

Firm blames politics for undermining brand Zimbabwe

By [Dumisani Ndlela](#)

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A property firm largely invested in hospitality and tourism has expressed concern over the country's political process which it said undermined efforts to mitigate the negative perception around brand Zimbabwe.

The remarks are the strongest ever coming from a privately-held company over the role of politicians in damaging the country's image, a situation that has resulted in the tourism sector suffering due to low tourist traffic.

Dawn Properties, which is listed on the Zimbabwe Stock Exchange, said stakeholders in the tourism and hospitality sector had worked hard to help improve perception.

Zim brand, laden with negative perceptions

The company, which made the remark on the occasion of the celebration of the appointment of its new board chairman, Tendai Chimuriwo, said the tourism sector was particularly "highly susceptible to popular perceptions".

"The Zimbabwe brand is laden with negative perceptions which stakeholders in the sector have to some extent managed but the pace of political reform has worked against such noble efforts," said the company.

As a result, the company was diversifying its property portfolio to other non-tourism dependent areas to mitigate risk.

Dawn Properties was formerly a wholly-owned subsidiary of Zimbabwe Sun Hotels, now African Sun, but was spun off and listed separately on the domestic bourse, taking over key properties from the hotel group.

ABOUT DUMISANI NDLELA

Dumisani Ndlela is a Zimbabwean journalist specialising in business and financial reporting, with experience reporting on commodities, stock and financial markets, advertising, marketing and the media. He has previously reported from a number of regional countries as well as from the UK and Germany on commodities and regional integration. He can be contacted on dndlela@yahoo.co.uk.

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