

# Press release

For immediate release

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*Discover the Best of Ghana*

## ***GhanaTRVL and Men In Business and Tourism in Ghana Announce Cooperation Agreement***

Accra, 15 June 2023 – GhanaTRVL, the leading platform for promoting tourism in Ghana, and Men In Business and Tourism (MBT), a prominent non-governmental organization focused on enhancing tourism businesses through men, are delighted to announce a strategic partnership and cooperation agreement. This agreement aims to foster collaboration between the two entities and provide exclusive benefits to the members of MBT.

Under the terms of this agreement, MBT members will have access to preferential rates and unique opportunities to join the GhanaTRVL platform. This collaboration seeks to leverage the expertise of MBT's members in promoting tourism businesses while expanding the reach and impact of GhanaTRVL's platform in showcasing Ghana's rich cultural heritage and tourist attractions.

GhanaTRVL, known for its commitment to sharing everything visitors need to know about Ghana, aims to make local businesses and products competitive on both the national and the international stage. By offering MBT members preferential rates, the platform aims to create a seamless and mutually beneficial ecosystem for promoting tourism in Ghana.

Speaking about the partnership, Mr. Bernard Adum, President of MBT, expressed his enthusiasm, stating, "We are excited about this collaboration with GhanaTRVL as it aligns perfectly with our mission to equip men with the tools and opportunities to promote tourism businesses in Ghana. Through this partnership, we can enhance our efforts in preserving our cultural heritage, promoting Ghana as a desirable tourist destination, and creating a secure tourism market for international visitors."

GhanaTRVL CEO, Mr. Marcel van Bussel, emphasized the significance of this partnership, saying, "By joining forces with Men In Business and Tourism, we can harness the collective

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expertise and network of MBT members to further amplify the visibility of Ghana's tourism industry. This collaboration will contribute to the growth of local businesses and strengthen Ghana's position as a top-notch travel destination."

This announcement is a testament to the commitment of both organizations to foster a thriving tourism ecosystem in Ghana. Together, GhanaTRVL and Men In Business and Tourism will work towards creating transformative experiences for visitors and supporting the sustainable development of the tourism sector.

For more information about GhanaTRVL and Men In Business and Tourism, please visit their respective websites at <https://ghanatrvl.com> and <https://www.mbtghana.com>.

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