

# Anbessa Travel Named Ethiopia's Leading Destination Management Company 2026

*Ethiopia's first Travelife-certified company takes the country's top DMC title at the World Travel Awards Africa Gala Ceremony in Zanzibar.*

ADDIS ABABA, ETHIOPIA, September 1, 2026 /EINPresswire.com/ -- [Anbessa Travel](https://www.anbessa.com) is proud to announce that it has been named Ethiopia's Leading Destination Management Company 2026 at the 33rd annual World Travel Awards.

The winners were announced at the World Travel Awards Africa Gala Ceremony, held on 28 August 2026 at Diamonds Bijoux in Zanzibar, Tanzania. The event brought together leading tourism and hospitality organizations from across Africa to recognize excellence within the industry.



This important award reflects Anbessa Travel's commitment to excellent service, [sustainability](#), safety, ethical business practices and reliable travel management across Ethiopia and the Horn of Africa.

Anbessa Travel began its journey in 2012 under its former name, FKL M Ethiopia Tours. Since then, it has grown into one of Ethiopia's respected destination management companies, serving international tour operators, travel agencies, leisure travellers, corporate clients, NGOs and event organizers.

Headquartered in Addis Ababa, the company specializes in tailor-made tours, cultural journeys, wildlife and birdwatching experiences, MICE and incentive travel, executive chauffeur services and corporate ground transportation.

## An Encouragement for the Journey Ahead

Winning Ethiopia's Leading Destination Management Company 2026 is a meaningful achievement and a great source of encouragement for the Anbessa Travel team.

The award recognizes the company's years of hard work, local knowledge and dedication. It also inspires Anbessa Travel to continue improving its services and helping more people discover Ethiopia's history, culture, wildlife and natural beauty.

"This recognition is a great honour and an important source of encouragement for our team," said \*\*Molla Miheretu, Founder and General Manager of Anbessa Travel\*\*. "It confirms that our commitment to quality, responsibility and authentic travel experiences is being recognized. It motivates us to continue sharing the true story of Ethiopia and the Horn of Africa with travellers and partners around the world."



Anbessa Travel sincerely thanks everyone who voted during the World Travel Awards campaign. This achievement belongs to every employee, client, partner, supplier and community that has supported the company's journey.

"We could not have achieved this recognition alone," added Miheretu. "This award belongs to everyone who believed in us, voted for us and continued to support our work. It represents the trust, commitment and shared effort of many people."

## Deep Knowledge of Ethiopia

The Anbessa Travel team has developed extensive knowledge of Ethiopia's destinations, cultures, communities, wildlife and traditions.

From the rock-hewn churches of Lalibela and the historic castles of Gondar to the Simien Mountains, Bale Mountains, Omo Valley, Harar and the Danakil Depression, the company creates journeys that help visitors experience Ethiopia in a meaningful and respectful way.

Anbessa Travel believes tourism can bring people together, build understanding between cultures and encourage communities to protect their natural and cultural heritage. Its goal is not simply to take visitors to different destinations but to help them understand the people and stories that make Ethiopia unique.

The company has also built strong relationships with hotels, conference venues, charter flight operators, transportation providers, local communities and tourism professionals. These partnerships allow Anbessa Travel to manage different projects while maintaining safety, quality and attention to detail.

Its ability to adapt, innovate and respond quickly to client needs has made it a trusted destination management partner in Ethiopia and the Horn of Africa.

### A Continuing Record of Excellence

The 2026 World Travel Awards recognition builds on Anbessa Travel's earlier achievements. In 2023, the company was named Best Destination Management Company in Ethiopia by MEA Markets.

Receiving another important industry award demonstrates the company's continued growth and its ability to maintain high standards in a competitive and changing travel industry.

Anbessa Travel's work is guided by professional service, transparency and ethical business conduct. It strives to operate responsibly and contribute positively to the development of Ethiopia's tourism industry.

### Sustainability at the Heart of the Business

Sustainability remains central to Anbessa Travel's operations. In 2016, the company became the first [Travelife-certified](#) company in Ethiopia and has continued working to meet internationally recognized sustainability standards.

Its approach includes supporting communities, encouraging responsible travel, promoting fair business practices, protecting cultural and natural heritage and reducing the environmental impact of its services.

Anbessa Travel plants indigenous trees annually at its dedicated planting site in Entoto Park. It also funds 15 student scholarships every year, helping young people access educational opportunities.

Electric vehicles currently make up 40 percent of the company's fleet. Anbessa Travel has supported Ethiopia's transition toward electric mobility and introduced electric vehicles into project work across the country.

Over the past eight years, the company has distributed 1,200 improved cookstoves to 1,200 households. These stoves help reduce firewood use, protect surrounding forests and lower indoor smoke that can affect family health.

Anbessa Travel also operates community-based tours that direct visitor spending to local hosts and help keep tourism income within the destinations travellers visit.

For the company, responsible tourism means providing memorable travel experiences while ensuring that tourism benefits local people, protects destinations and supports Ethiopia's long-term development.

This award represents more than a company achievement. It is also an opportunity to bring greater international attention to Ethiopia as a destination rich in history, culture, wildlife, hospitality and natural beauty.

The company especially thanks its guides, drivers, travel planners, operations staff and office team. Their knowledge, care and hard work turn carefully planned itineraries into experiences that travellers remember.

Anbessa Travel also thanks the World Travel Awards, everyone who voted, its loyal clients, international partners, local suppliers and communities across Ethiopia and the Horn of Africa.

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