

# Oliver Mtukudzi wows the crowds for Zim tourism at Indaba!

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Tuku at the Wild Zambezi stand in Durban at Indaba 2011 Zimbabwe's world famous musician and composer, Oliver Mtukudzi (known affectionately as "Tuku") delighted the crowds attending two events at Africa's biggest tourism Expo, Indaba, with the particular sound that has made him famous the world over.

His wonderful rhythms set the scene for Zimbabwe to announce its new tourism brand: Zimbabwe: A World of Wonders which, this year, launched the country firmly back on the world tourism map.

Wild Zambezi was there to welcome Tuku when he visited the Zimbabwe Tourism Stand at the Indaba Tourism Expo, held in Durban in mid May. Zimbabwe's Minister of Tourism, the Hon Walter Mzembi, speaking at the launch of Zimbabwe's new tourism brand, granted Tuku "tourism ambassador" status and a diplomatic passport in recognition of the outstanding contribution he has made to Zimbabwe's image over many years. This will considerably ease the musician's travel abroad in future.

Indaba 2011 was a huge success for Zimbabwe. Although the show organisers generally agreed that visitor numbers were down on previous years, the exhibition pavilion hosting exhibitors from the SADC region (including Zimbabwe) attracted most of the attention of international buyers. The Zimbabwe stand buzzed for four days!

Wild Zambezi was there to tell the world about the wonders of Lake Kariba and the Zambezi River.