

PRESS STATEMENT

(FOR IMMEDIATE RELEASE)

26th November, 2024.

ZAMBIA TOURISM AGENCY TO HOST TOURISM EXCELLENCE AWARDS

LUSAKA - Zambia Tourism Agency is thrilled to host the 2nd edition of the Tourism Excellence Awards to recognize and celebrate the hard work, dedication, and creativity within the tourism sector.

The 2024 Tourism Excellence Awards slated to take place on 30th November 2024 is an initiative designed to recognize and celebrate outstanding achievements within the country's tourism sector. These awards aim to highlight the efforts of individuals, businesses, and organizations that contribute significantly to the growth and promotion of tourism in Zambia.

The awards will cover the length and breadth of Zambia's tourism sector, including hotels, safaris, tourist attractions, travel agents and airlines. The event will recognize organizations that have demonstrated innovation, promoted responsible travel and those who have made an effort to enhance the tourism experience and showcase the unique offerings of Zambia to turn the country into a world-class tourist destination.

By promoting excellence in the sector, the awards will help to raise standards within the industry and encourage more providers to enhance their offerings to both domestic and international tourists.

Notes to Editor

The Zambia Tourism Agency (ZTA) is a statutory body under the Ministry of Tourism which was established through the Tourism and Hospitality Act No.13 of 2015. ZTA is mandated to effectively market and promote Zambia as a tourism destination of choice and to regulate the tourism industry in terms of standards.

Issued by



Matongo Matamwandi

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