



www.andBeyond.com

TOURISM INDUSTRY IN ZIMBABWE THRIVING *December 2015*

With easier access and readier availability of luxury goods boosting the country's tourism industry, Zimbabwe's beautiful natural highlights are driving ever increasing numbers of visitors to this spectacular country. Home to no less than four UNESCO World Heritage Sites, the country has a wealth of natural beauty to offer.

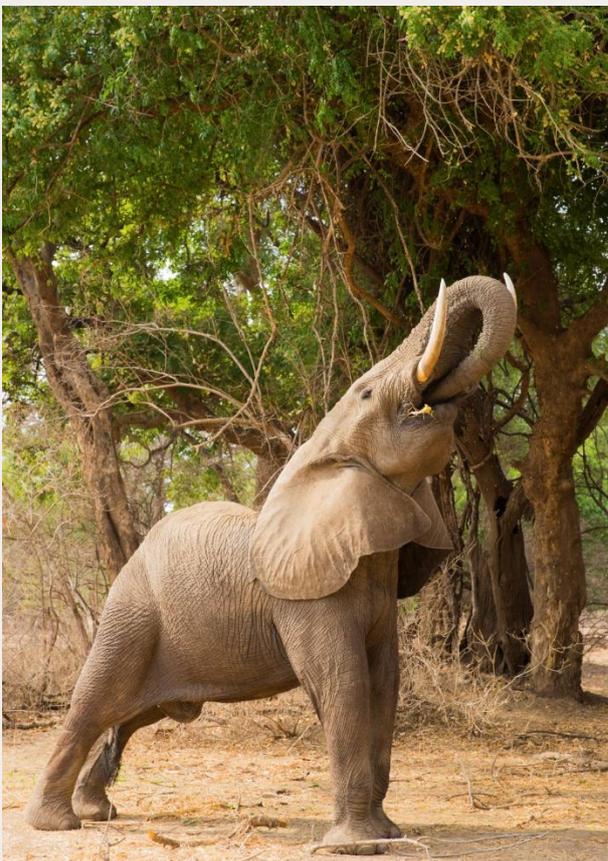
With the new Victoria Falls Airport nearing completion, direct international flights will soon be able to access one of Zimbabwe's most popular tourist destinations, making travel to the region even more attractive. Zimbabwe's friendly and hospitable people are making the most of the availability of an array of luxury goods, including varied South Africa wines, to improve the quality of their tourism offering. From city hotels to safari lodges, the country's accommodation providers are reinventing their menus to catch up to current food trends in the world, ensuring that their cuisine matches the world-class accommodation available throughout the country.

One of the world's greatest natural spectacles, Victoria Falls is one of Zimbabwe's major travel hubs. Declared a World Heritage Site, the magnificent waterfall after which the town is named forms the world's largest falling curtain of water. Boasting a colonial heritage that harks back to Scottish missionary and explorer Dr David Livingstone, the town has also built up a reputation as the Adrenaline Capital of Africa, offering thrilling activities that range from bungee jumping to white water rafting and more.

Easily accessible by road from Victoria Falls, Hwange National Park is Zimbabwe's largest game reserve. This elephant stronghold was once the royal hunting ground of the Ndebele warrior king Mzilikazi before being proclaimed a national park in 1929. Visitors can explore a variety of landscapes, from desert sands and sparse woodland to grasslands and rocky outcrops. Vast herds of elephant and buffalo, gemsbok and packs of brown hyena can be found in this pristine wilderness, which also boasts of the largest surviving populations of African wild dog.

Lying further north is the man-made Lake Kariba, a vast expanse of water that stretches over 300 kilometres (185 miles) in length and covers an area of 5 000 square kilometres (1 930 square miles). An inland sea on the mighty Zambezi River, this beautiful body of water is glanced on all sides by nature reserves and is home to a diversity of wildlife, fish and birdlife. The area's attractions include fishing for the legendary tiger fish, as well as spending leisurely days on a houseboat, game viewing by boat and interpretive walking safaris.





www.andBeyond.com

Another highlight in the Zambezi River valley, Mana Pools National Park offers professionally guided canoe trails, affording the excitement of close-up views of wildlife along the banks of the Zambezi. Remote and untouched, this picturesque conservation area is renowned for offering a high concentration of game during Zimbabwe's dry season.

Situated near the town of Bulawayo, the Matobos Hills consist of a series of granite domes worn smooth by the elements and interspersed with narrow valleys filled with dense vegetation. The area is well known for the diversity of plants and animals that it is home to, as well as for its numerous archaeological and historical sites. The fantastically shaped granite boulders boast San paintings over 2 000 years old and are dotted with bronze plaques marking the sites of armed forts and skirmishes from the Second Matabele War. The famous British colonialist, Cecil John Rhodes, is buried on the summit of one of these peaks, Malindidzimu, also known as 'the hill of the spirits'. The Great Zimbabwe ruins, with boast a mysterious past, are an easy day trip from the Matobos Hills.

Stretching along Zimbabwe's border with Mozambique, the remote Gonarezhou National Park is part of the Great Limpopo Transfrontier Park, a peach park that extends over the country's borders to South Africa and Mozambique. Vast and rugged, the Gonarezhou offers guests an untouched game viewing experience.

ISSUED BY: media@andBeyond.com
www.andBeyond.com

ABOUT &BEYOND

&Beyond is one of the world's leading luxury experiential travel companies, designing personalised luxury safaris in 15 African countries, as well as arranging bespoke tours in India, Bhutan, Sri Lanka, Nepal, Chile and Argentina. The company also owns and operates 33 extraordinary lodges and camps in Africa and India that positively impact more than 9 million acres of wildlife land. Established in 1991, &Beyond takes exceptional care of its guests in order to make a difference; its commitment to sustainable responsible travel, conservation and community empowerment has been globally recognised with multiple awards over the years.

Please note: We are legally required to use the font 'trebuchet' when printing the ampersand in '&Beyond'. If this is not possible, please kindly write it out in full, i.e. 'andBeyond'. The referring website in your article should be: www.andBeyond.com