

# LOVE AFRICA

MAY 2025

LANDTOURS.COM

CELEBRATING HARVEST AND HERITAGE  
YAM FESTIVAL  
IN CÔTE D'IVOIRE

BLACK STAR EXPERIENCE | SAINT LOUIS JAZZ FESTIVAL  
WOMEN'S POETRY FESTIVAL | ABOAKYER FESTIVAL



# December In Ghana

## 7 Day Tour



*Women at a December Festival*

### 7 days from \$2,767 per person sharing, land package only

*Celebrate Christmas in Ghana on a 7-day journey filled with culture, adventure, and celebration. From batik workshops and historic landmarks to the Afrofuture Festival, quad biking in Shai Hills, and cruising Volta Lake, each day offers a unique mix of discovery and festive energy.*

#### Why Choose This Tour?

- ◆ Immersive Cultural & Festival Experiences
- ◆ Beach Parties & Afrofuture Concert
- ◆ Nature & Adventure Activities
- ◆ Deep Historical Exploration
- ◆ All-in-one, curated Christmas itinerary
- 📍 Book Your Spot Today & Experience Ghana Like Never Before!
- 📄 Terms and Conditions apply.

#### Physical Activity Level



**Medium**

*Refer to our website for more information.*

#### Your Tour Price Includes

- 📍 Shai Hills & Volta Lake – Quad biking at Shai Hills Game Reserve + cruise at Royal Senchi + Afrofuture Festival
- 🏖️ Labadi Beach Day – Beach time and evening Afrofuture event
- 🎨 Cultural Immersion – Batik workshop, Accra city tour, Makola Market & art galleries
- 🌿 Nature & Heritage – Kakum canopy walk + Cape Coast Castle tour
- 🌸 Botanical Escape – Explore Aburi Gardens, Boti Falls, and Umbrella Rock + shopping & departure prep

## From \$2,767

#### Important Package Information

- 🔥 Discount Price: \$2,767 (double occupancy)
- 👤 Minimum Group Size: 6 travelers
- ✈️ Airfare not included (but can be arranged)
- 📍 Book Now, Experience Culture & Heritage!

# MESSAGE FROM THE CEO

Dear Readers,

As the rains soften the earth and festivals bloom across West Africa, May reminds us of the deep connection between land, culture, and creativity. This month is one of rhythm, ritual, and rebirth—from jazz echoing through the alleys of Saint Louis, to deer hunts in Winneba, sacred yam offerings in Ivory Coast, and the rising voice of women in poetry.

In Ghana, we are especially proud of the newly launched Black Star Experience, an ambitious initiative that seeks to elevate our country's tourism and creative industries to new heights. At Landtours, we've long believed in curating journeys that go beyond sightseeing—our tours already reflect the essence of this experience, from immersive day trips to soul-deep cultural festivals.

Wherever you are in the world, we hope this issue inspires you to travel deeper, listen closer, and connect more meaningfully with the continent that continues to shape global culture.

Warmly,

*Mawuli Dzebu*

MAWULI DZEBU  
LANDTOURS CEO



## LOVE AFRICA NEWSLETTER

created by



Landtours Ghana

LANDTOURS.COM

TRAVELAFRICA@LANDTOURS.COM



CHIMEZIE  
IMO

GENOVEVA  
UMEH

ADEMOLA  
ADEDYOIN

EKU  
EDEWOR

SAM  
DEDE

AND

WALE  
OJO



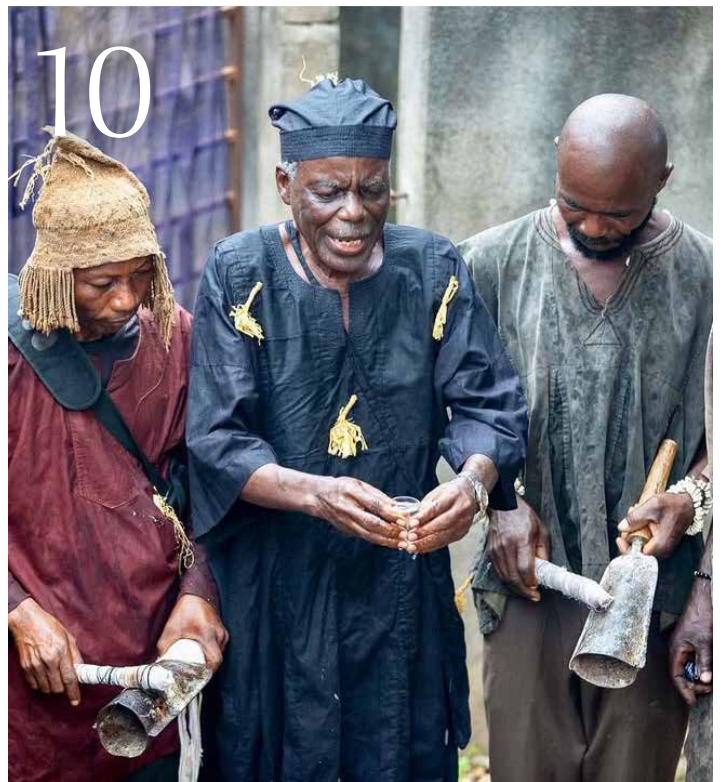
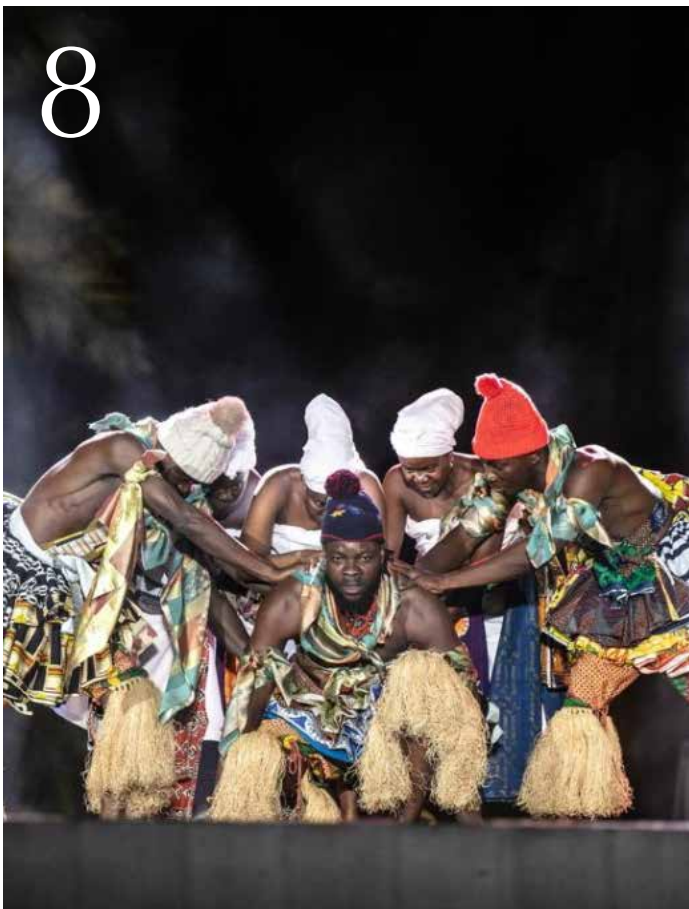
BREATH  
OF LIFE

prime  
amazon

15 DECEMBER  
New Movie

# CONTENTS

MAY 2025 | ISSUE #13



**6** THE BLACKSTAR EXPERIENCE

**8** 2025 SAINT LOUIS JAZZ FESTIVAL

The 32nd edition of the Saint Louis Jazz Festival is currently in full swing, from May 28th to June 1st.

**10** YAM FESTIVAL IN IVORY COAST

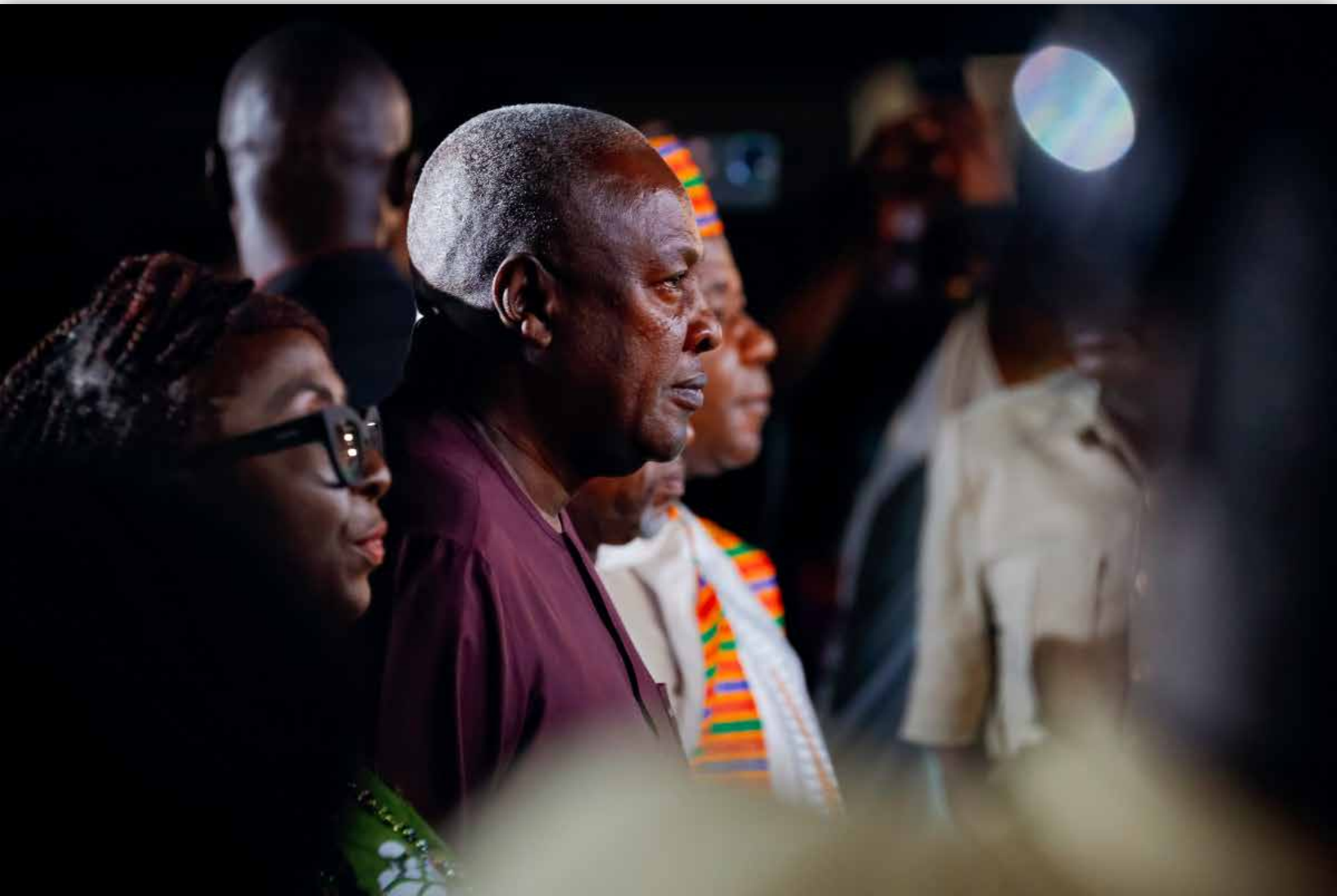
**14** ABOAKYER FESTIVAL

Winneba came alive with the vibrant celebration of the Aboakyer Festival, an annual event that honors the migration and traditions of the Effutu people.

**16** ALL AFRICA WOMEN'S POETRY FESTIVAL

GHANA'S CULTURAL RENAISSANCE BEGINS

# The Black Star Experience



*President Mahama at the Black Star Experience Event*

On May 1st, Ghana officially launched the Black Star Experience, a flagship initiative designed to transform the country's image as Africa's premier destination for culture, tourism, and the creative arts. The announcement took place at Accra's Black Star Square, with President Mahama and key industry figures in attendance.

The program introduces seven creative pillars—cinema, audio, cuisine, aesthetics, style, literature, and heritage—meant to strengthen national

identity and attract global interest. Plans include a new film production studio (Ananse Studios), a revamped Ghana Music Week, and global cultural collaborations.

Tourism Minister Abla Dzifa Gomashie emphasized the initiative's role in economic growth through creative jobs, while coordinator Rex Owusu Marfo stated the goal of positioning Ghana among the world's top 20 travel destinations.

With packages already offered by Landtours exploring heritage, festivals, and cuisine, this initiative aligns seamlessly with the immersive experiences we continue to design for travelers.

*Scenes from the Black Star Experience Event*



RHYTHM RETURNS TO SENEGAL

# 2025 Saint Louis Jazz Festival Draws Global Crowd



*Malick Fall Performs at The Saint Louis Jazz Festival*

The 32nd edition of the Saint Louis Jazz Festival is currently in full swing, running from May 28th to June 1st, 2025, in the historic Senegalese city of Saint Louis. Known as one of Africa's most prestigious music festivals, this year's event is once again attracting jazz lovers from around the world.

Set against the city's colonial-era architecture and river island charm, the festival blends world-class performances with local flair. Artists from across Africa, Europe, and the Americas have taken the stage, including jazz legends, emerging talent, and genre-bending performers blending jazz with Afrobeat, blues, and indigenous rhythms.

Beyond the concerts, attendees are engaging in workshops, city tours, culinary tastings, and community-driven cultural exhibitions. The festival has grown to become a major cultural tourism event, drawing not only music enthusiasts but also travelers eager to experience Senegal's unique heritage.

With its infectious energy and rich programming, the 2025 Saint Louis Jazz Festival is another shining example of West Africa's role in the global arts scene.

*Jacques Iyok Performs at the Saint Louis Jazz Festival*



# Fête des Igname (Yam Festival)

A Celebration Of

## Ancestry, Harvest, and Identity

Each year, the Fête des Igname—Yam Festival—returns to Côte d'Ivoire in a burst of color, rhythm, and ancestral pride. Observed primarily by Akan ethnic groups like the Baoulé, Agni, and Abbron, the festival is a deeply spiritual celebration of the yam harvest, a crop revered not just for its sustenance, but for its symbolism of life, fertility, and divine favor. The festival bridges the worlds of the living and the ancestral, creating a sacred moment of unity, remembrance, and gratitude.

In Akan belief systems, yams are the first gift from the gods to humankind, symbolizing the bond between the land, the divine, and the people. The festival, which typically takes place in August or September, depending on the agricultural calendar, opens with solemn rituals in which the first yams of the harvest are offered to ancestors. Elders and village chiefs lead ceremonies that include libations, drumming, dancing, and prayer, ensuring that the land's spiritual guardians are honored before the harvest is enjoyed by all.

Only after this sacred offering are the yams shared with the community. A festive atmosphere quickly builds, transforming quiet reverence into full-blown jubilation. Villagers prepare a variety of dishes—boiled yam with sauces, mashed yam with palm oil, yam fufu, or fried yam slices—while the streets erupt with masked dancers, talking drums, and colorfully dressed celebrants performing traditional rhythms. In some villages, symbolic yam fights between youth groups take place, representing the struggle between seasons and the cycle of life.

The Yam Festival also plays a key role in strengthening community bonds. It is a time for homecomings, where Ivorians abroad return to their ancestral villages, and diasporans with Akan roots reconnect with heritage. Chiefs renew their oaths to their people, disputes are settled, and rites of passage ceremonies are held.



*Baoulé Pottery & Culture*

*‘symbolic yam fights take place, representing the struggle between seasons and the cycle of life.’*

In many regions, the festival is used to initiate young men and women into adulthood through symbolic acts and blessings from elders.

As with many indigenous festivals in West Africa, the Fête des Igname is not simply a cultural relic—it is a living, evolving expression of identity. In recent years, Ivory Coast’s Ministry of Culture and Francophonie has promoted the festival as a key piece of intangible cultural heritage, supporting local tourism and artisan economies through increased visibility and investment.

*A Baoulé Ceremony*





*Women Preparing Yam Dishes for the Festival*

Visitors can witness firsthand the rich textile traditions, wood carving, and culinary artistry that flourish during the celebration.

In places like Bouaké, Abengourou, and Yamoussoukro, the festival is also becoming a magnet for eco-tourists and culture seekers, especially those eager to venture beyond the beaches and explore the rural heartlands of West Africa. Boutique tour operators have begun offering immersive itineraries that combine the Yam Festival with visits to cocoa farms, traditional weaving villages, and sacred forest shrines, offering travelers deeper insight into the spiritual ecology of Akan life.



*Scenes from the Yam Festival*



*Men Preparing for the Yam Fight*

What sets the Yam Festival apart from more commercialized celebrations is its deep-rooted intimacy and authenticity. Even in its growing popularity, the rituals are community-led, passed down orally and practiced

*‘What sets the yam festival apart from more commercialized celebrations is its deep-rooted intimacy and authenticity.’*



*Child Dancers at the Yam Festival*

with conviction. Children learn from elders, not just how to cook or dance, but why the yam matters—why it connects the past to the present, and how it sustains not just the body, but the soul of a people.

In a time when the world is increasingly drawn to festival tourism, the Yam Festival stands as a compelling invitation. It asks travelers not just to witness culture, but to respect and learn from it, to join in a harvest of not only crops, but of stories, resilience, and belonging. As Ivorians say, to eat the yam is to taste the history of the land—and through this ancient celebration, that taste remains as powerful today as it was centuries ago.



*Men Preparing for a Masquerade Performance*

*Women Pounding Yam for the Festival*



TRADITION & UNITY IN WINNEBA

# Aboakyer Festival 2025



*Scenes from the Aboakyer Festival*

On May 3, 2025, the coastal town of Winneba in Ghana's Central Region came alive with the vibrant celebration of the Aboakyer Festival, an annual event that honors the migration and traditions of the Effutu people.

The festival's highlight is a competitive deer hunt between two traditional warrior groups, the Tuafo No. 1 and Dentsefo No. 2 Asafo companies. This year, the Tuafo emerged victorious, returning to the durbar grounds at 10:13 AM with a live bushbuck, followed shortly by the Dentsefo at 10:24 AM. The captured animal was presented to the Paramount Chief, Neenyi Ghartey VII, who performed the traditional rite of stepping over it three times, symbolizing acceptance by the deity Penkye Otu .

The festival's theme, "Championing Our Ancestral Legacy," was evident throughout the celebrations, which included a grand durbar, traditional music and dance, and colorful processions. Dignitaries such as Ahmed Ibrahim, Minister for Local Government, Chieftaincy, and Religious Affairs, attended the event and pledged government support for local development initiatives, including the construction of a modern 24-hour market to boost the local economy .

The Aboakyer Festival continues to be a significant cultural event, attracting visitors from across Ghana and beyond, and reinforcing the rich heritage and unity of the Effutu people.

*A Man Taking Part in the Aboakyer Festival*



VOICES OF EMPOWERMENT IN ACCRA

# All African Women's Poetry Festival



## *The 2025 AAWP Festival Lineup*

From May 22 to 24, Accra hosted the third edition of the All African Women's Poetry Festival at the British Council. Organized by Tuniq Africa, the festival celebrated African women's literary contributions through poetry readings, panel discussions, and performances. This year's event honored Ghanaian diplomat and scholar Ambassador Prof. Abena Busia for her contributions to literature and gender advocacy.

The festival provided a platform for African women to share their stories, fostering empowerment and cultural exchange.



# Tapestry Experience Tour

## 10 Day Tour

### Chale Wote Festival Portrait

**10 days from \$2,433 per person sharing, land package only**

Discover the soul of West Africa on this 10-day journey through Ghana's art, culture, and history. Timed with the Chale Wote Street Art Festival, this tour offers a rich blend of heritage, creativity, and hands-on experiences—from slave forts to craft villages and culinary workshops.

### Why Choose This Tour?

- ✦ Hands-on art, batik, and food workshops
- ✦ Street art, music, and contemporary culture
- ✦ Historic forts, castles, and cultural institutions
- ✦ Renowned art spaces and local design centers

📍 Book Your Spot Today & Honor the Past While Embracing the Future!

📄 Terms and Conditions apply.

### Physical Activity Level



**Medium**

Refer to our website for more information.

### Your Tour Price Includes

- Art & Coffin Makers – Explore Ghana's fantasy coffins and contemporary art spaces
- Historic Sites – Visit Cape Coast & Elmina Castles, Slave River, and Manhyia Palace
- Craft Villages – Discover Kente weaving, Adinkra stamping, and wood carving in Ashanti communities
- Hands-On Workshops – Create traditional batik and cook local dishes
- Batik & Culinary Workshop – Try your hand at cooking local dishes and creating beautiful African batik textiles
- Kokrobitey Institute – Explore innovation by the intersection of design, health, and culture
- Chale Wote Festival – Celebrate Ghana's boldest street art and culture event in Accra

# From \$2,433

### Important Package Information

- 👤 From \$2,433 per person (double occupancy)
- 👥 Minimum Group Size: 5 travelers
- ✈️ Airfare not included (but can be arranged)
- 📍 Book Now, Experience Culture & Heritage!

