

Zimbabwe holds annual marketing indaba

By [Dumisani Ndlela](#)

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Zimbabwe will hold its major destination marketing indaba, the Sangana/ Hlanganani World Travel and Tourism Expo, from 14 - 18 October 2009. This will be the second event following the expo's rebranding last year, but the first since the formation of an inclusive government that brought political and economic stability in the country.

While the last expo was held against the background of a crisis, the current expo comes against the background of an impressive set of indicators:

- Europe has reclaimed its position as a major source market, with the UK accounting for the largest number of arrivals in the six months to 30 June 2009
- Arrivals by air increased 89%, while arrivals by road decreased by nine percent
- Arrivals from the USA leapt by 17.8%, while those from the Middle East, though negligible in real terms, soared by 113.6%.

This appears to be a vote of confidence on the stability that has occurred since political wranglers united to form an inclusive government in February 2009.

Karikoga Kaseke, the CEO of the Zimbabwe Tourism Authority, said 493 exhibitors will participate at the expo, which will also run a workshop, with one presentation targeted at exploring marketing opportunities in the UK, once of the fiercest critics of President Robert Mugabe.

Local hotel and leisure companies have cut prices by 30% in order to help make Zimbabwe attractive.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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