



# VIRTUAL TOURISM BEST PRACTICES WORKSHOP 2022

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March 2<sup>nd</sup> 2022

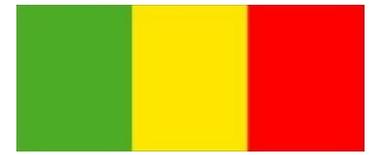


## MALI TOURISME

Agence de Promotion Touristique du Mali



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



**MALI TOURISME**

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# Potentialities



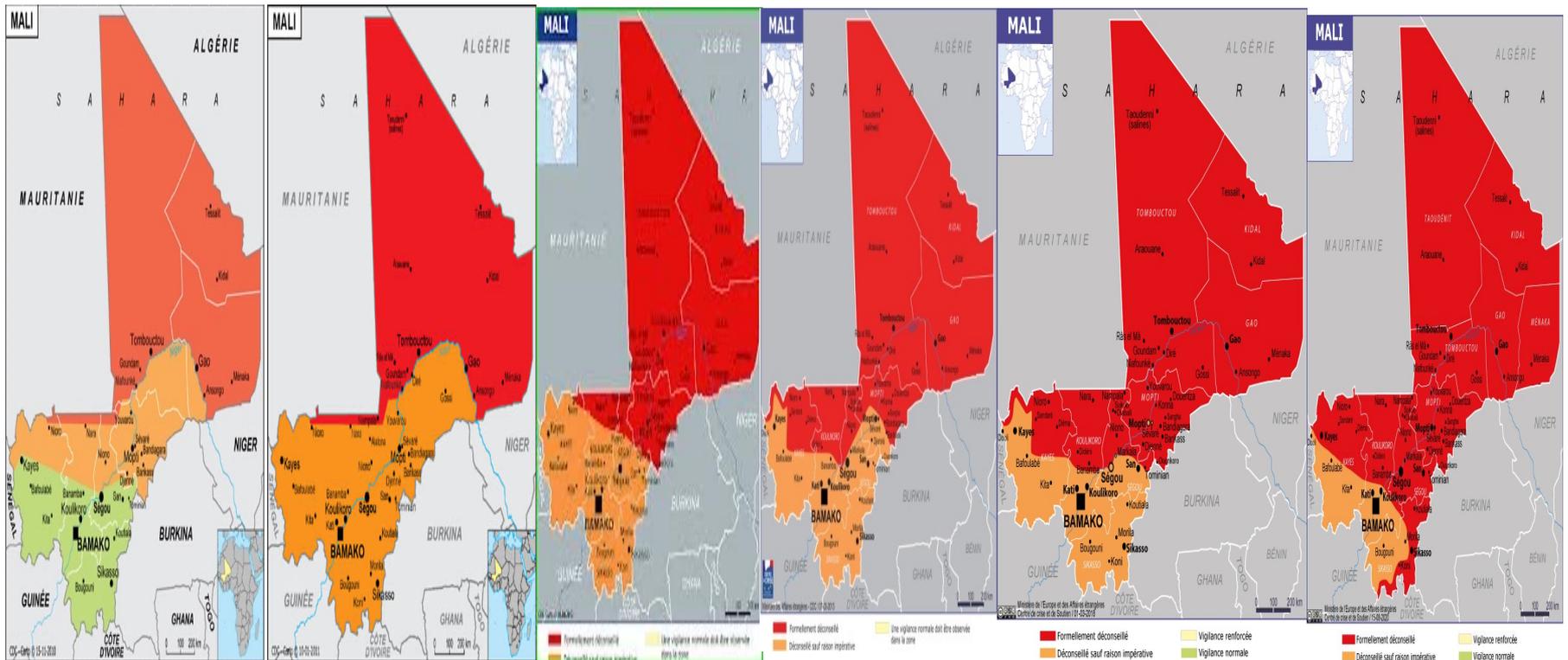
- 4 sites classified world heritages;
- 6 elements as intangibles goods classified by UNESCO and 3 on the list in urgent safe guarding;
- 3 elements on Guinness World Records.
- 2 of the 5 largest rivers in Africa : River Niger and River Senegal ;
- 107 forests classified as National with a total of 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'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 17<sup>th</sup> 2020;
- The statement of the Council of Ministers of December 18<sup>th</sup> 2020;
- The statement of the Superior Council of National Defense of April 09<sup>th</sup> 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 3<sup>rd</sup> 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 22<sup>nd</sup> 2005) ratifying Ordinance N°05-019/P-RM of September 26<sup>th</sup> 2005 establishing the Agency for the promotion of investments in Mali

4. **Implementation of an investment code** (Law No. 2012-016 of February 27<sup>th</sup> 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**

