

**Press Release**  
**Launch of We Are Victoria Falls Destination Website**

**13<sup>th</sup> December 2023**  
**Victoria Falls, Zimbabwe**

We Are Victoria Falls has launched a new website to appeal directly to travellers, media, trade and residents. The site, hosted at [www.wearevictoriafalls.com](http://www.wearevictoriafalls.com) is a rich source of information, tips and news covering the range of accommodation, activities, new openings and events, as well as details on how to get to Victoria Falls, entry requirements and more.

“As travellers increasingly look online for inspiration and information, having a dedicated destination portal for Victoria Falls is essential’ says Tinashe Farawo, Public Relations Manager from Zimbabwe National Parks and Wildlife Management Authority. ‘It allows us to talk about the whole destination, not just the highlights – showing off the lesser known and more immersive experiences we can offer.’

Victoria Falls has an ambition to increase the length of stay in the famous resort city, and attract a more diverse range of visitors. Promoting the full range of different neighbourhoods, products, and activities will help inspire travellers to spend more time in the destination. ‘It will also help boost more opportunities for smaller players’, said Mr Moyo, Executive Director of We Are Victoria Falls. ‘We have an opportunity to drive more inclusive economic development in our tourism sector.’

For local operator Patience Musonza, General Manager at Cresta Sprayview, having a strong destination brand, supported by a website and social media presence supports business. ‘It is a chance for Victoria Falls to tell our own story, in our own voice,’ she said ‘but it’s also good for our business. If people know more about this place, are inspired to come, have information to actually make a travel decision – then they may come to stay at our property Cresta Sprayview. This is about growing the pie so we can all benefit.’

The site also hosts sustainability information on the destination, in a bid to speak directly to sustainability conscious travellers. The online travel agency Booking.com released figures in April 2023 showing that 81% of global travellers surveyed confirm that sustainable travel is important to them. The new site profiles the many conservation and community initiatives taking place across the destination, and encourages deeper traveller engagement.

The new website is an integral part of the We Are Victoria Falls Destination Management Partnership which supports and works alongside goals of the Ministry of Tourism and Hospitality Industry and Zimbabwe Tourism Authority to promote the sustainable growth and development of tourism in Zimbabwe for social and economic benefit of the nation.

“This is a major step in our marketing efforts as a country. Our new destination website plays a key role in generating awareness, providing users with compelling stories and information. Victoria Falls is the gateway into Zimbabwe and the wider region, and we are proud of having collaborated within the partnership to put this together. ” said Daniel Mumpande, Regional Manager for Zimbabwe Tourism Authority.

ENDS

**We Are Victoria Falls**

We Are Victoria Falls is the Destination Management Partnership for Victoria Falls, made up public and private sector. It is mandated to position Victoria Falls as a leader in sustainable tourism, promote the value of the destination and drive stewardship, jobs and business development from its regional position at the heart of the largest conservation area on earth. It was established in 2022 with support from IFC. [www.wearevictoriafalls.com](http://www.wearevictoriafalls.com)

**Contacts:**

Shelley Cox: [shelley@wearevictoriafalls.com](mailto:shelley@wearevictoriafalls.com)