

Invest Salone is a UK-funded, private sector development programme that aims to increase incomes and jobs for thousands of Sierra Leoneans by boosting investment across several key sectors.

The travel and tourism industry offers opportunities for economic diversification and market-creation. It is one of the world's largest and fastest growing sectors, responsible for one-in-four new jobs globally. In 2023, the travel and tourism sector contributed 9.1% to the global GDP; an increase of 23.2% from 2022 and accounts for nearly 330 million jobs worldwide¹. Through the revenues and jobs that it provides, the sector helps to improve livelihoods, including for young people and women. Sustainable rural tourism can also be a viable pathway towards shared prosperity, which can be helpful in reducing rural to urban migration.

OPPORTUNITIES

The World Travel and Tourism Council's (WTTC) estimates that the sector contributed 2.3% to Sierra Leone's GDP in 2022 and 2.7% in 2023. The WTTC also estimates that total employment in the tourism sector in Sierra Leone was 43,100 in 2022, growing to 47,300 in 2023.



Contributes to **2.7% of GDP**

Provides livelihoods
for **47,000 people**

The government has identified tourism in the Medium-Term National Development Plan as a critical enabler for achieving its Big Five Game Changers: Feed Salone, human capital development, youth employment, revamping public services and technology and infrastructure. Ambitious targets for the growth of the sector include increasing international tourist arrivals to Sierra Leone from 56,417 in 2022 to 147,930 in 2033, increasing tourism receipts from US\$40.3 million in 2022 to US\$125 million in 2033, and increasing direct tourism jobs from 29,471 in 2022 to 77,274 in 2033.

¹World Travel and Tourism Council

WORKING WITH THE SECTOR

Some of our activities include:

- Working with local destination management companies (DMCs) to organise a visit of specialist UK, European and US tour operators to experience first-hand the country's environmental and cultural heritage, making it easier for them to sell Sierra Leone to their clients
- Facilitating a dialogue between international tour operators, the Sierra Leone Hospitality and Tourism Association and the other members of the domestic tourism industry to share information on global trends, discuss challenges and the way forward for the sector
- Compiling recommendations from international tour operators and sharing feedback with local business and key representatives
- Exploring and promoting the feasibility of chartered and scheduled flights by engaging with airlines, tour operators and chartered flight specialists
- Participating in buyer outreach and promotional activities, including meetings with nine tour operators and associations such as the West Africa Tourism Association, the Africa Travel and Tourism Association and the Air Promotion Group at the annual World Travel Market.

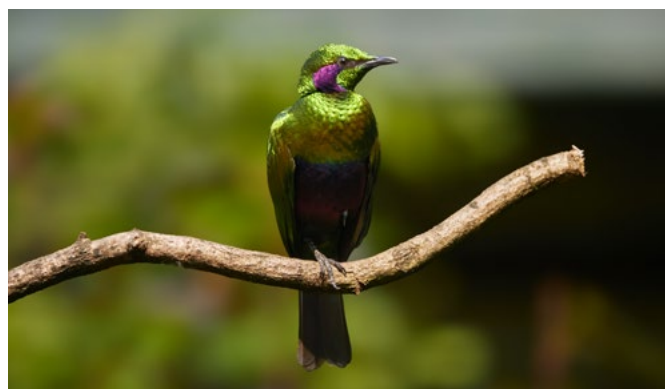




WORKING WITH BUSINESSES

Invest Salone is working with Sierra Leonean businesses with high or strategic growth potential to either become export and/or investment ready or to achieve accelerated growth. We do this by providing technical assistance, showcasing Sierra Leonean travel and tourism firms internationally and linking them with their international counterparts. Activities include:

- Establishing relationships with international tour operators and facilitating linkages with DMCs
- Providing Sierra Leonean DMCs with technical assistance and support for strategic business planning and marketing
- Attending the annual World Travel Market in London with two of Sierra Leone's leading DMCs and providing technical support for their attendance at additional trade events including Experience Africa.



RESEARCH, PUBLICATIONS AND PROMOTION

We conduct research and analysis to understand the sector's investment potential. Our published research includes an 'Insight' report on investment opportunities in the tourism sector in Sierra Leone. We have also conducted scoping reviews of the tourism industry in Sierra Leone and an analysis of the business case for charter flights to Sierra Leone. We work with the local and international media and use our own platforms to share and promote information on Sierra Leone's tourism potential.

DEVELOPMENT IMPACT

A boosted tourism industry will create opportunities for existing businesses to increase revenue by providing services to tourists as well as open opportunities for new businesses to emerge in sub-sectors. This will create growth and increased job opportunities for men, women and young people.

Visit our [Resource Bank](#) for more information or get in touch at enquiries@investsalone.com.