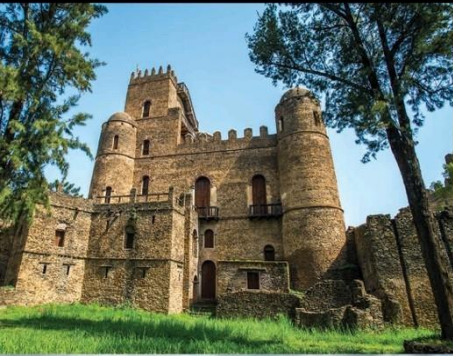




Ethiopia
LAND OF ORIGINS

Ethiopia invites you to discover
why it is the origin of so much



Ethiopian Tourism - Current Contexts

I. Tourism & Its benefits

- To be **one of the fastest-growing economic sectors** over the past four to five decades.
- To be a major export industry that **brings in much needed FOREX.**
- **Government Tax,**
- *Balance of payment,*
- Stimulating foreign & local **investment, PPP.**
- Enhance **conservation of nature & culture.**

Features of Ethiopian Tourism

- Labour intensive, Service sector, above 1m.
- 5-7% GDP,
- More of Export (30% of the service export),
- New sector/Think of Agriculture/.
- Fastest growing—9-10% annually.

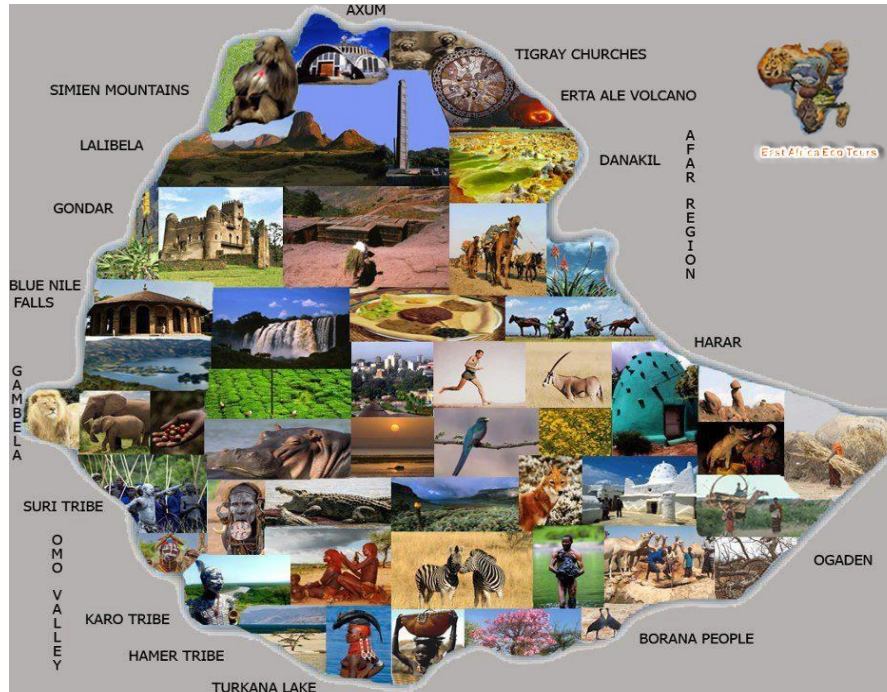
National Tourism Brand







II. Attractions



Ecosystem as an Opportunity



GREAT ETHIOPIAN ROUTES



THE HISTORIC NORTH AND THE SIMIEN MOUNTAINS

THE RIFT VALLEY AND THE CULTURAL MOSAIC OF THE SOUTH

THE EAST - DANAKIL, HARAR AND BALE MOUNTAINS

THE WEST – LUSH NATURE AND COFFEE ROUTES

ADDIS ABABA AND SURROUNDINGS

We all are from the Land of Origins, Ethiopia.



CRADLE OF HUMANKIND

The Lower Valley of the Awash, a UNESCO World Heritage Site, incorporates several important palaeontological sites, including Hadar, where the 3.2 million year old skeleton of 'Lucy' was unearthed in 1974.

The northern Rift can also claim the world's oldest stone-age tools, dating back 2.6 million years.



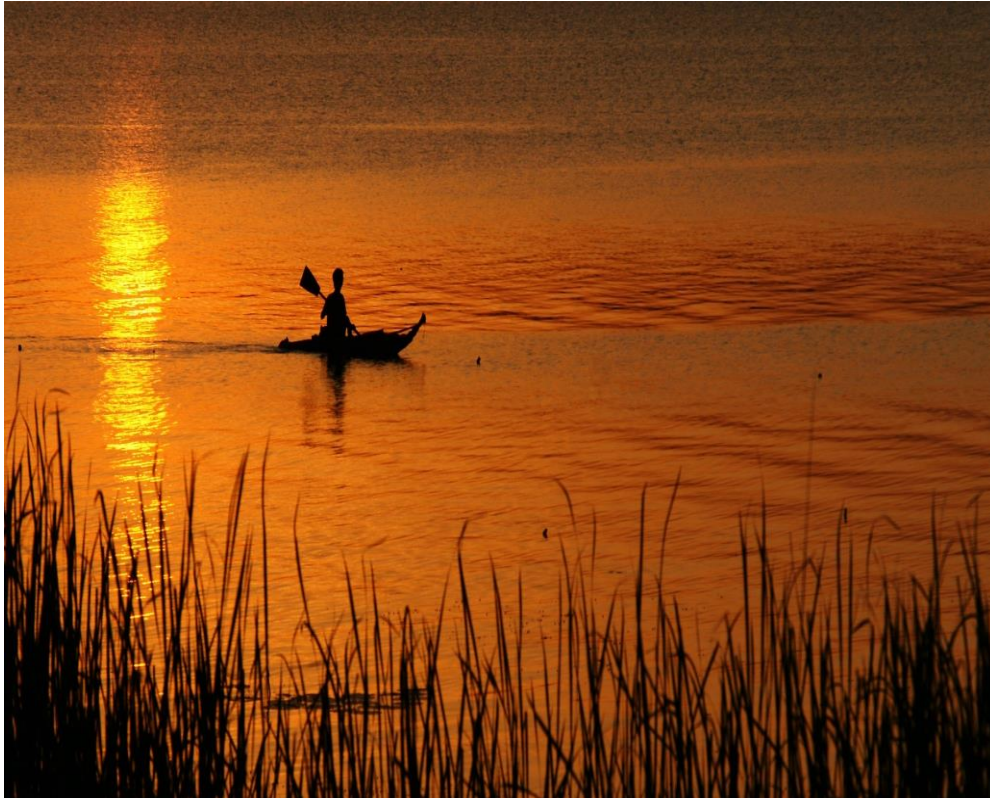
The country shelters rock-hewn churches, Palaces, Museums & festivals



LAKE TANA, ORIGIN OF THE BLUE NILE & Lake Wenchi

LAKE TANA, ORIGIN OF THE BLUE NILE

UNESCO's newly proclaimed **Biosphere Reserve**, Ethiopia's largest lake is a perennially popular tourist destination. The lake's forested **islands** - **37** in total - and peninsulas are studded with atmospheric and beautifully painted monasteries, most of which were founded between the 13th and 19th centuries.



THE RIFT VALLEY AND THE CULTURAL MOSAIC OF THE SOUTH

CENTRAL RIFT VALLEY LAKES----WEEKEND VACATION!

Southern Ethiopia is bisected by the Great Rift Valley, that stretches south from the Red Sea to Mozambique, and ranks as the only terrestrial feature on the planet visible to lunar astronauts.

Renowned for their stunning **aquatic birdlife, the five freshwater and soda lakes** of the central Rift Valley offer a host of other attractions.

For swimming and the beach, Lake **Langano**, with its upmarket resorts, is a popular weekend retreat from Addis Ababa and great place to break up a longer southern safari.

For those seeking a more urban break, **Hawassa** is a bustling regional capital offering superb **lakeside** recreational and conference facilities.



THE RIFT VALLEY AND THE CULTURAL MOSAIC OF THE SOUTH



SOUTH OMO

South Omo is Ethiopia's most culturally and linguistically diverse administrative zone, supporting 16 different ethnic groups who all staunchly keep to their unique traditional costumes, customs and beliefs.

Also in the area is the Lower Omo UNESCO World Heritage Site, protecting a number of important paleontological sites.



THE EAST - DANAKIL, HARAR AND BA

BALE MOUNTAINS NATIONAL PARK

Bale Mountain National Park, a spectacular hiking destination is Ethiopia's most important biodiversity hotspot and one of the top five birding sites in Africa.

More than 1,300 plant species have been identified, among them 160 Ethiopian endemics and 23 that are unique to the park.

Bale is the most important stronghold to three endemic large mammal species - the **charismatic Ethiopian wolf**, **handsome mountain nyala** and delightful Bale monkey.



THE EAST - DANAKIL, HARAR AND BALE MOUNTAINS

SOF OMAR CAVES

One of the most spectacular and extensive underground caverns in the world running for nearly 15 km.

It is an important pilgrimage site named after a revered sheik who took refuge there in the 12th century.



HARAR & Alnegash



HARAR

The atmospheric walled citadel of Harar Jugol is one of the few world's holiest Islamic settlements.

Harar was founded before 7th century and nowadays the historic walled citadel of Harar Jugol hosts **82 mosques** and **over 400 shrines** crammed into its 4 hectares.



West - Coffee & Ethiopia



ADDIS ABABA



THE WORLD'S THIRD-HIGHEST CAPITAL CITY AND THE DIPLOMATIC CAPITAL OF AFRICA.

Addis Ababa is home to over 120 foreign embassies and diplomatic missions that are located in the city, along with the headquarters of the African Union (AU) and the United Nations Economic Commission for Africa (UNECA).



MICE – The future of Ethiopian Tourism

- Our capital, Addis Ababa's **pleasant weather** and its **friendly residents** are our most attractive assets to always welcome and proudly serve **distinguished diplomats of the AU** and **guests to the country**. + **Sports**



BEST EXPERIENCES

A Lesson from Ethiopia

1. Tourist Destination development – It become 1 of the 5 Home grown economic reform agenda

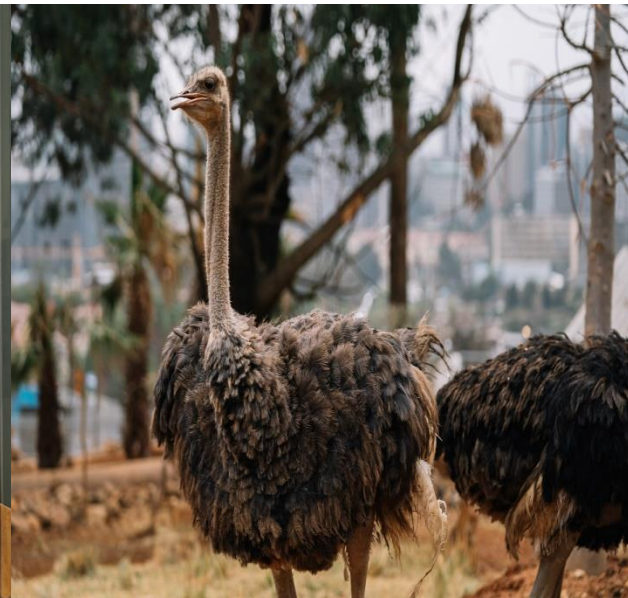


VISIT ENTOTO PARK NOW!





Unity Zoo and Aquarium



2. Emerging Best Tourism Villages – UNWTO recognized **Wonchi**

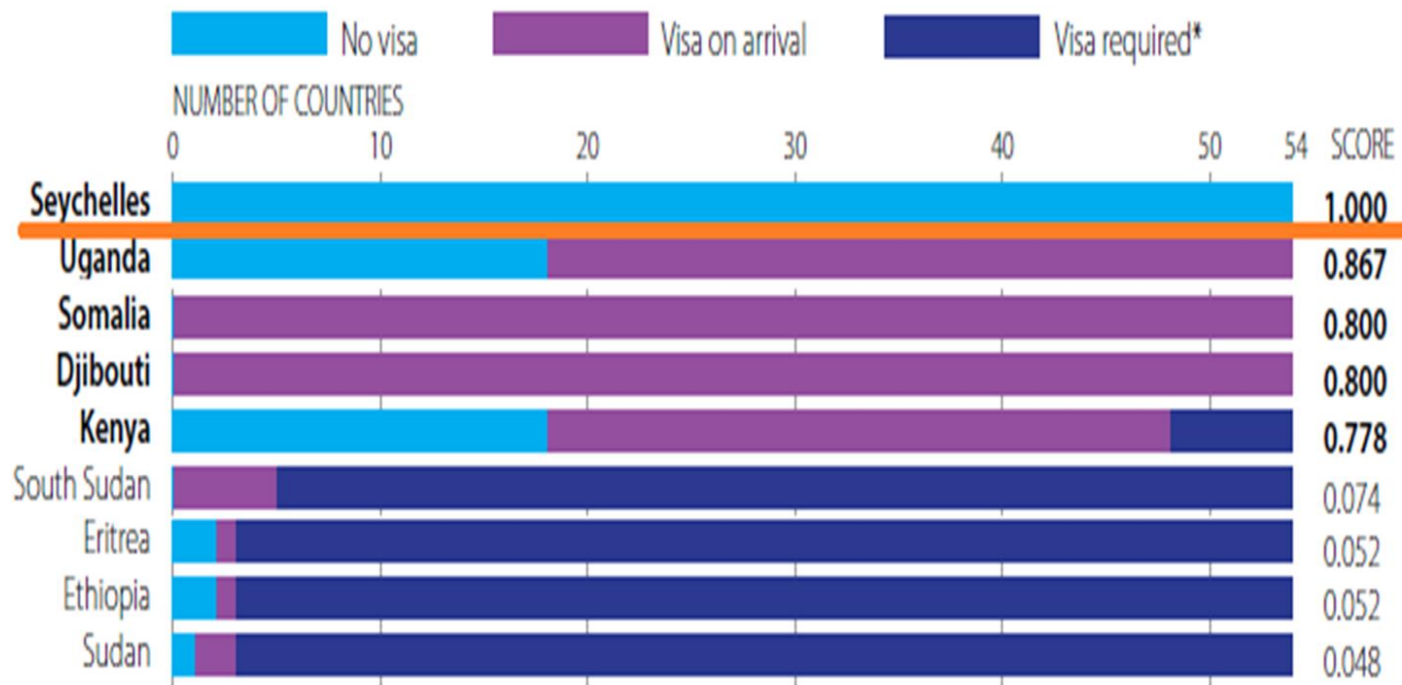


Emerging Best Tourism Villages – UNWTO recognized

Choke mountains eco-Village



3. VISA Reforms



4. Airport expansion & Air connectivity

A photograph of four Ethiopian Airlines flight attendants sitting on a bench, smiling. They are wearing dark green uniforms with white collars and name tags. The background shows a window with a view of the sky.

Warm Ethiopian hospitality
awaits you every time you fly

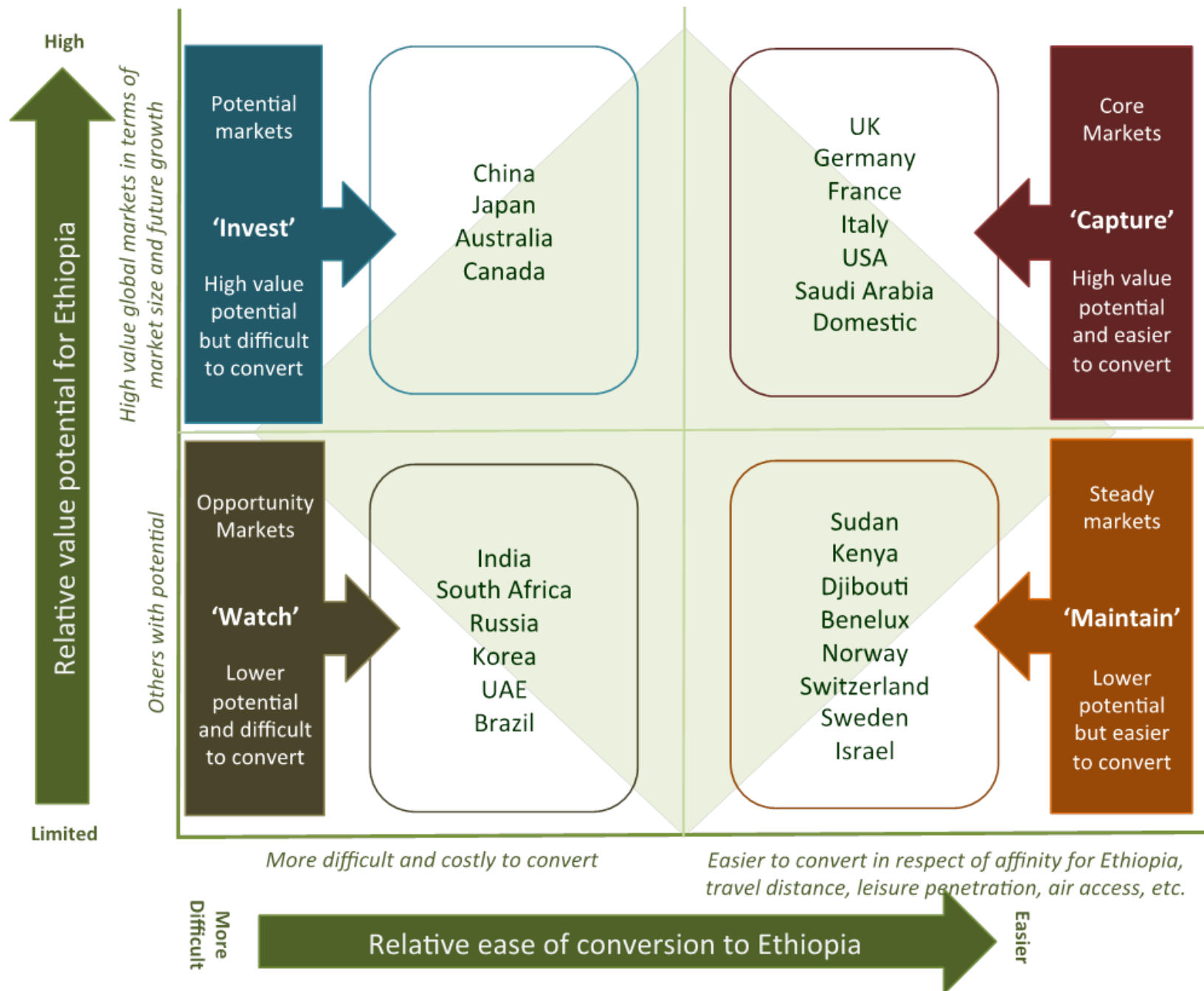
www.ethiopianairlines.com

Ethiopian
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THE NEW SPIRIT OF AFRICA

A STAR ALLIANCE MEMBER

5. Constructions of dam, commercial centers... that supports tourism





Finally - Investment opportunities



Tour operation

Considering the high market potential of the country /Only Local investors + JV).



Resort city

To tap potentials of lakes, mountains with good weather.



Lodges & Resorts

Erta Ale offers a lot of natural hot springs making it suitable for resort, spa and medication tourism.



Mobile camping

The beautiful scenario of the park and the rich life inside it combined with the blue sky can be a memorable adventure for tourists.

Investment opportunities



Eco-lodge camp

For those who want to stay close to nature the place provides very hot and different natural resources such as hot springs.



Helicopter Tour

The beautiful volcanic scenario and the salt mountains of dallool deserves to be seen from above even for ease of access.



**Ballooning,
Boat transportation,
Cable car,**

Aviation Business for local flights – Below 50 Pax



Cont ...

- Sport & entertainment business /Game zone, Race zone, Music.../.
- Restaurant – specialized- African, Halal,
- Ticketing.
- Tourism & hospitality school.
- Marketing & promotion business.
- Amusement parks.



THANK YOU
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"Ameseginalehu"

ASANTE
SANA

