1. The World Tourism Organization (UNWTO) and the Ministry of Culture and Tourism of Ethiopia are organizing jointly the UNWTO Regional Workshop for Africa: “Keys To Success In Quality Product Development in Tourism Destinations”, in Addis Ababa, Ethiopia, from 15-17 September 2016, at the kind invitation of the Government of Ethiopia.

I. INTRODUCTION

2. Ethiopia is a country endowed with unique and diversified cultural, historical and natural resources which are the foundation for its tourism attractions and destinations. It is often referred to as the origin of humankind, symbol of ancient of civilization, and a country of immense cultural diversity. Ethiopia is also known for its remarkable natural beauty and wild life resources. At present Ethiopia has registered nine tangible and two intangible world heritage sites under the UNESCO.

Addis Ababa “ New Flower”, the vibrant capital city of the Federal Government, which is also referred to as “ The Political Capital city of Africa ” is the seat of the African Union (AU), and the headquarters of the United Nations Economic Commission for Africa (UNECA). Addis and its surroundings provide a variety of tourist attractions and the city has great potential for MICE tourism market.

As the host of this Regional Workshop, the Ministry of Culture and Tourism (MOCT) and the stakeholders of the sector welcomes all participants of this workshop and look forward to meeting you in Addis Ababa.

II. VENUE OF THE WORKSHOP

3. The workshop will be held at: Elilly International Hotel
   Address: Kazanchis, Kirkos Sub-city 17/18, P.O.Box 29228
   Addis Ababa, Ethiopia
   Tel.: (+251) 115 587777
   Mob. (+251) 922 728318
   Fax: (+251) 115 585200
   E-mail: info@elillyhotel.com
tesfaye.amenu@elillyhotel.com
III. PARTICIPATION

4. The workshop is open to the participation of the Member States; affiliate members invited delegates, as well as to representatives and stakeholders of the tourism sector.

IV. REGISTRATION

Participants are kindly requested to fill in the online registration form at the following link (http://africa.unwto.org/webform/online-registration-unwto-regional-workshop-africa-keys-success-quality-product-development) no later than 30th August 2016. For further information, please contact:

<table>
<thead>
<tr>
<th>Ms. Elcia Grandcourt</th>
<th>Mr. Sisay Teklu Behailu</th>
</tr>
</thead>
<tbody>
<tr>
<td>Programme Director</td>
<td>Director, Stakeholders Relations Directorate</td>
</tr>
<tr>
<td>Regional Programme Africa</td>
<td>Ministry of Culture and Tourism</td>
</tr>
<tr>
<td>World Tourism Organization</td>
<td></td>
</tr>
<tr>
<td>Capitán Haya 42, 28020, Madrid</td>
<td>PO Box 1907</td>
</tr>
<tr>
<td>Spain</td>
<td>Addis Ababa, Ethiopia</td>
</tr>
<tr>
<td>Tel.: (+34 91) 5678152</td>
<td>Mobile: +251911 884833</td>
</tr>
<tr>
<td>Fax: (+34 91) 571 37 33</td>
<td>Email: <a href="mailto:sisayteku23@gmail.com">sisayteku23@gmail.com</a></td>
</tr>
<tr>
<td>E-mail: <a href="mailto:caf@unwto.org">caf@unwto.org</a></td>
<td></td>
</tr>
</tbody>
</table>

V. STATUS OF PARTICIPANTS

6. The Government of Ethiopia will take the necessary steps to facilitate the arrival and departure of participants invited by the Organization, as well as their stay in Ethiopia. Throughout their stay, participants will enjoy the privileges and immunities provided for in the Convention on the Privileges and Immunities of the United Nations of 13 February 1946.

VI. ENTRY FORMALITIES

7. A valid passport is required for visitors to Ethiopia. Entry visas may be obtained at Ethiopia’s diplomatic and consular representations abroad. Visas are issued at a fee of USD 50.00.

8. Participants travelling from countries in which Ethiopia does not have a diplomatic mission can obtain a visa upon arrival at the airport in Addis Ababa provided that they forward the relevant information to the Ministry of Culture and Tourism of Ethiopia. Prior information on such participants— their Passport Numbers, Bio Data and dates of arrival/departure— should be forwarded to the Ministry of Culture and Tourism of Ethiopia, for processing and clearance of Ethiopia Immigration Service.

VII. TRANSPORT

9. The Ministry of Culture and Tourism of Ethiopia will arrange free transport for all participants upon arrival, and departure from Addis Ababa Bole International Airport, All participants are therefore, requested to register on-line at the link (http://africa.unwto.org/webform/online-registration-unwto-regional-workshop-africa-keys-success-quality-product-development) and provide the organizers with
the details of their arrival and departure. Free shuttles will also be arranged from the hotels to the workshop venue and return.

VIII. AIRPORT TAXES

10. Non applicable.

IX. RECEPTION AT THE AIRPORT

11. A reception and information desk will be open for delegates participating in the Regional Workshop at the airport of Addis Ababa Bole International Airport.

X. ACCOMMODATION

12. The delegates are kindly requested to make their own arrangements by contacting their chosen hotel through the phone and fax numbers and the email addresses, and to make their reservations according to the hotels listed below. They should specify that they will be attending the UNWTO Regional Workshop for Africa: “Keys To Success In Quality Product Development in Tourism Destinations “, in Addis Ababa, Ethiopia, from 15-17 September 2016.

13. List of Hotels proposed by the Ministry of Culture and Tourism of Ethiopia:

<table>
<thead>
<tr>
<th>Hotels</th>
<th>Star</th>
<th>Room Rates in USD (Breakfast and VAT included)</th>
<th>Information Tel / Fax / Mail</th>
<th>Distance to the venue of the workshop</th>
</tr>
</thead>
</table>
| Sheraton Addis                | 5    | Single Rooms: 374 | Double Rooms: 418 | Suites: - | Tel +251 115 171717 Mob +251 911 200034 Fax +251 115 172227 Getachew.Meles@luxurycollection.com | 3 Km
| Radisson Blu                  | 5    | Single Rooms: 175 | Double Rooms: 215 | Suites: - | Tel +251 115 157600 Mob +251 911 648671 Fax +251 115 76 01 Events.addisababa@radisson blu.com | 1 km
| Capital Hotel and Spa         | 5    | Single Rooms: 120 - 150 | Double Rooms: 160 – 170 | Suites: - | Tel +251 116 672100 Mob +251 912 029348 Fax +251 11667 2012 rteka@capitalhotelandspa | 6 Km
| Marriott Executive Apartment  | 5    | Single Rooms: 160 – 200 | Double Rooms: 330 – 450 | Suites: 1500 | Tel +251 115 184600 Mob +251 929 383488 Tigist.juneydin@marriottHotels .com | 4 km
### XI. HEALTH REQUIREMENTS

14. As Addis Ababa is situated at an altitude of 2,400 meters, it is advisable to take precautionary measures to avoid any health problems that might occur because of the high altitude. You are also advised to consult guidance from your national authorities regarding health requirements like yellow fever prior to travelling.

### XII. REGISTRATION AND ACCREDITATION

15. Registered participants will be issued with badges at the registration desks at the workshop venue on the 14th and 15th of September 2016.

### XIII. WORKING LANGUAGES

16. The working languages of the conference will be English and French. Simultaneous interpretation will be provided in English and French.
XIV. SOCIAL PROGRAMME TBC (OPTIONAL)

XV. CURRENCY REGULATIONS

17. The local currency of Ethiopia is called Birr. The current rate of exchange as of 30th July 2016 is 1 USD = 21.87 Birr. 1 EUR = 24.38 Birr.

XVI. CLIMATE

18. The average temperature in Addis Ababa in the month of September ranges from 20-25 Celsius degrees. In Ethiopia the rainy season which sets in June will end up at the beginning of October.

XVII. LOCAL TIME

19. The local time in Ethiopia is GMT + 3 hours.

XVIII. BUSINESS & SHOPPING HOURS

20. Banks are open from 8:00 am and work until 05:00 pm.

21. Most Shops are open from 9:00 up to 6:00 pm.

XIX. INFORMATION ON THE WEB SITE