



SPECIAL PROGRAM FOR THE PROMOTION OF RELIGIOUS TOURISM

Intervention Zone ALL TERRITORY

Description of the Project

- A niche tourism market that is developing in many destinations worldwide to meet the needs of customers seeking authenticity , personal development and encounters.
- Place of choice for religion in Senegalese society : holy places of pilgrimage and meditation with cultural and historical heritage, religious events (Muslim and Christian) with very high attendance , remarkable sites promoting inter-religious dialogue.
- Positioning Senegal as an authentic travel destination with a base of remarkable values: peace, tolerance , sustainability .
- isolated initiatives in the development of religious tourism which is urgent to unite within a common national strategy .
- Existence of flows of religious tourists from countries in the sub-region and from United States (Muslim population)
- Senegal OIC Tourism City in 205

Expected impact

- Repercussions Economic and social opportunities are created for local communities with jobs created for young people (guides, site managers)
- Opportunities to promote products from agri-food processing (women's economic interest group)

Project Leader

Entity religious cities
Ministry of Tourism and Handicrafts

Contact Strengthening national cohesion and inter-religious dialogue

Contact N / A

Project Partner(s)

- Senegalese Agency for Tourism Promotion (MO)
- Technical and Financial Partners

Project amount 2021-2026/2027/2028 USD 200,000,000

Project duration 24 MONTHS

Type of Financing Sought ✓ Private ✓Audience ✓PPP