

Press release

For immediate release

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GhanaTRVL Launches to Revolutionise Tourism in Ghana

Accra, Ghana – 18 November 2023 – A new era in Ghanaian tourism began with the launch of GhanaTRVL. This innovative digital platform is dedicated to transforming how tourism-related businesses in Ghana connect with their audience.

GhanaTRVL offers a unique subscription-based service, providing businesses in the tourism sector – including bars, restaurants, event organisers, hotels, hostels, and car rentals – a cost-effective and direct route to increased online visibility and customer engagement. Unlike traditional booking platforms, GhanaTRVL operates without booking fees, offering a transparent, fixed-rate subscription model contrasting sharply with these booking platforms. We offer a more cost-effective and direct approach to marketing.

"Our mission is to introduce travellers to Ghana as an extraordinary destination and to provide local businesses with the tools and exposure they need to thrive in the digital age," said Marcel van Bussel, Founding Partner & CEO of GhanaTRVL. "We believe in the beauty and potential of Ghana. We offer a long-term vision with a strong commitment to showcasing it to the world."

Each business partnering with GhanaTRVL receives a modern, SEO-optimised landing page or mini-website, designed to showcase their services, features, and contact information effectively. It also provides direct access to their preferred method of booking. This approach not only enhances the online presence of these businesses but also addresses common challenges such as low-quality imagery, outdated information, and lack of digital marketing expertise.

In addition to supporting local businesses, GhanaTRVL is an invaluable resource for travellers. The platform provides detailed guides to the country's must-visit locations, insights into Ghana's rich culture and history, and recommendations for authentic Ghanaian cuisine.

GhanaTRVL is not just about today; it's about tomorrow. Our upcoming 'Living Ghana' concept is set to revolutionise how the stories of Ghanaian businesses and culture are told. This initiative will feature in-depth articles and a digital magazine, showcasing the people behind the businesses, emerging artists, and local talents. By joining GhanaTRVL, your business becomes part of a larger narrative – one that celebrates Ghanaian culture, entrepreneurship and heritage.

"We are more than just a travel platform; we are a community," HC Thomas Okyere, Founding Partner & Country Director added. "Our commitment to quality and safety ensures that every business we promote offers clean, safe, and memorable experiences for travellers."

GhanaTRVL is not just a gateway to Ghana's tourism market; it's a partner in the journey towards sustainable and vibrant tourism in Ghana.

For more information about GhanaTRVL and its services, visit <https://ghanatrvl.com>.

About GhanaTRVL

GhanaTRVL is a leading digital platform in Ghana's tourism sector, offering a unique subscription-based service for tourism-related businesses. It is dedicated to promoting Ghana as a premier travel destination while supporting local businesses with digital marketing tools and exposure. GhanaTRVL believes in the power of travel to connect people and cultures, driving sustainable growth in the tourism industry.

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