



BOSTON PARTNERS PLC

COMPANY PROFILE

2022



WHO WE ARE

Boston Partners PLC, parent company of Kuriftu Resort, was established in 2002 and is a leader in the Ethiopian hospitality industry. As a company we aim to be progressive by developing Ethiopia's unique destinations through creative designs, unmatched marketing and a true passion for service.

The latest initiative of Boston Partners PLC is to spearhead a promotional campaign to promote Inter-African Tourism with a focus on fostering a new mindset for the travel market.

WHAT MAKES US UNIQUE?

- **We** are a company solely owned and operated by Africans
- **We** provide permanent employment opportunities to **2000+** people thus far
- **We** support local businesses by purchasing from the communities that neighbour our resorts
- **We** produce all furniture in-house as well as other culturally artisanal design elements of our resorts (Thatched Roof, Woodwork, Leather Braiding, Stonework etc.)
- **We** design all of our resorts in-house and construct them with our own construction team
- **Our** CEO is an active member of the Ethiopian Board of Tourism
- **71%** of our line staff are females as well as 78% of our corporate team
- **62%** of all line staff emerge from our construction team
- **80%** of our hiring is done within the local community of each resort
- **95%** of our staff join our company with zero work experience, including management



MEET THE TEAM



Tsegereda Abebe
Operations
Managing Director



Tadiwos Getachew Belete
Founder & CEO



Roman Tafessework Gomeju
New Business Development
Managing Director



Yonaiel Tadiwos Belete
Operations Director



Eskinder Getachew
S. Regional
Operations Director



Thomas Mekonnen
N. Regional
Operations Director



Mahlet Tadiwos
New Business Development
Deputy Director



Yegetafeker Taye
Project Director



Aschalew Getachew
Project Admin. &
Procurement Director



Eyob Shibru
Finance Director



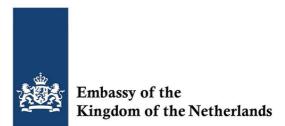
Medal Asrat
Project Finance Director



Michael Tesfaye
Marketing Director

CORPORATE CLIENTS

200+ CORPORATE CLIENTS



+ 200 MORE



CURRENT DESTINATIONS



KURIFTU RESORT & SPA BISHOFTU

Our resort branch offers high-end luxury in exceptionally cultural settings. With achingly perfect panoramas, Kuriftu is where luxury reaches its pinnacle and service is simultaneously warm, genuine and sensational.

After taking in the natural beauty of the wildlife and countryside, our organic spa and gourmet restaurants are the perfect places to relax as you prepare to continue your getaway experience.

- 45-minute drive from the capital city, Addis Ababa
- 150 rooms (Four-Presidential Suites)
- Three Restaurants, Four Conference Halls
- Spa, Wellness Center, Hair Salon, Kayaking, Table Tennis, Billiards, 2 Swimming Pools & Cinema
- Waterpark (see on page 22)
- Multipurpose Venue - 10,000sqm
weddings, concerts, festivals, conferences & meetings and bazaar



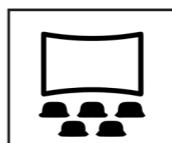
Spa



Kayaking



Swimming



Cinema



Wedding



Conferences &
Meetings







Yupify!

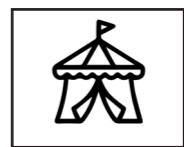




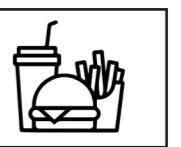
KURIFTU WATER PARK

The Kuriftu Water Park is Ethiopia's first and largest Water Park. Boasting over 30,000 square meters of fun while featuring a wide range of activities, such as:

- Small Water House
- Medium Water House
- Triple Spiral Slides
- Boomerang Slide
- Wave Pool
- Fekat Circus
- Food Court
- Gift Shop



Fekat Circus



Food Court



Water Houses



Water Slides









KURIFTU RESORT & SPA LAKE TANA

Your Ethiopian adventure is not complete until you make way to Lake Tana, the source of the legendary Blue Nile. Located in Bahir Dar, immerse yourself in the history of Ethiopia with landscapes of native architecture and cool shoreside weather all year round.

Our all inclusive resort offers full scale amenities including private verandas, spa, and a lakeside restaurant, making your stay a true step into the Garden of Eden.

- 8-hour drive or 1-hour flight from the capital city, Addis Ababa
- Day trip to Blue Nile Falls
- 28 rooms (Two-Presidential Suites)
- Restaurant
- Lakeside Cabanas
- Spa
- Swimming Pool
- Monastery Boat Tours



Spa



Swimming



Monastery Boat
Tours





KURIFTU RESORT & SPA A FAR

This luxury resort is set in the tranquil region of Afar and is the new gateway to Eastern Ethiopia. Within driving distance of attractions, such as, Allolobad (Natural Hot Spring), Dalol and Erte Ale, this property will be your ideal starting point for a desert adventure.

- 148 rooms (4 Presidential Suites)
- 4 Restaurants and 4 Bars
- 2 Conference Halls
- 1 Business Center
- 1 Gift Shop



Spa



Business Centre





KURIFTU RESORT & SPA ENTOTO

This unique park was created within a record time of 9 months. This Adventure Park is the first of its kind in Ethiopia and has even been selected as one of the top destinations in the world by Conde Nast Traveler.

- Glamping
- Forest Spa
- 5 Restaurants and Bars
- Activities *(as seen below)*



Glamping



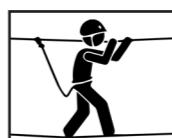
Spa



Horse Riding



Rock Climbing



Rope Course



Zipline



Go-Kart/Pedal Kart



Archery



Paintball



Trampoline



FOREST SPA



ZIP LINING



ARCHERY



PAINTBALL



ROCK CLIMBING



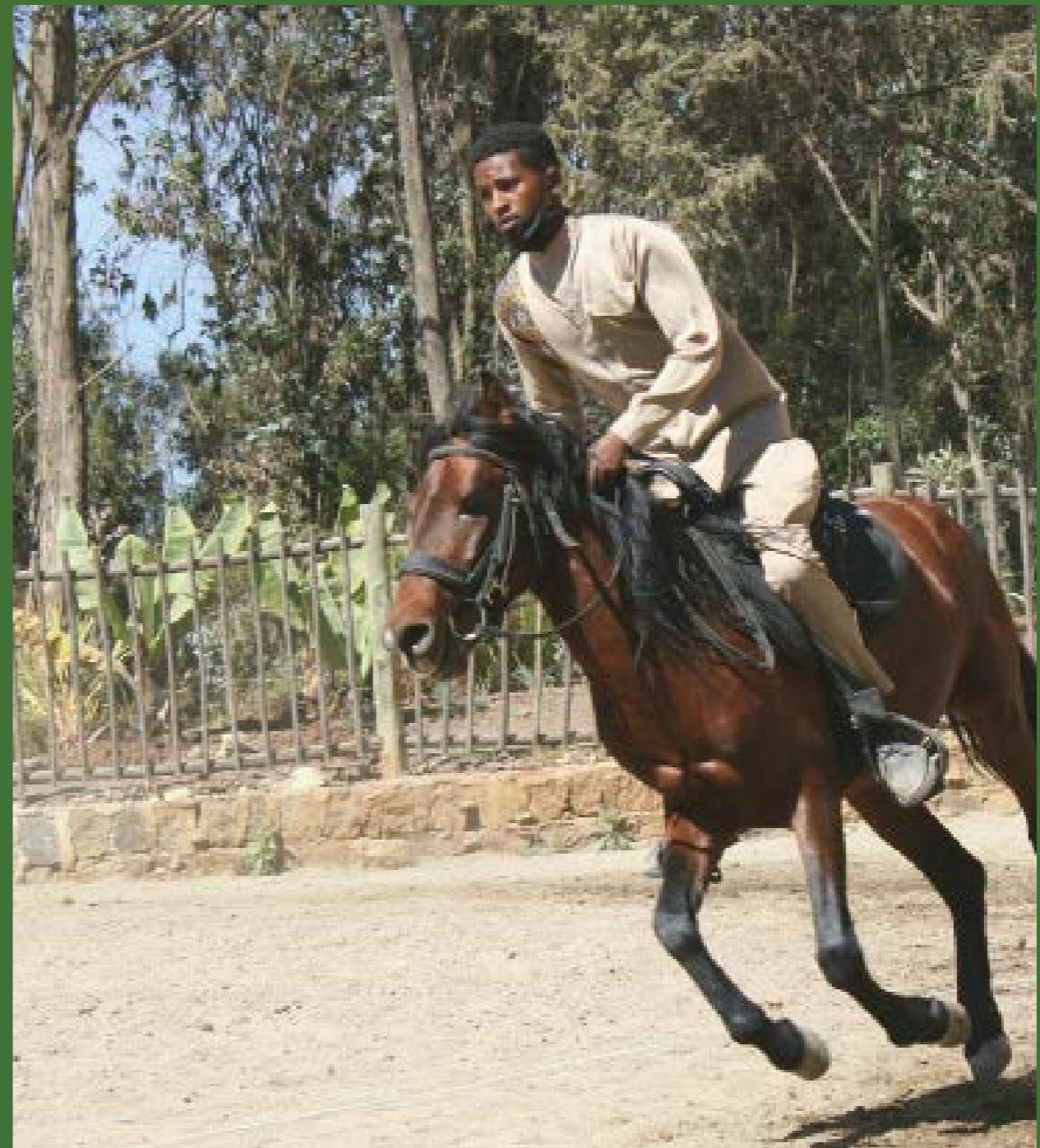
PEDAL-KART



ROPE COURSE



GO-KART



HORSE RIDING





KURIITU RESORT & SPA AWASH FALLS

Located on the Southern tip of Awash National Park, our one of a kind 10 room boutique resort suspended over a waterfall, places guests at an elevation that is unique to our property. With views of crocodiles on the river bank, refreshing mist from the edge of the falls paired with unmatched scenery, we offer the ultimate experience to our visitors.

There is nothing more refreshing than getting out of the city, feeling the breeze, and hearing the sound of the waterfall!



Yoga



Hiking



Massage



Bird & Crocodile
Watching



Mountain Biking



Camel Riding



Swimming



Jacuzzi





BOSTON DAY SPA

Experience our luxurious full service spa and salon located in the heart of Addis Ababa's entertainment district.

Rejuvenate yourself in a welcoming and luxurious setting, pampering your body with a choice of relaxing massages, facials, baths, and body treatments.

Beautify and enhance your appearance with custom hair styling, deluxe manicures & pedicures, or consider our sauna & steam to heighten your level of relaxation.



Steam & Sauna



Hair Wash & Style



Hair Cut



Manicure



Jacuzzi



Massage



Pedicure



Wax



Facial



KURIFTU CONSTRUCTION

Kuriftu Construction shares over 10 years of industry-leading excellence. We offer general contracting, construction management, design-build, and preconstruction planning services for projects of all sizes. We mainly specialize in the construction of resorts/hotels, restaurants, nightlife facilities and theme parks (water, adventure etc.).

In addition we have an in-house design team for interior design as well as a separate woodwork & metal team for producing furniture of all types based on our customers needs.

For inquiries please email us at roman.tafessework@kurifturesorts.com



CONTACT US

Central Reservation
+251 911091185
+251 116623605/04

Kuriftu Resort & Spa Entoto
+251 905061020
+251 905053151/52

Kuriftu Resort & Spa Bishoftu
+251 924949494

Kuriftu Resort & Spa Lake Tana
+251 920959797

Kuriftu Resort & Spa Awash Falls
+251 944448800

Boston Day Spa
+251 116636557
+251 116623808

booking@kurifturesorts.com
www.kurifturesorts.com
www.kuriftuwaterpark.com



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WEDDINGS
HONEYMOON
BIRTHDAYS
AND MORE**