



What's Up @ET September 2020



A STAR ALLIANCE MEMBER 



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News Recap

African airlines, which before the COVID crisis were already dealing with financial losses, have been particularly vulnerable and have had to seek bail-outs from governments which were already facing financial constraints. African carriers have taken different measures to deal with the crisis, including layoffs, furloughs and fleet reductions.

Global demand for travel declined as a result of the pandemic, leaving a number of major airlines in bankruptcy. Some have ceased operations altogether. The aviation industry has been the hardest hit business as a result of the pandemic and Ethiopian Airlines is no exception. Its passenger service, the airline's biggest revenue generator, saw most of its revenue plummet, forcing it to ground many aircraft and operate at just 10% of its capacity. This created a huge financial burden on Ethiopian with unavoidable costs such as aircraft- and infrastructure-related payments as well as bank loan repayments.

But Ethiopian has kept its business afloat with diversification strategies and agile management, continuing operations by shifting its focus to cargo, hotel and MRO businesses. It implemented a cost leadership strategy to reduce expenditure while maintaining quality and efficiency.



<https://www.youtube.com/watch?v=4xldsv2czXk&t=20>

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Ethiopian Airlines riding out pandemic on strength of cargo boom

Ethiopian Airlines has lost more than \$1 billion in revenue during the coronavirus pandemic but has so far managed to avoid seeking a bailout or laying off any full-time employees, CEO Tewolde Gebremariam said in an interview with AFP.

By pivoting in March to meet spiking cargo demand, Africa's largest carrier partially offset the blow of a 90-percent drop in international traffic, Tewolde said.

It even recorded a profit of \$44 million for the first half of the year, he said, though the company declined to give details because the figures are unaudited.

Ethiopian, a state-owned firm that is the jewel of the national economy, resorted to unorthodox tactics to get in on the pandemic-related cargo boom.



<https://africa.cgtn.com/2020/09/29/ethiopian-airlines-riding-out-pandemic-on-strength-of-cargo-boom/>

These Airlines Made A Profit In 2020 – And Here's How

One African airline has also done well for the same reason. [Bloombergreported](#) that **Ethiopian Airlines** has covered all fixed costs and made a small profit for the fiscal year lasting up until July.

Chief Executive Officer Tewolde Gebre-Mariam was quoted, "we may not be as profitable as we expected but we registered some profit...the cargo business has also done very well." The largest airline in Africa has also kept going by running up to 40 repatriation charters each week, at the same time as its competitors have been grounded.

<https://www.forbes.com/sites/alexledsom/2020/09/15/these-airlines-made-a-profit-in-2020and-heres-how/?sh=533ebd2a6cf8>



Did You know that...

The ease and convenience of Ethiopian Mobile App, now enhanced with multiple languages and payment options. Book, pay and check in on our mobile . <https://apple.co/33e3Yxt>



Testimony



Samuel M. Gebru @SMGebru · Sep 24, 2020

Join me in wishing my friend Tewelde GebreMariam, CEO of [@flyethiopian](#), a happy birthday! Tewelde and everyone at Ethiopian Airlines have remarkably pivoted during extremely challenging circumstances this year—one of a few airlines to register a profit in 2020. [#Ethiopia](#) [#Africa](#)



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Ethiopian Airlines [@flyethiopian](#) · Sep 29, 2020

"Ethiopian, a state-owned firm that is the jewel of the national economy, resorted to unorthodox tactics to get in on the pandemic-related cargo boom."
CGTN



Ethiopian Airlines riding out pandemic on strength of cargo boom
Ethiopian Airlines has lost more than \$1 billion in revenue during the coronavirus pandemic but has so far managed to avoid seeking a ...
[africa.cgtn.com](#)

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Testimony



Benyam Bisrat 🌍 @benyam_bisrat · Sep 22, 2020

#Ethiopia “We are starting to see slow recovery” @flyethiopian @TsionaG @UNWTO @ethiopia_tour @KibranTours @JupiterIntHotel @FlawlessinET @febewolde @globetrotter1_ @TourismETH @PMEthiopia @addisale @_HenokTeferra @PreciseConsult @Zemedeneh @mohammedhersi



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Ethiopian Airlines ✓ @flyethiopian · Sep 11, 2020

We are glad to be back to #Namibia being the 1st airline to land at Hosea Kutako International airport.
#reunitingfamilies #Itisgoodtobeback #FlyEthiopian
Video credit: Charlotte Nambadja



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Ethiopian in Pictures



Picture of the Month



Back in the Days



Ethiopia



WHAT'S UP @ ET

What's up it is a monthly digital publication which recaps major happening in Ethiopian Airlines. Your Feedback is highly appreciated.



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