



MINISTRY OF TOURISM & CULTURAL AFFAIRS
...home of hospitality



THE WORLD BANK



EXCLUSIVE INVITATION

SIERRA LEONE TOURISM INVESTMENT WEBINAR

Join the Ministry of Tourism & Cultural Affairs and the World Bank for a focused investor briefing on three high ROI, investment-ready eco-tourism opportunities in Sierra Leone. Register now.

TUESDAY, NOVEMBER 4th, 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 Leone

Mary Jalloh: Coordinator of the Sierra Leone Economic Diversification Project

Dr. 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.

Secure your seat now at <https://invest-sl.gottdata.is>



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INVEST IN
SIERRA
LEONE

BEACH BUREH SURF CLUB

WHY INVEST

1. High returns on investment
2. Strong profitability: EBIT margin over 3.25%
3. Multiple revenue streams
4. 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
SIERRA
LEONE

LEICESTER PEAK VIEWING POINT

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

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)

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INVEST IN
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LEONE

TACUGAMA INNOVATION CENTRE

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, eco-tourism & 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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