

ZAMBIA TOURISM AGENCY NEWSLETTER QUARTER ONE 2026 - EDITION 1



WHAT'S INSIDE

*Zambia Travel
Expo 2026 Sparks
Excitement for
Tourism Growth.*

Zambia honoured with the " Most Promising Destination" Award at the India's OTM 2026

Zambia on the global Stage - A tourism TV feature filmed across Zambia aired on BBC News

ZTA Steps Up Accommodation Grading Drive

MEET THE ZTA MANAGEMENT



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Editor's Note!!!

Welcome to the inaugural edition of the Zambia Tourism Agency Quarterly newsletter. We are excited to launch this publication as a dedicated platform to showcase the dynamic activities and initiatives undertaken by the Zambia Tourism Agency. Through this newsletter, we aim to keep our stakeholders, partners, and the broader tourism sector informed and engaged with the progress and milestones achieved each quarter.

This publication serves as a vital communication tool designed to highlight sector events, upcoming projects, and key developments within the tourism industry. By sharing these updates, we hope to foster greater collaboration and transparency, ensuring that everyone involved in Zambia's vibrant tourism sector stays connected and well-informed. Our goal is to create a unified platform that celebrates our successes and addresses challenges collectively.

As a quarterly publication, the newsletter will feature a diverse range of content, including sector news, success stories, upcoming events, and strategic initiatives. We believe that consistent communication is essential for the growth and sustainability of Zambia's tourism industry, and this newsletter will serve as a conduit for that ongoing dialogue. We invite all stakeholders to contribute their stories and updates to make this a comprehensive resource.

We look forward to your active participation and feedback as we embark on this journey of communication and promotion. Together, we can position Zambia as a premier travel destination and continue to develop a thriving, sustainable tourism sector that benefits all Zambians. Thank you for your support, and enjoy this first edition!

HILDAH C. MWAPE

WHO ARE WE

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.

Headed by the chief executive officer who reports to a board of directors, ZTA is structured to efficiently manage and promote Zambia's tourism sector, aiming to maximise the country's potential as a leading global destination.

At its core, ZTA operates with a clear focus on strategic planning, marketing, and development initiatives that showcase Zambia's diverse tourism offerings. Through collaborative efforts with stakeholders, both locally and internationally, ZTA implements policies and programs that ensure sustainable tourism practices and economic growth.

By fostering partnerships with the private sector, government bodies, and local communities, ZTA enhances visitor experiences, preserves cultural heritage, and promotes Zambia as a must-visit destination for adventure, wildlife, and cultural enthusiasts worldwide. In addition to its marketing function, ZTA is responsible for regulating the tourism industry through licensing and grading of accommodation establishments.





Foreword from Acting chief executive officer

Welcome to the inaugural edition of the Zambia Tourism Agency newsletter. As we embark on this exciting journey, I am honored to serve as the acting CEO of an organisation dedicated to showcasing the unparalleled beauty, rich cultural heritage, and warm hospitality that Zambia has to offer. Our mission is to position Zambia as a premier tourist destination, attracting visitors from around the world while fostering sustainable tourism that benefits our communities and preserves our natural resources.

This newsletter is a platform to share our vision, achievements, and upcoming initiatives with our valued stakeholders. We recognise that our success hinges on the collaborative efforts of Government agencies, local communities, private sector partners, and international tourism organisations. Together, we can develop innovative strategies to promote Zambia's diverse attractions — from the majestic Victoria Falls and the abundant wildlife of our national parks to our vibrant cultural festivals and adventure tourism opportunities.

We are committed to engaging with all our stakeholders to ensure that tourism growth is inclusive and environmentally sustainable. Our partnerships with local communities are vital in creating authentic experiences for visitors while empowering residents and preserving our cultural heritage. Additionally, we aim to work closely with industry players, travel agencies, investors, and development partners to enhance infrastructure, promote responsible tourism, and expand our global reach.

As we move forward, I invite all stakeholders to join us in shaping Zambia's tourism future. Your support, ideas, and dedication are crucial in transforming Zambia into a must-visit destination on the world map. Together, let us unlock the full potential of our beautiful country and create memorable experiences that will inspire travelers for generations to come.

Abigail Shansonga



News Updates



ZAMBIA HONoured WITH THE "MOST PROMISING DESTINATION" AWARD AT INDIA'S OTM 2026

Zambia has been named the Most Promising Destination at the Outbound Travel Market (OTM) 2026 in India, marking a major milestone in Zambia's growing appeal as an exciting, high-potential tourism destination on the global stage.

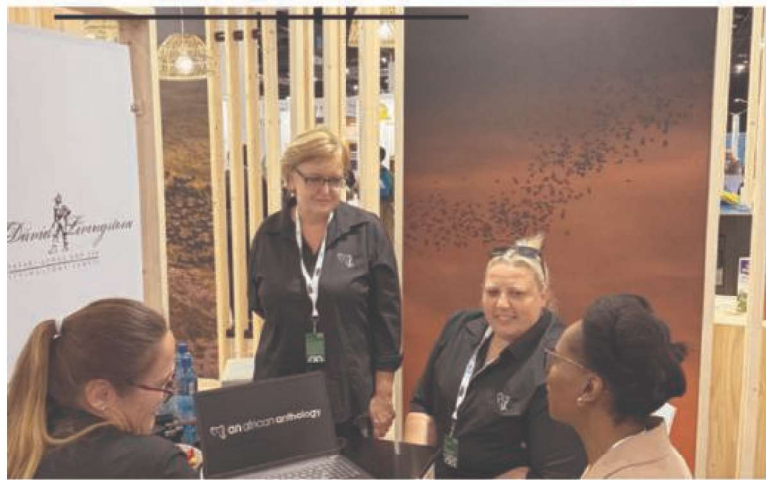
Speaking during the awards ceremony, Zambia Tourism Agency acting chief executive officer Abigail Shansonga said the recognition highlights Zambia's growing appeal as a global travel destination and its renewed focus on the Indian market. The Outbound Travel Market 2026, the first major international travel exhibition has provided Zambia with a platform to showcase its tourism potential and strengthen ties with India.

"We are deeply honoured to receive the Most Promising New Destination award at such a globally respected event.

This recognition underscores Zambia's increasing visibility and attractiveness in source markets like India, which we have identified as an emerging market with great potential for our destination." She stated. Ms. Shansonga revealed that through carefully targeted marketing, strategic trade engagement, and collaborative promotion with the stakeholders, ZTA continues to implement and support Government's agenda of attracting international tourists from both established and emerging markets.

She said the Agency's participation in OTM is part of its broader strategy to strengthen Zambia's international tourism footprint, support business-to-business linkages, and boost awareness among buyers, tour operators, and media representatives.

Ms. Shansonga said Zambia remains committed to enhancing its tourism offerings and building enduring relationships with Indian tourists.



Zambia Positions for High-Value MICE Growth at the 20th Edition of Meetings Africa 2026

The Zambia Tourism Agency (ZTA) participated in the 20th edition of Meetings Africa, held from February 23–25, 2026 in South Africa, alongside 15 Zambian coexhibitors representing the country's hospitality, destination management, and business events ecosystem.

Zambia's presence at Meetings Africa was a targeted intervention aimed at increasing its share of the highyield Meetings, Incentives, Conferences and Exhibitions (MICE) segment. According to sector research, Zambia had experienced a 67.5% increase in revenue from MICE activities over the previous two years, underscoring the growing contribution of business events to the national tourism economy.

This participation built on Zambia's strong tourism performance, which recorded a historic 2.3 million arrivals in 2025, reflecting rising international confidence in Destination Zambia. It also formed part of a broader strategy to elevate the country's profile within the global MICE industry.

The engagement underscored Zambia's strategic commitment to transforming visibility into tangible bookings, partnerships into sustainable investments, and business events into drivers of inclusive economic growth.

The development of the MICE sector remained firmly aligned with the national agenda for economic diversification, contributing to foreign exchange earnings, empowering SMEs across the tourism value chain, and stimulating demand for conferencing facilities, aviation, transport, and professional services.

Through this platform, Zambia showcased its diverse tourism offerings, attracted new investment interest, and cultivated meaningful partnerships aimed at driving long-term economic growth and national prosperity.

Story by: Lapson Musyanyi



Zambia participates at ITB Berlin 2026

Zambia officially opened its participation at ITB Berlin 2026 in Berlin, marking a strong start to its engagement at the world's leading travel trade show, ITB Berlin.

The Zambian delegation comprised 15 co-exhibitors representing a diverse cross-section of the country's tourism sector, including safari operators, Destination Management Companies (DMCs), and accommodation establishments. The delegation was led by Minister Counselor Beatrice Chilufya Darko and Zambia Tourism Agency chief marketing officer Amanda Chipungu Mwendaweli.

The Minister Counsellor expressed appreciation to the operators for their commitment to promoting Destination Zambia on the global stage. She encouraged them to take advantage of the platform to secure meaningful and lucrative business partnerships that will contribute to increased tourist arrivals and sector growth.

Zambia's participation at ITB Berlin underscores its continued commitment to expanding international partnerships and positioning the country as a premier African tourism destination.





Proflight Opens New Skies: --- The Lusaka–Livingstone–Windhoek Connection

Southern Africa is becoming more connected following the launch of Proflight Zambia's new Lusaka–Livingstone–Windhoek route. This three-city corridor is aimed at improving regional mobility, boosting tourism, and strengthening economic ties between Zambia and Namibia.

The new service allows for seamless same-day travel across the three cities, making it more convenient for business travellers, investors,

and tourists. It also supports Zambia's long-term goal of positioning itself as a regional transport and logistics hub, leveraging its central geographic advantage.

Speaking at the launch, Minister of Transport and Logistics Frank Tayali described the route as a key milestone in enhancing regional connectivity. The service is expected to deepen cooperation between Zambia and Namibia by

promoting trade, tourism, and cultural exchange, while also reducing logistical barriers.

Operating three times a week, the route connects Lusaka, Livingstone, and Windhoek with a brief stopover in Livingstone. Beyond improving travel efficiency, it opens up multi-destination tourism opportunities and strengthens pathways for trade and investment—ultimately contributing to a more integrated and accessible Southern Africa.



2026 Sparks Excitement for Tourism Growth

From June 4th – 6th, 2026, Zambia Tourism Agency in collaboration with the Ministry of Tourism and Tourism Council of Zambia hosts Zambia Travel Expo 2026, which is celebrated under the theme **"Building authentic and sustainable tourism through Partnerships,"** mark a significant milestone in Zambia's ongoing efforts to market and boost its tourism industry and position itself as a premier travel destination of choice in Africa and the world at large.

ZATEX serves as a powerful platform designed to facilitate business-to-business (B2B) and business-to-consumer (B2C) engagement, catalyse strategic partnerships, and amplify destination visibility across domestic, regional, and international source markets.

ZATEX is the annual flagship marketing initiative curated to reposition Zambia as a competitive and compelling tourism destination

in the global arena. Anchored in the National Tourism Policy and aligned with the broader objectives of the Eighth National Development Plan (8NDP).

The Expo directly supports the Agency's strategic thrust to boost arrivals, grow tourism receipts, and strengthen Zambia's brand equity as an authentic, adventure-rich, and sustainable destination. ZATEX 2026 is a strategic platform designed to accelerate Zambia's tourism sector, boost revenue for local operators, and facilitate global partnerships, as evidenced by the attendance of hosted buyers and local tourism enterprises. It will attract key buyers from international markets including 40 hosted buyers.

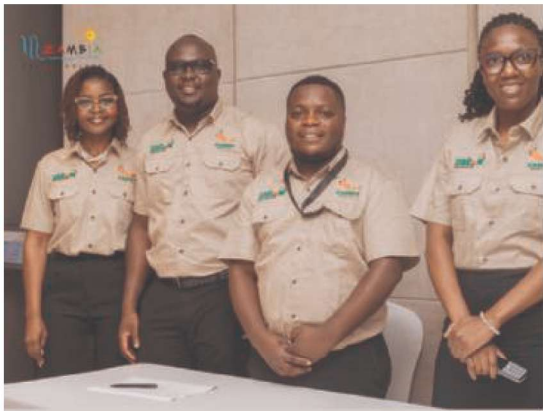
This will improve Zambia's position in the global tourism industry, strengthened domestic tourism, and promoted sustainable growth within the sector. The presence of hosted buyers will foster strategic partnerships between Zambia and other African nations, promoting

regional tourism circuits and joint marketing initiatives.

Such collaborations are vital for positioning Zambia as a gateway to exploring the broader Southern African region. With growing interest from international source markets and increasing investment in product development, the Expo provides a unique window for travel trade professionals, buyers, and media from across the region and beyond to connect with Zambia's tourism suppliers, from lodge owners and tour operators to conservation partners and local community enterprises. The three-day event will attract over 1,500 attendees, including international buyers, industry stakeholders, media representatives, tourism enthusiasts, and local operators.

ZATEX will facilitate for high-impact networking opportunities through structured Meetings, Incentives Conferences, Exhibitions (MICE) events.





ZTA Staff at Zatex Media Launch - 2026

Product showcases, and hosted buyer programs. These engagements were strategically designed to unlock market access for Zambian tourism products while offering buyers immersive insights into the diversity and authenticity of the Zambian travel experience.

The Expo underscored Zambia's commitment to sustainable tourism, with discussions on conservation efforts and eco-friendly travel practices. Several exhibitors highlighted innovative lodges and camps that blend luxury with environmental responsibility, appealing to the growing eco-conscious traveller demographic.

With ongoing infrastructure development, strategic marketing, and community engagement, Zambia is well-positioned to become a top travel destination of choice in Africa. Looking ahead, Government and stakeholders plan to build on the momentum generated by ZATEX 2025 to make it an annual event.



Triple M enjoying Holiday Yamu Loko

The s. handover reflected a strategic collaboration linking creativity, national identity, and tourism development, highlighting the role of music in telling Zambia's story globally. Artists like Triple M were seen as key drivers in inspiring travel and positioning destinations through their influence. The experience package allowed him to explore key sites and authentically promote domestic tourism.

Green Safaris Director of Marketing Lauren Summers highlighted the importance of encouraging Zambians to explore their own country, noting that domestic tourism strengthened national identity, supported conservation, and uplifted communities. She announced Triple M as a brand ambassador for local travel, expressing confidence that his influence would inspire more citizens, especially young people, to travel locally while showcasing sustainable tourism practices.



Vast savannahs and forests of baobab and mahogany surround the Luangwa River, where elephants, hippos, and big cats thrive in South Luangwa National Park, one of Zambia's top wildlife reserves. Home to over 300 species, including lions, leopards, elephants, and buffalo, it is also the birthplace of the walking safari, pioneered by Norman Carr in the 1950s.

Walking safaris offer a close, immersive experience with nature, allowing visitors to observe wildlife up close while supporting conservation through low-impact tourism, local employment, and environmental protection.

Source - BBC Storywites



ZTA Steps Up Accommodation Grading Drive

The Zambia Tourism Agency (ZTA) is set to intensify the grading of accommodation establishments in 2026 as part of its continued drive to uphold quality standards in the tourism and hospitality sector.

In 2025, ZTA successfully graded 59 establishments across the country. Building on this momentum, the Agency has set an ambitious target to grade at least 100 facilities in 2026.

The grading exercise is conducted in line with Statutory Instrument No. 14 of 2018 – The Tourism and Hospitality (Accommodation Establishment Standards) Regulations, 2018. The regulations apply to the following categories of accommodation establishments:

- **Hotels**
- **Guest Houses**
- **Bed and Breakfasts**
- **Lodges and Safari Camps**
- **Bush Camps**
- **Camping Sites and Caravan Parks**
- **Backpackers and Hostels**
- **Self-catering establishments**



ZTA reminds all establishments falling under these categories that compliance with the regulations is a legal requirement. In determining classification and star grading, the Agency assesses several key factors, including the quality and condition of facilities, the standard of services offered, service delivery, and the overall operational standard of the establishment.

The Agency has also urged members of the public to transact only with licensed and graded establishments, warning that unlicensed facilities continue to scam unsuspecting tourists, resulting in financial loss and disrupted holiday experiences.

Grading of accommodation establishments remains a critical quality assurance mechanism, ensuring that facilities meet the minimum standards required for their respective star ratings. Beyond compliance, star grading is a strategic tool that promotes market confidence, attracts investment, and strengthens Zambia's position as a competitive global tourism destination.

The grading initiative not only recognises excellence within the sector but also encourages continuous improvement in service delivery.

TRADITIONAL CEREMONIES



Zambia's Living Heritage Where Tradition Meets Experience

There are places you visit—and then there are places you feel.

Zambia belongs firmly in the second category. Beyond the waterfalls, the wildlife, and the wide-open landscapes lies something far more powerful: a living cultural heritage that continues to define identity, leadership, and community. Across the country, traditional ceremonies offer not just a glimpse into the past, but a fully immersive encounter with Zambia's soul.

Among these, two stand tall—distinct in expression, yet united in purpose: **Nc'wala** and **Kuomboka Ceremonies**.

NC'WALA CEREMONY 2026

In the early light of Eastern Province, as drums begin to echo across the land, something ancient stirs.

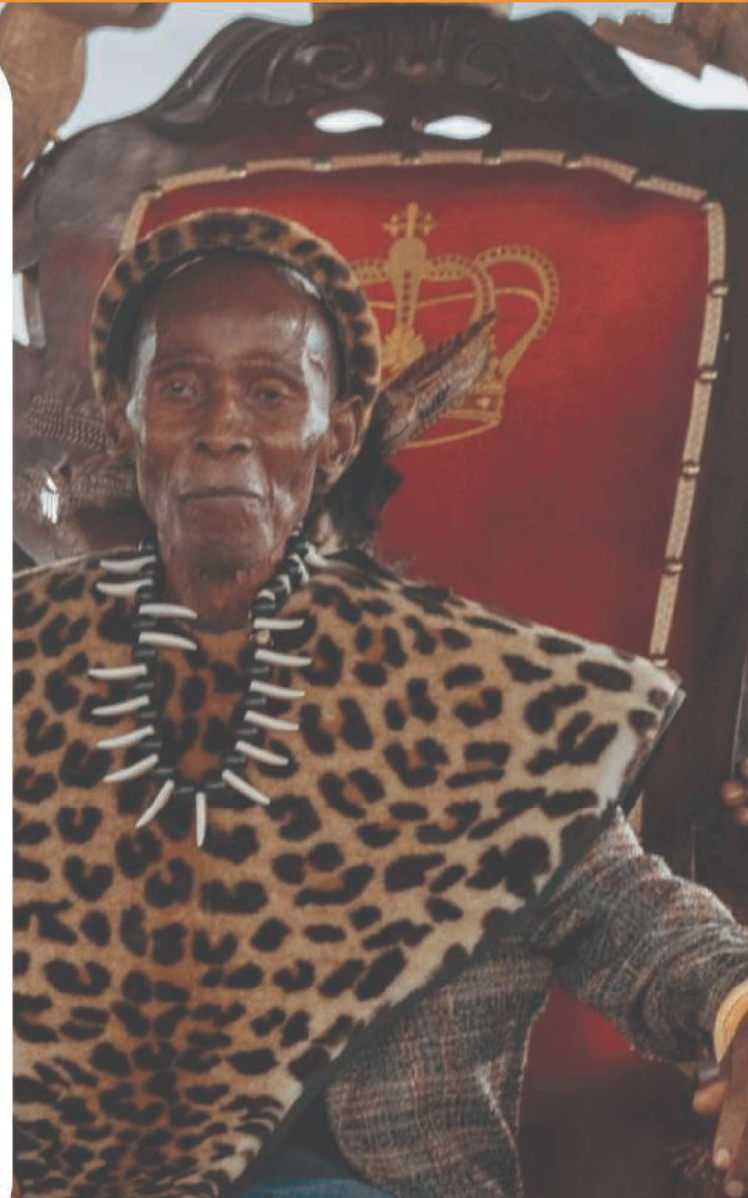
The Nc'wala Ceremony is not introduced, it announces itself. Held under the authority of Paramount **Chief Mpezeni IV**, this iconic ceremony of the Ngoni is a bold and unapologetic celebration of heritage. Rooted in history and anchored in tradition, Nc'wala marks the first fruits of the harvest, but more importantly, it reaffirms the enduring strength of a people shaped by warrior legacy.

There is a rhythm to Nc'wala measured, deliberate, commanding. Warriors move with purpose. Chants rise with intensity. And at the centre of it all stands the chief symbol of unity, authority, and continuity.

One of the most defining moments of the ceremony is the ritual sacrifice of a bull, a powerful act steeped in symbolism. It speaks of strength, of gratitude, and of an unbroken connection between the living and the ancestors.

But beyond the rituals, Nc'wala offers something deeper: a rare, unfiltered experience of identity. For visitors, it is not just an event, it is an invitation to witness a culture that has remained resolute in the face of time.

For Zambia, it is a statement:
"heritage here is not preserved it is lived."



A Royal Journey Through Water, Time, and Tradition

Far to the west, where the Zambezi River stretches wide and the plains breathe with the seasons, a different story unfolds—one of movement, elegance, and quiet power.

The Kuomboka Ceremony of the Lozi is a spectacle of grace, led by the Litunga, the King.

Unlike Nc'wala's intensity, Kuomboka flows with a certain calm authority. Its meaning is as practical as it is poetic: "to get out of water."

Each year, as the Barotse Floodplain transforms under rising waters, the Litunga makes a ceremonial journey from Lealui to Limulunga—higher ground, safer ground. But this is no ordinary relocation.

It is a royal procession, steeped in centuries of tradition.

At the heart of the ceremony is the majestic Nalikwanda, the royal barge. Vast, imposing, and adorned with the symbolic elephant, it glides across the waters with precision and pride, powered by a disciplined team of paddlers moving in perfect rhythm. Drums echo across the plains. Crowds gather in anticipation.

And for a moment, time slows.

Kuomboka is not loud it is profound. It speaks of leadership that adapts. Of a people who move with nature, not against it. Of tradition that evolves without losing its essence.

For the visitor, it is an unforgettable visual experience.

For Zambia, it is a showcase of cultural sophistication and resilience.

TWO CEREMONIES, ONE DESTINATION

What makes Zambia remarkable is not just the existence of these ceremonies but their contrast. Nc'wala is bold, grounded, and intense. Kuomboka is fluid, elegant, and reflective.

One celebrates strength and conquest. The other embodies adaptation and continuity.

Together, they tell a fuller story of a nation rich in diversity, yet unified in cultural pride.

THE ZTA PERSPECTIVE

Culture as a Cornerstone of Tourism

For Zambia Tourism Agency, traditional ceremonies are more than cultural milestones, they are strategic tourism assets.

They:

- Offer authentic, immersive experiences.
- Strengthen community based tourism.
- Attract both regional and international visitors.
- Preserve intangible cultural heritage.

In an increasingly competitive global tourism market, authenticity is currency and Zambia holds it in abundance.

By promoting ceremonies like Nc'wala and Kuomboka, Zambia is not just inviting visitors, it is offering them something rare: a chance to witness culture in motion.

FEATURE STORY THE BAT MIGRATION

Every year, one of nature's most remarkable events unfolds as millions of bats migrate from the Democratic Republic of Congo into Zambia. This spectacle, known as the Kasanka bat migration, takes place in Kasanka National Park, where the skies come alive with movement. It is considered the largest mammal migration on earth by numbers, drawing tourists, researchers, and wildlife enthusiasts from across the world.

The main participants are the African straw-coloured fruit bats, which travel hundreds of kilometres in search of food. They arrive between late October and December, settling in a small swamp forest within the park. Despite covering only about one hectare, this area hosts up to 10 million bats at the peak of the migration, creating an unforgettable natural display, especially at dusk when they take flight in massive, coordinated waves.

Beyond the spectacle, the migration plays a critical ecological role. The bats act as pollinators and seed dispersers, helping to regenerate forests and maintain biodiversity across Central Africa. Their presence supports the health of ecosystems not just in Zambia, but across the region, proving that sometimes the smallest creatures do the heaviest lifting.

The event has also become a key driver of tourism, contributing to conservation efforts and local livelihoods. Visitors can witness bat flights, enjoy game viewing, bird watching, and explore the park's natural beauty. While challenges like deforestation and climate change remain, ongoing conservation work continues to protect this extraordinary phenomenon—because once you've seen a sky full of bats moving like a living storm, you don't forget it in a hurry.

THE BAT MIGRATION Story by Ndubi Mvula

LAUNCH OF BRAND ZAMBIA

President Hakainde Hichilema officially launched the Corporate Day of the Brand Zambia Initiative under the theme "Ignite the Spirit of Zambia" at Mulungushi International Conference Centre. The event marked a renewed national effort to position Zambia as a peaceful, competitive, and investment-ready country on the global stage.

In his address, the President stressed that Brand Zambia was not just a slogan, but a practical strategy aimed at reshaping the country's image. He called on citizens, businesses, and government institutions to take shared responsibility in promoting Zambia's strengths, values, and opportunities.

He explained that the slogan "Zambia Moves You" reflected the country's ambition to grow its global presence by marketing tourism, natural resources, cultural heritage, and its democratic record. The goal was to attract investment, boost trade, and drive economic growth.

The President also emphasised the need for stronger collaboration between the public and private sectors and reaffirmed the importance of peace and unity. The event ended with him signing a pledge wall, symbolising government's commitment to advancing the Brand Zambia agenda.



HR CORNER

ISUZU MUD RUN

From an HR perspective, involvement in events like the Isuzu Mud Run is vital for fostering a positive organisational culture. It highlights the agency's commitment to employee well-being, encourages team bonding outside the traditional office setting, and promotes a sense of pride and unity among staff.

These initiatives support talent retention and attract prospective employees by demonstrating a vibrant, engaging, and supportive work environment.

Overall, such events are instrumental in building a resilient, cohesive team aligned with the agency's broader goals of tourism promotion and service excellence.

Unsung Hero



Mr. Tryford Mwanjabala
Licensing Officer

Meet Mr. Tryford Mwanjabala, a dedicated Licensing Officer who joined the Zambia Tourism Agency (ZTA) in 2024. Though relatively new to the institution, Mr. Mwanjabala has already made a notable mark through his professionalism, diligence, and deep commitment to upholding quality standards in Zambia's tourism sector.

In his own words, Mwanjabala describes his role as both "interesting and interactive," a reflection of the passion he brings to his work each day. His core responsibilities include regulating and overseeing the licensing processes at ZTA, ensuring all tourism operators meet the required legal and policy frameworks.

He plays a key role in facilitating the registration and compliance of accommodation establishments, tour guides, travel agencies, and other sector players. With a strong grasp of tourism policies and licensing requirements, Mwanjabala serves as a vital link between the Agency and the operators who form the backbone of Zambia's vibrant tourism industry.

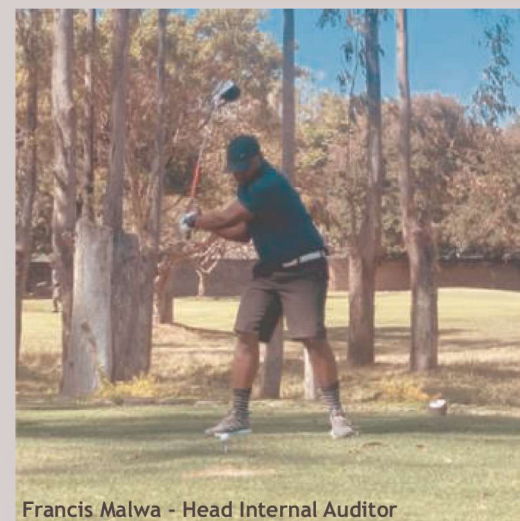
His work not only ensures regulatory compliance but also contributes to elevating standards and building trust among both domestic and international tourists. Quiet but effective, Mr. Mwanjabala exemplifies the spirit of public service working behind the scenes to promote order, accountability, and growth in the tourism sector.

His efforts are a testament to the important role that dedicated professionals play in achieving Zambia's national development goals through tourism. "You only live once, but if you do it right, once is enough."



Beyond the Numbers: ZTA's Head Internal Auditor Swings for Fitness on the Golf Course

When he's not poring over financial statements or ensuring internal controls are in check, the Zambia Tourism Agency's (ZTA) head internal auditor Francis Malwa can be found on the lush greens of the golf course, trading spreadsheets for swings. With a steady hand and a sharp eye trait that serve him equally well in both audit reports and putting greens, he has found golf to be more than just a hobby.



Francis Malwa - Head Internal Auditor

"I find golf to be a perfect balance between mental focus and physical fitness," he says. "It's a great way to unwind, keep active, and stay disciplined outside the office."

For him, the game is more than a sport, it's a personal wellness ritual. Each round played is a step toward maintaining a healthy lifestyle, and the quiet moments on the course offer time for reflection and clarity. His passion for golf has not only enhanced his personal well-being but also sharpened his professional edge.

By embracing golf as a way of keeping fit, ZTA's head internal auditor exemplifies the importance of work-life balance. In the same way he navigates risk and compliance with precision, he approaches the game with dedication and grace proving that even auditors know how to stay on course, both at work and in life.

In the next Issue



- Post Zatex 2026
- South Africa Indaba Travel show
- SA Roadshow
- Trade fair

“It always seems impossible until it’s done.”

— Nelson Mandela

Let's keep in touch

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