

NEWSLETTER



WELCOME TO THE FIRST QUARTER!

Dear Members,

Welcome to the AZTA First Quarter Newsletter for 2025! As we continue to navigate the dynamic landscape of the Zimbabwean travel industry, we are energized by the opportunities and engagements ahead. We look forward to another dynamic year of travel innovation, collaboration, and industry transformation. Your continued support and participation remain vital to our shared success.

ADVOCACY EFFORTS

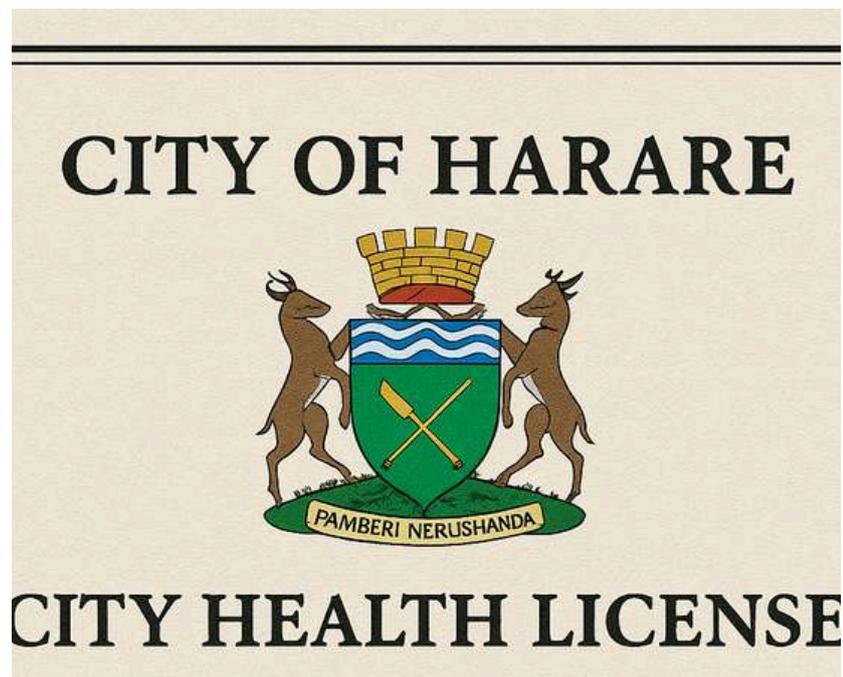
In the first quarter of 2025, AZTA continued to play an active role in advocating for the needs of travel agents across Zimbabwe. Our efforts remain focused on fostering a supportive business environment through dialogue with key authorities and partners.

ENGAGEMENTS WITH GOVERNMENT MINISTRIES

AZTA has also continued to engage directly with various government ministries to address long-standing concerns affecting the industry. Among these is the issue of unregulated foreign travel agents operating within Zimbabwe, which poses an unfair challenge to compliant local businesses. Additionally, the ongoing delays in payments from government entities to travel agents remain a significant strain, and we are working closely with stakeholders to find sustainable solutions.

CITY HEALTH LICENSE FEE REDUCTION

AZTA has been lobbying for a reduction in the City Health License fee for travel agencies. Previously set at USD 1,200, the fee has now been lowered to USD 1,000 and can be paid in ZIG at the prevailing official bank rate. While this reduction may seem modest, it represents a step in the right direction, and we will continue lobbying for a further reduction.



AZTA ANNUAL GENERAL MEETING



The AZTA Annual General Meeting was held on 27 March 2025 at Hyatt Regency Hotel in Harare. This year's AGM proved to be both engaging and forward-thinking, with a focus on how innovation—particularly artificial intelligence—can transform the travel industry.

The highlight of the day was a powerful keynote address by Mr. Oscar Limoke of Pawa IT Solutions Kenya, whose thought-provoking presentation challenged us to embrace AI as a tool for increasing operational efficiency and better responding to the evolving needs of modern travellers. We also had presentations and remarks from Mr Clive Chinwada (TBCZ President), Cell Insurance and Yarutso Tourism who brought fresh insights into tourism trends, insurance innovations and, adding depth and relevance to the discussions.

We extend our heartfelt gratitude to all the AZTA members who attended and actively participated. Your energy, insights, and commitment to progress made the event a true success. Together, we are building a more united and visionary travel industry.

AZTA also expresses its sincere gratitude to our partners and stakeholders, including TBCZ, CAZ, airlines, tour operators, hoteliers, Mugwadi and Associates (lawyers) and the broader tourism community for your unwavering support.

A special thank you goes to our sponsors—Cell Insurance and Yarutso Car Rental—for their generous backing, and to the Hyatt Regency Hotel for the warm hospitality and exceptional service. Your contributions are deeply appreciated and essential to the success of our events.



INDUSTRY MEETINGS & EVENTS

AZTA has been actively involved in strategic engagements during the first quarter of 2025. These included meetings and forums that serve to strengthen our voice and representation within the travel

RBZ MEETING

AZTA, through the Tourism Business Council of Zimbabwe (TBCZ), joined other sub-sectors under the TBCZ umbrella in a pivotal engagement with the Reserve Bank of Zimbabwe Governor and his team. The meeting focused on key challenges impacting our industry, particularly in relation to foreign currency management and operational viability. We were honored to have this platform to collaborate and engage with RBZ leadership as we work together to ensure the continued growth and sustainability of Zimbabwe's travel and tourism sector.



FASTJET LAUNCH

AZTA was invited to witness the launch of Fastjet's latest route HRE - LUSAKA. This marked a positive step toward expanding connectivity and promoting travel in the region.

TBCZ QUIZ NIGHT

A lively and successful evening of industry camaraderie and fun was held during the TBCZ-hosted Quiz Night. AZTA thanks all members who joined and contributed to the community spirit.



UPCOMING EVENTS

Mark your calendars for the exciting events lined up in the coming months:

AZTA AWARDS

AZTA Awards 2025

Date: 6 September 2025

Venue: Hyatt Regency Hotel

A celebration of excellence in travel and tourism – more details coming soon!



Sanganai Hlanganani

This year marks a major shift for the 18th edition of the Hlanganani/Sanganai World Tourism Expo, which will be hosted in the Eastern Highlands for the very first time. From 10–12 September 2025, the event will take place at Mutare Sports Club, Manicaland.

While the industry initially expressed skepticism about the move from Bulawayo, it's time to rally behind the organizers and support this bold step. Manicaland offers a refreshing backdrop with its rich landscapes and tourism potential—let's work together to make this edition a success!



2025 AESATA TRAVEL AGENTS' CONFERENCE

REGISTRATION PACKAGES	PACKAGE DETAILS	CHARGES
Full Conference	Welcoming Cocktail, Two-Day B2B-Focused Conference, 2-nights accommodation at the Rainbow Towers Hotel and Conferencing Centre & Black Tie Gala Dinner.	Early Bird (until Aug 30): \$500 Ordinary (from Aug 31): \$600
Conference only package	Welcoming Cocktail, Two-Day B2B-Focused Conference & Black Tie Gala Dinner.	Early Bird (until Aug 30): \$200 Ordinary (from Aug 31): \$250
++Optional Victoria falls excursion package	Package includes full conference, Harare-Vic Falls Return flights, airport transfer, Vic-Falls excursion & Cultural dinner at the Boma.	Early Bird (until Aug 30): \$1090 Ordinary (from Aug 31): \$1190 Stand-alone rate: \$590

Contact info@aesata.org for double room rates

OCTOBER 1-3, 2025

RAINBOW TOWERS HOTEL AND CONFERENCE CENTRE

Harare - Zimbabwe



REGISTER HERE



Early Bird Registration is Now Open!

Have you secured your spot yet? Early registration offers incredible value, access to premium networking opportunities, and the chance to be part of a transformative conversation shaping the future of tourism in Eastern and Southern Africa.

Congratulations

NEW APPOINTMENTS



Joyce Nyabrure
Pearlsard Travel
AZTA CHAIRPERSON



Kathy Nyaumwe- Kathewela
Elgrass Travel
AZTA VICE CHAIRPERSON

AZTA is proud to introduce its newly elected leadership and additions to the executive committee members, who will help steer the Association forward in 2025 and beyond.

THE FOLLOWING WERE ADDED TO THE EXECUTIVE COMMITTEE:



Farai Madzara
Judena Travel



Constance Chikwanha (Mjawa)
The best Travel



Shingai Matsanga
Kamba Travel



Mercy Mandevhani
Immediate Past Chair
BCD Tour Africa Travel



Katija Da Silva
Immediate Past Vice Chair
Skylark Travel



Maxwell Masiya
Treasurer
Nyati Travel



Shireen Ramajan
Committee Member
Broadway Travel



Edson Zivanai
Committee Member
Travelogue



Clayton Pike
Committee Member
Premier Travel



Peter Chuma
Committee Member
Galaxy Travel



Jacque Mususa
Committee Member
Star Travel



CODE OF CONDUCT

As we continue to represent and grow Zimbabwe's travel industry, all AZTA members are reminded of the importance of upholding the highest standards of professionalism, ethics, and integrity. The AZTA Code of Conduct is not just a set of rules—it reflects our collective values and commitment to responsible business practices. Members are expected to be exemplary in their conduct, ensuring fairness, transparency, and accountability in all client and partner interactions. By maintaining these standards, we not only safeguard the reputation of our individual businesses but also strengthen the credibility and unity of the entire association. Let us continue to lead by example as proud ambassadors of Zimbabwe's travel sect



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