

OROMIA TOURISM WEEK | 2024

OCTOBER 01-03

SKYLIGHT HOTEL

FINFINNEE, ETHIOPIA



ABOUT OROMIA TOURISM WEEK

Oromia Tourism Week (OTW) is an annual event that promotes excellence in customer experience and celebrates the tourism attractions, cultural heritage, and natural beauty of Oromia Region. It encourages sustainable practices, fosters industry partnerships, and raises awareness about the region's unique offerings. The event will be held from October 01-03, 2024 at Ethiopian Skylight Hotel, featuring programs and activities showcasing the region's cultural heritage, natural beauty, and tourism potential.



WHY YOU SHOULD BE AT OROMIA TOURISM WEEK

OTW offers a unique opportunity to connect with tourism representatives and potential clients from local and international markets. This expo provides a platform for client acquisition, promotion, networking, & collaboration. By participating, you can showcase tourism innovations, support the growth of the African tourism sector, and foster international trade. The Expo serves as a hub for exhibitors to connect with industry leaders, professionals, and stakeholders, maximizing brand exposure and facilitating business opportunities.



WHO SHOULD EXHIBIT ON OROMIA TOURISM WEEK



AIRLINES



TOURISM ASSOCIATIONS



TELECOM & TECH FIRMS



SOUVENIR SHOPS



STARTUPS



TOUR OPERATORS



HOSPITALITY SECTORS



FINTECHS

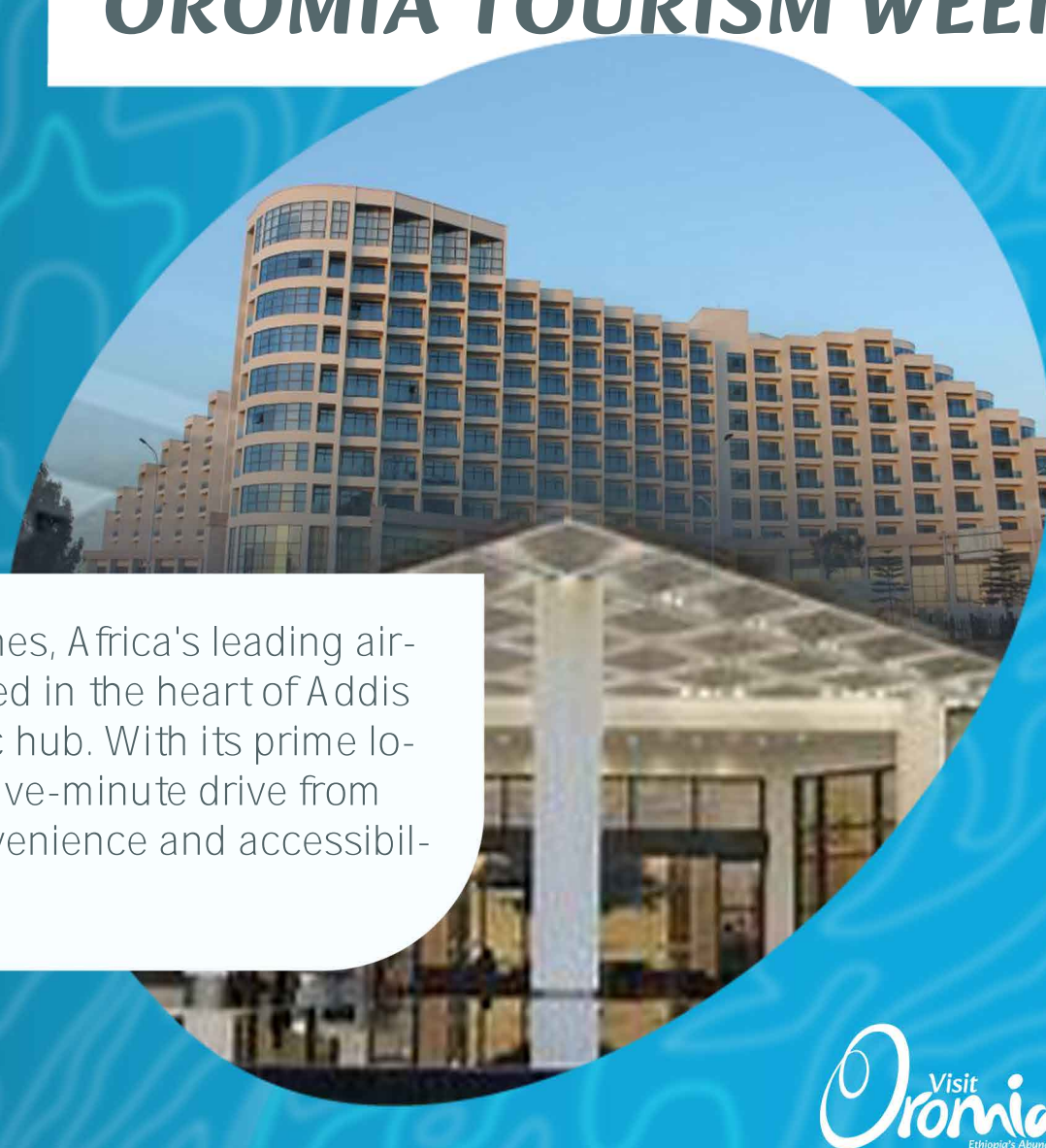


VENUE OROMIA TOURISM WEEK



Ethiopian የኢትዮጵያ SKYLIGHT HOTEL

Owned by Ethiopian Airlines, Africa's leading airline, is strategically situated in the heart of Addis Ababa, Africa's diplomatic hub. With its prime location, the hotel is just a five-minute drive from Bole Airport, offering convenience and accessibility to corporate travelers.



HOST CITY OROMIA TOURISM WEEK

FINFINNEE (ADDIS ABABA)

Finfinnee (Addis Ababa), Africa's diplomatic capital, is home to the African Union, UNECA, and over 112 diplomatic missions. With a population of nearly 7 million, it showcases monumental architecture and the grandeur of a national capital. The city offers a range of tourist attractions, including parks, zoos, churches, museums, and galleries.



THE ORGANIZER OROMIA TOURISM WEEK

OROMIA TOURISM COMMISSION



Oromia Tourism Commission operates under the authority of the Office of the President of the Oromia National Regional State, with its main headquarters situated in Finfinnee on the 7th Floor of Noah Plaza on Africa Av, complemented by branch offices in 32 major towns across Oromia. Established with the primary aim of advancing tourism within the region, it houses key departments specializing in tourism marketing, digitalization, and destination development. Serving as the leading hub for tourism mar-

laborates closely with stakeholders in the tourism sector to promote inbound tourism, as well as to enhance the visibility of destinations and support local communities throughout Oromia.



THANK YOU! GALATOOMAA!