



196+ roundtable west coast

guinea, guinea-bissau,
liberia, sierra leone

online
(28.03.2023)

12
participants

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NOTES

1) calculated as per PKF sample; includes all
properties with at least 100 rooms; 2) as per 31
December 2022; 3) as per the PKF contract
database; 4) from the viewpoint of hotel groups

supply

13 properties	2,065 rooms ¹
30% branded rooms	30% chain affiliated rooms

group / brand profile

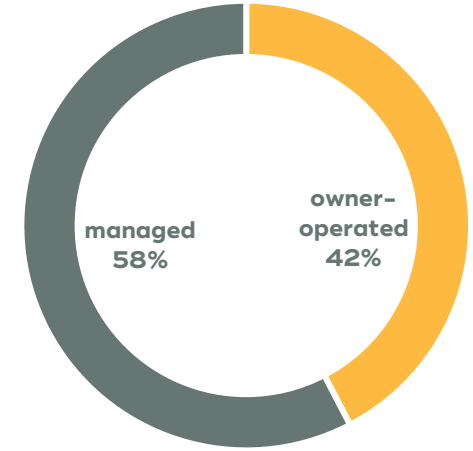
- › strongest brand: **Noom**
- › strongest group: **Mangalis**

pipeline

3 properties	391 rooms ^{1,2}
2 hotels under construction	1 planned hotels

contracts

4 properties	621 rooms under contract ^{2,3,4}
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key takeaways

- › The issues facing the destinations in the region are varied, to name a few :
 - › visa regime is complicated and expensive for visitors
 - › lack tourism strategy
 - › no conclusive list of attractions and sites
 - › lack of government support for the industry
 - › tourism and hospitality not a part of culture
- › The region is rich in unspoiled natural beauty and seems to be at an ideal point in time to set itself up for tourism development It's like a blank canvas. Yet, the lack of infrastructure, little understanding from governments, limited product, limited accommodation offering and airlift are issues that need to be addressed as part of a masterplan that could unlock the potential that is definitely there!
- › The current efforts by ECOWAS to align themselves with issues like Unvisa, etc are steps in the right direction and could, if successful, very much ease travel within the region.

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