

Ghana Fam Trip: Sustainability & Carbon Footprint

The Adventure Connection's goal is to be transparent about the impact of our Fam Trips on the environment, culture and local economy of the destinations visited. We measure the CO2 emissions and highlight the sustainable elements of every Fam Trip we operate. Details for the Ghana Fam Trip can be found below.

Impact on the local economy

Ashanti African Tours is owned by a British and Ghanaian team, with all staff based in Ghana employed from the local area.

Ashanti African Tours is passionate about supporting the local economy and employ guides directly; they are paid above minimum wage and benefit from a company profit share scheme. The Fam Trip will be accompanied by a local guide who is directly employed by Ashanti African Tours.

Ashanti African Tours actively support locally run ecotourism initiatives which keeps money in the local economy, creating opportunities for local people.

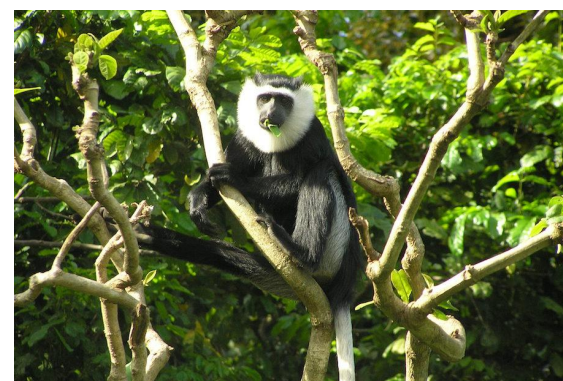
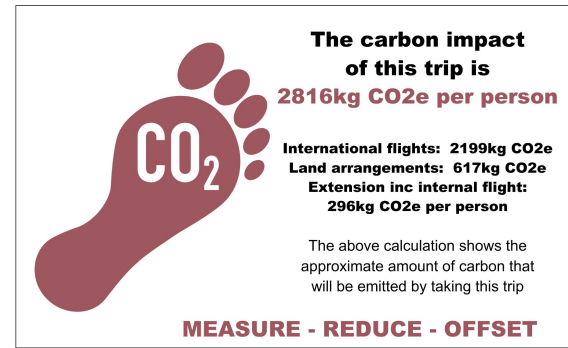
Impact on the local environment

Ashanti African Tours provides large containers of drinking water and encourages guests to refill bottles to reduce the need for use of single-use. In 2024, Ashanti is planning on drilling a borehole to produce their own drinking water.

The Adventure Connection is supplying refillable Water-To-Go bottles to all participants to help minimise the need to buy water in plastic bottles.

Ashanti African Tours has purchased an area of land and is dedicated to reforesting this area with 75,000 trees. There are plans to increase the size of this area and involve the local community in preserving the forest. In addition, for every guest three trees are planted through the Ghana Forestry Commission.

Ashanti African Tours has worked with communities to educate on the benefits of conservation and has supported sustainable farming practices to produce honey and reduce hunting.



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Impact on cultural heritage and the community

Ashanti African Tours has a strong ethos to support the local community and the Fam Trip has many community tourism experiences included.

Experiences included on the trip ensure heritage and traditions are preserved. These include a visit to the Artist Alliance Gallery which showcases local artists as well as providing educational opportunities for the community.

An immersive traditional bead jewellery workshop that showcases the history of this artform and supports the family in keeping the tradition thriving.

Two of the restaurants that we visit support female entrepreneurship and youth development. Thus giving opportunities for decent work in the tourism sector.

The tour includes a stay at the Ashanti owned Bronko Guesthouse, here the village school has been funded by Ashanti African Tours. We will also visit the local farming co-operative to learn about cocoa and how the co-operative is improving farming conditions.

Income generated from the Bronko Guesthouse goes into the local community fund. Ashanti African Tours has worked with the local community to reduce deforestation and hunting by extolling the benefits of responsible tourism. Thus preserving the forests and creating an economy for the host community. In this area 23 forest committee members work to protect the area from illegal logging.

Ashanti African Tours fund various community initiatives, including a community fund created by wildlife tourists visiting the Upper Guinea rainforest. This ensures the local community benefits from these visits.

