustainability. Success won't be measured solely by star ratings or occupancy - but by Ghana's ability to turn its values into

experiences that touch lives, spark return visits, and inspire pride.

I'm inspired by the evolution of Ghanaian hospitality and proud to be part of it - not just witnessing this transformation, but helping shape its future. What began as an unexpected journey has evolved into a passion that drives me. At its heart, Ghanaian hospitality is more than just service—it's about crafting identity, forging lasting memories, and delivering on a promise of unforgettable experiences, all fueled by reinvention, innovation, and a genuine care for people.



Excerpt from GHATEX Inauguration



GHATEX Inauguration

Gallery







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TRAVEL SAFE, EXPERIENCE GHANA

A 3D Animation-Led Road Safety Campaign by
Ex-Staff Association of Ghana Tourism Authority
in partnership with **Mills Media**.

Introduction

Road safety is essential for both citizens and visitors. Through this campaign, the **Ex-Staff Association of Ghana Tourism Authority** in partnership with **Mills Media** aim to promote responsible driving and safe travel across Ghana, while encouraging tourism through creative 3D storytelling.

Campaign Objective

To promote road safety awareness and responsible travel behavior among Ghanaians and tourists, through a nationwide multimedia campaign powered by 3D animation, social media, and web engagement.

A Road Safety Initiative by
Ghana Tourism Authority Ex-Staff Association (GHATEX)
and Endorsed by **Ministry of Tourism, Culture & Creative Arts,**
Ghana Tourism Authority and **National Road Safety Authority**



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