

OTOAI partners Zimbabwe

India-Zimbabwe Travel Council formed by the partnership between OTOAI and Zimbabwe will be formalised into an institutional framework to help the tourism industry grow.



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The Outbound Tour Operators Association of India (OTOAI), a non-profit organisation formed to lead the outbound tour operators in India, announced on March 19, 2012 that they have joined hands with Zimbabwe to form the India-Zimbabwe Travel Council (IZTC). The said announcement was made by

poised to add spur in positioning Zimbabwe at a vantage point in the Indian market. This, in turn, is expected to turn around the fortunes of Zimbabwe by increasing the tourist influx from India," said Mutambara.

Guldeep Singh Sahni, President, OTOAI said, "There is an immense potential for Zimbabwe as a stand-

three members of OTOAI, three from Zimbabwe Tourism Promotion Authority and will also include representatives from the Zimbabwe Embassy and respective ministries.

Further, **Vineet Gopal**, Joint Secretary, OTOAI informed that a delegation of their core team will soon be travelling to Zimbabwe to work out the other modalities, including the location of their offices.

Commenting on the upcoming commissioning ceremony, **Karikoga Kaseke**, Chief Executive, Zimbabwe Tourism Authority said, "This is a rare opportunity for us to tap the Indian market which is among the fastest growing economies in the world. We are projecting that the IZTC will result in an increase in tourist arrivals from a meagre 3,000 recorded in 2011. With the introduction of Emirates, we are certain that these projections will be met. The IZTC, after being commissioned, will be formalised into an institutional framework and is set to contribute to the growth of the tourism industry in both countries."



Delegates from India and Zimbabwe at IZTC event

Arthur OG Mutambara, Deputy Prime Minister, Republic of Zimbabwe in the presence of Zimbabwe Government officials and stakeholders from the Indian and Zimbabwe travel industries.

"IZTC's key mandate is to promote rapport between outbound tour operators in India and inbound tour operators in Zimbabwe and is

alone destination and also as a gateway to other neighbouring destinations. The Victoria Falls can be an instant hit along with many other travel attractions once adequate awareness is spread and crucial aspects like visa and air connectivity is addressed."

IZTC will consist of nine members that will include