

Networking and Promotion: HHRG at the Fair



One of Ethiopia's leading hospitality brands, Haile Hotels and Resorts Group (HHRG), recently participated in two major tourism exhibitions in the past couple of months: Oromia Tourism Week and National Tourism and Hospitality Week. One of the major objectives of HHRG's involvement in these influential events was to showcase the hospitality group expansion in Wolaita Sodo, Debre Birhan & Jimma.

HHRG aimed to endorse its reputation for exceptional service standards, embodied by its "**I'm Haile Service Culture**" philosophy, at both exhibitions. Visitors are impressed to learn about the group's expansion plans and admire its status as a proud Ethiopian company helmed by CEO Major Athlete Haile Gebreselassie. HHRG utilizes its dedicated service culture to offer guests memorable experiences that boost Ethiopia's appeal as a tourist destination.

The engagements proved fruitful for networking with high-level stakeholders. HHRG's team met with His Excellency Prime Minister Abiy Ahmed (PhD), Her Excellency Minister of Tourism Nasise Chali, and other dignitaries in the industry. These occasions enable the industry to recover and gain useful insights to overcome the impacts posed by regional security issues. Events are crucial for promoting Ethiopia's diverse attractions and building confidence in travel once again.

Participating in tourism events supports HHRG's marketing and business development by creating industry connections, finding potential customers and raising the brand's profile. With a mission to drive tourism sector growth, HHRG promotes local communities, cultures and heritage through destination marketing.

Another benefit worth mentioning is the group's partnership with regional tourism offices and other concerned government bodies to conserve the natural and man-made attractions of the destinations. Furthermore, HHRG facilitates trainings for key players in the industry (tour guides & boat owners associations) about service quality and exceeding guests' expectations during their day-to-day activities.

As the leading indigenous hotel developer in Ethiopia with numerous open and planned properties, 7 currently functional destinations, 1 under renovation (Shashemene) and 4 upcoming properties in (Wolaita, Debre Birhan , Jimma & Konso) respectively, HHRG is uniquely positioned as one of the famous hospitality brands in Ethiopia.

Looking ahead, the goals include becoming the premier East African hospitality group by expanding its regional presence and exporting Ethiopia's renowned service culture across the region. Events like these align with HHRG's long-term vision as a top hospitality brand throughout East Africa.

The successful participation and partnerships fostered through events like these shows the importance of such platforms for presenting Ethiopia's tourism potential. It is recommended that the Ministry of Tourism, regional tourism offices, Ethiopian Airlines and major travel companies continue hosting such exhibitions on a regular basis.

Opportunities to bring together industry players, investors, government stakeholders and international visitors will be useful in exposing Ethiopia's diverse attractions and rich hospitality sector to a wider audience. With dedicated support and promotion, the country's tourism industry can use its many natural, cultural and historical strengths to their full capabilities. Ongoing initiatives that promote networking and investment will go far in realizing Ethiopia's vision of becoming a leading tourism hub in the region.