KURIFTU
RESORTS

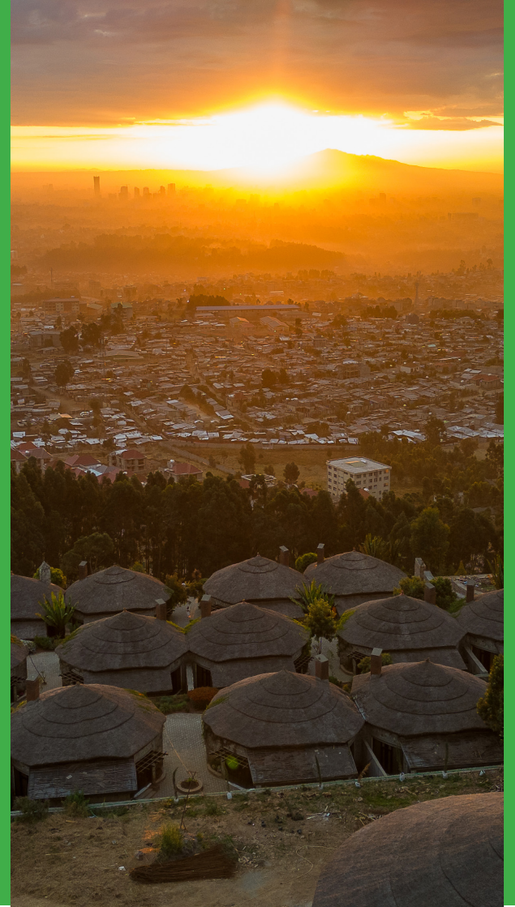


BOSTON PARTNERS PLC

COMPANY PROFILE, 2024

WHAT MAKES US UNIQUE?

- ◊ We are a company solely owned and operated by Ethiopians
- ◊ We provide permanent employment opportunities to 2000+ people
- ◊ 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 develop them with our own construction team
- ◊ We curate guest experiences in areas unique to Ethiopia, paired with our natural design aesthetic, we are able to truly highlight these destinations with minimal effort
- ◊ We maintain a standard of luxury by exclusively developing 5-star rated properties
- ◊ Our CEO is an active member of the Ethiopian Board of Tourism
- ◊ 71% of our line staff are females
- ◊ 62% of all line staff emerge from our construction team
- ◊ 80% of our hiring is done within the local community of each resort destination
- ◊ 95% of our staff join our company with zero work experience, including management, therefore gaining the ability to work their way up the ranks



WHO WE ARE

Boston Partners PLC, parent company of Kuriftu Resort & Spa, was established in 2002 as a catalyst of change for the future of Ethiopian hospitality. After 20+ years leading the charge of innovation, our company aims to continue 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.

VISION

To be the leading hospitality brand that rewrites the African Narrative

VALUES

Cultural Integrity, Trend Setter, Customer Oriented, Empowerment, Resilience

MISSION

To implement a unique African hospitality model by leveraging our own continental talent , design and cultural novelties



What We do

With exposure to international standards for hospitality as well as local expertise, the Kuriftu Team is well versed in creative direction when it comes to design / concept consultation and development, turn-key construction and execution, and operational know-how.



KURIFTU CATERING

Kuriftu Catering is one of the leading banquet & catering companies in Ethiopia with over 200+ active corporate clients. Kuriftu Catering offers creative and unique solutions for corporate events, birthdays, customized events, weddings, meetings and conferences.

Our customized menus measure our customers needs and provide solutions for A La Carte, Buffet, VVIP Fine Dining and Staff Meal Menus. With a strong background as the Nation's Leading Hospitality Company we not only provide great food but warm Ethiopian Hospitality.



CORPORATE RETREAT

Resort team building activities can help to improve communication, trust, and problemsolving skills among team members. Some popular activities include horse riding, rope course, zipline, go karting, pedal and go kart bicycle, archery, trampoline, wall climbing, paintball, and children's playground. To make your team building event a success, it is important to set clear goals, choose the right location, provide food and drinks, and have fun!



DESIGN

As leaders in the Ethiopian Hospitality Industry with creative design and innovation, our company has focused its attention on developing a skill set in interior design as well as establishing our very own in-house woodwork team which has been the backbone of our design aesthetic for two decades.

With the creative direction of our CEO and architectural design team, our woodwork and design department has evolved into a fully-fledged unit capable of curating custom-designed furniture, fixtures, and accessories that complement Ethiopian culture to different degrees depending on the chosen creative direction.

CONSTRUCT

The prime focus of all our properties under the Kuriftu brand is to place emphasis on existing natural landscapes. With attention to detail in the selection of materials used, training of manpower on the ground, presence of management for any project to ensure targets are achieved in a timely manner and dedication to teamwork and development of each destination with integrated sustainable practices, the Kuriftu team has a reputation for turnkey projects delivered in record time.

OPERATE

Operational excellence is one of Kuriftu's trademarks through consistency of training, talent development, job enlargement and employee satisfaction as keys to our success. Kuriftu works as a hotel operator for external businesses seeking guidance in exceeding guest expectations. Our reputation, constant growth and maturity in the hospitality market will allow the Kuriftu brand to reach new heights

KURIFTU RESORT & SPA BISHOFTU

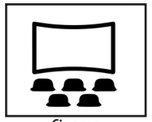
Our resort branch offers high-end luxury in exceptionally cultural settings. With achingly perfect panoramas, Kuriftu is where luxury reaches its pinnacle and service is simultaneously warm, genuine and sensational.

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


Cinema


Wedding


Swimming


Conferences & Meetings













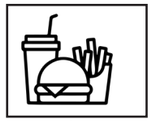


KURIFTU WATER PARK

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

Located in the capital of the Amhara Region, Bahirdar, Kuriftu Resort & Spa Lake Tana represents the Kuriftu brands second resort venture. From boat rides to local monestaries to bird watching tours, Kuriftu Tana has a unique relationship with the natural environment that allows guests to relax and enjoy the scenary

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


Wedding





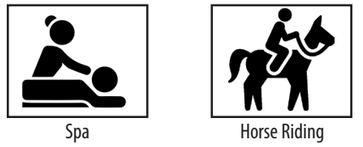




KURIFTU RESORT & SPA ENTOTO

The Kuriftu Entoto Adventure Park has become the beating heart of Entoto Mountain, providing a bundle of activities, dining experineces and glamping found no where else in the country! Targeting adrenaline junkies to families looking for an exciting getaway - come on join us for an unforgettable experience!

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


Spa

Horse Riding


Rope Course


Zipline


Archery


Paintball


Go-Kart/Pedal Kart


Rock Climbing


Glamping


Trampoline











KURIFTU 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


Bird & Crocodile Watching


Mountain Biking


Massage


Swimming


Camel Riding


Jacuzzi

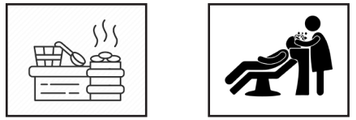






BOSTON DAY SPA

Considered to be the heart and soul of our company, Boston Day Spa was the premier project that birthed the Kuriftu brand. With the focus of developing capacity building programs in the heart of Addis, our CEO trained and empowered local community members who started as construction workers to become specialty spa service providers. The majority of our current staff have been with us for over 15 years and consider Boston Day Spa as their own, having built this monumental structure with their bare hands, the level of care for service is unmatched. Boston Day Spa provides a vast number of services in the spa sector that cater to all wellness needs


Steam & Sauna

Hair Wash & Style


Manicure


Jacuzzi


Hair Cut


Pedicure


Massage


Facial









UPCOMING PROJECTS

KURIFTU BURAYU AFRICA VILLAGE

With our devotion to connecting the African nation through unique experiments in the hospitality industry, the Kuriftu brand is proud to present Kuriftu Burayu, our very own African Village. This project highlights 54 villas that showcase the individual beauty of each African county ranging from food, art, books, cultural artifacts, fabrics, flags, and so much more! Our mission is to embrace the mesh of culture in this extraordinary continent and encourage others to explore.

With a backdrop of Addis Ababa, this cultural village includes 3 Restaurants, a Conference Facility that can accommodate up to 1,000, a full-scale spa, a one-of-a-kind wedding venue overlooking the city, and Kuriftu's very first Country Club,

To showcase each African country in its truest form, our goal is to find partners that share the same vision of curating each room in the most authentic fashion







SEMERA PROJECT



ARBAMINCH PROJECT

AWARD & ACCOLADES













CONTACT US

9396

Banquet & Sales
0116687972

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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