



## **PRESS RELEASE**

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### **Zimbabwe Ready for Spain Tourism Expo**

Zimbabwe will this year participate at *Feria Internacional de Turismo/ International Tourism Trade Fair* (FITUR) for the 9<sup>th</sup> time from 18 - 22 January 2017 in Madrid, Spain. The Honourable Minister of Tourism and Hospitality Industry, Dr. Walter Mzembi is leading the Zimbabwe delegation to Spain comprising officials from his Ministry and the Zimbabwe Tourism Authority.

Commenting on Zimbabwe's participation at the fair, the ZTA Chief Executive, Mr. Karikoga Kaseke said that FITUR offers an opportunity for Zimbabwe to leverage on the existing relations as well as forge strategic partnerships that are of essence to the promotion of Zimbabwe tourism in the global sphere. He added that the exhibition offers a platform to contribute to the global tourism deliberations and decisions that will further the development of tourism in Zimbabwe.

*"Zimbabwe's participation at this year's edition of FITUR is not only essential from a destination marketing, networking and business exploration but also critical as Zimbabwe gears up for a challenge towards the interest of winning the United Nations World Tourism Organisation*

*(UNWTO) Secretary General Post to be occupied in September. With the UNWTO headquartered in Madrid, Spain, all the activities that further the campaign of the would-be UNWTO Secretary General candidature will be conducted during this period,” he cited.*

On the sidelines of FITUR, Dr Walter Mzembi is set to formally launch his Campaign for UNWTO Secretary General Post at a landmark reception event to be held in Madrid, Spain on 19 January 2017. The launch will provide a platform for him to outline his vision and strategic plan of how he intends to lead the global tourism body if elected to the much coveted post.

Zimbabwe has recorded an increase in arrivals of arrivals over the past year. Arrivals from Europe rose by 28% from 21 496 in 2015 to 27 433 in 2016 with Spain among the major European markets like Belgium, Netherlands, Luxemburg, France, Germany and Austria that recorded increases.

FITUR is the leading tourism and trade fair in Spain and one of the most important in the travel industry worldwide attracting more than **10 000** exhibiting companies from **165** countries, more than **126 000** trade participants and **98 000** public visitation.

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