

LAUNCH OF BICYCLE TOURISM IN GHANA

The Centre for Cycling Expertise (CCE) in collaboration with Starcord Riding Club, a health and fitness Club, partnered the African Royal Beach Hotel to “Launch the First Bicycle Tourism in Ghana on Saturday, September 20, 2008. Bicycle Tourism is a trip made by a group of cyclists for a relative distant for leisure, fun, sightseeing and to create awareness on benefits of cycling. It also shows riders how they can connect to different neighborhoods and areas of the city safely. Again, it illustrates cyclists' rights to the streets.

The objectives of the programme were aimed at contributing to:

- A shift from conventional cycling to promotion of Bicycle Tourism;
- A better appreciation of cycling for health and fitness as well as for recreation;
- Attracting bike tourists into Ghana through Hotels.

Speeches were delivered by the following key Personalities;

- Mr. J Wubbeling, Managing Director of African Royal Beach Hotel, Nshoona
- Mr. Asante Donkor, Representative of Minister of Tourism and Diasporan Relations
- Mr. Magnus L. Quarsahie, Executive Director, Centre for Cycling Expertise and
- Mr. Michael Baddoo, Coordinator Starcord Riding Club

The Manager of the Hotel in his speech, gave his support to making the program a success in view of its huge benefits to be derived by attracting the numerous bike tourists across the world into Ghana.

Mr. Magnus Quarshie stated that at a recent Velo-Mondial conference in 2006 held in Cape Town, South African it was revealed that nearly 2.4 million Germans undertake bike tourism annually in other countries. So, the programme has the potential of attracting these bike tourists. Again, he said the Centre aims to extend the project to cover other part of the country in the long-term.

Mr. Michael Baddoo asserted that the club will continue to offer its services to make sure that people stay healthy and fit. According to him in view of the low interest by some adults in riding, a youth club has been established to “catch them young” and heighten their interest in cycling.

Mr. Asante Donkor, the representative of the Minister of Tourism and Diasporan Relations commended the initiative of the programme and its future role it will play in the tourism sector. He pledged the Ministry’s support in future endeavors in making the Bicycle Tourism a national programme.

A Memorandum of Understanding (MOU) was signed between Centre for Cycling Expertise, Starcord Riding Club and the African Royal Beach Hotel.

Starcord Riding Club gave out 5 bicycles to the hotel to be rented out to their guests and promised to increase the number when necessary. In like manner CCE presented five (5) bicycle helmets for safety purposes to be used by the guest who rent the bikes for tour.

Benefits of the project:

- These events and tours are a great way to learn about biking and will give one the opportunity to spend a beautiful day or vacation outdoors in the company of healthy and friendly bicyclists.
- Having fun, sightseeing and biking for good health.
- By riding one is helping to make the streets safer for cycling.

At the end of the short ceremony, participants rode through some streets in Nungua to mark the launch of the event. The Manager of the Hotel rode with the cyclists.

Some pictures from the programme



In the picture from left are, Mr. M. L. Quarshie, Mr. Asante Donkor, Mr. J. Wubbeling, and Mr. Michael Baddoo



Mr. Quarshie delivering a speech to the participants



Handshake after the signing of the MOU between CCE, Starcord and the Hotel



Participants pose for a group picture