

Showing the World a New Sierra Leone

Tourism, culture & creative industries

A visitor lands at Lungi International Airport, ready to be charmed by one of West Africa's most beautiful coastlines — and then spends the next several hours and considerable money simply trying to reach Freetown.

WHY THIS MATTERS

Sierra Leone earns a fraction of what its beaches, forests and heritage sites could bring, and the first reason is often the simplest: getting here, and getting from the airport to anywhere, has been made needlessly hard. Meanwhile, the traditional ceremonies, dress, music and languages that make up our living culture are quietly fading, so that families increasingly improvise their most important occasions or borrow from abroad because the authentic knowledge was never written down or passed on — a loss in itself, and the very thing that would make a visit here worth the journey.

WHAT WE'RE PROMISING

A country that is easy to reach, safe and rewarding to visit, proud to show itself to the world and to its own people, and one that treats tourism, culture and the creative industries as one connected economy of experience.

HOW WE'LL MAKE IT REAL

- We'll fix the first impression: a reliable, safe, affordable transfer from Lungi to Freetown, and a modernised visa regime — following countries like Rwanda and The Gambia, where making entry easier produced a sharp, measurable rise in visitor numbers.
- We won't wait for everything to be perfect before we promote what's already ready — the beaches, Tacugama, the Gola Rainforest — while fixing the fundamentals in parallel, so promotion and the visitor's actual experience finally move together instead of promotion running ahead of reality.
- We'll treat our culture as a livelihood, not just a backdrop for visitors. A Creative Industries Fund will offer patient finance suited to how music, film and craft actually earn, with priority for young and women-led ventures; creative hubs in Freetown and regional cities will give artists access to studios and equipment no one could afford alone; and we'll enforce intellectual property and royalties so a musician is actually paid when their song is played.
- We'll safeguard our living culture as a national undertaking in its own right — supporting communities and traditional authorities to document and revive fading languages, ceremonies, dress and craft, evenly across every group, and reviving grand regional festivals timed to when Sierra Leoneans already travel and gather, putting money directly into the hands of the artisans, performers and traders who bring them to life.
- We'll preserve Bunce Island and pursue UNESCO World Heritage status, building a heritage and roots-tourism programme that welcomes the African diaspora home, in the spirit of Ghana's Year of Return.

"We have spent years marketing a country we had made hard to reach. The task now is to make it worth the journey, and then to invite the world."