Zimbabwe – A World of Wonders

General Information
• Zimbabwe is a landlocked country in Southern Africa bordering
  ➢ Zambia to the north
  ➢ Botswana to the west
  ➢ Mozambique to the east and
  ➢ South Africa to the south
Tourist Arrivals
Zimbabwe recorded an 8% increase in tourist arrivals in 2011, having risen from 2,239,165 to 2,423,280. This represents a percentage point increase above the Sub-Saharan Africa and 4 percentage points above the global average. The continued growth in arrivals shows increased confidence in Zimbabwe as a tourist destination.

<table>
<thead>
<tr>
<th>Tourist Arrivals By Region 2011/10</th>
<th>2011</th>
<th>2010</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>AFRICA</td>
<td>2,042,019</td>
<td>1,951,971</td>
<td>5%</td>
</tr>
<tr>
<td>AMERICA</td>
<td>89,756</td>
<td>69,008</td>
<td>30%</td>
</tr>
<tr>
<td>ASIA</td>
<td>88,782</td>
<td>49,214</td>
<td>80%</td>
</tr>
<tr>
<td>EUROPE</td>
<td>154,303</td>
<td>125,231</td>
<td>23%</td>
</tr>
<tr>
<td>MIDDLE EAST</td>
<td>7,201</td>
<td>4,726</td>
<td>52%</td>
</tr>
<tr>
<td>OCEANIA</td>
<td>41,219</td>
<td>39,015</td>
<td>6%</td>
</tr>
<tr>
<td>TOTAL</td>
<td>2,423,280</td>
<td>2,239,165</td>
<td>8%</td>
</tr>
</tbody>
</table>

## TOURISTS ARRIVAL FROM EUROPE

<table>
<thead>
<tr>
<th>Source Country</th>
<th>2011</th>
<th>2010</th>
<th>Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>6,245</td>
<td>6,475</td>
<td>-4%</td>
</tr>
<tr>
<td>Benelux</td>
<td>15,927</td>
<td>14,088</td>
<td>13%</td>
</tr>
<tr>
<td>Britain &amp; Ireland</td>
<td>35,913</td>
<td>24,192</td>
<td>48%</td>
</tr>
<tr>
<td>France</td>
<td>16,232</td>
<td>13,687</td>
<td>19%</td>
</tr>
<tr>
<td>Germany</td>
<td>24,300</td>
<td>16,910</td>
<td>44%</td>
</tr>
<tr>
<td>Italy</td>
<td>13,806</td>
<td>9,221</td>
<td>50%</td>
</tr>
<tr>
<td>Nordic Countries</td>
<td>11,714</td>
<td>10,977</td>
<td>7%</td>
</tr>
<tr>
<td>Portugal</td>
<td>5,482</td>
<td>4,951</td>
<td>11%</td>
</tr>
<tr>
<td>Spain</td>
<td>8,144</td>
<td>9,170</td>
<td>-11%</td>
</tr>
<tr>
<td>Switzerland</td>
<td>6,925</td>
<td>6,837</td>
<td>1%</td>
</tr>
<tr>
<td>Other Europe</td>
<td>9,615</td>
<td>8,723</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>154,303</strong></td>
<td><strong>125,231</strong></td>
<td><strong>23%</strong></td>
</tr>
</tbody>
</table>

Arrivals from Europe increased by 23%

**Source:** ZTA Tourism Trends & Statistics Report 2011
ZIMBABWE AT A GLANCE

• Zimbabwe is one of the most sought after destination in Southern Africa

• Zimbabwe is the only country where one of the Seven Wonders of the World the Victoria Falls is superseded by other wonders

• Situated on a high plateau in southern Africa

• Covers 390 245km² / 150 000 miles²

• Enjoys pleasant temperate climate with 365 days of sunshine and 10 hours per day on average

• Sparsely populated with about 13 million people

• English is the official language while Shona and Ndebele are the major indigenous languages
About Zimbabwe

- Zimbabweans are known for their hospitality and friendliness
- Zimbabwe is a multi-racial society where people of all nationalities and religions leave in harmony
- Competitive health delivery systems
- World renowned sustainable conservation systems
- Zimbabwe’s inclusive government has made significant progress in improving the country’s economic situation and reversing the decline of the past decade. Undoubtedly, the IG’s efforts – coupled with the replacement of the Zimbabwe dollar with a multicurrency system facilitated the restoration of economic stability and improved access to education and health services.
Our Wonderful People and Culture

• Our people are the major attraction we offer to the world. We are by far the most friendly people under the sun, with a rich culture second to none.
• Our hospitality is second to nature.
• Our Culture as espoused in our beliefs, music and dance make us different from other people.
Our Wonderful People
......and Culture

Mbira Player

Tonga Woman
Zimbabwe – A World of Wonders

Rich History and Heritage

- Zimbabwe has a unique and interesting history
- From pre-colonial period through colonial bondage through a protracted struggle to independence to the recent history
- Several historical sites and attractions of historical significance have been declared National Monuments
Zimbabwe – A World of Wonders

- Zimbabwe has a total of five UNESCO World Heritage Sites:
  - Great Zimbabwe National Monument
  - Victoria Falls
  - Mana Pools
  - Khame Ruins
  - Matobo National Park

- and one UNESCO Intangible World Heritage, the Jerusarema Dance
Zimbabwe – A World of Wonders

- Chinhoyi Caves
  - ‘Chiororodziva’ which means pool of the fallen warriors
  - Main attraction is the sleeping pool resting 46m below ground level and an estimated depth of 88 – 91m.
  - Interestingly no one has ever reached that depth making it a must visit for the adventurous.
History and Heritage

- **Matobo**
  - Located 40km south east of Bulawayo, the City of Kings and Queens are the extraordinary granite formations - Matobo.
  - Close to this monument are cave paintings painted by the San People thousands of years ago.
  - Matobo has the largest concentration of Rhino in the world and is well known for its large leopard population.
  - It is also the site of Cecil John Rhodes’ grave.
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- Other places of historical significance:
  - National Heroes Acre and similar shrines
  - The Museum of Natural History - Bulawayo
  - The Old Bulawayo Site
Zimbabwe – A World of Wonders

THE MAJESTIC VICTORIA FALLS
Zimbabwe – A World of Wonders

- The Majestic Victoria Falls are located in the resort town of Victoria Falls north west of Zimbabwe.
- Victoria Falls are one of the seven wonders of the world, the only natural wonder and one of the two world wonders found in Africa.
- The Victoria Falls are one of the country’s five UNESCO World Heritage sites.
Zimbabwe – A World of Wonders
Zimbabwe – A World of Wonders

- Known by the locals as Mosi-oa-Tunya meaning the Smoke that Thunders the Victoria Falls flow all year round
- The falls measuring 1.7km wide and 108 metres high are the largest curtain of falling water in the world.
- During peak flow in May 550 million litres of water cascade into the gorge below every minute.
The Majestic Victoria Falls
Zimbabwe – A World of Wonders

◆ The Victoria Falls are made of five different “falls”.

◆ Four of these are in Zimbabwe:
  – The Devil’s Cataract
  – The Main Falls
  – Horseshoe Falls and
  – Rainbow Falls

◆ and the fifth The Eastern Cataract, is in the bordering country of Zambia
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Zimbabwe – A World of Wonders

- Known as the adrenaline capital of the world
- Victoria Falls is famous for such nerve wrecking activities as
  - White water rafting
  - Kayaking
  - Canoeing
  - Bunji Jumping
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Zimbabwe – A World of Wonders

- Great Zimbabwe is The Grand Medieval Capital of Zimbabwe
- It is a UNESCO World Heritage Site
- The largest and most significant ancient monument south of the Sahara.
- The towering stone houses ‘dzimba dzemabwe’ were home to 2000 Shona speaking people between the 12th and 15th centuries and a centre of trade with the rest of the world.
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Great Zimbabwe
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Our Pristine Wildlife.....
...and unspoilt Nature

♦ 20% of the country is parks and wildlife land.
♦ Zimbabwe boasts of having the famous Big Five wildlife in one park.
Pristine Wildlife and Nature
Zimbabwe – A World of Wonders

THE BIG SEVEN

at home!
Zimbabwe – A World of Wonders

- Zimbabwe’s major parks include:
  - Hwange – the largest park covering over 1400 sq km
  - Gonarezhou, which joined together with Kruger National Park in South Africa and Limpopo National Park in Mozambique to become the world’s biggest transfrontier conservation area – the Greater Limpopo Transfrontier Park (GLTP)
  - Mana Pools, a UNESCO world heritage site
  - Matobo, Nyanga and Matusadona to mention a few
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The Mystical Eastern Highlands
Located on Zimbabwe’s Eastern border running 500km from north to South is a string of scenic mountains - the Eastern Highlands.

popular for:

- mountain climbing and abseiling
- trout fishing
- cultural tours
- Golfing
- Game viewing and birding
- Or just relaxing in the tranquil environment
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- Because of the temperate climate the Nyanga area is often referred to as the Switzerland of Africa or Little England.
- The sacred and mysterious Mount Inyangani is the second highest mountain in Africa after Mount Kilimanjaro and is the highest point in Zimbabwe.
- Stretching for slightly over 378 km the Eastern Highlands is one of the longest ranges in the world.
Mythical Kariba & the Mighty Zambezi
Zimbabwe – A World of Wonders

◆ Kariba – Africa’s best kept secret
  ▪ Lake Kariba is one of the largest man made lakes in the World stretching 280km long and 40km at its widest point.
  ▪ Kariba is famous for the angry “River God”, Nyaminyami, believed to have been separated from his partner by the construction of the dam wall, A lot of myth surrounds this hence “Africa’s best kept secret”.
  ▪ The completion of the dam wall in 1958 gave rise to a unique ecosystem he supports both human lives and wildlife
Zimbabwe – A World of Wonders

• The Mighty Zambezi River
  ▪ One of the great rivers of Africa
  ▪ Hosts the Majestic Victoria Falls, Lake Kariba and the Mana Pools
  ▪ It offers Countless pleasures which include rafting on the upper Zambezi through tiger fishing, water skiing and sailing on the lake to the world’s best canoeing on the Lower Zambezi
Thank you, Siyabonga, Tatenda