



Victoria Falls Safari Spa Opens as a Boom in Tourism Begins in Zimbabwe

Victoria Falls' largest and first purpose-built spa opened officially this week, setting a new benchmark in health and wellness, as a tourism boom begins in Zimbabwe, says industry leader Ross Kennedy.

Africa Albida Tourism (AAT) chief executive Ross Kennedy said the hospitality group, which operates Victoria Falls Safari Lodge, Victoria Falls Safari Club, Victoria Falls Safari Suites, Lokuthula Lodges and The Boma – Dinner & Drum Show, was experiencing its best November yet.

“Next year is looking very strong for the destination and our industry, so long may that continue ... we are going to have the best November we’ve had since we opened our doors 30 years ago,” Kennedy said.

“I think that this destination and the tourism industry in this country is in for, quite possibly, the best three or four years that we have ever known in tourism in Zimbabwe,” he added.

Victoria Falls Safari Spa, located in indigenous woodland on the Victoria Falls Safari Lodge estate, was built in response to growing demand for wellness travel, and it was hoped it would extend stays in the destination, Kennedy said.

Victoria Falls Safari Spa, which features manicure and pedicure stations, a hair and make-up studio, relaxation rooms, a splash pool and café as well as three stand-alone treatment rooms, was opened at a launch event on November 23.

The facility, which is open both to the public and Victoria Falls Safari Lodge estate guests, will also be occasionally available for private functions, as well as yoga retreats, weddings, wellness and foodie events, with plans already in place to develop it further.

Operated by a team of five therapists, it offers a range of luxurious treatments including massages, facials, manicures and pedicures as well as hair and event make-up services, and uses all natural, plant-based Africology and Cashmere & Co. products.

The African tented safari camp-style spa, in keeping with the rest of the hospitality group’s portfolio, uses bold, colourful, Ndebele design elements, and is located in a natural environment and furnished to portray the rich textures of Africa.

Victoria Falls Safari Spa has opened amid a year of celebration for Africa Albida Tourism, with Lokuthula Lodges and The Boma – Dinner & Drum Show celebrating their 30th anniversaries, while Victoria Falls Safari Club turned 10.

IMAGE CAPTION: *Victoria Falls Safari Spa, leading the way in health and wellness in Zimbabwe's top tourist destination.*

Media release by AFRICA ALBIDA TOURISM

24 November 2022

T: +263 (242)885200 E: pr@africaalbida.co.zw W: www.africaalbidatourism.com