TBCZ
TOURISM BUSINESS COUNCIL of ZIMBABWE

NEWSLETTER
JANUARY 2024



Tourism Earnings Increasingly Significant

In late 2023 it was reported widely that tourism's contribution to the national economy was growing significantly and for the first time had, for the first three quarters of the year, achieved a higher contribution – 12,1 percent – than each of the other reporting sectors.

As travel and tourism operators we know this is not only desirable and possible but that it is also inevitable, but it seems that decision-makers are now noting what we have always said in this regard. This is a trend that can continue, given an enabling environment, and we shall work with the authorities to make sure that the environment is indeed enabling to us all. We were pleased that our Minister was among those giving out this information.



Festive Season Brings 2023 to an End

The 2023 festive season was much as normal, with resorts filling up and city hospitality establishments reporting they were somewhat quieter, but with welcome demand for food and beverage services. Harare hotels reported that the big ICASA conference in early December had yielded good results for them. In Bulawayo there was through traffic to resort areas and Victoria Falls was busy, mostly with domestic travellers. The national drive to promote more domestic travel is bearing fruit, and we hope this is a good sign for 2024. We would like to see much greater travel from within the middle-level income groups in keeping with international trends in this regard.



Tourism on a Growth Trajectory

As we enter 2024 it is apparent that travel and tourism worldwide is on a rebound after the desperate years of Covid, and here in Zimbabwe we are witnessing a growth trend that is welcome and encouraging. International marketing is being stepped up by operators and initiatives like the Continental Africa Free Trade Area programme should see increased cross-African travel.

World experts say tourism growth should outpace the general economic growth trends in 2024, with global GDP growth rate projected at 2,7 percent while that of tourism should be 5,8 percent. Employment trends are good, with 126 million new jobs expected to be created by 2028. It's good to hear that 2023 saw travel and tourism regain its economic position of 2019, with generation of $10 trillion income.



The 2024 World Tourism Day theme is, "Tourism and Peace". Travel and tourism can survive and grow only under conditions of peace and is the sector most easily and quickly affected by a lack of peace. TBCZ believes World Tourism Day, held each September 27, is not just about public sector activity but it should be something we all embrace and share. So we call on all operators to get involved and help make this event the visibility landmark it should always be. TBCZ will keep operators appraised of plans, which stem initially from the Ministry and then work through ZTA.

On the 22nd December communication was received from the Ministry advising of the commissioning of a forensic audit on the Zimbabwe Tourism Authority and Zimbabwe Tourism Fund.

During this period of the audit, the ZTA Board was barred from performing any duties of the Parastatal until such time as the audit is finalized. The Chief Executive of ZTA resigned, and in the meantime ZTA is under the stewardship of the Finance Director, Mr William Sitima.

TBCZ will update members on any further developments that may arise on this matter.

Best wishes to all travel and tourism operators for a successful, exciting and rewarding year throughout 2024.

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Wild Horizons Donates Printer to TBCZ

TBCZ started the year on a very positive note indeed, as Wild Horizons, came forward to plug a hole in TBCZ'S office, by donating a brand new colour printer to assist in the ever increasing workload to maintain connectivity with all stakeholders.

Notice of Relocation

Tourism Business Council of Zimbabwe has moved once again, only this time to premises near the CBD in the avenues area. The premises are located on 157 Josiah Chinamano Avenue by the corner of Seventh Street, Office number 1 on Paternoster Court. Our neighbours are the Police General Headquarters (PGHQ) and the Judicial Service Commission (JSC).

Currently we are reachable on info@tbcz.co.zw and tbczceo@gmail.com or by phone on +263772926357 and +263780253232. We look forward to being in touch once again.