

# Campaign launched to promote tourism in Ghana

Jovago has launched its #MyGhana social media campaign promoting tourism in the country worldwide. The campaign will run on Facebook and Twitter.



"It is almost unbelievable to see the effects social media has on life these days. In the age of smartphones and advanced technologies, a campaign that is geared towards promoting Ghana's domestic tourism and hospitality industry as well as showcasing the rich culture and beautiful tourist sites is indeed a great way to expose our otherwise hidden tourist destinations," said Claire Staal, MD of Jovago in Ghana.

## Prizes to be won

To partake in this project, social media users are required to take beautiful pictures of any eye-catching monument, landscape or landmark; post them on social media using the hashtag #MyGhana, tag five friends and stand a chance to have them promoted by Jovago around the world. Posts also stand the chance of winning prizes.

"Ghana is beautiful. There are several amazing tourist destinations here. Some are popular, others are not. Unfortunately, many international media tend to show the outside world the dark side of Ghana. A few who showcase our beautiful country also talk about the already popular tourist destinations. However, there are several other wonderful, dazzling and historic destinations in Ghana that are underutilised because many people do not know about their existence. This campaign serves us the right opportunity to change that," said Bennet Otoo, PR manager at Jovago Ghana.