



LIBERIA WEST AFRICA

Liberia Tourism Investment Opportunities

Strategic Partnership and Investment Opportunities in
the Tourism sector in Liberia West Africa

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Strategic Investment Rationale

Heritage Meets Nature

Liberia uniquely combines **Africa's oldest republic status** with profound U.S. historical ties, creating compelling diaspora and heritage tourism demand. This heritage value proposition is amplified by pristine coastline and rainforest ecosystems that remain critically under-supplied for hospitality development.

The country's protected areas—including Upper Guinea rainforest biodiversity hotspots and world-class surf breaks—position Liberia for high-margin eco-tourism, adventure travel, and coastal resort plays that command premium pricing in international markets.

Government-Backed Growth

Tourism is a named pillar under President Boakai's **ARREST Agenda** (Agriculture, Roads, Rule of law, Education, Sanitation, Tourism), signaling policy commitment and infrastructure investment. This national prioritization creates regulatory tailwinds and accelerates enabling reforms for tourism development.

Global travel and tourism is projected to reach **\$11.1 trillion—approximately 10% of global GDP**—providing substantial market expansion for well-positioned frontier destinations offering authentic, sustainable experiences that differentiate from saturated markets.



Flagship Destinations: Anchor Investment Opportunities

Robertsport

Grand Cape Mount County

World-renowned left-hand point breaks attracting international surf tourism.

Development opportunities include boutique surf lodges (20-60 keys), eco-resorts with ocean stewardship programs, and coastal food & beverage clusters serving adventure travelers.

Prime coastal parcels available for phased development with reef conservation built into master planning.

Sapo National Park

Liberia's Premier Protected Area

The country's oldest and largest national park showcasing exceptional Upper Guinea rainforest biodiversity. Investment concepts center on low-impact lodges (15-25 keys), guided wildlife and birding trails, and research partnerships with conservation organizations.

Concession model enables sustainable revenue generation while protecting critical ecosystems.

Heritage Circuit

Cultural & Urban Experiences

Providence Island serves as the diaspora tourism anchor, complemented by Kpatawee Falls, Mount Nimba, and Monrovia's cultural assets. Development priorities include heritage interpretation centers, day-use infrastructure, walking tour networks, and mid-scale MICE-ready hotels in the capital.

High emotional resonance for African-American travelers.

Bomi Blue Lake

Bomi County

Pristine crater lake destination perfect for eco-tourism, freshwater activities, and wellness retreats. Development opportunities include lakeside lodges and nature-based experiences.



Priority Development Concepts

Coastal Eco-Resorts & Surf Lodges

Locations: Robertsport, Buchanan, Marshall coastline

Modular 20-60 key developments with phased build-out schedules tied to performance milestones. Design incorporates reef stewardship, beach conservation, and low-impact footprints. Revenue model targets premium international adventure travelers willing to pay \$200-400/night for authentic surf and coastal experiences.

Sapo Rainforest Lodge

Conservation-Based Hospitality

15-25 key low-impact lodge operating under long-term concession with Forestry Development Authority. Programming includes guided primate tracking, birding expeditions, and community ranger employment. Revenue-share agreement supports park management while delivering returns to operator through high-margin nature tourism.

Providence Island Heritage Hub

Diaspora & Cultural Tourism Anchor

Curated interpretation center with exhibits, walking tours, and craft market showcasing Liberia's founding narrative. Pairs strategically with Monrovia hotel inventory upgrades to capture diaspora tourism and educational travel segments. Potential for event programming and heritage-based MICE activities.

Cultural Infrastructure Development

Invest in Liberia's rich heritage through transformative cultural infrastructure, fostering heritage tourism, diaspora connections, and educational opportunities.

Museums & Interpretation

Develop modern museums and interactive interpretation centers to preserve and showcase Liberia's unique history, from indigenous heritage to its founding as Africa's first republic. Attract educational tourism and provide immersive learning experiences.

Monuments & Memorials

Create impactful monuments and memorial sites honoring pivotal figures and historical events. These will strengthen diaspora ties, serve as educational landmarks, and offer compelling narratives for global visitors.

Historic Site Development

Restore and enhance significant historical landmarks, transforming them into accessible and engaging tourist attractions. Focus on authentic preservation and enriching visitor experiences, contributing to cultural preservation projects.

Cultural Centers

Establish vibrant cultural centers dedicated to arts, crafts, and community engagement. These hubs will foster local talent, provide authentic cultural experiences for residents and visitors, and act as beacons of Liberian identity.



Hotel Development: Meeting the Hospitality Gap

Liberia presents a unique, underserved market for hotel investors to capitalize on growing demand and limited supply.

1 **Current Supply Gap**

Liberia's existing hospitality sector is characterized by an acute shortage of modern, internationally branded hotels, particularly in the mid-range and luxury segments. This creates a significant void for quality accommodations that meet global standards.

2 **Robust Demand Drivers**

Demand is fueled by a diverse mix of business travelers (economic growth, natural resources, development projects), a significant Liberian diaspora seeking heritage experiences, and increasing interest in eco-tourism and adventure travel to pristine natural sites like Sapo National Park and Robertsport's surf breaks.

3 **Strategic Locations**

Key development zones include the capital, **Monrovia**, for business and MICE hotels; coastal towns like **Robertsport** and **Buchanan** for resorts and eco-lodges; and areas adjacent to **Sapo National Park** for nature-based accommodations.

4 **International Brand Potential**

There is a substantial opportunity for leading global hotel brands (e.g., Hilton, Marriott, Sheraton) to establish a first-mover advantage, elevate Liberia's tourism profile, and cater to an eager market seeking trusted hospitality experiences.

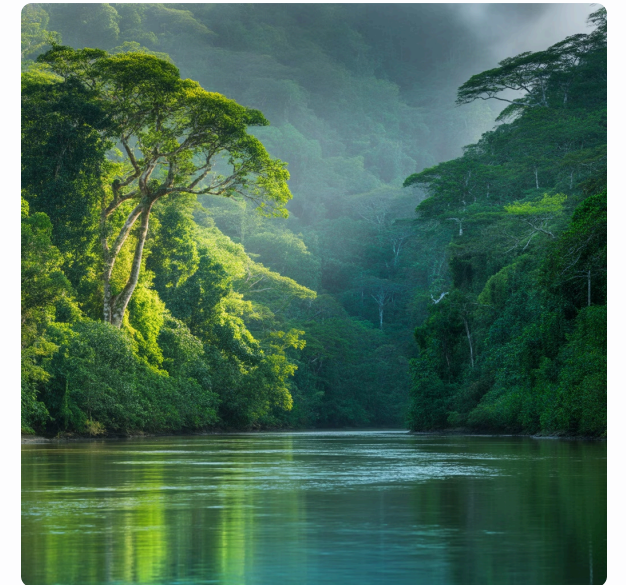




National Tourism Circuit: The "Coast & Canopy" Route

The East-West tourism corridor connects Liberia's flagship coastal and nature assets into an integrated 5-7 day itinerary serving international travelers. This circuit approach requires coordinated investment in wayfinding systems, certified guide networks, and complementary accommodation at each node.

Multi-asset investors can capture greater value by developing complementary properties along the route, increasing length of stay and per-visitor spending while building operational efficiencies through shared management systems and supply chains.



Route Highlights



Robertsport

Surf & beach gateway



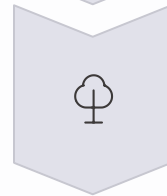
Monrovia

Urban hub & heritage



Buchanan

Coastal logistics & resorts



Sapo Park

Rainforest adventure

Investment Enablers & Incentive Framework



Investor Protections

The National Investment Commission serves as the one-stop interface for foreign investors, streamlining registration and approvals. The Government of Liberia offers **tax holidays, duty exemptions, and profit repatriation allowances** for qualifying investment thresholds, with transparent criteria administered through NIC protocols.



Special Economic Zones

Special Economic and Agro-Industrial Zones near Buchanan provide plug-and-play utilities, logistics infrastructure, and customs facilitation. These zones enable hospitality supply chain investments—laundry services, cold-chain facilities, furniture manufacturing—that improve resort operating margins while creating formal employment.





Public-Private Partnership Models

Tourism Concessions

Protected areas & heritage sites

- Long-term operate & maintain rights
- Capital expenditure obligations defined
- Revenue-share to FDA/MICAT & communities
- Independent E&S monitoring
- Renewal tied to performance KPIs

Ideal for Sapo lodge development and Providence Island heritage center operations.

Lease-Develop-Operate

Coastal resort parcels

- Phased build-out rights (e.g., 20→60 keys)
- Performance milestones unlock expansion
- Negotiated lease terms via NIC/MICAT
- Renewal options based on compliance
- Master planning flexibility for future phases

Preferred structure for Robertsport and Buchanan coastal resort development.

SEZ Supply Chain Investment

Hospitality support services

- Industrial linen & laundry facilities
- Cold-chain & food processing
- Craft furniture manufacturing
- Import substitution economics
- Multi-property service contracts

Captures margin improvement across multiple resort assets while building local capacity.



Responsible Tourism: ESG as Competitive Advantage

Protected Area Compliance

Liberia's flagship tourism assets sit within or adjacent to sensitive ecosystems requiring adherence to Forestry Development Authority regulations, protected area management plans, and community co-management agreements. These requirements ensure long-term asset viability and social license to operate.

IFC Performance Standards Alignment

Investors are expected to design and operate facilities consistent with International Finance Corporation Environmental and Social Performance Standards. This alignment enables access to blended finance, satisfies institutional investor ESG mandates, and positions developments for certification under recognized sustainability frameworks.

Premium Positioning

Rigorous environmental and social standards are not merely compliance obligations—they constitute a **commercial advantage** in attracting premium travelers who actively seek authentic, low-impact experiences. Properties demonstrating measurable conservation outcomes and community benefit command rate premiums and drive higher occupancy among values-aligned segments.

Illustrative Development Pipeline



Robertsport Surf & Conservation Lodge

Phase I: 24 keys

- Eco-lodge architecture with minimal footprint
- Integrated surf school & guide training
- Solar + rainwater systems
- Elevated boardwalks for dune protection
- 18-month development timeline



Sapo Rainforest Lodge

15-25 keys

- Guided primate & birding programming
- Research partnership tie-ups
- Concession with community revenue share
- Low-impact construction materials
- 24-month development timeline



Providence Island Heritage Center

Interpretation & Craft Hub

- Curated diaspora narrative exhibits
- Artisan craft market integration
- Paired with Monrovia hotel upgrade
- Event space for heritage programming
- 12-month development timeline

These three anchor investments represent a coordinated portfolio approach, capturing diverse market segments while building Liberia's tourism brand across coastal, nature, and heritage pillars. Combined capex estimated at \$8-12M depending on finish specifications, with blended finance options available for enabling infrastructure.

Proposed 90-Day Partnership Roadmap



Site Access & Investor Familiarization

National Investment Commission and Ministry of Commerce coordinate parcel shortlists across Robertsport coastal zones, Providence Island, and Sapu lodge nodes. Host structured 4-5 day investor site visit including meetings with FDA, local authorities, and community stakeholders to assess physical conditions and social dynamics.



PPP Structure & Term Sheet Development

Select appropriate public-private partnership track—concession or Lease-Develop-Operate—based on investor priorities and site characteristics. Outline key commercial terms: tenure length, rent/revenue-share formulas, capital expenditure commitments, environmental and social covenants, local employment and sourcing targets, and performance milestones.



De-Risking Package Assembly

Identify applicable tax holidays, duty exemptions, and SEZ utility access. Structure blended finance options with development finance institutions for enabling infrastructure (road access, grid connections, water systems). Clarify profit repatriation procedures and foreign exchange protocols to address investor risk concerns.



Market Development & Soft Opening

Collaborate with Liberia Tourism Authority on international marketing positioning across U.S. and European adventure travel, heritage tourism, and sustainable tourism segments. Target pilot asset soft-opening within 18-24 months to demonstrate proof of concept, capture early-mover advantage, and generate momentum for pipeline expansion.

The opportunity is clear: Liberia offers institutional investors a compelling risk-adjusted return profile in a frontier tourism market with government backing, natural asset differentiation, and untapped heritage demand. The time to engage is now, while prime coastal and protected area parcels remain available and first-mover advantages are greatest.

Contact Information

For Further Information

Potential investors are encouraged to address their Letters of Intent (LOI) to:

Hon. Isaac Taggart, Jr.
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Ministry of Foreign Affairs
Republic of Liberia

Email: itaggart@ustradeenvoyliberiamofa.com

Websites: www.ustradeenvoyliberiamofa.com | www.mofa.gov.lr

Plan a Visit to Liberia

We encourage interested investors to plan a visit to Liberia with their team or delegation. This will facilitate strategic meetings with key government officials, local partners, and on-site assessments of potential projects. Please contact Hon. Isaac Taggart, Jr. to coordinate your visit and arrangements.



i The Ministry of Foreign Affairs can facilitate introductions to relevant government agencies, arrange site visits, and provide additional information on investment incentives available for each project.

Additional resources and updates are available through the Ministry of Culture, Information and Tourism at

www.micat.gov.lr

1

Submit Letter of Intent

Express formal interest in specific projects, including project specifics and estimated investment amount/ticket size, to initiate the investment process

2

Project Discussion

Detailed review of investment parameters and requirements

3

Due Diligence

Site visits and comprehensive assessment of project viability

4

Implementation

Finalize agreements and begin project development