

GOVERNMENT OF SIERRA LEONE MANIFESTO REPORT ON TOURISM

REPORTING ON MANIFESTO COMMITMENT AND OTHER NON-MANIFESTO ACHIEVEMENTS IN THE TOURISM SECTOR

A. IMPLEMENTATION OF MANIFESTO ACHIEVEMENTS

MANIFESTO COMMITMENT

1. Improving Policy and Legal Environment



- Review and upgrade all tourism-related laws, regulations and policies to ensure consistency with regional and global best practices
- Develop a Master Plan for the tourism sector in line with the revised laws and policies
- Establish a Tourism Information Register (TIR)

ACHIEVEMENTS

Policy and legal environment within the Tourism and Cultural Sectors significantly improved by 98%.

See detailed achievements below:

- Review and upgrade all tourism-related laws, regulations and policies to ensure consistency with regional and global best practices
- Develop a Master Plan for the tourism sector in line with the revised laws and policies
- Establish a Tourism Information Register (TIR)



Remarks

The E-Tourism Strategy and Implementation Plan provide a sustainable guide to towards the digitalization of the tourism sector to enhance competitiveness and increase arrivals.

This document provides a framework for the collaboration of relevant stakeholders to enhance effective governance and service delivery.

Visa on Arrival Policy has created ease access to Sierra Leone for diverse nationalities

This will help protect and conserve the ecosystem and cultural heritage, thereby maximizing the use of islands for touristic purposes

Awaiting the completion of enactment procedures.

A guide to Tourism Sector development and planning. Data regularly collected on arrivals, receipts, attraction sites, bed capacity, employment, target markets, purpose of visit, number of tourist establishments, etc. This has informed policy decision making, attract investment, etc.



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Manifesto Commitment

2. Rehabilitating and Develop

Historic and Cultural Sites

Prepare a rehabilitation plan for all strategic historic sites in Sierra Leone

- Establish public-private partnership to manage historic sites

Achievements

1. Tourism Ministry, Subvented Agencies Tour Old FBC & Railway Museum



2. Ministry of Tourism, Tourist Board Turn Sod for the Reconstruction/Rehabilitation of the 24 Bedroom Hotel and 6 Classrooms of HTTC



Remarks



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3. Developing Infrastructure

Designate tourist attraction areas and provide them with the needed infrastructure including water, electricity and communications

- Develop tourist infrastructure (such as beach resorts, eco villages and research camps)
- Facilitate the construction of a toll bridge to link Freetown to Lungi Airport



Achievements

The following tourist attraction areas have been designated as Tourism Development Areas– Lakka North , River No.2 , Banana Island , Leicester Peak,BigWater, York ,YorkIsland, Sussex, Sulima , Tobandan and Chepo Island.



Remarks

This is to enhance orderly planning, development and promotion of these designated areas.

In completion stage (95%)

Presidential Infrastructure Development Projects



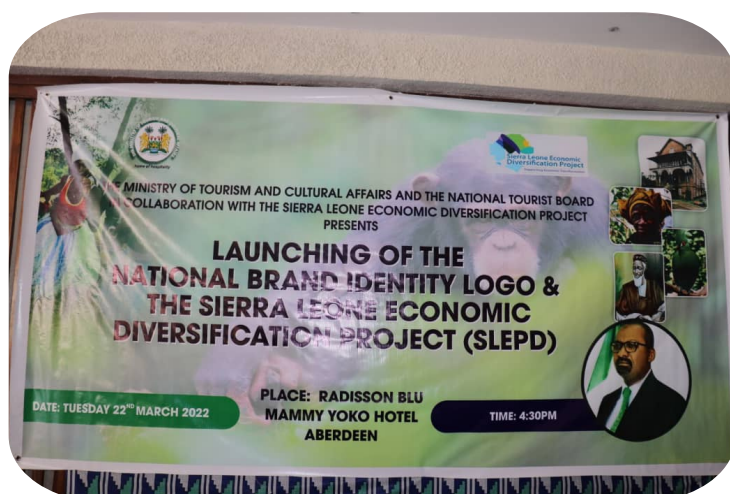
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4. Promoting Marketing and Improve the International Image of Sierra Leone

- Develop an improved web portal for tourism promotions
- Participate in international tourist activities
 - Collaborate with the Embassies/Missions to showcase the tourist potentials of Sierra Leone to the outside world
- Contract an international PR firm to promote the international image and showcase the tourist potential of Sierra Leone



Achievements

- Dynamic and interactive C2C promotional website developed
- A 10 year Marketing and Branding Strategy for Sierra Leone Tourism Sector Developed.
- A new Brand Identity logo and collateral Brand materials for Sierra Leone developed.
- Increased access to the following international markets: Russia, Canada, Spain, Scandinavia Nordic markets and the Africa Regional Markets
- Increased digital marketing campaigns. Host active social media and digital platforms.



f. Increase of international arrivals for the past four years, 2018, 2019, 2020 and 2021 is 327,700.

In 2018, the total arrivals were 56,500 with a percentage increase of 20.4% as against 2017.

In 2019, the total arrivals were 107,630 with a percentage increase of 38.9%

In 2020, the total arrivals were 41,238 with a percentage decrease of 14.9% due to COVID-19 outbreak.

In 2021, the total arrivals were 71,193 with a percentage increase of 25.7%.

The international arrivals from January, 2022 to June, 2022 were 44,539.

g. Tourist expenditure amounted to \$156,973,669 between the period 2018 to 2021



☒ In 2018 tourist expenditure estimate was recorded at \$38,733,500 with a percentage of 31.1% as against 2017.

☒ In 2019, total tourists expenditures were \$42,408,700 with a percentage of 34.1%

☒ In 2020, total expenditures were \$15,364,000 with a percentage of 12.3%

From 2019 to 2020 there was a decrease in tourist expenditure by \$27,044,700 with a percentage decrease of 42.5%

☒ In 2021, total revenue expenditure was \$28,027,850 with a percentage increase of 22.5%.

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4. Promoting Marketing and Improve the International Image of Sierra Leone

Remarks



100% completed; serves as a marketing tool to effectively and efficiently promote and rebrand Sierra Leone as an attractive tourism destination thereby luring more tourists.

100% completed; framework to guide Marketing and rebranding activities and programs.

100% completed; increase visibility of Sierra Leone as a unique and preferred tourism destination

Interest of tourists in targeted markets attracted.

Tourists interest increase to visit Sierra Leone



Increase tourists arrivals create lucrative markets for domestic and international investment while generating more income for the government and its people.

This data will be utilized by researchers as well as national and international institutions.



2018 to 2022, the Tourism Sector experienced about 80% increase in tourists' arrival and expenditure which corresponded to a surge in jobs creation and income generation along the Sierra Leone tourism sector value chain.





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5. Developing Skills in Tourism

Conduct a Skills Audit of the Tourism Sector

- Prepare a Manpower Development Plan for the Tourism Sector
 - Upgrade the existing school for hotel management and tourism in terms of materials, equipment and staffing
- Introduce higher education programmes for tourism
- Promote public-private partnership for tourism training

Remarks



Achievements

National Tourism Needs Assessment (NTNA) and Plan developed and validated.

National Tourism Capacity Building Action plan developed

Milton Margai Technical University- Brookfields Campus (HTTC) rehabilitated, refurbished and equipped (24 bedrooms, Kitchen, Prep room, and serving room. Equipped)



An integrated Tourism and Hospitality Curriculum developed and validated. A Bachelor in Tourism and Hospitality Management Program introduced at Fourah Bay College, UNIMAK and Limkonwing Universities.



Guides capacity building along the tourism value chain for quality service delivery within the tourism and hospitality industry. It is a plan outlining requisite training for public and private sector employees. Conducive and standard learning environment provided.

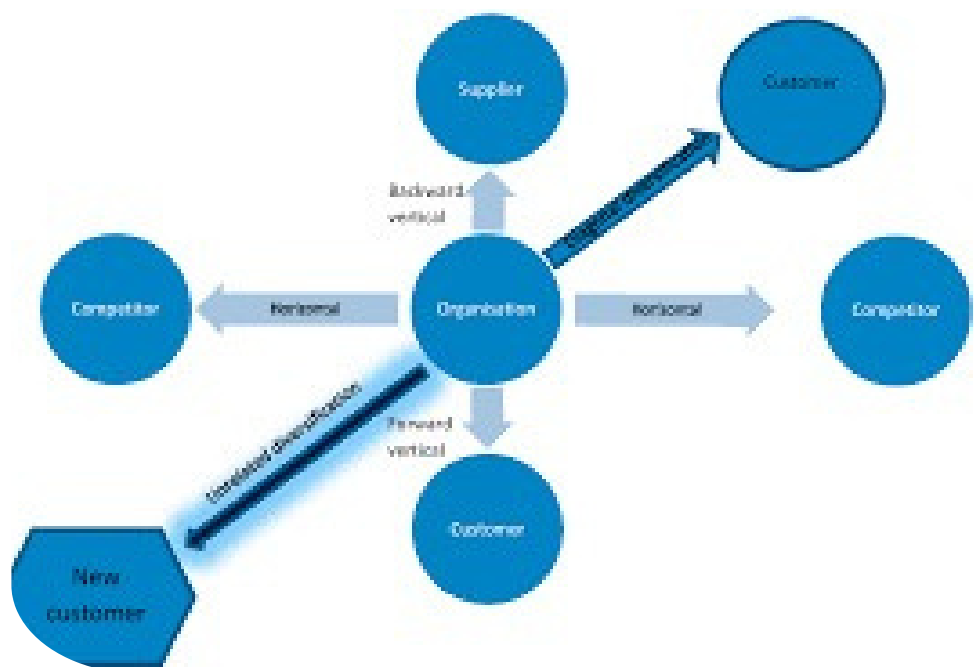


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6. Diversifying Tourism Products



Promote adventure tours such as safaris, jungle tours, mountain trekking

- Support local entrepreneurs to promote tourism-based activities linking with rural economy, harvest seasons, wildlife, farming practices, art, culture and religions



Achievements

MOU on Conservation and Wildlife Tourism signed between the governments of Sierra Leone and Kenya.

Assessment on Sierra Leone wildlife tourism resources has been under taken.

Wildlife Tourism Policy developed.

Agro-tourism and Cultural festivals organized in Bonthe Island and Kabala.

Increase in the number of national tourism professionals



Remarks

Helps to diversify tourism product base and the promotion of biodiversity conservation.

Promote wildlife tourism as a niche tourism market to Sierra Leone.

Guide the development and promotion of wildlife tourism

Promote awareness on cultural tourism products, improve domestic tourism activities and increase social cohesion

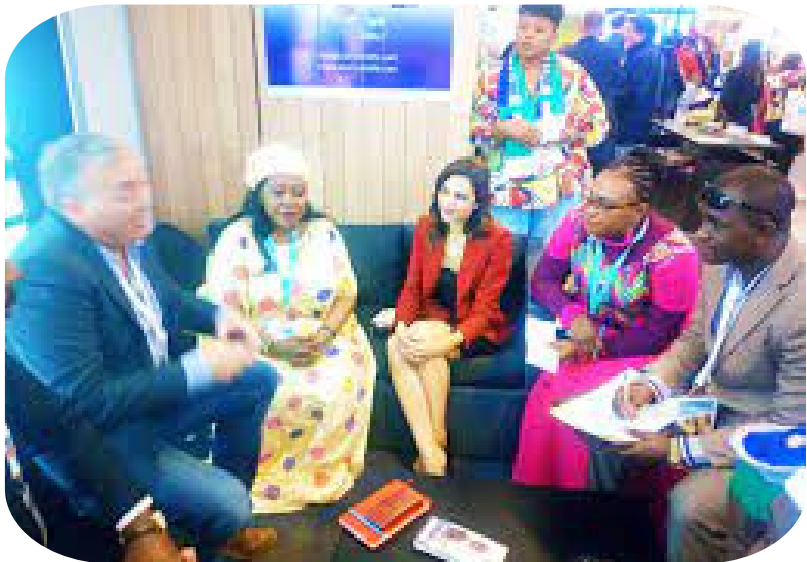


REPORTING ON MANIFESTO COMMITMENT
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G. NON-MANIFESTO
COMMITMENTS

Non-Manifesto
Commitment

Rebranding the image of Sierra
Leone.



Achievements

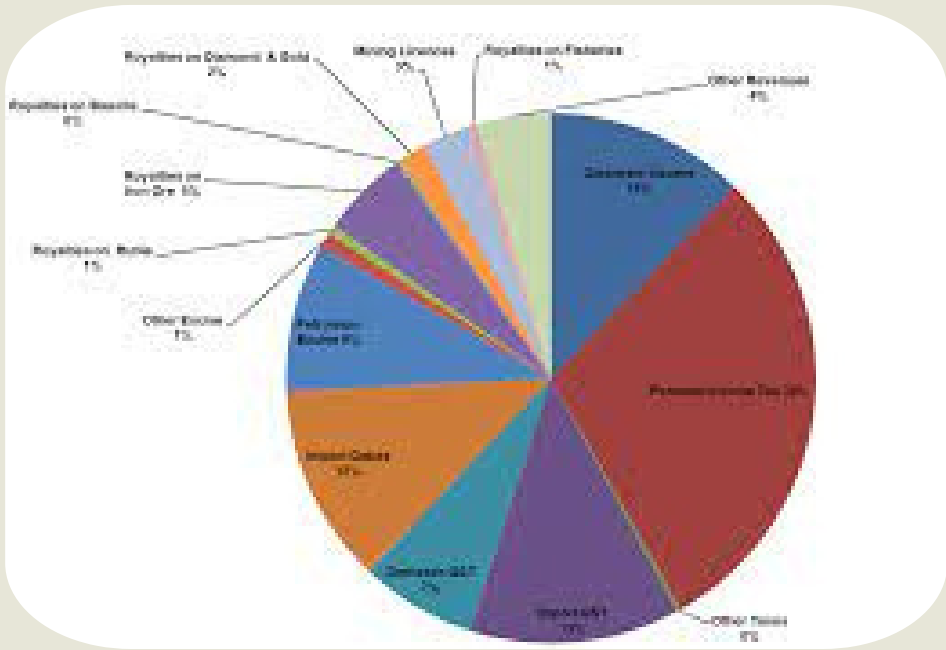
Succeeded in hosting two largest
first ever Budapest Bamako
Freetown Finish Line International
tourist rallies that saw the influx of
over 1,400 tourists from diverse
origins- massive number of
tourists.



Remarks

Contributed immensely on the
domestic revenue collection and
rebranding of the image of Sierra
Leone.

Contributed immensely on the domestic
revenue collection and rebranding of the
image of Sierra Leone.



Achievements

100 civil society and 100 bloggers
& media practitioners trained on
sustainable tourism, advancing the
SDG, and climate change risks and
mitigation measures for CSOs and
media practitioners



Remarks

Increased climate information
dissemination

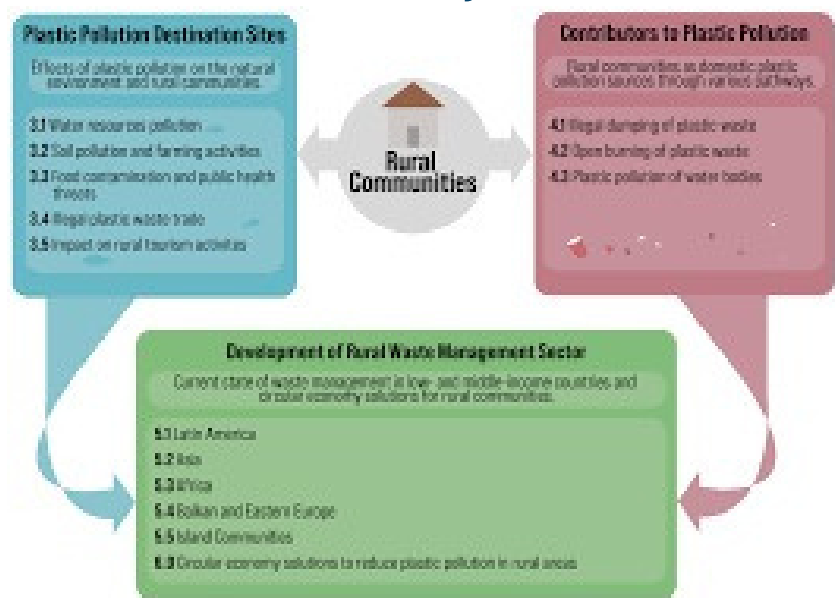


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G. NON-MANIFESTO
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Non-Manifesto
Commitment

Solid Waste Management
Study



Achievements

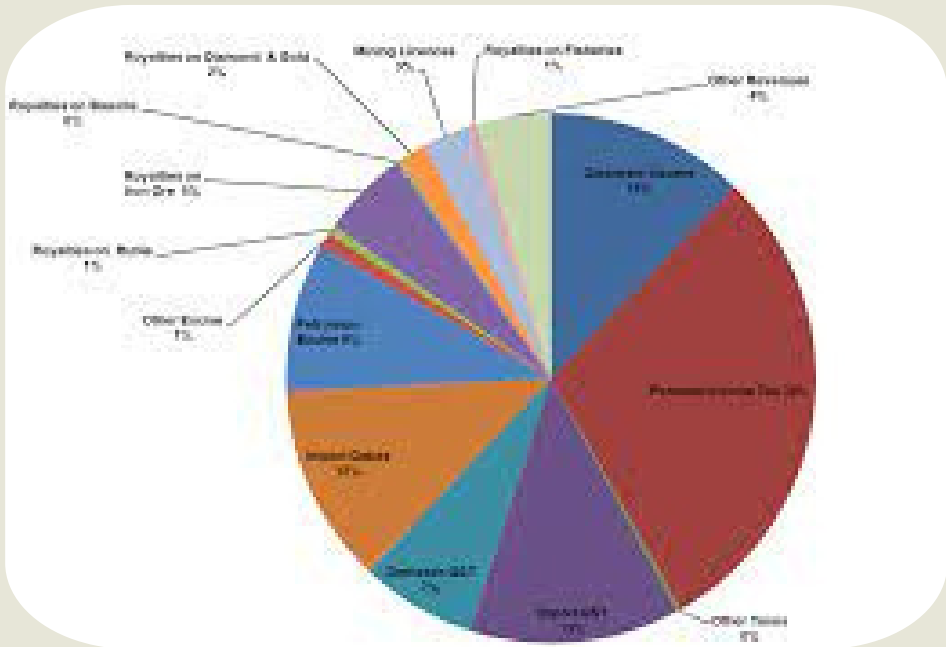
Contractual service with women and youth groups along the beaches to establish pilot activity on waste management techniques



Remarks

Contributed immensely on the domestic revenue collection and rebranding of the image of Sierra Leone for Freedom, Sierra Leone

Contributed immensely on the domestic revenue collection and rebranding of the image of Sierra Leone.



Contractual service with women and youth groups along the beaches to establish pilot activity on waste management techniques

Achievements

400 women and youths trained on waste management techniques, including plastic recycling and bio-charcoal briquetting, aluminium waste recycling and eco-stove production



Remarks

Increased climate information dissemination