



SimienEcoTours

## Press Information

### **Ethiopia wants to achieve 2.5 million visitors in 2020.**

Ethiopia has been chosen this year 2015 the top destination in the world for tourists by the European Council on Tourism and Trade (ECTT), a non-profit group of European Union tourism trade organizations.

The minister of Culture and Tourism of Ethiopia H.E Engineer Aisha Mohammed will held a press conference.

**10. March 2016**

**11.45 – 12:45 a.m.**

**ITB Berlin, Halle 5.3, Presse Conference Room**

Minister of Tourism and Culture will address the media representatives during the press conference organized by Ecopia Tours, Ethiopian Embassy and Ethiopian Airlines. She will present how her Ministry is planning to achieve its aim to triple foreign visitors to more than 2.5 million by 2020. This would make Ethiopia one of the top five tourist destinations in Africa. To attain this her Ministry has identified five main focus areas. During this press conference the minister will present the focus areas and the measurements to implement them.

Ethiopian Tourism Organization, Regional Tourism Bureau representatives, Ethiopian Airlines as well as 24 Tour Operators will participate to showcase the huge potentials of Ethiopia's tourism to more than fifty thousand private visitors and more than 120 thousand trade visitors. Around 185 countries and more than ten thousand exhibitors participated in the show.

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