



LIBERIA – EU BUSINESS FORUM

The Liberia Tourism Opportunities

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Agenda

- ITCs Liberia Tourism Development Project
 - Why Invest in Liberia Tourism
 - Liberia's 3 Major Tourism Opportunities
 - Alignment is our power.
 - Q&A
- 

ITC Liberia Tourism Development Project

The international Trade Centre (ITC) undertook the Liberia Tourism Development Project, with funding from the Enhanced Integrated Framework in collaboration with the Ministry of Commerce and Industry and the Ministry of Information, Cultural Affairs and Tourism.

Liberia Tourism Marketing and Branding Strategy

Liberia Tourism Website

A Glimpse into the Liberia Tourism Brochure

Liberia Compendium of Tourism Resources

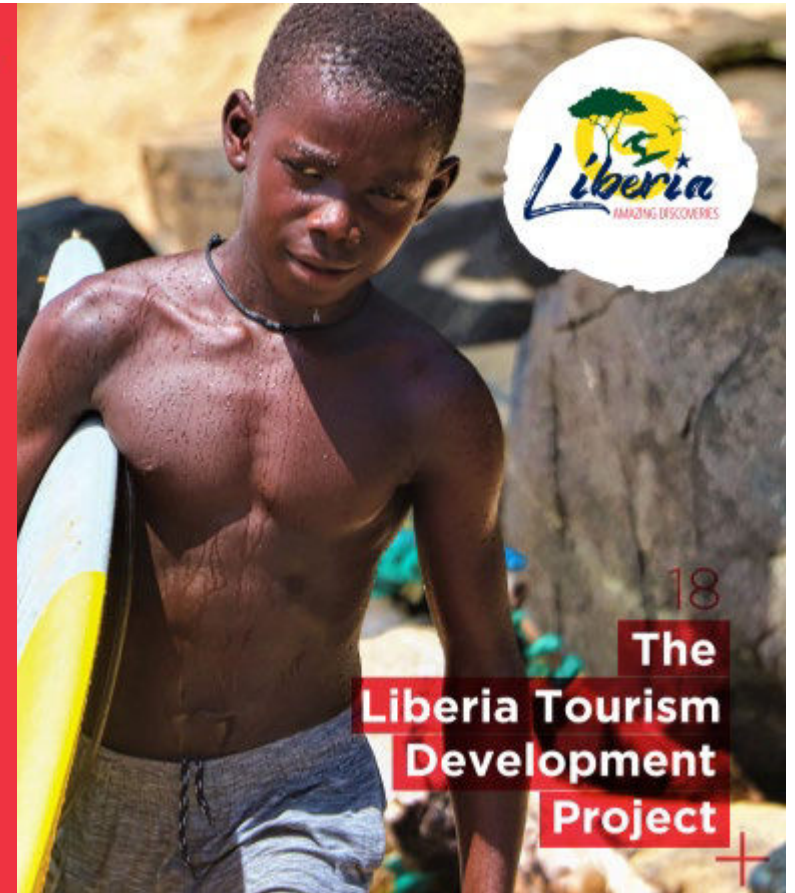
Top 12 Amazing Discoveries of Liberia

Capacity Building Quick Impact Assessment

Over 25 Stakeholders' Engagements Under the Project

Launch of New Tourism Brand and 10-Year Marketing Strategy

The New Brand, Logo and Promise



Why Invest Liberia Tourism

The Big Statement:

Tourism is the only industry in Liberia that can simultaneously develop every county, transform youth employment, and catalyze national infrastructure.

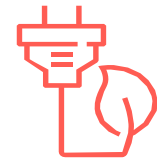
Why: (examples)



It **touches** every sector



Investors often first arrive as visitors



It is the **gateway** industry

Alignment:



- Tourism only works with alignment.
- The Liberia-EU Forum presents a perfect platform for alignment.
- This must be carried onward to Liberia for every destination, attraction or tourism opportunity development if there is to be transformation of the sector.

**Liberia is not starting from zero.
We are starting from extraordinary, untapped assets.**



Liberia's 3 Major Tourism Opportunities

Heritage/Roots Tourism :

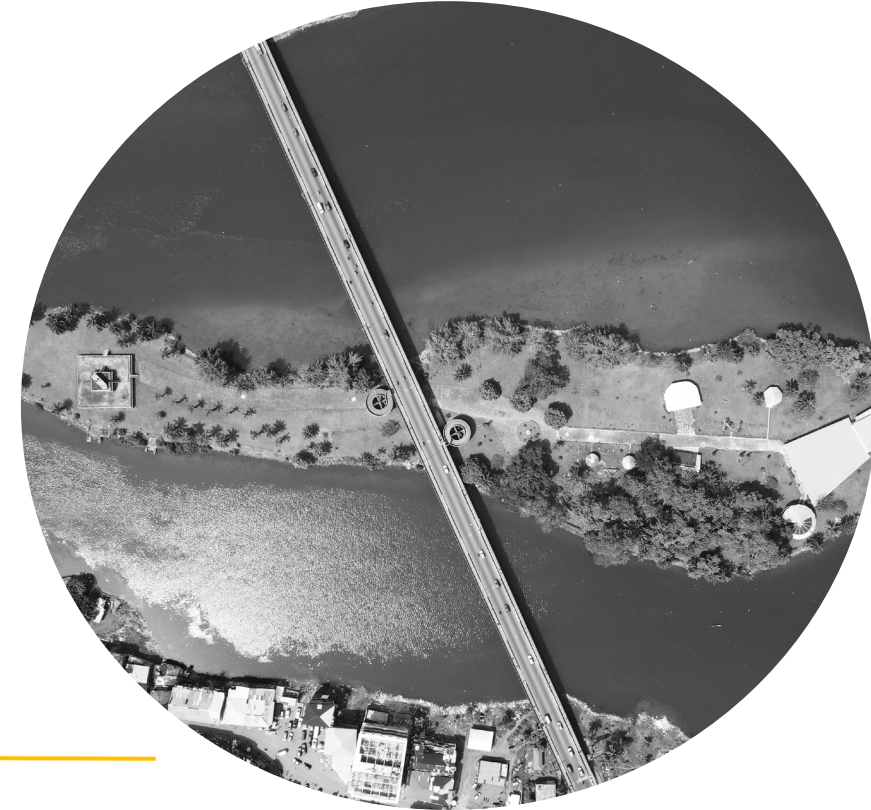
Unlike any other country.

A nation formed by:

- Indigenous Liberians
- Repatriated Africans
- Africans from the Caribbean
- African Americans

- This heritage contributes less than 1% to GDP.
- African Americans spend **\$20+ billion annually on international travel**
- Roots travel is rising and is at the core of African American travel

Providence Island



This is a high-value, identity-driven tourism market waiting to be activated.

Liberia's 3 Major Tourism Opportunities

Ecotourism + Community Tourism :

Liberia holds 42–44% of the remaining Upper Guinea Rainforest.

Key protected Parks:

- Sapo National Park
- Gola Forest National Park
- Grebo-Krahn National Park

- **The global ecotourism market:**
 - \$295 billion in 2025
 - Projected to surpass \$1 trillion by 2033.



Sapo National Park

Liberia is one of Africa's greenest countries — this is a premium positioning opportunity.

Liberia's 3 Major Tourism Opportunities

Coastal Tourism :

360 miles of unbroken Atlantic coastline — a rare and valuable natural feature

Globally:

- Coastal and marine tourism represents \$1.5–3 trillion annually
- Supports 50+ million jobs worldwide



Grand Bassa

Liberia's coastline is underdeveloped — which means it is not late. It is early.

The opportunity is not whether Liberia has tourism investment potential.

The opportunity is whether to ALIGN our:

Vision,
Policy,
Strategy,
Infrastructure,
Narrative
& Investment,
to unlock it.



Alignment is our power.

Case Study:

Category: Heritage / Roots Travel

Destination: Monrovia

Experience: The Greatest Return in Modern History

Monrovia Roots & Heritage Experience

Key Facts:



Established by African Americans



Africa's first modern republic,



Flag bears striking resemblance to American flag.



Capital named for U.S. President James Monroe



Culture, Customs, 19th century Architecture similar



Home of World's first 10 African American Presidents

Collective Reasoning



- No other destination can say this.
- This is not just tourism. It is shared identity. It is sovereignty.
- This is the story of the greatest return in modern history.
- An 84 Years ACS Movement: 1820 – 1904 where 15K African Americans relocated to Liberia.

Imagine this for visitors:

- Glide along the Mesurado River and Stockton Creek on a boat tour.
- Step back to 1822: A recreated Providence Island life with dwellings, clothing, governance, daily routines.
- Explore the mainland's heritage trail - early culture, worship, homes, politics, plus more.



Investment Case

Economics:

(examples)



Primary Markets:
African Americans, history
lovers, Diaspora, regional
travelers



Scale up to 25,000
visitors, post-investments
in Year 1 - 3



At \$1,500 avg. spend
per visitor:
\$37.5 million annually.

Levels Justify Investments:

- Hotels: Economy to luxury
- Dining and entertainment
- Tour operations
- Transportation services
- International marketing campaigns

Power of Alignment:



Vertical Alignment (Government → Policy → Infrastructure → Investment)
AND Horizontal Alignment (Public sector + private sector + diaspora +
development partners) **Not isolated projects. Not parallel
conversations. Not competing agendas. But synchronized execution.**



Alignment is our power.

Case Study:

Category: Adventure/Ecotourism/Community Based Tourism/Cultural

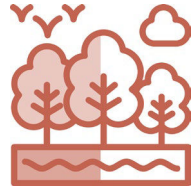
Destination: Juarzon District, Sinoe County

Experience: West Africa's most exclusive rainforest expedition.

Campaign: Sapo National Park: One of the last great rainforests on Earth

The Sapo Experience

Key Facts:



Only 2 great rainforest systems left in Africa



**Upper Guinea:
Smaller, rarer, endangered**



Sapo is at the heart of the Upper Guinea...



Forest elephants still move through ancient canopy.



Pygmy hippos hide in river systems



Western chimpanzees call across primary rainforest

Collective Reasoning



- Only 10–15% of the Upper Guinea Rainforest remains.
- What survives in Liberia is global leverage.
- West Africa's premier scientific research hub
- A high-end conservation tourism destination
- A carbon finance anchor within global climate markets
- A flagship biodiversity reserve poised for international partnerships

The Foundational Experience

- Jalay's Town Heritage and Culture→ opportunity to impact community through an authentic experience.
- Sapo Forest Ecosystem offers high value ecotourism and adventure experiences.
- Conservation hotspot as this a global climate investment anchor.

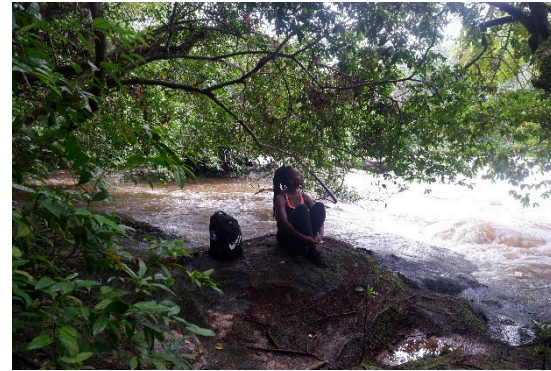


Sapo National Park Team



Imagine this for visitors:

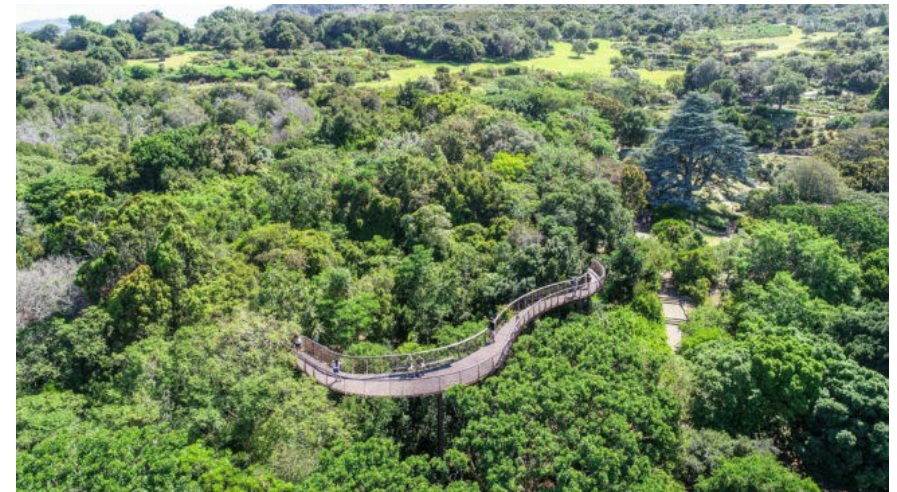
- Architecturally stunning luxury eco-lodges.
- Exclusive, controlled-access expedition tourism.
- Guided access to active research stations and conservation projects.
- A destination open to international filmmakers and storytellers.



Sapo National Park current experiences

Imagine this for visitors:

- Global climate investment partnerships.
- Kayak and canoeing through untouched rainforest.
- Canopy walk above ancient treetops.
- White-water rafting through wild forest rapids
- Hike deep into one of Earth's last great rainforests



Potential Experiences

Investment Case

Economics:

(examples)



Primary Markets: Adventure travelers, nature lovers, CBT



Scale up:
Year 1 – 3
(800 –6,000 visitors)



At avg. \$3,200 spend per visitor: could earn \$19.2 million annually at year 3

Levels Justify Investments:

- Eco-lodges and safari camps
- Adventure and cultural tourism
- Tour operator partnerships
- Training and capacity building
- Craft and cultural markets
- Carbon finance mechanisms
- Biodiversity research centers
- Wildlife monitoring and tech
- Eco-friendly transport services
- Visitor education centers

Power of Alignment:



The transformation of Sapo National Park into a world-class, sustainable ecotourism destination depends on the **power of alignment** and a collective mindset, where government, communities, investors, and conservation partners share a unified vision, coordinate decisions, and act together to protect, develop, and promote the park.



Thank You.