

# Tourism Chamber unveils strategy to boost domestic experience

## • Encourages Ghanaians to explore country

By William Dumenya

**A**s the world celebrates World Tourism Day, the Tourism Chamber, Ghana (TCG) has announced a new strategy to drive growth in the country's tourism sector by placing strong emphasis on domestic tourism.

The initiative is anchored on the theme "Encouraging Ghanaians to Explore Ghana through the Insure4 Holiday Package."

World Tourism Day, observed globally on September 27 each year, provides an opportunity for governments, industry players and the public to reflect on the contribution of tourism to economic development, cultural preservation and global cooperation.

In Ghana, the chamber is using the occasion to shift attention inward by urging Ghanaians to first explore the rich and diverse tourism facilities of Ghana.

### Growth driver

The chamber notes that Ghana's tourism sector holds immense potential to create jobs, generate revenue and foster cultural exchange. However, this potential cannot be fully realised without strengthening domestic tourism.

"Ghana is blessed with heritage sites, beautiful beaches, eco-tourism attractions, festivals and leisure facilities that can rival any destination in the world," a statement from the chamber said. "Our mission is simple — encourage Ghanaians to explore Ghana first. By doing so, we keep resources circulating within the economy, empower local communities and create sustainable jobs."

The chamber observed that many Ghanaians aspire to travel abroad for leisure while overlooking equally fulfilling experiences available locally. Increasing local travel, it added, would ensure that hotels, tour operators, transport providers and artisans benefit from steady patronage throughout the year.

### Insure4 holiday package

To make local tourism more attractive and accessible, the chamber is

introducing the Insure4 Holiday Package. This innovative package combines affordable travel deals with customised insurance cover, flexible payment plan, ensuring peace of mind for individuals, families and groups while on holiday.

According to the chamber, the package is designed to encourage more Ghanaians to plan and commit to local travel without worrying about unforeseen risks. It will cover leisure trips to heritage sites, adventure parks, eco-tourism destinations and cultural festivals.

"This package is not just about making travel cheaper," the chamber explained. "It is about building confidence, safety and assurance in domestic tourism. We want every Ghanaian to feel that travelling within the country is not only rewarding but also secure."

### National development

Beyond leisure, the chamber emphasised the economic impact of domestic tourism. Increased local travel is expected to boost revenue for the

hospitality sector, stimulate small businesses in destination communities and inspire investment in tourism infrastructure.

The chamber also pointed out the cultural and social benefits. By exploring different

parts of the country, Ghanaians will deepen their appreciation of the nation's diverse traditions, languages and heritage. This, it added, will foster unity and pride in Ghana's identity.

"Tourism is not just about relaxation — it is about identity, pride and shared prosperity," the chamber stressed. "When Ghanaians choose Ghana first, they become ambassadors of our culture and contributors to national development."

### Partnership with the ministry

The Tourism Chamber's focus on domestic tourism is aligned with the government's vision of making tourism a leading sector of growth. The Insure4 Holiday Package is an innovative approach that will give Ghanaians the confidence to travel within and discover the treasures of our land, it says.

The chamber says it looks forward to partnering the Ministry of Tourism, Arts



• William Dumenya, CEO of Tourism Chamber

and Culture and the Ghana Tourism Authority to institutionalise the Insure4 holiday package for all Ghanaians.

### Call to action

As the world marks World Tourism Day, the chamber is urging all Ghanaians to embrace domestic travel as a lifestyle. The leadership of the chamber believes this cultural shift will place Ghana in a stronger position on the global tourism map, rake in the needed revenues and improve the wellbeing of Ghanaians (Preventive health).

The Tourism Chamber, Ghana (TCG) is calling on Ghanaians to take that bold step to explore Ghana first. "Visit our historic castles, hike our mountains, relax on our beaches and immerse yourself in our festivals. The more we travel within, the more resilient our tourism industry becomes," the chamber urges Ghanaian citizens.

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With initiatives such as the Insure4 Holiday Package, the Tourism Chamber, Ghana, is setting the stage for a stronger, more inclusive and sustainable tourism industry.

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