











# TUESDAY, NOVEMBER 4<sup>th</sup>, 2025

1:00 PM GMT/2:00 PM CET (60-minute webinar)

#### **KEY SPEAKERS**

Hon. Nabeela Tunis: Minister of Tourism and Cultural Affairs of Sierra LeoneMary Jalloh: Coordinator of the Sierra Leone Economic Diversification ProjectDr. Edward Hinga Sandy: Executive Director, National Investment Board



Bureh Beach Surf Club

The anchor coastal project, a world-class surf hub with club, jetty, and accommodation.



Leicester Peak Viewing Point

An iconic city attraction offering 270° panoramic views of Freetown.



Tacugama
Innovation Centre

A leading eco-education and conservation center, adjacent to the famous chimpanzee sanctuary.

### WHY ATTEND?

- **Financial Insights:** Get details on the operations-only model, revenue streams, and profit-sharing frameworks for each site.
- **Bidding Process:** Understand the clear steps for submitting your proposal.
- **Trusted Framework:** Discover government support and risk mitigation measures from the World Bank-backed project.





**INVEST IN** 



### **WHY INVEST**

- 1. High returns on investment
- 2. Strong profitability: EBIT margin over
- 3.25%
- 4. Multiple revenue streams
- 5. Fast growth/expansion

### **COMPONENTS**

- 1. Surf Club
- 2. Boardwalk
- 3. Changing rooms & Toilets
- 4. Car Park with 30 bays
- 5. Recreational areas

# **REVENUE STREAMS**

- 1. Entry fees for visitors
- 2. Sales from food and beverages
- 3. Retail sales from market sheds
- 4. Fess for water sports and recreational activities
- 5. Event hosting and cultural

### **INCENTIVES**

- 1. Income tax exemptions for up to 5 years
- 2.A 25% capital allowance on plant & machinery in the first year
- 3.A 0% import duty rate for relevant building materials and equipment for a 3-year period



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**INVEST IN** 



### **WHY INVEST**

- 1. High returns on investment
- 2. Strong profitability: EBIT margin over 20%
- 3. Multiple revenue streams
- 4. Fast growth expansion potentials
- 5. One of the Wonders of Sierra Leone
- 6. Prime Spot for foreign and local visitors

# **REVENUE STREAMS**

- 1. Viewing Decks
- 2. Event Terrace
- 3. Cafeteria & Visitor Center
- 4. Educational & Cultural Center
- 5. Scenic Walking Trails
- 6.36-Car Parking Lot (450 sqm)

### **COMPONENTS**

- 1. Viewing Decks
- 2. Event Terrace
- 3. Cafeteria & Visitor Center
- 4. Educational & Cultural Center
- 5. Handcrafts & Souvenir Vendor canopies
- 6. Scenic Walking Trails
- 7.36-Car Parking Lot (450 sqm)

# **INCENTIVES**

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**INVEST IN** 



### **WHY INVEST**

- 1. Long-term return: IRR 28%
- 2. Payback- 4 years
- 3. Occupancy rising from 30% to 70% within 5y
- 4. Impact driven Supports conservation, ecotourism & local communities
- 5. Over 100% ROI by year 5 with rising EBIT margins

#### **COMPONENTS**

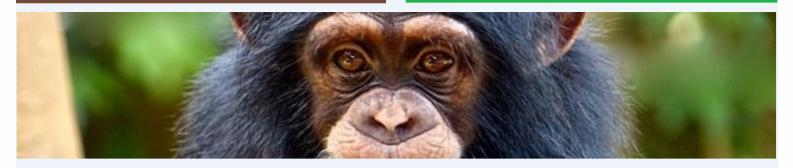
- 1. Access Road and Car Park
- 2. Tourism Innovation Centre: 120-seat cinema, 60-guest workshop space, 20-seat library, media studio, visitors centre, handicraft gift shop, rooftop cafeteria etc.

# **REVENUE STREAMS**

- 1. Entrance and ticketing fees
- 2. Food and beverage services
- 3. Events and corporate retreats
- 4. Handcrafts and Souvenirs
- 5. Educational tourism programs
- 6. Eco-adventure activities

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