

## Ethiopia Voted the World's Most Welcoming Country

June 15, 2017

*The Land of Origins*, Ethiopia has been voted the World's Most Welcoming Country by global followers of Rough Guides; one of the leading travel publishers known for its "tell it like it is" review; providing traveller's up-to-date content and authoritative contemporary writing.

According to the review, digital followers of Rough Guides were asked to share their experiences of the most hospitable places around the world and voted Ethiopia witnessing the unique features as: a profoundly beautiful East African country with a history that stretches back many thousands of years, never colonized and with the tribal customs and hospitable traditions largely maintained intact.

Mr. Tewolde GebreMariam, Chairman of the Ethiopian Tourism Transformation Board and GCEO Ethiopian Airlines expressed his delight on the vote of confidence and remarked, "Warm Hospitality is a unique culture for Ethiopians but we are extremely happy that visitors witnessed it with their vote of confidence and rated our country as the "Most Welcoming Country" in the entire World. I invite all my fellow citizens of this beautiful country of ours to thank our guests for their vote. Let me take this opportunity to invite international tourists to include Ethiopia in their immediate travel plan. Ethiopia is a land of great ancient civilizations endowed with astonishing assets: From the sites where our ancestors first set foot and the world's oldest hominid fossils were discovered to the towering Axum obelisk from pre-Christian era; the magnificent walled city of Harar of the 9<sup>th</sup> century; the rock-hewn churches of Lalibela of the 12<sup>th</sup> century; the splendour of the castles of Gonder of the 17<sup>th</sup> century, the jaw-dropping mountainous landscape of Simien National Park with its endemic animals unique to Ethiopia; the beautiful Konso cultural site; the impressive Tiya Stones in the south; the breathtaking Bale Natural Park with its variety of wild animals; the delightful Kaffa region from where coffee first spread to the rest of the world. Ethiopia has everything to offer as your next holiday destination.



With a view to enable you to enjoy these leisure, cultural , historical and natural sites, the Ethiopian Airlines in-house tour operations department, Ethiopian Holidays, has availed you accessible, affordable and attractive tour packages that will met your high expectations, end-to-end. Moreover, we at Ethiopian have established an extensive network covering 95 international destinations across five continents with excellent connectivity to all the Ethiopian tourism sites. Here, I would like to remind you that your visa application to Ethiopia has been simplified more than ever and you can now issue your visa online at your fingertips on <https://www.evisa.gov.et/#/home>.“

Voters Rough Guides have also reiterated the magnificent taste and ceremony of Ethiopian coffee; recommending travellers never to miss the unique taste and real mark of friendship it induces.

Read the full review on: <https://www.roughguides.com/article/the-worlds-most-welcoming-countries-as-voted-by-you/>

### **About Ethiopian**

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seven decades of operation, Ethiopian has become one of the continent’s leading carriers, unrivalled in efficiency and operational success.

Ethiopian commands the lion’s share of the pan-African passenger and cargo network operating the youngest and most modern fleet to more than 95 international destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with seven business centers: Ethiopian Domestic and Regional Airline; Ethiopian International Passenger Airline; Ethiopian Cargo; Ethiopian MRO; Ethiopian Aviation Academy; Ethiopian In-flight Catering Services; and Ethiopian Ground Service. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past seven years.

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