



# CAPE VERDE: A MODEL DEMOCRACY THAT'S ON ITS WAY UP

The West African island state of Cape Verde is forging a success story. The biggest driving force in its growth is tourism. The government has recognised the importance of this sector and intends to further expand the industry over the coming years – the goal is to welcome one million international tourists annually by 2021. The TUI Group is one of the key partners for the country in achieving this objective.

## Tourism is a great opportunity for a better quality of life

“Cabo Verde is small but very varied. Our guests visit the sunny beaches of Boa Vista and Sal, go walking in the mountains of Santo Antão and enjoy the flair of the restaurants and bars with their wonderful food and magical music. Above all else, they experience Morabeza – the unique, lively hospitality of the people. My tip: Throw yourself in! We open our doors and our hearts to friends and strangers alike.

As well as offering a cultural exchange, tourism naturally represents a great opportunity for increased prosperity and better quality of life – including



Jaqueline Maria Duarte Pires Ferreira Rodrigues Pires, Ambassador of the Republic of Cabo Verde to Germany

in areas such as infrastructure and education that are indirectly related to tourism. This year alone, we are predicting an increase in visitors of at least ten percent. TUI is our key partner in this process. In the past few years, the company has become our key investor. It is clear that TUI shares the government's vision for Cabo Verde as a sustainable, cosmopolitan and developed country.”

## Rising above difficult circumstances

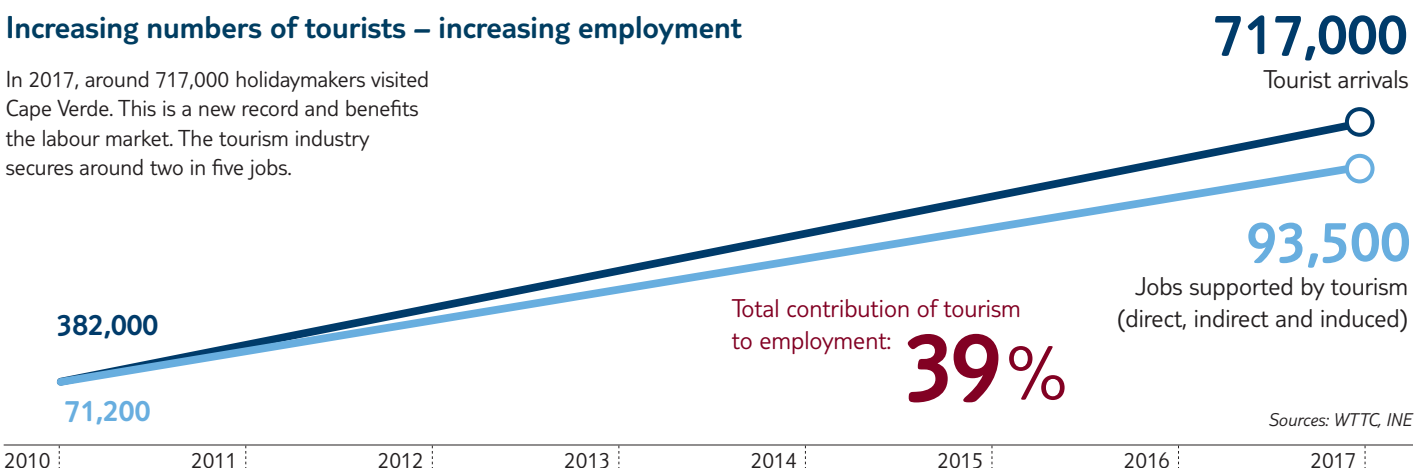
Cape Verde – officially named Cabo Verde – has made notable progress. Even in the 1980s, the country was still dominated by abject poverty under one-party rule. The small island nation had the highest levels of development aid per head throughout West Africa. That is until a political breakthrough in 1990. A change in the constitution led to a peaceful transition to a multi-party democracy based on the Western model. This turning point was accompanied by a shift in economic trends, and the United Nations was already able to classify the island group as a middle-income state in 2008.

## Tourism as an economic factor

Tourism makes a significant contribution to the economy. Last year, around 717,000 tourists were attracted to the islands of Cape Verde by their year-round mild climate and long stretches of beaches. This represents an increase of almost 90 percent in comparison to 2010. In total, the sector contributes around 45 percent ▶

## Increasing numbers of tourists – increasing employment

In 2017, around 717,000 holidaymakers visited Cape Verde. This is a new record and benefits the labour market. The tourism industry secures around two in five jobs.



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of the entire economy and generates 93,500 jobs in the country. This potential shows no signs of being exhausted. According to the World Travel and Tourism Council (WTTC), the proportion of tourism as part of the gross domestic product could almost double over the next ten years.

### TUI is investing

It is therefore important for the country to cooperate strategically with international travel companies. Today, the TUI Group is already the key tourism partner in Cape Verde and brings more than one third of all guests to the country:

- **Airlines:** This summer, TUI airlines provide on average 42 connections per week from Europe to four airports in the island state – an increase of five weekly flights compared to 2016.
- **Cruises:** The TUI Cruises fleet regularly docks at the harbours of Mindelo and the capital city Praia. Additionally, Hapag Lloyd Cruises will be dropping anchor at as many as six different Cape Verdian ports in 2018 and 2019, including the two new expedition ships.
- **Hotels:** TUI is investing in new resorts. The first Robinson Club on the island of Sal is scheduled to open in autumn 2019. The TUI associated company RIU has been expanding since 2005, with today five holiday resorts. Added to this is a new hotel from TUI concept brand Sensimar.

## TUI Group in Cape Verde

The infographic features a map of Cape Verde's 15 islands. Islands with TUI services are marked with icons: Santo Antão (airplane), São Vicente (airplane), Santa Luzia (airplane), São Nicolau (cruise ship), Sal (airplane), Santa Maria (cruise ship), Praia da Chaves (airplane), Boa Vista (airplane), and Maio (airplane). Other islands shown include Brava, Fogo, and Santiago (with Praia marked). A globe in the bottom left highlights Cape Verde's location. Text on the right states: "Cape Verde consists of 15 islands, comprises 4,033 km² and has a population of over 500,000 inhabitants – making it one of the smallest countries in the world." Logos for TUI Cruises, HAPAG LLOYD, RIU, and ROBINSON are displayed. Images of cruise ships are included, with one labeled "Wein Schiff 5".