

Yedulani

TRAVEL MAGAZINE

BORDERLESS TOURISM

WHY SOUTHERN AFRICA MUST SELL JOURNEYS,
NOT JUST DESTINATIONS

**GOING HOME
FINDING HOME AGAIN**
THE NEW DIASPORA STORY



**VICTORIA FALLS
SAFARI COLLECTION**
REDEFINING LUXURY HOSPITALITY



**SKYDECK MOUNTAIN
RETREAT**
SERENITY IN CLOUDS



LITHIUM & THE FUTURE
ZIMBABWE'S NEXT CHAPTER
OF OPPORTUNITY

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The Victoria Falls Safari Collection is a portfolio of properties renowned for capturing the very essence of Africa in one of the region's most iconic destinations - Victoria Falls, Zimbabwe. The collection incorporates the flagship Victoria Falls Safari Lodge, the premium Victoria Falls Safari Club, the spacious Victoria Falls Safari Suites, the family-friendly Lokuthula Lodges, the 'must-do' Boma - Dinner & Drum Show, the rejuvenating Victoria Falls Safari Spa and Queen Nandi Place, a state-of-the-art events venue.



FOR MORE INFORMATION CONTACT:

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Safari Suites

LOKUTHULA
LODGES VICTORIA FALLS

THE BOMA
Dinner & Drum Show

VICTORIA FALLS
Safari Spa

Editors Note

There is a moment that arrives before every journey. It is not when the aircraft leaves the runway, nor when the hotel concierge hands over a room key. It begins much earlier, when curiosity quietly whispers, "There is more to discover."

That whisper has always fascinated me. It is what draws someone to watch the mist rise over Victoria Falls for the first time. It is what persuades an investor to look beyond familiar markets and see opportunity where others see uncertainty. It is what inspires a chef to preserve generations of culinary tradition, a conservationist to protect a wilderness they may never fully own, and a hotelier to create experiences that become lifelong memories.

Travel has never simply been about movement. It is about perspective. Every destination is, in many ways, a conversation. Between people and place. Between history and the future. Between nature and innovation. Between those who choose to see possibilities and those content to see only maps.

Across Southern Africa, those conversations are becoming more compelling than ever. Our region is redefining itself not only through remarkable landscapes and extraordinary wildlife, but through ambitious tourism strategies, resilient hospitality businesses, bold entrepreneurs and communities determined to shape their own future. Tourism today is no longer merely an industry that welcomes visitors; it has become a catalyst for investment, conservation, cultural preservation and economic transformation.

That evolution deserves more than headlines. It deserves thoughtful storytelling. This issue reflects that belief. Within these pages, you'll encounter destinations that invite exploration, conversations that challenge assumptions and ideas that point toward a more connected and competitive tourism landscape. Some stories celebrate timeless beauty; others examine the technologies, partnerships and leadership shaping tomorrow's visitor economy. Together, they remind us that the most meaningful journeys are not measured in kilometres travelled, but in understanding gained.

At Yedu Lani, our purpose extends beyond inspiring holidays. We exist to connect travellers with experiences, businesses with opportunities, destinations with global audiences and Africa with the conversations shaping the future of tourism. Because every remarkable journey begins with curiosity. Perhaps the next one begins here.

About Editor

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Godknows is a travel and tourism Entrepreneur / Consultant helping brands, start-ups & practitioners understand the value of Marketing and Digital solutions, Sustainable Marketing & Tech within the region. With over 10 years of experience Godknows has worked with a diverse set of global clients. He is the founder of Y&L Group a new hybrid marketing, media, consulting & trade community offering clients insights into the growing travel, tourism and tech opportunities in Africa. Y&L publishes Yedu Lani Travel Magazine and runs a travel agency.

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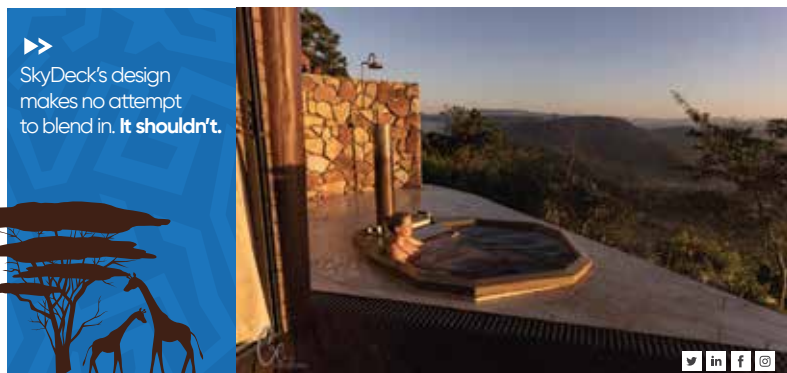
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Industry Update

Minister Barbara Rwodzi Intensifies Zimbabwe's
Global Tourism Push

Zimbabwe's Minister of Tourism and Hospitality Industry, Barbara Rwodzi, continues to strengthen Zimbabwe's international tourism positioning through active participation at major global tourism trade platforms including ITB Berlin, World Travel Market London and WTM Africa.

At ITB Berlin 2026, Zimbabwe received the "Destination of the Year – Natural Wonders" recognition, while Minister Rwodzi was named Africa's Tourism Minister of the Year during the global tourism gathering. Industry observers described the recognition as a boost to Zimbabwe's international destination visibility and tourism diplomacy efforts.



Future Hospitality Summit Africa – Nairobi, Kenya

Hospitality investors, hotel brands, and tourism leaders gathered in Nairobi for the 2026 edition of the Future Hospitality Summit Africa, where several major hospitality announcements were unveiled. Among the highlights was CityBlue Hotels' partnership with UK-based Inntelco AI to deploy AI-powered concierge technology across African hotel portfolios. Ethiopia also announced a pipeline agreement for 10 new hotel and resort properties under a partnership involving MIDROC Investment Group.



Why Aviadev 2026 Matters for African Tourism, Trade and Investment

Taking place in Gaborone, Botswana from 10–12 June, the forum brings together airlines, airports, tourism authorities, and a variety of service providers to drive route and fleet development across the Sub-Saharan African region. Through pre-arranged meetings, panel discussions, and targeted networking, AviaDev facilitates the launch of new routes, supports fleet planning decisions, and builds personal and professional partnerships that strengthen intra-African connectivity.

Sports Tourism Gains Momentum Across Africa

The 2026 UCI Africa Tour cycling calendar officially kicked off with races across Rwanda, Algeria, Benin, Cameroon, Morocco, and Mauritius. African tourism stakeholders are increasingly leveraging sporting events as destination marketing and economic development tools.

Sanganai Hlanganani World Expo decentralises

Zimbabwe's flagship tourism trade showcase, the Sanganai/Hlanganani World Tourism Expo, made history after moving outside Harare and Bulawayo for the first time, with Mutare hosting the 2025 edition. Organisers described the move as part of Zimbabwe's decentralisation and destination diversification strategy.

Preparations are now underway for the 2026 edition, which will be hosted in Masvingo from 9–12 September 2026, with strong emphasis on:

- adventure tourism
- heritage tourism
- tourism investment
- MICE growth
- regional tourism inclusion

The Expo is expected to attract:

- international buyers
- airlines
- hospitality brands
- investors
- tourism boards
- travel media

Conference sessions, B2B meetings and public tourism showcases are expected to form part of the programme.

African Tourism Players Eye Bigger Presence at WTM London

African tourism boards, hotel groups, airlines, safari operators, and destination marketers are intensifying preparations for upcoming editions of World Travel Market London, one of the global tourism industry's most influential trade exhibitions.

Industry observers note that African destinations are increasingly investing in:

- larger destination stands
- immersive branding
- trade networking
- investor engagement
- media visibility
- direct buyer meetings

to strengthen international market access and attract high-value travellers. Tanzania recently drew industry attention after unveiling one of the largest Sub-Saharan African destination stands at WTM London, signalling growing competition among African destinations for visibility within the European market.

WTM platforms continue attracting:

- global buyers
- aviation stakeholders
- travel technology firms
- hospitality investors
- luxury travel planners
- international media

►► Where can you still join Africa Showcase in 2026?

Australasia 20 – 31 July 2026
Central Eastern Europe 21 – 25 September 2026
Mitteleuropa 28 Sept – 2 Oct 2026
ITB Asia 21 – 23 October 2026
ITB Americas 10 – 12 November 2026
North America 15 – 20 November 2026





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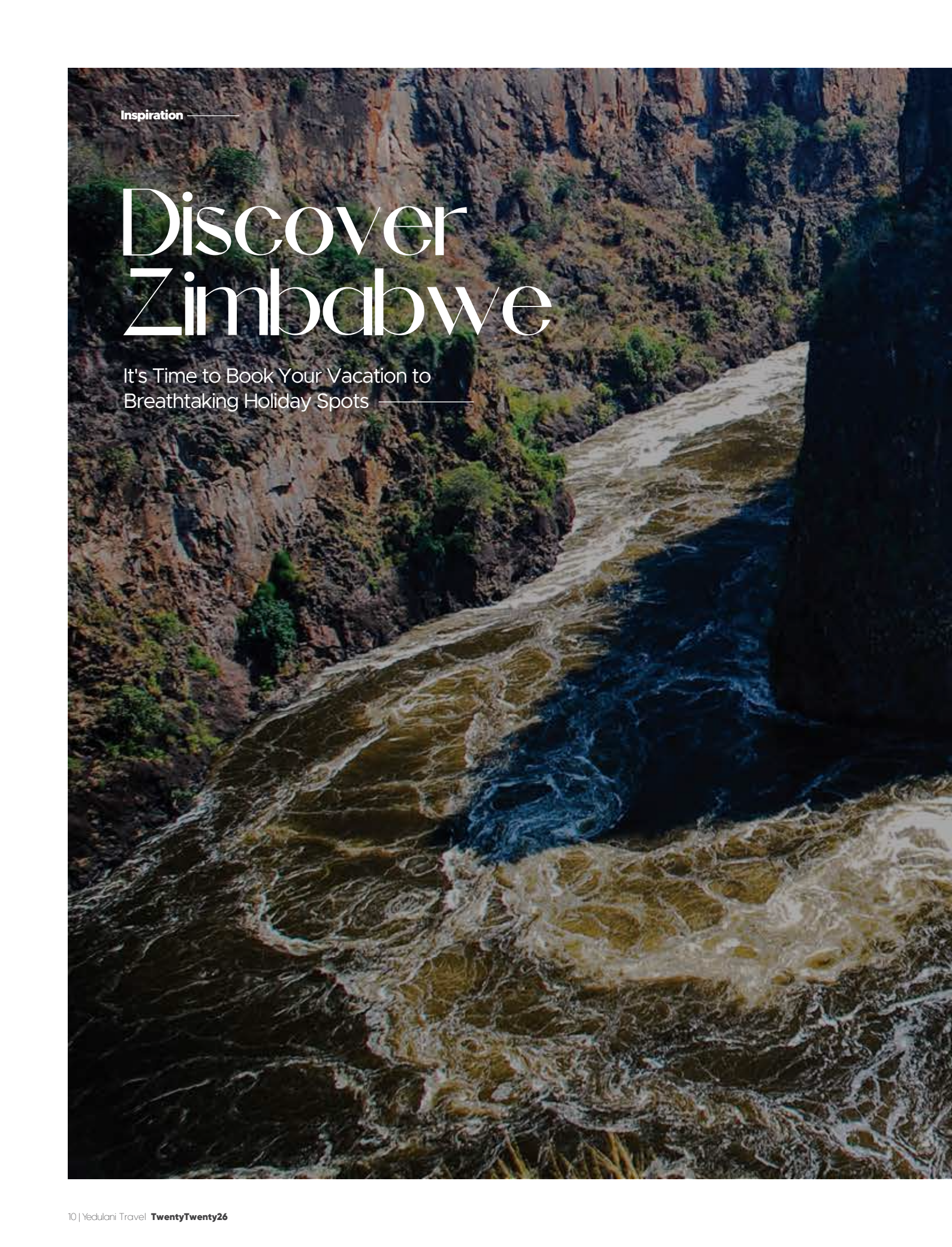
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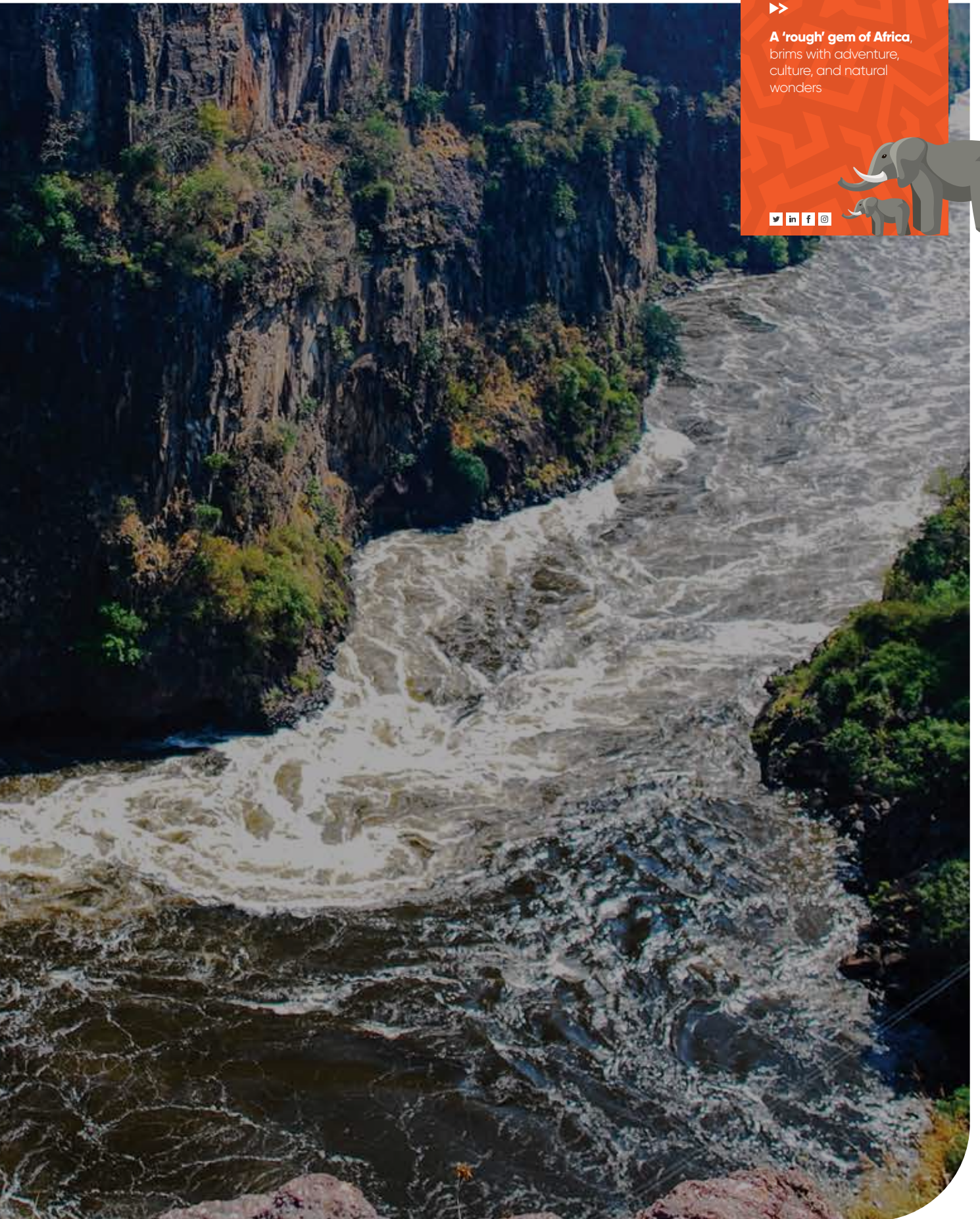




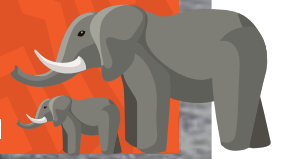
Inspiration

Discover Zimbabwe

It's Time to Book Your Vacation to
Breathtaking Holiday Spots



A 'rough' gem of Africa,
brims with adventure,
culture, and natural
wonders



Why Visit Zimbabwe?

A 'rough' gem of Africa, brims with adventure, culture, and natural wonders —————

Zimbabwe, a 'rough' gem of Africa, brims with adventure, culture, and natural wonders that rival the most captivating destinations on earth. With warm hospitality, awe-stunning landscapes, and a cultural tapestry that tells the story of an ancient land, Zimbabwe offers experiences you won't find anywhere else. Whether you are traveling solo, as a couple, with family, or in a group, Zimbabwe has something uniquely magical for everyone.

Prepare to embark on an unforgettable journey through the heart of Africa. Here's why your next vacation should be to this beautiful country:

For the Solo Traveler:

Victoria Falls – The Adventure of a Lifetime!

Begin your trip in Victoria Falls, one of the Seven Natural Wonders of the World. Feel the roaring power as you stand in admiration of this majestic cascade. Adventures abound here:

- Bungee Jump off the Victoria Falls Bridge for that rush of adrenaline.
- White-Water Rafting down the raging Zambezi River.
- Cultural Tours that let you taste local cuisine and dance to traditional music at the Boma.
- After a day of thrill, unwind at luxurious hotels with stunning views of the Falls, making memories that will last a lifetime.

• Sunset Game Drives: Witness the Big Five as the African sunsets, provide a romantic backdrop.

• Private Dinners under the star-studded sky, where the serenade of the wildlife and flickering candlelight add to the magic.

• End your days with a couple's massage, surrounded by the sounds of the wild.



For Families:

Lake Kariba – Fun for Everyone

Create lifelong memories together on an expedition to Lake Kariba.

Houseboat Cruises: Embark on a family-friendly cruise, where every member, young and old, can relax and enjoy fishing or swimming in the clear waters.

Visit Bumi Hills: Where children can engage in educational wildlife tours while parents indulge in spa treatments.

Safari Adventures: Explore Matusadona National Park with guided tours tailored for children, making family adventures both educational and exhilarating.



For Couples:

Hwange National Park – Romance in the Wild

- Reignite your romance amid the beauty of Hwange National Park.
- Luxury Safari Lodges: Stay in opulent lodges that offer the best of comfort and wilderness views.

For Groups:

The Great Zimbabwe Ruins and Matobo National Park
– Journey Through Time

Delve into history and adventure with your group:

Great Zimbabwe Ruins: Explore the ancient stone city, learning about the rich history of the Shona people.

Matobo National Park: Group activities include rock climbing among the balancing rocks, tracking the elusive rhino, and discussing plans over picnics in scenic spots.

Shared Accommodations: Choose from quaint group lodges or camping experiences that foster camaraderie and shared adventure.

►► Suggested 10-Day Itinerary

Day 1-2: **Arrival in Harare – City tours and acclimatization.**

Day 3-4: **Victoria Falls – Activities and leisure.**

Day 5-6: **Hwange National Park – Safari experiences.**

Day 7-8: **Lake Kariba – Houseboat and lakeside fun.**

Day 9: **Great Zimbabwe Ruins – Historical exploration.**

Day 10: **Departure from Harare – Final shopping and cultural integration.**

Why Wait? Book Now!

Zimbabwe is calling, with its sprawling savannas, vibrant culture, and warm-hearted people. A trip to Zimbabwe is not just a vacation; it's a transformative experience. So pack your bags, bring your curiosity, and get ready to weave thrilling tales of adventure and discovery in Zimbabwe, a destination that's as wild as you are.



The Regional Imperative

How Collaboration Will Define Southern Africa's Tourism Future —————



From KAZA to the Cape — Why the Next Chapter of African Travel Must Be Written Together

Consider a single number. Visitors who cross at least one border within Southern Africa spend, on average, 30 to 45 per cent more than those who confine themselves to a single country. They stay longer. Their expenditures are allocated more extensively among lodges, guides, local artisans, transportation providers, and community enterprises. And they return often, & with others.

Now hold that number against the reality of how most destination marketing in this region is currently funded, structured, and measured. In national silos. With national metrics. Competing, quietly, for the same high-value international traveller who, given the right product and a friction-free experience, would happily spend weeks moving between Botswana, Zimbabwe, Zambia, Namibia, Lesotho and South Africa, & consider it a single extraordinary journey.

The Regional Tourism Opportunity



Stand at the lip of Victoria Falls and you are already in two countries. The Zambezi marks the border between Zimbabwe and Zambia, yet the Falls belong to neither nation alone nor to both entirely. That geographic fact is simultaneously a metaphor, a marketing proposition, and a product brief. It is the argument, written in mist and roaring water, for why Southern Africa's future as a global tourism destination is regional or it is nothing.

The assets, considered regionally, are among the most extraordinary on earth. The Kavango-Zambezi Transfrontier Conservation Area, KAZA, encompasses more than 520,000 square kilometres across Zimbabwe, Zambia, Botswana, Namibia, and Angola. It is the world's largest terrestrial Transfrontier conservation area, home to the planet's most significant elephant population, and a landscape-scale argument that national borders are a tourism abstraction. The Great Limpopo Transfrontier Park knits together Kruger, Gonarezhou, and Limpopo National Parks across three sovereign states. The Cape-to-Cairo corridor, long a romantic notion for overland travellers, is increasingly a viable proposition as infrastructure develops and regional visa frameworks mature.

What the UN World Tourism Organisation, the World Travel and Tourism Council, and the African Development Bank have each articulated is that regional travel is not a supplementary market strategy. It is the primary growth frontier for destinations that have already maximised their single-country value proposition. The AfDB projects travel and tourism among the continent's highest-growth economic sectors through 2035.

WTTC data consistently finds that African tourism's contribution to GDP is undervalued against its actual economic footprint, in part because measurement frameworks remain stubbornly national rather than regional. The value that remains uncaptured is the integrated Southern African experience.

The Collaboration Imperative

The tourism world has been here before. And it has learned from the lesson.

When European National Tourist Offices built coordinated regional campaigns that drove travellers toward multi country itineraries rather than single-destination visits, the outcomes were unambiguous: higher per-visit receipts, longer average stays, measurably reduced seasonality pressure.

The Caribbean Tourism Organisation has operated for decades on the insight that a traveller flying into Barbados is also a potential visitor to St. Lucia, Antigua, and Grenada, and its joint marketing infrastructure is architected precisely around that premise.

ASEAN's Tourism Strategic Plan coordinates marketing, product development, and visa facilitation across ten nations on a simple logic: 'Southeast Asia' as a brand is more powerful than any individual nation within it. Southern Africa has begun this journey. The KAZA UNIVISA, a joint entry permit covering Zimbabwe and Zambia, allowing visitors to move between both countries on a single document. This is one of the most consequential product innovations in regional African tourism of the past decade. Its take-up among high-value travellers is clear evidence that demand exists. The task now is to extend both the principle and the political will that created it.

Dr. Sarah Ndlovu, a regional tourism development strategist who has advised tourism authorities across the SADC bloc, frames the challenge with characteristic directness:

"The infrastructure of collaboration, shared data, joint marketing investment, harmonised visa frameworks, is the hardest part to build. But it is also the part that multiplies value in ways no individual destination campaign can replicate. The visitor who crosses one border crosses two. Plan that journey for them, and they will very likely cross three."

This is not soft idealism. It is market logic. The destinations that grow fastest in the coming decade will be those that most aggressively reduce friction for the traveller who wants more than any single country can offer alone. Southern Africa has more of what those travellers want than almost anywhere on earth. The question is whether its stewards will choose to serve them together.

►► **"The visitor who crosses one border crosses two. Plan that journey for them, and they will very likely cross three." Dr. Sarah Ndlovu**



The Five Pillars of Regional Tourism Success

1. Brand Architecture

A coherent regional brand does not erase national identities, it amplifies them. 'Southern Africa' as a destination concept creates the frame; Zimbabwe, Botswana, Namibia, South Africa, Lesotho, Mozambique, and Zambia fill it with irreplaceable distinctiveness. The strategic work is building an architecture that enables co-marketing without dilution. One in which a traveller says 'I am going to Southern Africa' while knowing precisely why each country within it cannot be substituted for another. This is not a creative brief. It is an institutional commitment requiring sustained investment at tourism board level, and the political will to maintain it across electoral cycles.

2. Collaborative Marketing

Joint trade missions. Shared digital infrastructure. Co-funded presence at ITB Berlin, World Travel Market London, and Africa's Travel Indaba. The model is proven and the appetite among destination marketers is evidently there. What is still missing is the structural funding mechanism and the resolve to sustain regional investment beyond individual ministerial tenures. RETOSA provides the institutional architecture. The ambition must now scale to match the size of the opportunity.

3. Product Innovation

The multi-country itinerary is the premium travel product of this moment. Inbound operators and DMCs across Southern Africa already build these journeys, but largely without the coordinated marketing support their counterparts in comparable regions enjoy. Rovos Rail's legendary journey between Pretoria and Dar es Salaam is not simply a luxury product, it is a regional narrative delivered at speed across rails, a story no hotel can replicate. The Desert Express through Namibia's dramatic interior tells of geology, solitude, and deep time. Transfrontier safari packages anchored in KAZA's wildlife corridors are the product innovation Southern Africa has quietly assembled but has not yet sold at the scale these experiences deserve.

4. Infrastructure and Facilitation

The KAZA UNIVISA represents a breakthrough in regional tourism facilitation, and it should not remain a pilot or a footnote. Every border post that functions inefficiently, every e-visa system that fails to recognise an approved partner-nation traveller, every missing direct air connection between regional capitals is a leakage point in the value chain. SADC's transport and facilitation harmonisation agenda is a tourism issue as much as a trade and logistics issue. Tourism ministries must be present, vocal, and persistent in those policy conversations.

5. Data Intelligence

You cannot manage what you cannot measure, and you cannot make the investment case for what you cannot prove. The shift toward shared analytics, common visitor tracking, aligned arrival data, coordinated satisfaction measurement across borders, is not a technical exercise. It is the strategic foundation that makes regional investment defensible to finance ministries and development banks alike.

When tourism boards can demonstrate the economic footprint of a multi-country Southern African itinerary with the same precision they apply to single-destination arrivals, the argument for sustained regional collaboration becomes unanswerable.

What The Data Tells us

The post-pandemic recovery of Southern African tourism has surprised even cautious optimists. The United States has emerged as a particularly significant growth source, driven by high-net-worth travellers seeking authentic, wilderness-first experiences that are increasingly rare outside Africa. The United Kingdom remains the single largest individual source market for much of the region. Germany and France continue to supply the committed nature and adventure traveller. China's re-emergence as an outbound market, still below 2019 volumes but accelerating, represents one of the most significant medium-term opportunities for destinations equipped to receive high volumes of experience-driven visitors.

Two structural trends work emphatically in Southern Africa's favour. The first is the shift toward slow travel, a reorientation away from high-volume, short-duration tourism toward immersive, extended journeys. Southern Africa's geography rewards this instinct. The traveller who commits three weeks to Namibia, Botswana, and Zimbabwe is not the same traveller who books four nights in a capital city, and their economic contribution is commensurately deeper. The second trend is the experience economy premium, which increasingly rewards destinations that offer genuinely unrepeatable encounters. Walking among wild elephants in KAZA. Crossing the Okavango by mokoro at first light. Standing at Cape Point where the Atlantic meets the Indian Ocean. These moments cannot be manufactured elsewhere. Their scarcity is a strategic asset of the highest order.

A Call To Action For Tourism Leaders

Southern Africa does not need to manufacture its appeal. The landscapes are extraordinary. The wildlife is, in a very precise sense, irreplaceable. The cultural richness, from Ndebele geometric art to Cape Malay cuisine, from Swahili coastal heritage to Shona stone sculpture, is among the most layered on earth.

KAZA is not merely a conservation success story, though it is that, and a remarkable one. It is the proof of concept for the most powerful tourism product on earth, a seamless, multi-country wilderness experience that no single nation could conceive, fund, or deliver alone. Victoria Falls, shared between Zimbabwe and Zambia, is the world's most vivid argument that the region's most iconic assets respect no border. The Limpopo runs between South Africa, Zimbabwe, and Mozambique, indifferent to passport control. The land itself is making the case for collaboration. The question is whether the people who govern it will make the same case in ministerial meetings, trade fair booths, and joint marketing budgets.

The falls are roaring. The elephant herds are moving. The question is whether the leaders gathered at the edge of this extraordinary continent will hear them.



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AFRICA ALBIDA
TOURISM



Going Home, Finding Home Again

A reconnection. A rediscovery of rhythms, landscapes, and family bonds that distance had softened but never erased. —————



"The **creative energy!** Zimbabwean art, fashion, design it's alive. I brought back so many pieces, I need an extra suitcase next time."



For many Zimbabweans living in the UK and Europe, travelling home is no longer just a holiday; it has become a pilgrimage. A reconnection. A rediscovery of rhythms, landscapes, and family bonds that distance had softened but never erased.

We profiled three diaspora travellers, a nurse from Luton, a tech professional from Birmingham, and a Paris-based creative, each returning to Zimbabwe with family for the first time in years. Their stories reveal what is changing, what still needs work, and why the journey home remains an emotional anchor. "I realised my children didn't know where I came from, so I travelled with my husband + 2 kids" – Tendai, 38, Nurse (Luton, UK)

1. Tendai – The Roots Question



Tendai hadn't been home in eight years. "One day my six year-old asked why I speak differently when I talk to my mother on the phone," she says, smiling. "That's when it hit me. My children didn't know where I came from, not really." Her highlight was watching her kids touch the granite boulders in Domboshava, hearing them call mbira music "magical!" and seeing them run barefoot at her rural homestead.

What surprised her:

"Zimbabwe is cleaner, greener, and more vibrant than I expected. The number of new cafés, lodges, and family friendly activities was genuinely impressive."

What she wants improved:

"Transport reliability. Diaspora families want safe, structured options for multi-city travel."

2. Simba – The Investor's Eye



For Simba, the return home was both personal and entrepreneurial. "I wanted to see opportunities with my own eyes. People in the diaspora hear a lot of negativity, but on the ground, there's a real sense of reinvention."

He toured Gweru, Vic Falls, and Harare, exploring lodge investments and tech partnerships.

What surprised him:

"The creativity. Young tourism entrepreneurs are building things that match what I see in Europe: boutique lodges, social cafés, tech-enabled tours. Zimbabwe is quietly modernising."

What he wants improved:

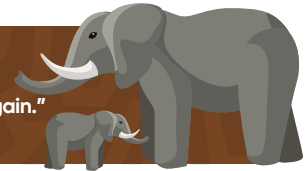
"More digital booking systems. Diaspora travellers want to plan online the way we do here in the UK."

3. Rutendo – The Return of Memory



Rutendo left Zimbabwe at 16 and had not returned since. When she finally landed at RGM International Airport, the emotional weight surprised her.

» "Everything smelled familiar: the warmth, the sunrise, even the dust. It felt like touching my childhood again."



She spent her trip exploring art spaces, galleries, and eco-lodges around Victoria Falls and Bulawayo.

What surprised her:

"The creative energy! Zimbabwean art, fashion, design it's alive. I brought back so many pieces, I need an extra suitcase next time."

What she wants improved:

"A little more consistency in service quality. The heart is always there – but travellers now expect global standards."

Why These Stories Matter

Diaspora travellers are becoming one of Zimbabwe's fastest-growing tourism segments. They spend more per trip, travel with family, and stay longer than first-time visitors. They are emotionally invested, deeply connected, and eager to contribute to the country's growth. Their voices offer a vital mirror for operators and policymakers:

- Build products that feel modern but rooted.
- Offer consistency, digital convenience, and family friendly services.
- Celebrate creative culture as much as wildlife.

Most importantly, design experiences for a traveller who is coming home not just to see, but to belong again.

The Returning Market

Why Operators Cannot Afford to Overlook It

The global African diaspora is one of the most economically significant and culturally underserved travel segments on the planet. In 2023, remittances to Sub-Saharan Africa exceeded official development assistance, with diaspora communities collectively channelling tens of billions of dollars into home economies each year. Zimbabweans in the UK and Europe alone are estimated to contribute hundreds of millions of dollars annually, a figure that encompasses not only family support, but increasingly, tourism spending, property investment, and entrepreneurial capital deployed back home.

Diaspora travellers spend more per trip than first-time visitors. They stay longer. They travel with family, which multiplies the economic footprint of every booking. And they return, not once, but repeatedly, across decades of life. A child who first touches the boulders of Domboshava at age six may become a lodge investor at forty.

A fashion creative who discovers Bulawayo's gallery scene returns the following year with colleagues. The lifetime value of a well-served diaspora traveller is categorically different from that of a one-time visitor. Their voices offer an unambiguous brief to operators and policymakers alike.

What Operators Should Do Now

- Build products that feel modern but deeply rooted, the diaspora traveller wants both, and knows when either is missing
- Close the digital booking gap as a matter of urgency, it is not a nice-to-have, it is the entry ticket to this segment
- Treat cultural experience and creative culture as core product, not a supplementary add-on
- Invest in family-grade transport and multi-city logistics, the family that travels well, returns
- Match Zimbabwe's famous warmth with consistent service execution, the two together are genuinely unbeatable

The stakes are not small. Zimbabwe's tourism sector is at an inflection point: the product is improving, the creative energy is real, and the diaspora's appetite for return is growing. What remains is the infrastructure, the digital accessibility, and the intentional design of experiences for a traveller who is not merely visiting but coming home.

For every Zimbabwean reading this abroad: the country you carry in your memory is still there, and it is changing in ways you may not have expected. Your children are waiting to be surprised by it. Your skills, your capital, and your presence have a role to play in what comes next.

**Zimbabwe is not just a destination. It is a homecoming.
And the door is open.**





CRESTA

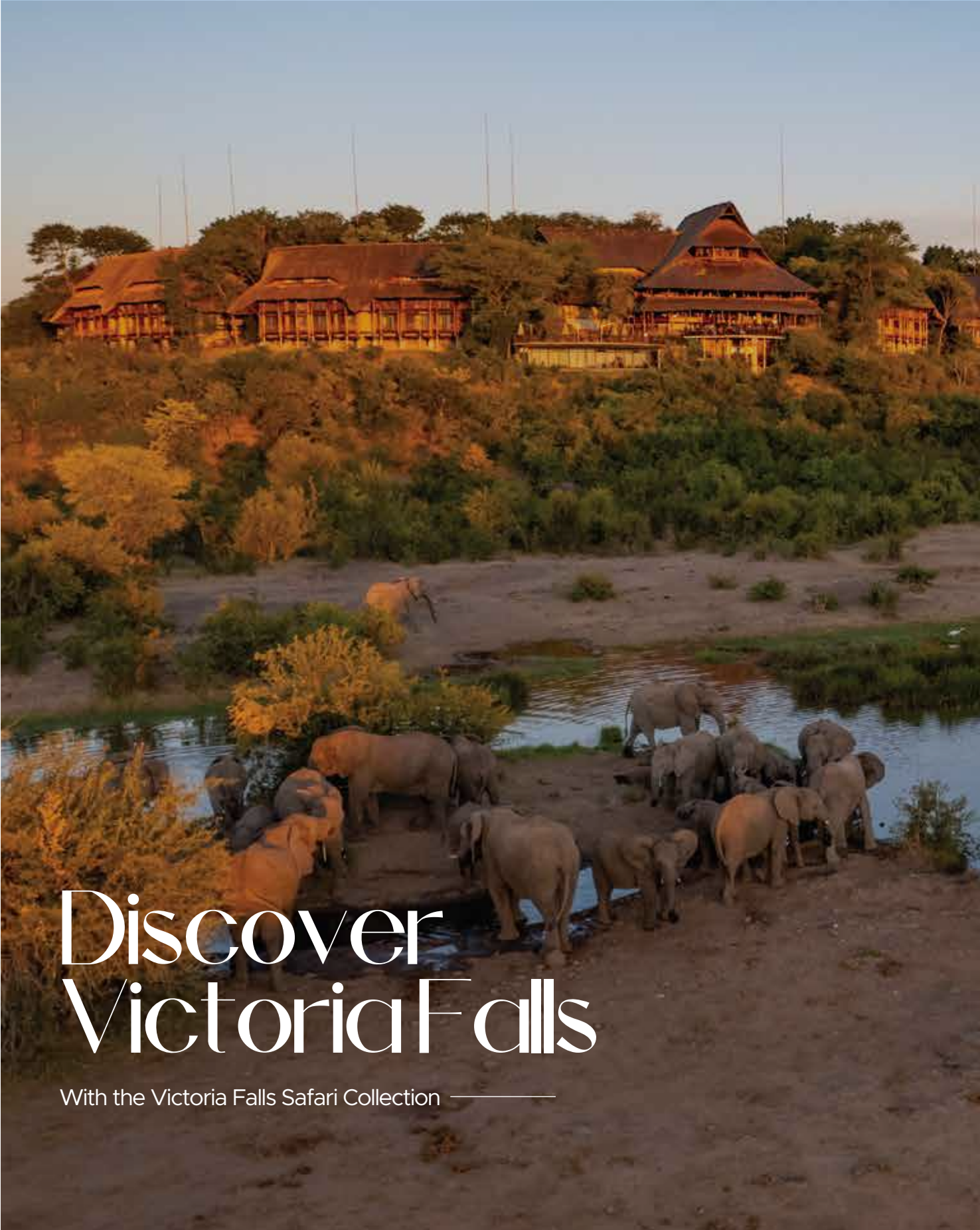
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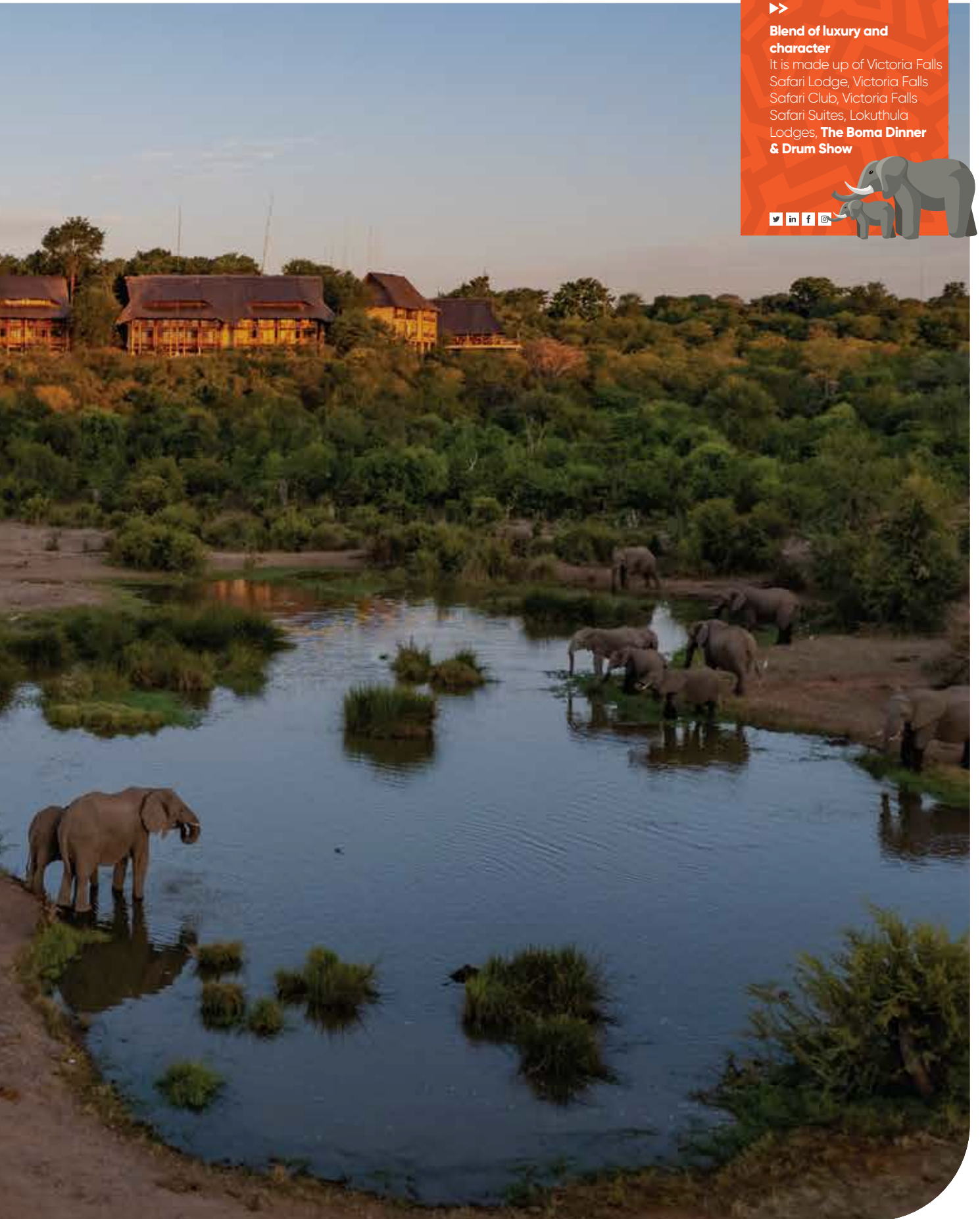
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With the Victoria Falls Safari Collection



Blend of luxury and character

It is made up of Victoria Falls Safari Lodge, Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges, **The Boma Dinner & Drum Show**



Victoria Falls continues to rank among Southern Africa's most compelling destinations. Its appeal lies in a combination of an iconic natural heritage, accessibility, and well-developed tourism infrastructure. At its heart is the Victoria Falls Safari Collection, which has steadily evolved in step with changing traveller expectations, while remaining firmly rooted in its unique setting.

Located just four kilometres from the Falls, the Collection offers a blend of luxury and character. It is made up of Victoria Falls Safari Lodge, Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges, The Boma Dinner & Drum Show, Victoria Falls Safari Spa, and Queen Nandi Place, a contemporary MICE venue designed for high-end meetings and events. All the properties are situated within the same estate on a plateau on the boundary of the Zambezi National Park, with expansive views across open bushveld and a wildlife-rich waterhole in front of Victoria Falls Safari Lodge, allowing guests to move seamlessly between accommodation, dining, wellness, and conferencing experiences without leaving the estate, and creating an immediate sense of immersion in nature.

The waterhole is a defining feature of the estate, and it attracts wildlife and a variety of bird species throughout the day. It is not uncommon for guests to observe elephants, buffalo, or antelope moving through the area just metres away, with views available from the Buffalo Bar, MaKuwa-Kuwa Restaurant, and pool deck at Victoria Falls Safari Lodge, as well as from the viewing deck at Victoria Falls Safari Club. This creates an understated but memorable safari experience from several viewpoints across the estate.

Accommodation across the Collection is diverse, catering to couples, families, groups, and business travellers alike. Interiors combine comfort with African influences, creating spaces that feel both grounded and aligned with modern expectations of style and functionality. The overall experience is designed for guests seeking proximity to nature without compromising on quality or service.

Wellness has become an increasingly important element of the guest journey, and the Victoria Falls Safari Spa reflects this shift.



Set within a tranquil corner of the estate, the spa was built to complement the natural surroundings. Treatments range from therapeutic massages to restorative body and beauty therapies, often accompanied by the sounds of the bush just beyond the treatment rooms. The result is a space that encourages genuine relaxation and disconnection from routine.

The culinary experience forms a central part of the Collection's appeal. From fine dining at MaKuwa-Kuwa Restaurant and the Victoria Falls Safari Club restaurant, to an authentic cultural dining experience at The Boma Dinner & Drum Show, the offering is varied and strongly rooted in place. The Boma remains one of Victoria Falls' favourite experiences, combining traditional cuisine with vibrant entertainment, including interactive drumming and traditional dancing, in a high-energy setting.

For lighter fare, the Spa café provides wholesome, health conscious dishes that align naturally with the wellness offering.

Beyond the estate, Victoria Falls presents a wide range of experiences. Guided tours of the Falls offer an up-close perspective on one of the world's great natural wonders, while sunset cruises on the Zambezi River provide a more tranquil way to take in the surrounding landscape. For those seeking higher-adrenaline experiences, activities such as helicopter flights, white-water rafting, and gorge swingin add thrilling adventure to the destination.

Underlying the Collection's operations is a clear commitment to sustainability and community development. Through conservation programmes, anti-poaching initiatives, and youth training programmes, the business plays an active role in protecting the environment and developing local skills. For guests, this introduces an added layer of meaning to their stay, connecting their travel experience with long-term impact.

In a region known for its strong tourism offerings, Victoria Falls distinguishes itself by combining a global natural wonder with a diverse hospitality experience. The Victoria Falls Safari Collection reflects this balance, offering travellers a stay that is genuinely memorable.





Blend of luxury and character

It is made up of Victoria Falls Safari Lodge, Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges, **The Boma Dinner & Drum Show**





Above The Clouds

A New Perspective on Zimbabwe's
Eastern Highlands





SkyDeck's design makes
no attempt to blend in.
It shouldn't.



There is a particular quality to the light at altitude. On the Honde Valley escarpment, where the Eastern Highlands of Zimbabwe drop away in a long, uninterrupted sweep toward Mozambique, that light arrives sideways, gold edged in the early hours, then burning off the cloud layer that sits, permanent and theatrical, somewhere below eye level. You are looking down at a sky.

This is the first thing you understand about SkyDeck Mountain Retreat; the elevation is not a selling point. It is the experience itself.

Perched on the escarpment rim above Nyanga National Park, SkyDeck occupies a position that feels less discovered than earned. The afro-montane forest that surrounds it, one of the rarest forest biomes on the continent, muffles the world to near-silence.

Architecture Against The Wild

SkyDeck's design makes no attempt to blend in. It shouldn't. The main lodge and its Executive Villas sit above the forest with a deliberate, contemporary confidence, clean horizontal planes, full-length glazing, and decks that extend toward the escarpment edge as if daring the view to do its worst. The result is not contrast but conversation, modernist lines in dialogue with an ancient landscape, each making the other more vivid.

The three Executive Villas: Crimson wing, Woodland Warbler, and Starred Robin, each named for the restricted-range species of the Eastern Highlands' afro-montane interior, are set into the forest with a degree of privacy that approaches seclusion.





Each accommodates two guests, with an en-suite bedroom, his-and-hers showers, a freestanding bath oriented toward the trees, a mini bar and tea station, and a wood-fired outdoor hot tub. Solar geysers and a 5kVA solar system ensure the comforts are real. The fireplaces, essential at altitude, where evenings arrive cool and smoke-scented, are the kind you actually use.

The Mountain Retreat, a two-bedroom lodge sleeping four, is the property's most intimate offering. An open lounge, fireplace, and outdoor shower, solar-heated, looking out over the escarpment, form what the house describes simply as "the heart of this beautiful retreat." Dawn, taken here with a filter coffee, constitutes a kind of private theatre.

"Time slows. Conversations deepen. The distractions of everyday life fall away, replaced by cloud, birdsong, and an uncommonly clear view of what matters."

Held By The Wilderness

The experiences at SkyDeck are calibrated not to distract but to deepen. The signature is the Mutarazi SkyWalk, a suspended bridge positioned directly above the gorge, delivering the full verticality of Africa's second-highest waterfall below. For those who want speed with their scale, the SkyLine zip-line crosses the same gorge at over 60 kilometres per hour, at 350 metres of elevation. Neither demands athleticism. Both are quietly transformative.

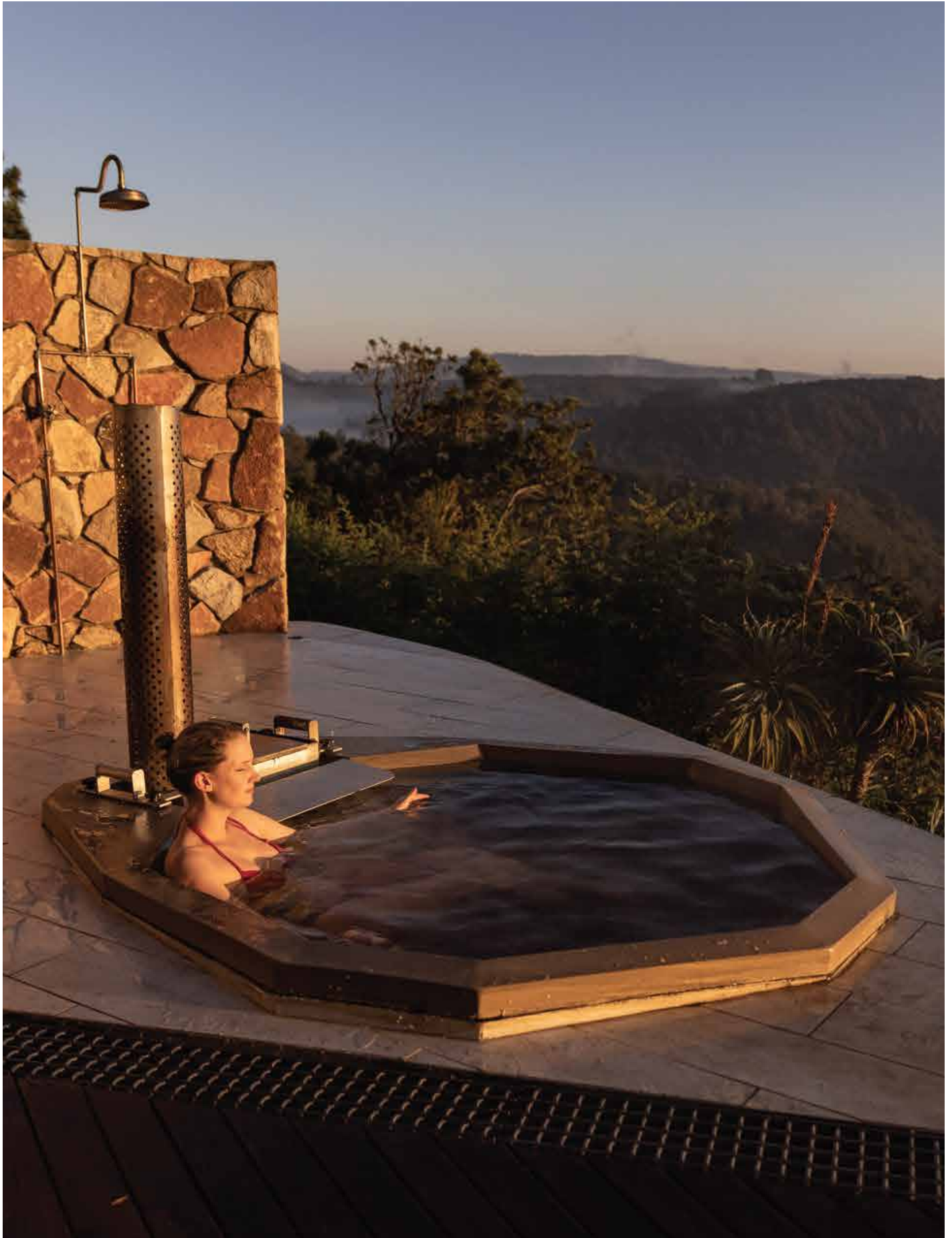
The surrounding landscape extends the invitation. Mt Nyangani, Zimbabwe's highest peak, rises at the horizon, accessible via the Turaco Trail, a 58-kilometre mountaineering route available as a multi-day expedition.

Day hikes lead to waterfalls and ancient stone ruins; guided birding sessions pursue the 23 Afrotropical species that make the Eastern Highlands one of the continent's quietly significant ornithological destinations. Roberts's Warbler. The Chirinda Apalis. Birds that many serious listers have never seen, in a forest that deserves to be better known.

Downstream, in Rhodes National Park, the Pungwe Picnic and Plunge deposits guests beside the Pungwe River for a morning of swimming and slow time. It is, by design, unhurried.

►► SkyDeck's design makes no attempt to blend in. It shouldn't.







Quiet Luxury At Altitude

What distinguishes SkyDeck from the broader luxury lodge market is its resistance to spectacle. No game drives. No elaborate staging. The property was built and continues to be operated by Far and Wide Zimbabwe, a family business with more than three decades in the Eastern Highlands. Their founding ethos, to preserve and protect the mountain wilderness they call home, informs every aspect of the guest experience, from the solar infrastructure to the birding guides who know the forest as a second language.

It speaks to a particular kind of traveller, one who has grown tired of being performed at, who finds the absence of programming not a lack but a relief. SkyDeck's all-inclusive structure, from US\$1,200 per person per night at the Executive Villas, to US\$5,500 per night for the Mountain Retreat, to US\$11,000 per night for the full property on exclusive use, positions it firmly in the premium tier. But the currency it trades in is not amenity count or butler ratios. It is the irreplaceable sensation of being, for a night or several, genuinely elsewhere.

A Chapter Being Written

Zimbabwe's Eastern Highlands have long occupied a curious position in the country's tourism narrative, known to those who know, underrepresented in everything else. That is changing. As international attention turns toward Southern Africa's less-chartered territory, the Highlands are drawing a new generation of travellers and investors for whom the circuits of East Africa have become familiar ground.

SkyDeck is part of a new tier of property emerging to meet that attention, architecturally considered, ecologically committed, unapologetically contemporary. For diaspora visitors returning to rediscover a landscape they carry in memory, it offers something that nostalgia alone cannot, a completely new way of seeing. For international travellers arriving without preconception, it offers Zimbabwe on its own terms: elevated, unhurried, and quietly extraordinary.

At SkyDeck, the journey is not just about where you go. It is about what the altitude does to the way you think.

Plan Your Visit:



SkyDeck Mountain Retreat, Eastern Highlands, Zimbabwe, All stays all-inclusive

Executive Villas (2 guests) from **US\$1,200** per person per night.

Mountain Retreat (up to 4 guests) from **US\$5,500** per night.

Full Property – Exclusive Use (up to 10 guests) from **US\$11,000** per night.

Reservations at reservations@farandwideafrica.com and skydeckretreat.com





A new unlimited practice model at Zimbabwe's most ambitious luxury estate is disrupting the traditional bucket system and offering executives something the clock cannot buy: time on the range.



Mastery Without Limits

How The Hills Estate Is Rewriting the Rules of Golf Practice

The Model Has Changed

In the early 2000s, Blockbuster Video charged you by the title. Netflix changed that. Not incrementally, fundamentally. It wasn't about a better library. It was about removing the friction between you and the thing you came to do.

Something similar is happening at the Hills Luxury Golf Estate. For decades, golfers have arrived at driving ranges carrying mental arithmetic alongside their clubs. Thirty balls. Fifty balls. One hundred balls. The bucket system is metered practice, a model that rations the one resource most serious golfers never have enough of: repetitions.

Not anymore.

The Hills Estate has launched what it calls "bottomless practice", unlimited ball access for \$20 per day. You arrive, you practise, you pause, you return. The range is yours. The session ends when you choose.

Why Executives Practise Differently

Golf's power in the C-suite is not accidental. It is architectural. A round of golf with a prospective partner provides 18 decision points, each hole a distinct conversation, reset by the walk between them. There is no calendar reminder to interrupt. No assistant leaning in. The course enforces presence in a way that no boardroom can replicate.

But what separates the executive golfer from the occasional player is not desire, it is practice time. The CFO flying into Harare for a Tuesday deal meeting is unlikely to find a range that fits their schedule. The institutional investor whose diary is structured around bilateral meetings needs a facility that bends to their pace, not the other way around.

The Hills Estate's driving range, situated within the lifestyle centre, is designed precisely for this kind of visitor. Practise before the meeting. Pause for lunch. Return to the range in the afternoon. The \$20 daily access fee removes the cognitive friction of per-bucket calculation entirely. And with 40 minutes from central Harare, two sessions fit inside a half-day window.

► "Mastery should never be metered, the range is yours for the day."
— Ken Sharpe, Visionary, Hills Luxury Golf Estate



Championship Conditions, Professional Verdict

There is a difference between a driving range and a facility. The former is infrastructure. The latter is an environment.

When Campbell Macmillan, the 2023 World Long Drive Champion, a man who shapes his career around finding ranges capable of containing what he can do, attended the Hills Estate opening, his verdict was unambiguous.

► "I am very impressed with this top-class driving range. I hope they extend it further, as I enjoy hitting balls well over 400 metres. Most ranges worldwide are too short, so a longer facility would give golfers the freedom to fully unleash their drivers."
— Campbell Macmillan, 2023 World Long Drive Champion



This is not a courtesy endorsement. Macmillan has competed on every significant range globally. His frame of reference is precision infrastructure, championship yardage, and facilities built for professional-grade performance. When he calls the Hills Estate "top-class," the descriptor carries weight.

Professionals Bernard Magaso and Nyasha Muyambo echoed the assessment, drawing favourable comparisons with leading regional and international facilities, and highlighting the range's potential to elevate practice standards for local golfers across Zimbabwe.

Precisely measured target greens. Lush grass tees. 10,000 new balls ready for deployment. The Hills Estate's commitment to championship conditions is not incidental, it is foundational to the entire proposition.

The Value Calculation

Traditional bucket vs. Bottomless practice

	Traditional Bucket System
Cost per session	\$8–\$12 per bucket (30–100 balls)
Ball volume	30–100 per bucket
Time pressure	Implicit — cost rises per bucket
Facility integration	Range only
Session flexibility	Fixed increments

	The Hills Estate
Cost per session	\$20 — unlimited balls, all day
Ball volume	10,000 available — unrestricted
Time pressure	None — session ends when you choose
Facility integration	Full lifestyle centre — practise, dine, return
Session flexibility	Open-ended — your pace



The Architecture of Mastery

Behind the pricing model is a philosophy.

Ken Sharpe, the visionary behind the Hills Estate, is direct about the intent: "We are introducing bottomless access to the range to encourage more practice while easing the financial burden on our golfers. Situated within the lifestyle centre, the range is designed to be a space where golfers can spend more time perfecting their game, pausing to relax, and returning to practice at their own pace."

This is deliberate design, not simply a pricing change. The lifestyle centre integration is the critical detail. Most driving ranges exist as standalone facilities, you arrive, you hit balls, you leave. They are efficient but not generous with time.

The Hills Estate's range is embedded within a wider environment. The golfer who pauses for a meal is not interrupting practice, they are in the same ecosystem, minutes from the tee. The range is a destination, not a transaction.

This matters to the executive visitor. Presence is productive. Time on site, unregimented, unhurried, is precisely the condition in which relationships deepen and thinking clarifies. Deals have been done at the 19th hole for a century. The question is whether your practice facility is good enough to make you want to be there in the first place.

Zimbabwe's Luxury Leisure Moment

The Hills Estate is not operating in isolation.

Zimbabwe's premium leisure and property development sector has entered a phase of purposeful growth.

Institutional investors with regional mandates have taken notice, not as a future horizon, but as a present reality.

The infrastructure being built at estates such as Hills is designed with a long investment horizon: attracting high value leisure tourism, serving the region's growing class of high-net-worth business travellers, and providing the built environment that serious international visitors expect.

► "We are moving beyond the traditional bucket system. With 10,000 new balls available, golfers can enjoy unlimited practice for just \$20."

— Ken Sharpe, Hills Luxury Golf Estate



The Bottom Line

There is a well-documented relationship between practice quality and performance quality. The executives who outperform on the course are usually those who treat practice not as preparation, but as a discipline, one that rewards presence, time, and consistency over the metered frustration of running out of balls at precisely the wrong moment.

The Hills Estate has understood something important, the friction between a golfer and their game should be technical, not financial. Remove the bucket. Give them the day. The results take care of themselves.



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Experience Zimbabwe

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A 'rough' gem of Africa,
brims with adventure,
culture, and natural
wonders



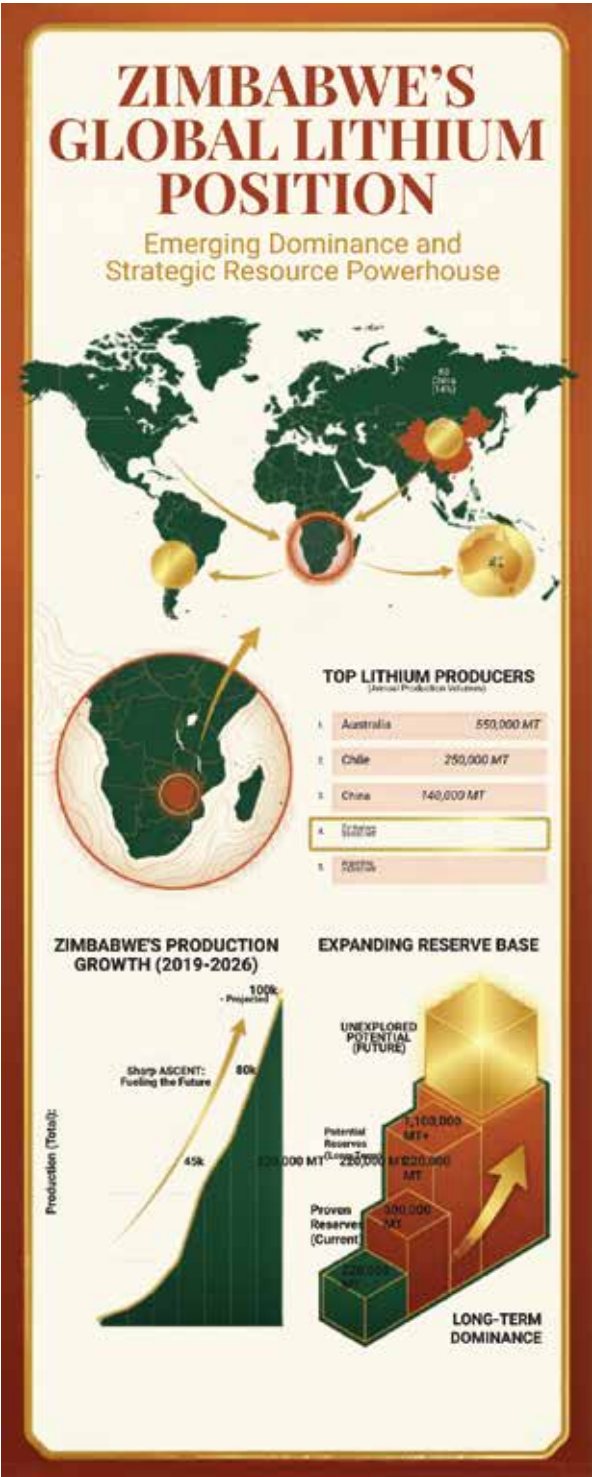
The Metal Beneath The Miombo

Why Zimbabwe Is the Energy Transition's Best-Kept Secret

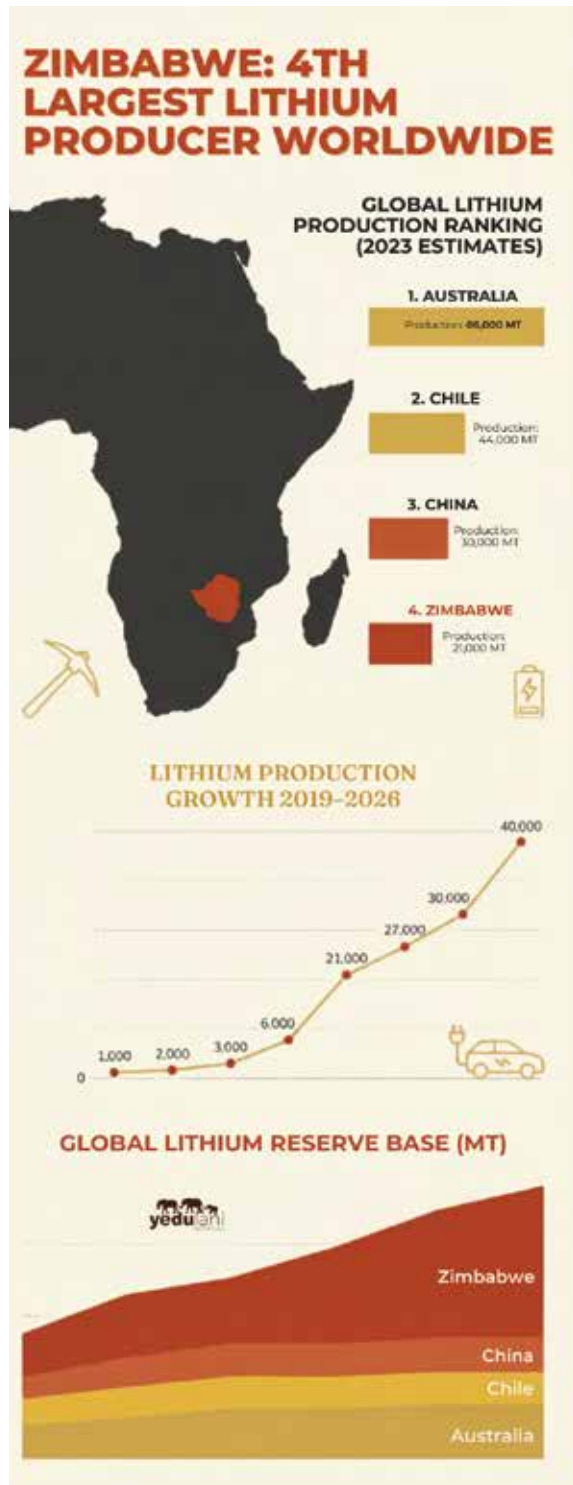
Deep in Masvingo Province, amid red earth and miombo scrubland, one of the world's most significant mineral stories is quietly taking shape. Zimbabwe has become the world's fourth largest lithium producer – a fact that surprises most people who encounter it for the first time. This is the story of a nation betting its future on the metal that powers the planet's electric revolution.

At Bikita Minerals in Masvingo Province, the air carries the quality of a place where the future is being assembled from the ground up. Flotation tanks and crusher circuits hum through the midday heat, reducing spodumene ore to the white concentrate that will eventually power an electric vehicle somewhere in Shenzhen or Stuttgart or Sacramento. The horizon is miombo scrubland, red earth, and wide African sky, the kind of landscape that rewards a second look. In 2024, Zimbabwe climbed from sixth to fourth in the global ranking of lithium-producing nations. No country has made that ascent faster, in a single calendar year, anywhere in the recent history of critical minerals. The people working at Bikita know it. The investors flying into Harare know it. The question is whether the world at large has begun to pay attention.

The global energy transition has a mineral problem that grows more acute each passing year. Electric vehicle sales surpassed 17 million units worldwide in 2024, crossing 20 percent of the global car market for the first time, a threshold analysts had projected was still a decade away. Every one of those vehicles runs on a lithium-ion battery. Grid-scale energy storage, the second great engine of demand, grew by 51 percent in a single year, with 315 gigawatt-hours installed globally in 2025 alone. The International Energy Agency projects that more than one in four cars sold globally will be electric by 2025. Global lithium demand is expected to double between now and 2030. The world needs new supply, urgently and at scale. One of the most substantial new sources available has been sitting beneath the red earth of southern Africa for the better part of a century. Zimbabwe produced 22,000 metric tonnes of lithium content in 2024, a 47 percent increase year on year, and exported over one million metric tonnes of spodumene concentrate. The United States Geological Survey has revised confirmed reserves upward to 480,000 metric tonnes, as improved geological surveying reveals the true scale of the pegmatite belts running through Masvingo, Mashonaland East, and Matabeleland. These hard-rock formations produce consistent, high-grade spodumene, the same mineralogy that made Australia the world's dominant lithium supplier. In production terms, Zimbabwe now outperforms Argentina. The gap between where it stands today and where its geology permits it to go is what makes this one of the most compelling resource stories anywhere in Africa.



The physical infrastructure behind those numbers represents serious and permanently committed capital. At Arcadia in Goromonzi, Zhejiang Huayou Cobalt has invested more than US\$1.1 billion, acquiring the deposit for US\$422 million, constructing a US\$300 million concentrator, and commissioning a US\$400 million lithium sulphate plant that began production in early 2026. Arcadia is the first mine in Zimbabwe to produce processed downstream lithium chemicals, and that distinction carries enormous significance for the broader trajectory of the national mineral economy.



At Bikita, Sinomine Resource Group's investment approaches US\$680 million; the plant accounts for more than 60 percent of Zimbabwe's total output at 300,000 tonnes of annual concentrate capacity. Kamativi, backed by Yahua Group, entered Phase II production in 2024. Sabi Star, operated by Chengxin Lithium Group, has been running since mid-2023. These are operating assets, not development projects.

Over US\$1.4 billion in confirmed Chinese foreign direct investment has arrived in Zimbabwe's lithium sector since 2021. That capital has built genuine infrastructure: processing plants, captive power systems, access roads, and worker facilities that have permanently transformed a landscape. It has also concentrated the financial rewards of Zimbabwe's mineral wealth in the supply chains of Chinese battery manufacturers rather than in the country itself, a dynamic that Harare, with increasing firmness and institutional confidence, has resolved to change.

"Zimbabwe produced more lithium in 2024 than Argentina. It climbed from sixth to fourth in the global rankings in a single year. The question is no longer whether Zimbabwe matters to the global battery supply chain, it already does."

In February 2026, Harare suspended all lithium concentrate exports, a bold act of national intent that sent an unambiguous signal to every producer operating on Zimbabwean soil. The suspension was replaced by a structured quota system with conditions attached: written commitments to building local beneficiation facilities, a 10 percent export tax on all concentrate, and a binding deadline of 1 January 2027 to establish lithium sulphate processing plants in-country. The policy logic is direct, and it is unanswerable: Zimbabwe will not function as a raw material colony for the global battery industry.

The arithmetic of that ambition is arresting. Zimbabwe exported US\$571 million worth of lithium in 2025. Had those same volumes been processed to battery-grade lithium carbonate at first-quarter 2026 prices of US\$26,278 per tonne, the revenue would have been between US\$3.65 billion and US\$4.61 billion, six to eight times greater, for the same material processed one step further down the chain. That difference is the value currently accruing at Chinese conversion plants rather than on Zimbabwean soil, and it is precisely what the beneficiation policy is designed to recapture. The January 2027 deadline is being watched closely across the global investment community.

Lithium prices have had a volatile few years. They peaked above US\$80,000 per tonne in late 2022, collapsed to US\$9,550 per tonne in early 2025 as new supply flooded the market, and have since recovered to US\$26,278 per tonne by the first quarter of 2026. The structural demand driver, electric vehicles, grid-scale storage, an energy transition that cannot be reversed, remains intact and accelerating. The trough appears to be behind us, and producers positioned through the downturn are in a strong position.



For the business traveller and investor arriving in Zimbabwe today, the lithium story fundamentally changes how the country reads. Harare's commercial district carries a distinctive energy: institutional investors from Johannesburg and London attending ZIDA briefings, Chartered Accountants reviewing mining company financials, development finance executives identifying their best entry point. The city's upmarket hotels and conference facilities have risen to serve this growing international visitor base.

Zimbabwe offers something increasingly rare in African business travel: a frontier-market story with genuine geological evidence, an engaged government, and a reform trajectory that rewards people who arrive early and stay curious. President Mnangagwa has placed critical minerals at the heart of his Vision 2030 programme, and the mines themselves are open to serious investor visits.

None of this is without challenge. The national power grid carries a deficit exceeding 700 megawatts, a constraint that lithium processing, an energy-intensive activity, makes particularly acute. The Mines and Minerals Act dates to 1961.

The concentration of Chinese ownership creates complications for access to US and European supply chains governed by foreign entity of concern provisions. Infrastructure – particularly rail – requires substantial investment before Zimbabwe can process at the volumes it is targeting.

But these constraints are broadly understood by anyone working seriously in this market, and they are broadly priced. What is not yet fully priced in is the scale of what happens when the beneficiation programme delivers.

Zimbabwe is not a story waiting to begin. It is already in motion: fourth in the world, rising, building value chains from lithium reserves that the international investment community had barely mapped a decade ago. The mines are operating. The capital has arrived. The policy framework, still under construction in places, is pointing unmistakably in one direction. The metal beneath the miombo is the mineral story of our era, and Zimbabwe, against all reasonable expectation, on its own geological merits, is where the most consequential chapters are being written.



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culture, and natural
wonders



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We track performance in real-time and deliver actionable insights.



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We optimise, scale and deliver measurable commercial growth.



LET'S UNLOCK YOUR DESTINATION'S POTENTIAL.

Connect with our team to explore how we can help you reach new markets and achieve measurable commercial outcomes.

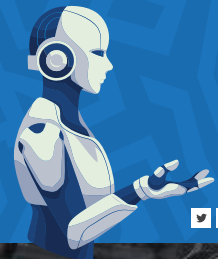
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From **Content creator** to
Strategic advisor



AI Marketing

As the digital landscape continues to evolve, AI-driven marketing is no longer just a buzzword, it's a transformative force reshaping the way businesses engage with consumers. Chartered marketers, CMOs of Fortune 100 companies, & marketing managers globally are recognizing the potential of AI to revolutionize traditional marketing strategies. However, while the promise of AI is compelling, its successful integration requires a consultative approach that balances technology with strategic insight.

The AI Marketing Landscape: From Automation to Personalization

AI is making significant inroads in marketing, driving efficiency, improving customer experience, and enabling hyper personalization at scale. According to McKinsey, companies that leverage AI in marketing and sales can see a 20–30% increase in ROI—an imperative for Fortune 100 companies looking to maintain their competitive edge.

AI marketing tools like Salesforce Einstein, Adobe Sensei, and HubSpot's AI-powered CRM are at the forefront of this revolution, offering capabilities ranging from predictive analytics to automated content generation and customer journey optimization.

For example, Salesforce Einstein leverages AI to analyze customer data, predict behavior, and recommend the next best actions, helping marketers create more personalized experiences. Adobe Sensei enhances content creation by automating repetitive tasks, such as tagging and cropping images, allowing marketers to focus on creative strategy. Meanwhile, HubSpot's AI-powered CRM delivers personalized email content and optimizes send times, increasing engagement and conversion rates.

These tools are not just enhancing efficiency; they are transforming the marketer's role from content creator to strategic advisor.

The focus is shifting from “what” to communicate to “how,” “when,” and “where,” with AI enabling more nuanced and data-driven decisions.

The Consultative Approach: Integrating AI with Strategy

While AI offers substantial benefits, its implementation is not without challenges. Many organizations struggle with integrating AI into existing systems, managing data quality, and aligning AI initiatives with business objectives. This is where a consultative approach becomes critical. Marketers must not only understand AI's capabilities but also how to align them with overarching business strategies.



The Chartered Institute of Marketing (CIM) emphasizes the importance of strategic thinking in AI marketing. Marketers are urged to develop a deep understanding of their target audiences and business goals before deploying AI tools. This strategic foundation ensures that AI initiatives are not just technologically advanced but also commercially viable.

Boston Consulting Group (BCG) recommends a phased approach to AI integration. Companies should start with pilot projects to test AI capabilities and gather data before scaling up. This iterative process allows for adjustments based on real world results, reducing the risk of costly failures. BCG also highlights the importance of cross-functional collaboration, as successful AI implementation often requires input from IT, data science, and marketing teams.

Case Studies: AI in Action

Consider the case of Coca-Cola, a global brand that has successfully integrated AI into its marketing strategy. The company uses AI to analyze social media data, track brand sentiment, and even generate new product ideas.

For instance, AI-driven analysis of consumer conversations led to the development of new flavors based on trending ingredients.

This data-driven approach not only enhances customer engagement but also drives innovation.

Another example is Unilever, which uses AI to optimize its digital marketing campaigns. By leveraging AI, Unilever can analyze vast amounts of consumer data to predict trends and adjust its marketing strategies in real-time. This has resulted in more targeted campaigns, higher conversion rates, and a significant reduction in marketing spend.

Data and Infographics: The Power of Visualization

To truly grasp the impact of AI in marketing, consider these statistics:

- 73% of marketers believe AI will be critical to their success in the next three years (Salesforce).
- Companies that fully adopt AI could double their cash flow by 2030, according to McKinsey.
- 85% of customer interactions will be handled without a human by 2025 (Gartner).

These data points can be effectively illustrated through infographics, showing the growing influence of AI in marketing and its potential to drive business outcomes. For instance, an infographic could visualize the journey from traditional marketing methods to AI driven strategies, highlighting key milestones and the associated ROI at each stage.

The Future: AI as a Strategic Partner

As AI continues to evolve, its role in marketing will expand beyond automation and personalization. Emerging technologies like generative AI, which can create content, designs, and even brand strategies autonomously, will redefine the creative process. Companies that adopt AI early and strategically will not only enhance their marketing capabilities but also gain a significant competitive advantage.

For marketing leaders, the challenge is clear: to stay ahead, they must embrace AI as a strategic partner, not just a tool. This requires continuous learning, experimentation, and a willingness to rethink traditional marketing paradigms.

Call to Action: Driving Consulting Engagement

As AI reshapes the marketing landscape, the need for expert guidance has never been greater. Marketing leaders are encouraged to seek consultancy services that offer a deep understanding of both AI technology and marketing strategy. Engaging with experts who can provide tailored advice and actionable insights will be crucial in navigating this complex and rapidly evolving field.

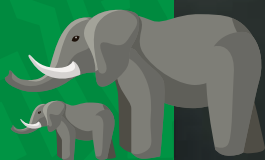
At [Your Consultancy Firm], we specialize in helping businesses integrate AI into their marketing strategies. Our consultative approach ensures that AI initiatives align with your business goals, delivering measurable results. Whether you're looking to optimize your current marketing efforts or explore new opportunities, our team of experts is here to guide you every step of the way.

This article not only informs and engages a high-level audience but also positions your consultancy as a thought leader in the AI marketing space. By combining data-driven insights with a strategic focus, you can drive traffic and inquiries from potential clients looking to leverage AI in their marketing efforts.





A **Consultant's Guide**
to PCI Compliance in
Hospitality PCI Data
Security Standards
(PCI DSS)



Securing Trust

As a consultant specializing in Payment Card Industry (PCI) compliance, I can offer a perspective that underscores the critical importance of adhering to PCI Data Security Standards (PCI DSS) within the hospitality industry.

The Imperative of PCI Compliance

Credit card data is a prime target for cybercriminals, with UK Finance reporting unauthorized financial fraud losses across payment cards, remote banking, and checks totalling £844.8 million in 2018. Non-compliance with PCI DSS can result in substantial fines, increased processing fees, reputational damage, and a loss of trust among payment card users.

Contrary to popular belief, PCI DSS is not exclusive to large businesses processing high volumes of card transactions. It applies universally to any entity handling cardholder information, encompassing all businesses that transmit process, or store such data. Importantly, PCI DSS protections extend to both credit and debit card information.

Understanding Cardholder Data

Cardholder data encompasses all personally identifiable information associated with a payment card user. Under PCI DSS, this sensitive information must be safeguarded, particularly when stored.

The Role of Logos and EMV Chip Technology

Payment cards feature unique logos and holograms to facilitate brand recognition and deter counterfeiting.

The advent of EMV (Europay, MasterCard, and Visa) chip technology has further bolstered security. EMV chips, embedded in payment cards, offer enhanced protection against tampering and counterfeiting by securely storing cardholder data and generating unique transaction data, rendering stolen information useless for fraudulent purposes.

The Synergy of EMV Chips and PCI Standards

EMV chip technology and PCI security standards form a robust, multi-layered defence strategy that significantly reduces payment card fraud.

Primary Account Number (PAN) Security

Each payment card brand initiates its account numbers with specific digits:

- American Express: begins with "3"
- VISA: begins with "4"
- MasterCard: begins with "5" or "2" • JCB: begins with "3"
- Discover: begins with "6"
- Diners Club: typically begins with "3" or "5"

To comply with PCI DSS, PAN and other cardholder data must be rendered unreadable using cryptographic methods, strong one-way algorithms, or truncation.

In conclusion, the hospitality industry must prioritize PCI DSS compliance to protect against the ever-present threat of payment card fraud. By implementing rigorous security measures and educating staff on compliance protocols, businesses can safeguard their operations and maintain the trust of their clientele.





A 'rough' gem of Africa,
brims with adventure,
culture, and natural
wonders



What The Threads Hold

How Sue Chigorimbo built byMapara from heartbreak, necessity, and an extraordinary creative drive, and why the world is beginning to pay attention





In a Harare workshop, Sue Chigorimbo has woven one of Zimbabwe's most compelling artisan stories, from personal crisis to international stage, from a single pair of knitting needles to a crochet brand positioning itself for the global market by Mapara is not just about bags. It is what happens when skill meets necessity and refuses to let go.

There is a particular quality to a byMapara bag that photographs alone cannot fully convey. It is in the weight of it, the deliberate structure, the careful colouring, the loops of yarn pulled taut through a hook with a precision that only comes from deep and patient familiarity. To hold one is to sense that the hands that made it knew exactly what they were doing. What is harder to sense, though it is woven through every piece, is the journey that made those hands so certain.

Sue Chigorimbo began crafting in 2018, though "began" is perhaps too light a word for what was, even then, a reaching for something more. A housewife in Zimbabwe, she found herself estless in the cadence of domesticity. She bought a pair of knitting needles, found some yarn, and started. She posted her early work on social media. People responded, small affirmations from a world not yet watching closely, but beginning to notice.

Then she stopped. The silence of 2019 is not a chapter Sue dwells on, but it is one she speaks of plainly and without flinching. A suicide attempt marked its lowest point. What emerged from that period was not what she might have anticipated: craft as therapy. She returned to making, knitting, upcycling empty bottles, rope work, with no commercial ambition attached, only the quieter and more urgent need to keep her hands occupied, to build something from the day, to remain present. In the rhythm of creation, she found ground.

When her marriage ended and the immediate arithmetic of three children to clothe, feed, and educate arrived with full force, she turned to what she knew. Crafting was no longer simply a passion, it was the fastest available route to income. She named the venture Krafts by Sue: practical, functional, entirely hers.

She had not yet found crochet. That came in 2021. When it did, it did not let go. The hook and yarn opened something, a language more sculptural than knitting, more structurally complex, more open to the three-dimensional forms that become bags, vessels, objects people reach for and want to carry. She has not stopped since.

What transformed Krafts by Sue into byMapara, the name chosen as the brand began to outgrow its origins, was not a single moment but a gathering of them. Organisations began to approach her: first to place orders, then to invite her to train groups of women. Through their eyes, she began to recognise something she had not quite seen in herself: a business, growing despite everything. So, she began to take it seriously as one.

The inflection point she returns to most readily is her participation in the ZimTrade Next She Exporter programme, a milestone that recalibrated not just her strategy but her sense of self. "It helped me gain more confidence and realise my worth," she says, "because I struggled with a lot of self-doubt." The programme's message was clear and unambiguous. Sue had a product that was export-worthy. Good enough for any client, anywhere in the world. She received that message and made it a discipline, one applied to every piece she creates, without exception. An international standard, held to quietly and relentlessly.

"It carries a quiet strength, I built it from what I had, and I made it work."





In 2024, she stood at the SADC Industrialisation Week, selected to represent Zimbabwe among thousands of artisans from across the southern African region. She calls it one of the defining moments of her career. "I realised I'd become a force to be proud of," she says, offered quietly, as though she is still adjusting to the full weight of the words.

Ask Sue to define byMapara today and she answers without pause, her language precise and considered: "ByMapara is about purposeful craftsmanship which is born from resilience. It's not just about crochet, it is what happens when skill meets necessity, persistence, and reinvention." She says that last word with weight. Reinvention. She is not speaking only of commercial strategy.

The brand carries its origins lightly but honestly. Growing byMapara with minimal financial support while raising three children as a single mother has been a test without a clean resolution. There are seasons, she acknowledges, when income that might otherwise reinvest in the business must cover school fees, groceries, the unglamorous logistics of keeping a household moving forward. It has slowed the brand's pace. It has never altered its direction. She speaks of the frustration without self-pity, and of the growth without inflation. Both registers feel entirely earned.

What sustains byMapara, beyond Sue's formidable technical skill, is the larger frame she has given it. She has made it Zimbabwean in the fullest sense. Not as marketing shorthand, but as genuine meaning. "We are a resourceful people," she reflects. "Our greatest strength is being able to make it work with the bare minimum. That is what my brand represents.

"The bags are exquisite objects, a handcrafted elegance, woven with passion. But they are also quiet arguments, about what African artisan craft can be when it is made with rigour, held to an uncompromising international standard, and sent into the world with conviction.

The next chapter is already in formation. byMapara is moving toward a more luxurious positioning, with international export markets squarely in focus. Sue speaks of putting Zimbabwe on the global artisan map not as aspiration but as trajectory, the kind of clear-eyed purpose that comes from having already done the harder work of believing it is possible.

Her counsel to other women building something from nothing is characteristically free of flourish: "Start where you are, with what you have. Don't overthink it, start now." It is the kind of line that sounds deceptively simple, until you understand precisely how much lived experience stands behind it.

She said something very like it to herself in 2021, crochet hook in hand, three children to feed, and a great deal of uncertainty ahead. She listened. And each bag that leaves her studio today carries the proof of what happened next, not just a story of dedication, a symbol of empowerment, or a piece of art meticulously crafted by hand, but something rarer still: evidence that it is entirely possible, with the bare minimum and an unwavering eye, to build something beautiful. Discover the art of crochet with byMapara, unique bags, inspiring classes, and a world of creativity woven into every thread.

From Behind the Scenes to the Frontline



Botswana's Women
Take Charge By
Bokani King



Botswana's tourism industry is undergoing a quiet but meaningful shift — one that is reshaping both the visitor experience and the communities at its heart. Beyond the familiar imagery of luxury safari camps and iconic wildlife, a new narrative is emerging: women stepping confidently into roles that once excluded them, and in doing so, redefining the country's tourism identity.

For decades, the safari world in Botswana followed a predictable pattern. Men were the faces guests encountered on game drives, walking safaris, and mokoro excursions, while women held the industry together from behind the scenes. They anchored the kitchens, ran the lodges, and handled the administrative work that kept operations running. They were the backbone but rarely recognised as leaders. Today, that is changing.

Women are no longer waiting for an invitation to the table; they are building it themselves. Evolving from quiet participants into primary drivers, they are reshaping an industry that contributes approximately 12 per cent of Botswana's GDP, a figure that reflects not just economic weight, but the depth of tourism's reach into national life.

2% of GDP Tourism's total contribution to Botswana's economy, including indirect and induced effects.

Tourism is one of Botswana's most critical sectors. In 2023, it directly employed 53,473 people, a workforce that welcomed more than 1.1 million international visitors to the country's extraordinary landscapes, from the Okavango Delta to the Central Kalahari. Nearly half of those roles are now held by women, reflecting both growing opportunity and a genuine shift in mindset.

53,473 | 1.18 million People directly employed in Botswana's tourism sector in 2023, welcoming over 1.18 million international visitors.

In rural regions, particularly the Okavango Delta, Ngamiland, and the Makgadikgadi, women have always been custodians of community life. Their knowledge, passed through generations, ranges from cooking and craft to navigating the land and sustaining livelihoods. In Ngamiland alone, an estimated 40 percent of employed adults work in tourism, making the industry the economic heartbeat of the region.

As tourism evolves, so does the exchange of skills. Women are increasingly moving into guiding, cultural tourism, and conservation, extending their influence far beyond the household and into the wider economy. Globally, women now make up 54 per cent of the tourism workforce, compared to just 39 per cent in the broader economy, according to the UNWTO's Global Report on Women in Tourism. In Botswana, that trend is being lived on the ground, in ways that are both personal and profound.

54% of the global tourism workforce Women's share of tourism employment worldwide — nearly double their share in other industries (39%). Tourism is one of the most gender-diverse sectors in the world.

For many, these opportunities represent far more than employment. They offer independence, confidence, and a reimagining of what is possible. Long-held perceptions that guiding or fieldwork are "men's jobs" are steadily being dismantled, replaced by a recognition that the qualities most valued in the bush, patience, awareness, resilience, and instinct, are not defined by gender.

A Guide's Story: Kemi

The experiences of female guides bring this transformation to life.

Kemisetso Lucas Madende, Kemi, to those who know her, has spent more than two decades in tourism and thirteen years as a guide. She grew up near the vast Makgadikgadi Salt Pans, where her connection to nature began early. For her, guiding is as much about people as it is about wildlife.

"Guiding has shaped me into a strong and independent person. I've faced challenges, being underestimated, even bullied, but those experiences pushed me to prove myself and become better. Working with different nationalities has taught me how to understand people and what they are looking for. Visitors don't just come for wildlife; they want to connect with who we are. I share our culture, our traditions, and our roots with pride."

There was resistance. Some believed guiding was a man's job. There were criticism and doubt. But Kemi stayed focused, and the conviction held.

More Than Employment: A Cultural Exchange

As more women step into visible roles, they are adding depth and texture to Botswana's tourism offering. Today's travellers increasingly seek meaningful, culturally grounded experiences, and women bring this naturally, through storytelling, hospitality, and a deep understanding of their communities.

Yet there is still ground to cover. Kemi believes the industry can do more. "Tourism can open more doors by advertising guiding positions and training programmes so women who are interested can join. There are many who have the passion, they just need the opportunity." It is a call that resonates across the continent. Globally, women in tourism still earn an average of 14.7 per cent less than their male counterparts, a gap that underscores how much structural change remains to be done, even as the frontline picture shifts.

The presence of women like Kemi and Keddy transforms the safari experience into something more layered and personal, sharing traditional knowledge, explaining local customs, offering perspectives shaped by lived experience. This aligns with Botswana's broader commitment to sustainable, community driven tourism. Across the country, women are leading initiatives in crafts, food production, conservation, and cultural tourism, taking on roles as entrepreneurs, managers, and educators.

What makes this transformation particularly striking is that it feels organic. Women have always been central to Botswana's social and cultural fabric, the caregivers, the knowledge holders, the connectors. Tourism is simply creating the space for those strengths to be recognised, valued, and economically rewarded.

As Botswana continues to attract travellers seeking authenticity and depth, women are becoming the voices that shape that experience. They are no longer behind the scenes. They are guiding, leading, building, and redefining what tourism in Botswana looks like, one encounter at a time.

▶▶ "I proved that women could do it too. It has made me a better person — more aware, more confident, and able to stand on my own. It allows me to support myself and make decisions for my future."



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UNFORGETTABLE VIEWS.

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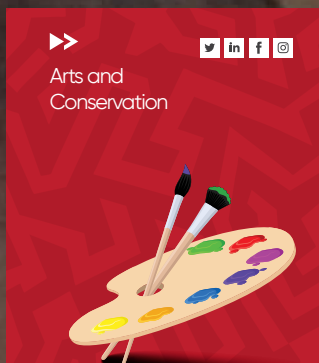


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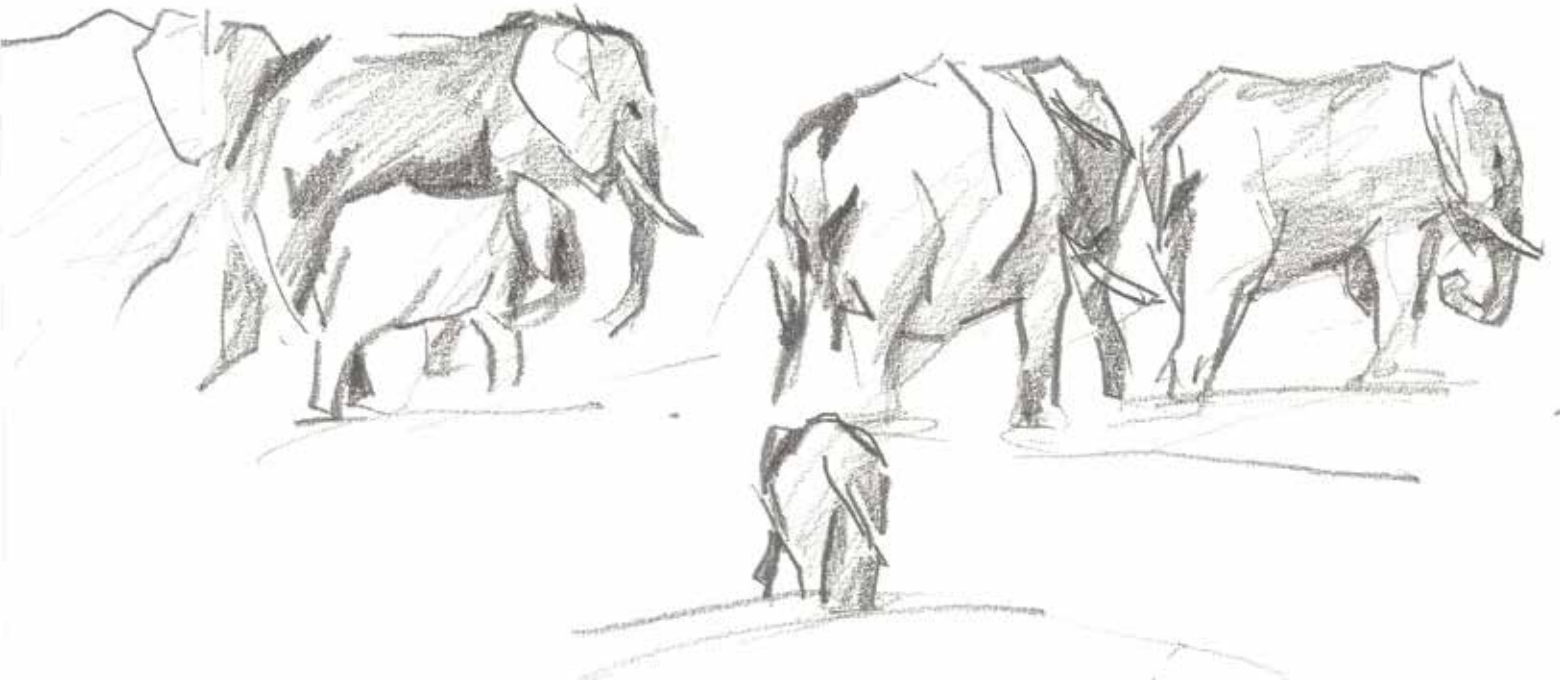
REDISCOVERING ZIMBABWE'S ELEGANCE

Dancing with my Shadow



An Elephant in the Room

By Lin Berrie of wineandwilddogs



When I am not at my Harare art studio, I live with my partner Clive Stockil, in the south East of Zimbabwe at Mahenye Village, adjacent to Gonarezhou National Park, (near Chilo Gorge Safari Lodge and Jamanda Community Wilderness Area) and in the Save Valley Conservancy. Together with our Mahenye xangana community and our respective children/grandchildren, (Kelli, Glenn, Jade and Rayne), we co-exist with elephants and cattle, crops and baobabs... with African wild dogs, pangolins and nyala, with lions and goats, A few joyous challenges offset numerous difficult challenges!

There is always an 'elephant in the room' or two or three. Chilo Gorge Safari Lodge is set high on a rocky gorge overlooking the sands of the Save River, literally on the contact zone of Gonarezhou National Park's wilderness and Chief Mahenye's village, the contact zone between wildlife and community, elephants and Nguni cattle. Save Valley Conservancy is home to the big five wildlife, and, surrounded as it is by rural communities, it is also a contact zone for community and wildlife conflicts.

I treasure elephants, their strong family bonds and wisdom are endlessly fascinating to me and to the many local and international tourists and nature lovers who relish seeing magnificent elephants in the wild, but those same elephants are harvesting precious hardwood trees and baobabs at a unsustainable rate, plus communities have to live with those same elephants raiding their subsistence crops.

Both Gonarezhou National Park and Save Valley Conservancy are an attraction for eco-tourism and cultural tourism in Zimbabwe, meaningful low-impact tourism, which can raise awareness and support both rural communities and the wildlife they live with.

We share a small family subsistence plot near to Chilo Gorge Safari Lodge, which we call Kaya Nyala, in Chief Mahenye's village, on the edge of the wilderness of Gonarezhou. Here we try to grow some basic crops for our needs yet maintain some pristine riverine woodland, protecting a strong biodiversity.

Here I sketch, paint, write and collaborate with local dancers, clay, fabric, baobab and beading crafters. Cultural festivals loom large in our lives as a joyful means of preserving and adapting culture and conservation.

Embracing art, dance, craft, culture, community and nature. A truly 'wildlife' it is that we lead...in all its forms... #allthings connected. We straddle the contact zone between our Xangana community and wildlife and so my art is informed by the people, plus the animals, that we live with. A few years ago, in 2018, I painted "Dancing with my shadow", acrylic on canvas board, framed with Pod mahogany, size 4 x 3 feet... now in a private collection.

►► There is always an 'elephant in the room' or two or three



About the painting

In my acrylic painting, a woman dancer stamps on the earth, dances accompanied only by her shadow, beating out her solitary rhythm into the dust of Africa, while overall looms her totem, or could it be her nemesis?!

A Ndhlovu, a Nzou (an elephant) in the background, half obscured, but a force nevertheless.

I depict the delicate dance that rural communities and wildlife have to choreograph for mutual survival, ecosystems and biodiversity, economic sustainability, cultural inclusion, world health and mental balance.

This is not just an African challenge – it's a worldwide 'elephant in the room'.





Lin Barrie



Audi Q4 Sportback
e-tron: Advanced,
Stylish, Electric



A Story About Tomorrow

**Audi Q4 Sportback e-tron: Advanced,
Stylish, Electric** —————





With the Audi Q4 Sportback e-tron, you're not just embracing the future you're **leading** it.



The Audi Q4 Sportback e-tron is not just another electric vehicle it's a statement. It's a sleek fusion of cutting-edge technology, refined design, and sustainable luxury that redefines what it means to drive electric. Imagine yourself behind the wheel of this avant-garde SUV, where every journey is more than just transportation; it's an experience crafted with precision, performance, and passion. Let's dive into what makes the Q4 Sportback e-tron a masterpiece of modern motoring.

A Vision of the Future: Exterior Design

The moment you lay eyes on the Audi Q4 Sportback e-tron, it's clear that this is no ordinary SUV. The exterior is a seamless blend of aerodynamic efficiency and bold aesthetics, designed to turn heads wherever you go. The sweeping coupe-like roofline and muscular stance give it an athletic presence, while the signature Singleframe grille, now reimagined for the electric era, serves as a striking focal point.

Audi's design philosophy is evident in every detail—from the sharp LED matrix headlights that pierce through the night with precision, to the dynamic rear light strip that elegantly connects the taillights, giving the car a futuristic edge. The available 21-inch alloy wheels and the carefully sculpted lines that run along the sides of the vehicle enhance its sporty character, ensuring that this is an SUV that doesn't just move through the world, but commands it.

As Car and Driver puts it, "The Q4 Sportback e-tron is a vehicle that doesn't just follow the trends; it sets them. Audi has delivered a design that is as much about form as it is about function, with every line serving a purpose and every detail meticulously crafted."

The Power Within: Performance and Range

Beneath the sophisticated exterior lies a powerhouse of electric performance. The Q4 Sportback e-tron is available in multiple configurations, each designed to cater to different driving styles and needs. The dual-motor all-wheel-drive version, the Q4 50 e-tron quattro, delivers up to 295 horsepower, propelling you from 0 to 60 mph in just 5.8 seconds. The instant torque provided by the electric motors ensures exhilarating acceleration, making every drive a thrill.

But performance isn't just about speed; it's about control and efficiency. Audi's advanced quattro all-wheel-drive system provides exceptional handling, allowing you to glide through corners with confidence and poise. The low center of gravity, thanks to the battery placement, further enhances stability, making the Q4 Sportback e-tron a joy to drive on winding roads or open highways.

When it comes to range, Audi doesn't disappoint. With a maximum range of up to 323 miles on a single charge (WLTP), this SUV ensures that range anxiety is a thing of the past. Whether you're cruising through the city or embarking on a weekend getaway, the Q4 Sportback e-tron is designed to get you there without compromise. And with rapid charging capability, you can recharge up to 80% of the battery in just about 30 minutes, meaning more time on the road and less time plugged in.

Luxury Redefined: Interior and Technology

Step inside the Audi Q4 Sportback e-tron, and you're greeted by a cabin that exudes luxury and innovation. The interior is a harmonious blend of premium materials and cutting-edge technology, designed to offer a sanctuary from the outside world while keeping you connected to it.

The spacious interior is accentuated by the panoramic sunroof, which floods the cabin with natural light, creating an open, airy atmosphere. High-quality materials, such as the optional fine Nappa leather seats and sustainably sourced wood and aluminum accents, provide a tactile experience that is as luxurious as it is eco-conscious. The seats are not just beautifully crafted; they are also designed for comfort, offering multiple adjustments and heating functions to ensure a perfect fit.

The centerpiece of the interior is the state-of-the-art MMI touch display, a 10.1-inch screen that serves as your command center for navigation, entertainment, and vehicle settings. Paired with the 10.25-inch digital cockpit, it puts everything you need right at your fingertips. The Audi virtual cockpit plus offers customizable displays, from traditional speed and range readouts to full-screen navigation maps, making every journey intuitive and engaging.

The Q4 Sportback e-tron also comes equipped with Audi's latest driver assistance systems, including adaptive cruise control, lane-keeping assist, and predictive efficiency assist, which uses real-time traffic data and navigation information to optimize your driving style for maximum efficiency. With the optional augmented reality head-up display, essential information is projected directly onto the windshield, seamlessly integrating into your view of the road ahead.

As Top Gear notes, "The Q4 Sportback e-tron's interior is where Audi's reputation for quality and innovation truly shines.

It's a space that feels both futuristic and familiar, combining cutting-edge technology with the comfort and luxury that Audi is known for."

Sustainability at Its Core

In an era where sustainability is more important than ever, the Audi Q4 Sportback e-tron stands out not only for its performance but also for its commitment to the environment. Audi has taken significant steps to ensure that this vehicle is as eco-friendly as possible, from its production to the materials used in its construction.

The Q4 Sportback e-tron is built in a carbon-neutral factory, with Audi's commitment to sustainability reflected in every aspect of the production process. The vehicle itself is made with a high proportion of recycled materials, including the interior upholstery, which uses recycled PET bottles for the seat fabrics. Even the electric motors are designed to be more efficient, reducing energy consumption and minimizing the car's overall carbon footprint.

For the environmentally conscious driver, the Q4 Sportback e-tron offers the perfect balance of luxury and sustainability. It's a vehicle that not only meets the demands of the present but also anticipates the needs of the future.

Owning the Future: Why the Audi Q4 Sportback e-tron is the Perfect Choice

The Audi Q4 Sportback e-tron is more than just a car; it's a statement of intent. It embodies the future of driving, where luxury and sustainability coexist without compromise. Whether you're drawn to its advanced technology, its stylish design, or its electric performance, the Q4 Sportback e-tron offers something for everyone.

As Autocar describes it, "The Q4 Sportback e-tron isn't just an electric SUV—it's the Audi of electric SUVs. It's a car that feels like the future, today." Imagine yourself gliding through the city streets, turning heads with every mile, or embarking on a cross-country adventure with the confidence that comes from driving one of the most advanced electric vehicles on the market. The Audi Q4 Sportback e-tron isn't just a car you drive—it's a car you experience.

So, are you ready to make the switch to electric? With the Audi Q4 Sportback e-tron, you're not just embracing the future—you're leading it.



»» Home
from Home



Hymer Yosemite Camper Van



Imagine travelling from Harare to Mana Pools, setting up camp wherever you please, with all the comforts of a modern home on wheels. Whether a quick family weekend getaway or an extended road trip through Zimbabwe's hidden gems, Yosemite offers flexibility and convenience that traditional travel cannot match. For outdoor lovers and adventurous families, the Hymer Yosemite 2025 opens a new world of travel possibilities. It's more than just a vehicle—it's a gateway to freedom.

Perfectly Designed for Adventurous Road Trips and Off-Grid Escapes

Built for Adventure

The Hymer Yosemite 2025 is part of Hymer's celebrated range of camper vans, offering the perfect blend of compactness and luxury. Designed for modern-day travellers who want freedom without sacrificing comfort, the Yosemite is ideal for adventure seekers and families looking to explore Zimbabwe's diverse terrain.

Key Specifications

The Hymer Yosemite 2025 is built on the reliable Fiat Ducato chassis, a popular platform for camper vans due to its robustness and ease of handling on both paved roads and rough terrain.

- **Engine:** 2.2L Multijet Diesel Engine with 140 hp.
- **Transmission:** 6-speed manual transmission (automatic optional), making it adaptable for long road trips.
- **Dimensions:**
Length: 5.99 meters, Width: 2.05 meters, Height: 2.60 meters.
- **Fuel Efficiency:** Approx. 8.5L/100 km, designed to be fuel efficient, even on long-distance routes across Zimbabwe.



3. Interior Comfort and Features

Despite its compact size, the Yosemite 2025 is designed with a focus on maximizing interior space without compromising on comfort. The interior is sleek and modern, utilizing every corner to provide a sense of openness and relaxation for travelers.

- **Sleeping Capacity:** It comfortably accommodates up to 4 people, with a rear double bed and a pop-top roof that houses a second bed for two.
- **Kitchen:** Fully equipped with a 2-burner gas stove, a 70L fridge with a freezer compartment, and ample storage cabinets for cooking essentials—perfect for cooking meals on the go.
- **Bathroom:** A compact yet functional bathroom with a shower, sink, and cassette toilet, ensuring comfort during long trips away from facilities.
- **Living Area:** Swivel cab seats and a fold-out table create a spacious dining and lounging area. The large windows allow for plenty of natural light and stunning views of Zimbabwe's wilderness.
- **Heating and Cooling:** The Yosemite comes equipped with a Truma Combi 4 heating system and an optional air conditioning unit, making it suitable for all seasons.

Technology and Safety

The 2025 Yosemite is loaded with cutting-edge technology to enhance the driving experience and ensure safety on every adventure.

- **Driver Assistance Features:** Includes lane-keeping assist, cruise control, and rear-view cameras, making it easier to navigate through Zimbabwe's varied terrains.

- **Solar Panel System:** An integrated solar panel system ensures that the motorhome can stay off-grid for longer, perfect for those who want to venture deep into the wilderness without worrying about power.

- **Water and Power Management:** It is equipped with a 100L freshwater tank, a 90L wastewater tank, and a 95Ah AGM battery with the option to upgrade to a lithium system, allowing for extended off-grid adventures

Ultimate flexibility

A stunning model measuring a tad under 6m, the Yosemite is equally at home out in the wild and in the city streets. The sought-after pop-top roof option turns it into a four-berth campervan with an integrated bed in the roof – ideal for growing families.





Discovering the Spirit of Zimbabwe



Victoria Falls Gin
and the Thriving
Gin Renaissance



Victoria Falls Gin and the Thriving Gin Renaissance



In the heart of Zimbabwe, amidst the majestic landscapes and vibrant culture, a spirited renaissance is taking place, one that is captivating both locals and travellers alike. The focal point of this revival? Victoria Falls Gin. Crafted with a blend of indigenous flavours and a touch of magic inspired by the iconic falls, this gin not only symbolizes Zimbabwean pride but also champions community upliftment.

Zimbabwe's gin scene has undergone a remarkable transformation in recent years, with a surge in enthusiasm for diverse flavours and profiles. Among the stars of this burgeoning movement is Victoria Falls Gin, a testament to the country's natural wonders and rich heritage.

What sets Victoria Falls Gin apart is not just its exceptional taste but also its unwavering commitment to empowering local communities. At the heart of its production is the involvement of individuals like Mamma O, a 62-year-old resident whose participation not only provides her with a sustainable livelihood but also serves as a beacon of inspiration for others in her community.

Founder Blessing Munyenyiwa shares, "As the gin culture in Zimbabwe continues to evolve, we are thrilled to see Victoria Falls Gin at the forefront of this movement.

Our commitment to quality, sustainability, and community empowerment has resonated with consumers who appreciate not just a great gin but also a meaningful story behind it. "Yet, Victoria Falls Gin is just one shining star in Zimbabwe's thriving gin market. Seesu Gin, Zimbabwe Gin, and Mosi Gin are among the other notable contenders, each contributing to the diversity and vibrancy of the local spirits scene.

Seesu Gin, with its unique blend of botanicals reflecting Zimbabwe's diverse flora, offers a sophisticated and distinct experience. Zimbabwe Gin, rooted in tradition and local ingredients, has garnered acclaim for its classic yet authentic profile.

Meanwhile, Mosi Gin draws inspiration from the country's natural beauty, presenting a refreshing and contemporary take that resonates with modern palates.

In Zimbabwe, gins are not just beverages; they are stories that celebrate the spirit of the nation. As Victoria Falls Gin continues to pave its way to the forefront of Zimbabwe's gin culture, it remains steadfast in its commitment to sustainability, community empowerment, and the celebration of local flavours.

Join us in raising a glass to the journey thus far and the promising future ahead for Victoria Falls Gin—a true embodiment of Zimbabwe's spirit and ingenuity.



»»
Food
and Drink



Catering to a New Era of Gastronomy

Allergy Management for
Luxury Hospitality

Allergy Management for Luxury Hospitality

In the world of five-star hotels and exclusive safari lodges, where every detail is curated to perfection, the stakes have never been higher when it comes to accommodating guests with food allergies. As high-end tourists increasingly seek out immersive gastronomic experiences, their sensitivity to allergens demands meticulous attention from the hospitality industry. For hotel and safari managers who serve this discerning clientele, mastering allergy management is not just a matter of guest satisfaction, it's a critical component of risk management and brand reputation.

The Intersection of Luxury Tourism and Food Allergies



Luxury tourism is evolving, with culinary experiences at its heart. Today's affluent travellers are not only looking to explore new destinations but also to savour unique, locally-inspired cuisine. However, with this trend comes a heightened awareness and concern about food allergies.

The World Allergy Organization reports that the prevalence of food allergies is rising globally, affecting an estimated 2-4% of the adult population and up to 8% of children. Among high-end tourists, particularly those from regions like North America and Europe, this concern is even more pronounced.

In a luxury setting, where personalized service is the norm, failing to properly manage a guest's food allergy can lead to disastrous consequences. The hospitality industry has seen several high-profile incidents where lapses in allergy management have led to severe allergic reactions, legal battles, and irreparable damage to a hotel's reputation.

As the demand for gastronomy tourism grows, so does the need for sophisticated allergy management protocols.

Real-World Consequences: High-Profile Cases

Consider the tragic case in the UK, where a young woman lost her life after consuming a meal that was not properly labelled for allergens at a well-known restaurant. The establishment was later found guilty of gross negligence manslaughter, a ruling that underscored the legal and ethical responsibilities of the hospitality industry.

Similarly, a luxury hotel in Australia faced a serious incident when a guest suffered an anaphylactic shock after consuming a meal that was mistakenly believed to be nut-free. The incident, which occurred despite the guest's clear communication of her allergy, led to widespread negative publicity and a costly legal settlement.

These cases are stark reminders that in the world of luxury hospitality, where guests expect the highest standards of care, there is little room for error. A single misstep in allergy management can have catastrophic consequences, both for the guest and the establishment.

Best Practices for Allergy Management in Luxury Hospitality

To mitigate these risks and ensure a seamless, safe dining experience for all guests, luxury hotels and safari lodges must adopt a proactive and comprehensive approach to allergy management. Here are some key strategies:

1. Invest in Advanced Staff Training: All team members, from chefs to front-of-house staff, should be well-versed in food allergy protocols. This includes identifying common allergens, understanding cross-contamination risks, and recognizing symptoms of an allergic reaction. Regular training sessions, potentially led by experts, should be a mandatory part of staff development.

2. Enhance Communication Channels: Effective communication is the cornerstone of allergy management. From the moment a booking is made, guests should be encouraged to disclose any food allergies. This information should be seamlessly communicated across all departments, ensuring that every staff member involved in the guest's experience is aware of their needs.

3. Implement Rigorous Kitchen Protocols: Cross-contamination is a leading cause of accidental allergic reactions. In luxury kitchens, this can be prevented by implementing strict protocols, such as using dedicated equipment for allergen-free meals and clearly labelling all ingredients.

» Allergy Management for Luxury Hospitality



4. Personalize the Dining Experience: In luxury settings, personalization is key. Chefs should be prepared to customize meals according to the specific dietary needs of each guest. This not only ensures safety but also enhances the overall dining experience, turning a potential challenge into an opportunity to impress.

5. Be Prepared for Emergencies: Despite the best precautions, allergic reactions can still occur. Every luxury establishment should have an emergency response plan in place, including easy access to epinephrine auto injectors and trained medical personnel on standby. Quick, decisive action can mean the difference between a minor incident and a life-threatening situation.

Visualizing the Risks and Solutions

To effectively communicate the importance of these measures, consider the power of visual aids:

•Infographics on Allergy Prevalence:

An infographic showing the rise in food allergies globally, with a focus on the regions most affected, can help hotel and safari managers understand the urgency of the issue.

•Flowcharts for Kitchen Safety Protocols:

A detailed flowchart illustrating the steps to prevent cross-contamination in the kitchen could serve as a valuable training tool for staff.

•Data on Emergency Preparedness:

Visuals that compare the outcomes of well-handled versus poorly handled allergic reactions can underscore the importance of being prepared.

For those in the hospitality industry, the message is clear: investing in comprehensive allergy management is not just about compliance, it's about delivering the world-class service that your guests expect and deserve.

This article aims to provide luxury hospitality professionals with the insights and tools they need to safely cater to guests with food allergies, enhancing both guest satisfaction and brand reputation. By highlighting real world cases and offering practical advice, the article positions your establishment as a leader in guest safety and care.



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Signature
Stay Collection



Listings



Province
Harare Province



About

The Meikles has been Harare's social heartbeat since 1915. Reborn under the Hyatt Regency brand, this landmark 12 storey tower commands Africa Unity Square with 312 beautifully appointed rooms, a rooftop pool and the city's most celebrated dining. Whether hosting a board meeting or a milestone anniversary, The Meikles delivers an experience that is simultaneously worldly and unmistakably Zimbabwean, refined, warm and genuinely unrivalled in the capital.

Location

Africa Unity Square, City Centre, Harare
International Luxury Hotel | FROM US\$160 per night

>> Property Details

Rooms: 312 rooms & suites

Web: hyatt.com/hyatt-regency/en-US/hrerh

Email: reservations@meikleshotel.com

Tel: +263 242 701 234

GPS: 17° 49'47.9" S 31° 37'2" E

Signature Experiences

• Spa • Romance • Conferences • Wellness

Perfect For

• Couples • Golf • Honeymoon • Families • Conferences

Highlights

- Zimbabwe's most recognised luxury address, in operation since 1915
- 312 rooms including a Presidential Suite and exclusive Club Level
- Rooftop swimming pool with panoramic views across the city skyline
- Multiple dining venues including the acclaimed main restaurant
- State-of-the-art conference and banqueting facilities for up to 500 guests

- Walking distance to Parliament, National Gallery of Zimbabwe and Joina City
- 24-hour concierge, butler service and airport transfer arrangements

Nearest Attractions

- Africa Unity Square (adjacent)
- National Gallery of Zimbabwe (0.5 km)
- Joina City Mall (0.8 km)



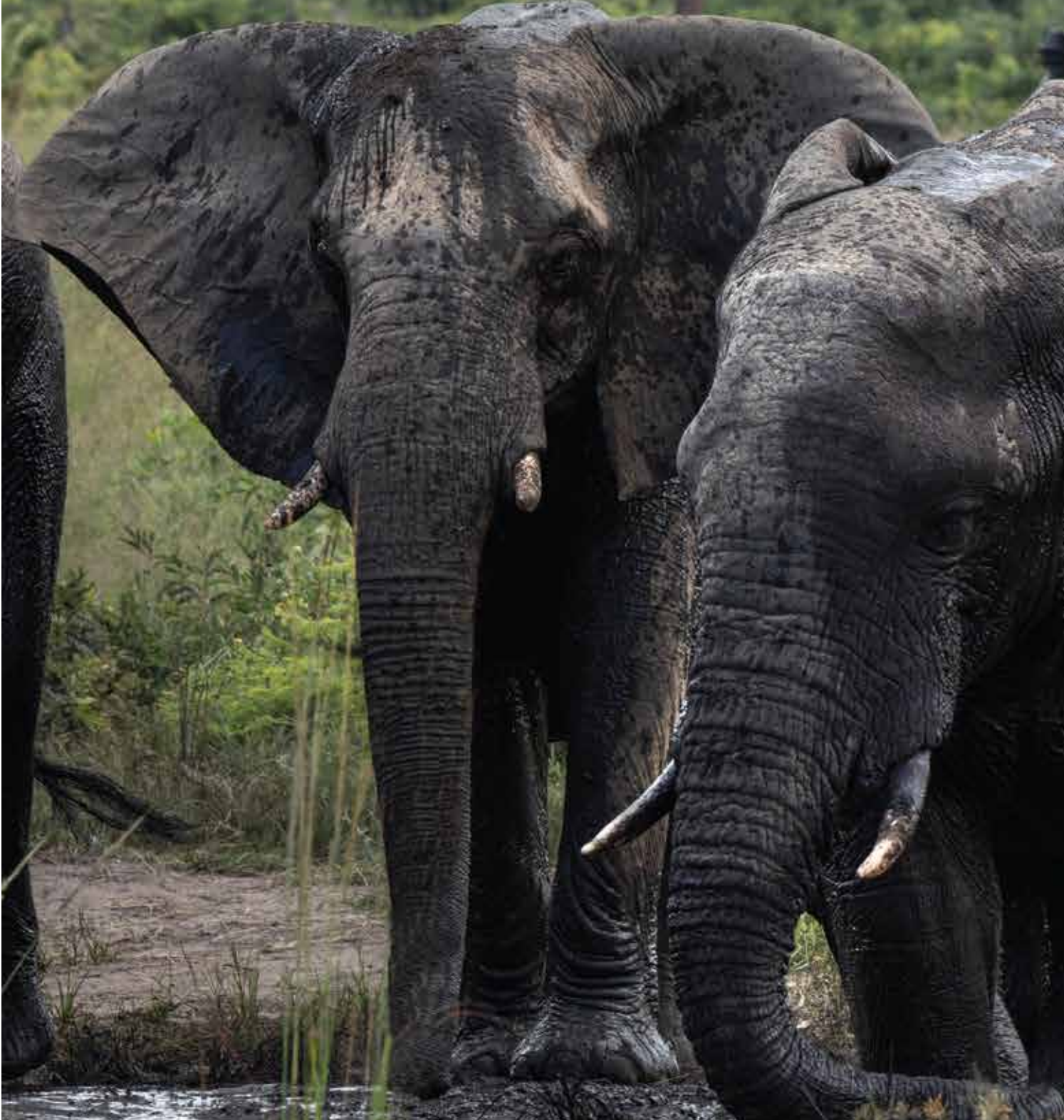
► Facilities

WIFI, Restaurant, Swimming Pool, Bar, Parking, Laundry, Spa, Gym, Airport Transfers, Conference Centre

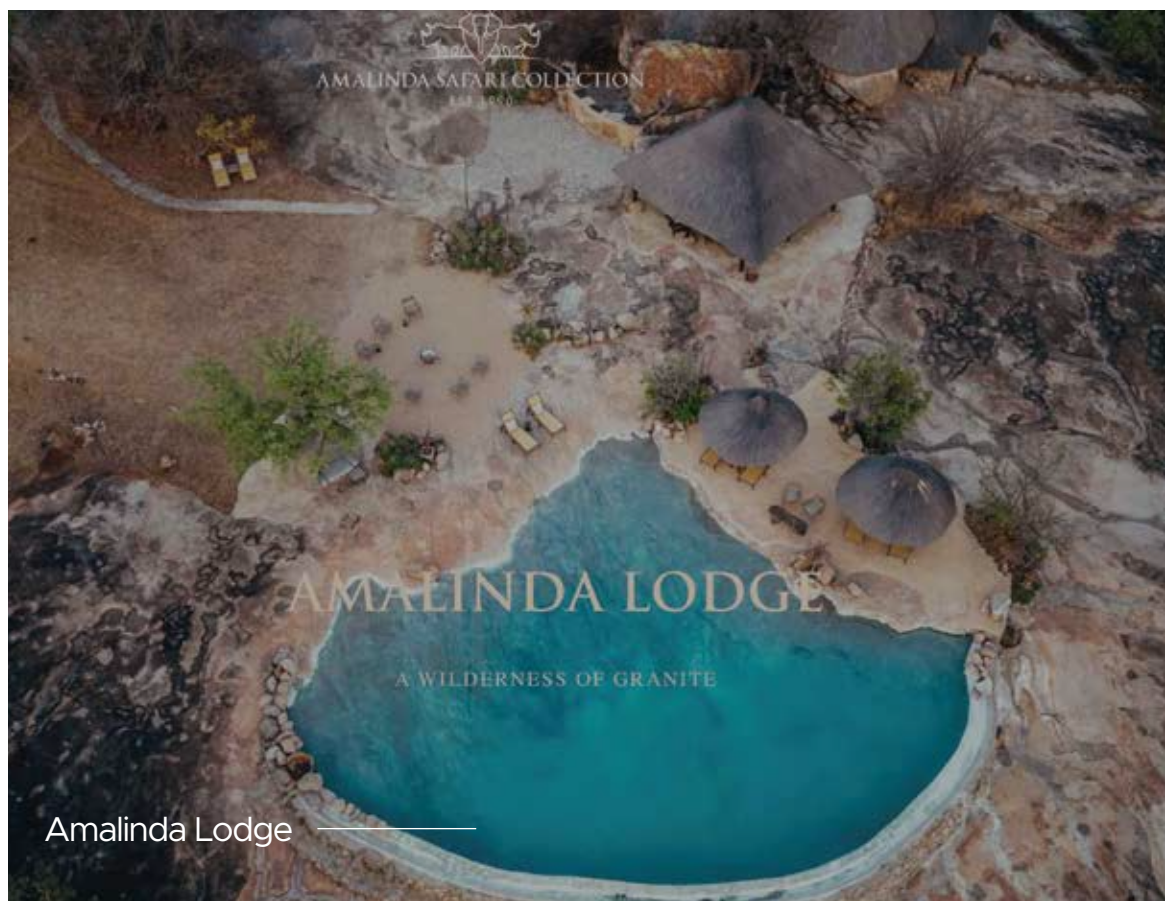


►► In the granite wilderness of Matabeleland South, the ancient Matobo Hills — a UNESCO World Heritage Site — rise from the earth in a labyrinth of balancing boulders and sacred caves. Zimbabwe's finest concentration of San rock art, black and white rhino tracking, and a landscape of near-mythological beauty make this one of the most compelling, unforgettable destinations on the African continent.

Matabeleland South Province







Amalinda Lodge

About

Built between and upon the ancient granite boulders of the Matobo Hills, Amalinda Lodge is among the most architecturally extraordinary lodges in all of Africa. Nine individually designed thatched chalets are embedded in the rock formations, each with a wide deck overlooking the boulder-strewn wilderness. A vast infinity pool lies in a natural granite whaleback. Black and white rhino tracking, San rock art and an in-house spa complete an experience of profound, irreplaceable natural beauty.

Location

Matobo Hills, 45 km from Bulawayo
Ultra-Boutique Luxury Boulder Lodge | from US\$400 per person per night (all-inclusive)

►► Property Details

Rooms: 9 thatched chalets and suites
Web: amalinda@amalindalodge.com
Email: amalinda@amalindalodge.com
Tel: +263 83 286 8001
GPS: 20°30'14"S 28°28'59"E

Signature Experiences

• Spa • Romance • Conferences • Wellness

Perfect For

• Couples • Honeymoon

Highlights

- 9 thatched chalets embedded between ancient boulders – architecturally unique in Africa
- Vast infinity pool set in a natural granite whaleback with panoramic wilderness views

- Black and white rhino tracking on foot – a defining wildlife experience
- San rock art exploration in the surrounding Matobo Hills
- Full-service in-house spa and sauna for complete restoration
- Leopard sightings and wildlife viewing from private chalet decks
- UNESCO World Heritage Site surroundings – 45 km from Bulawayo

Nearest Attractions

- Matobo National Park (within concession)
- Bulawayo (45 km)
- Bulawayo Airport (50 km)



►► Facilities

WIFI, Restaurant, Swimming Pool, Bar, Parking, Laundry, Spa, Airport Transfers,

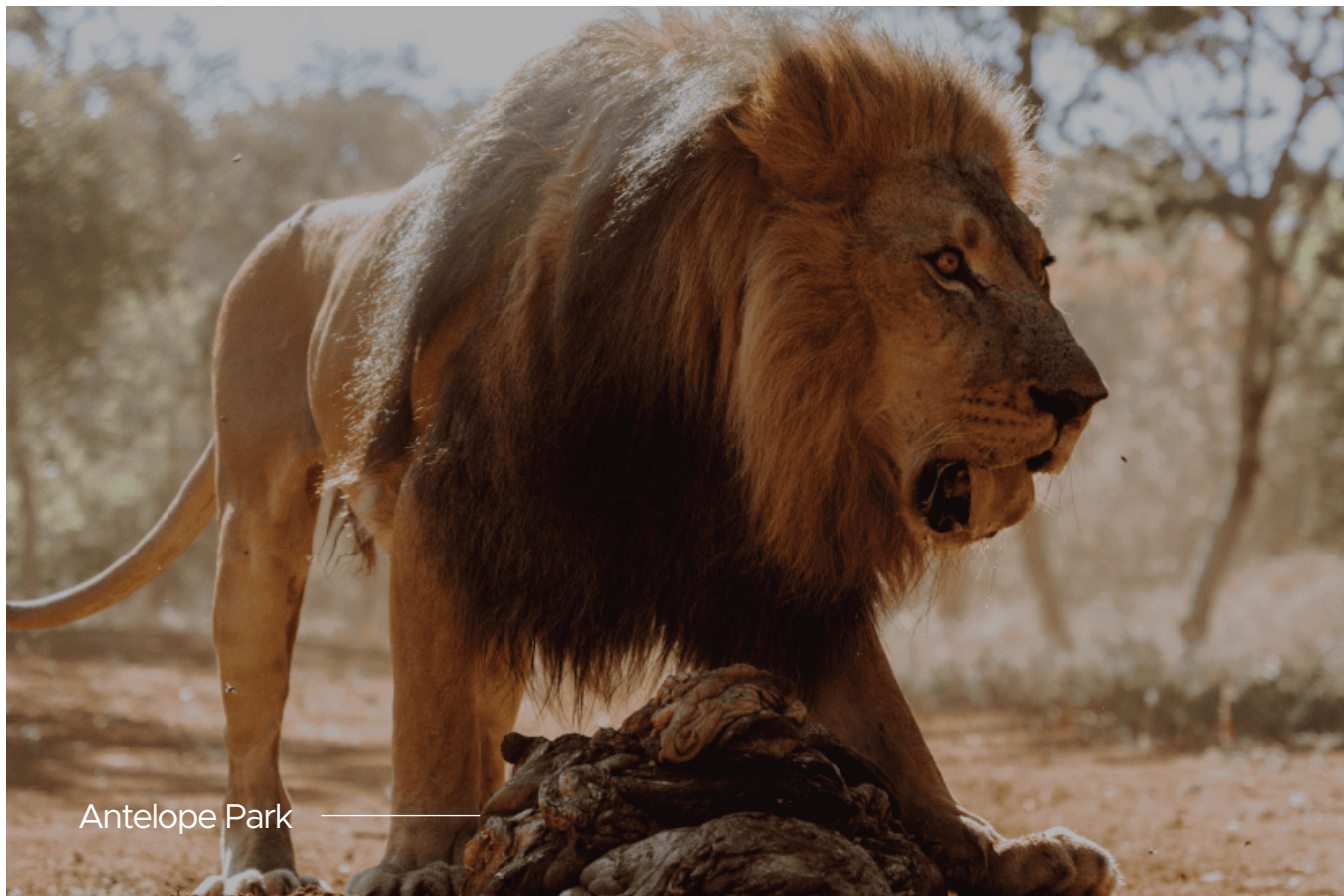


A wooden lounge chair with a white cushion is positioned on a balcony. The balcony has a railing and is covered by a thatched roof made of wooden poles and dried grass. The scene is dimly lit, suggesting dusk or dawn.

Midlands Province

►► The Midlands of Zimbabwe are more than a geographical midpoint — they are the agricultural and wildlife heartland of a nation, where the towns of Gweru and Kwekwe bookend a landscape of golden grasslands, granite hills and surprising encounters. Antelope Park's world-renowned lion rehabilitation programme has placed the Midlands firmly on the international wildlife tourism map.





Antelope Park



About

Established in 1987 across 3,000 acres of open savannah near Gweru, Antelope Park is Zimbabwe's leading private game reserve – three-time winner of Zimbabwe's Leading Private Game Reserve at the World Travel Awards. Home of the internationally acclaimed ALERT lion rehabilitation programme, guests can interact with lions, encounter rescued elephants and spot free-roaming white rhino.

Location

Vungu Road, Gweru, Midlands
Wildlife Conservation Lodge – World Travel Awards Winner | from US\$85 per night

►► Property Details

Rooms: Various – river tents, cottages, lodges and camping

Web: antelopepark.co.zw

Email: reservations@antelopepark.co.zw

Tel: +263 77 260 9541

GPS: 19°30'26"S 29°43'12"E

Signature Experiences

• Safari • Family • Conferences • Birding

Perfect For

• Couples • Family

Highlights

- World's leading lion rehabilitation programme – the ALERT Foundation
- 3,000 acres of open savannah with lion, elephant, rhino and giraffe
- 3× World Travel Awards winner: Zimbabwe's Leading Private Game Reserve
- Multiple accommodation options – river tents, island cottages, lodges, camping
- Elephant interaction, lion walks and guided game drives included in stay

- Swimming pool, restaurant and sundowner riverside experiences
- Conference facilities and educational group programmes available on-site

Nearest Attractions

- Gweru City Centre (10 km)
- Midlands State University (12 km)
- Harare (280 km)



Facilities

WIFI, Restaurant, Swimming Pool, Bar, Parking, Laundry, Game Drives, Airport Transfers, Conference Centre





Bumi Hills Safari Lodge

(Mashonaland West Province)

►► Bumi Hills Safari Lodge perches atop a dramatic escarpment overlooking the shimmering expanse of Lake Kariba, a setting of cinematic grandeur that rivals anywhere in Africa. Managed by African Bush Camps, this ultra-luxury retreat offers just twelve suites, each with a private deck extending towards the lake. Boating safaris, walking, game drives, fishing, sunset cruises and star gazing unfold against a backdrop of extraordinary, timeless beauty. All-inclusive, intimate and genuinely exceptional.

Location

Lake Kariba Escarpment, Mashonaland West
Ultra-Luxury All-Inclusive Safari Lodge
From US\$590 per person per night (all-inclusive)

>> Property Details

Rooms: 12 lake-view suites + private Baobab Villa

Web: africanbushcamps.com/experiences/ bumi-hills-safari-lodge

Email: reservations@africanbushcamps.com

Tel: +263 772 204 200

GPS: 16°48'56"S 28°21'14"E

Signature Experiences

- Safari • Spa • Romance • Birding • Fishing
- Wellness

Perfect For

- Couples • Honeymoon

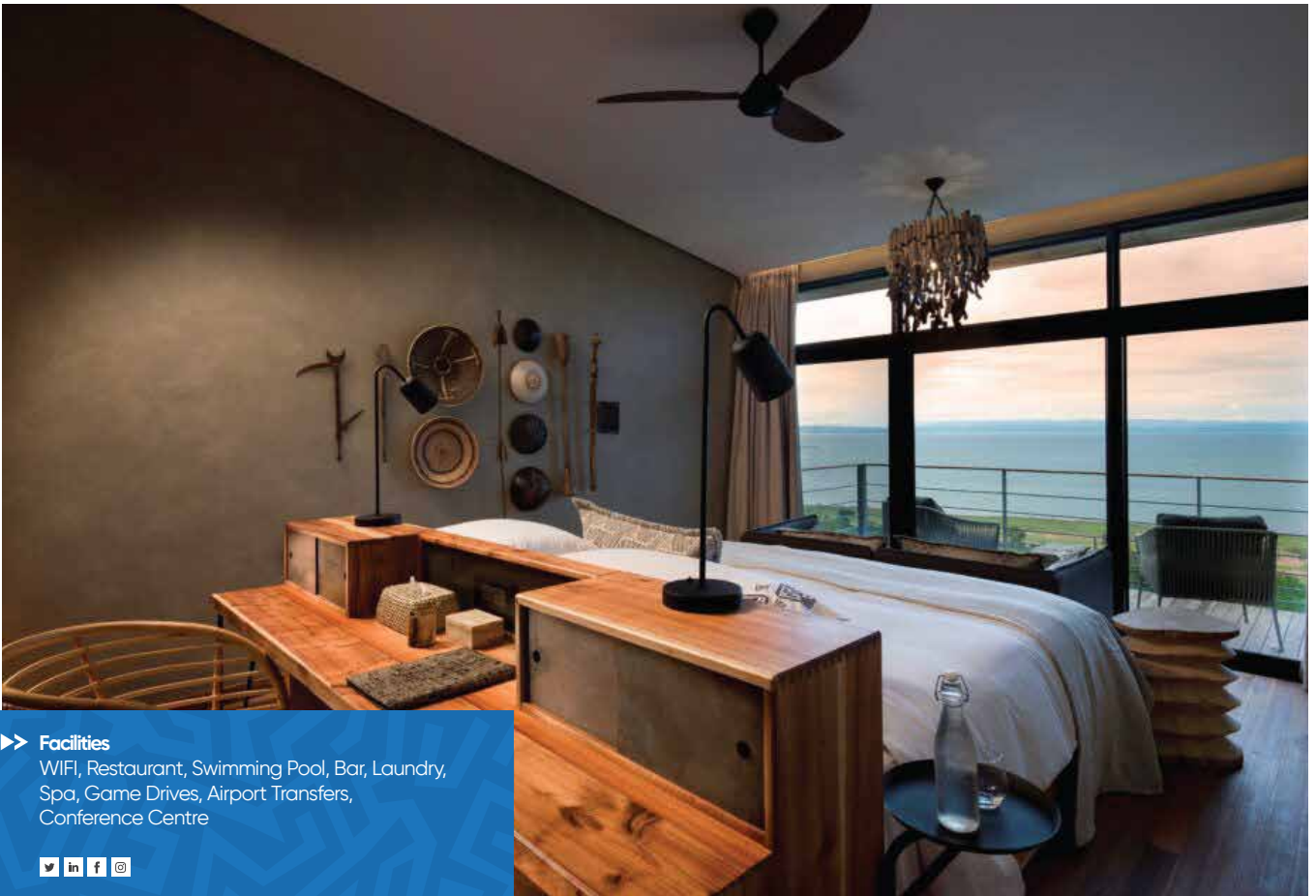
Highlights

- 12 lake-view suites on a dramatic escarpment above Lake Kariba
- Infinity pool with panoramic views across one of the world's great lakes
- All meals, beverages, laundry and shared activities fully included
- Boating safaris, game drives, fishing and guided walking safaris daily
- Sunset cruises and star-gazing from the open escarpment
- Full-service spa, wellness centre and curated bush experiences
- Adjacent to Matusadona National Park — prime Big Five wildlife reserve

Nearest Attractions

- Matusadona National Park (adjacent)
- Kariba Town (55 km)
- Kariba Airport (60 km)

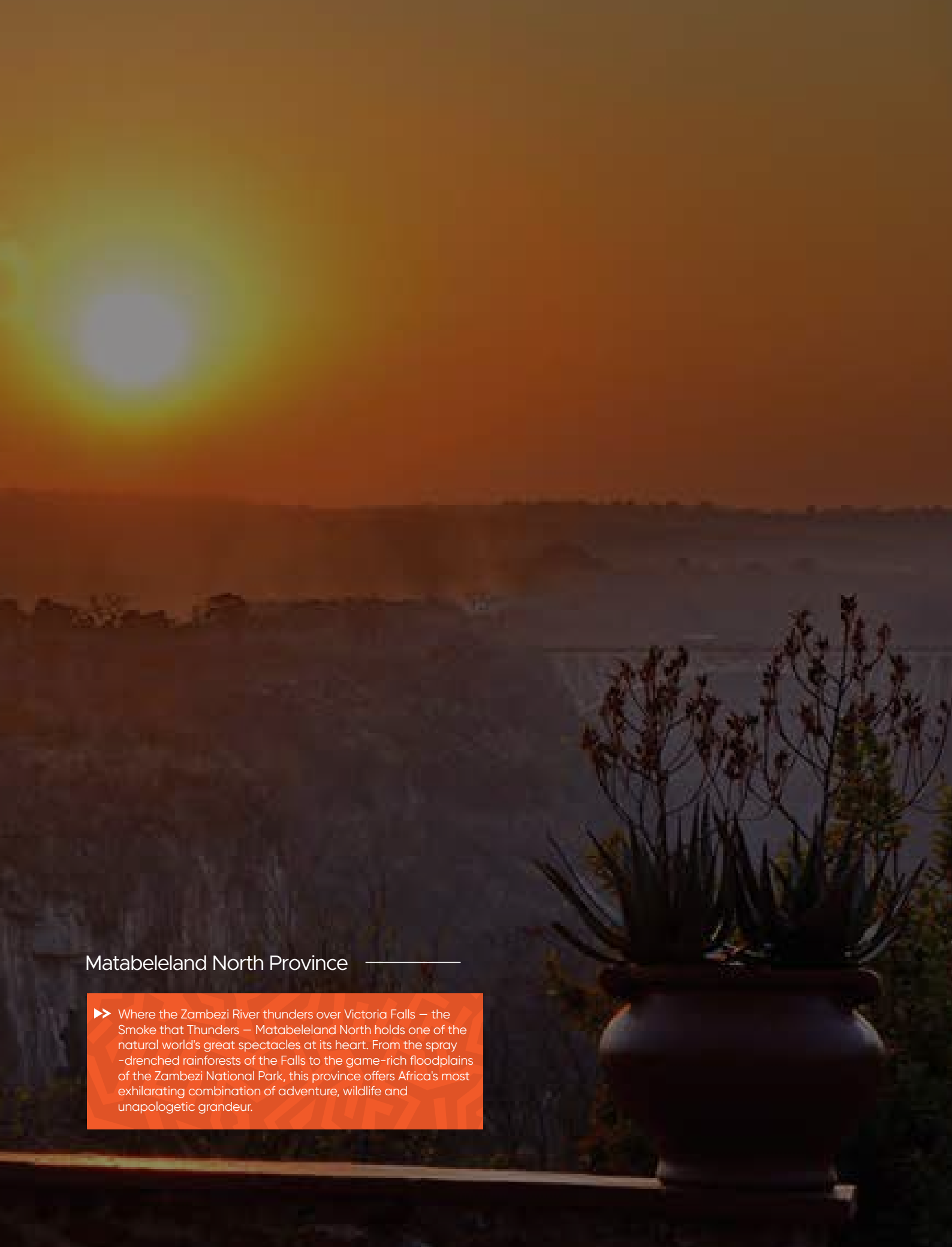




>> Facilities

WIFI, Restaurant, Swimming Pool, Bar, Laundry,
Spa, Game Drives, Airport Transfers,
Conference Centre



A scenic view of Victoria Falls at sunset. The sun is low on the horizon, casting a warm orange glow over the scene. The falls are visible in the distance, with water cascading over a rocky ledge. In the foreground, a potted plant with long, dark leaves and small flowers sits on a ledge. The overall atmosphere is peaceful and majestic.

Matabeleland North Province

- Where the Zambezi River thunders over Victoria Falls – the Smoke that Thunders – Matabeleland North holds one of the natural world's great spectacles at its heart. From the spray-drenched rainforests of the Falls to the game-rich floodplains of the Zambezi National Park, this province offers Africa's most exhilarating combination of adventure, wildlife and unapologetic grandeur.



About

Since 1904, The Victoria Falls Hotel has defined what colonial grandeur in Africa can mean. Its Edwardian terraces, lawned gardens and iconic views towards the Victoria Falls Bridge have welcomed royalty, explorers and statesmen for over a century. Today, 161 en-suite rooms retain their period magnificence alongside contemporary amenities. Three restaurants, a full spa, swimming pool and dedicated safari concierge complete an experience that is, quite simply, irreplaceable – Africa's most iconic hotel address.

Location

1 Mallet Drive, Victoria Falls Town
Historic Colonial Luxury Hotel | from US\$306 per night

Property Details

Rooms: 161 en-suite rooms & suites
Web: victoriafallshotel.com
Email: enquiries@victoriafallshotel.com
Tel: +263 83 284 4751
GPS: 17°55'57"S 25°49'49"E

Signature Experiences

• Safari • Spa • Romance • Birding • Wellness

Perfect For

• Couples • Honeymoon • Families

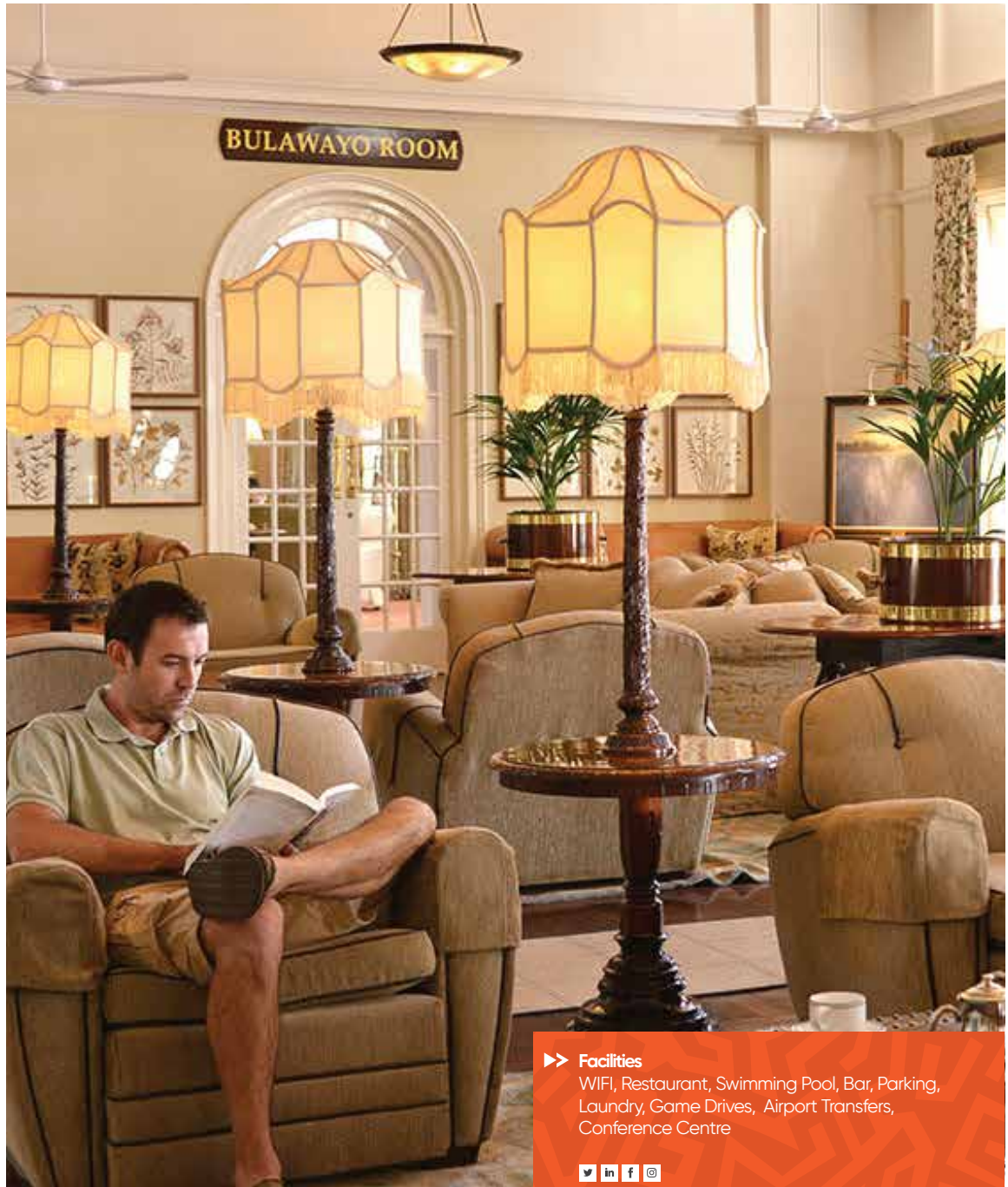
Highlights

- Africa's most storied colonial hotel – in continuous operation since 1904
- 161 en-suite rooms and suites with classic period furnishings and modern comforts
- Iconic verandah with unobstructed views to the historic Victoria Falls Bridge
- Three dining venues including the signature Livingstone Room restaurant
- Full-service spa, hair salon, fitness centre and outdoor swimming pool

- Manicured Edwardian gardens with resident peacocks and wildlife
- Dedicated activities desk for all Victoria Falls adventures and excursion transfers

Nearest Attractions

- Victoria Falls National Park (0.5 km)
- Victoria Falls Bridge (1 km)
- Zambezi National Park (3 km)



>> Facilities

WIFI, Restaurant, Swimming Pool, Bar, Parking, Laundry, Game Drives, Airport Transfers, Conference Centre



COLLECTION

Fifty Fathoms



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