



**AMBASSADOR  
NASISE CHALLI**

Minister of the Ethiopian  
Ministry of Tourism



**Dear readers,**

It is with great pleasure that I present to you this issue of the Oromia Tourism Commission's Visit Oromia magazine. The Commission has been working very hard on this publication for many months now and I'd like to congratulate them on a job well done. Focusing on the Great Rift Valley Lakes region, this issue is a stellar piece of work and shows the commitment and capacity of the team that pulled it off.

Our country, Ethiopia, is endowed with innumerable tourism destinations across its vast area. From historical destinations to cultural and natural heritages, Ethiopia is a land that truly has it all. But the marketing of many of these destinations has not been on par with what the rest of the world has been doing. This is my ministry's major target going forward and it is something we are working on as part of our long term plans.

Ethiopia is a land of unbelievable diversity. Despite being one of the highest countries in the world, it is also home to the hottest place on Earth found at more than 127 meters below sea level. It also gives rise to and is criss-crossed by some of Africa's mightiest rivers. All of this diversity has resulted in immense beauty all around. From the way the rivers carve up valleys, to the amount of bird life Ethiopian lakes are home to, from the way its people have adapted to the different climates, to the traditional food and drinks they consume across the country, Ethiopia is home to fascinating destinations, experiences, and activities.

This issue of Visit Oromia magazine looks at the Great Rift Valley lying inside our federation's largest region, Oromia. The valley is something that endows our country with some of its most striking features such as the hottest place on Earth, located in Dallol in the Afar region and the multiple eclectic lakes that this magazine tells the story of in Oromia. And I'm very excited these stories are being shared with you, dear readers.

I hope reading this magazine inspires you to travel across the country and discover the hidden gems this famous valley dubbed "the Biggest Scar on Earth" contains.

Finally, I'd like to wish you a good time reading the magazine and safe travels across my beloved Ethiopia.

**Nasise Chali**  
Minister, Ministry of Tourism