



Ghana Tourism Authority

HEAD OFFICE: No. 2, Haile Selassie Street, Ridge P. O. Box GP 3106, Accra
GhanaPost GPS: GA-053-3602 **TEL:** 233-0302-9850690, **FAX:** 233-0302-682510
EMAIL: info@gta.gov.gh **WEBSITE:** www.visitghana.com, www.ghana.travel

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FOR IMMEDIATE RELEASE

GTA CLARIFIES ITS ROLE IN 2026 FIFA WORLD CUP TOURISM ACTIVITIES AND VISA APPLICATION ARRANGEMENTS

The Ghana Tourism Authority (GTA) has taken note of recent public commentary and allegations concerning visa application arrangements associated with Ghana's tourism promotion activities during the 2026 FIFA World Cup.

The Authority considers it necessary to clarify the circumstances surrounding its involvement and address misconceptions regarding its institutional responsibilities and those of its Chief Executive Officer, Maame Efua Houadjeto.

Purpose and Authorization of the Initiative

As the statutory institution responsible for promoting Ghana as a tourism destination, GTA identified the 2026 FIFA World Cup as an opportunity to showcase the country's tourism, culture, music, fashion, crafts and creative industries to international audiences.

The initiative was presented to and approved by the Board of the Authority.

The programme involved several categories of participants, including cultural troupes, musicians, exhibitors, media practitioners, tourism industry representatives, staff of the Authority and heads of related agencies.

Engagement with Diplomatic Missions

GTA engaged the United States Embassy and the Canadian High Commission to seek guidance on the applicable visa application requirements and procedures for the identified participants.

The Authority's role was limited to identifying relevant participating groups, facilitating appropriate institutional introductions and providing guidance on the application process.

At no point did GTA possess the authority to issue visas, guarantee visa approvals or determine the outcomes of individual applications. These decisions rested exclusively with the respective diplomatic and immigration authorities.

Clarification on Payments and Travel Arrangements

The Authority initially explored private-sector sponsorship to support participating groups. However, the substantial financial requirements made the proposed sponsorship arrangement impracticable.

Consequently, participants were informed that they would be responsible for their own visa application fees, travel and accommodation expenses.



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Member, United Nations World Tourism Organisation

In that regard, participating groups independently engaged travel agents to assist with transportation, accommodation and other travel arrangements.

The Ghana Tourism Authority unequivocally denies collecting money from any applicant in return for visas or visa opportunities. I also categorically deny that I solicited, received, or authorized payments for the purpose of securing visas.

Media Participation and Tourism Promotion

The Authority wishes to clarify that media participation in contemporary tourism promotion extends beyond conventional journalists employed by traditional media houses.

Bloggers, social-media influencers, digital content creators, photographers, videographers and other communications professionals play recognized roles in destination marketing and international tourism promotion.

Accordingly, the professional relevance of participants should be assessed against their intended functions and promotional responsibilities rather than exclusively against conventional journalism classifications.

Position of the Chief Executive Officer

I wish to make clear that my involvement in the initiative was undertaken in the discharge of my official responsibilities and in furtherance of the Authority's tourism-promotion mandate.

As the CEO of the GTA, I firmly deny any personal involvement in the sale of visas or the collection of money from applicants in exchange for visa opportunities.

The Authority recognizes the importance of public accountability and believes that the circumstances surrounding the programme must be considered on the basis of verified facts, institutional records and the distinct responsibilities of the parties involved.

GTA remains committed to maintaining public confidence, protecting the integrity of its institutional mandate and advancing Ghana's tourism and creative industries.

The Ghana Tourism Authority assures the public of its continued commitment to transparency, responsible administration and the national interest.

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**Issued by:
CHIEF EXECUTIVE OFFICER**