

# INVEST

**Zambia Tourism**



**COUNTRY PROFILE HIGHLIGHTS  
TOURISM INVESTMENT INCENTIVES  
PROFILED PROJECTS IN THE TOURISM SECTOR**

# 10 Reasons to invest in Zambia

1. Zambia has earned itself a reputation as a peaceful nation with political stability that has been maintained since its post-colonial transition.

2. The country has over 20 Double Taxation Agreements signed with other countries. This helps reduce the tax burden on foreign businesses and plays an important role in attracting Foreign Direct Investment (FDI).

3. As a land-linked country with 8 neighbouring countries, plus Burundi which is linked by inland water bodies, Zambia is strategically located for trade opportunities with access to a wide market.

4. Zambia's high population of youth provides skilled and affordable manpower for various sectors. The prioritised health and education sector investment by the Government, has further elevated Zambia's human capital in the short, medium and long term future.

5. Ongoing policy reform creates a conducive investment environment aimed at restoring macroeconomic stability for sustainable growth. This in turn encourages inclusive and diverse sector growth which improves and accelerates stable economic performance.

6. With the nation's abundant natural resources, the country has made concerted efforts to make environmental sustainability a priority.



*Kasanka National Park bat migration: the world's largest mammal migration.*

7. The presence of an Investment Promotion Agency (IPA) provides access to tailor-made solutions that include the development of investment promotion portals, detailed assistance with investment opportunities and easier access to information on necessary procedures and policies

8. Zambia has a progressive banking and financial sector with international and domestic banks that are supported by robust legal, stock exchange and insurance services.

9. The country has a reputation for being a safe environment for conducting business.

10. The country has attractive fiscal incentives such as competitive marginal effective tax rates (METRs) and exemptions for qualifying capital inputs in certain assets across various industries.

# Why invest in the Zambian Tourism Sector?

## Unspoilt Nature

Zambia is Home to the spectacular mile-wide Mosi-oa-Tunya (Victoria Falls), one of the seven natural wonders of the world. It ranks as the world's largest single sheet of falling water, and doubles as a popular base for thrilling adventure activities such as canoe safaris, white water rafting, and Africa's most scenic bungee jump.

With superb wildlife-rich safari destinations, Zambia boasts of a network of 20 national parks and 36 game management areas, as well as the highest concentration of inland water bodies in Africa. These range from well-developed safari destinations such as Lower Zambezi, Kafue, and South Luangwa to the lesser-known

Kasanka National Park (site of the world's largest mammal migration in the form of 12 million fruit bats), Liuwa Plain (traversed by Africa's second largest wildebeest migration) and North Luangwa (walking safaris amongst all the Big Five).

The country has ample opportunities for sustainable tourism through eco-friendly facilities in hospitality wildlife reserve areas and has a continued dedicated commitment to protection of endangered species and their habitats.

In addition, 73 ethnic groups offer over 30 traditional ceremonies all year round which offer exciting

## Tourist-Friendly Immigration Policy

Zambia has a friendly immigration policy, providing that No VISA is required for entry into the country for visitors from 113 countries, which is valid for short-term visits that extends to purposes of tourism and business.

See <https://www.zambiaimmigration.gov.zm/nationals-who-dont-require-visa/>

Eligible foreign nationals can stay for thirty (30) days in Zambia, with allowance to apply for extension of stay up for up to 90 days. Visitors have an option to apply for single-entry, double-entry, and multiple-entry by submitting a simple online application.

The simplest way to obtain a visa for tourism is via the Zambia e-Visa platform which also provides opportunity for countries without VISA exemptions to also apply online.

<https://eservices.zambiaimmigration.gov.zm/#/home>



*Lumangwe Falls - Luapula Province.*



*Liuwa Plains: site of world's second largest wildebeest migration.*

## **Interconnectivity & Market Access**

Zambia belongs to the Common Market for Eastern and Southern Africa (COMESA) and the Southern Africa Development Community (SADC) with guaranteed market access to the combined population, which stood at 924 million people as of 2022.

The country is bordered with eight countries by land and one by inland waters and has established trading corridors that are well maintained, linking Zambia from the DRC to countries to the south and south-west, including Zimbabwe, Botswana and South Africa, as well as to north east to eastern countries, including Tanzania, Mozambique and Malawi. The Lobito Corridor, linking Zambia to western ports has been prioritised for development.

A railway network of about 3,000km further connects the country to all major ports in Southern Africa such as Dar es Salaam in Tanzania, Durban, Richards Bay, Port Elizabeth, and Cape Town in South Africa and Beira and Maputo in Mozambique.

## **Human Capital**

Zambia has a ready workforce with youths comprising 50% of Zambia's labour force, with the country's literacy levels standing at over 85%.

Education in the country is generally affordable and Zambia's tertiary institutions that offer training in various aspects of hotel management and hospitality supply work-ready individuals for the tourism sector.

## Zambia: The Rising Hub of Africa

In 2021, according to the Bank of Zambia and World Bank ratings, Zambia was ranked 1st in Africa, and 4th globally for ease of getting credit, 6th largest economy in SADC and 6th strongest and most stable currency in Africa.

There has been a high rate of return on investment in Government bonds and bills and a growing investor confidence, with the highest ever record of USD40 billion committed investment in Zambia in 2023.

Zambia had seen increased inflows of investments into critical minerals extraction and beneficiation, agro-processing, energy, and manufacturing, including EV and EV battery value chains.

This has created rising demand for accommodation, MICE, recreational, cultural and sporting facilities due to the over 1,200% increase in investments between 2021 and 2023.

To improve accessibility and diversity of tourism products, the Government under the Green, Resilient and Transformational Tourism Development Project has allocated USD100 million leading to high attractive government securities.

Zambia's investment promotion agency, the Zambia Development Agency (ZDA) facilitates entry into the Zambian market and access to information and investment incentives.

To further unlock private sector investment, various reforms have facilitated the creation of the Presidential Delivery Unit (PDU) and the Public Private Dialogue Forum (PPDF), both chaired by the President and which are designed to address challenges with investing and trade.



*River safaris that can be enjoyed on the many inland water bodies*

# Tourism Incentives

## Capital allowance

- 100% accelerated depreciation on infrastructure constructed in the sector.
- 50% capital allowance of the cost of plant and machinery
- 5% wear and tear allowance to an extension to a hotel.
- 10% investment allowance of the cost of extension to a hotel.
  
- 10% initial allowance on an extension to a hotel.

## Income tax

Income taxed at a reduced rate of 15% for hotels and lodges on accommodation and food services.

## Value Added Tax (VAT)

Zambia has a zero-rating of VAT on other tourist services provided to foreign tourists other than those included in tour packages. The country also allows for no import VAT on all goods temporarily imported into the country by foreign tourists.

Zambia boasts zero-rated VAT on, goods, meals, beverages and duty free goods for use in aircraft stores on flights to destinations outside Zambia; and goods temporarily imported into the country by foreign tourists.

## Customs and excise duty

Zambia allows for duty free importation of:

- Helicopters and micro-lights for use in the tourism sector;
- Stoves, ranges, grates, cookers (including those with subsidiary boilers for central heating), barbecues, braziers, gas-rings, plate warmers and similar nonelectric domestic appliances, and parts thereof, of iron or steel for gas and other fuels;
  
- Industrial or laboratory furnaces and ovens, including incinerators, non-electric furnaces and ovens;
- Refrigerating or freezing equipment for cold rooms.

Zambia provides for extended suspension of customs duty on importation of safari vehicles under the tourism sector to 31st December, 2025. Zambia has suspended customs duty for the tourism sector up to 31st December, 2025, on selected capital equipment, machinery, fittings and fixtures which are not produced locally.



*The Kuomboka Ceremony of the Lozi people in Western Province.*



*Safaris are a popular highlight of Zambia's national parks and game reserves.*



## Contacts

Zambia Development Agency, Investments House,  
Nasser Road, P.O Box 30819, Lusaka, Zambia.

Zambia Tourism Agency, Abacus House, Kabelenga  
Road, Plot No. 2338, P.O Box 30017, Lusaka Zambia

### Phone

+260 211 229 087  
+260 211 220 177

### Web

[www.zda.org](http://www.zda.org)  
[www.zambiatourism.com](http://www.zambiatourism.com)

Scan here for Zambia's profiled  
tourism projects.

