

*the pure central Africa experience*



# *Gabon*



# *Africa's last Eden*





# *Undiscovered pearl of Africa*



# *Endless beaches*





# Whales



# *Traditional ceremonies*





# *Unique forest experience*

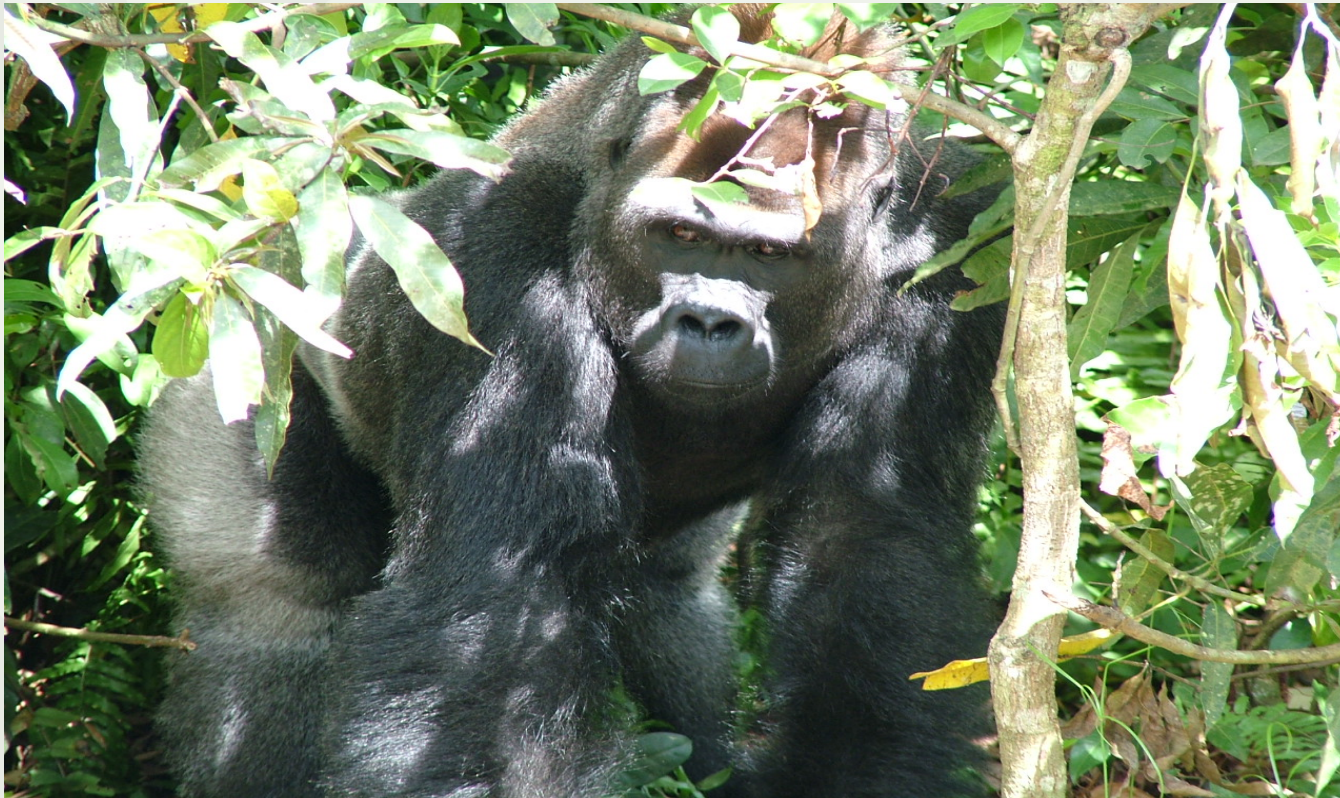




# ***Mammals on the beach***



# *The largest population of lowland gorillas*





# *Birders paradise*



***Your next destination!***







# ***Operation Loango***

## ***Conservation through Tourism in Gabon***



# ***Ecotourism : milestones and significant dates***

2002 National Park Network

2000 Minkebe

1998 Monts Doudou

1971 Impassa

1962 Iguela et Moukalaba

1956 Petit Loango et Wonga Wongue

1946 Lope





# Operation Loango



Operation Loango is a partnership between WCS and SCD in which all required expertises are represented (conservation, research, eco-tourism, social development and project management)

- Develop and implement sustainable wildlife and wild land conservation activities
- Demonstrate the economic value of active conservation by developing low impact eco-tourism
- Improve the standard of living of the area's human residents through revenue generated by sustainable tourism



# Objectives Operation Loango



1. High quality tourism facilities and activities in and around various national parks in Gabon
2. Initiate sustainable economic development through ecotourism
3. Employment in conservation and tourism sector in national park areas
4. Sensibilise local populations regarding conservation by means of schooling and other training
5. AND: To put Gabon on the map as the new eco tourism destination







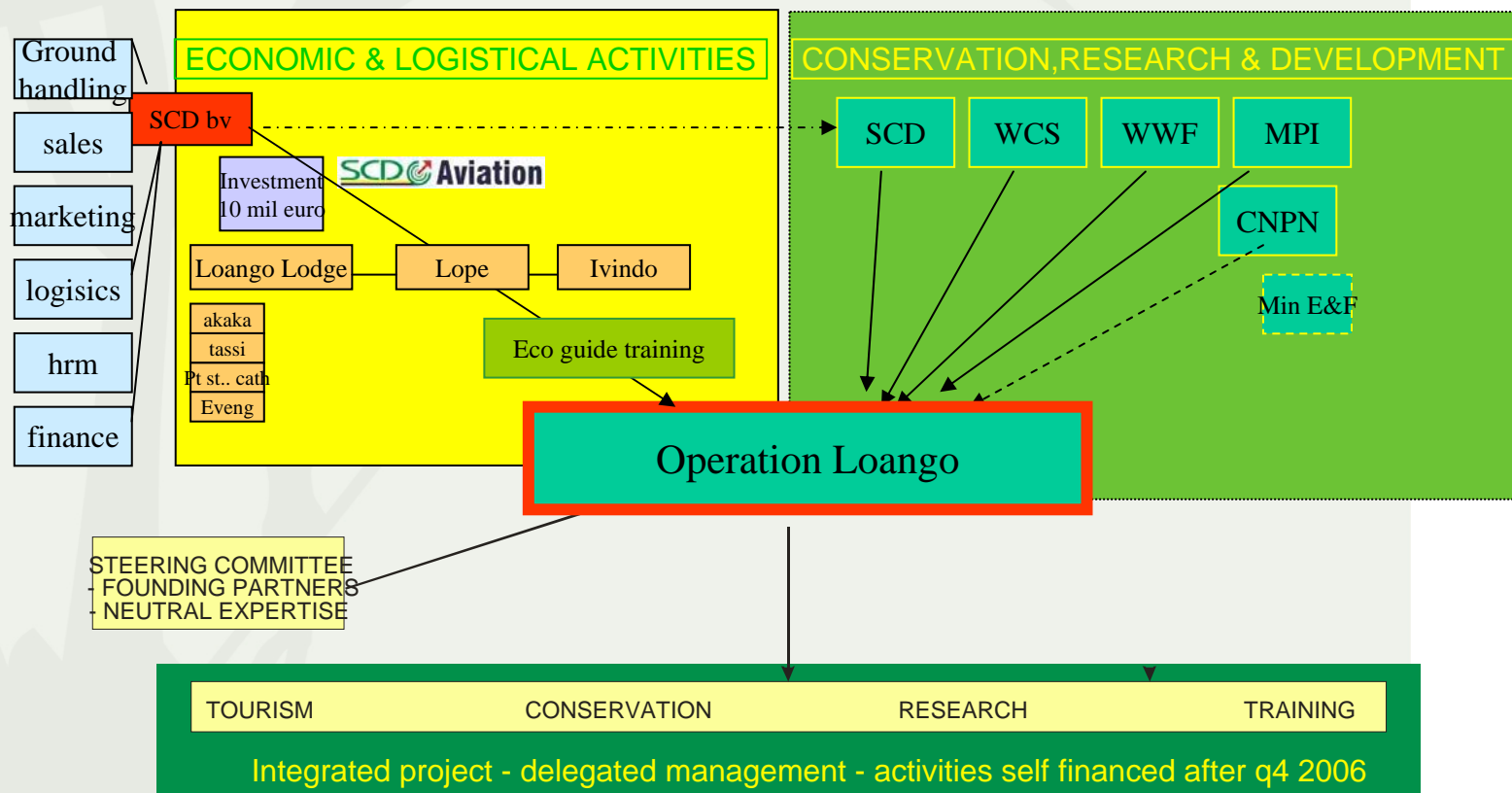
# *Operation Loango partners*

- SCD (societe de conservation et developpement)
- WCS (Wildlife Conservation Society)
- WWF (World Wildlife Fund)
- MPI (Max Planck Institute )
- CNPN (Conseil National des Parcs Nationaux)
- Ministere des Eaux et Forets





# Operation Loango





# Operation Loango is about the experience..



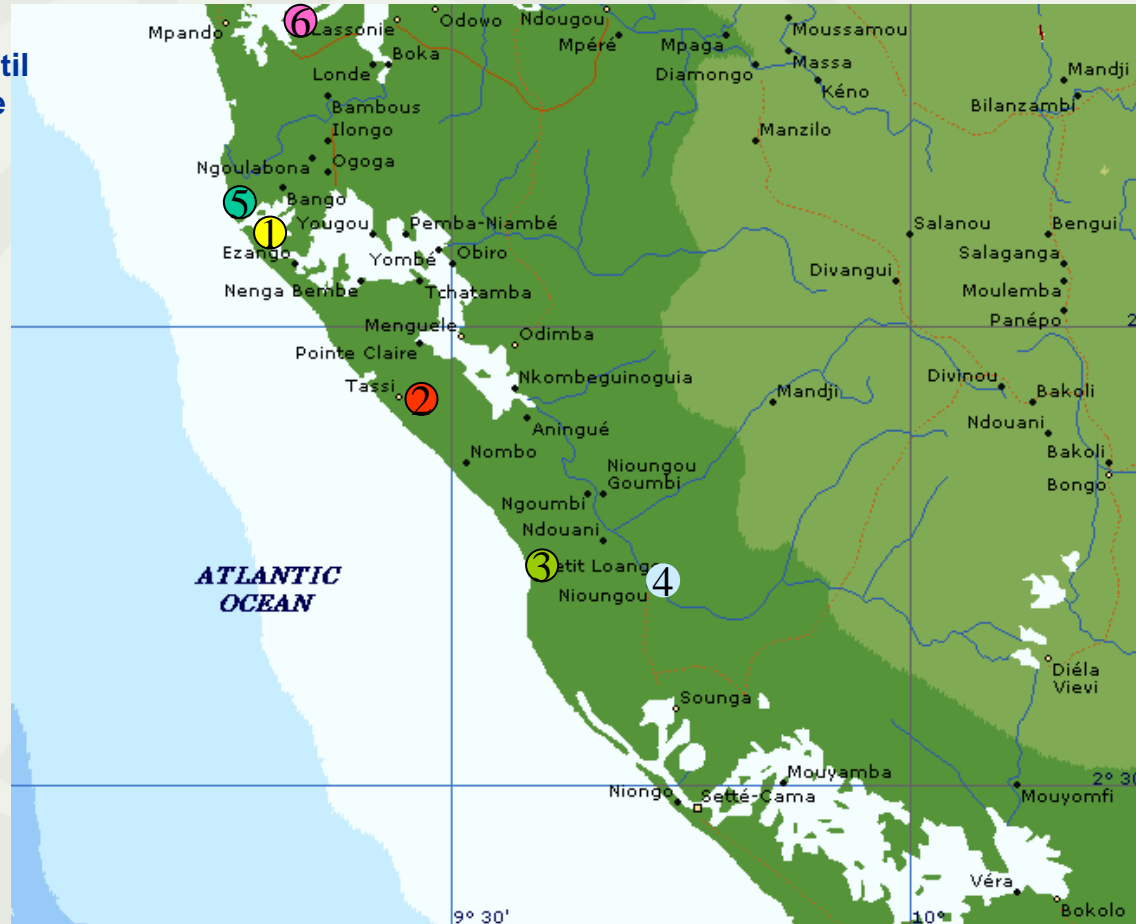
- Safe excitement: Luxurious lodges on the best spots in and around the National Parks in Gabon
- Beautiful satellite camps
- The best possible research teams on site for conservation but also as a part of the customer experience
- Safe and reliable air shuttle between various national parks in Gabon
- Privately owned ground operator facilities who coordinates logistics between all parties involved



# Loango National Park and its accommodation



↑ Port Gentil  
Libreville



- ① Loango Lodge
- ② Tassi sav. camp
- ③ Pet. Loango sat
- ④ Akaka bush camp
- ⑤ Pt.st. cath beach
- ⑥ Evengue Lodge





# Loango Lodge



- Seven very comfortable bungalows and four suites
- Lounge and restaurant
- Sun deck
- Library
- Boma
- Laundry facility
- Home base for research teams and trainings center for eco guides



# Evengue Lodge



- Good introduction to Loango National Park: all eco systems are present: forest, savanna, beach and wetlands
- 5 Comfortable bungalows
- Cozy and very nice decorated wooden restaurant and lounge terrace
- Inhabited by a gorilla family and houses our gorilla rehabilitation project
- Excellent base from which to explore the surrounding forest, beaches and missionary post







# Akaka bush camp

- 5 Well equipped tents with outdoor bucket showers,
- Rustic restaurant,
- Deep forest walks,
- Kayak trips,
- Multiple day hikes to petit Loango and Tassi



# Tassi/Louri savanna camp



- 5 comfortable tents on platforms with bucket showers
- Wooden restaurant overlooking the savanna
- Perfect spot for beach cycling
- Home base of the Max Planck Institute program for gorilla habituation



# Pt. St. Catherine beachcamp

- 5 Tents with bucket shower
- Lounge restaurant overlooking the ocean
- Shell hunting
- Strolling
- Sport fishing





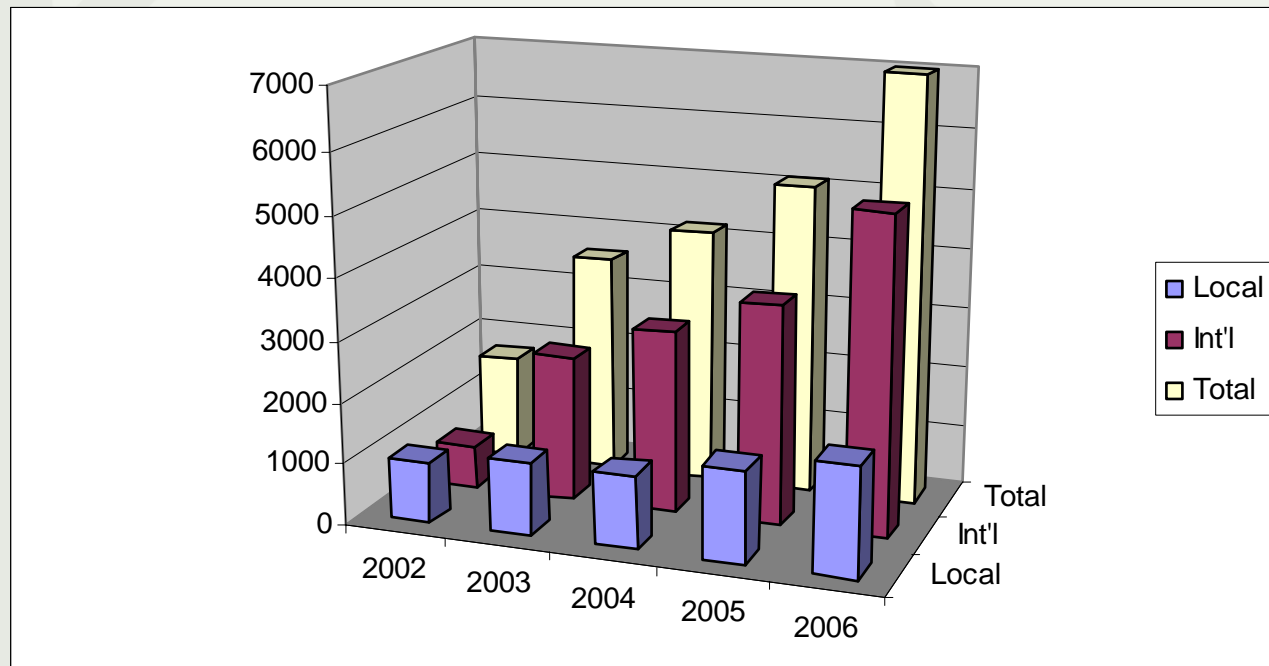
# Activities



Game drives - Walking safaris - Kayak trials - Lagoon tours - Sport fishing - Multiple day hikes through the forest- Whale watching - Village Walks - Crocodile outings

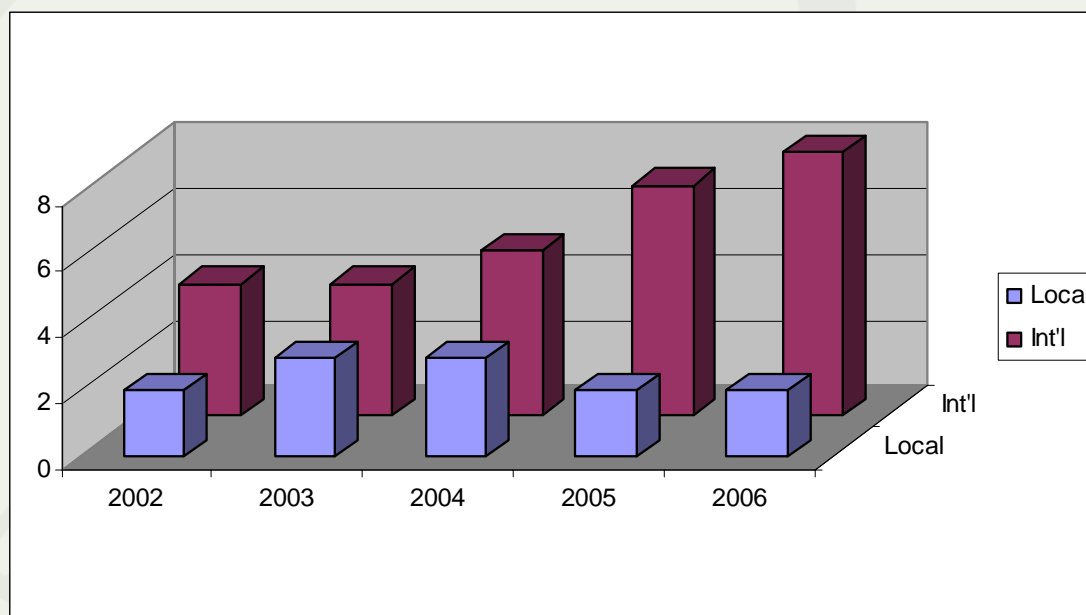


# *Annual bednights Loango Lodge*





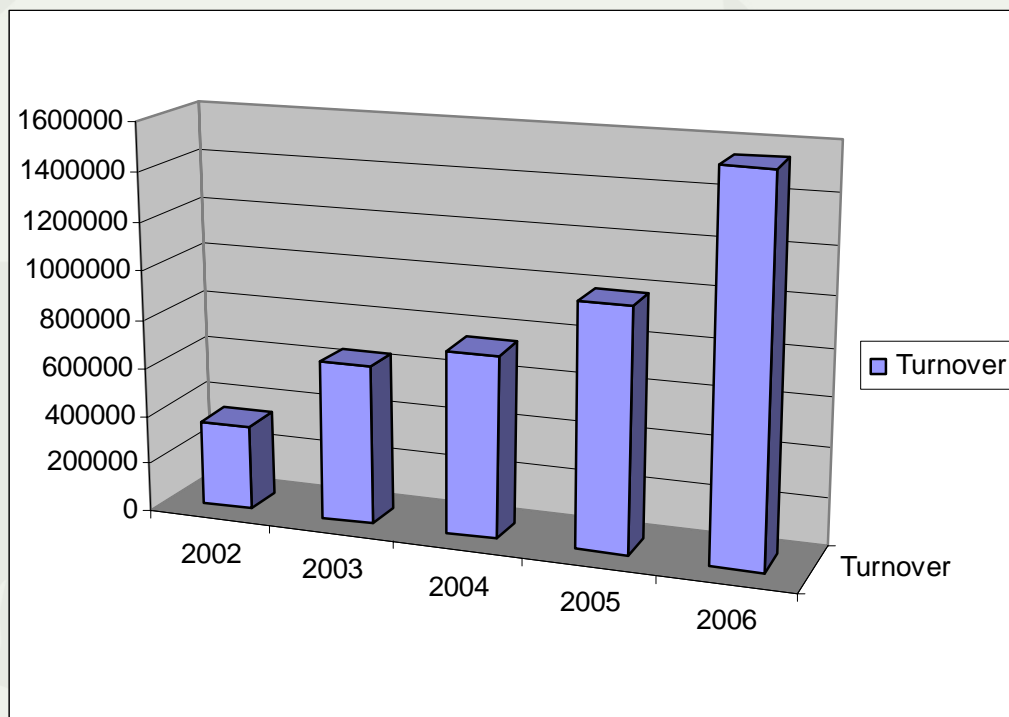
# *Average stay in Loango Lodge*







# *Annual turnover Loango Lodge*





# *Critical succes factors*

- Good quality product
- Good overall management plan with economic, social and conservation aspects and long term goals for local population and investors
- Reliability and openness of partners involved
- Advice from leading touroperators in the countries aiming at
- Cooperation between public and private sector
- The best knowledge on board: well known NGO's
- Easy connections between various parks
- Good communication between all parties involved
- Have enough to offer for your potential clients: diversity
- Air connectivity international and local
- Have a safe but very exciting product
- Be good and let other tell it: media attention





# National Park Air Shuttle

## 4 destinations touristiques de premier plan du Gabon à présent reliées à l'Europe

**SCD Aviation lance 2 nouveaux vols charters réguliers en vue de faciliter le tourisme au Gabon – dès le 1er mars 2006**



### 1 Solution aisée pour rejoindre l'Europe et les USA

Tous les samedis à partir du 01/03/2006

14.30 h	Iguela	18.00 h	Douala
15.15 h	Port Gentil	19.45 h	Port Gentil
17.00 h	Douala	20.30 h	Iguela

Les vols de SCD offrent d'excellentes correspondances avec les services d'Air France, de SN Brussels Airlines et de Swiss

L'avantage de bénéficier de bas tarifs entre Douala et l'Europe

Durée d'escale à Douala (pour le vol à destination du Gabon): moins de 60 min.

Formalités simples à Port Gentil

### 2 Navettes vers le Parc National

Tous les vendredis,  
à partir du 01/03/2006

10.00 h	Port Gentil
11.00 h	Iguela
13.30 h	Ivindo
15.00 h	La Lope
16.30 h	Lac Evaro
18.00 h	Iguela

Tous les dimanches,  
à partir du 01/03/2006

11.00 h	Iguela
13.30 h	Ivindo
15.00 h	La Lope
16.30 h	Lac Evaro
18.00 h	Iguela
19.00 h	Port Gentil



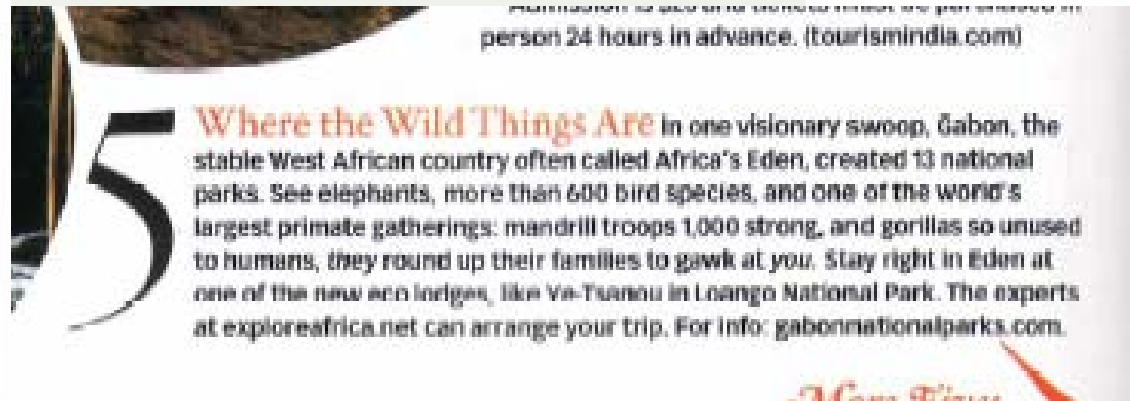




# Media coverage



O Oprah Winfrey in OPRAH Magazine: 5 places to see: GABON



# Media Coverage



## Gabon details

**Where stayed** Loango Lodge in Loango National Park is run by Operation Loango. For international bookings contact SCD BV (number 231) 4625192, Antwerp, The Netherlands, tel 00 31 24 370 5567, [www.operation-loango.com](http://www.operation-loango.com).

**Travel** Travel from Heathrow to Paris to Libreville with Air France. For £620 you will be flown and driven to Loango Lodge from the Libreville airport and back again.

**Fishing** The price of a stay at Loango Lodge is approximately £620 per person per day, including meals and fishing. Drinks, fishing permits and tips are not included in the price. The best of the fishing is from September to April. All fishing methods are acceptable, but take your own tackle. Be prepared for some large and powerful fish, including tarpon, African cichlid, snappers, giant African threadfin, Guinean threadfin, big snappers, plus various smaller species in the mangroves. Operation Loango has a catch-and-release system; its website offers lots of useful fishing information.

**Tackle** Use 10- and 12-weight fly rods. For fly fishing the surf specifically, look to the new generation of surf-specific double-handlers, such as the Mizer 52H series, CND Adams and TFO Surf Launcher. Use 8-weight with a floating line for fun mangrove fishing. For virtually all other fishing – boat and heavy spinning from the beach – take something like a Shimano Calcutta.

400 TE multiplier, loaded with 40 to 50lb line, and a very powerful 7 to 18 mtl, such as the Dura Coil, which is rated heavy. Rapala Shad Rap and huge poppers work well, as do various lead-head jigs. Take 4.0 and 8.0 ounce blades for live- and dead-bait fishing, and use ultra-strong and sharp trebles on your lures. Take the best fly reel you can smooth drag, large diameter spool and corrosion



resistant. Be prepared for meals to be completely exchanged while fishing the surf.

**Flyline** Use floating line, intermediate line, fast sinker or T-14 or LC-13 shooting heads.

**Fish** For the bigger fish, use 3/0 to 5/0 sizes – deceivers, Clouser minnows, sea hawks, half 'n' half, fleshy profile flies, various poppers and riders. Take some very large suitable flies for fishing the surf such as comets, Gillies and Commo Spacks, and some small flies for fishing the mangroves.



## Surf, sand, sun, and giant fish

Henry Gilby visits Gabon, the heart of West Africa's sport-fishing paradise, where marine monsters line up to be caught on the fly

My greatest memory is watching the beast swim gently away and James, exhausted, with a look of wonder on his face. "What have I just caught? How can fish that huge swim in such innocent-looking water?"



Above, from left, looking across the national park, a fly-caught cichlid, James and Ed Fisher release a cichlid. Left, Ed Fisher has a fly-caught cichlid. Below, a heavy-duty line in the water, and a heavy-duty line in the water.

another fish that runs back at the beach: my slinking hands struggle to find the correct shot on a "small" African cichlid snapper, an exceptionally pulled from the surf, and hooked, and released and returned. And I'm on a fishing yet.

This quiet corner of Gabon is a kind of all-round fishing destination, well suited to anglers who want to try a bit of everything. My travelling companion James "Mafiki" Smith worked hard at casting big flies in sticky surf and was rewarded with what must surely be one of the first giant African threadfin catches this way. This method of fishing is so varied that it is easy to get some sense of it. Long, casting lines, jigs and poppers on powerful spinning tackle accounted for good numbers of cichlid snappers and threadfins that try to make you hurt with their sheer power and tenacity. But that can be hard for the broken and broken fish to make it to the beach, but just how much has to do with the water breaking over your head as a fish gently pulls you in.

Shed from your head and make your catch something a change of mind?

This is a very hard way of fishing the beach. What about the sport from the boat? This is where the fly-fishing really comes in, and it's a very hard way of fishing the beach. This is where the fly-fishing really comes in, and it's a very hard way of fishing the beach.

If the idea of fishing from a boat is a tough one for James and I, then you off, though Gabon. Light is the best of fly-fishing opportunities, but it's not the best of the beach, and it's not the best of the beach. The beach is the best of the beach, and it's not the best of the beach. The beach is the best of the beach, and it's not the best of the beach.

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We are both of the belief that big cichlids could be caught on the fly, but it would take some effort in both the surf and the quiet mangrove waters. No doubt it is achievable. The cichlid snapper, possibly the largest bar-mouth species in the world, catches these waters, as do potential record-breaking lengths and records. James even caught a couple of species on the fly that we have never heard of – even Ed Fisher once saw the African longfin before. The cichlid snapper is often looking elsewhere, but we came away with a great feeling that the beach is still to be seen about their fishing habits and day-to-day movements. The largest from the camp around 200lb, caught by drifting down the beach just outside the mangrove.





# Media coverage



## WHERE TO GO NEXT GABON

That often does it place made rich from timber and oil exports look to conservation as its future. Yet, if the government of Gabon has anything to say about it, the west central African country will someday not only have a reputation for protecting its environment but also be one of the world's premier ecotourism destinations. With the vast majority of the country undeveloped, its virgin forests, savannas, salt marshes, and mangroves are home to an incredible range of wildlife: chimpanzees, elephants, buffalo, leopards, hippos, manatees, a hundred of species of fish and birds. The 570 miles coastline could easily be mistaken for the Caribbean—note it is for the leopard and gorilla sunbathing on the beach. Offshore, whales migrating from Madagascar navigate the waters, as do sea turtles en route to nest on the empty sands. Gabon's president has set aside a full 10 percent of the country's landmass for 13 national parks and termed Operation Loango, a joint venture with several nonprofit groups. The organization has developed 14 comfortable lodges and tented camps in Loango National Park, and its trips, which benefit the local community and park projects, are one of the best ways to experience Gabon's biodiversity. What's more, you'll be witnessing firsthand the power of tourism in keeping the natural world unspoiled.

**Operation Loango** www.operation-loango.com, 21-26/370-5567 for bookings; seven day trips for two from \$3,000

**Wild Kingdoms** Ltd, 1000 Lake Loango, one of six places to stay in Loango National Park, forest lodges in the wildlife-rich, forest area UNESCO, for example, is one of the largest in Africa, in the National Park.



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International Herald Tribune | SPONSORED SECTION | Monday, November 22, 2004

WIREIMAGE.COM



## Gabon's National Parks

Gabon's National Parks are a mix of forest, savanna, and coastal areas.

Springer | The National Geographic Society

## Saving one of the world's natural wonders

**P**reserving the world's natural wonders is a task that has long been a priority for the National Geographic Society. The society's mission is to explore, protect, and communicate the wonders of the world. In 1996, the society launched the World's Natural Wonders campaign, which aims to raise awareness and funds to protect these unique places. One of the most recent additions to this list is the Loango National Park in Gabon, Africa. This park is home to a wide variety of wildlife, including gorillas, chimpanzees, and elephants. It is also a haven for many rare and endangered species. The park's location in the heart of the Congo basin makes it a critical area for conservation. The National Geographic Society is working with the Gabonese government to protect the park and its inhabitants. This includes establishing a network of ranger stations and training local people to become rangers. The society is also conducting research on the park's ecosystems and the animals that live there. By doing so, they hope to better understand the threats to the park and develop effective strategies to protect it. The Loango National Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come.

### Challenges

Although the park is a natural wonder, it faces many challenges. One of the biggest is poaching, which is a major threat to the park's wildlife. Poachers are hunting animals for their ivory, fur, and other body parts, which are sold on the black market. This has led to a significant decline in the populations of many species. Another challenge is deforestation, which is also a major threat to the park's biodiversity. Deforestation is caused by logging and agriculture, which are both major industries in Gabon. The loss of the forest habitat is a serious threat to the park's animals, many of which are dependent on the forest for food and shelter. The National Geographic Society is working to address these challenges by supporting the Gabonese government in its conservation efforts. This includes providing training and equipment for rangers, as well as conducting research on the park's ecosystems and the animals that live there. By doing so, they hope to better understand the threats to the park and develop effective strategies to protect it.

to make sure that the country that we're in."

Another challenge is the lack of infrastructure in the park. There are no roads or trails, which makes it difficult for visitors to reach the park. This is a major barrier to tourism, which is a key source of revenue for the park. The National Geographic Society is working to improve the park's infrastructure by building roads and trails. This will make it easier for visitors to reach the park and enjoy its natural wonders. The society is also working to develop a network of ranger stations and training local people to become rangers. This will help to protect the park and its inhabitants. The Loango National Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come.

species of whales have been seen off Cape Loango, and dolphins in the sea off the coast of Gabon. The park is also home to a wide variety of birds, including many rare and endangered species. The park's location in the heart of the Congo basin makes it a critical area for conservation. The National Geographic Society is working with the Gabonese government to protect the park and its inhabitants. This includes establishing a network of ranger stations and training local people to become rangers. The society is also conducting research on the park's ecosystems and the animals that live there. By doing so, they hope to better understand the threats to the park and develop effective strategies to protect it. The Loango National Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come.

Photo: National Geographic Society

## Elephants, gorillas and spectacular waterfalls

**A** journey to the heart of Africa is a journey to the heart of the world. It is a journey to a place where the wild is still wild, where the natural world is still the natural world. In Gabon, Africa, there is a place where the wild is still wild, where the natural world is still the natural world. This is the Loango National Park, a truly remarkable place that is home to a wide variety of wildlife, including elephants, gorillas, and chimpanzees. The park is also home to many rare and endangered species. The park's location in the heart of the Congo basin makes it a critical area for conservation. The National Geographic Society is working with the Gabonese government to protect the park and its inhabitants. This includes establishing a network of ranger stations and training local people to become rangers. The society is also conducting research on the park's ecosystems and the animals that live there. By doing so, they hope to better understand the threats to the park and develop effective strategies to protect it. The Loango National Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come.

ing on the ground. "It's a great experience," says the society's director of conservation, "and it's a great way to see the world's natural wonders. The park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come."

The park is also home to many rare and endangered species. The park's location in the heart of the Congo basin makes it a critical area for conservation. The National Geographic Society is working with the Gabonese government to protect the park and its inhabitants. This includes establishing a network of ranger stations and training local people to become rangers. The society is also conducting research on the park's ecosystems and the animals that live there. By doing so, they hope to better understand the threats to the park and develop effective strategies to protect it. The Loango National Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come.

Illustration: Conservation and Wildlife

## Loango Park: Where hippos play in the surf

**L**oango Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come. The park is home to a wide variety of wildlife, including hippos, which are known to play in the surf. This is a unique sight that is not seen anywhere else in the world. The park's location in the heart of the Congo basin makes it a critical area for conservation. The National Geographic Society is working with the Gabonese government to protect the park and its inhabitants. This includes establishing a network of ranger stations and training local people to become rangers. The society is also conducting research on the park's ecosystems and the animals that live there. By doing so, they hope to better understand the threats to the park and develop effective strategies to protect it. The Loango National Park is a truly remarkable place, and it is the responsibility of all of us to ensure that it remains so for generations to come.

# Gabon Bongo se met au vert

Le Gabon est un pays riche en biodiversité. Il est le seul pays d'Afrique à avoir une forêt tropicale primaire intacte. Le parc national de Loango est l'un des plus grands réserves de la région. Il abrite une grande variété d'espèces, y compris des gorilles, des chimpanzés, des éléphants et des hippopotames. Le gouvernement gabonais a pris des mesures pour protéger ce patrimoine naturel. Cela inclut la création de zones protégées et la mise en place de programmes de conservation. Le parc national de Loango est une véritable merveille naturelle, et il est important de le préserver pour les générations futures.

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# ***Growth in Travel and Tourism***

**What countries are expected to grow their Travel & Tourism Industry GDP fastest in 2006?**

## **Travel & Tourism Industry GDP 2006 (% Real Growth)**

1	Maldives	31.4
2	Gabon	19.6
3	Cayman Islands	19.2
4	Central African Republic	15.8
5	Bahrain	15.5
6	Latvia	14.3
7	Haiti	13.9
8	Ukraine	13.7
9	Singapore	13.5
10	Ghana	13.3





# *Employment and tourism*

What countries are expected to grow their Travel & Tourism Industry Employment fastest in 2006?

## Travel & Tourism Industry Employment 2006 (% Growth)

1	Maldives	37.4
2	Zimbabwe	18.5
3	Gabon	17.2
4	Angola	16.1
5	Cayman Islands	15.5
6	Singapore	14.6
7	Central African Republic	13.7
8	Kuwait	13.3
9	Haiti	13.2
10	Togo	12.7

