



by
***Senegal Ministry in charge of
Tourism and Airline Transportations***



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Overview



- ✧ **Located on Africa's west coast on 196 722 Km²**
- ✧ **Capital is Dakar**
- ✧ **Borders: Mauritania, Mali, Guinea and Guinea Bissau, and Gambia confined at its center**
- ✧ **Languages: French, Wolof, Joola, Serere, Soninke ...**

Overview (suite)

Population

- ◆ Young and dynamic
- ◆ 13 million inhabitants
- ◆ 9 ethnic groups
- ◆ Secular country, 99% Muslim

Climate

- ◆ Dry and hot in general
- ◆ 2 main seasons:
 - Dry season
 - Rainy season





Favorable Tourism Conditions

Geographical position

- ◆ 700 km of sandy beaches
- ◆ Thousands of animal species
- ◆ Over 1.5 million birds

Political stability

- ◆ One of the most stable countries in Africa
- ◆ Strong democratic structures
- ◆ Never experienced a military coup
- ◆ Underwent 2 democratic alternations

Favorable Tourism Conditions

7 UNESCO World Heritage

Natural

- * 1981 _ Niokolo-Koba National Parc
- * 1981 _ Djoudj National Bird Sanctuary

Cultural

- * 1978 _ Island of Goree
- * 2000 _ Island of Saint Louis
- * 2006 _ Stone Circles of Senegambia
- * 2011 _ Saloum Delta
- * 2012 _ Bassari World Heritage

✧ **1981 _ Niokolo-Koba National Parc**



✧ **1981 _ Djoudj National Bird**



✧ 1978 _ Island of Goree



✧ 2000 _ Island of Saint Louis



✧ 2006 _ Stone Circles of Senegambia



✧ 2011 _ Saloum Delta



✧ 2012 _ Bassari County





Challenges and Prospects

Challenges:

- ◆ Diversifying our touristic offer
- ◆ Extending our target
- ◆ Developing the internal tourism
- ◆ Visa Process

Prospects:

- ◆ Financial plan for hotels
- ◆ Developing infrastructures (AIBD, High way, domestic airlines...)
- ◆ Reducing airport taxes



THANK YOU!
DIEUREUDIEUF!

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