

Zim hoteliers indulge in price gouging

The Zimbabwean government have called hoteliers out after some of Bulwayo's top hotels and lodges hiked their rates by as much as 350% ahead of the Zimbabwe International Trade Fair (ZITF).



Image source: Getty/Gallo

Industry and Commerce Minister, Mangaliso Ndlovu said, in an interview with [NewZimbabwe.com](https://www.newzimbabwe.com), that the increases were killing the tourism sector.

"We held a meeting with them (hoteliers) indicating our concern to them in the manner they are treating ZITF clients. They might look at ZITF as a low hanging fruit but certainly it does not augur well for the survival and growth of the sector," said the minister.

Ndlovu said instead of continuing to increase the accommodation rates, hotels should be aggressively marketing the expo, which takes place from 23-27 April.

"Hotels should be marketing ZITF instead of overcharging clients. The first issue which they should address is the issue of rates which I am told are now in the region of \$1,500 per day.

"The second issue is that of block booking. They are insisting on block booking for the duration of the trade fair. They are saying clients cannot book for few days," he said.

"The minister of tourism is not really amused as well. The hoteliers have indicated to us that they will meet among themselves and get back to government. We are quite hopeful of a positive outcome from that meeting."

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