

Zimbabwe country presentation

introduction

- Tourism is one of the key pillars of the Zimbabwe economy alongside agriculture, mining and the manufacturing sector contributing immensely to Zimbabwe's GDP. Tourism plays a fundamental role in employment creation, poverty alleviation, infrastructure development and empowerment of disadvantaged groups.
- Global tourism performance was greatly affected by the Covid-19 pandemic, which resulted in disruption of travel chains owing to flight cancellations and travel restrictions and Zimbabwe was not spared.
- Prior to the Covid-19 Pandemic, the tourism sector registered an average growth rate of 6% between 2012 and 2018. , However, in 2019 tourist arrivals registered 11% decline with 2.29 million arrivals from 2.57 million in 2018 , and the trend continued in 2021 as arrivals suffered a further 40% decline.

- .

Measure to ignite tourism demand amidst and post COVID- 19

Zimbabwe has put in place the following measures to ignite tourism demand amidst and post COVID 19 :

National Tourism Recovery and growth strategy

- developed a Tourism Recovery and Growth Strategy which was launched by His Excellency, the President of the Republic of Zimbabwe, Dr E.D Mnangagwa in 2020. The Strategy outlines strategies aimed at cushioning the tourism sector from the devastating effects of Covid-19 such as:-
- Government Guarantee Facility to tourism players
- Waiver of Value Added Tax on Domestic Tourism
- Deferment of Liquidation of Foreign currency paid by international clients;
- Liquidation of debt owed to tourism operators by various Government institutions.

Recently Government allowed tourism and hospitality players to retain 100% of their foreign currency earning to allow them to recapitalise and procure necessary goods and services required by tourists and travellers.

Measures continues

Vaccination Drive

The country embarked on a vaccination drive which saw Victoria Falls a prime destination reaching herd immunity bringing confidence to potential visitors.

COVID 19 protocol and guidelines

- The tourism sector developed Covid-19 protocols guided by (WHO) and UNWTO standards and continuous monitoring to adherence is ongoing through the Zimbabwe Tourism Authority.

Virtual platforms

- Thriving on MICE conferences which are being held in hybrid style, for example Sanganai /Hlanganani World Travel Expo

Covid 19 task force

- The Government of Zimbabwe has a Covid 19 task force which formulate a robust COVID 19 Prevention National Strategy and Vaccination Programme , and also gives updates and monitor on COVID 19 protocol adherence.
- effective implementation of COVID 19 vaccination programme.

Opening of Ports of Entry

The Government has opened posts of entry to vaccinated visitors.



I

thank

you