



# **LIBERIA – EU BUSINESS FORUM**

## **THE ROAD TO LIBERIA'S TOURISM DEVELOPMENT**

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MINISTRY OF INFORMATION**

*Formerly MINISTRY OF INFORMATION, CULTURAL AFFAIRS & TOURISM*



# Agenda



- The Start of Tourism in Liberia
- Early Years
- Post-conflict Years
- Unlocking Liberia's Tourism Potentials
- Key Milestones Achieved Since 2024
- Introducing the Liberia National Tourism Authority



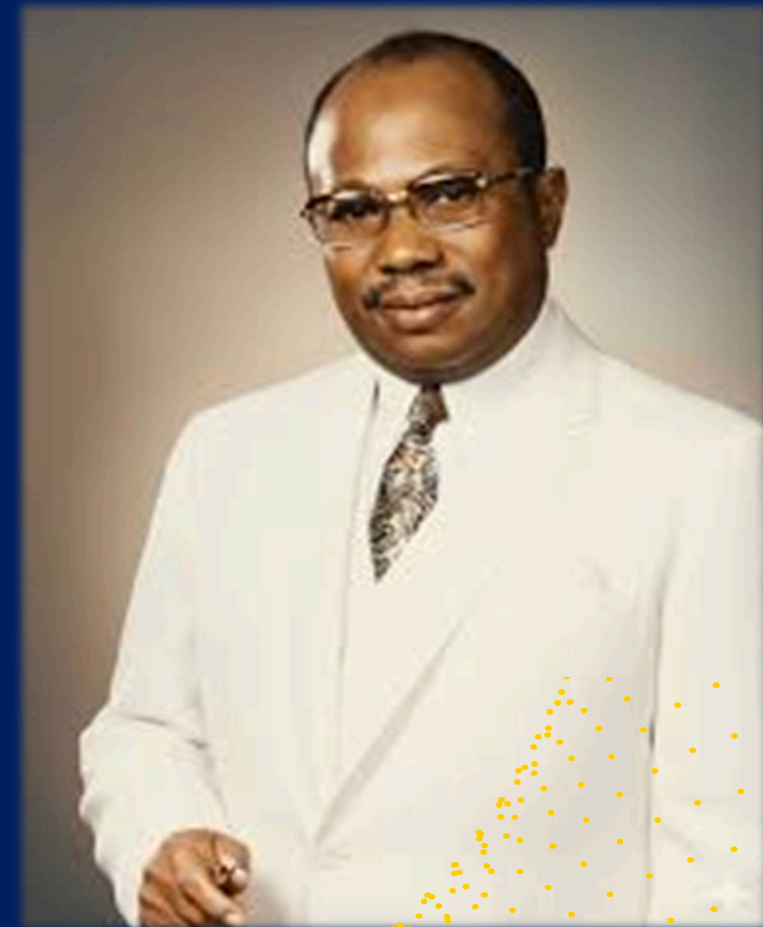
# HOW TOURISM STARTED IN LIBERIA



*“Ladies and gentlemen, as you travel throughout our country, I am sure that your vision, like mine, is overwhelmed with the panoramic grandeur of our natural endowments. Our lovely beaches, scenic lakes, gently rolling hillsides could be evolved into attractive tourist complexes thus stimulating our economy within the framework of a properly directed industrial scheme.*

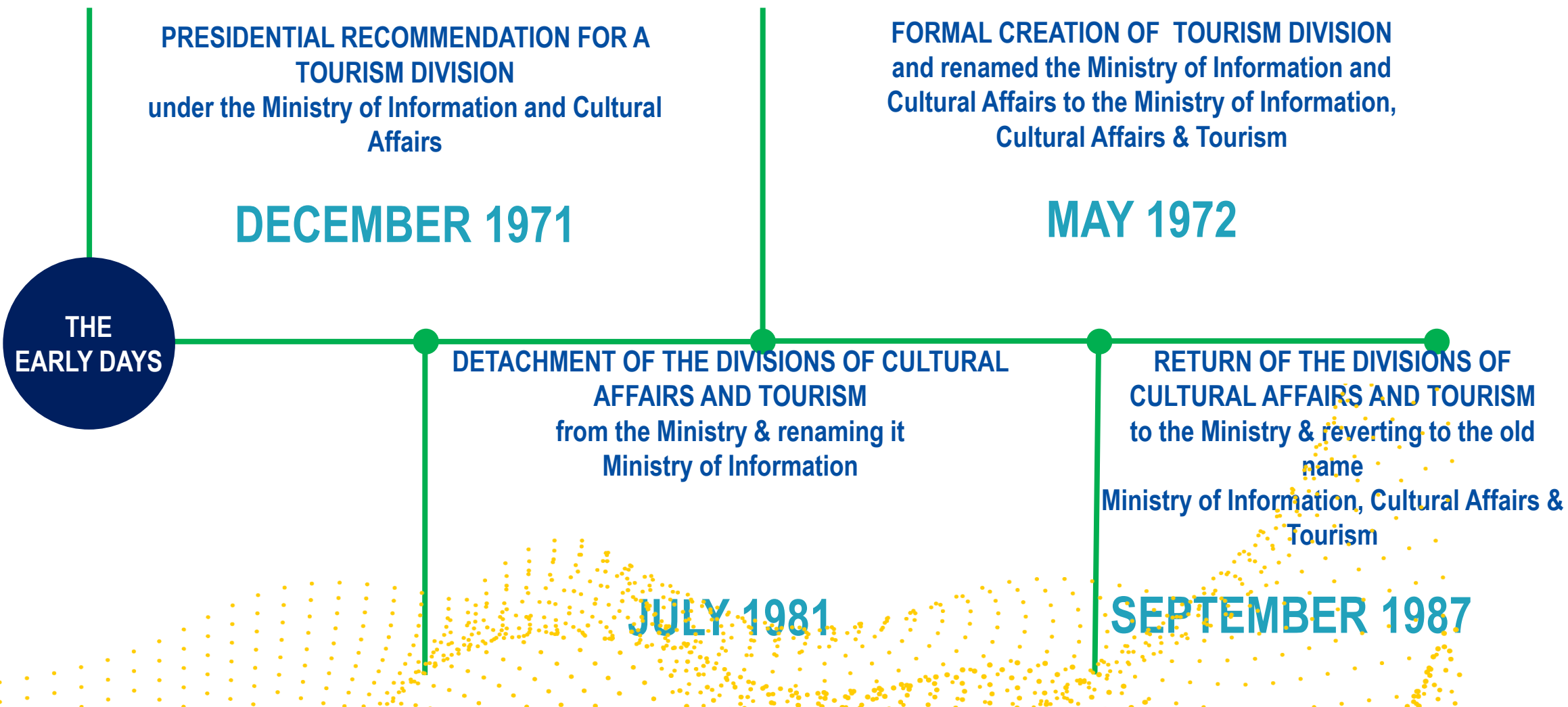
*In view of this potential benefit, we propose for our honorable consideration that the Act creating the Department of Information and Cultural Affairs be amended so that Tourism will be reflected in the name of the Department as well as given due emphasis in its functions*”

**President William R. Tolbert, Jr's Statement to the Legislature  
on December 21, 1971**





# THE EARLY YEARS



THE EARLY DAYS

PRESIDENTIAL RECOMMENDATION FOR A TOURISM DIVISION under the Ministry of Information and Cultural Affairs

DECEMBER 1971

FORMAL CREATION OF TOURISM DIVISION and renamed the Ministry of Information and Cultural Affairs to the Ministry of Information, Cultural Affairs & Tourism

MAY 1972

DETACHMENT OF THE DIVISIONS OF CULTURAL AFFAIRS AND TOURISM from the Ministry & renaming it Ministry of Information

JULY 1981

RETURN OF THE DIVISIONS OF CULTURAL AFFAIRS AND TOURISM to the Ministry & reverting to the old name Ministry of Information, Cultural Affairs & Tourism

SEPTEMBER 1987



# THE POST CONFLICT YEARS

PRESIDENTIAL TOURISM BOARD ESTABLISHED  
But it did not operate due to hiccups

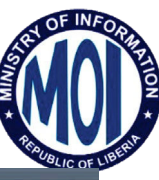
DECEMBER 2014

LEGISLATURE PASSED TOURISM AUTHORITY LAW  
but was not signed into law to make it legal and official

OCTOBER 2020



# UNLOCKING LIBERIA'S TOURISM POTENTIALS AFTER DECADES



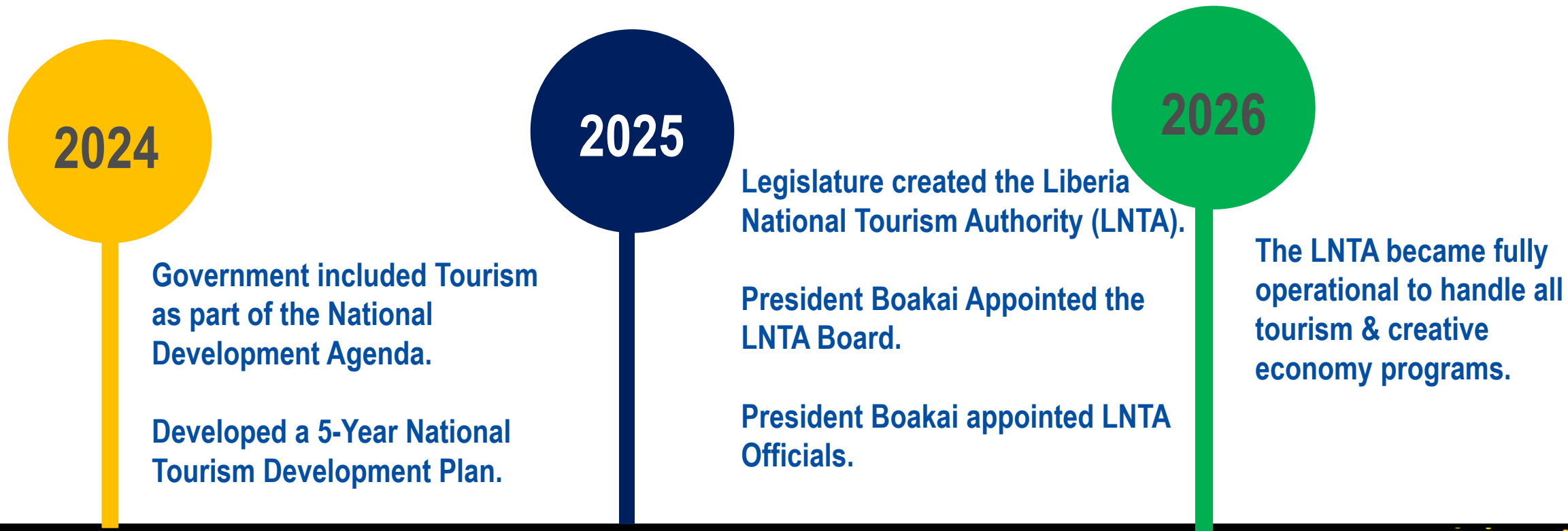
“ *Our Path to Progress Our vision, dubbed **ARREST (Agriculture, Roads, Rule of Law, Education, Sanitation, Tourism)**, defines the development path we set for our people. We must and will harness opportunities in agriculture, roads, and other infrastructure development; improve the rule of law, rethink the education sector, improve sanitation, **and unlock the potential of tourism.** We believe the economic linkages these will create and their reinforcement of each other in meeting our developmental goals will help arrest and reverse years of economic downturn* ”



*His Excellency President Joseph Nyuma Boakai, Sr. January 2024*

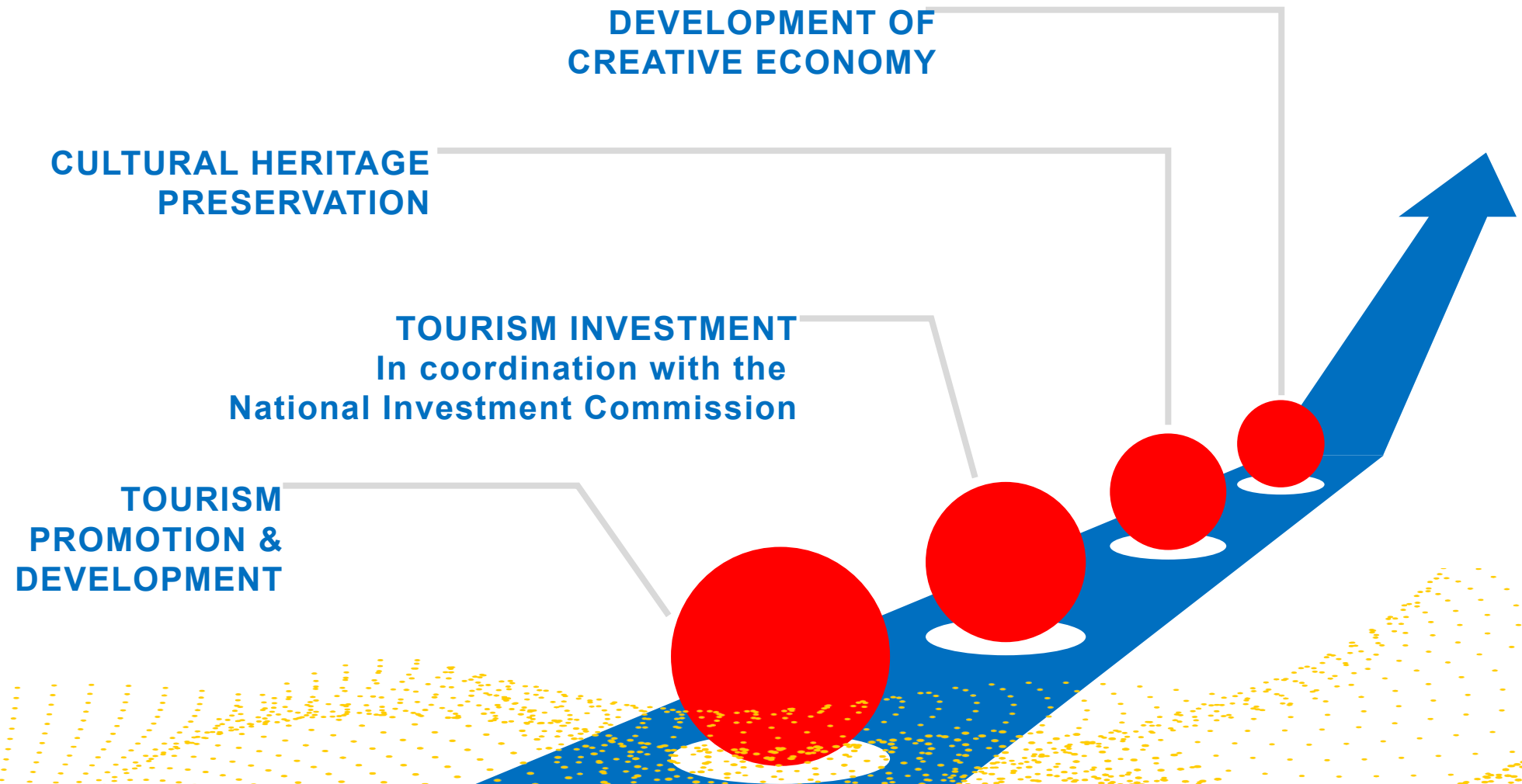


# KEY MILESTONES ACHIEVED SINCE 2024



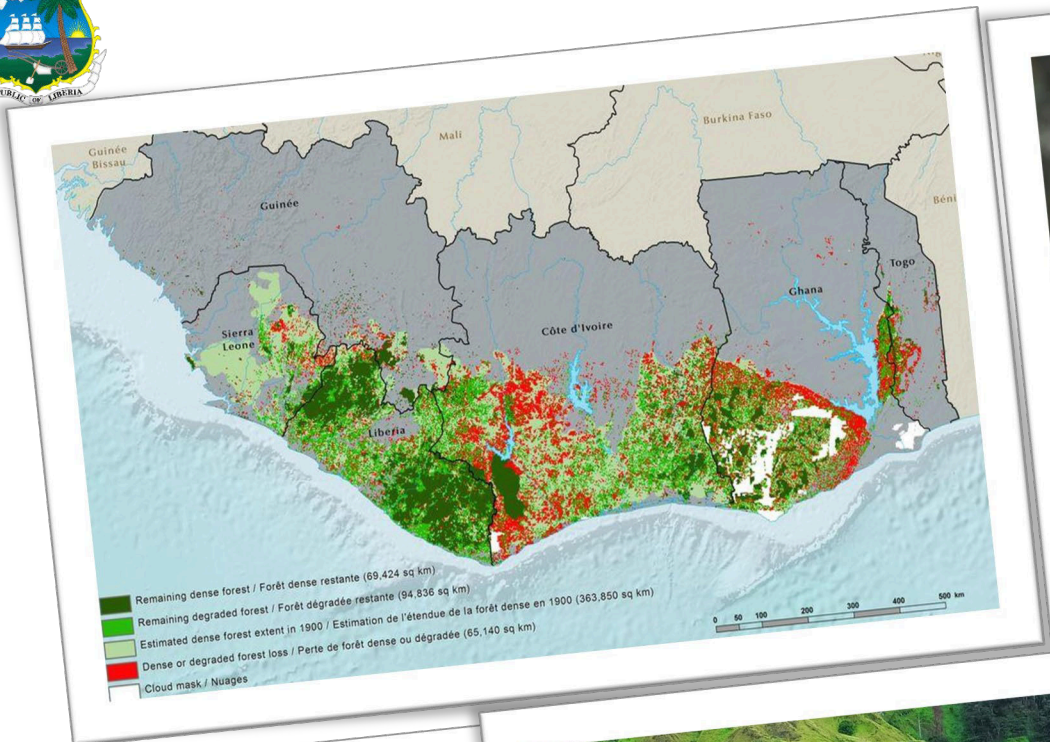


# INTRODUCTION OF GOVERNMENT'S FLAGSHIP PROGRAM THE LIBERIAN NATIONAL TOURISM AUTHORITY





**Liberia has 560 km of coastline characterized by a near unbroken sand strip, unexplored beaches and 'world class' waves – best surfing spots in Africa.**



Liberia owns  
 42% (6.6  
 million  
 hectares) of the  
 region's  
 rainforest  
 suitable for  
 ecotourism  
 2000 plants  
 varieties  
 150 mammal  
 species  
 including Diana  
 Monkeys  
 600 bird  
 species  
 500 butterflies  
 species





# THANK YOU

Liberia is ready to be Africa's  
Tourism Destination