



**MINISTRY OF TOURISM &
CULTURAL AFFAIRS**
..home of hospitality



INVESTMENT OPPORTUNITIES IN THE TOURISM SECTOR

SIERRA LEONE


Ministry of Tourism and Cultural Affairs

Why Invest in the Tourism Sector in Sierra Leone



- SL is a resilient warm-hearted West African nation filled with epic scenery, pristine beaches, diverse wildlife, rich history, and vibrant culture.
- It offers authentic natural, cultural and historical experiences as an upcoming destination
- Offers a unique investment opportunity for an ecotourism hub
- Tourism has experienced an average growth rate of 43% and 10% international arrivals and occupancy rates per annum respectively, over the last 4 years
- Sierra Leone is the designated host of the largest amateur cross border rally – Budapest- Bamako- Freetown rally
- Access to attract regional tourists from ECOWAS 424 million population
- The destination is only 5 and half hrs away from Europe

KEY PRODUCTS OF SIERRA LEONE AS A TOURIST DESTINATION



Ecotourism

Cultural Heritage
Tourism

Roots tourism

Beach Tourism

Wildlife Tourism

Adventure Tourism

High-end leisure

Volunteer Tourism

Investment Package – Banana Island

All Inclusive Leisure, Recreational and Entertainment Center



Investment Highlights

- A group of islands (Dublin, Ricketts and Mes-Meheux) with rich historical heritage. The longest Island is about 6km long
- Harbors the deepest water in West Africa, ideal for scuba diving, snorkeling, scenic boat trips and sports fishing
Remains of slave forts and rusting cannons can be spotted
- High visitor volume destination with potential to generate significant commercial returns

Investment Package- Banana Island

All Inclusive Leisure, Recreational and Entertainment

Facilities Required

- Development of a 4-5-star accommodation facility
- Meeting rooms,
- Conference halls and exhibition centre
- Development of a jetty
- Waterfront facility for boating services.
- Marina
- Shopping centre
- Tour boats for expeditions





Highlights

- It is the top visitor attraction in Sierra Leone, internationally recognized for the conservation of wildlife, set in an outstanding natural landscape
- It is one of the two major lowland rainforest areas in Africa
- **It harbours the highest primate densities in the world**
- The island measures a mere 12 sq.km

Investment Package – Tiwai Island Sanctuary

Facilities Required



- Construction of eco-lodges,
- Visitor centre
- Camp sites
- Directional signage
- Education and interpretation signage,
- Nature photography
- Hide Tower
- Social event sites
- Boat excursions



Investment Package – Sulima



Highlights

- Internationally recognized for surfing, set in an outstanding natural landscape with 11km stretch of golden sandy beach
- Unique opportunity to establish a unique beach holiday destination
- Strategically located close to the Liberia border
- High visitor volume destination with potential to generate significant commercial returns

Investment Package- Sulima

Facilities Required



- Development of accommodation facilities
 - ranging from 4-5 star hotels, ecolodges, beach resorts,
 - Development of a Marina
 - Watersports activities: surfing, sailing, boat tours,
 - Shopping and business centre
 - Holiday apartments
 - Amusement parks
-



Investment Package – Wildlife Conservation in National Parks - Loma Mountain, Goal Rainforest and Outama Kilimi



Highlights

- They are the top visited National parks in Sierra Leone
- Home to a rare collection of elephants, pygmy hippos, leopards, chimpanzees, monkeys and wide variety of bird species
- Minimal investment and operating costs with high returns

Investment Package- Wildlife Conservation in National Parks - Loma Mountain, Goal Rainforest and Outama Kilimi



Facilities Required

- Construction of eco-lodges,
- Visitor centres
- Camp sites
- Restops
- Directional signage
- Education and Interpretation signage,
- Nature photography
- Hide Tower
- social event sites
- Boat excursions





THANK
YOU

Thank You

for your attention