



## ZAMBIA TOURISM AGENCY

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PRESS RELEASE  
(FOR IMMEDIATE RELEASE)

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### STEVE HARVEY VISIT TO ZAMBIA

**LUSAKA** - The Zambia Tourism Agency (ZTA) is pleased with the successful visit of renowned television host and philanthropist Steve Harvey to Zambia on 20th November 2024.

Mr. Harvey's visit to Zambia is a direct result of the proactive and strategic efforts by Ministry of Tourism and ZTA to position Zambia as a leading global tourism destination through influencer marketing strategy.

Earlier this month, the Ministry of Tourism and ZTA reached to Mr. Harvey and his team on the possibilities of mutually beneficial collaborations with a sole purpose of marketing and promoting Destination Zambia globally. As evidenced by his visit, Mr. Harvey and his team are willing to work with Zambia.

Mr. Harvey's visit was a significant occasion as it marked the initial phase of potential initiatives and projects that could be realised through this collaboration of marketing Zambia's tourism offerings.

During his time in Zambia, ZTA facilitated discussions on sustainable tourism development and youth employment opportunities in Zambia, aligning with the government's developmental agenda. Mr. Harvey explored the collaborative potential of tourism and culture promotions through internationally recognized events like the Open Fire Food Festival and Melt Golf Classic.

During the meeting, Mr. Harvey's also indicated that Zambia could leverage on his several shows and platforms like Family Feud to promote Zambia as a tourist destination of choice as well as feature Zambian talent and culture. This collaboration will boost Zambia's tourism visibility and appeal given that Zambia is very strong on family values.

Mr. Harvey looks forward to more interactions with Zambia to implement an initiative in Zambia to develop talent in film, tourism, and related industries. It is our understanding that this program is meant to revitalize the country's creative economy, particularly focusing on television, movies and documentaries and particularly wildlife documentary production. The initiative is designed to nurture local talent, enhance technical and creative skills in the film industry and boost the international visibility of the country's tourism.

By actualizing influencer marketing, Zambia is expected to see an increase in international tourism arrivals through global exposure and initiatives like this one. This will also ensure strengthened partnerships with global entertainment and business sectors, including skill-building programs aligned with potential initiatives inspired by Mr. Harvey's global projects. We invite everyone to follow Mr. Harvey's journey through Zambia and discover the incredible experiences that await them in our beautiful country.

We appreciate Mr. Harvey's enthusiasm for engaging with the people of Zambia and are grateful for the attention he brings to the rich culture and heritage of Zambia. His presence will undoubtedly encourage visitors from around the globe to explore our offerings and contribute to the growth of our tourism sector.

ZTA is dedicated to promoting Zambia as a diverse and inclusive destination that appeals to various interests, including adventure tourism, cultural experiences, and wildlife exploration. We believe that endorsements from influential figures like Mr. Harvey are invaluable in enhancing our visibility on the global stage.

Issued by: 

**Manager - Communications and Corporate Affairs**

