

Press release

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Discover the Best of Ghana



GhanaTRVL and Institute of Hospitality Ghana sign MoU to raise service standards and online visibility in Ghana's tourism sector

Accra, Ghana – 13 November 2025 – GhanaTRVL and the Institute of Hospitality Ghana (IHG) have signed a Memorandum of Understanding (MoU) to work together on stronger service standards, better skills development, and improved digital visibility for hospitality and tourism businesses across Ghana.

The agreement builds on the existing Strategic Cooperation between GhanaTRVL and the Ghana Tourism Federation (GHATOF), which gives registered Trade Associations access to shared benefits on the GhanaTRVL platform. Under this new MoU, IHG and GhanaTRVL align their efforts around one clear goal: better guest experiences that lead to more visitors and more opportunities for local businesses.

Joint focus: skills, standards, and visibility

Through the MoU, each side brings a clear role:

- GhanaTRVL focuses on online visibility for Ghana's tourism and hospitality businesses through its digital platforms, media content, and business subscription services.
- IHG focuses on education, training, and student development to improve knowledge and service quality in the sector.

Together, the two organisations will design and roll out programmes that:

- strengthen service delivery and professional standards across hospitality and related services
- support students, young talents, and professionals with practical exposure and real industry pathways
- highlight best practices, success stories, and role models from within Ghana's hospitality community and international hospitality networks

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- give hospitality businesses clearer routes to reach both local and international visitors online

What this means for IHG members

This MoU provides IHG and its members access to specific benefits, including:

- the option for members to subscribe to GhanaTRVL at preferential yearly rates, with extended access periods
- year-on-year incentives for the Association, recognising its role in guiding members towards stronger digital presence

About Institute of Hospitality Ghana

The Institute of Hospitality Ghana is a professional body for hospitality and tourism education and practice. IHG helps to improve the skills and services within Ghana's hospitality industry, ensuring that professionals and businesses stay competitive and relevant on the international stage. It supports students, educators, and industry professionals through training, networking, professional and career development, and advocacy for higher standards in Ghana's hospitality sector.

About GhanaTRVL

GhanaTRVL is a Ghana-focused travel and hospitality platform that helps travellers discover places to stay, eat and experience across all 16 regions, and helps tourism businesses improve their online presence, while driving more leads and direct bookings. Through editorial content, digital listings, and various partner programmes, GhanaTRVL supports and continuously works towards more visible and more connected tourism sector in Ghana.

Media enquiries

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