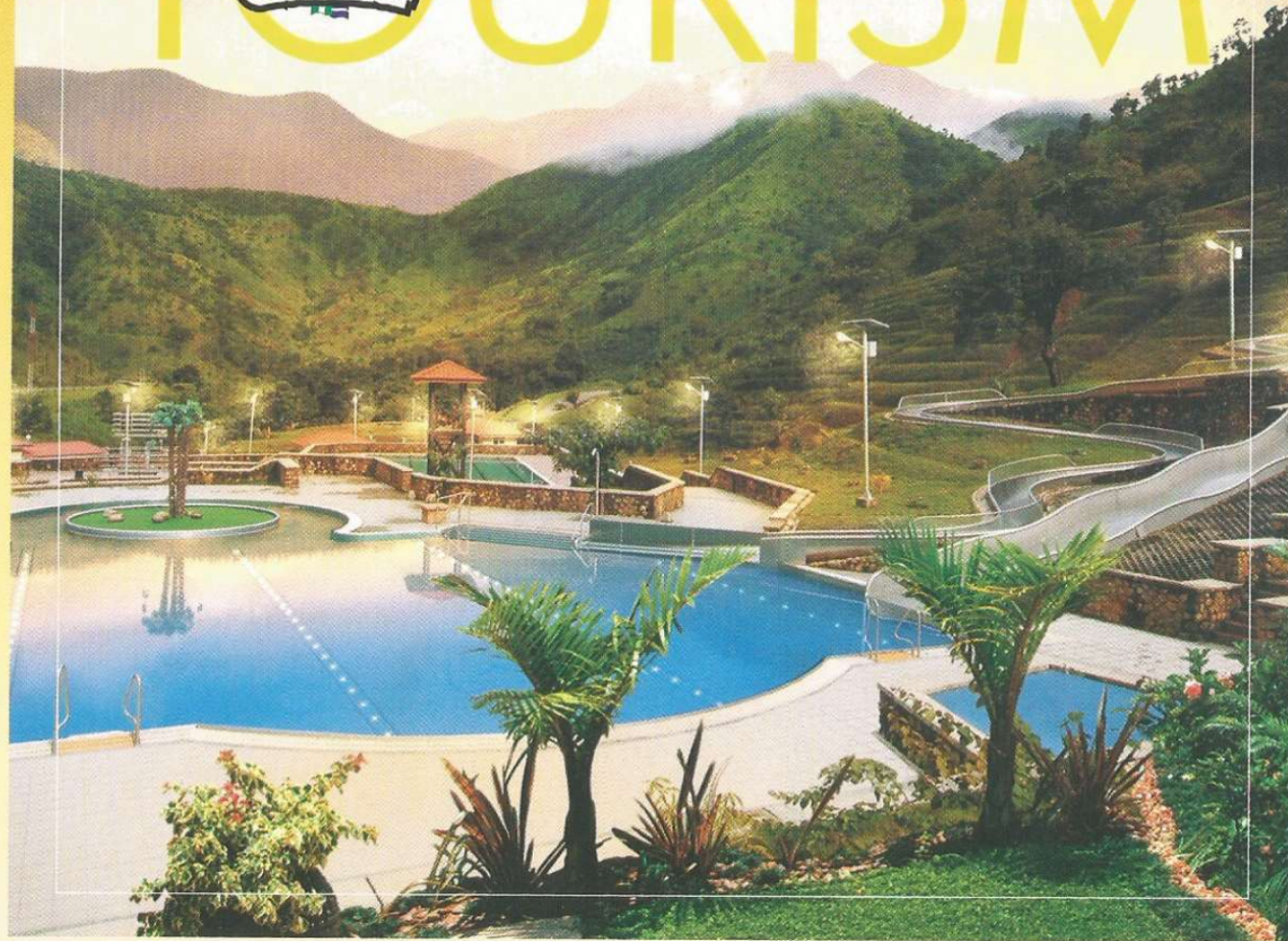
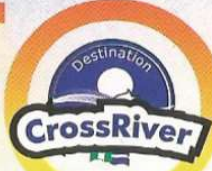
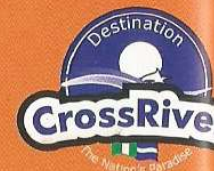


TOURISM



Tourism



PREAMBLE

“Come And Live and Be at Rest” is an appropriate acronym not only for Calabar, but for the entire state of Cross River, which offers visitors a safe and relaxing atmosphere away from the commotion and congestion of the Nigeria’s big cities. Recognizing this, the government of Cross River State has made tourism development a priority and is working to leverage the contributions of the private sector to brand Cross River as a premier destination for Nigerians and foreigners alike. The Cross River State Tourism Bureau is a key player in this effort and has succeeded in putting Calabar on the map with their successful Christmas Festival and Carnival Calabar that spans the month of December.

Beyond the growing events calendar that Cross River offers to visitors, the state has many exciting tourism assets. For example, projects like the river-side TINAPA Resort with its nearby water park and Obudu Ranch Resort with its mountain cable car are unique and offer amazing facilities for both

business and leisure travel. Much of Cross River also has a tropical climate and protected jungle conservation areas that nature lovers of all ages can enjoy exploring. For visitors who want a more metropolitan experience but without the hassle, Calabar’s new Marina Resort or the 18-hole municipal golf course offer many possibilities. From river cruises in the south to horseback riding in the north, Cross River State has attractions to satisfy a diverse set of tourists year round.

Beyond the natural and manmade attractions that this state has to offer, we at the tourism bureau are working hard to enhance your visitor experience. It is also becoming ever easier to get to Cross River with daily air service to and from the major customer markets of Lagos and Abuja. Investment in the tourism sector is growing and the State has just completed an ambitious strategic planning process to guide the Tourism Bureau’s future activities.

With all of these factors in place and

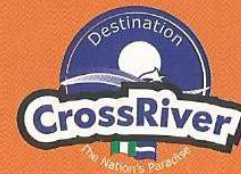
continued commitment to tourism development, Cross River State is well positioned to become a key destination for domestic and international visitors. The World Bank has recognized this tourism potential by funding the Tourism Employment and Opportunities (TEMO) project in Cross River. This initiative is currently working with both the public and private sectors to promote the state as an exciting destination based on three key principles—quality, security and value—under the new brand identity of Cross River Quality (CRQ). The partnership will promote this state as a business-friendly destination with special promotional packages offered at the beginning of 2010.

WHERE ARE WE?

The paradise of Cross River State is founded on the principle of our inert hospitality and the scenic landscape that is nature’s gift to Cross River State and Cross River State’s gift to the world.

We have remained on course in our quest to position our state as the premier tourist attraction.

Tourism



Events destination of Nigeria.

Focus areas remain, continuous development of attractions, training / human resource capacity building for seamless service delivery and commercialization.

By the year 2020, Cross River State Tourism product will be a significant economic sector contributing significantly to the State's GDP through job creation and increased revenues driven by a uniquely differentiated internationally competitive product, complemented by comprehensive, fully functional physical infrastructure, modern competitive infrastructural framework and supported by the people of Cross River State, properly marketed flagship products with brand names that are universally identified.

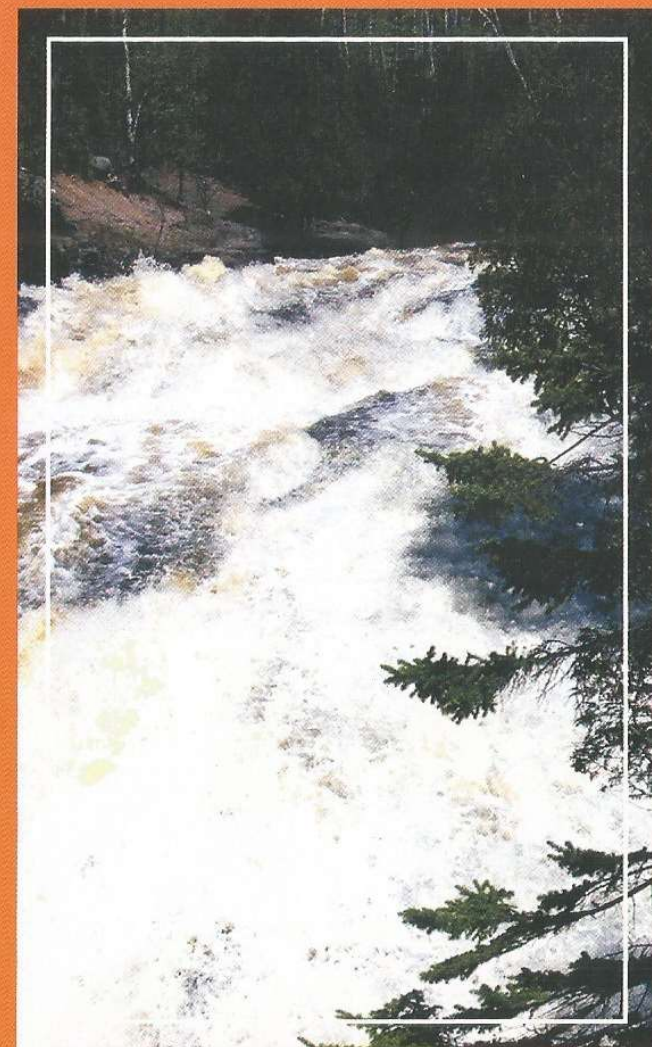
1. ECOTOURISM

• Cross River State National Park

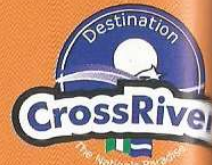
The rich diversity and endemism of flora and fauna found in this park, together with the diversity of culture around the park make it a CENTRE OF DIVERSITY, A CENTRE OF ENDEMISM and a good candidate for a WORLD HERITAGE SITE .

• AFI MOUNTAIN RANGE

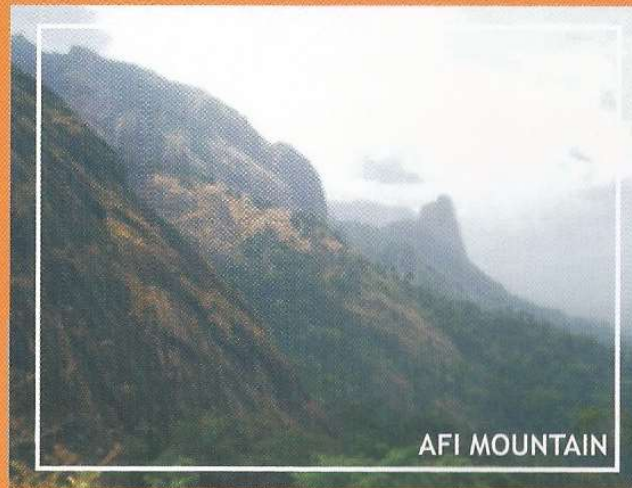
1. **Canopy Walkway, Buanchor:** Canopy walkways are a series of suspension bridges linked to platforms on trees or towers or a mixture of these components. Walkways allow tourists to experience a walk in the upper canopy of the forest. Free to move about unhindered, photographers, nature lovers, researchers, and tourists of all ages are amazed at the extraordinary diversity of canopy life and the breathtaking view from such heights. It's a totally different world in the tree canopy. With a total span of close to 400 metres; the facility at Afi has 10 platforms and 9 bridges. The highest treetop platform is suspended 25 metres from the forest floor. This canopy walkway gives visitors a new and exciting view of



Tourism



the rain forest of Afi while allowing wildlife to be relatively free from human intrusion. The canopy walkway at Afi was fully constructed by November 2005 and is the second in Africa, built after the one at Kakum National Park, Ghana; it holds the record for the longest forest canopy walkway in Africa. Sections of this canopy walkway are at elevations of over 25 metre's above the forest floor. A visitor's reception and interpretive facility and 6 ecolodges (forest cabins) are also planned for this site.



2. CULTURE / HERITAGE TOURISM

- Monolith sites
- Ikom Monoliths:

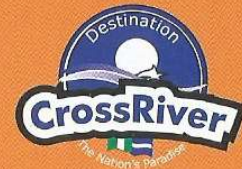
The Ikom Monoliths are unique carved stones found close to the city of Ikom. They depict ancient monuments that were carved approximately 2,000 years ago when the relatives of a dead person provided a tombstone in honor to the departed loved one. The monoliths are displayed in two villages - Nkarassi and Alok - and are currently being protected by the National Commission for Museum and Monuments.

- **Marina Resort(Slave History Museum):** There are indications that the Portuguese navigator Diego Sam, visited the Old Calabar River estuary around 1493 and that by 1505 there was already a regular Portuguese trade there, exporting slaves for the sugar plantations of Sao Tome and later, the West Indies. By the mid 16th century the Portuguese traders turned the Niger Delta into a main slave-supplying area and established firm presence along the coast. In the second half of the 17th century, the Dutch traders took over the West African

trade from the Portuguese and were regular visitors to the Old Calabar River. The slave trade expanded so rapidly that in the second half of the 18th century the Old Calabar river settlements provided over 16% (about 130,000) of the slaves carried out from the Bight of Benin by the Liverpool ships dominating the European slave trade. A slave route museum is built here and features several galleries displaying artifacts, presentations and memorabilia of the slave trade era at this site.

National Museum Old Residency, Calabar
Built in 1884 on top of Consular Hill, the building is a prefabricated structure of Scandinavian red-pine wood shipped in knockdown parts from Britain to Old Calabar. This building was the seat of the British colonial administration for the Southern Protectorate of Nigeria. It was initially known as "The Government House". This imposing two-storey structure remains one of the best examples of the early colonial architecture of that time. The building was declared a National Museum in August 1959 and was converted into a

Tourism



Museum of Old Calabar history in August 1986.

3. BUSINESS & LEISURE TOURISM OBUDU MOUNTAIN RESORT

- Nigeria's premier holiday resort.
- Located on an altitude of 1,765 m above sea level with 22 breathtaking U bends
- Temperate climate in the tropics with temperatures between 8°C and 21°C all year round.
- 4.2km long cable car and a 70m long canopy way Suspended above the forest floor
- Best Conference and leisure Destination in Nigeria with capacity for 300-500 conference visitors
- 180 room five star Hotel accommodation, a 9-hole golf course spa facilities including jacuzzi, treatment rooms etc.

UTANGA SAFARI LODGE

- (Hotel Annex) to cater for an additional 248 visitors
- Dairy /Meat processing farm with capacity for 20,000 head of cattle spread

over 26 ranges of 40 sq.

MARINA RESORT/ WATER FRONT

- A 13 chalets modern Hotel with First Class facilities
- A slave history museum with an estimated annual traffic of 5000 visitors
- A 4D Cinema with 2 halls and capacity for 100 people.
- A Carousel with annual traffic of 25,000 children
- A family games arcade under consideration
- 350m stretch Open Air Sit Out with side walk adjoining the river bank for families and visitors

THE DRILL RANCH, CROSS RIVER STATE, NIGERIA

Founded in 1991 the Drill Rehab & Breeding Center is the region's first primate rehabilitation project. Illegally held drills orphaned by hunting are donated or handed over after seizure by authorities; no animals are purchased or removed from the wild. Over 65 drills have been recovered, and rehabilitated to life with members of their

own species, after thorough medical screening. In zoos drills have reproduced poorly, but the Drill Rehab & Breeding Center has recorded over 150 births to rehabilitated wild born parents and their offspring, making the project the world's most successful captive breeding program for an endangered primate. 210 Drills live in 6 family groups, each in their own natural habitat electrified enclosure of up to 9 ha.

The Drill Rehab & Breeding Center is also home to 26 orphan chimpanzees. As man's

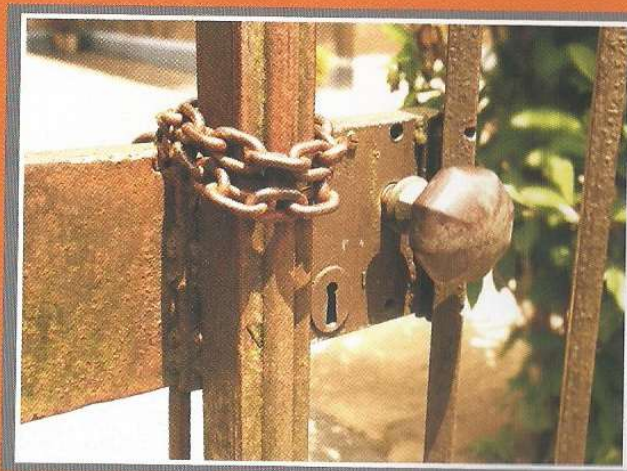


Tourism



closest relative, the chimps add greatly to visitor education by stimulating interest and sympathy for wildlife.

The Drill Ranch in Calabar is home to one drill monkey family group, currently consisting of 31 individuals, 7 drill monkeys in quarantine, and 7 orphan chimpanzees that are still too young to join the chimpanzee group living at Drill Ranch at Afi Mountain. The Calabar site serves as a rescue center & quarantine for newly acquired animals and it focuses on education and creating public awareness. The Drill Ranch site in the Boki tribal area in



northern Cross River is nestled at the foot of Afi Mountain, and was designed to serve as the impetus for a local conservation initiative.

INVESTMENT OPPORTUNITIES

- Cold climate honey production
- Production and cultivation of fresh vegetables and fruits
- Meat processing and packaging
- Dairy production
- Investment in area of tour packaging
- Facility Management
- Development of Safari activities
- Potential for water front real estate

- development with about 500 hectares of land adjoining the Calabar channel
- Cruise / boating activities
- Private investors and operators required
- Hospitality training