

We Are Victoria Falls

Press Release

“Wonder 2 Wonder” campaign promotes the two most iconic natural wonders of Southern Africa

Victoria Falls

Thursday 9th November 2023

We Are Victoria Falls and Cape Town Tourism have this month launched a collaborative campaign called “Wonder2Wonder” to promote the two cities and their iconic natural wonders - Victoria Falls and Table Mountain.

Earlier this year, the two destination management organisations signed a cooperation agreement in Victoria Falls, setting the stage for forward-thinking collaboration between African destinations. In the first cross-border partnership of its kind in Southern Africa, the two destinations launched a joint marketing partnership at the end of October.

‘Wonder to Wonder is a celebration of our two world wonders, and a call-out to our shared markets that a trip to Southern Africa should include both’ said Winnie Muchanyuka, CEO of Zimbabwe Tourism Authority. ‘The campaign features exciting imagery of our two destinations, with a focus on adventure to appeal to active, multi-generational and younger markets.’

The campaign will run for 6 weeks and is being promoted by We Are Victoria Falls and Cape Town Tourism, as well as partners in both destinations and the travel trade, including Trailfinders UK. ‘We want everyone to get behind it’, said Executive Director of We Are Victoria Falls, Mr Ngqabutho Moyo. ‘We are trying something new here, and we believe this is a great opportunity for our city, and our tourism industry.’

Leigh Dawber, Chief Marketing Executive at Cape Town Tourism, says, “Cape Town and Victoria Falls offer unique, remarkable and complementary experiences that speak to the heart of next-generation adventure travellers. This partnership celebrates our synergies and gives visitors a seamless way to explore two of the most beautiful places in the world. This embodies Cape Town Tourism’s ongoing support of sustainable travel on the African continent, and we look forward to more fruitful collaborations with We Are Victoria Falls in the future.”

The experience provides an excellent opportunity for new visitors to Africa to begin their journey and develop a passion for more immersive experiences. This is made even more convenient by the direct air connections between the two cities. Tawanda Gusha, CEO of Airports Company of Zimbabwe (Private) Limited (ACZ), highlighted, “There are seamless 2-hour direct flights operated by Airlink and Kenya Airways between the two cities. This route is well-serviced and the Airports Company of Zimbabwe is dedicated to supporting their valuable airline partners in providing this important connectivity”.

A three or four night itinerary in Victoria Falls will reward travellers with immersive safaris, languid sundowner cruises, high tea on manicured lawns, and the chance to spark your adrenaline in high-wire activities overlooking the majestic Victoria Falls. The city has also seen a rush of new investment, fresh products and experiences to appeal to different kinds of traveller, such as the Simunye theatre experience, spas, galleries, new restaurants and pop-up cafes.

Trailfinders UK is working to amplify the campaign through their base of over 16 million clients. Market Analysis from ZTA in 2022 ([Download the Report here](#)) reveals the UK, Germany and France make up three out of the five ‘tier one’ priority markets for Zimbabwe. The same report also states

that 45% of UK travelers with an interest in Southern Africa are between the ages of 18-44, and 35% report having 'high income'.

[Watch the Wonder2Wonder Campaign Video Here](#)

About We Are Victoria Falls:

We Are Victoria Falls is the destination management partnership for Victoria Falls. It was established in late 2022 under the leadership of the Ministry of Environment, Climate, Tourism and Hospitality Industry, and the Victoria Falls City Council. It is a public-private association with a mission to support the sustainable development of tourism by coordinating all of the elements that make up the destination. We Are Victoria Falls has been supported by the Zimbabwe Destination Development Program – a technical assistance project of the MECTHI and IFC, with additional funding from Japan. <https://wearevictoriafalls.com/>

About Cape Town Tourism:

Cape Town Tourism is the city of Cape Town's official Destination Marketing Organisation for the City of Cape Town and responsible for tourism marketing, visitor and industry services. The Cape Town Visitor Strategy is recognised by the United Nations World Tourism Organisation as one of the world's best.

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