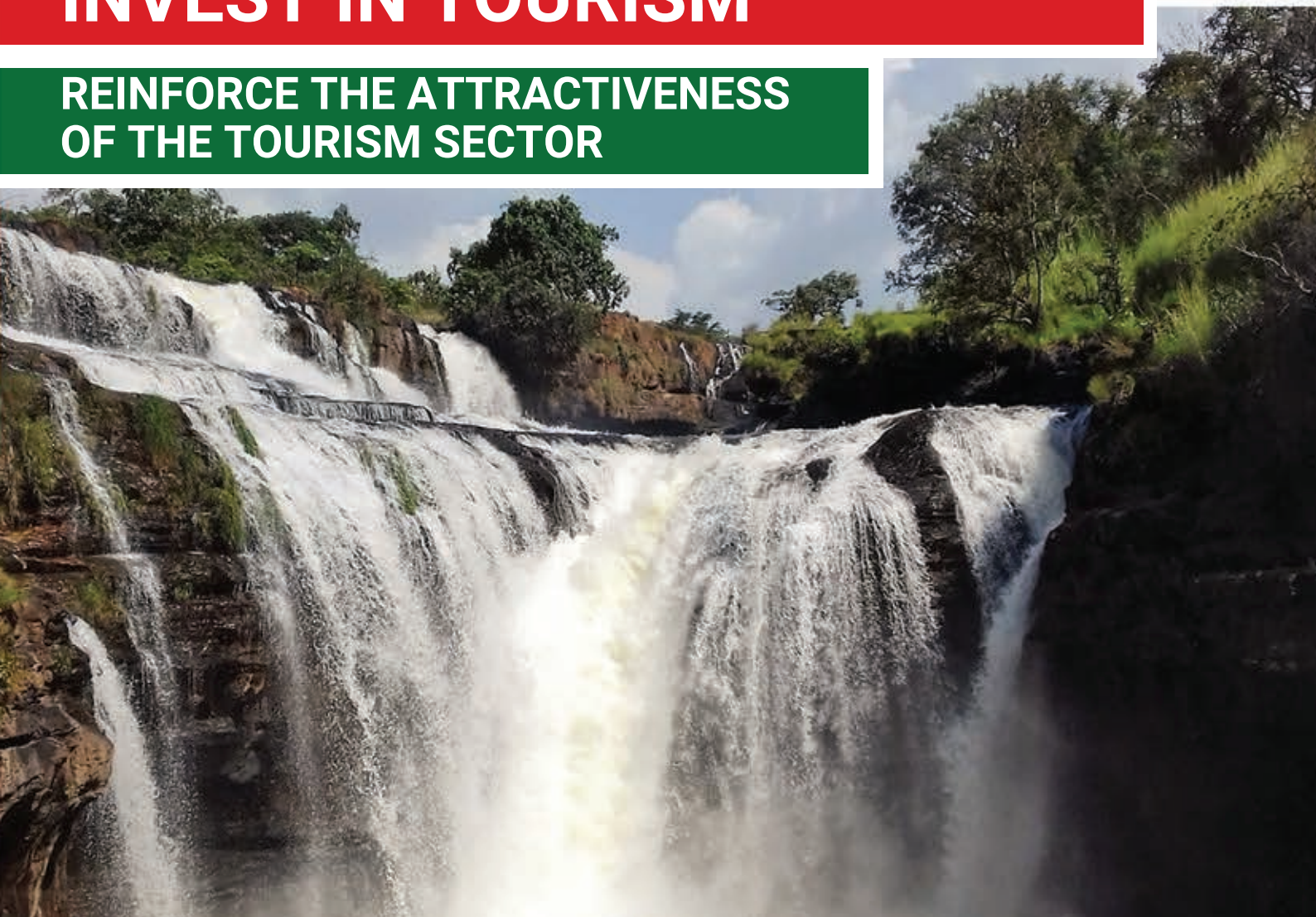




INVEST IN TOURISM

REINFORCE THE ATTRACTIVENESS
OF THE TOURISM SECTOR



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Promising cultural diversity



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An opportunity to develop a diverse range of tourism products

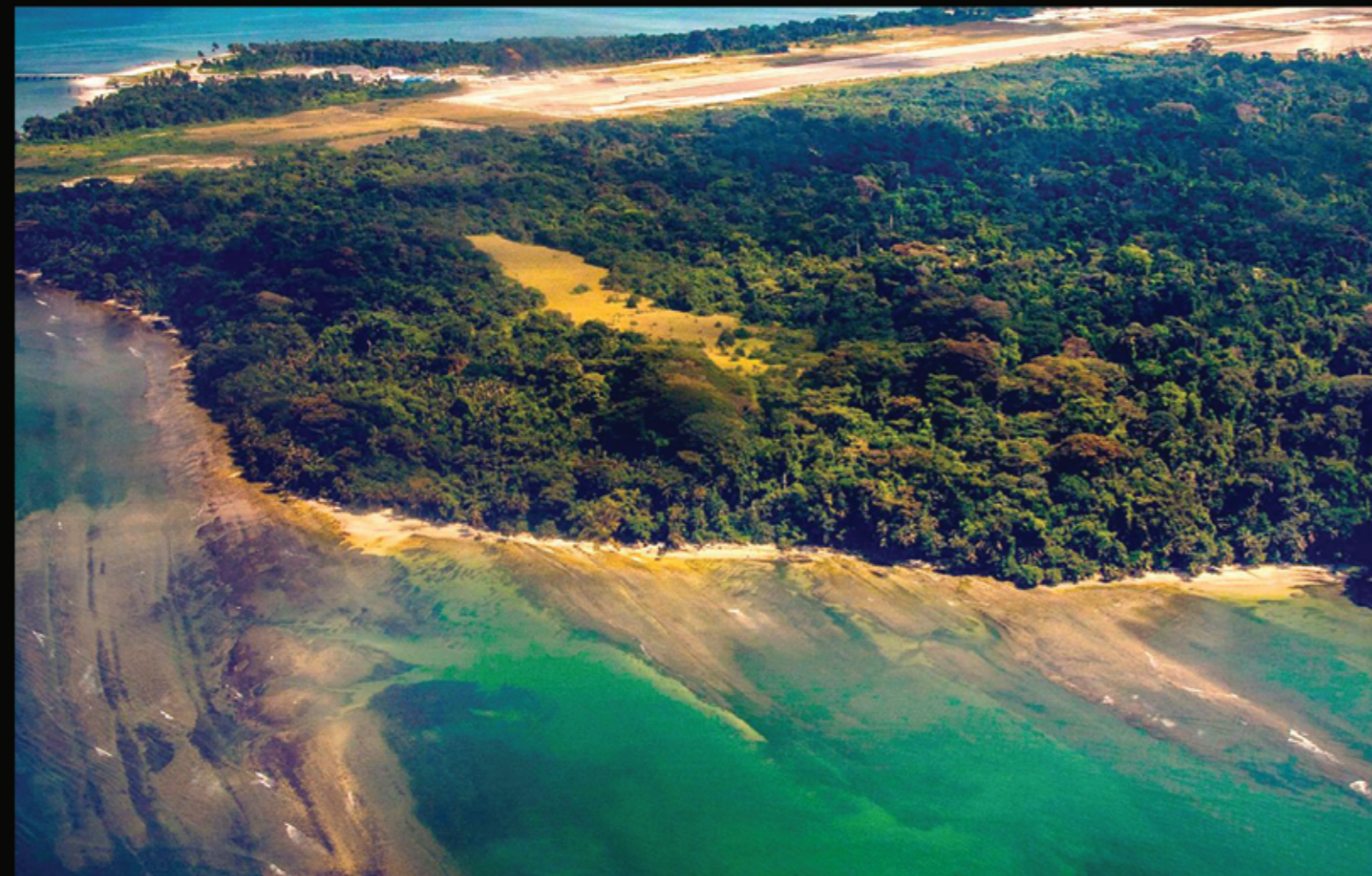
Guinea represents a synthesis of West Africa with its 4 very distinct natural regions, which correspond to different types of landforms, climate, fauna and flora.



Discovery

A synthesis of West Africa

6



Guinea, a tourism paradise...

Structural reforms

The main legal, institutional and regulatory reforms since 2010:

- Joint order A/2013/2293/MHTA/MDB/SGG of March 30, 2013 on revisions to the rates of stamp fees applicable to the tourism and hotel sector;
- Decree D/2013/136/PRG/SGG of August 12, 2013 regulating hotel, restaurant and recreational establishments in the Republic of Guinea;
- Order A/2014/MHTA of September 17, 2014, for the establishment of a Steering Committee for hotel and tourism infrastructure;
- Decree D/2015/059/PRG/SGG dated April 09, 2015 on the Statutes, Responsibilities, and Organization of the National Tourism Office;
- Decree D/2015/060/PRG/SGG of April 09, 2015, concerning the Statutes of the National Office for the Promotion of Handicrafts (ONPH);
- Memorandum of understanding for cooperation in crafts with the Kingdom of Morocco dated August 24, 2012



The Sumba waterfalls

The country has magnificent tourist sites including beaches on the Atlantic coast, dense forests, mountainous reefs in Foutah Djallon and vast plains drained by the Niger River and its tributaries in Upper Guinea.

GUINEA HAS A RICH AND VARIED TOURISM POTENTIAL. ITS BIOLOGICAL DIVERSITY IS OF A HIGHLY APPRECIABLE BEAUTY, CONSISTING OF NATURAL PARKS, NATURAL AQUARIUMS, HOT SPRINGS, SPECIFIC ANIMAL SPECIES, AND MOUNTAINS WITH MANY WATERWAYS CUT BY GORGES AND RAPIDS.

Thus, diversity, topography, climate and culture make Guinea "a tourist paradise" with varied resources. This gives the country the opportunity to develop a wide range of tourism products, including beach tourism, ecotourism, cultural tourism, discovery tourism, holiday tourism and hiking tourism.

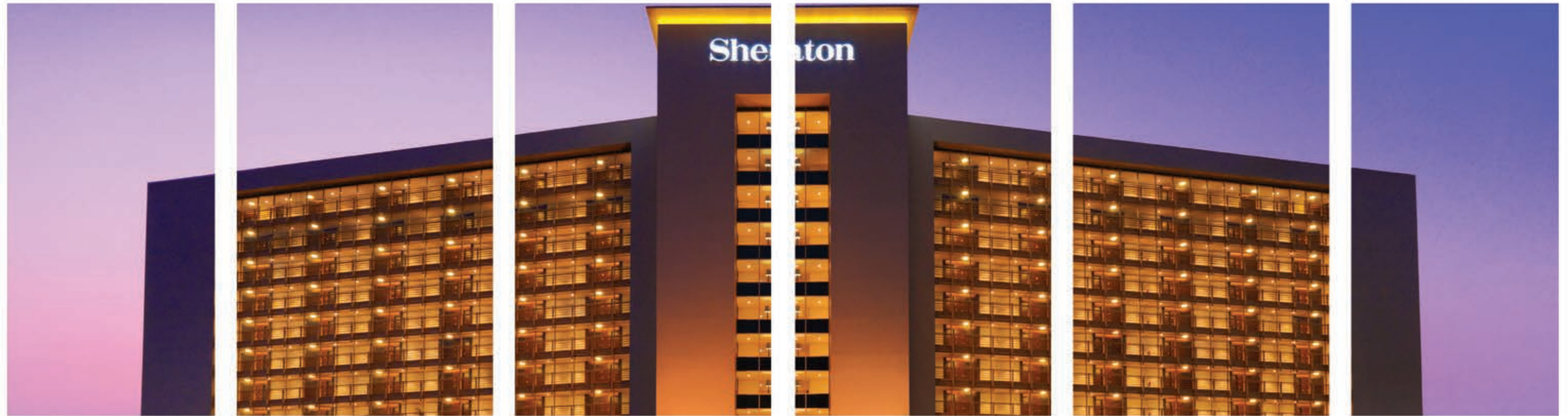
Guinea lends itself to exploring a tourist paradise with varied resources still insufficiently known, which has preserved its heritage and protected the environment, a certain guarantee of authentic tourism.

According to the projections of the World Tourism Organization, tourism in parks in West Africa will experience an increase of 3.3% between 2010 and 2020 to 4.62 million arrivals in 2020, or 6% of total arrivals in the African region.

Hospitality in full expansion

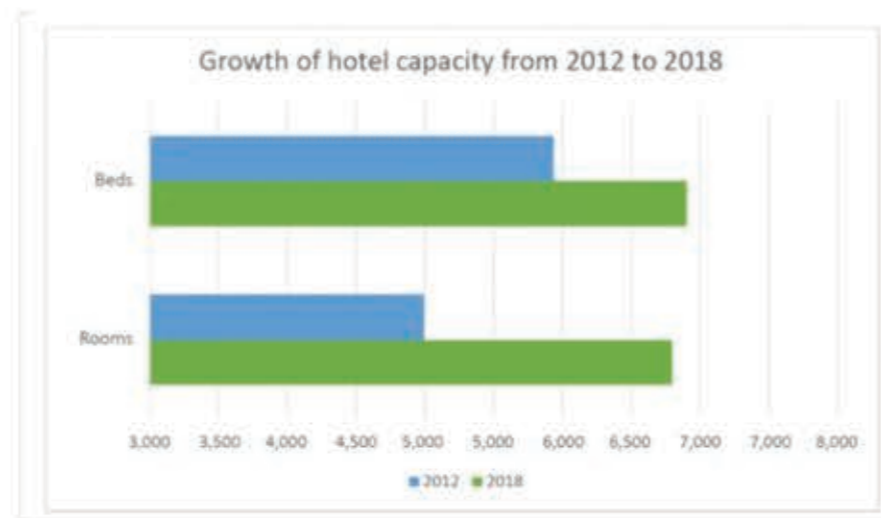
**In 2012, Guinea had 370 hotels with 4,495 rooms (5,394 beds).
In 2018, the country had 509 hotels with 6,795 rooms (6,904 beds).**

**Construction of hotels of high standing in Conakry for 2011:
2013: Palm Camayenne Hotel;
2014 Millenium Suites Hotel;
2016: Noom Hotel;
2016: Sheraton Grand Conakry Hotel;
2017: Onomo Conakry Hotel;
2018: Primus Kaloum Hotel.
Coming soon: Azalaï Hotel.**



“

In recent years, hotel capacity has increased significantly thanks to the construction of new establishments of international standing, followed by an exponential growth of reliable car rental companies (Europcar, Hertz, Avis...) that meet international standards. Travel agencies have also experienced an amazing emergence



Hotel capacity in Guinea in 2018			
Region	Number of Hotels	Number of Rooms	Number of Beds
Conakry	222	2,717	2,799
Boké	34	606	606
Kindia	65	953	955
Mamou	12	181	188
Labé	9	126	144
Faranah	24	426	426
Kankan	63	829	826
N'Zérékoré	80	957	957
Total	509	6,795	6,904

In total 1 800 billion guinean francs (180 million USD) have been invested in the capital's hotels. Conakry hotel capacity has increased from 500 to 2799 beds in just 8 year.

Diverse forms of tourism in Guinea

Guinea represents a synthesis of West Africa with its 4 very distinct natural regions, which correspond to different types of landforms, climate, fauna and flora.

The dances, the tradition, the artisanal heritage, and the warm welcome of the people make the country a pleasant destination. Visitors can enjoy several types of tourism in the country.

Discovery tourism: the waterfalls of the Sumba, the Bride's Veil, the waters of Kilissi, the gorges and waterfalls of Kinkon and Kambadaga, the waterfalls of Saala, the Lady of Mali, the waterfalls of Kamarato, etc.

· Health tourism :

Dalaba station, the hot springs at Foulamory.

· Hiking, trekking challenges, and adventure tourism:

o Trekking is growing especially in Foutah, the mountainous region in Middle Guinea.

o The 30,000 ha Sangareya Bay in maritime Guinea consists of mudflats, birds, green islands and crocodile habitats.

o The Foutah Djallon region in particular the cities of Mamou, Dalaba, Pita, Labé, Mali.

o Mount Nimba includes the highest point in West Africa (1,752 m) and one of the most beautiful forests of West Africa.

o The Ziama natural reserves and its herds of elephants in Macenta.

· Parks and mountains tourism

o Badiar Park in Foutah Djallon (38,200 ha) with Sow Hill.

o Upper Niger Park (1,860 km²), crossed by the Niger River, rich in game (warthogs, fassa roosters) and lush flora.

· Seaside Tourism

Lush green islands with splendid beaches: Sorro and Roume off the coast of Conakry, Sobanè, Bel Air, Kitikata and Marara in Boffa, Mèyèngbé in Dubréka and Salatougouj in Forécariah.

· Sport fishing in the Los islands

the most fished species are the tarpons and barracudas.

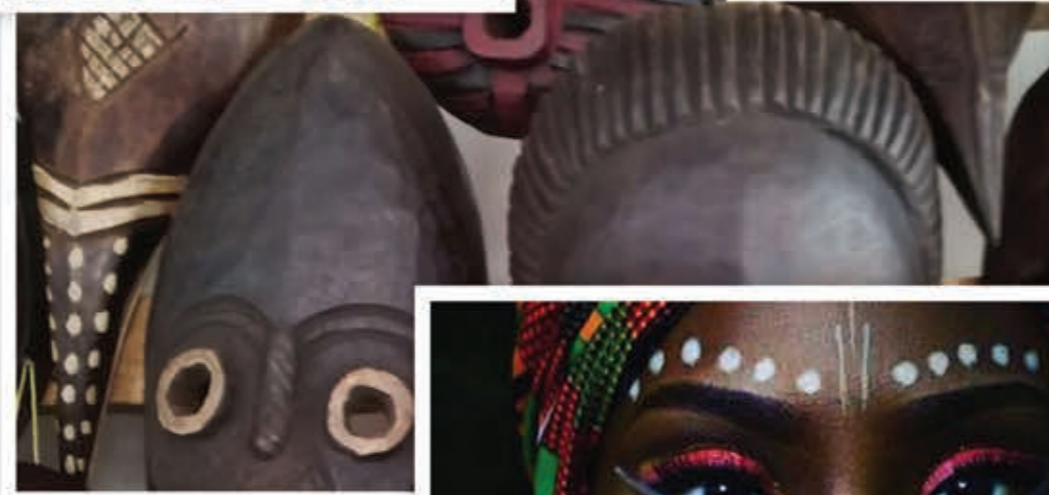
· Hunting Tourism

: small feathered and fur-bearing game and big game (warthogs, antelope, etc).



· Memorial Tourism:
o Sites of the African middle age such as Niani (capital of the Mali empire), Niagassola (Sosso Bala: the balafon of the Susu).
o Slave sites of well-known and sad memory such as Dominyah, Farinyah, etc.
o The remnants of the resistance to colonial penetration such as Bissandougou, Timbo, Niagassola (Fort Gallieni), etc.





Tourism, driveforce of development

It is generally agreed that Guinea offers particularly interesting development conditions for most types of tourism.

It benefits from the diversity and variety of its landscapes, its micro-climates, its fauna and flora, its crafts, its hospitality traditions and also its history, all representing a rich and dynamic capital of civilization.

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Diversified craft opportunities

The potential of Guinean handicrafts is spread over the entire national territory.

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Conakry: With the exception of a few rare skilled trades (pottery, vegetable oil extraction, doll-making, entomological paintings, pearl making), all other craft activities are widely practiced in Conakry where consumers are more numerous compared to other regions. The most widespread sectors are textiles, wood, metals and services

Boké: Activities with bamboo and vegetable fibers (basketry, mat making, macrame and golden beads) and woodcarving are well developed in this area. The craftsmen master the service activities because they are often confronted with quality requirements from the clientele with regards to subcontracting.

Kindia: In this region, we note a growing number of non-governmental organizations, local development associations, support projects, groups of artisans, etc. The activities of dyeing, wood carpentry, and sculpture occupy many craftsmen

Mamou : This area has important assets: ease of access, presence of support institutions (GIZ, ICO/Guinea, PRIDE, decentralized financing Institutions, etc.). Wood carpentry, shoemaking, textile manufacturing and service activities are the pride of this region.

Labé : The Labé region, in general, and Labé prefecture in particular, harbor great craft potential. In five (5) prefectures in this region, we encounter well-developed trades. These include textile manufacturing (weaving, dyeing, embroidery, etc.), woodworking, leather craft, soap making, jewelry, basketry, pottery, and forging. The presence of many consumers with average and sometimes high purchasing power should be noted.

Faranah : Weaving and shoemaking are very present in Dinguiraye. Pottery, sculpture, honey processing and shea butter in Dabola and wood carpentry in Kissidougou.

Kankan : a commercial city, a business city, a crossroads, Kankan harbors significant potential for the expansion of crafts. The existence of very good quality clay deposits to develop pottery by diversifying the range of products. Also, it is possible to undertake in the region the production of chalk thanks to the deposits of gypsum in Siguiri. Ink, varnish and incense can be made from plant species for which the quality is proven. Sculpture, the textile industry, pottery and food processing are widely practiced.

N'Zérékoré : The craft industry in this region is focused on plant fibers, textile making and the making of entomological paintings. Extraction of palm oil and palm kernel oil is practiced in rural areas



The accessibility of Guinea was increased through the multiplication of international airlines that serve the airport of Conakry Gbessia. Today 12 international airlines have Conakry as a destination:



Conakry Gbessia international airport was modernized and expanded:

- Modernization of the departure lounge with the acquisition of two (2) telescopic devices;

- The modernization and enlargement of the arrival area and the check-in area, today fourteen check-in counters versus six check-in counters previously;

- The increase of the reception capacity reaching 1,500,000 people in 2018 versus 300,000 people in 2010;

The number yearly arrivals at the airport increased from 245,000 in 2010 to 527,000 passengers in 2018.

Companies landing in GUINEA

1. Air France (present in 2010)
2. Brussels Airlines (present in 2010)
3. Ethiopian Airlines
4. Emirates
5. Turkish Airlines
6. Air Mauritania
7. Tunisair
8. Air Senegal
9. Air Côte d'Ivoire (present in 2010)
10. Royal Air Morocco (present in 2010)
11. Transair
12. Asky

The companies RwandAir and TAP will soon serve Guinea.

Four projects have recently been presented by the Ministry of Tourism and Hospitality and require financing:

- Sustainable development of tourism in Badiar National Park;
- Creation and management of a lodge in Upper Niger National Park;
- Construction and operation of the tourist village of Baro;
- Tourist village of N'Bottiny.

A photograph showing the front view of a large commercial airplane on a tarmac. The cockpit windows and the nose of the aircraft are prominent. The sky is overcast.

+215%
since 2010

A photograph showing the interior of an airport terminal. There are several rows of metal seating benches. People are sitting on the benches, and some are standing. The terminal has a modern, clean appearance with large windows in the background.

1.100.000
passengers
In 2018

GROWTH OF AIR TRAFFIC TO GUINEA

Outlook

Renovation projects for regional airports are included in the 2016-2020 National Economic and Social Development Plan (NESDP).

Launch of "Guinea Airlines", the national airline company. The project should cover the following routes:

- Conakry-Labé-Dakar
- Conakry-Kankan-Bamako
- Conakry-N'Zérékoré-Monrovia



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