

# 'Disneyland in Africa' will need a powerful marketing strategy

NEWSWATCH: In what can be described as an effort to put Zimbabwe back on the map as an appealing tourist attraction after taking some knocks due to its economic collapse and political violence, Zimbabwean officials are planning on developing a 'Disneyland in Africa', reports Voices of Africa.



Image source: Reuters via Voices of Africa

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- Voices of Africa: [Zimbabwe plans \\$300m 'Disneyland in Africa'](#)... According to the report, Walter Mzembi, Tourism and Hospitality Minister, said that the project would cost an estimated \$300m. He outlined "plans for shopping malls, banks, and exhibition and entertainment facilities such as casinos."

If the plans for 'Disneyland in Africa' go ahead, the marketing strategy and implementation will play an integral role in its success. The thing is, once a name, any name - be it a person or a country - has been damaged, it takes a lot of effort to build it back up.

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