



For Immediate Release

Big Five Tours & Expeditions Heads for the Horn of Africa with a New Journey, “Historic Routes of Ethiopia”

Stuart, FL (November 14, 2017) – [Big Five Tours & Expeditions](#) is opening the doors to tourism in Ethiopia and encouraging travelers intrigued by ancient culture and natural beauty to explore all that the country has to offer. The award-winning luxury tour operator, which has made a hallmark on sustainability all over the world, recently unveiled a new tour, “[Historic Routes of Ethiopia](#),” which has already seen substantial interest from the US travel market.

“Ethiopia is a fascinating destination with an extraordinary past,” said Big Five Tours & Expeditions President, Ashish Sanghrajka. “It is the oldest independent country in Africa, the second-oldest official Christian nation in the world, and is home to more UNESCO World Heritage Sites than any other country in Africa. I’m thrilled to operate in this fantastic country and am confident that the guide infrastructure is ready for tourism.”

Running 10 days from arrival to departure, “Historic Routes of Ethiopia” combines history, culture and natural wonders in urban settings and deep in the wild. Highlights include:

- **Discovering Addis Ababa**, the capital and largest city in Ethiopia, with visits to the Ethnographical Museum to see exhibits of local crafts and an impressive array of religious crosses, triptychs and murals, and the National Museum, home to the famous skeleton of *Lucy*.
- **A cruise on Lake Tana**, source of the Blue Nile, and visit Zeghi Peninsula where round grass-roofed churches from the 14th century are decorated with magnificent wall murals.
- **A visit to Simien Mountain National Park**, a UNESCO World Heritage Site known for distinctive wildlife including bleeding-heart baboon, lion monkey, rock hyrax, black headed siskin, thick billed raven, and the world’s rarest wolf, Simien wolf.
- **Embracing your inner Indiana Jones at Axum**, renowned for the cathedral of St. Mary Zion where the original Ark of Covenant is believed to be housed.
- **Exploring rock-hewn churches dating from the 7th to 13th centuries at Lalibela**, known as “New Jerusalem”.

This trip is priced at \$750 per person, per day, double occupancy; and includes hotel accommodations as per itinerary including taxes and fees; meals as indicated in itinerary; services of an English-speaking guide during all included excursions on a private basis; all transfers in an air-conditioned vehicle; entrances at parks, sites, and monuments; Big Five’s 24 Hour White Glove Service® guest assistance; and a

complimentary one-year membership to nonprofit [One More Generation](#) (OMG), including the adoption of an endangered species. OMG's mission is to ensure that future generations have the opportunity to walk alongside each of the living species of today. This journey departs with a minimum of two people through December 15, 2018.

Big Five is notably enthusiastic about the recent return of Ethiopia to the international stage. It has added it to the wide array of destinations it encompasses across Africa and the Middle East. "Historic Routes of Ethiopia" is a part of the President's Picks collection, a hand-selected series of destinations, journeys and travel opportunities that Big Five President Ashish Sanghrajka is personally passionate about.

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About Big Five Tours & Expeditions

Founded in Kenya in 1973 by Mahen Sanghrajka, Big Five Tours & Expeditions is renowned for customized, luxury adventure travel to more than 45 destinations worldwide. Big Five has been recognized for its sustainable tourism commitment. The company has twice won the Virtuoso® luxury travel network *Sustainable Tourism Leadership Award* in 2014 and in 2016. Condé Nast Traveler magazine recognized Big Five with a World Savers Award in 2013. For more information about Big Five's customized journeys, contact info@bigfive.com or call one of our destination specialists at (800) 244 3483. Also visit www.bigfive.com.

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