



# INTER TOURISM EXPO

KEMPINSKI HOTEL GOLD COAST CITY ACCRA

SEPTEMBER 18 - 20, 2023



Inter Tourism Expo Accra

# KNOW THE SHOW

Inter Tourism Expo Accra first opened its doors back in 2021 to optimize destination Ghana to the people, brands and culture as a post COVID 19 strategy to open up the country for tourism and business travels. The show took place at the Accra International Conference Centre and was opened by the late Board Chairman of Ghana Tourism Authority Mr. Charles Osei Bonsu. The show was attended by 35 exhibitors and 512 trade visitors with 28 thought speakers from America, Asia and Europe.

Welcome to Ghana, your tourism business beyond boundaries in the center of the world. Inter Tourism Expo, Accra (iNTTA 2023), an annual focused business to business tourism trade show organized under the auspices of the Ministry of Tourism Arts and Culture and the School of Creative Arts, University of Education, Winneba hosted in Ghana and West Africa to promote brands, destinations, products and services.

The 2023 edition on the **Theme: *Reviving Sustainable and Equitable Economic Growth in Tourism*** will host Thought leaders conference, 100 Exhibitors, 300 plus B2B visitors with a focus on connecting destinations to Ghanaian travel market converging at the Kempinski Hotel Gold Coast City Accra

18 – 20 September 2023.

# OBJECTIVES

iNTTA 2023 is geared to scale new markets and provide cost – effective business to business platform showcasing the vast tourism opportunities in Ghana to global travel market practitioners.

This will further connect people, brands and culture that will give the opportunity to experience the innovative products and services of the Ghanaian travel market that will translate into building a sustainable blueprint tourism business for destination West Africa.

Additionally, the expo will enact Ghana's position as preferred business tourism destination open for Meetings, Incentives, Conference & Exhibitions (MICE)  
Infrastructure investments



YouTube

*Inter Tourism Expo Accra*

# ENDORSEMENTS



REPUBLIC OF GHANA

**MINISTRY  
OF  
TOURISM, ARTS  
AND CULTURE**

P. O. Box GP 4386, Accra-Ghana  
Digital Address: GA-107-4475

Kindly quote this number and date on all correspondence

My Ref. No. AS440/440/01

Your Ref. No. \_\_\_\_\_

Date. 10<sup>TH</sup> May 2023

**TO WHOM IT MAY CONCERN**

**LETTER OF SUPPORT**

Inter Tourism Expo (INTTA) in partnership with the School of Creative Arts, University of Education, Winneba are organizing the 2023 Inter Tourism Expo on the theme “ **Reviving Sustainable and Equitable Economic Growth in Tourism**”.

The Inter Tourism Expo, is an annual focused business to business tourism trade show that promote brands, destinations, products and services. The 2023 edition is earmarked to take place at the Movenpick Ambassador Hotel from the 20<sup>th</sup> to the 22<sup>nd</sup> of September.

The main objective of Inter Tourism Expo (INTTA, 2023) is to scale new markets and provide cost effective Business to Business (B2B) platform, showcasing the vast tourism opportunities in Ghana to global travel practitioners.

This initiative, the Ministry of Tourism, Arts and Culture endorses as a laudable agenda since it has the potential to market and promote tourism and culture which is in line with the Ministry's Policy of Product Development.

We therefore humbly request your organization to support and assist the Inter Tourism Expo (iNNTA, 2023) to achieve its goals and objectives.

Thank You

**JOHN YAO AGBEKO**

**CHIEF DIRECTOR**

FOR: MINISTER

cc: Hon. Minister, MoTAC  
Hon. Deputy Minister, MoTAC  
✓ Emmanuel Treku (Chairman and Covener, Inter Tourism Expo)  
P.O.Box DS 2265  
Dansoman-Estate

Telephone: +233 (0) 302 666 701 / 662 280  
Fax: +233 (0) 302 666 182 / 672 124  
Email: info@tourism.gov.gh Website:  
www.motac.gov.gh



YouTube

Inter Tourism Expo Accra

# STRATEGIC PARTNERS



- ❑ Tourism Ministries and Agencies
- ❑ Tourism Boards
- ❑ Diplomatic Mission
- ❑ School of Creative Arts, University of Education, Winneba
- ❑ Trade bodies
- ❑ MICE Companies
- ❑ DMOs & DMCs
- ❑ Tourism and Hospitality Associations
- ❑ Corporate Bodies
- ❑ Automobile Companies
- ❑ Airlines
- ❑ Media

# WHY EXHIBIT

- ❑ Connect and establish partnership with business counterparts in Ghana and other African countries
- ❑ Showcase your destination, product & services to the Ghanaian & the West African travel market
- ❑ Opportunity for real time demonstration & sharing your innovation & ideas with clients and prospects
- ❑ Seminars and discussions on adoption of new tourism and trade practices
- ❑ Opportunity to meet with research institutes and partners in one go



YouTube

Inter Tourism Expo Accra

# EXHIBITOR & ATTENDEE PROFILE

- Accommodation
- Airline
- Airport
- Apartments
- Bed & Breakfast/Guest House
- Boutique Hotel
- Camping/Caravans
- Car Rental/Hire
- City Convention Bureau
- City Tourism Organization
- Coach Company
- Conference & Meeting Venue
- Cruise Line
- Destination Management Company
- Destinations
- Distribution Systems
- Event Management Company
- Event Support Services
- Golf Resort
- Ground Handling Supplier
- Group Travel
- Heritage Site
- Hotel Chain
- Hotel/Resort

- Inbound / Receiving Tour Operator
- Individual 5\*/5\* Deluxe/6\* Hotel
- IT / Technology Company
- Land Travel
- Marketing Services Agency
- Museums
- National Tourism Organization
- Outbound Tour Operators
- Press/Media
- Private Gaming Reserve
- Private Villa
- Professional Conference Organizer
- Regional Tourism Organization
- Reservation Systems
- Restaurants
- Retail
- Serviced Apartments
- Software Solutions
- Spas
- Special Interest Tours
- Sporting Venue
- Suppliers and Services
- Theme Park
- Tickets
- Events & Interior Decorators

- Ghana Tourism Authority
- Ghana Tourism Development Company
- Ghana Museums & Monuments Board
- Ghana investment promotion center
- Export Promotion Authority
- National Board for Small Scale industries
- Ministry of Trade & Industry
- Ghana heritage conservation trust
- Wild life Society of forestry commission
- Cocoa research institute of Ghana
- Ghana Cultural forum
- Ghana Civil Aviation Authority
- F&B Companies
- Jewelry Companies
- Arts & Craft
- Horticulture
- Insurance companies
- Service providers
- Financial Institutions
- Skal Club
- Real Estates Developers
- Tourism Boards
- Development Agencies
- Trade bodies
- Government Agencies



YouTube

Inter Tourism Expo Accra

# 2023 iNTTA EXPO FOCUS

- MICE
- Education
- Halal Tourism
- Agro Tourism
- Tech Tourism
- Fashion Tourism
- Transport & logistics
- Creative Arts
- Investments



YouTube

*Inter Tourism Expo Accra*



# DESTINATION RANKING

- ❑ Ease of Doing Business Rank 2020 (World Bank) – 3rd in West Africa
- ❑ World Investment Report (WIR) –
  - Highest Recipient of foreign direct investments (FDI) in W/Africa for 2020
  - Second highest recipient of FDI in W/Africa for 2019
  - Highest Recipient of FDI in W/Africa for 2018
- ❑ (Global Peace Index 2021) – 2ND most peaceful country in Africa
- ❑ Global Competitiveness Index 2019 – 1st in West Africa
- ❑ MO Ibrahim Index of African – 8th out of 54 in overall governance, 5th out of 54 in Participation, Rights & Inclusion, 13th out of 54 countries for Human Development, 11th out of 54 for security and rule of law, 12 out of 54 in Foundations for Economic Opportunity
- ❑ WJP Rule of Law index 2021 –2nd in West Africa, 7th out of 33 for sub-Saharan Africa in 2021 and 58th out of 139 Globally
- ❑ 2020 RMB Global Market Research – 1st in West Africa (Determinants of Investment) & 6th Best Place to invest in Africa (Attractiveness score)
- ❑ 2021 Global Retail Development Index – 3rd in Africa, 8th globally



# HOSTED BUYER PROFILE



- C-level executives
- Corporate companies with incentive programs
- Destination management companies (outbound)
- Event planners
- Incentive/motivation houses
- International associations
- Meeting planners
- Professional conference organizers (PCO)
- Professional event organizers (PEO)
- Banks and financial institutions
- Travel agents
- Media



YouTube

Inter Tourism Expo Accra

# WHAT TO EXPECT

- Thought Leaders Conference (Panel Discussions)
- Diaspora Forum on doing business in Ghana
- B2B Tourism Trade Exhibitions
- Fixed Business to Business Meetings
- Investments Pitch & Funding
- Hospitality Services Master Class
- Networking Dinner



YouTube

*Inter Tourism Expo Accra*

# EXPO OUTCOME

- ❑ Collective solutions to intra Africa business tourism development
- ❑ Establishing sustainable benchmarks and business tourism legacy
- ❑ Investment and development of MICE infrastructure to enhance business tourism
- ❑ A lasting legacy: connecting people, brands and culture
- ❑ Increased tourism trade between different countries



YouTube

*Inter Tourism Expo Accra*

# BENEFITS TO ATTENDEES

- ❑ Gain access to the latest trends in the travel market with leading local and international companies
- ❑ Attend our daily keynote sessions, panel discussions and hear from the latest industry movers and shakers
- ❑ Hear case studies from Hotels, Online Travel Agents, and Global Cruise Lines, Tourism Boards, Travel Management Companies, MICE companies and more
- ❑ Discover new destinations and technology as rising players share their products and solutions
- ❑ Expand your knowledge and understanding of the African travelers through real-world case studies
- ❑ Trade mission engagements and collaborations
- ❑ Understand destination Ghana tourism trade requirements



YouTube

*Inter Tourism Expo Accra*

# SPONSORSHIP PACKAGE

	Benefits	Platinum	Gold	Silver	Bronze
		\$70,000	\$50,000	\$35,000	\$20,000
1	Title Sponsorship	YES	-	-	-
2	Complementary VIP tickets (Flight, Accommodation, Conference, Meals, All Events Activities access)	4	3	2	1
3	Advert in the Expo Magazine	Full-page	1/2pg	1/4pg	Strip
4	Products/ Services Sampling Rights	Exclusive	YES	YES	YES
5	Brand visibility: summit plenary, website	Exclusive	YES	YES	YES
6	Speaking Opportunity	20 min	15m	10min	5min
7	Lanyard branding				
8	Tot Bag branding				
9	Co-host a Sector Forum on Panel Discussion	YES	YES	YES	-
10	On-site Booth package	18m	15m	12m	9m
11	Recognition as a partner	YES	YES	YES	YES
12	Priority Seating	Exclusive	YES	YES	YES
13	Delegate passes	5	3	2	1
14	Flier in delegate bag	YES	YES	YES	YES



YouTube

Inter Tourism Expo Accra

# THEMED SPONSORSHIP PACKAGE

	<b>PACKAGE</b>	<b>QTY</b>	<b>COST\$</b>
1	Lanyard branding	500	3,000.00
2	Tot Bag branding	500	5,000.00
3	Conference Stage Branding	1	10,000.00
4	iNTTA Business Pavilion (Construction & Branding)	1	15,000.00



YouTube

Inter Tourism Expo Accra

# PARTICIPATION OPTIONS

## EXHIBITORS - US\$ 550

- 3x3sqm table space with standard shell scheme with backdrop stand, listing in brochure
- Morning, Afternoon Tea / Coffee & Snacks
- Lunch
- Gala Dinner & Fashion Show
- Local sim card with open internet
- Conference, B2B matchmaking & workshop participation

## RAW SPACE FOR EXHIBITORS - US\$ 250 PER SQM

- 6sqm Minimum

## DELEGATES / BUYERS – US\$ 450

- Exhibition hall access
- Morning, Afternoon Tea / Coffee & Snacks
- Lunch
- Gala Dinner & Fashion Show
- Local sim card with open internet
- Conference, B2B matchmaking & workshop participation

## VISITORS – FREE

- Attend Opening Ceremony
- Exhibition Hall Access
- Networking Lounge Access

## FAMILIARIZATION TOUR – US\$ 80

- 101 years eco-cocoa farm tour



YouTube

Inte



# MARKETING STRATEGY



Mail Campaign



SMS & WhatsApp



Social Media



Website



Radio Media



Online ADS



Outdoor Campaign



Print Advertising



Association Based



**.Closed Businesses**

**.Procurement**

**.Investment Pitch**

**.JV**

**Partnerships**



*Inter Tourism Expo Accra*

# TENTATIVE PROGRAM GUIDE

Inter Tourism Expo 2023 - Kempinski Hotel Gold Coast Accra	
Day 1- Tuesday, September 18, 2023	
Schedule	Activity
9:00am -10:00 am	Official Opening Receiving of VIP guests
10:30:00am	Opening Ceremony
10:30am - 11:00am	Tour of Government officials and VIPs inside the exhibition Hall
Conference Schedule	
Schedule	Activity
10:00am-5pm	Conference/Seminar/Workshop
Day 2 -Wednesday, September 19, 2023	
Schedule	Activity
10:00 AM	Official Opening
7:00pm	Gala Dinner / iNTTA Fashion Night
Conference Schedule	
Schedule	Activity
10:00am-5pm	Conference/Seminar/Workshop
Day 3-Wednesday, September ,20 2023	
Schedule	Activity
8:00 AM- 10:00AM	Arrival & Departure
10:00am - 4:00pm	Familiarization Tour
5:00pm	End of Day 3 / International Departures



# PARTNERS



MINISTRY OF TOURISM,  
ARTS & CULTURE

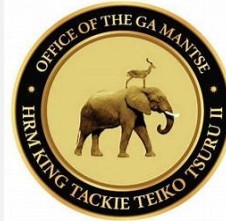


MINISTRY OF FOREIGN AFFAIRS AND  
REGIONAL INTEGRATION  
GHANA

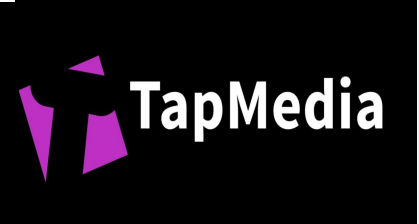


Kempinski Hotel  
Gold Coast City

ACCRA GHANA



The  
African  
Innovation And  
Entrepreneurship Centre  
A. I. E. C



# HalalCCI

Halal Center of Commerce & Industry

The most comprehensive  
global Halal business growth  
support center!



[www.foreigninvestmentnetwork.com](http://www.foreigninvestmentnetwork.com)



CREION



ASIAN-AFRICAN  
CHAMBER OF COMMERCE  
& INDUSTRY



CREATIVE  
ARTS  
FESTIVAL  
[www.thereactartfestival.org](http://www.thereactartfestival.org)



YouTube

Inter Tourism Expo Accra

# CONTACT

Location: World Trade Centre Accra

Address: P.O. BOX DS2265, Dansoman –Estate

Telephone: +233 505 525 535

Register Now: <https://guest.creionhub.com/REGISTER-iNTTA-EXPO-2023>

Email: [info@intertourismexpo.com](mailto:info@intertourismexpo.com)

Website: [www.intertourismexpo.com](http://www.intertourismexpo.com)

Copyrights & Trademarks, Logos, Icons, Images  
belong to their respective owners.  
© Provision. All rights reserved.



YouTube

Inter Tourism Expo Accra