





YOUR INVITATION TO EXPERIENCE A REMARKABLE COUNTRY

We set up Tadele Travel to share our love and knowledge of Ethiopia with people keen to experience not only the remarkable landscapes and history of this country, but also the culture, warmth and hospitality of Ethiopians themselves.

I, Girma, was born and grew up in the ancient town of Lalibela, a World Heritage Site whose stone churches are today one of Ethiopia's best-known wonders. I worked as a guide for many years and became involved in developing community-based tourism projects.

I, Richard, lived in Ethiopia for nine and a half years, working alongside Haile Gebrselassie in establishing the Great Ethiopian Run as Africa's biggest road race. I speak Amharic, feel at home in Ethiopia and treasure my many years of staging community running events throughout the country.

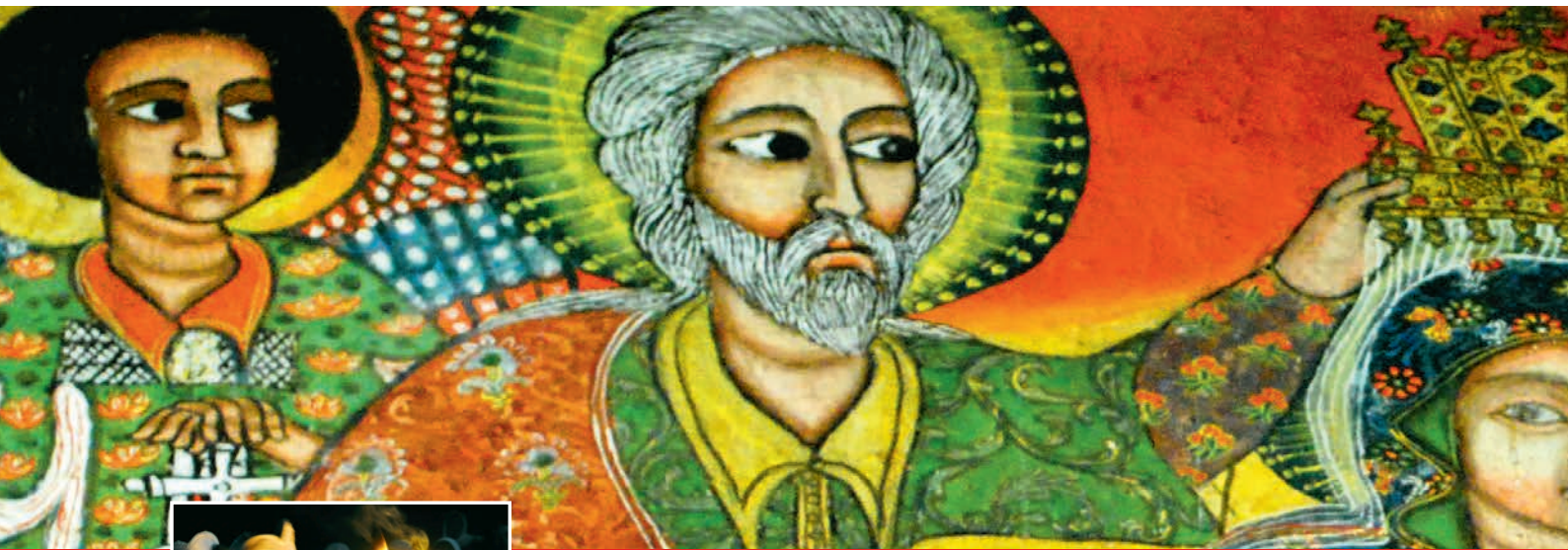
We know Ethiopia very well - our people, our culture and our language - like no other UK tour operator. We also understand what Ethiopians need for tourism to benefit them directly, and we work only with guides, lodges and community initiatives that we know help make this happen.

What we can offer you is an authentic experience of an extraordinary culture, guided by local people who are passionate and knowledgeable about their natural and cultural heritage.

On the following pages is just a taste of what Ethiopia can offer you. We hope it inspires you to visit this special country, and we look forward to making your Ethiopian experience an exceptional one.

The image shows two handwritten signatures in black ink. The first signature, on the left, is 'Girma' written in a cursive, flowing style. The second signature, on the right, is 'Richard' written in a similar cursive style.

Girma Tadele & Richard Nerurkar



CHURCHES AND MONASTERIES

Visit some of the most intriguing religious sites in northern Ethiopia and experience how people live out their beliefs every day.

Christianity is integral to life in northern Ethiopia. People in the region adopted Christianity in the third century, and the country's earliest religious buildings date back to the fourth century. Some are simple, many are brightly decorated, and others - like the famous rock-hewn monolith churches of Lalibela and the monasteries hewn into the cliffs of the Gheralta Mountains - are awe-inspiring feats of faith.

Christianity as it is practised in Ethiopia today has changed little since medieval times. Pilgrimage, Sunday rituals and daily mass are the fabric of Ethiopian life. Nuns, monks and priests live as they have for centuries, caretakers for some of Christianity's most precious relics. Amongst them are the alleged **Ark of the Covenant** at The Church of Our Lady Mary of Zion in Axum, and the **Gerima Gospels**, the oldest known illustrated Christian manuscripts, kept in the Abba Gerima Monastery, literally half way up a mountain.

There are churches and monasteries everywhere: in tiny villages, remote caves, and on inaccessible mountain slopes. Besides the most famous **12th-century churches of Lalibela**, which are carved out of the red volcanic rock, travellers are amazed by the brilliantly decorated **14th-century island monasteries of Lake Tana**, and the remote **rock-hewn churches of the Tigray region**. Here exquisitely painted places of worship have been carved into sheer cliffs, with access that demands ropes and a good head for heights.



RELIGIOUS FESTIVALS

The Christian festivals in Ethiopia are times of pilgrimage, celebration and colourful ritual. You don't need to be a practising Christian to be moved by the devotion of the priests and pilgrims, mesmerised by the music, and carried away by the joyful celebrations. The ancient churches add to your sense of having stepped back into the Old Testament.

- Lidet - Ethiopian Christmas - 7 January
- Timket - Epiphany - 19 January
- Fasika - Easter - March/April
- Meskel - The Finding of the True Cross - 27 September



EXPLORE ANCIENT ETHIOPIA

People have lived in Ethiopia for tens of thousands of years, and its kingdoms and sultanates have made for a rich history.

- **Axum** was an important trading city long before Christianity reached Ethiopia, and some of its intricately decorated stone columns and royal tombs date back to the 1st century.
- **Harer** was a bustling trading hub established in the 10th century. With over 100 shrines and 82 mosques, it's considered one of Islam's holy cities.
- **Gonder** grew up around and the 17th-century fortress city of **Fasil Ginb**, a clutch of palaces, fortified castles and richly decorated churches and monasteries.



MOUNTAINS AND SUN

There are no better ways to discover the dramatic mountain wilderness and rural culture of the Ethiopian Highlands than on foot or from the back of a horse.



THE BALE MOUNTAINS

We've yet to meet a traveller who was not awed by the Bale Mountains National Park. Perched at 4,000m above sea level, the Sanetti plateau is the heart of the park. To the south the plateau drops steeply over the Harena Escarpment, plunging two kilometres into the Harena cloud forest. Each day on your trek through this wilderness you experience something unique, from tasting the delicious bitterness of the seasonal wild coffee or the sweetness of forest honey, to spotting a shy mountain nyala or a wheeling bearded vulture.

THE SIMIEN MOUNTAINS

Years of erosion have carved the Simien landscape into a jigsaw of sharp-edged gorges, rocky monoliths and sheer cliffs that form one of the very first UNESCO World Heritage Sites ever declared. Much of this massif lies above 3,000m and trekking here is not for the fainthearted. Brave hearts are richly rewarded by its vistas and rare wildlife though, including the gelada monkeys and the Ethiopian wolf. Here you can also summit Ethiopia's two highest peaks, Ras Dejen (4,543m) and Bwahit (4,437m).



THE ABUNE YOSEF MOUNTAIN

The trek from the ancient town of Lalibela to the summit of Mount Abune Yosef (4,260m) passes tiny villages, cultivated fields and churches built in natural mountain caves. There are stunning views along the Abune Yosef Escarpment and visitors are awed by the lifestyle and culture of the people who live in these mountains. Farmers still use tools and methods

developed thousands of years ago, and are more than happy to show you how things are done, or even let you put your own hand to the plough.

COMMUNITY TREKKING IN THE LASTA MASSIF

Community treks in the **Lasta Massif along the Meket Escarpment** are as much about the people and the culture as they are about the beautiful highland landscapes. Each night you're hosted in huts run by local people. They also provide the donkeys for transporting your luggage, and your visit benefits their communities directly.

Although the days are long, the walking is not strenuous. The views from the escarpment are spectacular and your day is broken by conversations with the people you pass. Don't be surprised when you're offered fresh yoghurt or invited in for a cup of coffee by a total stranger.

CYCLE TIGRAY

The Tigray region in northern Ethiopia has the key elements needed to produce world-class road cyclists like the pro Tour rider Tsgabu Girmay: altitude, sunshine, mountain climbs and good, quiet asphalt roads.

The landscape of Tigray is also strikingly beautiful, its cliffs and peaks sheltering astounding rock-hewn churches and monasteries that are well worth a few detours.

Our cycling tours are for road cycling enthusiasts looking for exertion, adventure and warm sunshine in the midst of a European winter.

There will also be the chance to meet some of Ethiopia's top young cyclists who are based at local cycling clubs in Mekelle and Adigrat.



ADVENTURE AND WILDLIFE

As well as some extreme landscapes, Ethiopia is home to many different animals including several rare species only found within its borders.

RARE WILDLIFE

Ethiopia is not traditionally associated with African wildlife safaris, yet with its high-altitude plateaus, cloud forests, savannah grasslands, rivers, lakes and wetlands, it's one of the most biodiverse countries on earth. Here you can see the five big, the Nile crocodile, and hundreds of other birds and animals. Ethiopia is also witness to Africa's second largest animal migration, with tens of thousands of animals streaming between South Sudan and Ethiopia.

Many of Ethiopia's indigenous birds, animals and plants are found nowhere else in the world. The high plateaus and inaccessible cliffs of the **Simien Mountains** are a haven for just such wildlife. Here you can spot Ethiopian wolves, nimble Walia ibex and vocal Gelada baboons, all endangered species found only within the country's borders.



Ethiopia is also one of Africa's top birding destinations; the **Bale Mountain National Park** alone is home to over 300 species of birds, including the bearded vulture and the rare blue-winged goose.



OTHERWORLDLY ADVENTURE

The region of **Afar** in the north-east of Ethiopia is arid, unexpected and extreme in every way. Much of the region lies in the **Danakil Depression**, a desert basin more than 100m below sea-level. It's one of the earth's geological hotspots and you're constantly reminded of the white-hot magma far beneath you.

The volcanic desert landscapes are unforgettable: **Erte Ale**, one of only five molten lava lakes in the world; the Dalol Crater, where hot acidic springs seep to the surface, fringed by colourful mineral salts and turned brilliant green by algae; and the Dalol Mountains with their jagged columns of salt, mud and potash.

About 1,200km² of Afar's surface is crusted in salt, a legacy of Red Sea flooding millennia ago. This precious commodity is mined by the nomadic Afar people, and caravans of camels transport it through the wavy heat. There is a stark beauty here, and you can only marvel at the people who call it home.



- 1 Axum
- 2 Ertale
- 3 Gondar
- 4 Lalibela
- 5 Bahir Dar
- 6 Harer
- 7 Addis Ababa

A TAILORED TRAVEL EXPERIENCE

We don't have any set itineraries. Your trip will be thoughtfully designed according to your travel party, the time you have available, and your interests. We'll arrange everything for you, including your flights, transfers, meals and accommodation in some of the country's top hotels, newest eco-lodges and community-owned huts. At all times, you'll be guided by one of Ethiopia's best guides. We know each of them personally and have worked or travelled with them ourselves. They not only have vast guiding experience but also have personal connections and first-hand knowledge of the communities you'll be visiting.

RESPONSIBLE, RESPECTFUL AND SUSTAINABLE

We are respectful of local people and their culture, wildlife and the environment, and this is reflected in the travel and accommodation options that we suggest.

We'll only take you to areas where we know that visitors are welcome and where their presence has a positive impact on local communities. We only work with those that we know share our commitment to conserving the country's historic buildings, culture and values, and natural environment.

As we become established, we plan to support initiatives that make it possible for more rural Ethiopians to benefit from visitors coming to experience this remarkable country.

"Girma was an excellent guide during my two week trekking experience in northern Ethiopia. It's hard to imagine anyone with a greater knowledge and passion for the country and its people, which led to an unforgettable experience and a feeling of being more of a long-lost family visitor than a mere tourist. I wouldn't hesitate to recommend Tadele Travel for discovering the real Ethiopia."

Andrew Roberts, Development Specialist at the World Bank

"We always think of Richard as family. He understands the country, speaks the language and knows how to get things done, which is not always easy in a place like Ethiopia. And everyone knows him too!"

Haile Gebrselassie, Ethiopian double Olympic champion





THE ETHIOPIA SPECIALIST

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