



AFRICAN TOURIST MARKETS FAIR

Intervention
Zone

DAKAR

Description
of the
Project

According to UNWTO data released in 2024, international arrivals across the African continent have returned to 96% of pre- Covid levels .

A growth potential that corroborates investors ' interest in the continent, bolstered by its rich natural, historical and cultural heritage and international demand trends focused on ecotourism , adventure tourism and cultural tourism.

Also, in the MICE sector, investment opportunities in the continent as well as the desire for reforms and innovation in sectors such as health, sports and agriculture improve the attractiveness of the continent for major events .

With the recent entry into force of the African Continental Free Trade Area (CAF-FTA), the emergence of the middle classes and the rise of Millennials on the continent, a whole market is thus to be developed . This is true both with international customers and with local and regional customers .

Since all African countries share the vital nature of tourism for their economy , it is important to optimize the catalytic effect of the sector for their growth.

To this end, it is appropriate to mobilize all African destinations for lasting synergies in the articulation of marketing strategies , sharing of experiences and exchange of knowledge in the development of tourist offers.

- An increase in sales at Destination Senegal , and tourist revenues, as a result.

Project Leader

Expected
Entity
Impact

Growth in job creation in the tourism sector in Senegal .
- Multi- benefits actors linked to the organization of an event

Contact

Nir/ Senegal .

Project
Partner (s)

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

Project amount

FCFA 400,000,000

USD 635,376.8

Project duration

24 MONTHS

Type of Financing
Sought

✓ Private

✓ Audience

✓ PPP