

Vic Falls Z-Card pocket guide promotes Zim tourism

As part of the Brand Zimbabwe Series project that Nhume Marketing Communications has undertaken in partnership with the Zimbabwe Tourism Authority, to promote Zimbabwe tourism, enhance tourists' experiences and activate local brands, the agency has released a free Z-CARD pocket guide to Victoria Falls.



"Tourists to any region are always looking for tips on what to see and do in the areas that they want to explore. The free Z-CARD pocket guide to Victoria Falls provides them with all of this information and helps them to easily find their way around," says Nhume Marketing Communications' executive, Tatenda Muregi.

"This will be an ongoing series of Z-CARD tourist guides and will soon cover all of Zimbabwe's top tourism destinations," Muregi confirms.

The Z-CARD not only provides tourists with all they need to know about Victoria Falls' history, vegetation and wildlife, but also provides them with quick facts about the falls, activities in and around the area and an easy to read map.

"Important emergency contact numbers, eating out top picks and tips on the local lingo have also been included so that tourists have everything that they need all in one compact package," says Muregi.

Local tour operators, hotels, restaurants and banks have supported the free tourist guide by advertising inside it, and thus utilising it as an effective marketing tool which draws tourists to their venues.