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Victoria Falls Tourism and Hospitality Industry minister Walter Mzembi was on Monday elected Africa Travel Association (ATA) president at its 37th congress in the countrys premier tourism resort centre.

He will lead the organisation for the next two years.

Zimbabwe this year hosted the ATA congress that attracted 615 local and foreign delegates.

ATA is a non-profit international travel industry trade association established in 1975. It organises travel industry trade events on a year-round basis, drawing participants from all over the world.

Its a great honour to bestow leadership on our minister, said Kaseke.

Other countries that will form part of the ATA board are Kenya, Central Africa Republic, Zambia, Uganda, Nigeria and Cameroon.

In March last year, Mzembi was crowned African Tourism Minister for spearheading a regional integration plan through Zimbabwes chairmanship of the Regional Tourism Organisation of Southern Africa (Retosa).

He is credited with visionary leadership and direction for the countrys tourism industry.

Zimbabwe Tourism Authority chief executive officer Karikoga Kaseke described Mzembis election as a great honour.