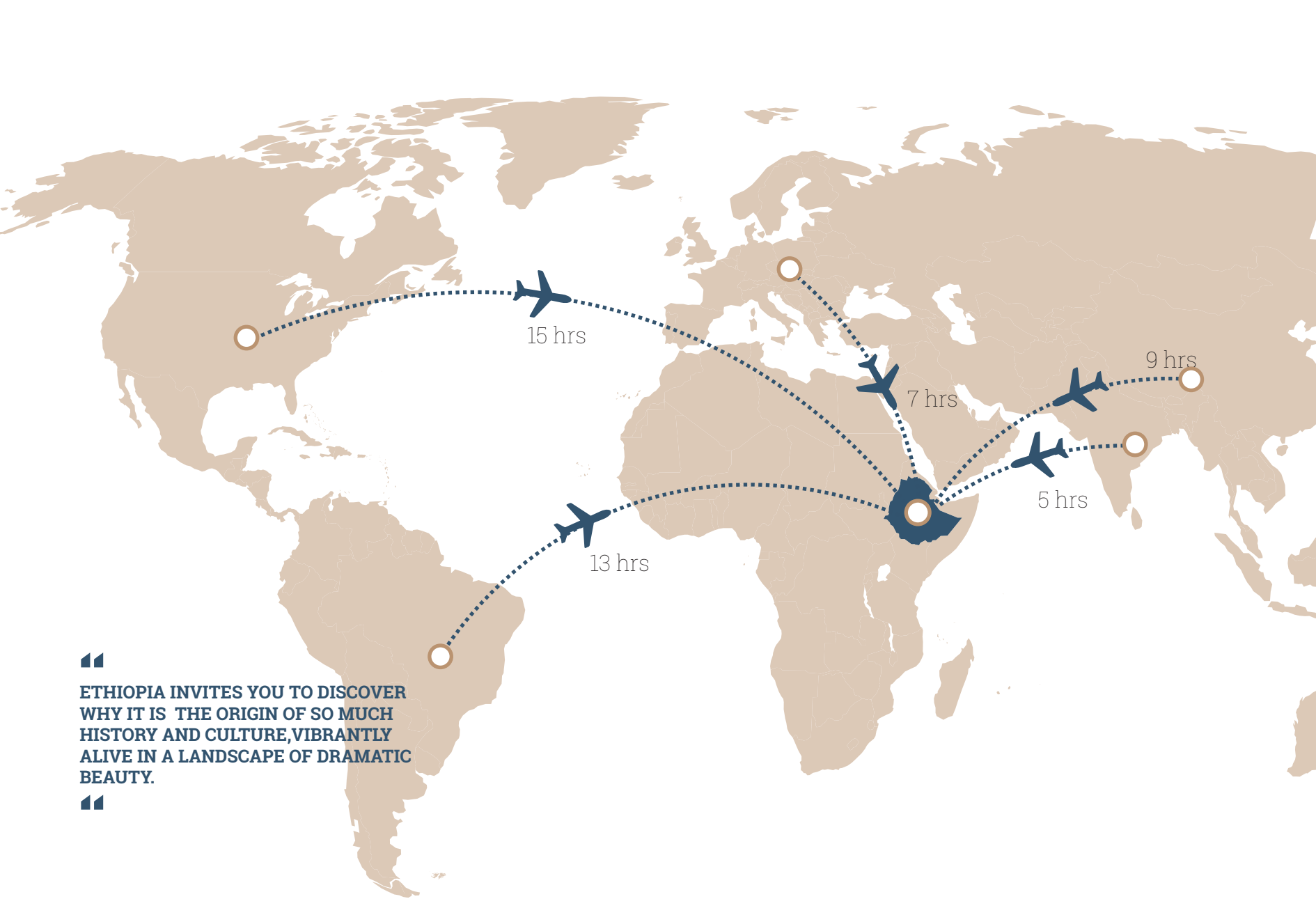


# ETHIOPIA

LAND OF ORIGINS



“

ETHIOPIA INVITES YOU TO DISCOVER WHY IT IS THE ORIGIN OF SO MUCH HISTORY AND CULTURE, VIBRANTLY ALIVE IN A LANDSCAPE OF DRAMATIC BEAUTY.

”

# ETHIOPIA

## Land of Origins!

The Federal Democratic Republic of Ethiopia is located in the north-eastern part of Africa commonly known as the Horn of Africa. It is strategically proximate to the Middle East and Europe, together with its easy access to the major ports of the region, enhances its international trade. It is bordered by the South Sudan in the west, Sudan in the north west, Somalia and Djibouti in the east, Eritrea in the north and Kenya in the south. The country covers 1,112,000 square kilometers (472,000 sq. miles) making it roughly as large as France and Spain combined and is five times the size of the UK.

From the north and running down the center are the Abyssinian highlands. To the west of the chain the land drops to the grasslands of Sudan, to the east to the deserts of the Afar. South of Addis Ababa, the land is dominated by the Rift Valley Lakes.

Ethiopia's central plateau varies in height between 2,000 and 3,000 meters. In the north and center of the country there are some 25 mountains whose peaks rise over 4,000 meters (13,200ft), the highest being Ras Dashen at 4,543 meters (14,538ft).



FEDERAL DEMOCRATIC  
REPUBLIC OF ETHIOPIA



**Ethiopia is like nowhere else on the planet, a Beautiful country blessed with a peerless history, fabulous wildlife and some of Africa's most soulful peoples.**









National Museum



Coffee Beans



Tis Isat Waterfall



# Ethiopia

LAND OF ORIGINS

Make time to explore Ethiopia and you will be put in touch with your own origins!

As you travel across its great heights and explore its deep places you will experience breath-taking beauty and astounding achievements.

For this is a land of origins. It is the cradle of humanity, where we first walked on two legs. It is also the source of the Blue Nile, the great river whose power and fertility nurtured the origin of civilization itself.

And it is the origin of one of life's great pleasures – coffee, our gift to the world.

So come to Ethiopia and take the time to be enchanted by its extraordinary past and to share in its dynamic present.

# ADDIS ABABA

THE VIBRANT HUB OF AFRICA.

Ethiopia's mysterious ancient cities contrast with lively Addis Ababa whose name means-'New Flower'. Founded in 1887 by Emperor Menelik II, it is today a political and business capital home to the headquarters of the African Union and to one of the largest number of diplomatic missions in the world.

Situated in the highlands - at 2300m - with a year round balmy climate, Addis is a cosmopolitan mix of East and West where you will find interesting historic churches and mosques, museums, monuments and landmarks, and public parks alongside stylish new cafes, international hotels and restaurants. Not to be missed are the cultural restaurants serving the unique Ethiopian cuisine accompanied by traditional music and dancing.

**Unity Park** - The newly opened boutique park within the Grand National palace of Ethiopia is initiated by H.E. PM Abiy Ahmed (Ph.D.). The construction and establishment of the park were started in 2018 and officially inaugurated and opened to the public on October 10, 2019. Visiting the park gives you myriad of options to visit which ranges from the black maned Ethiopian lion zoo to the banquet hall of Emperor Menelik II the founder of the palace, from the throne hall to gesturing the ostrich and unity zoo which keeps Meerkat, Aquarium, Peacocks, Cheetah, White Lions, and Wild dogs, Gelada Baboons, Aviary and Safari. Apart from that, the park boasts a pavilion dedicated to the various people and ethnic groups of Ethiopia.

**Entoto Park** - The mountain which called to be 'the lung of Addis Ababa' is covered with lush eucalyptus forest. The forest which stays paltry of use now turned to a mesmerizing park with a bounty of services and activities. The multi-purpose park contains indoor and outdoor facilities built

mostly with local materials. It is equipped with various facilities like cafes, restaurants, horseback riding, spas, artificial lake, go-kart, biking, library, cinema as well as sports centers. Visitors can have a taste of authentic Ethiopian coffee at the park served by major brands in the country such as Kaldis' and Tomoca. Pioneering Ethiopian resorts Kuriftu has also a charming capacious restaurant. Art galleries and children's playing grounds are also available.

**Sheger Park (Friendship Square)**- Part of the 58 kilometers long Entoto-Akaki Riverside Beautification project of Prime Minister Abiy Ahmed, Sheger Park is found in front of Sheraton Addis Hotel. The newly exuberant park is part of making Addis Ababa an urban tourism site by rehabilitating water bodies. The park comprises cultural centers, an art gallery, and places of Science and technology, cafeterias, etc. The park which perched in the center of Addis Ababa makes it easily accessible from every corner of Addis Ababa.





**Science Museum** - A museum equipped with modern green energy source and aimed at preserving and showcasing Ethiopians ancient wisdom such as traditional medicine, cultural and traditional knowledge officially inaugurated in Addis Ababa by the prime Minister Dr. Abiy Ahmed. In the museum, there are several building complexes and interactive display screens in local solutions in healthcare, finance, cyber security, geographic information system (GIS), service industries, data analysis, manufacturing, and robotics.

**Cultural Restaurants** - Addis Ababa hosts many cultural restaurants that offers a traditional Ethiopian dinner with a live stage performance. The restaurant will be a perfect introductory to the variety of delicious Ethiopian cuisine. As Ethiopia is the archipelago of various tribes, the traditional music and dancing performance at each cultural restaurant is the highlight of your stay in Addis Ababa. Apart from that there some places dedicated only for Masinko players /Minstrels/ with a live performance. Never forget to taste the Ethiopian Honey wine called Tej at each cultural restaurant.

**Jazz Night** - One of Ethiopia's epic innovations, Ethio Jazz has a tradition going back to the 1950s. "Ethio-jazz," is a unique fusion of the eerie rhythms of ancient Ethiopian cultural music with the soulful undertones of jazz and the funky bounce of Afro-beat. Marked by eerie and ancient-sounding tones, typical of traditional Ethiopian music, Ethio-jazz also displays the sensual undertones of soulful jazz. But this innovation did not last long as the communist regime temporarily suspended it (along with other kinds of live music). But recently it's returned and ready to be thoroughly enjoyed at venues across the city If you are interested to enjoy Jazz music Mama's Kitchen around Wollo Sefer is the standout place in the city.









## HISTORICAL WONDERS



### UNESCO World Heritage Sites (Tangible)

1. Rock-Hewn Churches, Lalibela (1978)
2. Simien National Park (1978)
3. Fasil Ghebbi, Gondar Region (1979)
4. Aksum (1980)
5. Lower Valley of the Awash (1980)
6. Lower Valley of the Omo (1980)
7. Tiya (1980)
8. Harar Jugol, the Fortified Historic Town (2006)
9. Konso Cultural Landscape (2011)

Ethiopia is an ancient country whose unique cultural heritage, rich history and remarkable biodiversity are reflected in a tally of thirteen UNESCO world heritage sites, nine tangible and four intangible more than any other country in Africa.

Though the narrative stretches back to a time when fact and fable intermingle, there is much that is still tangible. Here you will find a wealth of archaeological sites and treasures: the oldest tools in the world, the remains of great civilisations like Yeha and Aksum, with its giant monoliths, of powerful kingdoms that gave splendor to Gondar with its 17th century fairytale castles, the sacred places of Al Nejashi, Gheralta and Lalibela, the walled city of Harar, Tiya stelae an archaeological site in central Ethiopia, the 19th century impressive palace of Aba Jifar and the recently opened unity park showcases Ethiopia's rich past legacy. Every day you will encounter another astonishing piece of history. In more recent times Ethiopia is the only country in Africa that has never been colonised and was independent as it entered the 20th century, giving her people a legacy of dignity and self-confidence.









# DISCOVER ETHIOPIA

Ethiopia invites you to discover why it is the origin of so much!  
**As you explore Ethiopia, you will be put in touch with your own  
origins...for this is a Land of Origins!**



**From left to right**

Abune Yemata Church | Harar Shewa Gate | Harar Hyena Feeding | Tiya stelae









## A MOSAIC OF CULTURES LIVING IN HARMONY

Ethiopia has a vibrant living culture. It is today a brilliantly diverse mosaic of peoples living together in harmony. Unique century-old religious festivals, colorful celebrations and charming customs like the coffee ceremony, offer you a chance to share the country's heartbeat and to experience the warmest of welcomes.

In some sense, everything you do in Ethiopia could be labeled a cultural experience. There is no separating an experience in Ethiopia from the cultural fabric from which it's borne.

That's what makes Ethiopia so hard to describe. It's incredibly diverse, and a single destination can be described a thousand ways.

For us, culture experiences in Ethiopia are those that capture a small part of Ethiopian culture with some immediacy, delivering a flavour of this incredible country in a single experience that has a start and an end.



## TIME-HONORED CELEBRATIONS

Flamboyant and spiritually uplifting, Ethiopia's religious festivals give you the chance to be part of an authentic experience unlike any other and to leave with enduring memories.

Timket Festival – celebrating the epiphany – is one of the grandest occasions amongst Ethiopia's Orthodox Christian community. The celebration occurs on the 19 of January once every four years and commemorates the baptism of Christ at the river Jordan by his forerunner, John the Baptist.

Meskel - UNESCO inscribed intangible heritage, is best attributed and centered on a conical bonfire called a Demera, mass gathering, and religious chanting on September 27th commemorates the Finding of the True Cross.

Irreecha is thanksgiving day which signals the change of the rainy season to the sunny season, and it's chiefly an annual thanksgiving day of the Oromo people of Ethiopia.

Fichee-Chambalaalla - UNESCO inscribed intangible heritage is a New Year festival celebrated among the Sidama people. Appearing at Genna in Ethiopia is a unique opportunity to celebrate Christmas two times a year as the festival is held one week later of the Gregorian calendar. As the day is primarily a commemoration day of Jesus Christ's birthday,

the celebration is mostly a religious undertaking in various parishes. It is unique and wondrous everywhere but particularly special in Lalibela.

Ashenda, Shadey, Ahendye and Solel is one of the unique and colorful festivals in Northern Ethiopia. Girls of the Ethiopian Orthodox Church celebrate this festival annually by the end of a fasting period called Filesta between 16-26 August every year.

Muslims mark the major events of their year including Ramadan, Eid and the Islamic New Year with their traditional celebrations.

Elsewhere festivals such as Kulubi Gabriel, Aksum Mary TSION, Gishen Mariam, and Dire Sheik Hussein draw vast crowds.



### UNESCO Intangible Cultural Heritage

1. Meskel (2013)
2. Fichee-Chambalaalla (2015)
3. Gada system (2016)
4. Ethiopian epiphany (2019)















## GREAT ETHIOPIAN RUN THE MOST EXCITING RACE IN THE WORLD

The Great Ethiopian Run International 10km is a flagship event held every year since 2001. With 45,000 participants, the race has become the biggest road race in Africa.

This will be an unforgettable experience. Celebrated as one of the liveliest and most colourful races in the world, it is Ethiopia's biggest street party, with tens of thousands of Ethiopians running, walking and dancing their way along the route, led by Ethiopia's celebrated international runners.

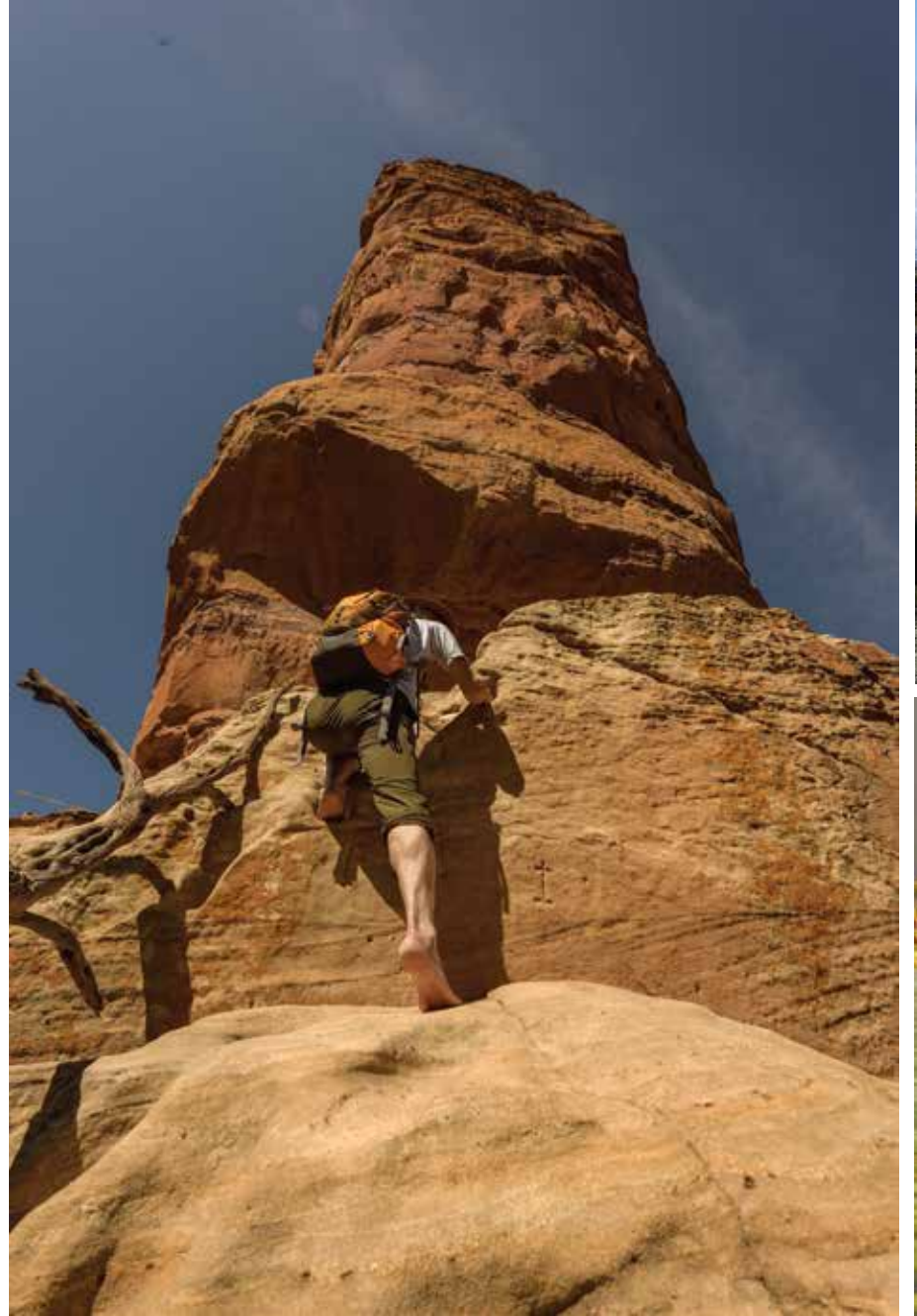
The race attracts participants of all abilities from all over the world. Many international visitors come to run in the race as part of a longer trip to Ethiopia, staying on to visit some of Ethiopia's historical sites and national parks. Others come as part of school and charity groups, supporting and building relationships with local projects. Some international runners come just for a long weekend, to experience the running culture in Addis Ababa, visit the markets, traditional restaurants and music venues, enjoying the buzz of one of Africa's fastest-growing capital cities.

## DRAMATIC LANDSCAPES OF EXTRAORDINARY CONTRASTS

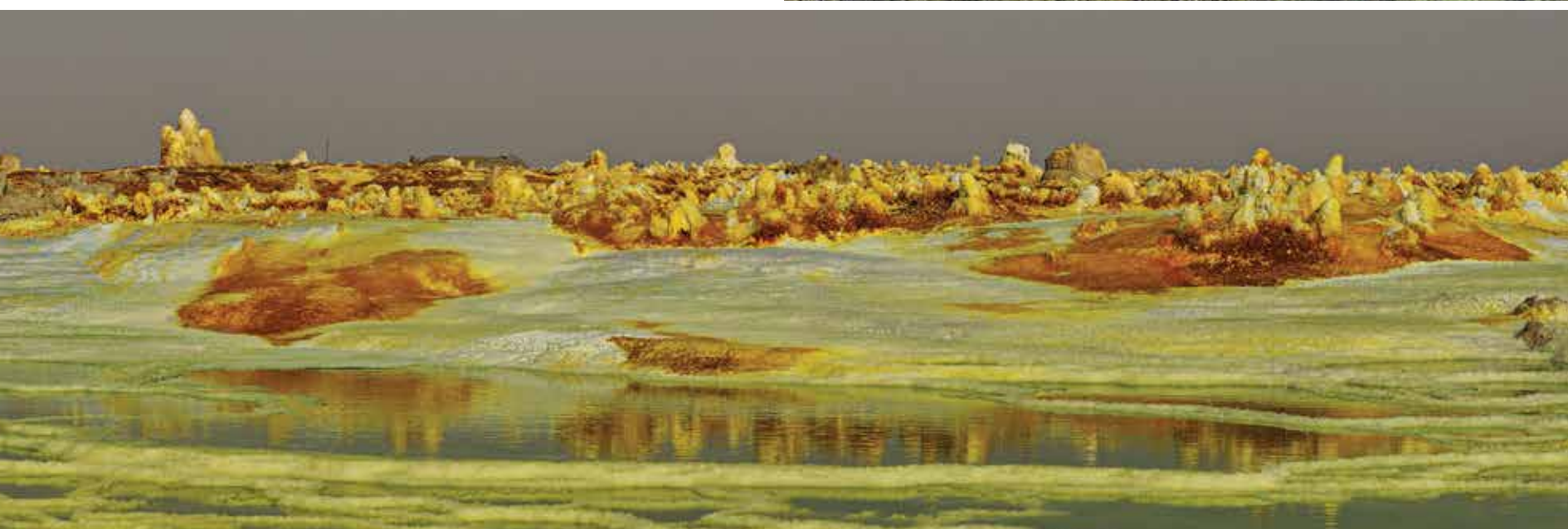
Traveling across Ethiopia you experience great heights and plummeting depths unfolding at every awe-inspiring turn. From the majestic Afro-Alpine Simien Mountains and the softer Bale Mountains, both in the highlands, to the Danakil Depression - the lowest and hottest place on Earth.

For Ethiopia has peaks over 4000m, weird and wonderful geothermal features, hot springs, active volcanoes and huge salt beds but also lush rain forests and fertile farmlands, rolling savannah and cool underground caverns. And fast flowing rivers, stunning waterfalls and glistening lakes such as those dotting the Great Rift Valley.

Konso Cultural Landscape - UNESCO World Heritage site, is an arid property of stone walled terraces and fortified settlements





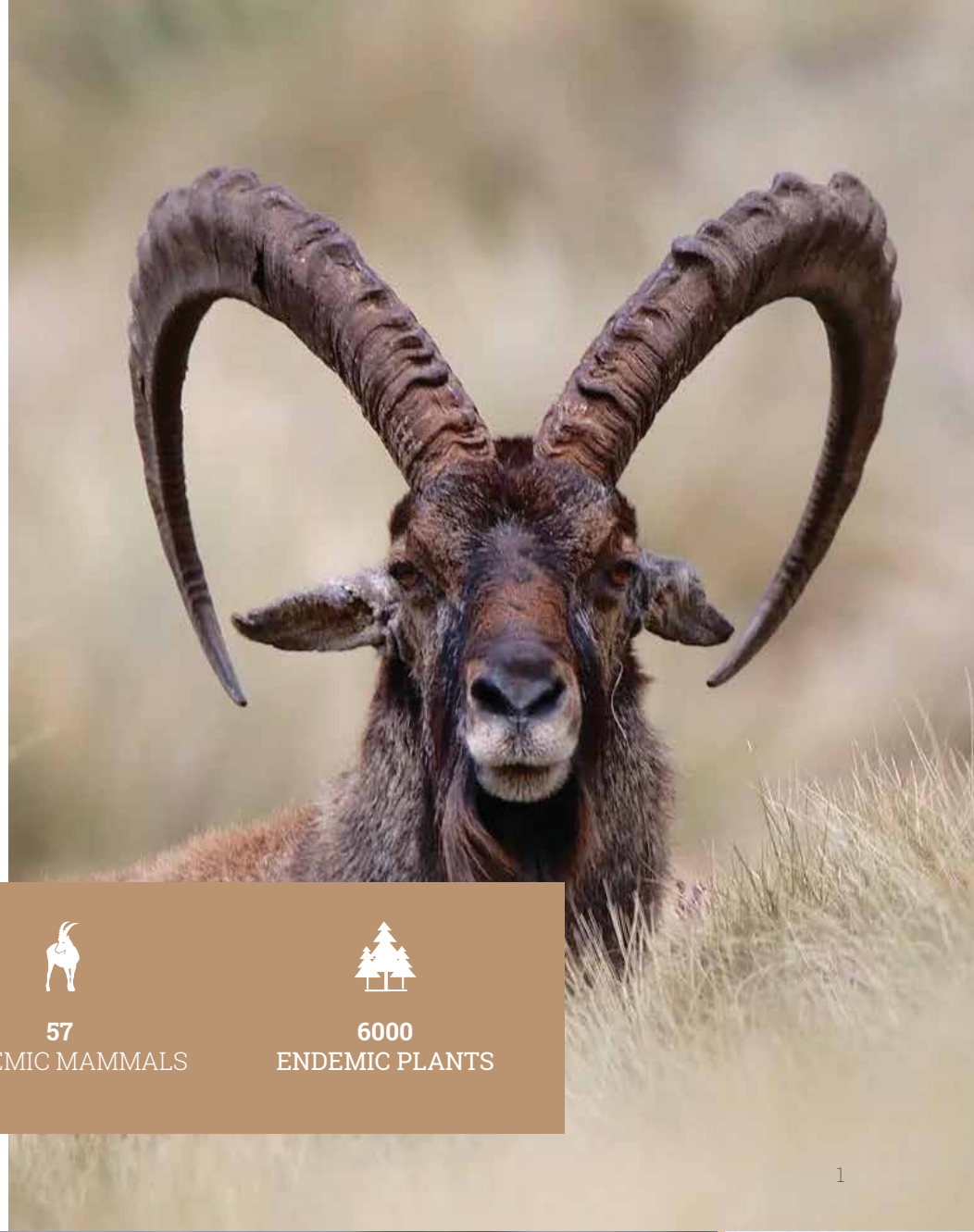


## A LAND OF RARE SPECIES IN THEIR NATURAL HABITATS

The range of terrain and climate make Ethiopia the fourth largest bio diversity zone on earth - with more unique species of flora than any other country in Africa – and a wildlife lover’s paradise.

Touring Ethiopia you will see the world’s rarest wolf, the twisted horned, shaggy mountain Nyala and the shy Walia ibex. You will enjoy mingling with the Gelada Baboons in their natural habitat and you may even have the chance to spot the Abyssinian lion with his black mane. There’s all this plus typical African fauna such as elephants, hippos and zebras.

So diverse and precious are all these natural resources that Ethiopia now has 27 national parks and five Biosphere Reserves to preserve and protect them.



27

NATIONAL PARKS



20

ENDEMIC BIRDS



57

ENDEMIC MAMMALS



6000

ENDEMIC PLANTS













Ethiopia, a magical country full of wonder and awe, offers surreal experiences that are magical and hauntingly beautiful. Being an African country renowned as a top African destination, it has incredible wildlife, including unique and endemic species..

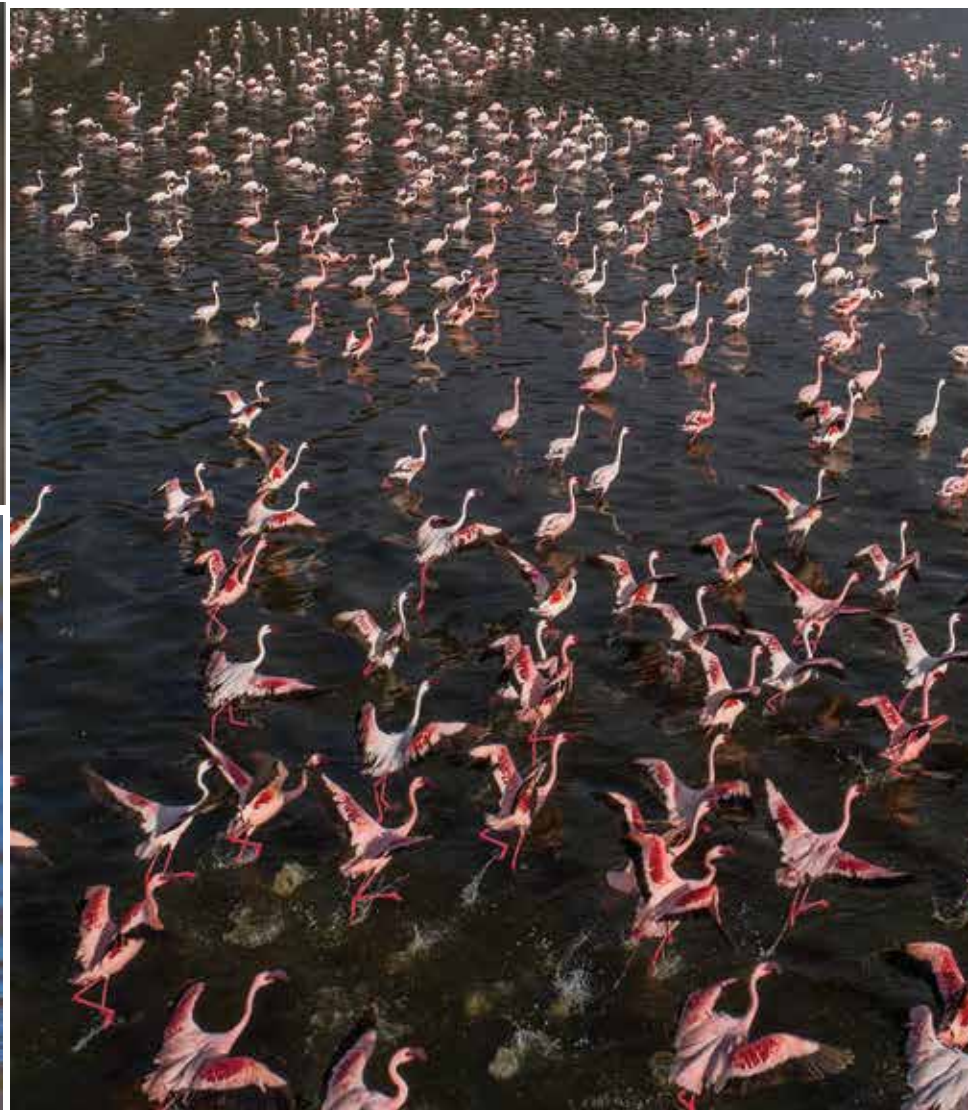




A herd of elephants is walking away from the camera across a vast, green savanna. The elephants are in the foreground and middle ground, with their backs to the viewer. The landscape is flat and extends to a distant horizon under a clear blue sky. The text is overlaid on the bottom right of the image.

LOOKING BEYOND THE BIG FIVE:  
**VISIT ETHIOPIA'S**  
WONDERFUL WILDLIFE







## WORLD-CLASS BIRDING

Ethiopia's bird life is among the best in Africa thanks to its incredible range of different habitats and proximity to the Equator. Of the 860 species found here, 18 are endemic.

Look for species such as cranes, hornbills, eagles and buzzards; brilliantly coloured lovebirds, parrots and sun-birds; singers and distinctive sound makers like cliches, orioles and boubous.

The best places for birding include the Great Rift Valley lakes and parks, and the Bale Mountains National Park.

If you are an experienced ornithologist you will relish the chance to see the rare Prince Ruspoli's turaco, while new enthusiasts will love spotting hundreds of species over a couple of weeks.









## SLOW THE PACE AND EXPERIENCE MORE

A gentle stroll through beautiful surroundings or a walk on the wild side - Ethiopia offers walking, hiking and trekking at every level and all year round. So you can stretch yourself along the Roof of Africa, the Simien Mountains (a UNESCO Natural World Heritage Site), hike in Gheralta or be thrilled by ascending the active Erta Ale volcano – the ‘smoking mountain’. Or take an easy walk or horseback ride in the lush Harena forest of Bale Mountains to explore deep gorges and lakes. To ensure you make the most of every step along the way most operators will arrange the transport of your luggage by vehicle or mule.

Everywhere in Addis the aroma of roasting coffee mingles with the scents of spicy cooking and frankincense. With a number of stellar natural cave systems that stretch across almost every corner of the country, Ethiopia is the ultimate destination for cave adventure and exploration. Ethiopia’s dramatic and varied landscapes are a playground for adventure travelers. Private helicopter escorts to track buffalo migrations, and luxury tented camping in the Lower Omo Valley are just some of the possibilities. Recently the high summits of the central, northern, and southern parts of Ethiopia have been hosted paragliding and ballooning.





## 10 EXPERIENCES THAT MAY WELL CHANGE YOU FOREVER

- 01 Meet your ancient ancestor the hominoid skeleton 'Lucy' at the National Museum.
- 02 Marvel at the mystical churches of Lalibela, hand-hewn from rock to create the Jerusalem of Africa.
- 03 Find out where the biblical Ark of the Covenant is kept in Aksum and walk in the footsteps of the Queen of Sheba.
- 04 Visit the castles of Gondar, unique in Africa, and go back to a time of powerful kings.
- 05 Discover the astonishing mix of ethnic groups in Southern Ethiopia and learn about their traditional ways of living.
- 06 Wander in colourful Harar, the old walled city of more than 80 mosques, and the fourth most holy site in Islam.
- 07 Trek the Simien Mountains, the Roof of Africa, and enjoy endless vistas or hike in Gheralta to experience the spirituality of centuries old churches dotted among steep pink cliffs.
- 08 Explore the out-of-this-world landscapes of the Danakil Depression, the lowest and hottest place on Earth, and climb the Erta Ale volcano.
- 09 Tour the lakes and parks along the Great Rift Valley - the only geographical feature visible from the moon.
- 10 Take a boat trip on Lake Tana, the source of the mighty Blue Nile, to discover its islands and monasteries.



## UPCOMING FLAGSHIP TOURISM DESTINATION DEVELOPMENT PROJECTS

With the government's strong interest in and commitment to the tourism industry, flagship tourism projects have been introduced to the existing tourist destinations.

**Gorgora:** on the northern shore of Lake Tana in Amhara region,

**Wonchi:** at the heart of Oromiya region are model interventions indicating the departure from the usual trend in leisure tourism and

**Koysha Eco Tourism:** at Chebera Churchura national park in southern part of Ethiopia along with the intended future tourism development projects to enhance the existing endowment and increase the competitiveness of Ethiopia in the global tourism market.











## MEET IN THE LAND OF ORIGINS

### THE CAPITAL CITY OF AFRICA - A WORLD-CLASS EVENT DESTINATION

Addis Ababa is the diplomatic capital of Africa, hosting 120 foreign embassies and diplomatic missions plus the headquarters of important organizations including the African Union (AU) and the United Nations Economic Commission for Africa (UNECA).

A growing number of international standard hotels like Sheraton, Hyatt Regency, Best Western, Hilton, Radisson Blu, Golden Tulip, Marriott, Ramada and Ethiopian Skylight Hotel, an ever-improving infrastructure, a hub airport and world-class conference venues at the AU, the UNECA and the Millennium Hall, all with the traditionally hospitable welcome, make Addis Ababa a destination of choice for meetings, conferences and exhibitions.

Outside the capital cities such as Adama, Bahir Dar, Hawassa, Dire Dawa, Bishoftu and Mekele also offer excellent meeting venues and facilities.



#### Ethiopia Convention Bureau

Ethiopia Convention Bureau (ECB) is established under the Ministry of Tourism as a destination marketing organization having primary role of making Ethiopia a favourable MICE destination, nurturing business tourism in the country and driving the economic contribution of the MICE sector to Ethiopia's Gross Domestic Product. Learn More [www.ethiopiaconventionbureau.com](http://www.ethiopiaconventionbureau.com)



## PLAN YOUR TRIP

### Get Your Visa

All visitors to Ethiopia require visas. The only exceptions are nationals from Djibouti and Kenya and travelers who arrive at Addis Ababa Bole International Airport to catch a connecting flight.

Ethiopian visa can be collected at Ethiopian Embassies and consulates abroad or on Arrival. Right now visa can be obtained with an Online application at [www.evisa.gov.et](http://www.evisa.gov.et).

### Travel to Ethiopia

Ethiopia's national carrier, Ethiopian Airlines (Ethiopian), is the fastest growing airline in Africa. During the past seventy plus years, Ethiopian has become one of the continent's leading carriers, unrivalled in Africa for efficiency and operational success, turning profits for almost all the years of its existence. Ethiopian currently serves 127 international and 22 domestic destinations operating the newest and youngest fleet.

### Accommodation

The hotel supply in Addis Ababa is growing quickly with an increasing number of properties offering international standards including several apartment hotels and branded hotels: Sheraton, Hyatt Regency, Best Western, Hilton, Radisson Blu, Golden Tulip, Marriott, Ramada and Ethiopian Skylight Hotel. Smaller hotels and cozy guest-houses are also available.

In the main tourist destinations, there is a range of accommodation available including urban hotels as well as smaller properties with local charm and lodges in national parks and other unique locations.









The Federal Democratic Republic of Ethiopia  
**Ministry of Tourism** Addis Ababa, Ethiopia  
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