



**PRESS RELEASE**

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### **Safe, secure and flourishing in Victoria Falls**

One of Southern Africa's top visitor magnets, Victoria Falls, Zimbabwe, remains a safe, calm and fully functional tourist resort offering world class services.

Geographically located some 450 kilometres from the nearest major centre, and almost twice that from the capital Harare, Victoria Falls remains untouched by occurrences elsewhere.

"Visitors to Victoria Falls are consistently amazed at how the town continues to flourish, thanks in part to the incredible resourcefulness and initiative of tourism operators," says Ross Kennedy, spokesman for the Gotovictoriafalls.com, a successful campaign to keep the resort on the international tourist map.

A border town sharing frontiers with Zambia, Namibia and Botswana, Victoria Falls' location enables ready road access to and from these countries, as well as ensuring the top-notch resort town's needs are adequately supplied.

Five daily flights into Victoria Falls Airport from regional hubs such as Johannesburg, and others into Livingstone (Zambia) get visitors directly into Victoria Falls, eliminating the need to fly in via Harare.

"What has never been in doubt is that Victoria Falls is a superb destination, with the magnificent natural world wonder, world-class accommodation and an endless variety of activities and wildlife to keep visitors enthralled," stated Mr Kennedy.

The Victoria Falls business community strives to and has, to date, succeeded in delivering safe, high quality holiday experiences to tens of thousands of people from all corners of the world. With social responsibility now ingrained in the Victoria Falls culture, business routinely steps in to support local authorities guarantee the delivery of essential services.

What's more, being almost entirely dependent on tourism, Victoria Falls residents are keenly mindful of the need for stability and to ensure all visitors take away positive memories of great hospitality in a peaceful and stunningly beautiful destination.

Mr Kennedy attributes this stakeholder confidence to 'total belief in what one can't take away from Victoria Falls' - the sheer magnificence of the natural World Wonder; the largely pristine state of the protected national park in which it lies, offering a free-range

habitat to myriad wildlife species, and an endless variety of activities that have evolved around the Falls, earning it the title of 'Africa's Adrenaline Capital'.

Add to that accommodation options and complementary services to match the world's best, combined with a collective steely determination by operators to become Africa's destination of choice, and you'll begin to understand why Victoria Falls continues to thrive, explained Kennedy.

And thriving it is. Investor confidence in Victoria Falls soared this year, with each of the destination promotion campaign's 30-odd members pouring financial and other resources worth over USD20 million into product development and service enhancement.

"We are cautiously optimistic about 2009 and believe that we have a sufficiently well spread customer or source market base, coupled with a world class portfolio of properties in locations and styles to appeal to a worldwide market, by budget, experience, location, architecture and hospitality delivery," he said.

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