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Welcome to Ethiopia, the Land of Origins!

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



Message from the Minister

Ethiopia has witnessed the establishment of numerous tourist destinations and the restoration of various historical attractions in recent years, thanks to the strong attention tourism has received from the Ethiopian government.

These efforts should be complemented by intensive promotional campaigns to fully reap the benefits of our destinations and tourism resources. In line with this, the Ministry of Tourism has been running a major promotional campaign in the heart of Europe, featuring a historic tour of Lucy and Selam, now on display at the National Museum of the Czech Republic. Few months ago, we also launched the Visit Ethiopia platform (*visitethiopia.et*), which showcases our tourist attractions and, more importantly, brings together various tourism services on a single platform, essentially offering a one-stop shop for tourists.

Inside this newsletter, you will find details about these initiatives, along with other major engagements of our Ministry over the past few months.

H.E. Mrs. Selamawit Kassa
Minister of Tourism
FDRE Ministry of Tourism

NEWS HIGHLIGHTS

Lucy and Selam in Europe for the First Time



Lucy and Selam, two of Ethiopia's most treasured fossils, are on display at the National Museum of the Czech Republic, marking their first-ever tour of Europe. Never before have Lucy and Selam been exhibited together outside Ethiopia, making the exhibition truly historic.

Speaking at the opening ceremony on August 25, 2025, Tourism Minister Selamawit Kassa noted that the exhibition offers European tourists and researchers a rare opportunity to study the iconic fossils firsthand. She described the fossils as Ethiopia's ambassadors and invited participants to visit the Land of Origins and its tourist attractions. Czech Prime Minister Petr Fiala on his part highlighted that Lucy and Selam provide an extraordinary glimpse into human origins, and pointed out the extensive preparations of the Czech government for the 60-day exhibition.

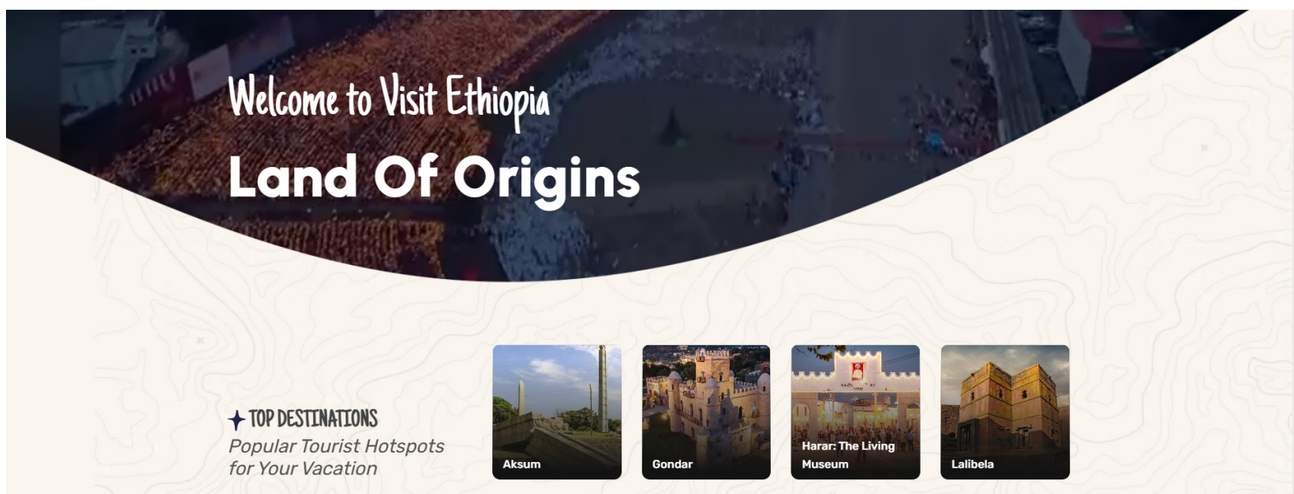


MINISTRY LAUNCHES **'VISIT ETHIOPIA'** PLATFORM

The Ministry of Tourism has launched 'Visit Ethiopia', a one-stop digital marketplace that allows tourists to book hotels, tours, car rentals, and other services with ease. "The platform promotes our diverse attractions and brings together key players in the tourism value chain to deliver a seamless experience for visitors, starting from the booking stage," said Tourism Minister Selamawit Kassa during the launch event. our diverse attractions and brings together key players in the tourism value chain to deliver a seamless experience for visitors, starting from the booking stage, in the tourism value chain to deliver a seamless experien



She also highlighted the platform's key features and its potential to bring immense value to Ethiopia's tourism sector. The new platform was developed with technical support from the Information Network Security Administration (INSA). "'Visit Ethiopia' is a game-changing platform that elevates the tourist experience," noted INSA Director General Tigist Hamid, highlighting its contribution to realizing the overarching 'Digital Ethiopia 2025' strategy. The Ministry of Tourism will continue collaborating with key stakeholders – including Ethiopian Airlines Group, Immigration and Citizenship Services, Ethiopian Customs Commission, and vendors – to keep the platform updated and deliver more value to visitors going forward.



info@mot.gov.et

+251 (0) 11 668 4572 | USD | Sign in or Register

Ethiopia
LAND OF ORIGINS

HOME | DESTINATIONS | PLAN YOUR TRIP | MICE | STOPOVER | THINGS TO DO | INVEST IN ETHIOPIA | MORE

Welcome to Visit Ethiopia

Land Of Origins

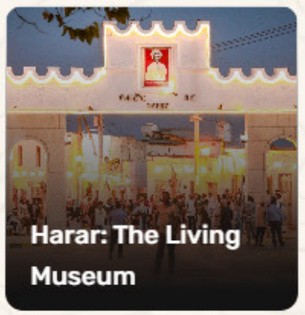
TOP DESTINATIONS

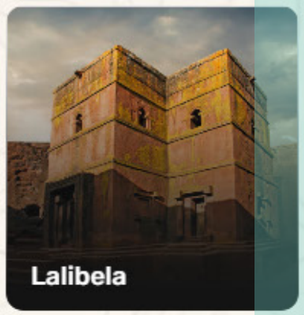
Popular Tourist Hotspots for Your Vacation

More









WWW.VISITETHIOPIA.ET

Seamless travel to Ethiopia starts here!

WORLD TOURISM DAY CELEBRATED WITH MULTIPLE EVENTS

The Ministry of Tourism, along with members of the Tourism Family, celebrated World Tourism Day through a series of events, including tours, a research conference, and a rotating school exhibition. During a tour of the Central Ethiopia region, the Tourism Family, led by Tourism Minister Selamawit Kassa and State Minister Dr. Endegena Abebe, visited key tourist sites such as Tiya archaeological site, Melka Kunture and Balchit, Hambericho 777 Eco-Tourism Site, and Hare Sheitan Lake. The team also had a boat ride on Arekt Lake and visited Muluwork Resort in the Gurage Zone. As part of the World Tourism Day tour, participants experienced local celebrations such as Mesala, the Kambata New Year, and Yahode, the Hadiya New Year. The celebration also included a photo exhibition, a panel discussion, and other activities.



The celebrations also featured the 5th Tourism Research Conference, held in Addis Ababa under the theme "Tourism and Sustainable Transformation." Opening the conference, Tourism Minister Selamawit Kassa highlighted that research-driven approaches are essential for addressing challenges in the tourism sector and unlocking its full potential. She also presided over the launch of a rotating school exhibition at Minilik II Secondary School, designed to inspire students to explore Ethiopia's history, culture, and natural beauty while nurturing national pride.





PROMOTIONS



"Life in Palaces" Showcased at Fasilides Castles

Gondar's historic Fasilides Castles are now offering visitors a unique opportunity to step back in time and experience the lives of Ethiopia's monarchs. The "Life in Palaces" show, a research-based reenactment, showcases everything from regal attire to daily palace routines, immersing tourists in the traditions and governance of the royal court. The performance transforms the castles into living history, leaving a lasting impression on visitors. Tourism Minister Selamawit Kassa, who joined the reenactment alongside State Ministers and other dignitaries, said the show aims to bring the recently restored Fasilides Castles to life and present them to tourists in an engaging and relatable way.

SMADE Partners with Ministry to Promote Ethiopia

Tourism Minister Selamawit Kassa held discussions with Adesegun Adeosun Jr., known globally as SMADE, the founder of the international Afro Nation Festival. The discussion focused on collaboration to promote Ethiopia on the global stage. SMADE expressed his strong interest in leveraging his extensive experience to showcase Ethiopia's tourism treasures through impactful art-based projects and festivals that resonate with international audiences.

During his stay in Ethiopia, SMADE explored selected tourist attractions and witnessed the modern infrastructure that makes Addis Ababa a prime destination for world-class events. He also noted his plan to bring renowned filmmakers to Ethiopia to produce their works in the country, for which the minister assured him of the Ministry of Tourism's full support. The British-Nigerian entrepreneur, who is the founder of SMADE Entertainment Group, has produced over 1,000 events across continents.





Ministry Teams up with Ethiopian Embassies to Showcase Ethiopia

The Ministry of Tourism is working closely with Ethiopian embassies to promote the country's tourism treasures abroad. In partnership with the Ethiopian Embassy in London and Africa Travel Connect, the Ministry recently briefed more than 40 UK-based journalists and travel companies on Ethiopia's unique attractions. Tourism Minister Selamawit Kassa virtually highlighted what Ethiopia has to offer to tourists and conference organizers, showcasing its attractions, top-notch air connectivity, and modern conference facilities. She also pointed out the government's focus on tourism as a key sector and invited participants to collaborate in driving its growth.

Similarly, Tourism State Minister Dr. Endegena Abebe held discussions with the Ethiopian Consulate in Dubai and the Northern Emirates, as well as with leaders of the Ethiopian community, on opportunities to better promote Ethiopia. All sides agreed to work together towards boosting tourism market development, investment promotion, and coordinated marketing efforts.

Ethiopia Showcases Its Tourism Potential in Algiers

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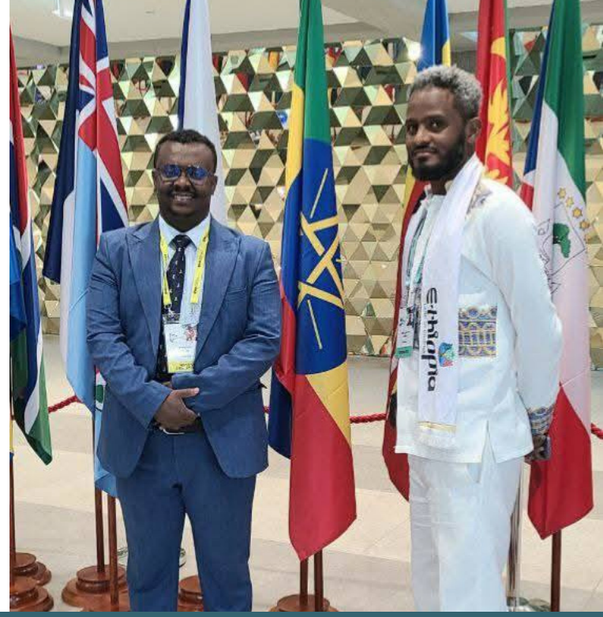
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Ethiopia's Delegation Participates in EXPO 2027 Belgrade Planning Meeting

An Ethiopian delegation joined 350 representatives from 140 countries at the recent EXPO 2027 Belgrade International Planning Meeting held in Serbia's capital. During the event, the delegates were briefed on the master plan, theme, and logistical arrangements for the expo. They also toured the site where the event complex is set to be built.

The planning meeting provided valuable insights into the upcoming expo and served as a key input for preparing effectively to showcase Ethiopia at the grand event, which is expected to draw over 4 million visitors.



Miss World Africa 2025 Honoured with Hero's Welcome at MOT

Miss World Africa 2025, Hasset Dereje, has received a very warm welcome at the Ministry of Tourism upon her return from India where the 72nd Miss World beauty pageant was held. A vibrant reception was held at the Ministry to honour Hasset, the who was the first runner-up in the beauty contest.

Speaking at the reception, Tourism Minister Selamawit Kassa congratulated Hasset and commended her for leveraging the global event to showcase Ethiopia, the Land of Origins. The Minister also encouraged her to continue using her reputation to promote the country's rich heritage.



Oromia Tourism Week Draws Participants from Home and Abroad

The 5th Oromia Tourism Week took place in Addis Ababa, featuring a series of events including exhibitions, panel discussions, a beauty contest, awards, and more. The event was officially opened by Tourism State Minister Dr. Endegena Abebe, alongside Dr. Abdulaziz Dawud from the Oromia Regional State.

The annual event highlighted the rich tourist attractions and cultural heritage of Oromia, while also showcasing offerings from exhibitors across the continent. At the three-day event, stakeholders from Ethiopia's tourism industry engaged in insightful panel discussions covering a wide range of topics within the broader tourism ecosystem.



Tourism in the Digital Age: How Technology is Reshaping the Industry

"THE ONLY CONSTANT IN LIFE IS CHANGE." **– HERACLITUS**

By Tewodros Deribew

Man lives in a continuous change. No one is immune from change as it is inescapable. The ancient Greek philosopher Heraclitus captured his observation of the law of nature in his famous quote, "The only constant in life is change." In today's world, technologies are emerging swiftly disrupting almost every aspect of our lives. We now live in a hyper-connected world where our day-to-day life passes through the digital realm.

Tourism is among the sectors that has been revolutionized due to technology. The sector has recorded sustained and remarkable growth over the last several decades despite occasional stagnations. Among the key factors that contributed to its rapid growth, technological advancement is a major one. As the sector was a consistent early adopter of new technologies and platforms, businesses became digitalized and the travel landscape changed to the benefit of the sector's growth.

Gone are the days when booking a trip required clients to make a phone call, speak directly to a service provider, or walk into the supplier's office for face-to-face negotiation. Today, almost every interaction and transaction in the tourism value chain, including flight and hotel bookings, occurs via online platforms. In a strict sense, every vacation begins and ends with the internet. Online booking systems help hotels, tour operators and activity providers automate their business processes and become more effective by adopting cutting-edge technologies. The intensified digitalization of tourism also generates new business opportunities and promotes the sustainable development of the sector.

Enhanced interaction between companies and travellers, increased smart destinations, personalization of tourist services, and efficiency of service delivery are just a few of the benefits that technology brings to the tourism sector. Given the sweeping changes digitalization has introduced in the sector, the future belongs to those who innovate or adopt new technologies early. As a country, Ethiopia must embrace the ongoing digital revolution to ensure the growth of its tourism sector. The country must build its technological capabilities to survive and thrive in the global tourism market by efficiently responding to emerging needs. No matter how fascinating and unique our tourism assets are, market competitiveness depends on the early adoption of technologies and nurturing innovation within the sector.

In recent years, the Ethiopian government has made tourism a priority sector and a key pillar for income generation, job creation, and economic growth. Concomitantly, the government's increased focus on digitalization, driven by the Digital Ethiopia Strategy 2025 (currently under revision), has set Ethiopia on the path to a digital economy. This has positively impacted the tourism sector by advancing booking and payment systems, promotion, and product development.

The Ministry of Tourism is also taking bold steps to further modernize tourism service delivery. A case in point is the recently launched Visit Ethiopia digital platform (visitethiopia.et), which highlights the Ministry's efforts to further digitalize the sector. The platform serves as a marketplace connecting visitors with business suppliers in the tourism value chain, providing a one-stop shop for tourists, while also promoting tourism services, investment opportunities, and upcoming events.

The Ministry of Tourism's digital drive is not a haphazard initiative, but one firmly grounded in the revised Tourism Policy of Ethiopia, which clearly identifies technology as one of its eight policy pillars, and outlines several strategic directions for its utilization. Turning these policy directions into concrete actions would help enhance the sector's competitiveness and promote sustainable development.

The author can be reached at *tedomender@gmail.com.*





Visitethiopia.et

Festival Highlights

Ashenda

(Shadey, Ashendye, Solel, Aynewari)

A special time for girls to shine

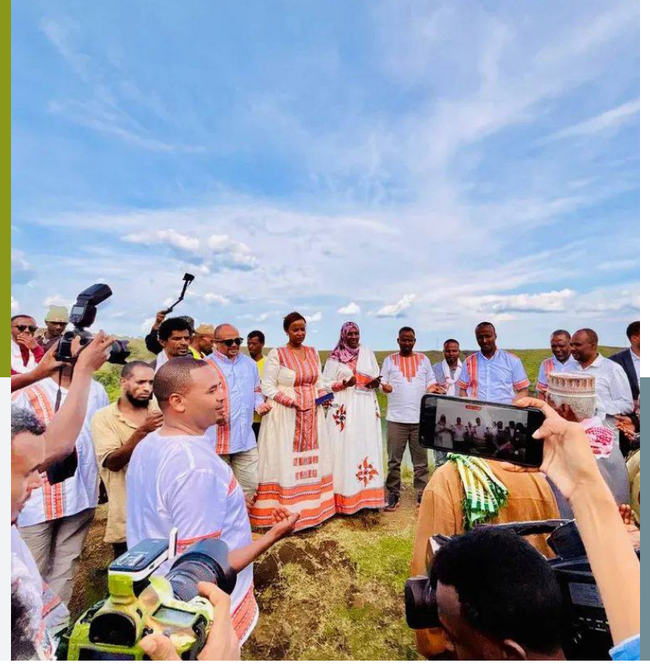
VISITS & PARTNERSHIPS

TOURISM MINISTER VISITS **SOUTHERN ETHIOPIA**

Tourism Minister Selamawit Kassa visited key attractions in Southern Ethiopia as part of a sectoral forum and tour program aimed at stimulating tourism activity in the region. The visit covered key attractions including Arba Minch, Konso, and South Omo.

During a side panel held in Karat town, Konso Zone, the Minister highlighted the vital role of tourism in fostering national unity through domestic travel. She also emphasized the responsibility of media outlets to promote Ethiopia's attractions to local audiences, noting that domestic tourism should also be one of the focus areas of promotion efforts. She reaffirmed the Ministry's strong commitment to supporting such initiatives.





CENTRAL ETHIOPIA *HOSTS TOURISM FAMILY FOR WORLD TOURISM DAY*

Members of the Tourism Family, led by Tourism Minister Selamawit Kassa and State Minister Dr. Endegena Abebe, visited Central Ethiopia region as part of the annual World Tourism Day celebrations. The visit included tours of key tourist sites such as the Tiya Archaeological Site, Melka Kunture, Balchit, and Hare Sheitan Lake. The team also hiked up the Hambericho 777 Eco-Tourism Site,



SECTORAL PERFORMANCE REVIEW AND WINTER VOLUNTARY SERVICE HELD IN **JIGJIGA**

The Ministry of Tourism, along with regional offices and stakeholders, held its annual performance review meeting and winter voluntary service program in Jigjiga. The performance review assessed last year's achievements, highlighting key milestones such as the revision of the national tourism policy, the Ministry's digital promotion initiatives, and strengthened collaboration across the sector. Participants also discussed the 2018 E.C. fiscal year plan.

Led by Tourism Minister Selamawit Kassa, the team also launched the winter voluntary service program, which featured a tree planting campaign, the renovation of homes for people in need, and the donation of educational materials to vulnerable children. The initiative supported 800 students with school supplies and renovated homes for 12 vulnerable individuals in Harores Woreda of the Somali Region.

Ethiopian Airlines Launches Passenger Flights to Multiple Cities

Africa’s leading carrier, Ethiopian Airlines, has launched passenger service to multiple cities in recent months, further expanding its global network. Porto, Hanoi, Abu Dhabi, and Hyderabad are the latest destinations to join the airline’s ever-growing route map. These newly launched flights strengthen the socio-economic ties between Ethiopia and the respective countries, while also paving the way for increased tourist flow by enhancing air connectivity. Africa’s leading carrier,

Ethiopian Airlines, has launched passenger service to multiple cities in recent months, further expanding its global network. Porto, Hanoi, Abu Dhabi, and Hyderabad are the latest destinations to join the airline’s ever-growing route map. These newly launched flights strengthen the socio-economic ties between Ethiopia and the respective countries, while also paving the way



TOURISM MINISTER VISITS **AFAR**

Tourism Minister Selamawit Kassa, accompanied by State Minister Sileshi Girma and regional officials, visited tourist attraction and development projects in the Afar Region. The visit covered project sites across Semera City, including the city's corridor development initiative. The delegation also participated in a tree-planting event in Semera. The program featured excursions across the Danakil Depression, one of Afar's natural wonders. The Minister described the site as a unique geological treasure and an ideal destination for filmmakers, geologists, photographers, and adventure travellers.

At Lake Afdera, the delegation witnessed the centuries-old salt extraction traditions and the area's unique landscape. They also engaged with international visitors from different countries, who were impressed by the wonders of Afar.

INTERNATIONAL RANGER DAY CELEBRATED AT **BALE MOUNTAINS NATIONAL PARK**

International Ranger Day was celebrated at Bale Mountains National Park, highlighting the dedication and sacrifices of rangers safeguarding Ethiopia's natural resources. The event shed light on Ethiopia's ongoing efforts to better protect national parks, wildlife, and plant species, with the aim of boosting tourism and unlocking the sector's economic potential.

Tourism Minister Selamawit Kassa, who attended the celebration, noted that encouraging progress has been achieved in conservation through strengthened protection and development initiatives across national parks. She emphasized that marking International Ranger Day at Bale Mountains National Park, a UNESCO World Heritage Site, underscores Ethiopia's commitment to recognizing the vital role of rangers and promoting sustainable tourism. The celebration also featured the graduation of 34 rangers who completed three months of intensive training in conservation ethics and techniques.



DISCUSSION HELD ON TOURISM POTENTIALS IN **AMHARA REGION**

The Ministry of Tourism and the Amhara Region Culture and Tourism Bureau jointly organized a forum focusing on the tourism potentials in the region. The discussion was attended by Tourism Minister Selamawit Kassa and high-level regional officials including Chief Administrator of the Amhara Region, Arega Kebede.

Minister Selamawit noted that the Ministry of Tourism has implemented several tourism projects in the region and reaffirmed that both existing and new initiatives will be strengthened going forward. Despite challenges, she highlighted the significant progress made in developing heritage sites and pledged continued collaboration to address service delivery gaps. Chief Administrator of the Amhara Region, Arega Kebede, on his part highlighted that efforts are underway to transform underutilized resources into sources of income for the region.



AMBASSADORS RESIDING IN ADDIS VISIT **BALE MOUNTAINS NATIONAL PARK**

Diplomats based in Addis Ababa visited Bale Mountains National Park, famously known as "One Park, Many Worlds." The ambassadors, led by Tourism State Minister Sileshi Girma, explored the park's diverse landscapes, wildlife, and plant species. Their adventure included a thrilling climb to Tulu Dimtu, Ethiopia's second-highest peak and one of the park's most iconic sites. The tour was jointly organized by the Ministry of Tourism and the UNESCO Office in Addis Ababa.

A UNESCO-registered World Heritage Site, Bale Mountains National Park boasts volcanic peaks and ridges, dramatic escarpments, valleys, glacial lakes, lush forests, and numerous waterfalls. The park is home to rich and unique biodiversity, including endemic plant and animal species such as the Mountain Nyala, Ethiopian Wolf, and Menelik's Bushbuck.



Festival Highlights

Meskel

Colorful celebration aglow with bonfire

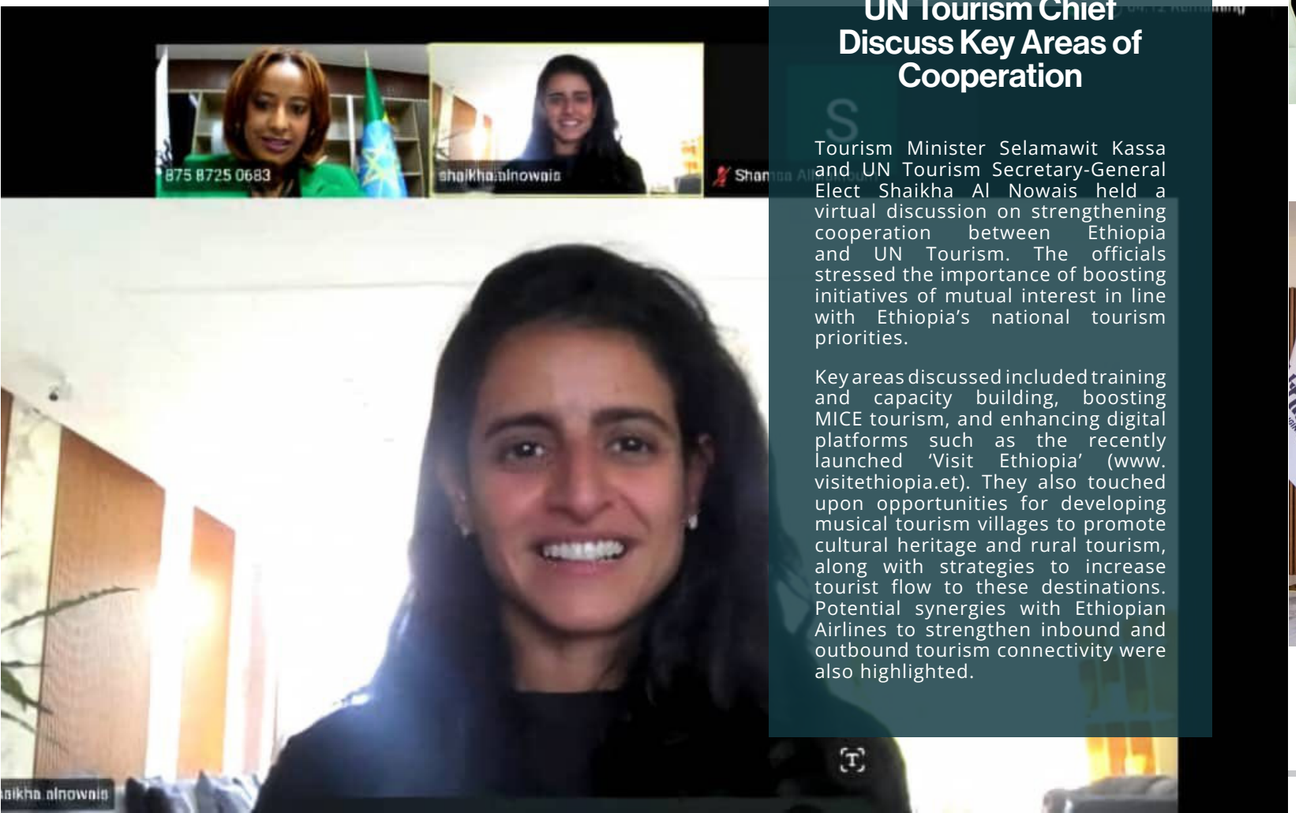
Finding of the True Cross



MPS AND TRAINEE DIPLOMATS VISIT **WANCHI**

Members of the parliamentary Standing Committee on Trade and Tourism visited Wanchi, one of Ethiopia's Best Tourism Villages, as part of their mandate to monitor and support tourism development projects. During their tour of the Wanchi-Dandi Eco-Lodge and its facilities, the committee members commended efforts to ensure community benefits, safeguard the environment, and promote sustainable tourism practices.

Similarly, diplomat candidates from the Ministry of Foreign Affairs toured the eco-lodge, gaining valuable insights into Ethiopia's tourism offerings to support their future role in representing the country internationally.



Tourism Minister and UN Tourism Chief Discuss Key Areas of Cooperation

Tourism Minister Selamawit Kassa and UN Tourism Secretary-General Elect Shaikha Al Nowais held a virtual discussion on strengthening cooperation between Ethiopia and UN Tourism. The officials stressed the importance of boosting initiatives of mutual interest in line with Ethiopia's national tourism priorities.

Key areas discussed included training and capacity building, boosting MICE tourism, and enhancing digital platforms such as the recently launched 'Visit Ethiopia' (www.visitethiopia.et). They also touched upon opportunities for developing musical tourism villages to promote cultural heritage and rural tourism, along with strategies to increase tourist flow to these destinations. Potential synergies with Ethiopian Airlines to strengthen inbound and outbound tourism connectivity were also highlighted.

COLLABORATIONS WITH KEY STAKEHOLDERS AND PERSONALITIES

The Ministry of Tourism has been collaborating closely with stakeholders including foreign governments, the private sector, and prominent individuals, to further advance the growth of Ethiopia's tourism sector through strategic partnerships.

In recent months, Tourism Minister Selamawit Kassa has hosted and held discussions with diplomats, corporate executives, celebrities, and other influential figures on wide-ranging areas of collaboration, including sustainable tourism, heritage conservation, promotion, capacity building, tourism investment, and others. Some of these meetings and discussions are highlighted below.



Discussion with Armenian Minister of Economy Gevorg Papayan on advancing cooperation between Ethiopia and Armenia in sustainable tourism, heritage



Hosting renowned Hollywood actress and humanitarian Angelina Jolie for a tour of the Palace Museum



Meeting with Telegram Vice President Ilya Perekopskyi on various topics, including ways to better promote Ethiopia by leveraging the platform's wide global reach.



Progress evaluation meeting with the French Ambassador to Ethiopia, Alexis Lamek, and the Lalibela restoration project monitoring committee



Discussions with Austrian delegation, led by State Minister of Finance Andreas Reichhardt, on collaboration in ecotourism development, natural site protection, capacity building and others



Briefing for Chinese delegation, led by the Vice President of the China Council for the Promotion of International Trade, focusing on tourism investment opportunities in Ethiopia



Meeting with a delegation from Madagascar to exchange experiences on sustainable and community-based tourism and enhance intra-African connectivity through Ethiopian Airlines.

CONFERENCES, WORKSHOPS & CONSULTATIONS

Addis Ababa, Africa's premier diplomatic hub, has been bustling with conferences, exhibitions, and major events in recent months. From Ethiopia's first Workshop on UNESCO Global Geoparks and Geotourism to the second Africa Climate Summit, which showcased Africa's shared vision for climate action, and the second UN Food Systems Summit, focused on advancing sustainable food systems, the city has hosted key regional and international gatherings. Some of these key events are recapped as follows.

Regional Workshop on UNESCO Global Geoparks & Geotourism Held in Addis

The Ministry of Tourism, in collaboration with UNESCO, organized a workshop on UNESCO Global Geoparks and Geotourism, the first of its kind in Ethiopia. The event brought together Ethiopian and international experts, along with high-level officials, including Tourism Minister Selamawit Kassa and Dr. Rita Bissoonauth, Director of the UNESCO Liaison Office to the AU and ECA and Representative to Ethiopia. Over 100 experts and stakeholders from Ethiopia took part in the workshop, joined by 14 participants from abroad.

Over the course of four days, participants engaged in presentations on a wide range of topics including UNESCO's role in establishing new Geoparks in Africa, how to establish UNESCO Global Geoparks, the role of geoparks and geotourism for sustainable development, global success stories, and the opportunities and challenges of developing Geoparks on the continent, among others. The program also featured field visits to sites within the Selti-Butajira volcano-tectonic zone Geopark. The workshop not only raised awareness among key stakeholders but also catalysed efforts to advance UNESCO Global Geopark designation for sites in Ethiopia and across Africa.



2nd Ethiopian Heritage Research Conference Showcases 26 Papers on National Heritage



The second Ethiopian Annual Heritage Research Conference featured insightful discussions and scholarly presentations, with 26 research papers dedicated to Ethiopia's rich heritage and to mark half a century since the ground-breaking discovery of Lucy in Hadar. Opening the conference, Tourism Minister Selamawit Kassa highlighted Ethiopia's wealth of heritage and stressed the importance of research in safeguarding it. The event also coincided with the reopening of the National Museum of Ethiopia following its renovation.



Ethiopian Tech Expo (ETEX) 2025

ETEX 2025, Ethiopia's largest-ever technology expo, brought together industry leaders, innovators, policymakers, and investors for a three-day event. Jointly organized by the Ethiopian Artificial Intelligence Institute and the Information Network Security Administration, the expo highlighted advancements in artificial intelligence, cybersecurity, smart city solutions, fin-tech, digital education, and others, highlighting sectors that are at the forefront of the Digital Ethiopia 2025 Strategy. Drawing over 15,000 participants from 55 countries, the event was hosted at the Addis International Convention Centre. The Ministry of Tourism added colour to the event by welcoming guests with a holographic display of Lucy and cultural coffee ceremonies.

Second Africa Climate Summit

AFRICA CLIMATE SUMMIT 2
8–10 September, 2025
Addis Ababa, Ethiopia

Addis Ababa hosted the Second Africa Climate Summit, which focused on accelerating climate solutions and mobilizing financing for Africa's green development. The three-day event gathered African heads of state, global partners, and civil society to promote African-led responses to climate change. Co-hosted by the Ethiopian government and the African Union Commission, the summit concluded with the adoption of the Addis Ababa Declaration, calling for stronger and sustained support to scale up key African initiatives, including the Great Green Wall, African Forest Landscape Restoration Initiative, and Ethiopia's Green Legacy Initiative.



Second UN Food Summit

Ethiopia & Italy 2025
UN FOOD SYSTEMS SUMMIT + 4
STOCKTAKE

The Second UN Food Systems Summit Stocktaking (UNFSS+4) was held in Addis Ababa, jointly hosted by the Governments of Ethiopia and Italy. The summit served as a global platform to review progress, enhance collaboration, and mobilize investments to accelerate the transformation of food systems. In a virtual address, UN Secretary-General António Guterres pointed out the importance of investing in sustainable food systems as a key intervention for achieving the Sustainable Development Goals. Prime Minister Abiy Ahmed (PhD), for his part, highlighted Ethiopia's contributions





Ethiopian Aviation Forum



6th Trade Fair and Business Conference of the COMESA Federation of Women in Business



Technology Tourism Forum 2025



ID4Africa Annual General Meeting



African Public Service Day conference



The 20th ILO Regional Conference for Labour-based Practitioners

Festival Highlights

Ireecha

A festival of gratitude and blessings

Thanksgiving Festival of the Oromo People

MISCELLANEOUS

GERD

Opens for Public Visits Following Inauguration

The Grand Ethiopian Renaissance Dam (GERD) was inaugurated in a colourful ceremony attended by leaders and invited dignitaries. The inauguration of this flagship project marks a historic milestone in Ethiopia's power generation, paving the way for greater access to hydroelectric energy to drive the nation's development ambitions. With a generation capacity of 5,000 megawatts, the GERD significantly enhances Ethiopia's electricity production potential. As announced by Prime Minister Abiy Ahmed (PhD) during the inauguration ceremony, the dam is now open for public visits, with twice-weekly flights operated by Ethiopian Airlines to Guba.





Tourism Minister Attends UN Tourism's Executive Council Meeting

Minister of Tourism H.E. Mrs. Selamawit Kassa attended the 123rd UN Tourism Executive Council meeting in Spain. During the event, H.E. Mrs. Selamawit officially received certificates for Ethiopia's Best Tourism Villages, namely, Wanchi Dandi, Choke, and Lephis.

The Minister noted that such international events are crucial for showcasing Ethiopia's tourism potential, in light of the sector gaining government priority as a key economic driver. They also serve as platforms for sharing best practices from other countries. Mrs. Selamawit also held sideline discussions with UN Tourism Director for Africa H.E. Elsia Grandcourt regarding Ethiopia's engagement with the UN agency.

Ministry Leads Sectoral Tree Planting Campaign

The Ministry of Tourism organized a tree planting campaign that brought together stakeholders from across the tourism sector. The campaign, held in Kura Jida, a sub-city in Sheger City, was held under the theme "Renewal Through Planting." Participants included staff from the Ministry of Tourism, the Ethiopian Heritage Authority, the Ethiopian Wildlife Conservation Authority, as well as representatives from tour operators, hotels, and other stakeholders. Speaking at the event, Tourism Minister Selamawit Kassa highlighted the importance of environmental restoration to build a greener, more sustainable Ethiopia. The campaign is part of the Green Legacy Initiative, a nationwide effort aimed at promoting environmental sustainability and fostering a climate-resilient future.



Harar

Joins World Tourism Cities Federation

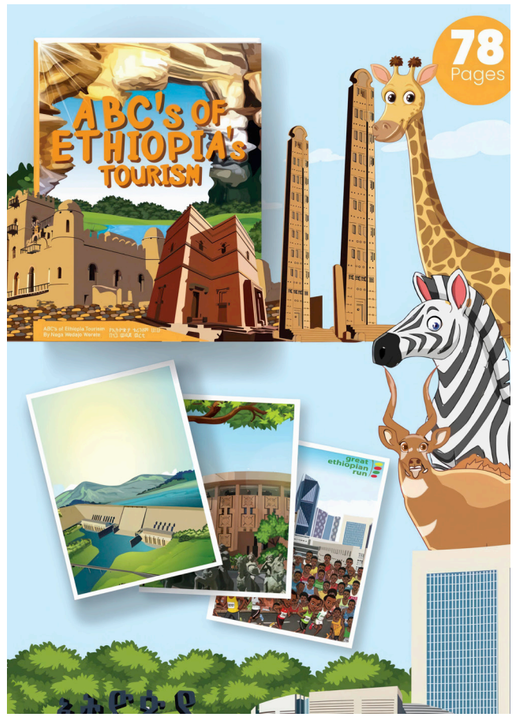


Harar, Ethiopia's historic walled city often dubbed the "Living Museum," has officially joined the World Tourism Cities Federation (WTCF), marking a major milestone in its tourism journey.

Harar's application to join the World Tourism Cities Federation was officially accepted during the Federation's latest congress in Hong Kong. As a member of the Federation, Harar gains new opportunities to collaborate with other cities, enhancing its tourism potential. This milestone follows Harar's recognition in 2023 as a member of the Organization of World Heritage Cities. As a UNESCO World Heritage Site, Harar is already famed for its centuries-old architecture, mosques, shrines, and enduring cultural traditions.

Children's Book on Tourism Launched

A new children's book, "ABC's of Ethiopia's Tourism," has been released to introduce children to Ethiopia's rich tourism attractions through engaging content presented in English, Amharic, and Afan Oromo. Authored by Mr. Nega Wedajo, Deputy Commissioner of the Oromia Tourism Commission, the book creatively showcases Ethiopia's natural wonders and cultural heritage using the alphabet as an educational tool. Speaking at the launch event, Tourism Minister Selamawit Kassa stressed the importance of teaching children about Ethiopia's rich natural, cultural, and historical heritage. She commended the publication as a valuable contribution to fostering awareness and pride in Ethiopia's heritage from an early age.





CAPACITY BUILDING

Ministry Strengthens Capacity through Training

As the government agency responsible for advancing Ethiopia's tourism sector by building the capacity of public and private stakeholders, the Ministry of Tourism has been conducting a series of training sessions for regional tourism bureaus and businesses in the tourism and hospitality industry. Tour guides and operators, hotels, and associations are among the participants of the trainings organized by the Ministry in collaboration with its partners. The trainings aim to enhance awareness and skills in key areas such as customer service, service excellence, professionalism, geotourism, community-based tourism, heritage management, and more.



Intensive training on UNESCO Global Geoparks for working group members of the four geoparks in Ethiopia



Awareness-raising training for stakeholders on IGAD blue tourism and BRICS tourism cooperation

Training Highlights



Training for Ministry of Tourism management staff on change management, problem solving, and decision making



Awareness-raising training delivered to professionals in the tourism and transport sectors



Customer handling training for Ride drivers ahead of the 2nd Africa Climate Summit



Training on digital marketing and customer service for star-rated hotels in Addis Ababa



Experience sharing session for tour guides in collaboration with SimienEcoTours



Tour guides in Lalibela receive training on the Sustainable Lalibela Project, heritage management and related topics



Training for tour guides and tourism stakeholders in and around Bahir Dar



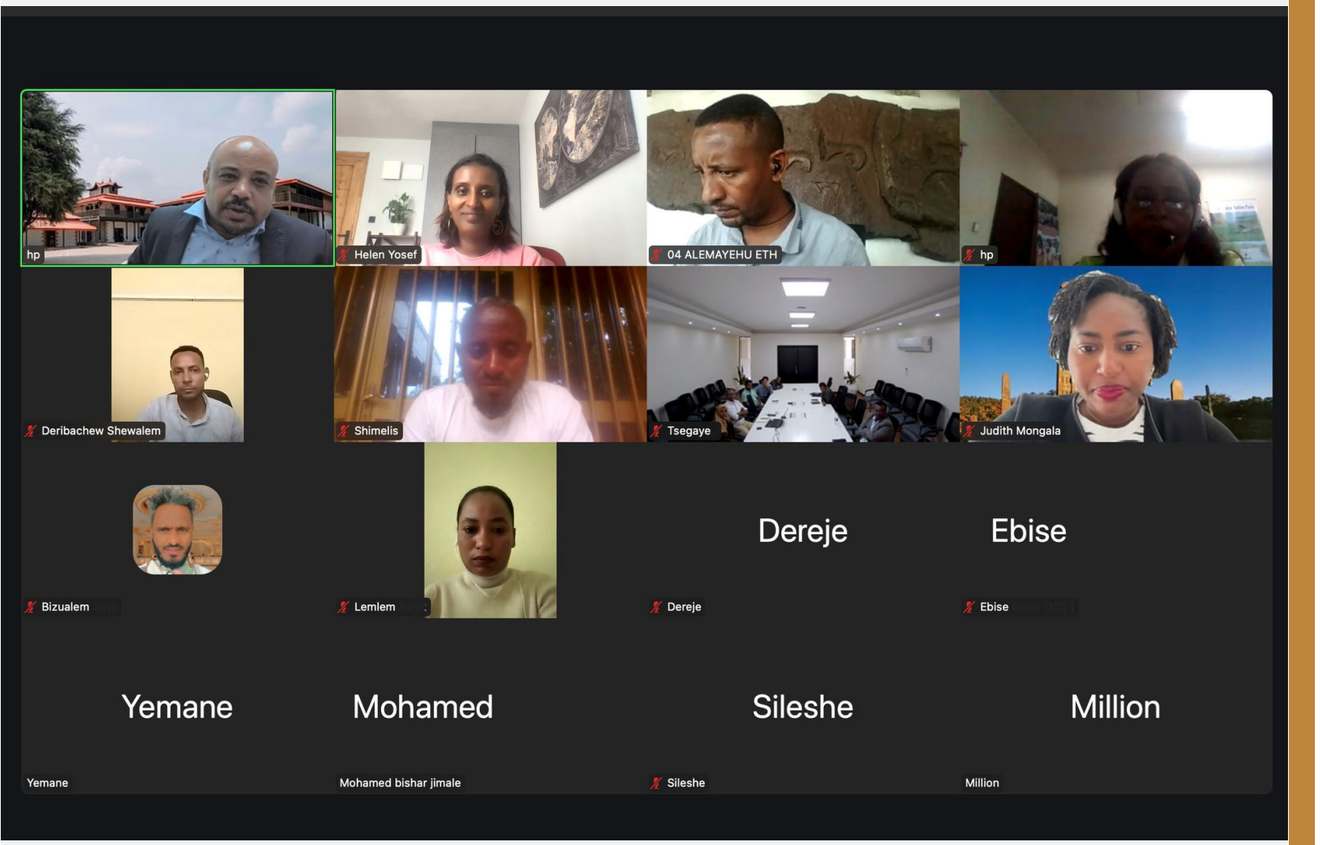
Training for tour guides and tourism stakeholders in and around Gondar



Training for marketing and promotion staff of regional offices and stakeholders



Training for management and staff of South Ethiopia tourism office



Meta's virtual training for staff of the Ministry of Tourism and regional tourism bureaus with SimienEcoTours

Boosting Africa's UNESCO Global Geopark Profile

HIGHLIGHTS FROM THE AWARENESS CREATION REGIONAL WORKSHOP HELD IN ETHIOPIA

By Getaneh Addis (PhD)

A closer look at Africa's rich geodiversity through the lens of UNESCO Global Geoparks (UGGps) reveals a clear gap: the continent's vast geological heritage remains underrepresented on the list of UGGp. Africa is home to a myriad of geological wonders as diverse as the nations within its borders. From towering mountains and cascading waterfalls to volcanic formations and dramatic landscapes, the continent is endowed with natural attractions of immense geological significance.

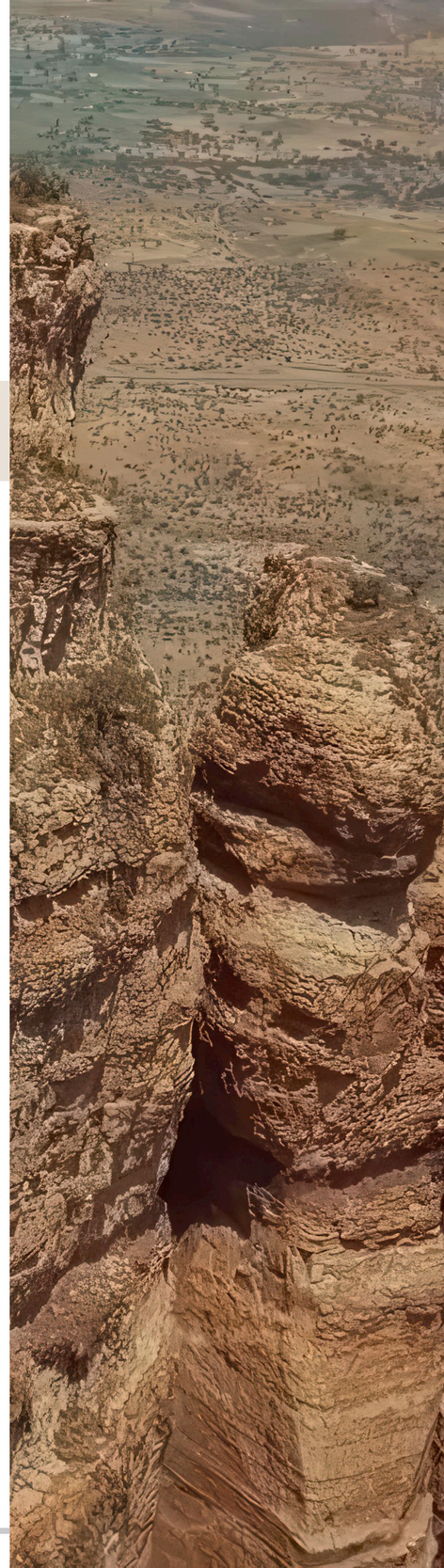
Ethiopia alone boasts geosites of exceptional scientific, educational, aesthetic, ecological, and/or cultural value. The Simien and Bale Mountains, the Blue Nile Falls, Sof Omar Cave, the Danakil Depression, and the Selti-Butajira volcano-tectonic zone are just a few examples. Many such sites across Eastern Africa and the wider continent hold great potential for recognition as UGGps.

Despite this glaring reality, Africa's geosites are barely represented among those recognized as UGGps. Out of 229 geoparks worldwide as of May 2025, only two are located in Africa, a stark contrast to the continent's immense geological wealth. The limited number of UGGps in Africa can largely be attributed to the lack of awareness about the site designation, and the resulting absence of coordinated efforts to have the continent's geosites recognized.

It was, therefore, high time to raise awareness about UGGps and their contribution to sustainable development among key stakeholders, including tourism offices, academia, associations, and the private sector. Against this backdrop, Ethiopia took the initiative and, in partnership with UNESCO, organized one of the pioneering regional workshops aimed at promoting UGGps and Geotourism as drivers of sustainable development in Eastern Africa.

Thanks to the joint effort, a four-day workshop and field visit was held in Addis Ababa and Central Ethiopia region. The program aimed to provide participants with both foundational insights and best practices on UGGps, as well as hands-on experience at selected geological sites with significant potential to qualify as UGGps.

The workshop is designed to pave the way for the establishment of UGGp projects in Ethiopia and other Eastern African countries by bringing the agenda to the discussion table of key tourism stakeholders. Over 100 experts and participants from Ethiopia, along with 14 international delegates, took part in the workshop which shed light on diverse topics, including best practices from Africa and beyond.





During the four-day program, participants took part in presentations covering a wide range of topics including UNESCO's role in establishing new geoparks in Africa and the steps toward achieving UGGp status. The discussions also explored how UGGps and geotourism foster sustainable development, shared global success stories, and highlighted both the opportunities and challenges of developing UGGps across the continent. The program further featured a field visit to the Selti-Butajira Volcano-Tectonic Zone Geopark, offering participants firsthand insight into some of Ethiopia's iconic geosites.

All in all, the workshop not only raised awareness among key stakeholders but also catalyzed efforts to advance the UGGp designation for sites in Ethiopia and Eastern Africa. It brought together high-level officials, policy-makers, experts, and academics from across the region to engage with insightful papers highlighting UGGps and geotourism as drivers of sustainable development.

The stage is now set for Ethiopia and countries in Eastern Africa to take concrete steps toward conducting systematic geosite inventories and pursuing the recognition of selected sites as UGGps. Establishing national geopark committees and regional geopark teams, identifying potential geosites with strong prospects for recognition, and preparing well-developed dossiers for promising sites are some of the next key steps toward strengthening Africa's presence on the UGGps list.

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Ethiopia: The Natural Home of Sport Tourism

HIGHLIGHTS FROM THE AWARENESS CREATION REGIONAL WORKSHOP HELD IN ETHIOPIA

By Teshome Teklu

In recent years, sport tourism has emerged as one of the fastest-growing segments of the global travel and tourism industry. This exciting fusion of athleticism and adventure invites travelers to experience new destinations through the energy and excitement of sporting events whether by participating, watching, or supporting. From mass to limited number of participants, sport tourism not only fuels passion for fitness but also drives economic development, cultural exchange, and national pride.

Land of Legendary Athletes & Ideal Terrains

Ethiopia is globally renowned for its legendary long-distance athletes who are beacons of endurance, resilience, and excellence. It has a long history of generations of iconic athletes, who left and continue to leave a shining legacy in the annals of sports history. From it early athletes such as Abebe Bikila, who stunned the world by winning the Olympic marathon barefoot to modern champions including Haile Gebrselassie, Derartu Tulu, Kenenisa Bekele, and the Dibaba sisters, Ethiopia is revered as a breeding ground for top-class athletes. This rich heritage, combined with high-altitude terrains, stunning scenery, and a vibrant culture, makes Ethiopia an ideal destination for sports, wellness, and nature tourism. The country's unique geography also presents a perfect venue for hosting road races, trail running, mountain biking, and other outdoor sporting events.

Sports as a Gateway to Discovery

The Ministry of Tourism (MoT) has made sport tourism a key component of its national tourism development strategy recognizing its untapped potential. For MoT, sport is more than a source of national pride; it is a vehicle for showcasing Ethiopia's rich culture, ancient history, and natural wonders to the world. To this end, the Ministry has spearheaded numerous initiatives aimed at promoting tourism through sport. Among its most impactful initiatives is the ongoing partnership with the Great Ethiopian Run (GER), the organizer of Africa's largest road race. This partnership brought forth the Discover Ethiopia Classics series, a year-round initiative launched in 2021.

Discover Ethiopia Classics Series

The series expands the reach of sport tourism across Ethiopia by hosting regional road races in different towns and cities. Each event is crafted to highlight the unique culture, environment, and heritage of its host location inviting participants to compete, explore, and connect. Since its launch, Discover Ethiopia Classics series has been held in stunning destinations such as Hawassa, a scenic lakeside city; Bokoji, the home of long distance runners; Arbaminch, a city of wonderful nature and culture, and Jimma, home of lush forests, coffee, and historical architecture. These races have brought visibility to regions that were previously off the beaten tourist path, opening up new economic opportunities and fostering community pride.

Benefiting Host Destinations

The races have proven to be more than just athletic competitions; they are effective tools for tourism promotion and local economic growth. Thousands of athletes, running enthusiasts, families, and fans travel to each host city, increasing demand for hotels, restaurants, local guides, and souvenir vendors. Tourism businesses in host cities have all reported economic boosts during event periods, demonstrating the tangible benefits of sport tourism. For domestic travelers, these events create new opportunities to explore their own country. For international participants, the races offer a window into authentic Ethiopian life beyond the well-trodden tourist paths. The combination of athletic challenge and cultural discovery leaves a lasting impression, encouraging repeat visits and word-of-mouth promotion abroad.



Ethiopia

Beyond Your Imagination