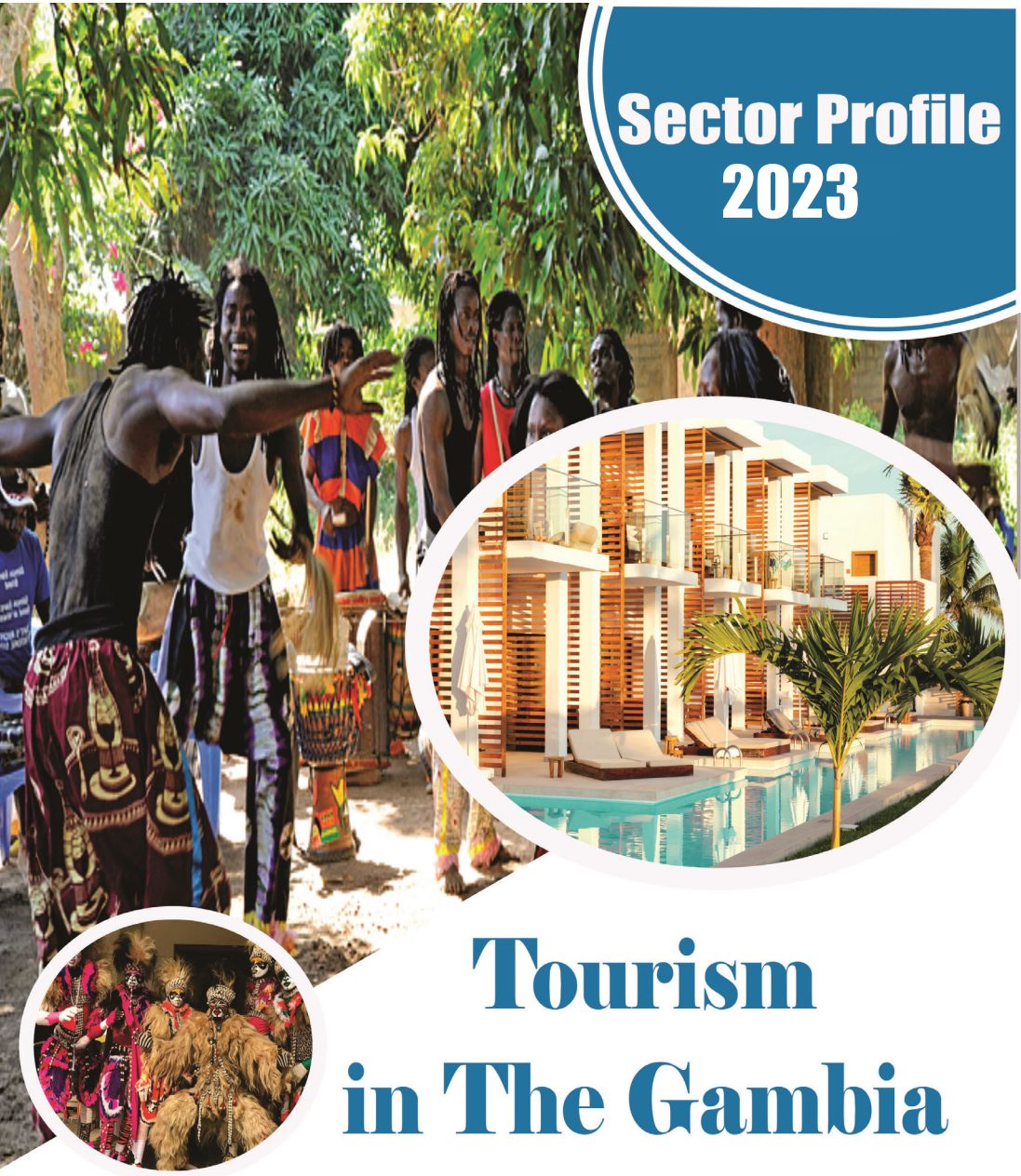


Sector Profile 2023



Tourism in The Gambia



www.giepa.gm



info@giepa.gm





Table of contents

Tourism In Gambia

Why The Gambia.....	3
Economic indicators	4
Location and Infrastructure	5
Tourism in the Gambia.....	6
Nature Reserves and Parks.....	7
Ecotourism and nature activities	8-9
Community culture	10
Ecotourism lodges and resorts	13
High end hotels (Five Stars)	14
Integrated resorts	16
River cruising	18
Four good reasons to Choose the Gambia	21
Availability of incentives	22
Operating Costs	22
Government Policy Position	23
A helping hand – every step of the way.....	24
Four Good Reasons to Choose The Gambia.....	25
Reference	26

Why The Gambia

Situated on the Atlantic coast and with a navigable river that flows more than 1,100km inland. The Gambia is the ideal entry and exit point for West Africa and the Economic Community of West African States (ECOWAS).

This document outlines:

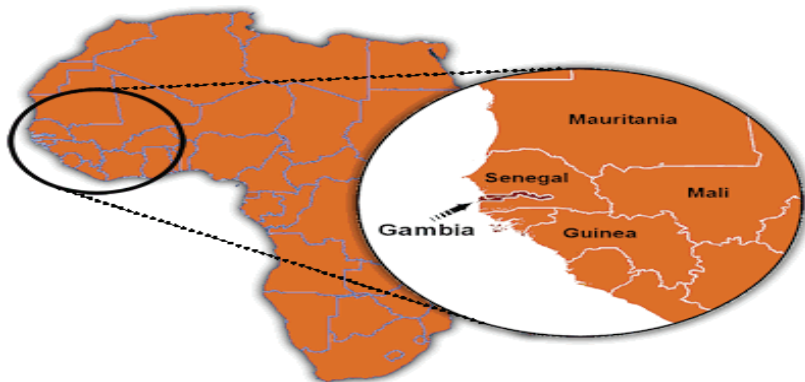
1. The market opportunity for investment of Tourism Sector
2. The favourable conditions available to investors
3. The support investors can expect to receive

The world's 2nd most price competitive destination for Travel & Tourism

One of the most competitive destination in West Africa

80km of pristine coastline and a navigable, unspoilt river

Winner of multiple eco-tourism inwards





Economic Indicator

- GDP: US\$2,036mm in 2021.
- GDP growth: 4.3% in 2021.
- Country risk: Lower risk level (yellow) than all neighboring countries.
- **CPI Inflation (2021):** 7.607
- **Exports / Imports value (2020) :** - Exports: \$28.7mm Import: \$725.7mn.
- **Labor force (2019):** 781,558
- **FDI stock and inflows (2020):** \$519.217mm stock / \$46mm inflows.
- **Currency exchange rates (2021) – highs (H) and lows (L):**
 - GMD/USD: 52.61 (H)/51.07(L)
 - GMD/EUR: 61.87 (H)/60.57(L)
 - GMD/GBP:71.1 (H)/ 68.24(L).





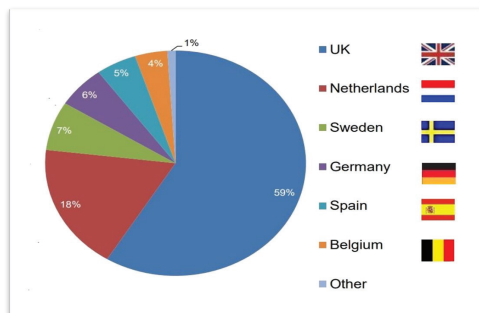
Location and Infrastructure

- ◆ Banjul port has a handling capacity of:
 - ⇒ 48 metric tonnes of bulk cargo per hour
 - ⇒ 17 container moves (discharging and loading) per hour
 - ⇒ The Trans-Gambia bridge
 - ⇒ Banjul Airport has undergone a US\$21 million modernisation and the Government is continuing to upgrade the infrastructure. The port also handles 9 river ferry crossings per day.
 - ⇒ The majority of The Gambia's existing 4-5 star hotels are found along the coastal strip in the southern half of the country. There are currently five hotels with 5 stars, with capacities ranging from 17 – 195 rooms .
 - ⇒ Currently the most rapid development is taking place between Bijilo and Kartong.
 - ⇒ This part of the coast line is conveniently located 10-25 minutes from Banjul Airport – considerably less than transfer distances at many tourist destinations. With smooth tarmac roads throughout this part of the Gambia, visitors are promised a swift, comfortable ride from the airport to the hotel .
 - ⇒ Banjul International Airport has undergone a US\$21 million modernisation and the Government is continuing to upgrade the infrastructure.
 - ⇒ Banjul port has 4 berths, 400m of pier and operates 24 hours per day, 361 days a year. The port also handles 9 river ferry crossings per day
 - ⇒ The north- and south-bank roads along the navigable river ensure easy access from the rest of the country.
- ◆ Other new infrastructure / upgrades in development:
 - ⇒ Improved cross-border trunk roads with Senegal.
 - ⇒ Ports Expansion Programme underway – Gambia Ports Authority planning to build a second port on the Atlantic coast.
 - ⇒ Ongoing infrastructure upgrades at Banjul International Airport.



Tourism in The Gambia

- ♦ 5-7 hours from most of Europe by air, The Gambia is fortunate to have a rare combination of attributes that make the country a world-class yet affordable cultural tourism destination.
- ♦ The Gambia's navigable, unspoilt river has played a crucial role in West Africa's history and is one of the country's greatest tourism assets.
- ♦ The Gambia's unique historical and community related attractions make it the ideal cultural tourism landing spot for Sub-Saharan Africa. With a proud 30-year track record as a leading West African destination and a proven successful track record in cultural tourism, The Gambian Government is committed to raising the country's profile as a world-class cultural tourism destination
- ♦ The vast majority of tourists in the Gambia tend to come from Northern Europe.
- ♦ The UK is typically the largest source market by far. The chart to the right shows the principal source markets between January and October 2012. The Netherlands and to a lesser extent Sweden, Germany, Spain and Belgium are also important markets.
- ♦ Cultural tourism tends to be a source of greater spending than standard tourism, while roughly two thirds of tourists to the Gambia are over the age of 35, an age group that typically has greater spending power than younger groups. This reinforces The Gambia's potential as a centre for cultural tourism in West Africa.





Nature Reserves and Parks

The Gambia is home to rich and diverse wildlife that attract eco-tourists year after year. Principal nature reserves include the following:

Bijilo Forest Park	Covers 51 hectares and is easily accessible with its location in Kololi along the coast and the Senegambia tourist area. Popular for its
Abuko Nature Reserve	Covers 105 hectares in Western Gambia. The reserve protects a large tract of gallery forest, and it is particularly noted for its bird and monkey populations.
Baobolong Wetland Reserve	Located on the northern bank of the Gambia River in central Gambia, opposite Kiang West. This wetland covers 22,000 hectares.
Kiang West National Park	Located on the southern bank of the river in central Gambia. Its 11,000 hectares are dominated by dry woodland vegetation, with mangroves and mud flats.
River Gambia National Park	It is a 580 hectare park covering five mid-river islands near Georgetown in eastern Gambia. It was established mainly as a rehabilitation sanctuary for chimpanzees.
Tanji River Bird Re-	Located on the coast. Its 612 hectares include dunes, lagoons, mangroves, dry woodland and is popular for the variety of birds which



Eco-Tourism and Nature Activities

The Gambia Eco and Nature Tourism Community

- ♦ The Gambia is already home to a developed community of stakeholders in the eco- and nature tourism sector (including businesses, industry associations and representative groups). A few examples of these organisations are displayed below.
- ♦ The presence of these businesses and supportive organisations demonstrates The Gambia’s attractiveness and potential as a prime location in

EXAMPLES OF ORGANISATIONS:

Gambia Tourism Board	Sandele Eco Retreat	Makasutu Cultural
Gambia Tourism and Hospitality Institute	Ndemban Community Project	Tumani Tenda Eco-Tourism Cam
African Safari Company Ltd.	Association of Small Scale Enterprises in Tourism (ASSET)	

“It was not a question of whether tourism was going to come to Kartong, but when. So we thought, perhaps we can start this region off in a slightly different way, proposing an alternative kind of tourism” Geri Mitchell, Proprietor, Sandele Eco-Retreat.

Locations: Eco-Tourism and Nature Activities

- ⇒ The Western Region is home to various existing eco-tourism centres and attractions, all easily reachable from Banjul's Airport and the existing coastal tourism cluster. Attractions include the award-winning Makasutu Culture Forest, Abuko Nature Reserve, Oyster Creek and the villages of Tanji and Kartong.
- ⇒ Despite these successes, much of The Gambia's natural potential remains untapped and offers a wealth of opportunities for eco-tourism activities.
- ⇒ Bao Bolong Wetland Reserve in the North Bank Region, the River Gambia National Park and the town of Janjanbureh in the Central River Region, and Basse Santa- Su in the Upper River Region offer investment opportunities for complementing activities.



Community Culture and heritage activities

Examples of The Gambia's cultural wealth

KUNTA KINTEH ISLAND:

Located about 30 km upstream on the river, This was the last piece of African soil that many slaves saw before being transported in ships to the Americas



KARTONG INTL. FESTIVAL:

The coastal village of Kartong in southern Gambia hosts the Kartong Festival, showcasing local traditions and culture, including music, art and dance.



MAKASUTU CULTURE FOREST:

A private eco-tourist reserve where visitors are able to enjoy some Jola traditional tribal dancing, drumming and singing as well as a traditional meal



Community Culture and heritage activities Contd..

WIDE OPEN WALLS' PROJECT:

International street artists offer their talents within the Ballabu Conservation Area, painting villages and creating an area of cultural interest to visitors



WASSU STONE CIRCLES:

The stones located around Wassu in the Central River Region are believed to be burial mounds of Kings and chiefs dating back to between 750 and 1000 AD



Locations

Cultural, heritage and community-related assets abound in The Gambia, and yet their integration with the country's tourism offer remains limited. The Gambia's geography alone invites tourists seeking more than 'sun sea and sand' to step away from the beach and experience its cultural wealth, and yet organised activities to support this are lacking.

From the Kartong Festival on the West Coast and the International Roots Festival, to the colonial heritage of Kunta Kinteh Island and the ancient Wassu and Kerr Batch stone circles, unique cultural and community attractions line the length of the country – offering important investment.



Community, culture and heritage activities in The Gambia

The Gambia's cultural tourism community

- ♦ The Gambia is already home to a developed community of stakeholders relating to tourism and the river (including businesses, cultural centres and representative groups). A few examples of these organisations are displayed below.
- ♦ The presence of these businesses and supportive organisations demonstrates The Gambia's attractiveness and potential as a prime location in West Africa for river-related accommodation development

EXAMPLES OF ORGANISATIONS:

Gambia Tourism Board	Tumani Tenda EcoTourism Camp	Makasutu Culture Forest	Wide Open Walls Gambia	Gambia Tourism and Hospitality Institute
National Centre for Arts & Culture (NCAC)	Roots Gambia	Kartong Association for Responsible Tourism (KART)	Ndemban Community Centre	Association of Small Scale Enterprises in Tourism (ASSET)

It's nothing but a pleasure to work with people here - people love doing their jobs."

Lawrence Williams, Makasutu Culture Forest



Eco-Tourism Lodges and Resorts -Locations

The West Coast and broader Western Region, home to existing eco-tourism centres, are easily reachable from Banjul International Airport.

The north- and south-bank roads along the navigable river ensure easy access from the rest of the country.

The Gambia’s eco-tourism community

The Gambia is already home to a developed community of stakeholders in the eco-tourism industry (including businesses, industry associations and representative groups). A few examples of these organisations are displayed below.

The presence of these businesses and supportive organisations demonstrates The Gambia’s attractiveness and potential as a prime location in West Africa for eco-tourism development.

EXAMPLES OF ORGANISATIONS:

Gambia Tourism Board	Kartong Association for Responsible Tourism (KART)	Mandina River Lodge (Makasutu Cultural Forest)	Gambia Tourism and Hospitality Institute
Sandele Eco-Retreat	Tumani Tenda EcoTourism Camp	Gambia Chamber of Commerce & Industry	Association of Small Scale Enterprises in Tourism (ASSET)

It was not a question of whether tourism was going to come to Kartong, but when. So we thought, perhaps we can start this region off in a slightly different way, proposing an alternative kind of tourism”

eri Mitchell, Proprietor, Sandele Eco -Retreat

High End Hotels (Five Stars) - Locations and Infrastructure

The majority of The Gambia's existing 4-5 star hotels are found along the coastal strip in the southern half of the country. There are currently five hotels with 5 stars, with capacities ranging from 17 – 195 rooms

Currently the most rapid development is taking place between Bijilo and Kartong.

This part of the coast line is conveniently located 10-25 minutes from Banjul Airport – considerably less than transfer distances at many tourist destinations. With smooth tarmac roads

throughout this part of the Gambia, visitors are promised a Source: Gambia Hotel Association swift, comfortable ride from the airport to the hotel.



The Gambia's tourism and hoteliers community

The Gambia is already home to a developed community of stakeholders in the hotel tourism industry (including businesses, industry associations and representative groups). A few examples of these organisations are displayed below.

The presence of these businesses and supportive organisations demonstrates The Gambia's attractiveness and potential as a prime location in West Africa for high-end hotel and tourism development.

EXAMPLES OF ORGANISATIONS:

Gambia Tourism Board	Kairaba Hotel	Gambia Hotel Association	Gambia Tourism and Hospitality Institute
Coco Ocean Resort & Spa	Sheraton Gambia Hotel Resort & Spa	Gambia Chamber of Commerce & Industry	Association of Small Scale Enterprises in Tourism (ASSET)



The peaceful country and its liberal, market-based economy reinforced our interest in expanding operations

*Mohamed Nagaty
Area Manager, West Africa*

Integrated Resorts—Locations and infrastructure

The majority of The Gambia's existing 4-5 star hotels are found along the coastal strip in the southern half of the country

Resorts with spa facilities and other amenities currently exist at leading hotels such as The Sheraton and Coco Ocean

The coast is conveniently located 10-25 minutes from Banjul Airport – considerably less than transfer distances at many tourist destinations. With smooth tarmac roads throughout this part of the Gambia, visitors are promised a swift, comfortable ride from the airport to the hotel





The Gambia's tourism and hoteliers community

The Gambia is already home to a developed community of stakeholders in the hotels and resorts industry (including businesses, industry associations and representative groups). A few examples of these organisations are displayed below:

The presence of these businesses and supportive organisations demonstrates The Gambia's attractiveness and potential as a prime location in West Africa for integrated resort development.

EXAMPLES OF ORGANISATIONS:

Gambia Tourism Board	Kairaba Hotel	Gambia Hotel Association	Gambia Tourism and Hospitality Institute
Coco Ocean Resort & Spa	Sheraton Gambia Hotel Resort & Spa ¹	West African Resort and Casino Co. Ltd.	Association of Small Scale Enterprises in Tourism (ASSET)

The peaceful country and its liberal, market-based economy reinforced our interest in expanding operations.

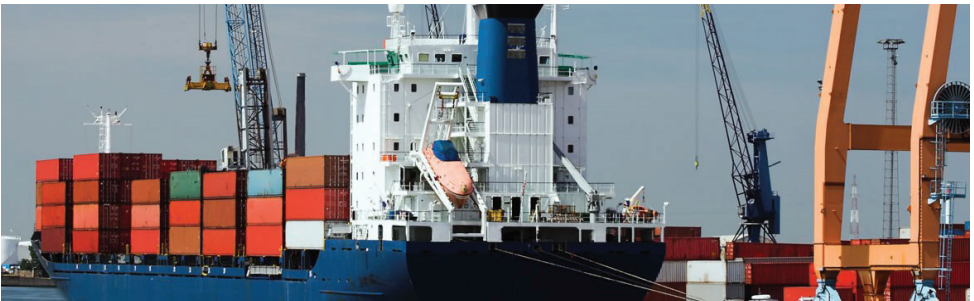
*Mohamed Nagaty
Area Manager, West Africa
M.A. Kharafi & Sons
(Investor behind The Sheraton)*

River Cruising In The Gambia— Locations

Boats with up to 6 metre-draughts can go as far as 300km the River Gambia (and smaller boats can go much further)

The river is home to an array of natural and cultural attractions, including wetlands, nature reserves, culture forests, eco-camps and river villages and towns. Despite this diverse environment, much of the River Gambia remains underutilised and offers investment opportunities for river cruising

Sites include the Baobolong Wetland Reserve and the historical Kunta Kinteh Island in the North Bank Region, the River Gambia National Park and the town of Janjanbureh in the Central River Region



Key sites and attractions along the river

The River Gambia is home to rich and diverse wildlife and cultural attractions that attract tourists year after year. Principal sites along the river include the following :

<p>Kunta Kinteh Island</p>	<p>Located about 30 km upstream on the river, This was the last piece of African soil that many slaves saw before being transported in ships to the Americas.</p>
<p>Bao Bolong Wetland Reserve</p>	<p>Located on the northern bank of the Gambia River in central Gambia, opposite Kiang West. This wetland covers 22,000 hectares</p>
<p>River Gambia National Park</p>	<p>It is a 580 hectare park covering five mid-river islands near Janjanbureh in eastern Gambia. It was established mainly as a rehabilitation sanctuary for chimpanzees</p>
<p>Janjanbureh</p>	<p>One of the top ecotourism destinations in The Gambia as many areas are covered in tropical forest. The island's waterfront is ideal for fishing and spotting crocodiles, hippos and plenty of bird species</p>



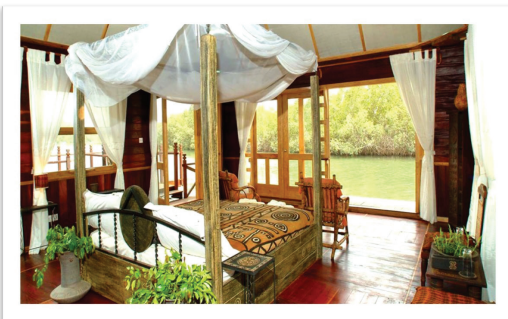


The Gambia's tourism and river community

The Gambia is already home to a developed community of stakeholders relating to tourism and the river (including businesses, industry associations and representative groups). A few examples of these organisations are displayed below:

EXAMPLES OF ORGANISATIONS:

Gambia Tourism Board	Jane's Boats Gambia Co. Ltd.	Makasutu Cultural Forest	Gambia Tourism and Hospitality Institute
Gambia River Excursions	Gambia River Basin Development Organization	Gambia Ports Authority	Association of Small Scale Enterprises in Tourism (ASSET)



It's nothing but a pleasure to work with people here - people love doing their jobs."

*Lawrence Williams, Mandina Lodges,
Makasut*



Four Good Reasons to Choose The Gambia

1

COMPETITIVE TOURISM HOT-SPOT:

- World's 2nd most price-competitive market for Tourism (WEF)
- The most competitive country in West Africa (WEF)
- Predicted tourism growth rate of 3.7% until 2018

2

EXCELLENT TOURISM OFFER AND KNOW-HOW

- 80km of pristine coastline
- Very navigable river with unique cultural and natural attractions
- Around 400 tourism graduates each year
- Most efficient labour market in West Africa (WEF)

3

STRONG AND IMPROVING INFRASTRUCTURE:

- Banjul International Airport recently upgraded with US\$21 million investment, with 318,240 passengers in 2011
- Coastline and existing hotel cluster within easy reach of the airport (10-25 minutes) on well-lit, tarmac roads

4

ATTRACTIVE INCENTIVES, COMPETITIVE COSTS:

- Free land for investors in 4-5 star hotels
- Hotel labour costs just 25% of the international average
- Strong political support for hotel development
- Comprehensive guidance and support from GIEPA



Availability of Incentives

- A host of incentives are available to investors on tourism provided certain criteria relating to investment value and job creation are met. These incentives include:
- Tax holiday: tax breaks on corporate and turnover tax, withholding tax on dividends and depreciation allowance for period of 5-8 years, depending on the project's location
- Import Sales Tax Incentives: Exemption from payment of import sales tax on direct inputs for the project and VAT

Operating Costs

- The Gambia has by far the most efficient labour market in West Africa and offers competitive costs in the tourism sector
- Annual licence fees for river cruising and tourism-related activities are also competitive
- Labour only accounts for around 10% of total resort costs, compared with an international average of more than 40%
- Annual licence fees for a variety of tourism-related activities are also competitive
- Preferential rates for key utilities such as energy and water are offered to operators in the agricultural sector
- The cost of nut shipments from Banjul to key European ports are broadly in line with other ports in West Africa
- Wages range between around 90 and 250 GMD per day, depending on whether the workers are skilled or unskilled, while utility costs are broadly competitive.

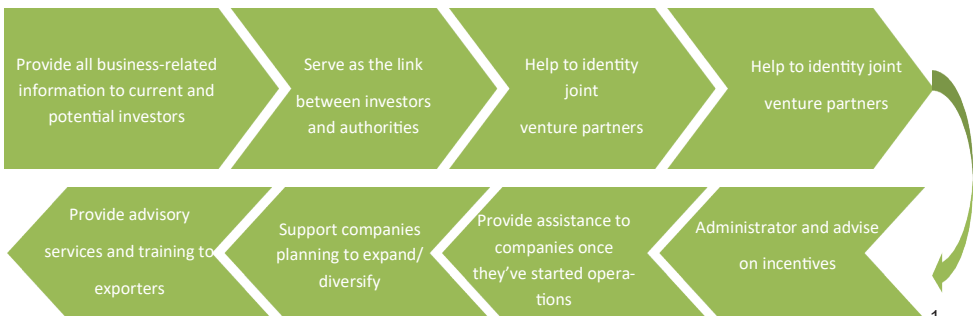


Government Policy Position

- ◆ The Gambian Government recognizes the importance of private sector participation in the economy, both as an engine of growth and as a source of knowledge transfer.
- ◆ The Government’s tourism policy is guided by the Tourism Development Master Plan (TDMP), which emphasises growth, development and marketing of The Gambia as an interesting, attractive and exciting tourism destination. The TDMP identifies eco-tourism as one of the key niche markets that should be prioritised for development.
- ◆ Consistent with its tourism policy and the promotion of private sector development, the Government has established:
 - I. Gambia Tourism Board (GTB)
 - II. Gambia Hospitality and Tourism Institute (GHTI)

A Helping Hand—Every Step of The Way

- The Gambia Investment and Export Promotion Agency (GIEPA) is the Government Agency mandated to support companies with their investment, business and export development as well as support to MSMEs.
- From the initial provision of information right through to supporting the establishment, growth and development of an investment project, GIEPA is your supporting partner for doing business in The Gambia – every step of the way.
- Here are just a few of the ways in which GIEPA can support your business:



1.





Four Good Reasons to Choose The Gambia

1

COMPETITIVE TOURISM HOT-SPOT:

- ♦ World's 2nd most price-competitive market for Tourism (WEF)
- ♦ The most competitive country in West Africa (WEF)
- ♦ Winner of multiple eco-tourism awards
- ♦ Predicted tourism growth rate of 3.7% until 2018

2

EXCELLENT TOURISM OFFER AND KNOW-HOW:

- ♦ 80km of pristine coastline
- ♦ Very navigable river with unique cultural and natural attractions
- ♦ Around 400 tourism graduates each year
- ♦ Most efficient labour market in West Africa (WEF)

3

STRONG AND IMPROVING INFRASTRUCTURE:

- ♦ Banjul International Airport recently upgraded with US\$21 million investment, with 318,240 passengers in 2011
- ♦ Coastline within easy reach of the airport (c.10-30 minutes) on well-lit, tarmac roads

4

ATTRACTIVE INCENTIVES, COMPETITIVE COSTS:

- ♦ Free land for investors in 4-5 star hotels
- ♦ Competitive labour costs and licence fee
- ♦ Strong political support for eco-tourism development
- ♦ Competitive wages for skilled and unskilled construction labour .
- ♦ Strong political support for family villa development .
- ♦ Comprehensive guidance and support from GIE PA.



Reference

1. World Economic Forum Global Competitiveness Report 2012-13
2. World Economic Forum Africa Competitiveness Report 2011
3. IMF World Economic Outlook. Real GDP (constant prices
4. Maplecroft Political Risk 2012. Accessed
5. UN Comtrade.
6. UNCTAD Statistics
7. Ministry of Trade, Industry, Regional Integration and Employment: Programme for Accelerated Growth and Employment (
8. GIEPA Tourism Investment Brochure 2012
9. Gambia Tourism Board. Interviewed.
10. Gambian Responsible Tourism Responsibility, Responsible Tourism Partnership.
11. GIEPA Investment Guide
12. he Gambia Trade Policy
13. The Gambia Civil Aviation Authority (GCAA).
14. Dorothy Rotich, School of Tourism and Hospitality Management, Moi University. An Analysis of the Challenges Facing Cultural Tourism.
15. Corporate announcement on Vueling's website World Economic Forum Global Competitiveness Report
16. World Economic Forum Global Competitiveness Report
17. Gambia Hotel Association.
18. PKF Consulting Hospitality Research 2011.

VISION STATEMENT

“A world class agency that promotes and facilitates private sector led growth”



PARTNERING BUSINESS, BRIDGING GAPS

The Gambia Investment And Export Promotion Agency (GIEPA) is the national agency responsible for promoting and facilitating private sector investments in the Gambia. The Agency's aims to unite The Gambia's stakeholders and create the right climate to attract investment into the country



+220 4737377



www.giepa.gm



info@giepa.gm

