TOURISM SCORECARD TREND ANALYSIS

Strategic Objective: Develop Sierra Leone into a competitive sub-regional and regional tourism destination

Indicator 80: International arrivals increased by at least 50% annually by 2030

IGR SCORECARD

59,000	99,850	135,000	+128.8%	10.9%
2017 arrivals	2023 baseline value	2025 visitors	Total growth 2017 to 2025	Annualized growth 2017 to 2025

TREND ANALYSIS

Trend reading: International arrivals increased from **59,000 in 2017** to **99,850 by the 2023 baseline**, then to **135,000 visitors in 2025**. This represents a total increase of **128.8%** over the period, more than doubling the 2017 level.

Acceleration: Growth strengthened after the baseline. The 2017 to 2023 growth rate was approximately **9.2% per year**, while the 2023 to 2025 pace rose to approximately **16.3% per year**.

Delivery status: Strong progress is visible, but based on the available data points, the promise of **50% annual increase** has not yet been consistently achieved. The direction is positive and the 2026 projection of 200,000 would mark a major step-up if realised.

Year	Reported value	Trend position	Interpretation
2017	59,000 international arrivals	Starting point	Modest baseline before sector acceleration
2023 baseline	99,850 international arrivals	Recovery and growth base	About 69.2% above 2017 level
2025	135,000 visitors	Strong upward movement	About 35.2% above baseline and 128.8% above 2017

TOURISM DELIVERY ASSESSMENT

Progress interpretation, evidence notes, and next actions for 2030 delivery

STATUS OF DELIVERY

Overall rating: Strong progress, but not fully achieved.

The tourism trend shows clear growth and rising competitiveness. The sector has moved from a low 2017 base to a stronger 2025 performance. However, the specific wording of the promise sets a high bar of at least 50% annual growth by 2030. Current available data confirms momentum, but not a sustained 50% annual increase.

+128.8% Growth from 2017 to 2025 Sector more than doubled over eight years	**+35.2%** 2023 baseline to 2025 Clear post-baseline acceleration	**65,000** Gap to 200,000 projection Additional visitors needed by 2026 projection

Key Scorecard Findings

1	**Positive direction:** Arrivals increased consistently across the reported points: 2017, 2023 baseline, and 2025.
2	**Competitiveness signal:** The 2025 value and 2026 projection suggest Sierra Leone is becoming more visible in regional tourism recovery and destination growth.
3	**Delivery risk:** The indicator uses a very ambitious annual target. Without year-by-year annual data, full annual compliance cannot be confirmed.
4	**Policy implication:** Growth should be protected through destination marketing, aviation connectivity, product development, hospitality training, and reliable tourism data systems.

Recommended IGR tracking actions: Publish annual arrivals data from 2024 to 2030, separate tourists from total visitors, track source markets, monitor hotel occupancy and tourism receipts, and report progress against the 50% annual increase target using a consistent methodology.

Source note: Values are based on the information supplied for the IGR scorecard, including MTNDP 2024-2030, IndexMundi and World Bank Data, Sierra Leone Civil Aviation Authority, and World Bank blog references.