

ZIMBABWE BECOMES AFRICA'S 5TH TOP DESTINATION



The Zimbabwean tourist industry suffered a major recession about 4 years ago. It came at a time of political unrest and domestic violence. Nowadays, the focus is more upon Zimbabwe's positive assets. Tourism directly and indirectly provides work for around 90,000 individuals. The World Tourist Awards for 2007 earmarked the southern African nation as the continent's 5th top destination. The Zimbabweans were closely followed by Tanzania, South Africa, Morocco and Egypt.

It is said that the country can provide something for almost any taste and any tourist. There is fascinating wildlife with over 400 species of birds, the awe-inspiring Victoria Falls, and the highest number of golf courses per capita in the world.

An element which has certainly increased the number of visitors to Zimbabwe is the country's new-found relationship with Asian countries, particularly China. It is a well-known fact all over the world that China is the biggest market for developing tourism and after the Zimbabweans managed to conclude an ADS (Approved Destination Status) agreement with China, a positive economic result was certain. There were 33% more Chinese visitors to Zimbabwe last year than ever before. Skillful marketing has played a major role in this success.

There is no reason why Zimbabwean tourism should not continue to rise. The 2010 Football World Cup in South Africa will bring more opportunities. It is set to be a watershed in African tourism and Zimbabwe will not be an exception. Zimbabwe can climb higher in the popularity league.

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