



UNWTO Capacity Building Course:
Tourism Marketing: from Product to Experience
 Accra, Ghana
 12-17 October 2017

Madrid, September 2017
 Original: English

GENERAL INFORMATION NOTE

1. The World Tourism Organization (UNWTO) and the Ministry of Tourism, Arts & Culture of Ghana are organizing jointly the **UNWTO Capacity Building Course on Tourism Marketing: from Product to Experience, in Accra, Ghana, from 12-17 October 2017**, at the kind invitation of the Government of the Republic of Ghana and with the support of the UNWTO.Themis Foundation. The Capacity Building Course is open to executive officials and stakeholders from Ghana and the subregion who are responsible for Marketing in the tourism sector.

I. VENUE OF THE COURSE

The course will be held at: **Alisa Hotel**

Address: 21 Dr Issert Road
 North-Ridge
 Accra-Ghana
 Tel.: + 233 302 214 233/44
 Cell: + 233 57 000 8241
 Email: bd.alisa@swisspirithotels.com

Contact person: Yvonne Izzo
 Tel.: + 233 278 932 139

II. REPLIES TO INVITATIONS

2. Governments and other bodies invited by the UNWTO and the Ministry of Tourism, Arts & Culture of Ghana are requested to fill in the online registration form [here](#).

3. For further information, please contact the following officials:

<p>Mrs. Elcia Grandcourt Programme Director Regional Programme Africa World Tourism Organization Capitán Haya 42, 28020, Madrid</p>	<p>1. Dr. Joel Sonne Job position: Ag. Chief Director Ministry of Tourism, Arts and Culture P.O. Box GP 4386 ACCRA</p>
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<p>Spain Tel.: (+34 91) 5678152 Fax: (+34 91) 571 37 33 E-mail: caf@unwto.org</p>	<p>Ghana Email: jlsonne2004@yahoo.com Telephone: +233548096396</p> <p>2. Kilian B. Gyader Job Position: Assistant Tourism Officer Ministry of Tourism Arts and Culture P. O. Box GP 4386 Accra-Ghana Tel: +233244871477 Email: Kiliangyader@gmail.com</p>
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III. STATUS OF PARTICIPANTS

4. The Government of Ghana will take the necessary steps to facilitate the arrival and departure of participants invited by the Organization, as well as their stay in Ghana. Throughout their stay, participants will enjoy the privileges and immunities provided for in the Convention on the Privileges and Immunities of the United Nations of 13 February 1946.

IV. ENTRY FORMALITIES

5. A valid passport is required for visitors to Ghana. Entry visas may be obtained at Ghana's diplomatic and consular representations abroad. Participants travelling from countries, in which Ghana does not have a diplomatic mission, can obtain a visa upon arrival at the airport in Accra. Prior information on such participants-their Passport Numbers and Bio Data should be scanned and forwarded to the Ministry of Tourism, Culture and Culture of Ghana, for processing and clearance of Ghana Immigration Service to the following email address: kiliangyader@gmail.com; jlsonne2004@yahoo.com.

6. The following countries do not require a visa:

Benin
Burkina Faso
Côte d'Ivoire
The Gambia
Liberia
Nigeria
Sierra Leone
Togo

V. TRANSPORT

7. The Ministry of Tourism, Arts & Culture of Ghana will arrange free transport for all participants upon arrival, and departure from the airport, as well as return transport between their hotels and the meeting place. All participants are therefore, requested to register on-line [here](#) by giving the details of their arrival and departure.

VI. AIRPORT TAXES

8. No airport taxes are charged.

VII. RECEPTION AT THE AIRPORT

9. A reception and information desk will be open for delegates at the international airport of Ghana on the 11th of October prior to the executive training course.

VIII. ACCOMMODATION

10. The delegates are requested to make their own arrangements by contacting their chosen hotel through the phone and fax numbers and the email addresses, and to make their reservations according to the hotels listed below. They should specify that they will be attending the **UNWTO Capacity Building Course on Tourism Marketing: from Product to Experience, in Accra, Ghana, from 12-17 October 2017**. However, since the sub-regional course will be held at Alisa Hotel, it is highly recommended to the participants to proceed with their booking at said hotel in order to avoid delays in their attendance.

11. List of Hotels proposed by the Ministry of Tourism, Arts & Culture of Ghana:

Hotels	Star	Room Rates in US dollars (Breakfast, Service Charge and VAT included)			Information Tel / Fax / Mail	Distance to the venue of the workshop
		Single	Rooms	Suites		
Alisa Hotel	4	USD\$160	Double USD\$170	Superior USD\$170 Junior USD\$250 Ebony USD\$320	Tel: +233 302 214 233/44 +233 57 000 8241 Email:bd.alisa@swisspirithotels.com	Main Venue of the Sub Regional workshop 5km from Airport
Fiestar Royal Hotel	4	US\$250	Double US\$270	Single US\$320 Double US\$350	Tel:+233 302 740 811 Fax: +233 302 517 556 Email: info@fiestahospitality.com banqueting@fiestahospitality.com	6km

Mensvic Hotels	3	US\$180	Twin Standard US\$265 Double US\$220	-	Tel: +233 302 521 634/507 406/507407/507618/511407/508694 Fax: +233-302-507619 Email: info@mensvichotels.com	6.1km
African Regent Hotel	3	US\$200	-	Executive US\$300 Junior US\$ 260	Tel: +233 302 214 233/44 +233 57 000 8241 Email: res@african-regent-hotel.com	5Km

IX. HEALTH REQUIREMENTS

12. A yellow fever certificate is required upon arrival.

X. REGISTRATION AND ACCREDITATION

13. At the place of the meetings, a registration desk will be open one day (11th of October) before the start of the proceedings. Badges will be issued at the time of registration.

XI. WORKING LANGUAGES

14. The working languages of the conference will be English.

XII. SOCIAL PROGRAMME

15. A welcome Cocktail will be offered on 12th of October 2017 at Alisa Hotel at 18:00.

XIII. CURRENCY REGULATIONS

16. The local currency of Ghana is the Ghana New Cedi. The current rate of exchange on the Ghana:

1US \$ = 4.40534 Ghana Cedi (GHS)

1 EUR= 5.17128 Ghana Cedi (GHS)

As at 6 October, 2017

XIV. CLIMATE

17. The average temperature in Ghana in the month of October ranges from 25 to 30 degrees Celsius.

XV. LOCAL TIME

18. The local time in Ghana is the same with Greenwich Meantime (GMT+0:00).

XVI. BUSINESS & SHOPPING HOURS

19. Banks are open from 08:30 to 16:00.
20. Most Shops are open from 08:00 up to 17:00.

XVII. INFORMATION ON THE WEB SITE

21. For further information on the sub-regional capacity building course, please refer to the UNWTO website, please click [here](#).