

# PRESS RELEASE



BEST AIRLINE STAFF SERVICE  
IN AFRICA 2013



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IN AFRICA 2016



BEST AIRLINE IN AFRICA 2017

## ETHIOPIAN AIRLINES GETS 10/10 MARKS FROM EXPLORAMUM

August 8, 2017: New York

Exploramum is blogger Ruth Johnston, a single mom from Australia who is dedicated to not only seeing the world with her son (Explorason) but also to making positive differences with random acts of kindness wherever they visit.

Recently the adventurous pair flew Ethiopian Airlines from Nairobi, Kenya to Bangkok, Thailand via the airline's hub in Addis Ababa. Onboard and at the airport, Ethiopian Airlines surpassed their every expectation. Here is an account of their journey.

“We check in with Ethiopian Airlines with no hassles and we head to TAV Primeclass Lounge.

I had been hoping for a relaxed lunch but seeing we had confused our flight times, we had a relaxed breakfast and a good coffee instead as we waited for our flight.

Soon it was time to go, and we were not holding great hopes that this flight would be any different than other African Airlines – how wrong we were. Here’s why!

### **Dressed In Traditional Style**

As we boarded the flight I looked around in delight.

I loved the traditional Ethiopian attires worn by the airline’s air hostesses. These attires look and feel very African. Being served by these air hostesses made me feel like I was travelling ‘with Africa’. It removed the gloom from my face since I felt sad leaving Kenya after an extended visit. This was so Nice since I could keep staring at the uniforms and recalling the memories I have made in Africa. To me, the green colour of the uniform represented Africa’s rich evergreen vegetation while the sunflowers reminded me of the beauty that Africa exhibits through its amazing wildlife and people. I knew that this was not just an Ethiopian experience but an experience of Africa as a whole.

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## Modern Services

Most African countries are said to be third world countries or developing countries. They lack modern technologies and services. At least this is what most visitors think of Africa but Ethiopian Airlines proves them to be wrong – very wrong!

While some aspects of this are true, I believe that the continent is making and has continued to make great strides towards modernity. When you walk towards the Ethiopian airline, you tend to feel like you are walking into the future of Africa.

The airline has bought modern aeroplanes that rival those used by other international airlines from first world countries. In fact, our plane was brand new! I think more than anything this was the most pleasant surprise to us. Really lovely, and with a tasteful interior design theme, plus with all the modern facilities that we required for a relaxed flight.

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©Exploramum and Explorason – Even paintings and works of art are hung!

## In-Flight Dining

We experienced the difference!

Whilst some might say the meal served by this airline is similar to any other food served on other airlines, I felt differently – like they were inspired by an African culture. I felt this especially as I was served by the flight attendants who had beautiful African smiles.

By travelling with this airline I came to realise something that I would like to say is very amazing. I realised that every meal, regardless of its country of origin, tasted more like it was an African recipe just because of the African mood that had already been set in the plane by the staff.

I just loved that and ate every meal like I was eating an African cuisine, even if the meal was not African.

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©Exploramum and Explorason – Room to move – not a budget airline with crammed seats

## Passengers

There is something that is so unique among passengers travelling on this airline. I lay more reference to those exiting the continent to Asia and other parts of the world since I felt like they were very much African based on the way they dressed and acted. They had a piece of Africa with them that they desired to take away with them. Fortunately, they managed to take it with them since some had African sandals, backpacks and even dresses.

I have to admit that they looked lovely in them.”

To read the entire article, please visit:

<http://exploramum.com/2017/08/ethiopian-airlines-modern-african-experience.html>



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## About Ethiopian

Ethiopian Airlines (Ethiopian) is the fastest growing Airline in Africa. In its seventy plus years of operation, Ethiopian has become one of the continent's leading carriers, unrivalled in efficiency and operational success.

Ethiopian commands the lion's share of the pan-African passenger and cargo network operating the youngest and most modern fleet to more than 100 international passenger and cargo destinations across five continents. Ethiopian fleet includes ultra-modern and environmentally friendly aircraft such as Airbus A350, Boeing 787, Boeing 777-300ER, Boeing 777-200LR, Boeing 777-200 Freighter, Bombardier Q-400 double cabin with an average fleet age of five years. In fact, Ethiopian is the first airline in Africa to own and operate these aircraft.

Ethiopian is currently implementing a 15-year strategic plan called Vision 2025 that will see it become the leading aviation group in Africa with seven business centers: Ethiopian Express & Ancillary Services; Ethiopian International Services; Ethiopian Cargo Services; Ethiopian MRO Services; Ethiopian Aviation Academy; ET In-flight Catering; and Ethiopian Ground Services. Ethiopian is a multi-award winning airline registering an average growth of 25% in the past seven years.

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