SIERRA LEONE
Your next partner in Africa

Invest in Tourism
Sierra Leone at a glance

- **GDP**: USD 4.1 billion
- **Growth**: 4.7% (proj. 2020)
- **Currency**: Leone
- **Population**: 7.1 million (2015)
- **Capital**: Freetown
- **Time zone**: GMT
- **Climate**: Tropical
- **Land area**: 7.2 million ha
- **Official language**: English

Why invest in Sierra Leone?

1. **Strategic access to markets**, boasting a natural deep water harbour. By plane: 3h from Lagos, 4h from Brazil, 6h from Europe, 8h from North America, 11h from China.

2. **Social and political stability**. An investor-minded government. Heavy investment in infrastructure to facilitate trade.

3. **Duty free access to global markets** (EU, USA, ECOWAS, Mano River Union).

4. **First mover advantage**: total arable land of 5.4 million ha.

5. **Attractive fiscal and non-fiscal investment incentives**.

6. **Population** young and eager to work.
Investment opportunities in tourism

Capitalise on momentum from GoSL
Tourism as one of the priorities for economic diversification. New visa on arrivals and reduction in airport charges (2019). Investment in infrastructure underway to facilitate the sector.

Bet on eco-tourism

Showcase adventure and sport
Jungle, coast and mountain hiking trails. Exciting wildlife (elusive pygmy hypos, unique birds, chimpanzees, forest elephants). Huge opportunity for sports fishing: one of the best marine ecosystem in the world.

Tourism in Sierra Leone (2018)
- 4.9% of GDP
- Total jobs supported 55,500
- Potential for growth (WTTC): 37th / 185 countries
- Arrivals 63,000
- White sand beaches 570km
- KLM, Air France, Brussels Airline, Royal Air Maroc, Turkish Airline, etc.