

Adamawa State Government Inter-Ministerial Press Briefing



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**Adamawa State Government Inter-Ministerial Press Briefing
Government house Yola, Adamawa State Nigeria**



INTRODUCTION

- Ladies and gentlemen of the press, distinguished guests, and citizens of Nigeria.
- It is an honor to address you today on behalf of the Adamawa state ministry of culture and tourism.
- Our ministry, established on January 26th, 2001. Has diligently serve to preserved, promote and expand the rich cultural heritage and tourism potential of our beloved Adamawa state.
- Today will bring you insights into our achievements, ongoing initiatives and visionary plan that we believe will position Adamawa as a key tourism and cultural hub in Nigeria and beyond.

Mission and Mandate of the Ministry

Core Mission: Our ministry was established to preserve, promote, and expand the cultural heritage and tourism potential of Adamawa State. We aim to drive economic growth while maintaining the unique identity of our state.

Key Mandates:

- Advancing cultural and tourism resources.
- Coordinating policies for local and international exhibitions.
- Building strategic partnerships to enhance revenue generation and preserve cultural values.

Key Agencies and Their Roles

- **Adamawa State Art Council:**

Led by a director, this agency promotes cultural performances, exhibitions, and artistic values across the state.

- **Adamawa Hotels and Tourism Board:**

Supervises hotel standards and promotes tourism best practices throughout Adamawa.

- **Adamawa Museum and Monument:**

- Safeguards and promotes Adamawa's rich historical and cultural heritage.

Annual Events and Activities

Key Events:

- **World Tourism Day (September 27):** Celebrating tourism and its importance to economic growth.
- **National Council on Culture and Tourism:** A platform for collaboration among stakeholders.
- **Arts and Culture Carnival in Abuja:** A grand display of Adamawa's cultural heritage.
- **Other Major Events:** Kaduna International Trade Fair, Northeast Domestic Trade Fair, and Durbar (Kilisa) Festival.

Key Events



Northeast Domestic Trade Fair

Showcasing Adamawa's Tourism Potential

Adamawa Tourism Attractions:

- **Mountain Ranges:** Mandara Mountain, Kamale Peaks, and Atlantika Mountain offer stunning views and opportunities for eco-tourism.
- **Gashaka Gumti National Park:** A vast area of wildlife, savannahs, and natural beauty.
- **Sukur Kingdom:** A UNESCO World Heritage Site in Madagali LGA, showcasing Adamawa's deep historical roots.
- **Cultural Festivals:** Events like the Yinugu Fishing Festival, Mba'pur Warrior Festival, Sukur Yawal National Festival, and initiation rites attract tourists from across the globe.

Adamawa Tourism Sites



Sukur Kingdom



Elephant House Guyuk



Koma Hill



Hamman Yaji Old Palace

Natural Attractions Sites



Kamale Peak in Michika



Three Sisters Rock in Song



Yadim Water Fall in Fofure



Hot Water Spring Lamurde

New Initiatives for Tourism and Economic Growth

▪ **Kiri Dam Holiday Lake Resort:**

- A world-class resort with camping, water sports, mountain biking, and other tourism activities, designed to boost state revenue and employment opportunities.

▪ **Tourism Master Plan:**

- A comprehensive 16-year plan to drive economic growth by expanding the tourism sector and ensuring sustainable development.

▪ **Infrastructure Development:**

- Renovation of key facilities like the Art Council Auditorium and expanded resources to support cultural events and exhibitions.

Achievements and Recent Progress

➤ **International Recognition:**

- **Adamawa's Achievement at the International Arts and Craft Expo 2023:**
A medal in calabash decoration, showcasing our rich artistic heritage.

➤ **Partnership with Tech4Day:**

- Collaboration to support digital skills development for youth through the creative innovation ecosystem.

➤ **Cultural Dancers Rehearsals:**

- Successful rehearsals across all 21 LGAs in preparation for the Northeast Domestic Trade Fair, demonstrating our commitment to grassroots engagement

Programs



Northeast Domestic Trade Fair



Partnership with Tech4Day

Sukur World Heritage Site Stamp Launch

- **Highlight:** We are proud to announce the launch of the **Sukur World Heritage Site Stamp** In collaboration with the Africa International Documentary Festival Foundation (AFIDFF).
- **Significance:** This stamp will serve as an emblem of Adamawa's cultural and historical richness, further cementing Sukur Kingdom's position as a UNESCO World Heritage site.
- **Impact:** The launch will attract global attention and highlight Adamawa's heritage on the world stage.

CONCLUSION:

➤ **Conclusion and Vision for the Future**

- **Vision:** Position Adamawa State as a global leader in cultural tourism, unlocking economic opportunities and fostering a deeper appreciation for our heritage.
- **Commitment:** We will continue to invest in infrastructure, innovation, and sustainable tourism practices to create lasting impact.
- **Call to Action:** We invite all stakeholders to join us on this exciting journey of cultural preservation and tourism development

Thank You