

DISCOVER BENIN



**A HIDDEN GEM
IN THE HEART OF
WEST AFRICA**



A World of Wonders

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A WORLD OF WONDERS IN THE HEART OF WEST AFRICA

Benin, located in West Africa, is a dynamic country of over **14.4 million** people. A crossroads of civilizations, it combines authenticity and modernity, offering travelers a unique immersion into an exceptional cultural and natural heritage.

Cradle of the Kingdom of Danxomè and Vodun, Benin fascinates with the richness of its historical legacy and tourist attractions.

Benin is among the top 10 countries to discover in **2024** according to **Lonely Planet**, and also ranks in the top **25** new destinations to visit in **2025** according to the prestigious American magazine **AFAR**.

"Benin fascinates with the richness of its historical heritage."

Benin is an exceptional destination where history, traditions, culture, and nature come together to offer an immersive and unforgettable experience.

From the royal palaces of Abomey to the golden beaches of Ouidah, passing through the lake city of Ganvié and the safaris of Pendjari Park, the country unveils a diversity of landscapes and heritage unique in Africa.

Come and discover a World of Wonders.







A HIDDEN GEM IN THE HEART OF WEST AFRICA

Benin at a glance



114 763 km²
Land area



14.4 million (2024)
Population



7.5 % (2024)
Growth rate



Porto-Novo
Capital city



French
Official language



FCFA
Currency





A LAND OF MEMORY AND HISTORY



MEMORY & HISTORY : A UNIQUE JOURNEY

Benin is a land where history is revealed at every turn. Great kingdoms once flourished here, leaving behind an exceptionally rich cultural and architectural heritage. The kingdoms of Danxomè, Xogbonou, Allada, and Nikki have shaped the country through their traditions.

In Abomey, the former capital of Danxomè, the royal palaces recognized as a **UNESCO** World Heritage site stand as a testament to the architectural brilliance and ingenuity of this remarkable civilization.

"Benin is a land where history is revealed at every turn."





Coming soon, the Museum of the Kings and Amazons of Danxomè (**MURAD**) will offer a fresh perspective on this heritage, unveiling the fascinating and legendary history of the kings and Amazons.

Benin is also a place of remembrance. Ouidah is a must-visit destination for understanding the history of the transatlantic slave trade, with iconic sites such as the **Slave Route**, the Door of No Return, and the Departure Boat. The **International Museum of Memory and Slavery**, located in Ouidah, will provide a space for reflection and dialogue on this chapter of history, shedding light on its painful past and its lasting impact on the world today.



NATURAL WONDERS TO EXPLORE



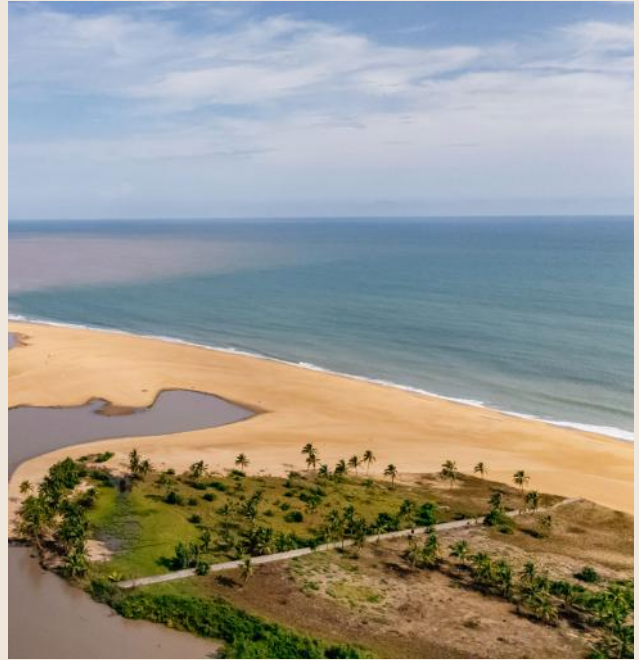


A PROTECTED AND AUTHENTIC NATURE

Benin unveils a breathtaking natural landscape, from its beaches and lagoons to its mountain ranges and national parks. Along the coastline, from Cotonou to Grand-Popo via Ouidah, vast stretches of sandy shores invite relaxation. Set out to encounter majestic whales or witness sea turtles nesting. Discover the unique site of Bouche du Roy, nestled in the heart of the Mono Delta Biosphere Reserve. The Black River of Adjarra winds through lush vegetation, creating a peaceful setting ideal for canoe excursions. On Lake Nokoué, Ganvié the most stunning stilt village in Africa thrives in harmony with the water, in the heart of the Lower Ouémé Valley Biosphere Reserve.

“The W-Pendjari- Arly complex is home to an exceptional array of wildlife.”

In the north, the Atacora mountain range shapes spectacular landscapes, while the **UNESCO** listed Tata Somba houses showcase a one-of-a-kind architectural heritage. At the foot of the mountains, the **Kota Falls** provide a refreshing natural haven. The **W-Pendjari-Arly** complex is home to an exceptional array of wildlife, where lions, elephants, cheetahs, and antelopes roam freely in some of West Africa’s best-preserved protected areas.





THE CULTURAL HUB OF WEST AFRICA







THE ART OF BENIN OF YESTERDAY AND TODAY

In February 2022, Benin made history with the exhibition “**The Art of Benin of Yesterday and Today**, from Restitution to Revelation.” This landmark event showcased both the **26 royal treasures** returned by France and the vibrancy of Benin’s contemporary art scene, spanning over 2,000 square meters of exhibition space. The contemporary section brought together 34 artists and over a hundred works, exploring various mediums such as painting, sculpture, digital art, and performance.

This exhibition is part of Benin’s ambitious cultural policy, with the contemporary segment continuing through a traveling exhibition presented at The Mohammed VI Museum of Modern and Contemporary Art in Rabat, the Clément Foundation in Martinique, and more recently, the Conciergerie in Paris.

“This exhibition is part of Benin’s ambitious cultural policy.”

As part of its commitment to enhancing its cultural and tourism offerings, Benin is developing world- class museums set to open soon, including :

The Museum of the Kings and Amazons of Danxomè ;

The International Museum of Vodun ;

The International Museum of Memory and Slavery ;

The Museum of Contemporary Art of Cotonou within Cotonou’s Cultural and Creative District.



HERITAGE AND TRADITIONS IN BENIN







A SHARED HERITAGE

Benin stands out for its deep cultural richness, leaving a lasting impression on every visitor. The country is home to an exceptional heritage, including several UNESCO-listed sites that bear witness to its prestigious past. Among them are the Royal Palaces of Abomey, the former capital of the Danxomè kingdom.

Another UNESCO-listed treasure is the Gèlèdè Mask, worn during festive and ritual ceremonies by the Yoruba people. This tradition highlights the richness of Benin's cultural expressions through dance, music, and the art of masking.

Benin, a country of unique cultural depth and a vibrant, inspiring soul, unveils the essence of every traveler and awakens the best in each at every discovery.

Traditions also shape the country's rhythm of life, with celebrations deeply rooted in local customs. One of the most significant cultural gatherings in Benin is the Gaani Festival, held in Nikki by the Bariba people. Featuring equestrian parades, dances, and ceremonies, this vibrant event embodies the deep connection between the people and their ancestral roots.

BENIN, THE CRADLE OF VODUN

Benin is a model of religious coexistence, where ancestral traditions and modern beliefs blend harmoniously.

As the birthplace of Vodun, the country is committed to preserving and promoting this spiritual heritage, shared with many Afro- descendant communities across North America, South America, and the Caribbean. To showcase this millennia-old tradition, several major initiatives have been launched.

The Vodun Convent Trail offers an immersive journey into sacred sanctuaries where ancestral rites and knowledge are preserved. In Porto-Novo, the upcoming International Museum of Vodun will house sacred artifacts and narratives, providing deeper insight into this spiritual practice.

Finally, the Vodun Days, the first international event dedicated to Vodun arts, culture, and spirituality, is held every January to celebrate the richness of Vodun traditions. In 2025, the second edition welcomed over 435,000 participants over three days.



RENOWNED HOTELS & RESORTS







BENIN IS DEVELOPING FLAGSHIP HOTELS

Benin is undergoing a major transformation in its hospitality landscape, with new landmark establishments emerging. The exceptional seaside resort of Avlékété, near Ouidah, is a prime example of this dynamic evolution. This large-scale project will host a Club Med spanning approximately 25 hectares between the Atlantic Ocean and the Agouin Lagoon. Featuring 330 rooms, including 30 high-end suites from the Club Med Exclusive Collection (5 Tridents), this resort promises a luxurious and immersive stay, meeting the highest international standards.

In the economic capital, the Sofitel Cotonou Marina Hotel & Spa embodies the perfect blend of French luxury and Beninese elegance.

This 5-star hotel, home to Cotonou's largest convention center and versatile event spaces, offers a sophisticated setting just 15 minutes from the international airport.

Benin's hospitality expansion continues with the construction of Hilton Cotonou, further enhancing the city's luxury hotel offerings, along with a prestigious resort within the Marina of Ouidah.

"Benin is undergoing a major transformation in its hospitality landscape, with new landmark establishments emerging."



5 REASONS TO CHOOSE BENIN FOR YOUR NEXT TRIP





1. A HIDDEN GEM TO DISCOVER

Praised by travel professionals, Benin is gaining increasing recognition on the international stage. Ranked among the Top 10 countries to visit in 2024 by Lonely Planet and listed in the Top 25 new destinations to explore in 2025 by the prestigious American magazine *Afar*, the country is establishing itself as a must-visit destination in West Africa.

2. UNSPOILED NATURE

From the Atlantic coastline to the stunning Atacora mountain range, Benin is a true haven of nature. The W-Pendjari-Arly complex, one of the largest reserves in West Africa, is home to an extraordinary array of wildlife, including lions, elephants, cheetahs, and antelopes roaming freely across its vast savannas

3. A LAND OF RICH HISTORY

Benin carries the legacy of great West African kingdoms, including the Danxomè Kingdom, renowned for its fierce Amazons, formidable women warriors who left their mark on history. Today, a monumental statue honoring them stands proudly on the Esplanade de l'Amazone in Cotonou. Towering at 30 meters, it is the second-largest statue in Africa.





4. THE CRADLE OF VODUN

Benin is the birthplace of Vodun, an ancestral spirituality deeply woven into its identity. This unique heritage is celebrated through the Vodun Days, a vibrant festival that draws visitors from around the world each year. The Vodun Convent Trail and the upcoming International Vodun Museum will soon offer an immersive journey into this fascinating spiritual tradition.

5. A HEARTFELT WELCOME

Beninese hospitality is an open invitation to feel at home. Warm and kind-hearted, the people of Benin leave a lasting impression through every interaction, every shared smile, and every heartfelt exchange making the country a destination to return to, not just for its breathtaking sites, but also for the unforgettable connections made along the way.



INSTITUTIONAL ECOSYSTEM





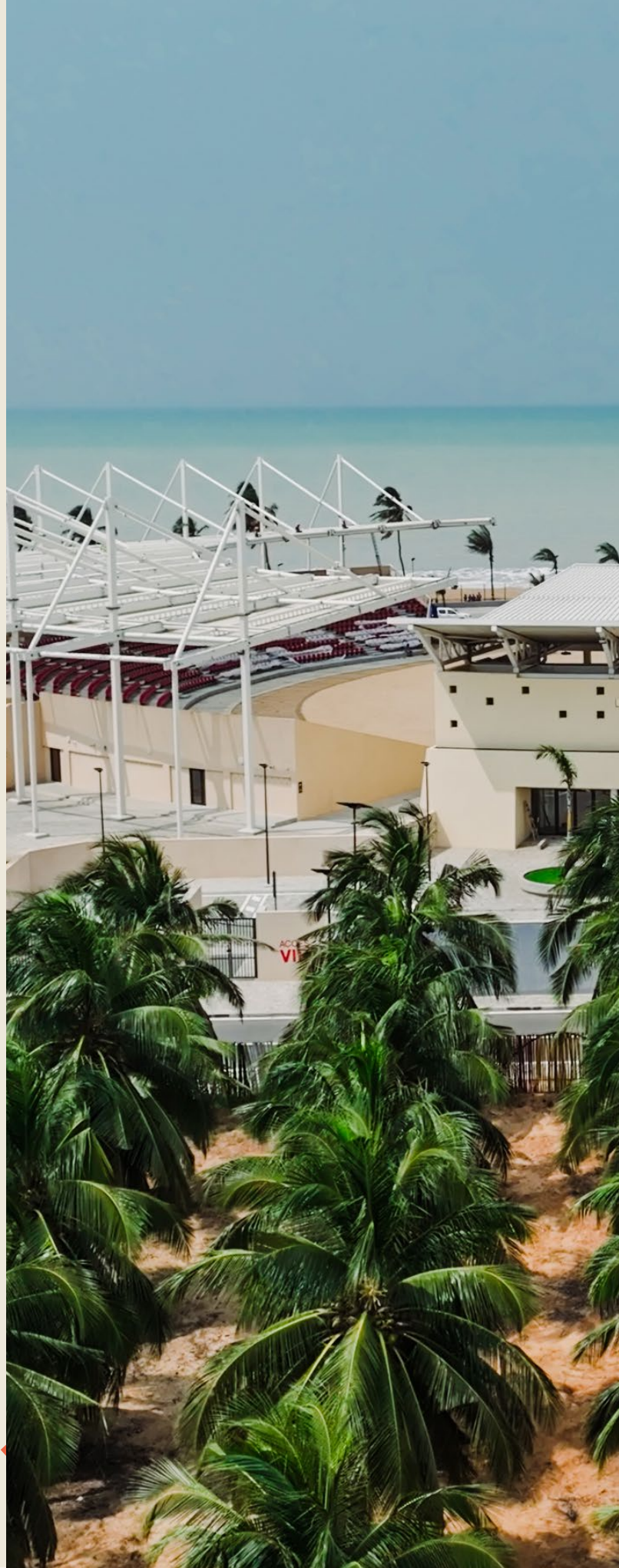
OUR INSTITUTIONAL PARTNERS

BENIN TOURISM

Benin Tourism is the national agency in charge of promoting and enhancing Benin as a tourist destination. A true institutional showcase, it designs and implements innovative strategies to position the country as a benchmark in West Africa and beyond. Present at major international tourism fairs, the agency leads the “**A World of Wonders**” country brand and unites public and private stakeholders around a shared ambition: to elevate Benin’s visibility on the global tourism stage.

BENIN TOURS SA

Established by the Government of Benin, Benin Tours SA is the state-owned company responsible for marketing the national tourism offer. It designs tailor-made itineraries, develops competitive products, and provides booking services aligned with international standards. As the operational arm of the ecosystem, it transforms Benin’s tourism potential into tangible and memorable experiences for visitors and professional partners alike.





ARÈNE DE OUIDAH







Get in touch

Ready to experience Benin ?
Get in touch with us for all the information
you need. Our team is here to guide you
every step of the way !

Phone : +229 01 20 22 31 18
Email : benintourisme@presidence.bj
Website : www.benin.bj

