

MESSAGE FROM THE PRESIDENT

Of the Ghana Tourism Federation (GHATOF) on the occasion of World Tourism Day 2026

THEME

“Digital Agenda and Artificial Intelligence to Redesign Tourism”

Fellow tourism and hospitality industry players,

As we celebrate World Tourism Day 2026, I salute every Ghanaian who continues to work tirelessly to keep our tourism and hospitality industry moving forward.

Our industry has demonstrated remarkable resilience, creativity and hard work. From the hotelier and tour operator to the driver, chef, guide, travel professional, food vendor, attraction manager and countless others who serve our visitors every day — you are the people who bring Ghana’s tourism story to life.

This year’s global theme challenges us to look ahead. Digitalisation and Artificial Intelligence are no longer distant ideas; they are becoming powerful tools for how we market destinations, understand our visitors, improve service delivery and create new tourism experiences. **Ghana must not simply watch this transformation; we must actively participate in it.**

I would also like to commend the organisers of the Eastern Expo for creating a platform that brings business, culture, tourism and enterprise together. This initiative has the potential to become an important feature on Ghana’s tourism calendar. I encourage the organisers and our tourism authorities to explore stronger linkages between the Expo and some of our major festivals and cultural events across the country. Such collaboration can create a more integrated tourism calendar, attract more visitors and stimulate business across our regions.

I also wish to pay tribute to the Hon. Abla Dzifa Gomashie, Minister of Tourism, Culture and Creative Arts, for her leadership and commitment to the development of our sector. As an industry, we must continue to support the Ministry in building a tourism economy that creates opportunities for businesses, workers and communities.

At the same time, I encourage the Ghana Tourism Authority (GTA) to deepen its relationship with the private-sector tourism trade associations. Effective regulation is important, but so are continuous dialogue, consultation and partnership with those operating businesses on the ground. A stronger relationship between the regulator and the organised private sector will help us build a more coordinated, competitive and sustainable tourism industry.

But technology alone will not build the tourism industry we want. People, partnerships and shared purpose will.

As we look towards a stronger and more competitive tourism economy, let us move beyond working as individuals and organisations in isolation. Let us ask a bigger question:

“ What can we do together that none of us can achieve alone?

Together, we can improve standards, develop our people, embrace technology, promote Ghana more effectively, strengthen our businesses and create a tourism industry that generates greater opportunities for our communities and our country.

On behalf of the Ghana Tourism Federation, I thank you for your resilience, your sacrifices and your continued commitment to Ghana's tourism future.

Our strength is not in what each of us can do alone, but in what all of us can achieve together.

Happy World Tourism Day 2026.


Seth Ocran

President, Ghana Tourism Federation (GHATOF)