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# Overview of the Sector

- ▶ Tourism has now become one of the world largest industries and one of its fastest growing economic sectors. We have seen many countries in and out of Africa where tourism is seen as a key instrument for development as it stimulates new economic activities.
- ▶ Travel and Tourism generates a direct economic impact but it also produces significant indirect and induced contributions.
- ▶ Tourism is an important poverty reduction tool that has the ability to create jobs, attract youth employments, create jobs for women, boost the economy, encourage investment, decentralize development activities, promotes the wealth, beauty, rich culture and heritage of the Republic of Liberia. Tourism is an industry of industries and Liberia stands to benefit greatly from a culturally, vibrant, inclusive sustainable tourism industry.

- ▶ There are several success stories from other countries, as it relates to empowerment of the sector. By this means, the Country's historical, as well as tourism attractions will be projected and show case, thereby buttressing central government efforts in projecting the various images of our beloved Country.
- ▶ This sector is also a Holiday business for people who are career tourist, as well as others who intermittently engage into sight-seeing, discovering exotic sights and locations within a particular area or country. With the evolutionary nature and the sporadic pace at which this sector is growing, state actors as well as other interested persons have deemed it necessary to prioritize this sector, thereby investing enormously, to improve the sector.

## Current status of the Sector:

- ▶ Tourism is a labour-intensive sector which can potentially be a significant contributor to the Liberian economy. In 2010, the Liberian tourism industry directly employed 195,000 people. Moreover, 74.7% of tourism related employment is estimated to benefit women, indicating that sectoral growth would have strong implications for gender issues.
- ▶ International tourism receipts for Liberia were approximately 15.01% US\$232 million of GDP in 2011. The contribution of international tourism in exports was 18.56% in the same year. There are no updated statistics regarding the contribution of the tourism sector to total employment. Nevertheless, the potential of tourism for employment creation in the country has been widely acknowledged. The limited availability of reliable statistics makes it difficult to describe with accuracy the size and dynamics of Liberia's tourism sector both in terms of volumes and value.

- ▶ Ebola virus caused high economic costs, particularly in the Liberian tourism sector. Hotels and restaurants were adversely affected by the reduction of commercial flights and occupancy from international visitors. Weekly flights diminished from 27 weekly in August to only six in September (2014). Likewise, some hotels reported 10% occupancy rates as a result of the crisis.
- ▶ As a consequence, employment in the sector was negatively impacted as hotel workers were either laid off or had their working days reduced. Although there is no available information on the number of international visitors to Liberia, data from OAG (Air Travel Intelligence) estimates that total seat capacity was down by roughly 65% in January 2015 compared with January 2014.

## Investment Opportunities

With the ambitious decentralization mechanisms being put into place by the Government of Liberia through the Agenda for Transformation (AFT), Vision 2030 policy document, whereas the Country is embarking robustly on ventures in ensuring that development and other basics cut across every spectrum of the Country, the sector management team is poised to engage into exploring for possible investment areas of intrinsic values. The numerous Islands of the Country are sites to behold, even the exotic waterfalls as in the Kpatawee in Bong County are all places that are of serious tourism attraction, a catalyst for income generation for the Government. The Country has serious prospects for growth within this sector, which can be adequately addressed by the empowerment of the sector management team, and a complete showcase to the World our beautiful and intrinsic nature.

The famous Lake Piso in Grand Cape Mount County, to the beautiful savannah land in down beach Garraway, Grand Kru County and many others, are possible investment opportunities, when projected and invested into, the Country can generate huge incomes.

Additional, with the country recovering from the twin shocks of the Ebola and sharp decline in world product prices, which led to some of the Tourism establishment closures, immense job losses and reduction in the industry revenues, the need for the Tourism Industry to reengage investors and partners is crucial.

Therefore, the following are some areas of Investment Opportunities:

- ▶ **Nimba Forest Reserve (Nimba County)**
- ▶ **Lake Piso, (Grand Cape Mount County)**
- ▶ **Kpatawee waterfall (Bong County)**
- ▶ **Hotel Africa (Virginia, Montserrado County )**
- ▶ **Trengbe Island (Grand Kru County)**
- ▶ **Sapo National Park (Sinoe County)**

## Nimba Forest Reserve

The Nimba Mountain range is the largest of the Upper Guinea rainforest and extends from Liberia into neighboring Guinea. Home to the world's largest butterfly (Africa Giant Swallowtail) and the nearly extinct Nimba Otter Shrew, a toad found only in Liberia, the East Nimba Nature Reserve is an environmentalist dream come true. With a beautiful blue lake in the midst of the mountain and misty dew that covers the entire range at certain hours in the day; this place has a major advantage for tourism investors.



## Lake Piso

Lake Piso located in Robertsport, Grand Cape Mount County, is the Coastal town with elaborate mountains and excellent surfing opportunities, as it is one of the world's best surfing locations. It's also home to Lake Piso, the country's largest and most serene lake, which enables amazing artisanal fishing.



## Kpatawee Waterfall, Kpatawee Village, Bong County

Kpatawee Waterfall– is rated by visitors as the most dramatic and green waterfalls located in any forest, this water fall has been tagged as a biodiversity hotspot and major tourism asset by the Liberian government.



## Hotel Africa – Virginia, Montserrado County

The construction of the Ducor Intercontinental Hotel, the Robertsfield Hotel, Hotel Africa and the Presidential Villas for the 1979 O.A.U. Summit of African leaders; and Hotel Victoria in Robertsport were among Government initiatives to develop the hospitality industry. All of the above were Five Stars Accommodation in Liberia.



Before the damage



After the damage

## HOTEL VICTORIA, ROBERTSPORT, GRAND CAPE MOUNT COUNTY AFTER

A distance view of the once famous Hotel Victoria, located on the shores of the Atlantic Ocean in Grand Cape Mount County. This place drew a lot of tourist to this part of the Country, and generated a lot of income.



## TRENGBE ISLAND

Trengbe Island is located in the Atlantic Ocean about 2½ miles from the shore of Kata and lake Teahgbah respectively.



## Priority Projects (PPs)

- ▶ The Sector Management team from her assessment has made striking projections, which will constitute projects for tourism attractions and income generation. Currently, the following are being considered:
- ▶ The renovation of the Providence Island (the birth of Africa); the renovation of this sacred site to pre-war status will give a picture segue attraction conspicuously view, and reignite the essence of the area.

- ▶ The remodeling of the Kpatawee Waterfall; this waterfall situated in Central Liberia, Bong County has served as a serious leisure area for citizens in and around the County. This initiative will provide tourism attractions center for tourism and other visitors within the Country, which will generate income for the Country and the sector in particular

- ▶ The rebranding of the Lake Piso; this Lake is situated in the Western cluster of the Country, Grand Cape Mount County, where fishermen use to catch fish for commercial purposes. This lake stretches wide into the Atlantic Ocean, and can be viewed from the top of the Cape in Robertsport. The Sector Management endeavors to rebrand the shores of the Lake, getting investors to build hospitality facilities, and creating a surfing area, where surfers can go and leisurely experience the area.

- ▶ The renovation and rehabilitation of the Sapo National Park; this area is situated in the Southeastern part of the Country, precisely Sinoe County, where wildlife preservation has been the basis for the establishment of the area. At the result of the civil conflict, this area was been abandoned, the roads leading to the park is lying in ruins. The Sector Management team is seeking funding to renovate the facility, recondition the roads, and improve the entire area, thereby ensuring the Country comes in conformity with international standards.

## Success stories/ current players for possible partnership

Tourism forms a small part of the national economy of Liberia. In the past, a large number of tourists visited Liberia, mostly from the United States and Europe. Liberia's economy, including the tourist industry, was badly damaged by civil war in the country, and has been recovering since 2006 with inception of Her Excellency Madam Ellen Johnson Sirleaf as President of the Republic. The accommodation available to tourists and visitors to Liberia has dramatically increased from moderate to very Good. In fact there are now fewer Five-Star Hotels in Monrovia and its environs with additional proposals from investors for more Tourists attraction centers with modern accommodation facilities.

## Some of the current players for possible partnership:

- ▶ Ministry of Commerce, Trade & Industry
- ▶ Liberia Business Association
- ▶ Liberia Chamber of Commerce
- ▶ Forest Development Authority (FDA)
- ▶ Environmental Protection Agency (EPA)
- ▶ United Nations World Tourism Organization (UNWTO)
- ▶ Monrovia City Corporation MCC
- ▶ The United Nations Educational, Scientific and Cultural Organization (UNESCO)

# Map of Liberia, showing the various political sub-divisions



© 2008  
100 Miles  
100 Kilometers  
1:100,000

# Thank You

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