**Spotlight on Africa & Indian Ocean Islands TravelExpo –Addis Ababa Ethiopia**

**May 24 2016**

**UNECA Conference Centre**

Addis Ababa — or Addis as it is commonly known — is Ethiopia’s capital and the country’s largest city as it is home to at least 4 million people. It is often referred to as Africa’s diplomatic capital – the African Union (AU) is headquartered in Addis Ababa, and more than 100 international missions and embassies are based there, meaning the city plays host to many of the continent’s dignitaries.

 A top rated Washington DC Financial services firm ranked Ethiopia Number 3 on the *fastest* *growing economies* list.

Ethiopia with a total population of 95 million has averaged around 10,5% GDP annual growth over the last decade with a significant middle class population (who like to travel). Per capita annual income is now $558 .Ethiopia intends to become an export powerhouse in the next decade through industrialisation and to become a *middle income* nation by 2025.

**Extract from Travel and Tourism in Ethiopia to 2018**

Ethiopia’s travel and tourism sector is still in a growth phase, and is largely supported by infrastructure improvements. The number of domestic trips reached 8.1 million. Over the forecast period (2014-2018), the sector is expected to record growth in the volume of inbound and outbound tourists as Ethiopian Airlines establishes new routes, increases flight capacity and launches airfare discounts.
**For more Info visit** <http://www.researchandmarkets.com/reports/2867720/travel-and-tourism-in-ethiopia-to-2018>

The national carrier Ethiopian Airlines is rapidly expanding their route network which is stimulating outbound leisure travel by Ethiopians to African and overseas destinations.

There are 92 IATA travel Agencies and more than 200 NON IATA agents in Ethiopia.

Kenya, Seychelles, Zanzibar, South Africa, China, Thailand, United Emirates, USA, Europe are the most popular destinations for Ethiopian travellers.

Spotlight TravelExpo Addis Ababa will comprise **one three hour morning breakfast session** on Tuesday 24 May 2016.

**Regional African and Overseas Travel** is increasing so it will be an ideal opportunity for Airlines, International Tourist offices, beach resorts , hotel groups and cruise companies to network with agents.

**TravelExpo will promote**

* **outbound overseas travel from Ethiopia**
* **Inter regional travel from Ethiopia to Eastern Africa, Indian Ocean resorts and other African countries.**
* **Domestic travel within Ethiopia**

 **WHO SHOULD PARTICIPATE (as Exhibitors)**

* Hotels and Safari lodges
* International Airlines
* African and Overseas Tourist Offices Tour Operators
* Regional & City Tourism Associations
* Car Rental
* Beach Resorts
* Cruise Companies, European Coach Tours

We expect 25 - 30 Exhibitors to participate in the Travelexpo

**PROFILE OF BUYERS ATTENDING**

Ethiopian corporate and leisure Travel Agents, Inbound and Regional Tour Operators, Corporate Travel Planners (Secretaries), in particular Government departments, NGO’s and Embassies in Addis and Press.

**WORKSHOP FORMAT**

Table-top workshop - Free Flow
*(not scheduled appointments)*
One 3-hour breakfast session for approx 60-80 trade attendees.

**HOW WILL THE TRAVELEXPO BE PROMOTED**

I have appointed ETOA to send out invitations and chase up registrations. Invitations will be sent using our specifically targeted databases to travel agencies (leisure and corporate), Inbound and Regional Tour Operators, and major Corporate Travel accounts.

Frequent reminders will be sent via email and telephone follow-ups.

**PROGRAMME**

**Monday 23 May 2016**
Fly into Addis

**Tuesday 24 May – Venue United Nations Conference Centre Addis**

08h30 -12h00 - Breakfast and Spotlight Travel Expo for trade.

12h00-13h00 Light lunch and prize draw

13h30 - End of Travel Expo.
Fly home

**HOTEL ACCOMMODATION**

You will need a minimum of one night's accommodation on Monday night.

RadissonBlu (very close to UNECA Conference Centre) are offering a room rate of USD 205.00 (subject to 15% tax and 10% service charge).

Contact : Zefun MokonnenT: +251 5157600, +251 115170400 M: +251 929 228 reservations.addisababa@RadissonBLU.com

The Hotel can arrange airport transfer for you. Please request when making your hotel reservations

**FLIGHTS**

No special flight arrangements check with Ethiopian Airlines offices or other carriers serving Addis.

**COSTS INCLUDE (See booking form for workshop costs)**

Workshop venue and catering expenses and extensive marketing campaign, Breakfast and finger lunch. Full database of all attendees for follow up sales purposes. Listing + logo + 30 word company description in programme given to each attendee.

**NOT INCLUDED**

Flights to Addis, airport transfers, Hotel accommodation,
and meals other than specified.

***BOOKING FORM - SPOTLIGHT - Addis Ababa***

Email: **derek@houstonmarketing.co.za**   Tel: 0027 12 665 1191/27 82 464 0901

 **[\_] Please reserve one table - Spotlight TravelExpo- 24 May 2016. US $600 / ZAR rate will be quoted at time of booking (per table). South African VAT not applicable.**

* **Total payment ZAR /USD$ ………………………………….**

***NAME: ...................................................................…* ( to appear on invoice)**

**COMPANY: ...............................................................………………………………………**

**ADDRESS: ....................................................................…………………………………..**

**Postal code: ……………………**

 **email : …………………………………………………………….**