



VIRTUAL TOURISM BEST PRACTICES WORKSHOP 2022

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MALI TOURISME

Agence de Promotion Touristique du Mali



CONTENTS



SECTION

PAGE

I. SITUATION OF MALI	3
II. POTENTIALITIES	4
III. DIFFERENT CRISIS ON MALI'S TOURISM	5
➤ SECURITY CRISIS	5
➤ SANITARY CRISIS	7
IV. BEST PRACTICES	9



REPUBLIC OF MALI MINISTRY IN CHARGE OF TOURISM, AN AUTHENTIC AFRICA



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Potentialities



- 4 sites classified world heritages;
- 6 elements as intangibles goods classified by UNESCO and 3 on the list in urgent safe guarding;
- 3 elements on Guinness World Records.
- 2 of the 5 largest rivers in Africa : River Niger and River Senegal ;
- 107 forests classified as National with a total of 788.111 Ha;
- Different fauna and flora species (rare, threatened and in danger):136 species of animals, 640 species of birds and 106 species of reptiles
- 26 protected areas(National parks, reserves of fauna and flora) with a total of 9.010.757 Ha covering 8% of the territory ;
- 4 sites of RAMSAR (The treaty by countries and non - governmental organizations concerned about the increasing loss and degradation of wetland habitat for migratory waterbirds).

Mali: a tourist destination facing security challenges



Hostage-taking (tourists)

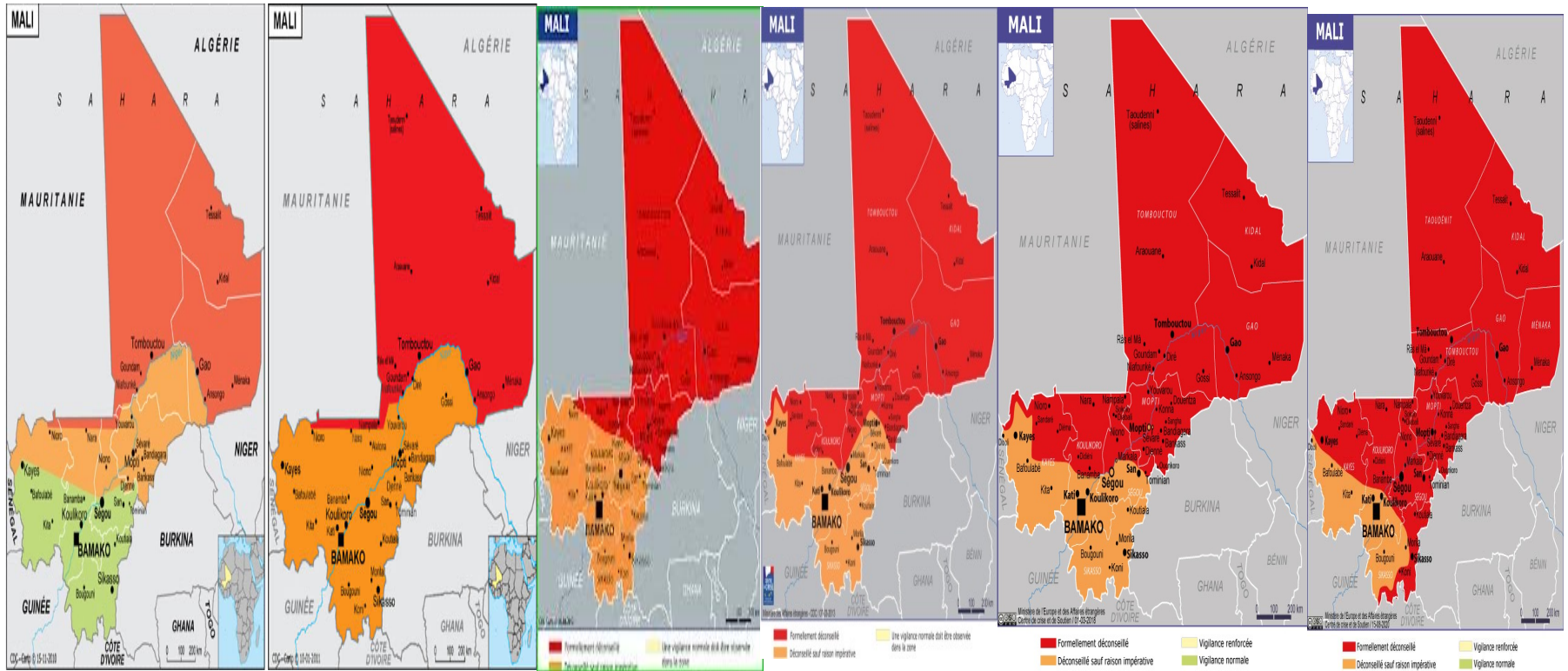
Terrorist attacks

Destruction of cultural goods

Mali's tourism demand strongly affected the security climate

"Permanent security warning on the destination" for almost 10 years

Maps of Mali Established by Some Western Chancelleries Based on "Potential Threats" to Traveler Safety from 2008 to 2021



2008-2009

2010

2011-2012

2013-2017

2018

2021

SANITARY CRISIS (Covid 19)

Mali's tourism has been impacted by the closing of borders due to the sanitary crisis:

- The statement of the extraordinary session of the Superior Council of National Defense of March 17th 2020;
- The statement of the Council of Ministers of December 18th 2020;
- The statement of the Superior Council of National Defense of April 09th 2021.

Indicators	2019	2020	Rate of increase
Number of tourists to Modibo KEITA International Airport in Bamako-Senou	217.050	75.155	-65,37 %
Number of arrivals in accommodation units (Residents + Non-residents)	38.530	22.538	- 41,50%
Number of overnights in accommodation units (Residents + Non-residents)	71.364	44.686	-37,38%
Tourism receipts (in millions of FCFA)	37.984	37.984	-75,26%
Tourism investments (in millions of FCFA)	37.565	16.524	-56 ,01%

II. BEST PRACTICES

1. Development of domestic tourism:

- promotion of tourism to students (primary and fundamental): class sessions, photo displays in schools
- Excursions and visits to tourist sites in Bamako and its surroundings with the students





2. **Creation of a consultation framework between the Ministry responsible for tourism and operators in the tourism sector** by the Decision N°2021-000170/MACIHT-SG of March 3rd 2021)
 - Work meetings once per quarter;
 - Organization of operator training sessions in different aspects

3. **Creation of an unique office for the facilitation of business creation in Mali** :(Law N°05-061 of December 22nd 2005) ratifying Ordinance N°05-019/P-RM of September 26th 2005 establishing the Agency for the promotion of investments in Mali

4. **Implementation of an investment code** (Law No. 2012-016 of February 27th 2012): preferential customs and tax regime to promote private capital investment, both national and foreign, in production and service delivery activities.

5. **Implementation of a Covid 19 guarantee fund for the private sector**: it has an endowment of 20 billion CFA francs to support private companies hard hit by the health crisis





THANK YOU
FOR
YOUR ATTENTION

