



nepal



Nepal Tourism Board

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InFocus 2024

InFocus 2024

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*Lifetime
Experiences!*

*Lifetime
Experiences!*



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December 2024

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Mr. Prem Bhattarai, Sr. Officer	-	Member
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Mr. Dharma Dawadi, Livelihood Specialist (STLRP)	-	Member



Government of Nepal
Ministry of Culture, Tourism and Civil Aviation

Singhadurbar, Kathmandu, Nepal

Ref. No. :



Badri Prasad Pandey
Minister

Message from the Minister of Culture, Tourism and Civil Aviation

It is with great pleasure that I extend my heartfelt greetings on the occasion of the release of *Infocus 2024*, the flagship annual publication of the Nepal Tourism Board. This esteemed publication highlights the Board's remarkable achievements in marketing, promotion, product development, highlighting Nepal's dedication to sustainable and inclusive growth in the tourism sector.

The Government of Nepal has identified tourism as one of the main tools for economic prosperity. It is the cornerstone of Nepal's economy and a vital link connecting us to the global community. As we move forward into 2025, our vision for the tourism sector remains clear and ambitious.

Key priorities remain formulating effective tourism policies and strategies to address evolving challenges and opportunities in the sector. The Government has also emphasized culture and nature protection, and sustainable management of national institutions that contribute to tourism. Tourism-friendly investment policies have also been considered to support the sector's overall development.

Continuous cooperation with the private sector is crucial to foster innovation and resilience. The Ministry with Nepal Tourism Board and the private sector must work hand in hand towards our goals of a thriving, sustainable, and globally competitive tourism industry. Together, we can embrace the opportunities ahead and work collaboratively to position Nepal as a must-visit destination, leaving every traveler with memories they will treasure forever.

I extend my sincere appreciation to the Board and all contributors to *Infocus 2024* that provides valuable insights and reflection of the National Tourism Organization's annual performance including its potentials and partnerships. Best wishes to the Nepal Tourism Board as it embarks on another promising year of new milestones in promoting Nepal!


.....
Badri Prasad Pandey
Minister



Government of Nepal
Ministry of Culture, Tourism and Civil Aviation
Singhadurbar, Kathmandu, Nepal

Ref. No. :



Arun Kumar Chaudhary
State Minister

Message from the State Minister

I am delighted to extend my heartfelt congratulations to the Nepal Tourism Board (NTB) on its 26th anniversary. I also commend the NTB team for releasing the *InFocus 2024* as their annual progress manifesto.

Since its establishment in 1999, NTB has been at the forefront of promoting Nepal's tourism in both domestic and international markets. Over the past 26 years, it has successfully positioned itself as a model public-private partnership organization for the promotion of Nepalese tourism. NTB deserves special recognition for its effective crisis management during challenging times, including earthquakes, the COVID-19 pandemic, and other natural disasters.

Looking ahead, NTB, with the support of the government, business community, and private sector, must further enhance its service delivery to meet the growing expectations of tourists. Expanding marketing efforts in neighboring and regional markets is essential and will undoubtedly boost tourist arrivals to our nation. Additionally, it is crucial to empower the tourism trade sector through training and orientation programs aimed at improving service delivery.

I am confident that NTB will continue to grow stronger and achieve even greater success in promoting Nepal as a premier tourist destination. My best wishes are always with Nepal's tourism industry and its stakeholders.

Wishing everyone a joyful and prosperous New Year 2025, and NTB all the best in its future endeavors!

Arun Kumar Chaudhary
State Minister
Ministry of Culture, Tourism and Civil Aviation

Arun Kumar Chaudhary
State Minister



Government of Nepal
Ministry of Culture, Tourism and Civil Aviation
Singhadurbar, Kathmandu, Nepal

Ref: No:

Chairperson Message

On this momentous occasion of the Nepal Tourism Board's 26th anniversary, I extend my heartfelt congratulations to the entire NTB family and well-wishers who have wholeheartedly contributed to the development of Nepal's tourism industry.

Over the year, NTB has played a crucial role in promoting Nepal not only as a premium holiday destination but also by serving as a think tank to the government of Nepal; I acknowledge and appreciate NTB's effort towards human resource development, fostering the growth of sustainable tourism practices, developing rural tourism, empowering local communities (marginalized women, indigenous communities, youths) and building youth leadership in tourism. NTB has also been enhancing the digital presence of Nepal's tourism sector to attract diverse global markets. Its unwavering commitment towards building a holistic tourism ecosystem through capacity building and strategic collaborations have been instrumental in strengthening Nepal's position in the global tourism market.

As we celebrate this milestone, it is also a time to reflect upon the challenges and opportunities ahead. We have seen a surge in tourist arrivals over the last couple of years, reaching pre-pandemic level. The global travel and tourism landscape is set for a transformative year in 2025 with AI marketing making a paradigm shift in the entire landscape. The adverse impact of climate change on biodiversity in general and tourism in particular is growing in an exponential way that requires urgent attention to save ecologically sensitive regions. The tastes of travelers are rapidly changing, and they are looking for more immersive experiences to enhance tourist engagement with local culture and cuisine while also ensuring sustainable tourism practices that benefit local communities. Another challenge that remains is positioning Nepal as a year-round destination through the diversification of tourism offerings.

Let us recommit ourselves to position Nepal as a destination for regenerative tourism, cultural and heritage preservation, and economic prosperity. I firmly believe that, together, we can overcome challenges and unlock the full potential of Nepal's tourism sector. This is the true spirit of "Together for Tourism".

Dr. Ganesh Prasad Pandeya
Chairman, Nepal Tourism Board
Secretary, Ministry of Culture, Tourism and Civil Aviation



नेपाल पर्यटन बोर्ड Nepal Tourism Board

(नेपाल पर्यटन बोर्ड ऐन २०५३ द्वारा स्थापित)
(Established under Nepal Tourism Board Act 1997)



Message from Vice Chairman

Congratulations to the Nepal Tourism Board team on its 26th anniversary! Over the past two decades, the Board has played a pivotal role in advancing Nepal's tourism sector, significantly contributing to national development and enhancing the country's global recognition.

Tourism is one of the key drivers of sustainable development, bridging people, cultures, and economies worldwide. On this occasion, I want to emphasize the critical role of the private sector in fostering investment and innovation in tourism. Achieving sustainable tourism requires a multidisciplinary and collaborative approach involving all stakeholders—private enterprises, public institutions, civil society, and local communities. Together, we can design and implement inclusive models such as community-based tourism, village tourism, agro-tourism, and eco-tourism to ensure that no one is left behind.

In the post-pandemic world, digital technologies, enhanced resilience, and strengthened health and hygiene standards are crucial for rebuilding travellers' confidence. Public-private partnerships are essential for driving investments in sustainable infrastructure, capacity-building, and innovation across the entire tourism value chain. Additionally, integrating climate action into tourism strategies will align the sector with global efforts for a healthier planet and a sustainable future.

As Vice Chairman of the Nepal Tourism Board, my vision is to make the Board more relevant to the 21st century. We will focus our efforts on expanding Nepal's presence in the international market, working with a greater sense of urgency and purpose. Our goal is to be work-oriented and to meet our targets on time, ensuring that we continue to evolve with the changing dynamics of global tourism. To achieve these targets, the collaboration and support of the Nepal Government, the NTB Executive Committee, the private sector, and local communities will be essential.

As we mark this milestone, let us collectively commit to making Nepal's tourism sector a model of sustainability, innovation, and inclusivity. May the NTB family take pride in 26 remarkable years of accomplishments and its invaluable contributions to Nepal's tourism journey for the continued success of tourism!

Thank you !

Ram Prasad Sapkota (Kamal)
Vice Chairman



नेपाल पर्यटन बोर्ड Nepal Tourism Board

(नेपाल पर्यटन बोर्ड ऐन १९९३ द्वारा स्थापित)
(Established under Nepal Tourism Board Act 1997)

Message from the CEO

Namaste and warm greetings!

As we reflect on the past year, we are filled with immense gratitude for the resilience and spirit of the tourism industry in Nepal. Despite the challenges posed by COVID-19 and the global landscape, Nepal continues to stand as a beacon of adventure, culture, and natural beauty. From the towering peaks of the heavenly Himalayas to the rich cultural heritage of our valleys and rich natural wonders, Nepal remains a destination of prime choice for travelers seeking authentic and immersive experiences.

InFocus 2024 is an opportunity for me to thank Nepal Government, Ministry of Culture Tourism and Civil Aviation, Executive Committee Members of NTB, Nepal's tourism fraternity, International Organizations, national and international tourism trade and media for entrusting me for a role as a CEO of Nepal Tourism Board, the National Tourism Organization of Nepal. This appointment is not an achievement for me, rather a responsibility to act as a catalyst to uplift the image of Nepal's tourism.

Our ongoing efforts at Nepal Tourism Board have been focused on not just promoting tourism, but ensuring that the benefits of this vital industry are shared by all, while protecting and preserving the natural and cultural resources that make Nepal so unique. In the year ahead, we are committed to fostering sustainable tourism, encouraging industry, improving infrastructure, and offering travelers new experiences, all while maintaining the heart and soul of Nepal's hospitality.

We are proud of the achievements in the past year—whether it be the growing number of international visitors, the successful promotion of our tourist attractions, or the vibrant cultural exchanges that continue to build global connections. However, we know that there is much more to be done. Together with our partners in the private sector, local communities, and government agencies, we will work more closely to enhance the experience of every traveler and unleash the potential that the destination Nepal deserves.

We invite all those seeking adventure, spirituality, or simply a peaceful getaway to come to Nepal and discover the magic that lies in its mountains, temples and Gompas, and welcoming people. As we move forward, we will continue to innovate and create opportunities, while staying true to our commitment of responsible, sustainable tourism that respects the environment and supports our communities.

On behalf of the Nepal Tourism Board, I extend my heartfelt thanks to our stakeholders, travelers, and supporters for helping make Nepal one of the most sought-after destinations in the world and promoting Nepal as a #LifeTimeExperience destination.

Together, we will put our honest effort to make tourism a powerful force for good.

Deepak Raj Joshi
Chief Executive Officer

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CONTENT

Message from Minister of Culture, Tourism and Civil Aviation...	3
Message from State Minister...	5
Message from Chairman ...	7
Message from Vice-Chairman ...	9
Message from CEO ...	11
Tourism Marketing & Promotion ...	14
Public Relations & Publicity ...	38
Tourism Products & Resources Development ...	56
Research, Planning & Monitoring ...	80
Gandaki Province Office ...	102
Corporate Services ...	128
Executive Committee and CEO Secretariat...	144
Awards and Accolades ...	150
Special Events/Programs...	158
Sustainable Tourism for Livelihood Recovery Project (STLRP) ...	178
NTB Staff Photos...	192
NTB Creative Minds ...	202



Executive Committee of Nepal Tourism Board



DR. GANESH PRASAD PANDEYA

Chairman, Executive Committee,
Nepal Tourism Board
Secretary, Ministry of Culture, Tourism
and Civil Aviation

MR. RAM PRASAD SAPKOTA (KAMAL)

Vice Chairman, Executive Committee
Nepal Tourism Board



MR. YAGYA PRASAD BHATTARAI

Member, Executive Committee
Nepal Tourism Board
Joint Secretary – Ministry of Finance

MR. GOVINDA PRASAD RIJAL

Member, Executive Committee,
Nepal Tourism Board
Director General,
Department of Immigration



DR. RAMCHANDRA KANDEL

Member, Executive Committee,
Nepal Tourism Board
Director General
Department of National Parks and
Wildlife Conservation

ER. PRADIP ADHIKARI

Member, Executive Committee,
Nepal Tourism Board
Director General,
Civil Aviation Authority of Nepal



MR. MADAN KUMAR ACHARYA

Member, Executive Committee,
Nepal Tourism Board

MS. MILAN DEVKOTA

Member, Executive Committee,
Nepal Tourism Board



MR. RISHIRAM BHANDARI

Member, Executive Committee,
Nepal Tourism Board

MR. RAJENDRA BAHADUR LAMA

Member, Executive Committee,
Nepal Tourism Board



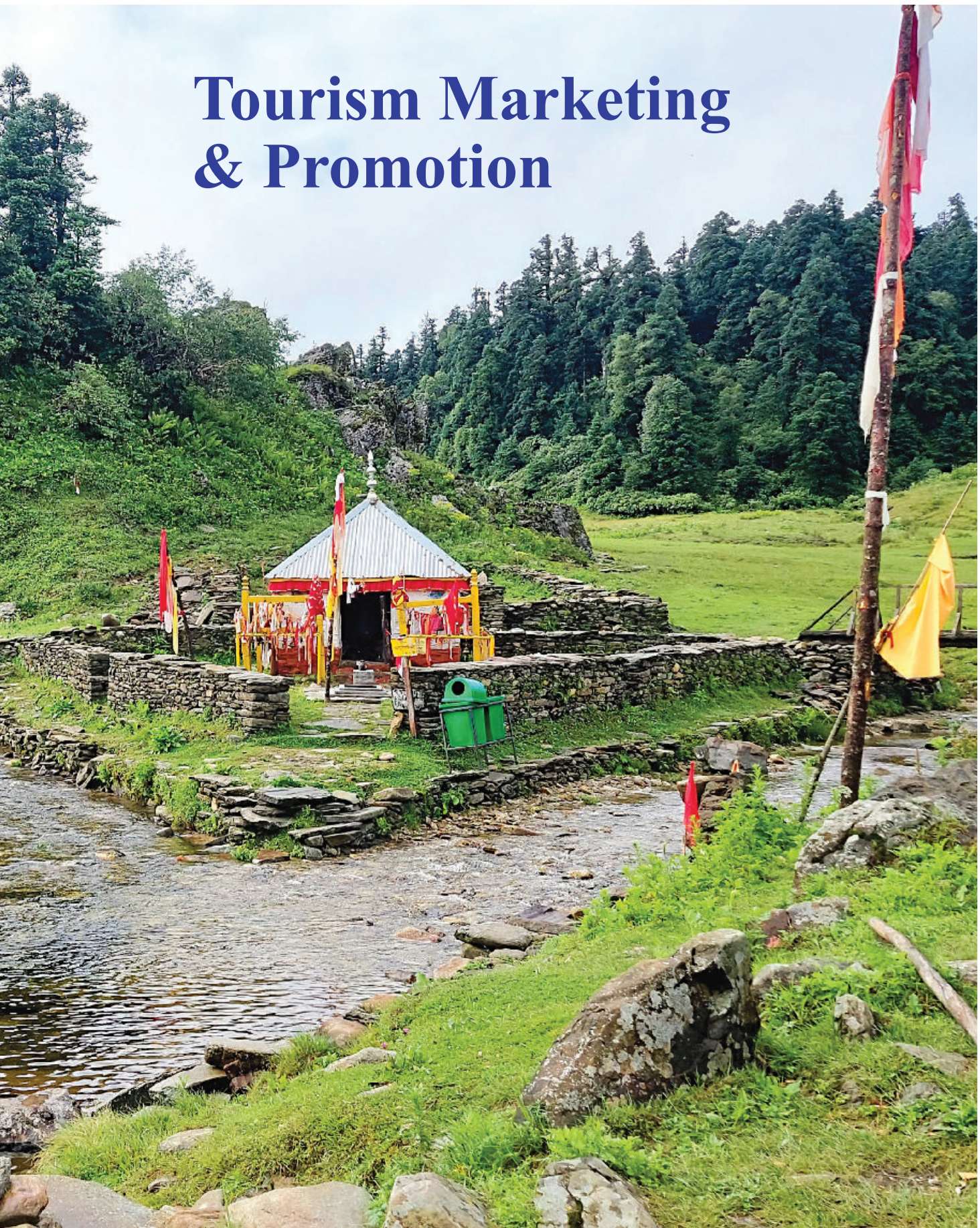
MR. DEEPAK RAJ JOSHI

Member Secretary,
Executive Committee
Chief Executive Officer,
Nepal Tourism Board





Tourism Marketing & Promotion



Khaptad Triveni - Kabindra Bhatta



NTB Organizes Preliminary Workshop on Branding “Nepalgunj & Beyond”



Nepal Tourism board in coordination with Nepal Association of Travel & Tour Agents (NATTA) –Banke Chapter successfully concluded a day workshop in Nepalgunj on Jan 13, 2024.

The workshop created an ideal platform to share and discuss ideas on developing, branding and promoting Nepalgunj as a “must Visit” tourism destination. The workshop aimed at applying concepts of branding and promotion on Nepalgunj City and the region. Participants worked together to chalk out strengths, opportunities and challenges on major aspects of Nepalgunj tourism, mainly: branding of the city, tourism products and linkages beyond the city; cross border tourism; and spiritual tourism. Representatives from the government, private sector, community and media participated in the workshop. Further, based on the findings from this workshop, a consultative study report on tourism attractions of Nepalgunj, Bardiya and surroundings along with the prospects of branding activities of that area was prepared and submitted to NATTA Banke Chapter.

NTB Collaborates in NMA Marketing Summit 2024

Nepal Tourism Board collaborated with Nepalese Marketing Association (NMA) for organizing NMA Marketing Summit 2024 held on 27th January 2024 at Hotel Yak & Yeti Kathmandu.

The Summit aimed at bringing marketing professionals, think tanks and key stakeholders together from across the region fostering innovation, collaboration and knowledge sharing for shaping the future of marketing practices in Nepal. The summit inaugurated by Honorable Finance Minister of Nepal Dr. Prakash Saran Mahat helped to witness the different aspects of branding and marketing fostering branding of Nepal in international market.





Destinations Promoted via Special Edition in Kathmandu Post

NTB and Kantipur Publications Limited collaborated for publishing special edition (Tourism Supplement) on the occasion of 31st Anniversary of Kantipur Publications Limited on 19th Feb 2024. NTB grabbed this opportunity to publish, promote and enhance corporate communication message via this special edition recommended seven top places, each from seven provinces to visit in Nepal during the year 2024.

NTB Organized FAM Tour to EHTTOA Members

Nepal Tourism Board successfully hosted a FAM Trip for a group of Governing Body members of Eastern Himalayas Travel and Tour Operators association (EHTTOA) of Siliguri, India from 19th March, 2024 to 24th March, 2024. The FAM Tour was aimed to promote Nepal as a MICE tourism destination in Siliguri region as well as to expand the prospects of cross border tourism. An interaction session was held with the group at NTB's Head office on 20th March, 2024 to discuss the prospects of tourism in Nepal for Indian corporate clients along with the briefing of the possibility of cross border tourism between Nepal and India.



Nepal Tourism Draws Massive Attraction in ATM Dubai 2024

Nepal's participation in the 31st edition of Arabian Travel Market 2024 (ATM 2024) at Dubai World Trade Center (DWTC) successfully concluded on May 9 2024 in Dubai, UAE led by Nepal Tourism Board along with 9 companies from private sector and National Flag Carrier Nepal Airlines. Nepal's participation has recorded an outstanding footfall of visitors in Nepal stall and their overwhelming response is creating visible presence in Middle East market especially in UAE.

This 31st edition of Arabian Travel Market welcomed more than 33,000 visitors from over 160 countries to DWTC from 6-9 May 2024 – an 11% rise over last year. There were over 2,600 exhibiting companies took part





in ATM 2024, which featured industry professionals from around the world. Nepal's presence in ATM was able to feature it as a unique and diversified destinations and activities to native Emiratis and Expats. More than 46,000 professionals from over 160 countries including 33,500 visitors attended in the fair.

Private sector participants expressed optimism about the presence and response of potential buyers at the 4-day program that will help to increase tourist arrival from UAE. The travel trade participants were happy to receive exciting curiosity from visitors. NTB officials met and interacted with wholesalers, travel media, PR, and marketing representatives and influencers during the fair.

His Excellency Ambassador of Nepal to UAE Mr. Tej Bahadur Chhetri and his team from the Embassy of Nepal in Abu Dhabi visited Nepal Stall and met with NTB officials and representatives from the

private sector. Nepal Stall was also visited by Dr. Aasif Ali Siddiqui, Chairman of Nepal Business Council, Dubai and showed his continuous commitment to support in inbound tourism of Nepal. Similarly Mr. Baris Kahrman, member of World Tourism Forum visited Nepal stall and admired on Nepal's tourism potentials and agreed to connect with tourism professionals and experts of World Tourism Forum.

Mr. Suman Ghimire, Manager and Ms. Rikhi Maya Rai, Officer participated along with Nepal Airlines delegation and nine companies from Nepal's Travel Trade Industry namely Kora Tours, Around the Himalayas Pvt. Ltd., Himalayan 360, The Everest Hotel, The Soaltee Hotel & resorts, Explore Himalaya Travel & Adventure, Namaste Tourism & Holidays Pvt. Ltd., Satyam Tours & Travels Pvt. Ltd. and Incredible Mountains Pvt. Ltd.

Nepal Tourism Board Participates in Guangzhou International Travel Fair (GITF) 2024

Nepal Tourism Board (NTB) in co-ordination with PATA Nepal Chapter participated in 32nd edition of **Guangzhou International Travel Fair (GITF)** held in China Import and Export Fair Centre, Canton Complex, Guangzhou, China from May 16 to 18, 2024. The slogan of the event was **“Innovation, The Inspiration to Future of Culture and Tourism”**

The fair being held for the first time after the pandemic, had successful B2B and B2C sessions over 3 days from 16th to 18th May 2024 in Guangzhou, China. A total of over 1,00,000 attendees attended the fair that attracted considerable media attention from different local and international media members, travel bloggers and high-profile international tourism professionals.

Nepal delegation led by Nepal Tourism Board & PATA Nepal Chapter including 7 companies from travel tourism and hospitality industry participated the grand event as exhibitors. At the same time, a team of 16 tour operators from Pokhara led by NATTA Gandaki Province also attended the fair as trade visitors. Nepal stall showcased nature, culture, adventure, religious and geographical aspects of tourism.

Nepal Tourism Board participated in sideline event of GITF, Guangzhou on 16th of May 2024. A presentation on Nepal by Mr. Kundan Sharma, Sr. Officer, Nepal Tourism Board and highlighted various aspects of Nepalese tourism and urged everyone to visit Nepal. He further shed light on the cordial relationship of Nepal with China and the significance of Chinese Tourist in Nepalese Tourism. A Panel Discussion on Nepalese Tourism hosted by GITF and moderated by Prof. Lee was an insightful event for all interested in Nepal's tourism. Mr. Kundan Sharma, Sr. Officer-NTB, Mr. Suresh Singh Budal CEO -PATA Nepal Chapter, and Ms. Lakpa Phuti Sherpa from Luxury DMC Travel Pvt. Ltd. attended the discussion as panelists and emphasized tourism potentials of Nepal for Chinese Visitors.

The GITF fair was a platform for various awards to its deserving participants. GITF acknowledged Nepal Tourism Board with “Most Popular Cultural Tourism Destination Award 2024”, PATA Nepal chapter with “Best Partner Award” and Jugal Holidays from Nepal with “Gold Award” for product innovation in the fair.



Nepal Receives First Prize in Berlin Carnival 2024 for Cultural Performance on “Sundar Shanta Nepal”!!



The cultural performance “Sundar Shanta Nepal” under the theme “Unity in Diversity” won the first prize in Berlin Carnival of Cultures 2024. Nepal’s participation in the carnival was coordinated by Nepal Embassy in Berlin with support from Nepal Tourism Board and in collaboration with Samsara – International Nepali Artists Society (INAS), Germany. Almost half a million spectators and thousands of performers from nearly 60 teams participated in the parade on 19th May 2024 in the streets of Berlin along the Carnival routes. Berlin Carnival is the inter-culture festival celebrated in Berlin every year from 1996. Numerous groups of different nationalities presented music, dance and visual arts with fanfare to celebrate the event in an open and diverse society. The Carnival was celebrated from 17 to 20 May, 2024 in Berlin.

NTB Supports in Organizing International Conference on Asian Studies V

NTB extended a supportive hand for Center for Advanced Study in South Asia (CASSA) in organizing International Conference on Asian Studies V titled





with "Indigenous Environment Knowledge, Tourism and Nomadic wisdom: Discoursing in the Disciplines of Archeology, Anthropology and Post Colonialism" on May 24-25, 2024. The conference aimed to discourse on indigenous knowledge and how such knowledge has always been nomadic, from millions of years ago to the present. Participants conversed about these issues with leading thinkers within the domains and interfaces of archeology, tourism, anthropology, and post colonialism.

Chinese and Nepali Tourism Professionals Forge Partnership at B2B Session in Beijing



Nepal Tourism Board (NTB) and Embassy of Nepal in Beijing in association with Hotel Association Nepal (HAN) have successfully completed the Destination Promotion with B2B session in the capital city of China on 3rd June, 2024. A group of 60 Hoteliers from Nepal interacted and exchanged business propositions with more than 100 tourism professionals from China in a one-day B2B and destination promotion program.

The program was organized with an aim to develop and network with Chinese counterparts **as part of continuous effort** to make a prominent presence of Nepalese tourism in the world's largest tourism



outbound market. In the aftermath of COVID-19 pandemic, which nearly halted the flow of Chinese tourists, their numbers are now enthusiastically increasing. Chinese tourists inflow of 60875 during 2023 is now followed by 38290 within the first four months (Jan-April) of 2024.

In September 2023, President Xi Jinping and Prime Minister Pushpa Kamal Dahal have jointly declared the Year 2025 as "Nepal Visit Year in China". Events such as cultural festivals, participation in Travel Expos, campaign based destination promotion, sales missions, seminars, digital marketing campaigns through different



social media, travel partnerships etc. can play pivotal role in reinforcing the leadership commitment.

Welcoming all the guests and participants in the program, President of HAN, Mr. Binayak Shah, expressed his commitment to provide the unique experience and comfortable accommodation facility in Nepal. He added Nepal had world class accommodation facility that could cater 3.5 million tourists and eagerly waiting Chinese visitors to serve with exclusive hospitality that created lifetime experiences.

Similarly, Mr. Prabin Bahadur Panday, 1st Vice President of HAN, shared the status of Nepal Hotels and standards and also the immense tourism potential that China holds for beautiful country Nepal.

Mr. Li Changlin, Assistant Secretary General of World Tourism Alliance, China, welcomed all delegates from Nepal to China and expressed the commitment to support in promoting Nepal in China on behalf of WTA.

Mr. Santosh Panta, Director of Nepal Tourism Board highlighted the tourism prospects of Nepal with a detailed presentation. The presentation incorporated tourism products, services, destinations, cultural events collaborated with Embassy of China, access, Chinese tourist focused initiatives and many more.

His Excellency Mr. Bishnu Pukar Shrestha, Ambassador of Nepal for China, in his concluding

remarks, assured the participants that the Embassy would extend all possible support for Nepal's tourism promotion in China. He also emphasized that promotional events executed based on source market's interest towards product preferences, should happen more often. He also emphasized the Embassy's keen commitment to support such initiatives.

The session spurred innovative ideas aimed at enhancing the visitor experience and promoting cultural exchange between the two nations exploring joint marketing initiatives and cross-promotional campaigns. During the program, 12 recent Chinese Everest Summiteers from Nepal side and others were also awarded and felicitated in the program. The Nepali cultural performance by students, during the program was one of the main highlights of the evening.

The networking session was followed by dinner attended by over 200 participants from a diverse array of tourism experts, ranging from tour operators and hoteliers to travel agencies, media and government representatives from China. Delegates parted with a renewed commitment to foster long-term partnerships and to ignite positive change in the tourism industry. The collaborative efforts forged at this networking session are expected to reshape the future of travel and hospitality in this region.

Branding and Communication Workshop by NTB for Tourism Executives

A half-day workshop "Brand, Communicate, Shine" was organized by Nepal Tourism Board for NTB officials and tourism entrepreneurs on June 6, 2024. The program was conducted by Ms. Mannsi Agrawal, International Corporate Trainer and Communications Coach, well-known figure and media personality in Nepal.

The workshop focused on individual and organizational branding and effective management of both for best representation online. In addition to the brand value interactions, Ms. Agrawal presented her insights and



experiences on development of presentation and public speaking skills for better brand representation. Useful tips included details on audience connection, value of content, content curation, algorithm play, choice of social media platform among others.

The program was interactive and hands on, and participants expressed that the program was helpful to understand their brand better, including how to develop a good brand and use it for professional and organization growth. They were also most enthusiastic about the session on public speaking and presentation.

Director of NTB Mr. Mani Raj Lamichhane welcomed the audience and said that the program was organized to synergize efforts among industry players for better organization and destination brand representation through individual efforts.

Head of Marketing Department Mr. Laxman Gautam appreciated the program outcome and the response of the participants. He said the workshop was insightful and educational in terms of brand promotion and said it helped in building ties with the upcoming leaders of the tourism industry with whom NTB must work for tourism promotion of Nepal. Ms. Archana KC Rana, Manager of NTB, closed the program with appreciation for the presentation by Ms. Agrawal, and the team, participants.

Nepal and China: Building Bridges in the Tourism Industry at Chengdu

Nepal Tourism Board (NTB) and Consulate General of Nepal in Chengdu in association with Hotel Association Nepal (HAN) has successfully conducted the destination promotion with B2B session in Chengdu city of China on 6 June, 2024. In a one-day B2B and destination promotion program, sixty hoteliers from Nepal interacted and exchanged business propositions with more than hundred tourism professionals from China.

The program aimed to strengthen and broaden the network with Chinese tourism professionals in making a prominent presence of Nepalese tourism products and services in the China's business centers having prospective tourism outbound market. The Chinese tourists inflow to Nepal recorded 60875 during 2023 and counted 38290 within first four months (Jan-April) of 2024. The increasing trend can be accelerated through





effective marketing activities that supports the outreach of Nepali tourism products and services.

The joint declaration of “Year 2025 as Nepal Visit Year in China” by President Xi Jinping and Prime Minister Pushpa Kamal Dahal in September 2023 has rejuvenated the China’s outbound tourism to Nepal. Events such as cultural festivals, participation in Travel expos, campaign-based destination promotion, sales missions, seminars, digital marketing campaigns through different social media, travel partnerships etc. can play pivotal role in reinforcing and implementing the leadership commitment.

Welcoming all the guests and participants in the program, President of HAN Mr. Binayak Shah, expressed his commitment to provide the unique experience and comfortable accommodation facilities in Nepal. He added Nepal had world class accommodation facility that could cater 3.5 million tourists and was eagerly waiting visitors from China to serve with exclusive hospitality that created lifetime experiences.

Similarly, Mr. Youb Raj Shrestha, Treasurer of HAN, shared the status of Nepali hotels and hospitality standards together with the immense tourism potential that China holds for beautiful country Nepal. Mr. Wang Hong, Deputy General Manager of Sichuan Tourism Investment Group, Mr. Wang Zhaoxue, President of Sichuan Association Association of Travel Agencies, Mr. Leng Xiaoming, Deputy Director, and Chengdu Foreign Affairs also attended the program and welcomed all the delegates from Nepal in China. Mr. Santosh Panta, Director of Nepal Tourism Board highlighted the tourism prospects of Nepal with a detailed presentation covering diverse perspective of arena including tourism products, services, destinations, cultural events collaborated with Embassy of China, access, Chinese tourist focused initiatives, etc. Mr. Suresh Raut, Consul General of Nepal for Chengdu, China, assured the participants that the Embassy would extend all possible support for Nepal’s tourism promotion in

China. He also emphasized that promotional events, executed based on source market’s interest towards product preferences, should be arranged more often. He reiterated that Embassy would always be very keen to support such initiatives. Mr. Sajan Shakya, General Secretary of HAN, in his concluding remarks, thanked Consulate General of Nepal in Chengdu, Nepal Tourism Board, all guests and participants from Nepal and China for the support to make the program a grand success.

A wave of innovative ideas emerged at the session, focused on boosting visitor experiences and fostering cultural exchange between the two countries. The participants also explored joint marketing initiatives and cross-promotional campaigns to achieve these goals. Over 200 participants from a diverse array of tourism experts, ranging from tour operators and hoteliers to travel agencies, media and government representatives from China attended the networking session followed by dinner. The Nepali Cultural Performances by the Nepalese students of Chengdu was the major attraction of the program. Delegates departed with a revitalized commitment to foster long-term partnerships and to reinforce regained enthusiasm in the tourism industry of Nepal. Travel and hospitality industries in both the countries is expected to gain new insight through the collaborative efforts sprouted during the program.



NTB Promotes Nepal Brand “Lifetime Experience” in ITE Hong Kong 2024

The 38th International Trade Expo (ITE) and the 19th MICE Travel Expo with a theme “Forward to full recovery” which began on June the 13th successfully concluded on Tuesday, 16th June, 2024.

A total of seven participants representing Nepal’s travel and trade under the leadership of Nepal Tourism Board attended the fair. Those travel and trade representatives who participated in the event are Nepal Airlines Corporation, Himalayan 360, Hotel Everest International Limited, Nepal Big Mountain Travel Company Pvt. Ltd, Adventure Gorkhaland Treks and Expedition Private Limited, Fishtail Tours and Travel Pvt. Ltd., Kora Tours. This event gave an opportunity for reconnecting the Nepalese travel and tourism with Hong Kong, strategizing marketing policies and programs to cope with the new and emerging trends, and catering the services as per the need and demand of young and dynamic Hong Kong SAR tourists.

Talking of the advantageous and favorable business environment, the direct air connectivity between the two countries making the travel short, easy and

desirable; Nepal offered unique tangible and intangible heritages which justified the Nepal brand “Lifetime Experiences”

Some 400 guests including tourism officials, diplomatic corps, industry leaders, media, exhibitors, buyers, hosted delegates and trade visitors attended the fair. The ITE has been held each year in Hong Kong since 2021 and this year there were around 18 percent more buyers and nearly 12 percent, more public visitors and over 500 exhibitors participated in the fair and the number surpassed the post- pandemic records.

As informed by the ITE organizers, this year around 20 more new countries joined the exhibition which surpassed the pre-pandemic records. Besides, over 80 side events were organized on various themes coinciding the concluding day. The exhibitors representing trade and tourism industries from around the world attended the side events and expressed their commitment to extend multi-lateral collaboration, support and partnership for fostering the tourism growth and development by adopting sustainable and accountable measures and practices.



Sudurpaschim Province of Nepal Promoted in Dehradun, India



Nepal Tourism Board (NTB) in partnership with Nepal Association of Tour and Travel Agents (NATTA) Sudurpaschim Province organized a Joint Tourism Promotion Program in Dehradun, Uttarakhand, India on 22 June 2024. Eight travel trade companies from Sudurpaschim Province of Nepal participated in the B2B Sales Mission. The program was aimed at promoting tourism of Sudurpaschim Nepal through networking among tourism business operators from Nepal and buyers in Dehradun. Mr. Khadga Bikram Shah, Senior Manager of NTB had an insightful presentation on Nepal's tourism attractions and activities with updates of tourism sector in Nepal. Mr. Padam Bikram Singh, Chairperson of NATTA Sudurpaschim Province welcomed the tour operators and media people present in the program and appealed the local operators to include tour packages of Sudurpaschim Province of Nepal in their sale list. Addressing the program, President of Doon Travel Owners' Association (DTOA) Mr. Yogesh Agrawal uttered that operators based in Dehradun will include tour packages of Nepal especially Sudurpaschim Province in their itineraries targeting the potential

customers. Tourism promotional videos of Nepal were also screened in the program. Participating travel trade companies from Nepal had business to business (B2B) interactions with around 40 operators (buyers) from Dehradun. The local buyers were provided with complete information on accommodation, tour, services, and other tourism activities in Nepal.

During the program, a Memorandum of Understanding (MoU) was signed between NATTA Sudurpaschim Province and Doon Travel Owners' Association with the purpose of promoting cross border tourism. Before the evening program, the delegates from Nepal had a courtesy meeting with Honorable Chief Minister of Uttarakhand Mr. Pushkar Singh Dhami in his office. Progress in operation of flights between Dehradun and Nepal was discussed during the meeting.

The tourism promotional event in Dehradun has helped to create a business opportunity that will boost more visitations from Uttarakhand of India to Sudurpaschim Province of Nepal. Mr. Shah was accompanied by Mr. Yub Raj Gurung, Officer of NTB.



Nepal Gears Up to Welcome Korea Outbound for the Upcoming Season

Nepal Tourism Board recently concluded a series of destination and business promotion sessions in two cities of Republic of Korea with resounding success that promised a strong revival of Korean outbound to Nepal as Korea continue to stand as the top 10 source market for Nepal. Nepal Tourism Board in collaboration with the Embassy of Nepal in Seoul and Korea Tours and Trekking Operators' Association of Nepal (KOTTAN), jointly organised Nepal Tourism Promotion Event with B2B meeting in Gwangju and Seoul, S. Korea on 25 and 27 June 2024 respectively where more than 100 Korean tour operators and media were present and briefed about the Nepalese tourism scenario.

A strong contingent of 13 companies coordinated by KOTTAN had fruitful B2B meetings in the cities of Seoul and Gwangju. The primary objective of these events was to create the platform for business to business dealing and also educate the Korean Tour Operators and media about the new tourism products, attractions and offerings of Nepal in new scenario. Nepal not only offers adventure and spiritual activities but Nepal offers everything for everyone irrespective of their age or gender. Nepal is all season destination offering "lifetime experiences". With the rise of new properties and some wonderful niche activities the horizon of Nepalese tourism has upscaled and Korean tourists can enjoy any segment of it. These efforts were

well appreciated by the Korean Tourism Fraternities and media representatives.

Addressing the program, Her Excellency Dr. Jyoti Pyakuryal (Bhandari), Ambassador of Nepal to Korea expressed that this event is as an ideal platform for exchange of new ideas, new market segments and to showcase diverse tourism products and services to increase prospective travelers in the context of gradual decline of Korean tourist in Nepal compared to 2018. She requested all the Korean tour operators to help in the increase of the arrival and sell packages of religious, spiritual, cultural and adventure tourism. She raised the issues of global warming and climate change and focused on sustainable tourism practices to be included in all aspects of tourism. She also opined on the ample investment opportunities in Nepal. She stressed her commitment to lobby for connectivity through NAC





and increase flight frequency.

Likewise, Mr. Hikmat Singh Ayer, Senior Director, Nepal Tourism Board did two brief presentations of 'Destination Nepal' and 'Investment Opportunities in Tourism Sector of Nepal'. These presentations showcased the diverse tourism experiences that Nepal has to offer along with the prospects on investment opportunities to potential Korean investors. He said such type of program provides a wider platform for the two countries to unleash the potential of tourism promotion.

Furthermore, Mr. Byun, Gi Tae, President, Korean Alpine Club participated in the B2B event of Seoul and urged to companies to materialize the opportunity for strong connections. Likewise, Mr. Lee Euijae, Standing Vice President of Korea Alpine Federation shared the affinity of Korean tourist towards Nepal and requested the Korean tour operators to capitalize this opportunity and support Nepal.

Mr. Amar Bahadur Shahi, President, KOTTAN in his closing remarks said that Nepal is one of the favourite destinations among the Koreans and invited all the Korean tour operators to experience the beauty of Nepal and its people. He also said that the tourism industry in Nepal is grateful for the warm welcome and encouragement it has received from travel agents of

Korea. As a part of luck draw winner prizes, KOTTAN also gave 3 tour packages to the invited Korean tour operators in both the cities.

The program in Gwangju was attended by more than 65 participants including Nepali travel and tour companies along with Mr. Jeon, Sung Hyun, Honorary Consul, Honorary Consulate of Nepal in Gwangju, Venerable Hyung Jyang of Dewansa Temple and Mr. Seon, Sugh-Yeon, Chairman of Gwangju Tourism Association. Similarly, more than 85 participants attended the program in Seoul along with the representatives from Korea Alpine Federation and Korea Alpine Club.

Mr. Hikmat Singh Ayer, Senior Director, Tourism Product and Development Department and Ms. Srijana Nepali, Officer, Tourism Marketing and Development represented NTB in the event. The 13 tourism companies /members of KOTTAN were: Adventure 14 Peak Trekking & Expedition, Raika Tours and Travels, Dreamline Trekking and & Tours, Trekking Camp Nepal Pvt. Ltd., I.B.Z Travels & Tours, Hotel Thamel Park & Spa Korean Restaurant, J. Vill Nepal Trekking & Expedition, Link Asia Tours and Travel, Good travels & Tours, Haneul Tours and Travels, J. Vill Nepal Travels and Tours Mountain Zone Tour & Treks Pvt. Ltd and Sora Adventure Treks & Expedition

Lumbini to Himalayan Bliss

Nepal Tourism Board and The Embassy of Nepal, Bangkok organized a Tourism Promotion program 'Experience Nepal: Lumbini to Himalayan Bliss' in Bangkok on June 27, 2024. The program was organized in association with Nepal Airlines (NA), Nepal Association of Tour and Travel Agents (NATTA), Trekking Agencies Association of Nepal (TAAN), Nepal Mountaineering Association (NMA) and Nepal Association of Rafting Agencies (NARA). A total of 75 companies participated from Nepal and Thailand, including 25 travel/tour companies from Nepal, 50 travel/tour companies from Thailand, and representatives from three airlines (Nepal Airlines, Thai Airways, and





Thai Lion Air), Thai Officials, business entrepreneurs media persons, representatives from Non-Resident Nepali Association, Thailand and Thai-Nepal Association were among others.

Addressing the program, H. E. Mr. Dhan Bahadur Oli, Ambassador of Nepal to the Kingdom of Thailand encouraged all the participants to explore the business potentials in tourism sector. As Nepal offers unique opportunities to Thai visitors starting from Lumbini, the birth place of Lord Buddha, and credal of peace, Janakpur, the capital city of Rajarishi Maharaja Janak, to mesmerizing Himalayas. Nepal is the destination for all seasons and every category of travelers including cultural, heritage sites, nature lovers, pilgrims, adventure, leisure, sports, jungle safari. and many more.

Mr. Vitidnan Rojanapanich, the first Everest Summiteer from Thailand in 2008 and President of Thai Nepal Friendship Association (TNFA) shared his experience about Nepal and Himalayas with the participants during the program. Deputy Chief of Mission/ Minister Counsellor Mr. Prakash Adhikari welcomed the participants

Mr. Nabin Pokharel, senior manager, NTB made a thematic presentation on Experience Nepal: Lumbini to Himalayan Bliss'. In his presentation, he highlighted major touristic attractions in Nepal including Lumbini, the Birthplace of Lord Buddha to Himalayan bliss. And modern facilities, sports, Airports, hotels and so on. Mr. Ramesh Kumar Hamal, former Vice-Chairman of Thai-Nepal Chamber of Commerce (TNCC) also spoke about the potentials of tourism between Nepal and Thailand.

During the program, young artists from Thai-Nepali communities presented some cultural performances with the support of Thai Nepali Association. Four round trip air tickets, Hotel packages, and Rafting packages were offered in a lucky draw raffle in the program, to encourage Thai tourists to visit Nepal, with the sponsorship of participating companies and airlines.



Successful Conclusion of Nepal Tourism Promotion Program and Sales Mission in Dhaka Highlights ‘Next Door Nepal: Your Ultimate Travel Destination’



The Nepal Tourism Promotion Program and Sales Mission under the theme ‘Next Door Nepal: Your Ultimate Travel Destination’ successfully concluded in Dhaka, Bangladesh with B2B meetings between Nepali Hoteliers and Bangladeshi Tour Operators. Nepal Tourism Board in association with Nepal Embassy in Dhaka and Hotel Association Nepal with the active participation of Hoteliers from Nepal successfully organized B2B events in the city of Dhaka on 5 July 2024. The primary objective of the program was to create the platform for business to business dealing and also educate the Bangladeshi Tour Operators and media about tourism products, attractions and offerings of Nepal.

During the event, B2B and networking sessions among hotel, travel, and tour entrepreneurs from Nepal and Bangladesh were held. Speaking on the

occasion, Ambassador Mr. Ghanshyam Bhandari stated that the excellent neighborly relations between the two countries were further consolidated by tourism and people-to-people linkages. Highlighting tourism as a priority sector of the Government of Nepal, he expressed hope that the B2B contacts between travel and tour entrepreneurs would be instrumental in bringing the two peoples and countries together.

Mr. Laxman Gautam, Officiating Director of Tourism Marketing and Promotion Department of Nepal Tourism Board, made a presentation highlighting Nepal’s major touristic products. He also underlined that Bangladesh remains one of the major tourist source markets for Nepal and urged the participating travel agents and tour operators to encourage Bangladeshi friends to visit Nepal.

Mr. Binayak Shah, President of the Hotel Association Nepal (HAN), stressed the vibrant and welcoming spirit of Nepal and appreciated the role played by B2B engagements in promoting tourism exchanges between the two countries. Chief Executive Officer of HAN Mr. Tek Bahadur Mahat made a presentation on the profile of hotels participating at the event.

Deputy Director of Bangladesh Tourism Board Mr. Mohammed Saiful Hassan emphasized the need of enhanced connectivity to enrich people-to-people contacts.

On the occasion, Bangladeshi Mount Everest summiteers Ms. Nishat Mazumder and Mr. Babar Ali were felicitated. They also shared their experiences of their successful Mt. Everest expeditions.

Hotel Association Nepal signed five separate Memoranda of Understanding with Bangladesh

International Hotel Association (BIHA), Tour Operators Association of Bangladesh (TOAB), Association of Travel Agents of Bangladesh (ATAB), Bangladesh Outbound Tour Operators Association (BOTOA), Tourism and Hospitality Industry Skills Council (T&HISC) and Asian Tourism Fair.

Nepali folk cultural performances were also showcased during the event. The Program was attended by over 150 participants, including government officials, representatives of travel agencies, tour operators, hotels and airlines, and other hospitality, travel and tourism-related organizations of Bangladesh.

The visiting delegation from Nepal comprised 21 members including officials from Nepal Tourism Board, Hotel Association Nepal, and representatives from 13 different hotels of Nepal.

NTB Organized FAM Tour to Egyptian Tour Operators

As a part of promotional campaign NTB successfully hosted a familiarization trip to a group of Egyptian travel agencies and tour operators from 15th May to 22nd May 2024. Upon request of Nepal Embassy, Cairo, Egypt; NTB organized FAM trip to representative of nine travel agencies along with Jazeera airlines. The group visited heritage sites of Kathmandu, Pokhara and Chitwan during their stay in Nepal.

This event aimed at showcasing and promoting Nepal's destination to Egyptian tour operators encouraging them to sell Nepal and incorporate the same in their tour packages. The FAM tour was concluded with interaction session with Nepali travel trade partners at Hotel Landmark in Kathmandu.



NTB Supports SKAL Car Rally 2024

NTB extended support in SKAL Car Rally 2024 to Dapcha - a medieval trading town in the Kavre district held on 31st May to 1st June 2024. The Car Rally was organized by SKAL International Nepal and aimed at promoting Dapcha as a tourist destination. SKAL presentation, hotel presentation, Dapcha video presentation, heritage expert's view and deliberation on tourism potential & role of SKAL members were the major highlights in the event. The event saw the participation of 25 cars and over 36 Skalleagues, along with three Mayors, community leaders, and many local villagers.

The rally began at Hotel Dusit Princess in Kathmandu and proceeded to Dapcha. The rally not only focused on Dapcha but also explored other heritage sites en route, including Muktinath Temple near Panauti, Panauti and Namobuddha. Participants were warmly welcomed by locals with traditional music, followed by a quick heritage walk.



Interaction Program with Vietnam Delegation Led by Former Minister



Nepal Tourism Board held an interaction program with Vietnam delegation led by former Deputy Minister for Ministry of Home Affairs and Chairman of Vietnam–Nepal Friendship Association Mr. Tran Anh Tuan on 4th October 2024.

The program aimed at exploring opportunities in Vietnam for generating larger number of visitors to Nepal by collaborating with Vietnam National Tourism Authority officials and other government organizations. NTB collaborated with Nepal Peace & Solidarity Council (NPSC) for organizing this interaction program.

Addressing constant interest from Vietnam to explore the rich Buddhist heritage and natural beauty of Nepal, NPSC had invited the said delegation to enhance mutual knowledge and cooperation in various fields, particularly in tourism promotion via people to people engagement. Speaking to the event, Tourism Promotion & Marketing Department Head Mr. Laxman Gautam welcomed the delegates and expressed his ideas regarding collaboration, connectivity and destination promotion of Nepal in Vietnam.



Nepal Showcases Unparalleled Tourism Potential at COTTM 2024



Nepal Tourism Board successfully participated, along with 4 travel companies from Nepal at China Outbound Travel Tourism (COTTM 2024)-one of the most prominent tourism business platform- from 16 -18, October, at Beijing, China to enhance tourism business and increase Chinese travelers to Nepal.

Officials from Nepal Embassy in China including Chargé d'affaires and Acting Ambassador Mr. Surendra Kumar Yadav visited the Nepal stall wherein effective promotion strategy were discussed with travel trade companies from Nepal for better outreach in China. Tourism companies like Adventure Outdoor, Jugal Holidays, Himalayan 360, NBM Travel participated at the exhibition coordinated by NTB.

Kathmandu is connected with different cities of China like China Southern (Guangzhou), China Eastern (Kunming), Air China (Chengdu), Sichuan Airlines (Chengdu), Himalayan Airlines (Lhasa, Shanghai, Qingdao, Chongqing), Nepal Airlines and Cathay Pacific (Hongkong).

In terms of ranking, Chinese travelers prefer to travel to Korea, Japan, USA and Thailand their top destinations while Nepal, with its series of promotional events, is expecting to receive around one lakh Chinese tourists by the end of 2024.



NTB Joins Hand with Rakuten Viber for Tourism Promotion of Nepal

Nepal Tourism Board has signed an agreement with a popular free calling and messaging app Rakuten Viber for tourism promotion of Nepal. NTB CEO Mr. Deepak Raj Joshi and Business Development Manager and Country Representative of Nepal for Rakuten Viber Ms. Kshitu Risal met and announced the collaboration on Wednesday, Oct. 23, 2024.

The official NTB Viber platform named: NepalNow by NTB, will be ideal for dissemination of tourism information including



daily communication and tourism updates among the tourism industry, tourists and general public in the country and Nepali diaspora all over the world. The channel will also be used for sharing latest stories and updates about tourism destinations, new products, packages, activities and experiences in different parts of Nepal. Promotional campaigns and sticker packs will also be launched during the course of the partnership.

Rakuten Viber being one of the most preferred communication application amongst Nepali consumers, and has recently in past six months partnered with six different government bodies of Nepal.

NTB CEO Mr. Joshi was optimistic about the association with Viber. “Viber is very popular platform. We are positive that this will create greater brand visibility of Nepal as a destination, and will also help in diversifying our products and experiences. We plan to create a dynamic group with travel bloggers, content creators, tour operators and travelers, for complementary and cross cutting communication. In this age of digital exchanges and AI, it is crucial that we make use of such popular channels to reach out to our audience in a more engaging and personalized way.”

“Rakuten Viber has been committed to supporting the tourism industry in Nepal for the past few years. Through our platform, we aim to showcase the country’s stunning landscapes and unique experiences. Our partnership with the Nepal Tourism Board (NTB) marks a significant milestone in our commitment to promoting Nepal as a must visit destination.” said Mr. David Tse, Senior Director, APAC at Rakuten Viber.

WTM 2024 Concludes with Nepal's Strong Presence

Nepal wrapped up a successful participation at the World Travel Market (WTM) 2024 in London, with 22 companies showcasing the nation’s rich tourism offerings. Celebrating 40 years at WTM, Nepal highlighted its status as a *Best in Travel* destination for 2024, attracting global attention.

Deepak Raj Joshi, CEO of Nepal Tourism Board, emphasized WTM as a platform to connect with eco-conscious travelers and promote Nepal’s adventure, culture, and sustainable tourism. The event reaffirmed Nepal’s position as a must-visit destination, captivating thousands with its pristine landscapes and immersive heritage experiences.



Nepal Showcased as a Preferred Destination in Shanghai, China



Nepal Tourism Board (NTB) along with eight travel trade companies participated in China International Travel Mart (CITM) 2024 held at National Exhibition and Convention Center, Shanghai, China from November 22-24, 2024. The mart, organized by Ministry of Culture and Tourism, People's Republic of China, is the China's first international travel exhibition approved by the State Council that has been organized since 2001 focusing new trends in the international tourism market. With the theme of "Nihao China", this year's CITM has gathered thousands of footfalls in the pavilions.

Nepal stall, during the 3-days program, witnessed a steady flow of travel and tourism enthusiasts, travel journalists and tour operators. As the National Tourism Organization, NTB represented Nepal along with different travel trade companies: Nepal Social Treks and Expedition, Nepal Big Mountain Travel Company, Dragon Holidays, Shuang Qi Tours, Saathi Nepal Travels and Tours, Adventure Outdoor Treks and Expedition, Dragon Holidays, Pearl Holidays and Mountain Glory Forest Resort and Spa. NTB officials Mr. Khadga Bikram Shah and Mr. Kabindra Bhatta who were assisted with a Chinese translator, disseminated information on tourism products and attractions of Nepal with fresh updates targeting the Chinese visitors. Offering best customized tour packages, the Nepali companies had a good opportunity of business dealings and networking with Chinese outbound tour operators.

Honorary Consul of Nepal in Shanghai, Mr. Jianming Wu, visited Nepal stall and appreciated the participation of Nepal in the mart. China as a huge potential tourism market for Nepal, Mr. Wu showed his

generous commitment to promote Nepal in China. The cultural performance at the Nepal stall helped showcase Nepalese cultural wonders and at the same time drew attention of the visitors.

Nepal as a close neighbor of China and one of the largest outbound travel markets, can enjoy the close proximity advantage to maximize tourism flow to Nepal. Nepal received 83,390 Chinese Arrivals in first ten months of the year 2024, about 9% share of the total international visitors to Nepal. This arrival record shows the trajectory of recovery towards the pre-pandemic status of 2019, which was the best year for Chinese arrivals in Nepal with 169,543; almost 15% of total share of international visitors to Nepal.

Since 2002 when Nepal officially received the Approved Destination Status (ADS) by the Government of China, Nepal has been experiencing a steady inflow of Chinese tourists. To boost up quantum growth of Chinese travelers to Nepal, "Visit Nepal Year in China 2025" campaign has been proposed as joint initiatives of both Government of Nepal and China.



Nepal's Participation in the 6th Himalayan Orange Tourism Festival Concludes Successfully



Nepal's three-day long participation as the Partner Country in the 6th Himalayan Orange Tourism Festival, held in Bidhannagar, Saltlake City Area of Kolkata West Bengal from December 6-8, 2024, concluded successfully yesterday. A delegation of about 150 tourism stakeholders and cultural troops led by the Nepal Tourism Board (NTB) and Koshi Province Tourism Office, Kakarvitta, represented Nepal at the event, which showcased the nation's diverse tourism and agricultural offerings.

The festival witnessed the presence of dignitaries from India, Nepal, Bhutan, and Russia, including the MP of Jalpaiguri, four Member of Parliament of Koshi Province Mayor of Bidhannagar, Consul General of Nepal to Kolkata Mr. Jhakka Prasad Acharya, Consul General of Bhutan to Kolkata, Consul General of Russia to Kolkata, Regional Director of India Tourism, , officials from NTB and Koshi Province Tourism Office Kakarvitta, and prominent folk artists such as Rishi Chakraborty, Gabu, and Deoshis Mothey. The opening ceremony of the festival was inaugurated by the Mayor of Bidhannagar Municipality Ms. Krishna Chakraborty, in the City Centre I, Salt Lake region of Kolkata.

The event, organized in a roadshow modality, attracted a massive number of visitors eager to explore tourism products and destinations from Eastern Nepal. Notable highlights included the promotion of upcoming "Visit Koshi Province 2082" Campaign including the promotion of homestays, agro-tourism

products, handicrafts and regional agricultural produce of Koshi Province such as oranges, avocados, and kiwis, which piqued the interest of visitors in Nepal's attractions.

Key speakers at the event expressed their appreciation for the festival's scale and its emphasis on promoting tourism destinations and agricultural products. Mr. Laxman Gautam, Head of Marketing Department at Nepal Tourism Board, emphasized the significance of agro-tourism and sustainable practices. He highlighted the need to reduce dependency on foreign products to foster eco-friendly homestays.

Numerous Sideline events including Panel Discussions and cultural performances were held during the event. The successful participation in this festival marks a significant milestone in strengthening Nepal's tourism ties with its neighboring countries and promoting its agro-tourism and cultural heritage on a global platform.



NTB Promoted “Lifetime Experiences” for Visitors in Bengal Travel Mart 2024, Siliguri

The Nepal Tourism Board promoted a prominent showcase of the incredible tourism potentials of Nepal in general, and particularly East Nepal, at the 8th edition of the tourism showpiece event of Bengal Travel Mart 2024, which was held in Siliguri from 17-19 December, 2024. Nepal has been a regular international participant in all editions of Bengal Travel Mart since its inception in 2016. Nepal placed high importance on West Bengal and North East India to attract more visitors as part of its cross-border tourism promotion strategy. Regarding the same pre event press meet was organized on 16th December 2024.

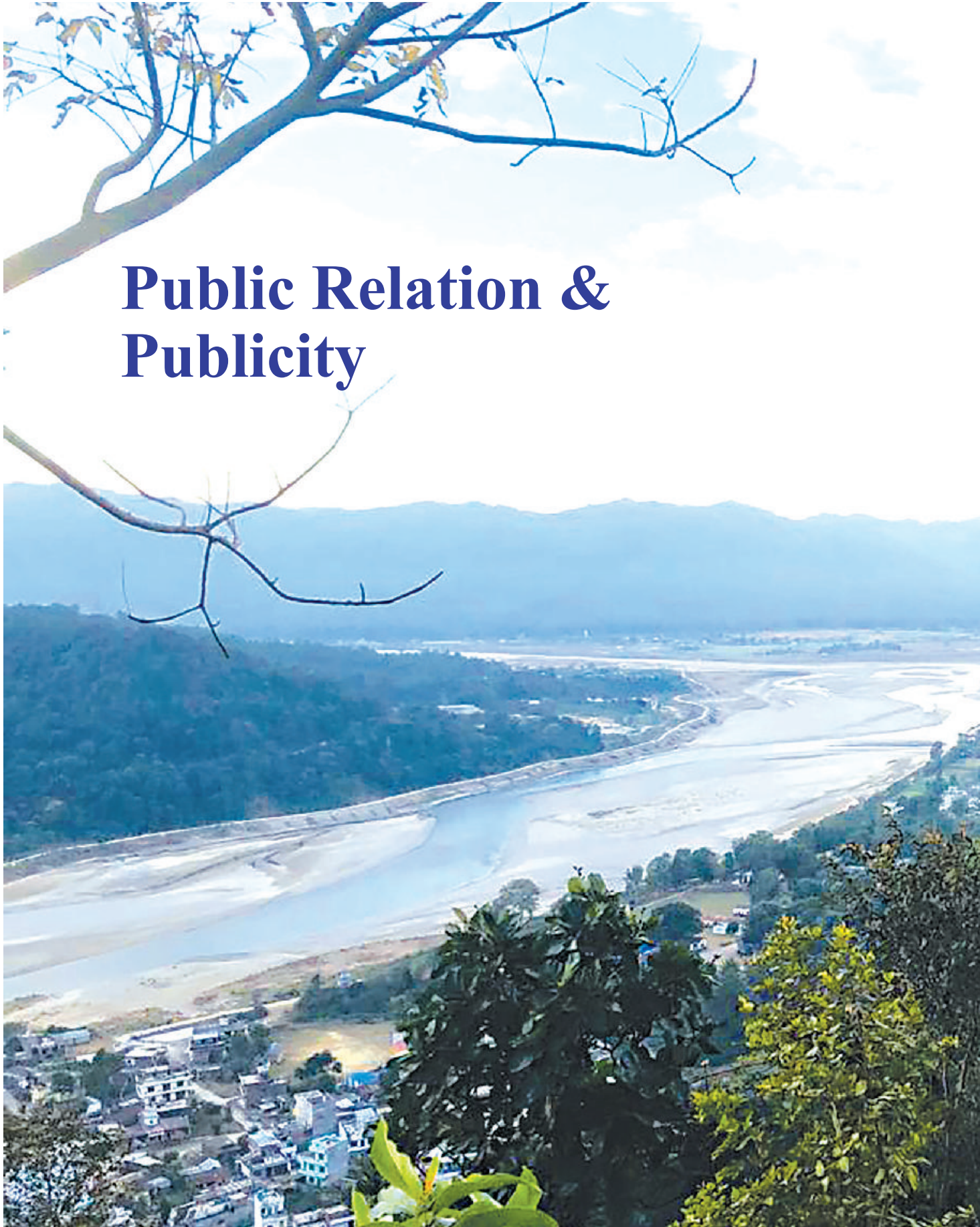
With increased focus on East Nepal, the Nepal Tourism Board (NTB) led a strong 20-member delegation, including NTB officials, Koshi Province, NATTA East members, and representatives from Pokhara, to highlight the improved connectivity of destinations, hospitality, and investment in Nepal's tourism sector.

The Nepal Tourism Board reaffirmed the notion of a fulfilling bilateral exchange between Bengal tourism and Nepalese tourism since the counterpart trade sectors had benefited from the platform BTM created. “BTM has been a good showcase event for us to present the tourism attractions of especially East Nepal to the vast populace of West Bengal and North East Indian States through significant business and idea exchanges among travel and trade operators from different sectors. This event has established as a strategically correct platform to promote Nepal in respective border cities in India as our tourism industry connects prospective travelers under one roof,” reiterated Surya Thapaliya, Senior Manager, NTB.

Nepal offered an unchallenged tourism experience, from jungle safaris to cultural immersion to majestic mountains in its enchanting landscape. With more than 300 million Indian people in its neighboring Indian states and the enviable population dividends of young India, Nepal drove its ambition to attract Indian visitors to experience the spiritual realms of Pashupatinath, Pathivara, the adventure of hills and mountains, and the great hospitality of the multiple cultures of more than one hundred ethnic communities.

The entire tourism fraternity assembled at BTM, envisioning the beginning of a common understanding to promote Eastern Himalayan tourism both as a geographic region and a large Himalayan tourism destination. This idea and perspective found a voice at BTM among operators, experts, and the public sector from the participating countries. Similarly, Nepal Night Program was also organized on 18th December 2024 where B2B Networking took place between Nepalese and Indian travel trade followed by cultural program and dinner.





Public Relation & Publicity



Bhalubang – Rohini Khanal



PRODUCTION AND DISTRIBUTION UNIT

Production & Distribution of Calendar

Table calendar is not only helpful to get the ideas of date and month; it is also an effective tools for showcasing and promoting products and activities to the end customers. NTB has been publishing thematic table calendar every year in order to promote the various aspects of tourism. This year 2081 BS NTB published Wall and table calendar with the theme of “Protected Wildlife species of Nepal”. Twelve stunning pictures of Protected wildlife species of Nepal were published. The calendars were distributed to the tourism stakeholders, officials, Ministries.



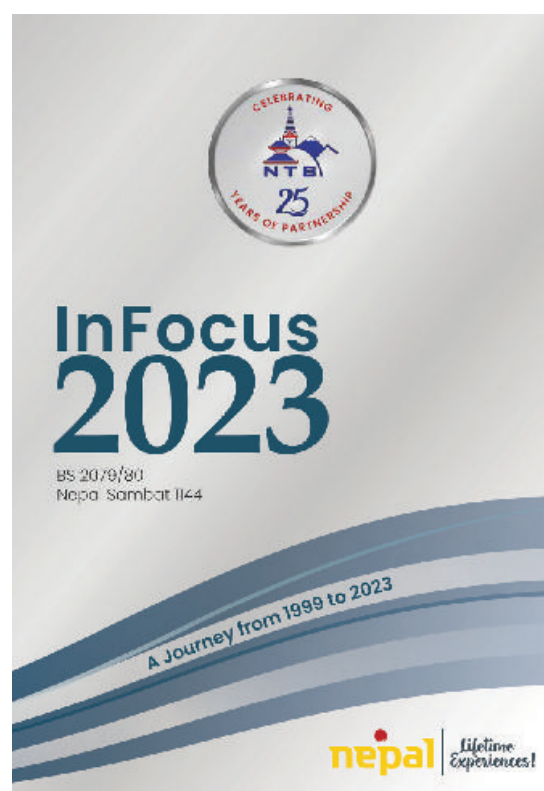
Regular Updates & Publication of Promotional Materials

NTB has been doing regular updates of information and facts mentioned in its promotional collaterals. In addition, the digital content of NTB have been regularly updated. It has also published collaterals like posters, brochures, maps, fabric bags etc. on regular basis. In addition NTB published Promotional leaflet in Portuguese language upon request from Nepal Embassy in Brazil and also published 'Welcome to Sudurpashchim' in coordination with NATTA Farwest.



Publication of InFocus 2023

A book entitled “InFocus 2023” with Silver Jubilee logo comprising programs and activities of the year 2023 and some of the major achievements of NTB since its inception has been published. The book is an important report which documents NTB’s activities and progress carried out in the year 2023.



Collaboration for Culturally Gorgeous Nepal, a Photo Book

NTB collaborated with Cultural Corporation to publish a cultural photo book. The book contains cultural information and the highlights of Nepal.



Collaboration with Consulate General of Nepal in Chengdu, China for Lumbini Book

Nepal Tourism Board collaborated with Consulate General of Nepal, Chengdu, China to print a book named 'Lumbini' in Chinese language and few laminated posters of tourism attraction of Nepal to be distributed in China.

Dissemination of Information Through Tourist Information Center

Tourist Information center, the face of NTB located in the TIA arrival lounge creates welcoming environment to the visitors who step in to the center to get information about the various destinations of Nepal by providing the information brochures, maps and other items relevant to tourism. Apart from distribution of the information brochures, information center also answers the queries of the visitors which brings smile on their face.

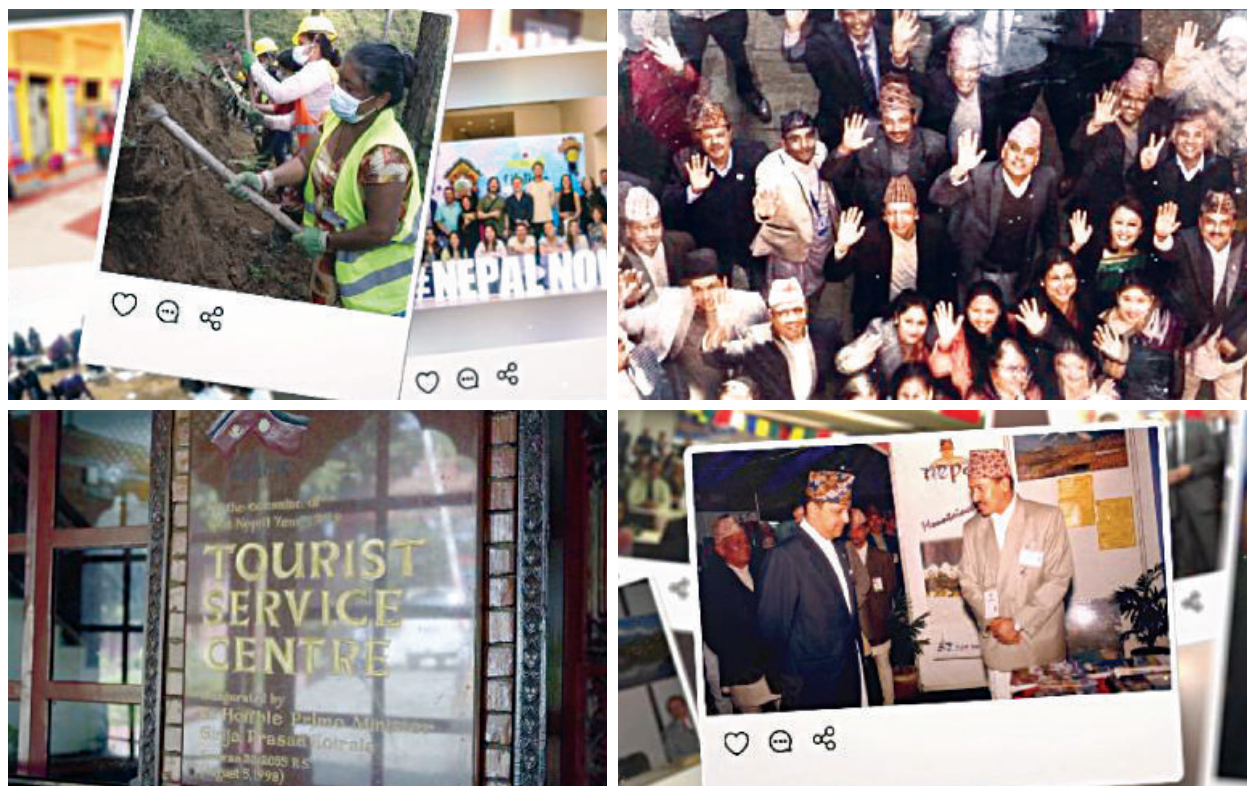
Distribution of NTB Collateral

NTB receives request from the Diplomatic Missions of Nepal, HPRR and diplomatic communities stationed in various countries around the world to provide the promotional materials including posters, NTB Bags, brochures, flyers, city maps, information leaflets for distribution and showcasing Nepal among the people living over there. Thus, in response to their requests, NTB has dispatched the promotional materials to countries from all continents, Asia to Europe, North and South Americas, Africa and Australia. Also, NTB distributed promotional materials to local tourism stakeholders, corporate houses and individuals alike who visit seeking for the sole purpose of tourism promotion in the domestic market.

DIGITAL MARKETING UNIT

The unit has been carrying out the regular works of managing digital platforms of NTB for an effective release of information and social media management through various social media handles. NTB has active presence through its various websites (Nepal Tourism Board | National Tourism Organization of Nepal) in English & other major languages and Social Media Presence through Facebook, Instagram, Twitter, Tiktok, WeChat and YouTube. In addition to this DM unit focuses on making various videos highlighting tourism landscapes and destinations of Nepal so that it could be promoted in various source market. Also the unit has made videos in various languages apart from English so that the effective communication be done in respective source market.

A special Video Celebrating 25 Glorious Years of Nepal Tourism Board was released highlighting the journey of NTB and its role in destination promotion.



Live Video Streaming of Sivasadhana-a cultural extravaganza organized in collaboration with Embassy of India, Kathmandu and Pashupati Area Development Trust on the occasion of Mahashivaratri on 6th March 2024 at Shankaracharya Math, Pashupati Premises.



NTB and USAID Trade & Competitiveness signing Letter of Co-operation to jointly Implement International Tourism Campaign 2024 to increase Nepal's competitiveness as a tourism destination and showcase diverse offerings to International Market. Officiating CEO of NTB Ms. Nandini L. Thapa and Head of USAID-T&C – Agnes Luz signed the LOC in presence of officials from both the organizations.



Collaboration with Uptrendly Media to co-organize Creators Honours, 2024-an award ceremony to honor food blogger and content creators actively involved in promoting gastro tourism of Nepal.



Training workshop on Influencer Marketing and Digital Media Story Telling on April1, 2024 in collaboration with USAID Trade & Competitiveness



Launch of International Tourism Campaign 2024 in collaboration with USAID Trade & Competitiveness



This was second leg of influencer campaign where influencers from high end source market were taken around the high end and offbeat tourism destination and activities highlighting Nepal Beyond Mountains and conventional golden triangle.

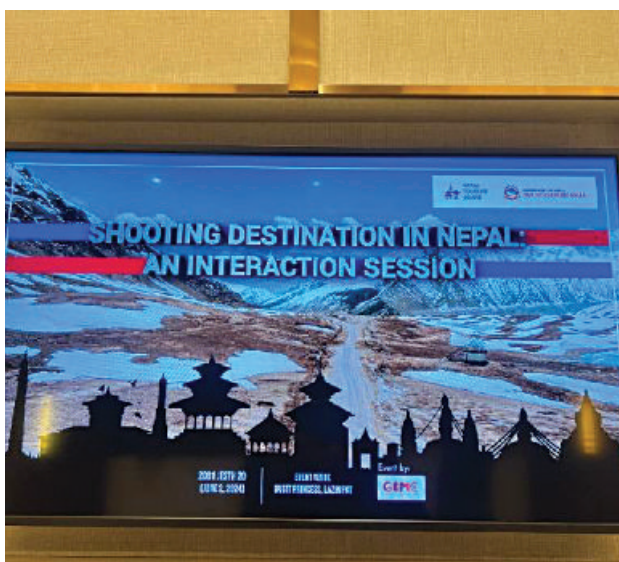




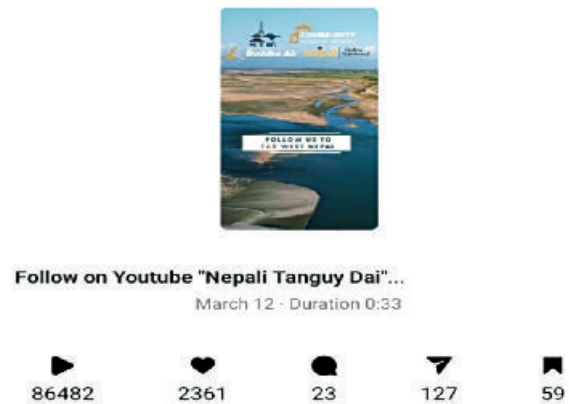
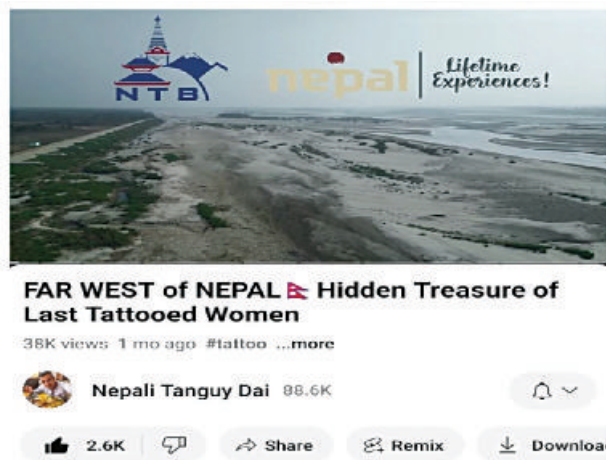
Condolence Meet of David Breashers-First American to ascent Mount Everest an accomplished mountaineer, filmmaker, and environmental advocate on 19th April 2024.



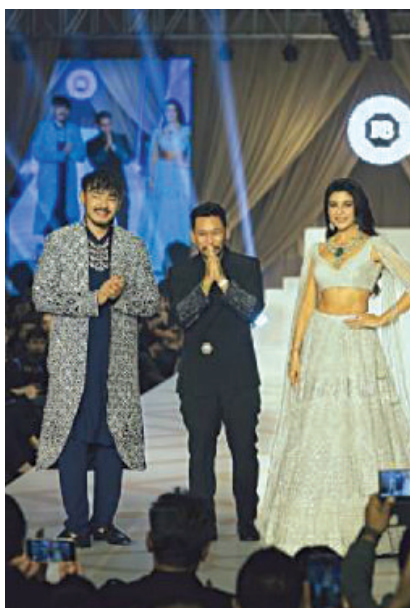
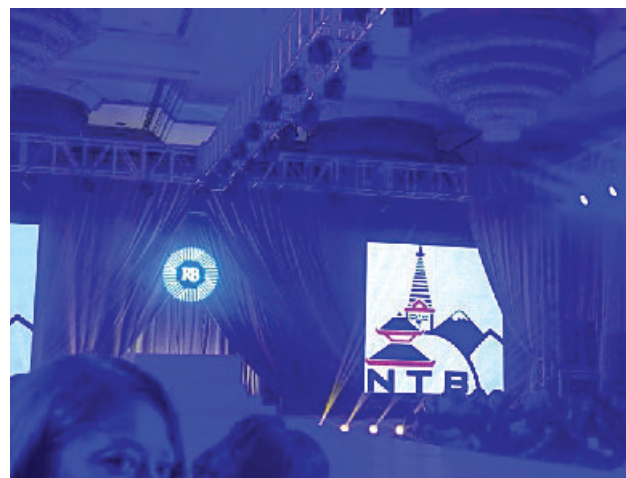
Organized a workshop "Shooting Destination in Nepal: An interaction session among international and Nepali film makers" on June 2, 2024 during Gopikrishna National Film Award 2080.



Influencer collaboration with French influencer Mr. Tanguy Paul Francois Malibert (Tanguy Dai) to promote Rana Tharu culture and farwest region of Nepal.

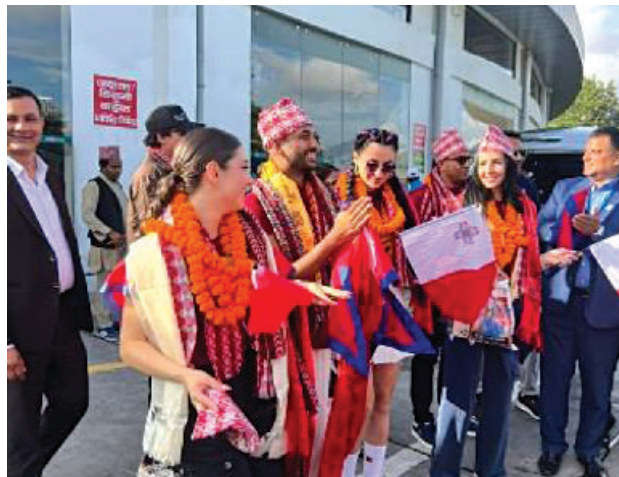


Influencer collaboration event wherein Ms. Jacqueline Fernandez, Bollywood superstar arrived in Nepal for a Jewelry Show promoting Nepali craftsmanship in jewelry market.

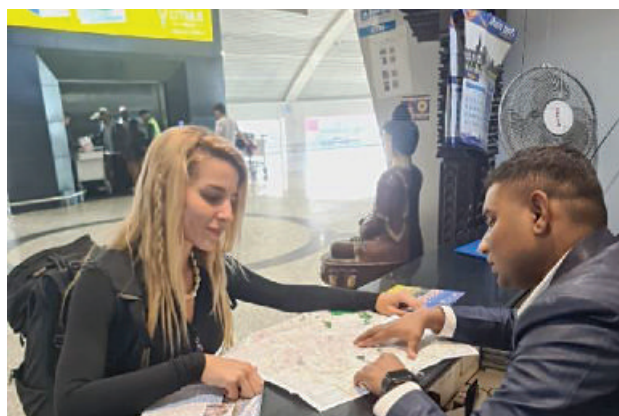




Inluencer VIP welcome at TIA Airport for Miss Malta Ms. Cherise Spiteri and her team visiting Nepal for a tourism promotion event.



Facilitation for Mss Nepal Universe and other travel influencers domestic as well as international at TIA airport alongwith provding relevan tinformation on various destination and tourism products of Nepal from Tourist Information Counter at TIA.



Nepal Tourism Board and MasterCard partnered to promote global tourists in Nepal through a MOU between two organizations on August 29, 2024 at 2024 Global Fintech Fest. This partnership is believed to create fresh opportunities to grow tourism in Nepal.



A talk session on “Art of Story Telling” connecting Hinduism and Buddhism with Mr. Atul Koushik, international public speaker and Indian Mythology Erudite on 16 Septmeber, 2024.



Launch program of Focusone Payment Solutions with Alipay+ allowing 1.5 billion users from Southeast Asia to make seamless payments in Nepal enabling the ease of spending of tourist of the region.



Welcoming Miss Universe 2023, Sheynnis Palacios Cornejo for a tourism promotion event and the Beauty Pagent Show in Nepal.





Courtesy meeting with former tourism Minister of Republic of South Korea and other enthusiastic travel leaders in the delegation. The meeting was fruitful discussing opportunity for Nepal's tourism industry to benefit from the exciting plans on tourism among Korean tourists leading to enhanced cultural connections and boost economy of both the nations.

Flagoff of TVS Ronin rider group covering 1300 kms of bike trip covering Kathmandu, Pokhara, Marpha, Kagbeni, Lumbini, Chitwan and back to Kathmandu. This is expected to attract rider groups around the world to plan biking trip in Nepal.



The Indian Embassy in Nepal and Nepal Tourism Board organized the first India-Nepal Tourism Meet 2024 on December 10, 2024 in the Hilton Kathmandu. The event was attended by the hosted buyers from India, government officials of UP state government and social influencers from India along with tourism fraternity of Nepal. In the event, there was a designated session for B2B. Prior to the Meet, NTB organized FAM trip of 5 nights 6 days to the hosted buyers, government officials and the influencers. The guests visited different sites of Kathmandu and Janakpur.



CRISIS AND FAM FAM TRIPS

Familiarization trips were organized to different influencers including media persons, photographers, celebrities, models, journalists, and birdwatchers.

1. **Special Editions of Holiday- *International Travel and Style Review***, a travel magazine featuring Nepal. The team of the supermodels, technicians were hosted in Nepal for the special photoshoots in different heritage sites of Nepal.



2. **FAM Trip of the members of the executive committee of the Korean Trade Union :** To foster the possibilities of Nepal as a MICE destination, a FAM trip of Korean Trade Union Executive members was hosted.



3. **FAM Trips of teams of Chinese Mediapersons:** Nepal Tourism Board and Himalaya Airlines jointly organized three rounds of FAM Trips to different mediapersons of China. More than 30 mediapersons from China participated the trips and promoted Nepal in different digital platforms.



4. **Trip of a Birdwatcher:** World renowned birdwatcher Dr. Tonia Cochran's trip was hosted. The trip has helped boost Nepal as a birdwatching destination.



5. **Russian TV Show shoots in Nepal:** The crew of the renowned Russian TV Show "Let's Go- let's Eat!" was hosted for the shoot of their episodes in Nepal.



6. **Trip of Photographer of the National Geography:** In partnership with the Nepal Embassy in Cairo, FAM trip to upper Mustang of the famous photographer Mr. Ashrat Talaat whose works have been featured in the National Geography, was hosted.



7. **FAM Trip journalists of national daily of Oman and Pakistan:** NTB in partnership with Nepal Embassy in Oman and Pakistan hosted FAM Trips of journalists Mr. Liju Cherian of Oman and Mr. Imran Ahmed Khan of Pakistan were hosted.



8. **Partnership in the International Mountain Art Festival:** NTB supported the domestic flights of the international artists who participated in the first International Mountain Art Festival in Mustang.



9. **GUIDED TOURS to international artists during different programs:** The international artists participating different events like International Tattoo Convention, GLOMUS CAMP, 2nd International River Congress experienced their guided tour to Bhaktapur during the Camp.



10. **FAM Trip of the Indian Travel Trade and journalists :** Nepal Tourism Board and the Indian Embassy in Nepal jointly organized the first Indo Nepal Tourism Meet on December 10, 2024. Prior to the Meet, a FAM Trip to Janakpur was organized to the Indian travel trade and journalists.

PR & PUBLICITY UNIT

1. International Art Exhibition & Workshop

NTB partnered with the Nepal Academy of Fine Arts (NAFA) to host a workshop titled "Connecting Culture Through Arts" on February 5–6, 2024, followed by a week-long international art exhibition featuring 43 artists from Nepal and Germany. The initiative promoted cultural tourism by showcasing a fusion of Nepali and German art, representing traditional and modern styles. This collaboration enhanced cultural ties and positioned Nepal as a vibrant hub for art tourism, attracting art enthusiasts, collectors, and international visitors.

2. NELTA International Conference

NTB partnered with the Nepal English Teachers Association to support the 28th NELTA International Conference 2024, held from February 17–19, 2024. The event brought together educators, researchers, and policymakers from Nepal and abroad to discuss innovative approaches in English education. It showcased Nepal's growing role as an educational hub for academic exchanges, emphasizing the country's potential for attracting international students and educators.

3. Shiv Sadhana Musical Program

NTB partnered with the Embassy of India and the Pashupati Area Development Trust to organize the Shiv Sadhana Musical Program at the Pashupatinath Temple on March 6, 2024, during Maha Shivaratri. The event featured mesmerizing performances of devotional and classical music, uniting local and international artists in celebration of Nepal's spiritual traditions. Through this program, NTB not only promoted Nepal as a spiritual tourism destination but also strengthened cultural ties with India, inviting international visitors to experience Nepal's revered religious heritage.

4. Lumbini Conclave

NTB partnered with the Honorary Consular Corps of Nepal and the Ministry of Foreign Affairs to organize the Lumbini Conclave, held from March 21–23, 2024. The conclave brought together honorary consuls from 45 countries to discuss global peace, compassion, and prosperity under the theme "Global Peace for Prosperity." The event underscored Lumbini's significance as the birthplace of Lord Buddha and a center for spiritual tourism. By facilitating international dialogue on peace and harmony, the conclave positioned Nepal as a global peace hub while promoting Lumbini as a must-visit destination for pilgrims and peace seekers from around the world.

5. Oral Knowledge Documentation Program

NTB partnered with the Ministry of Culture, Tourism, and Civil Aviation to support the Mundhum Oral Knowledge Documentation Program on April 5, 2024. The program aimed to preserve the rich oral traditions of the Kirat community, focusing on the spiritual, philosophical, and cultural significance of Mundhum. Renowned experts Til Bikram Nembang (Bairagi Kainla) and Arjun Babu Mabuhang provided insights into this ancient tradition. Through audiovisual documentation, this initiative safeguarded valuable intangible heritage while promoting cultural diversity.



6. 11th Tattoo Convention in Nepal

NTB partnered with Nepal Tattoo Pvt. Ltd. to organize the 11th International Nepal Tattoo Convention (NTC) from April 5–7, 2024, in Kathmandu. The convention attracted over 250 tattoo artists and 4,000 visitors from around the globe, celebrating the fusion of traditional and contemporary art forms. This event showcased Nepal's artistic diversity and creative potential, making it a sought-after destination for niche tourism markets. By collaborating on this iconic event, NTB highlighted Nepal as a hub for artistic exploration and creative expression.

The convention also contributed to local economic growth by attracting international tourists and promoting Nepal's unique tattoo art culture.



7. Yatra to Happiness – LGBTIQ+ Pink Tourism



NTB partnered with Pahichan Foundation Nepal to support the International Rainbow Tourism Conference, held on April 21, 2024. The event promoted Nepal as a safe and inclusive destination for the LGBTIQ+ community. Participants included 120 activists, writers, and representatives from NGOs across Nepal, India, Sri Lanka, Germany, Spain, and the US. Discussions focused on creating inclusive travel experiences and promoting diversity in tourism. By championing the rights and safety of LGBTIQ+ travelers, NTB positioned Nepal as a welcoming and progressive destination, encouraging international travelers to choose Nepal for its commitment to inclusivity, vibrant culture, and breathtaking landscapes.

8. South Korea Tourism Promotions

NTB partnered with the Nepal Embassy in South Korea to conduct promotional events from May 19–26, 2024, showcasing Nepal's Buddhist heritage and cultural tourism offerings. These events aimed to attract South Korean travelers by highlighting Nepal's spiritual landmarks, such as Lumbini and various monasteries. Presentations and interactions emphasized Nepal's unique blend of spirituality, adventure, and cultural diversity. By focusing on strengthening ties with South Korea, NTB aimed to tap into a growing market of religious and cultural tourists. The events enhanced Nepal's image as a prime destination for meaningful travel experiences, rooted in peace and cultural exploration.

9. South Asian Travel Awards (SATA) 2024



NTB partnered with High Rise Pvt. Ltd. to co-host the 8th South Asian Travel Awards (SATA) 2024, held on September 20, 2024, in Kathmandu. This prestigious event brought together leading tourism professionals from across South Asia to celebrate excellence in the region's tourism sector. The awards ceremony highlighted Nepal's capabilities in hosting international events and its growing prominence in the MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector. By fostering collaboration and networking among industry leaders, the event positioned Nepal as a dynamic hub for regional tourism, creating new opportunities to enhance its visibility and appeal in global markets.

10. GLOMUS Camp 2024



NTB partnered with Nepal Music Center Trust to organize the Glomus Camp 2024, a 10-day international music and theatre camp, held at Gokarna Forest Resort from October 19–29, 2024. Participants from 21 countries and 31 universities explored the theme "Artistic Intelligence: A Human Touch in a Digital Age." This creative gathering highlighted Nepal's potential as a center for arts and cultural tourism while offering a unique platform for global artistic collaboration. NTB's involvement in the event underscored its commitment to promoting Nepal as a vibrant cultural destination. The camp attracted artists, academics, and students, boosting Nepal's reputation in MICE tourism.

11. Partnership with SCAEF for FIDIC Conference

NTB partnered with the Society of Consulting Architectural and Engineering Firms (SCAEF) to support the FIDIC (International Federation of Consulting Engineers) Conference, held from November 18–20, 2024. This high-profile conference brought global experts together to discuss sustainable infrastructure development in tourism. By emphasizing eco-friendly and resilient infrastructure, the event aligned with NTB's goal of promoting sustainable tourism practices.



12. Film South Asia 2024

NTB partnered with South Asia Trust to organize Film South Asia 2024, held from November 21–24, 2024. The festival featured 47 films addressing pressing ecological and social issues, offering a platform for filmmakers to showcase their work. By collaborating with prominent film festivals, NTB positioned Nepal as a desirable destination for film tourism. NTB's support of the event reinforced its commitment to promoting Nepal's film tourism potential, encouraging global filmmakers to explore Nepal as a location while fostering cultural exchange and economic growth.

13. Tourism Video Productions

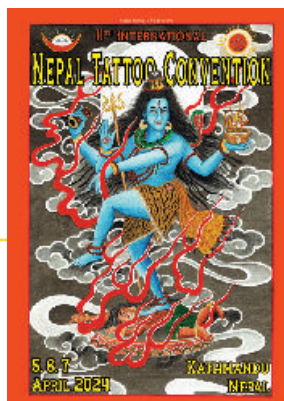
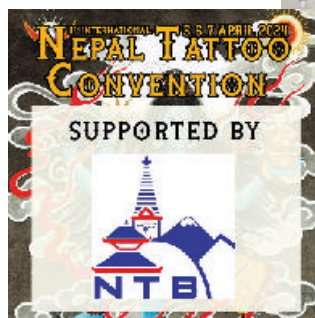
NTB collaborated with various production teams and stakeholders to produce a series of promotional videos focusing on Nepal's diverse tourism offerings. These included female mahouts in Chitwan National Park, and the pristine landscapes of Dolpa. These videos, designed to captivate global audiences, showcased Nepal's cultural richness, natural beauty, and adventure opportunities. The initiative further positioned Nepal as a must-visit destination for travelers seeking meaningful and eco-friendly travel experiences.

14. Collaborated in Film Festivals

NTB collaborated with major film festivals such as the Human Rights Film Festival, Nepal International Film Festival, and Karnali International Film Festival. These collaborations aimed to showcase Nepal's breathtaking scenery, diverse cultures, and cinematic potential. By aligning with these renowned festivals, NTB positioned Nepal as a premier destination for film tourism. These efforts were a strategic component of NTB's MICE tourism focus, strengthening Nepal's reputation as an ideal venue for creative and cinematic endeavors on the global stage.



Tattoo Convention





Tourism Products & Resources Development



View from Raniban- Jandki Upadhyay



TOURISM PRODUCT DEVELOPMENT UNIT

In fiscal year 2023/2024, the Tourism Product Development Unit of the Nepal Tourism Board implemented various projects to support the development and promotion of the tourism industry. These projects focused on beautification, development and promotion, primarily targeting natural, cultural, religious and historical heritage and trekking trails. The projects were successfully completed in the last year. Here are the details:

S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
1	Shivadhara Infrastructure Development and Beautification Project	Makalu Rural Municipality	Koshi Province	Sankhuwasabha	Makalu Rural Municipality, Ward No. 5	24-Apr-2024	15-Jul-2024
2	Procurement of Reflective Jackets	Nepal Tourist Vehicle Association (NTVA)	Bagmati Province	Kathmandu	Kathmandu	26-May-2024	15-Jul-2024
3	Procurement of Reflective Jackets	Tourist Bus Association of Nepal (TBAN)	Bagmati Province	Kathmandu	Kathmandu	26-May-2024	15-Jul-2024
4	Operation of High-Altitude Rescue Centre in Hilsa, Humla with Essential Equipment and Supplies	Namkha Rural Municipality	Karnali Province	Humla	Namkha Rural Municipality, Ward No. 5	30-May-2024	15-Jul-2024
5	Supadeurali Infrastructure Development and Beautification Project	Sandhikharka Municipality	Lumbini Province	Arghakhanchi	Sandhikharka Municipality, Ward No. 7	25-Apr-2024	15-Jul-2024
6	Damrudah Beautification Project	Shitganga Municipality	Lumbini Province	Arghakhanchi	Shitganga Municipality, Ward No. 3	27-Mar-2024	15-Jul-2024
7	Devdaha Tal Beautification Project	Sunwal Municipality	Lumbini Province	Navalparasi	Sunwal Municipality, Ward No. 7	10-Apr-2024	15-Jul-2024
8	Hadaiya Pond Beautification Project	Ramgram Municipality	Lumbini Province	Navalparasi West	Ramgram Municipality, Navalparasi West, Ward No. 14	10-Apr-2024	15-Jul-2024
9	Camping Site Construction Project	Solududhakunda Municipality	Koshi Province	Solukhumbu	Solududhakunda Municipality, Ward No. 4	20-May-2024	15-Jul-2024



S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
10	Ghumaune Dada Picnic Spot and Trekking Trails Construction Project	Neelkanth Municipality	Bagmati Province	Dhading	Neelkanth Municipality, Ward No. 5	29-Apr-2024	15-Jul-2024
11	Trekking Trail Upgradation Project	Sabhapokhari Rural Municipality	Koshi Province	Sankhuwasabha	Sabhapokhari Rural Municipality, Ward No. 5	14-Mar-2024	15-Jul-2024
12	Tourist Rest House (Bishramsthal) Construction Project	Raskot Municipality	Karnali Province	Kalikot	Raskot Municipality, Ward No. 1	25-Jan-2024	15-Jul-2024
13	Tourist Rest Shed (Bishramsthal) and Selfie Zone Construction Project in Sukhani Sahid Smriti Park	Arjundhara Municipality	Koshi Province	Jhapa	Arjundhara Municipality, Ward No. 9 & 11	30-May-2024	15-Jul-2024
14	Didibahini (Sisters) Waterfall Infrastructure Construction Project	Benighat Rorang Rural Municipality	Bagmati Province	Dhading	Benighat Rorang Rural Municipality, Ward No. 2	10-May-2024	15-Jul-2024
15	Dhandar Mastamandu Renovation Project	Masta Rural Municipality	Far Western Province	Bajhang	Masta Rural Municipality, Ward No. 3	21-May-2024	15-Jul-2024
16	Lohorung Museum Mangkhim Infrastructure Development Project	Khandbari Municipality	Koshi Province	Sankhuwasabha	Khandbari Municipality, Ward No. 4	10-Apr-2024	30-Nov-2024
17	Kanta Devi Temple Construction Project	Siddhicharan Municipality	Koshi Province	Okhaldhunga	Siddhicharan Municipality, Ward No. 9	21-May-2024	15-Jul-2024
18	Chovar Jalpa Devi Temple Renovation Project	Kirtipur Municipality	Bagmati Province	Kathmandu	Kirtipur Municipality, Ward No. 6	25-Jan-2024	15-Jul-2024
19	Bhairav Kunda Trekking Trail Construction Project	Bhotekoshi Municipality	Bagmati Province	Sindhupalchok	Bhotekoshi Municipality, Ward No. 1 (Chhagam Bagam Site)	27-May-2024	15-Jul-2024
20	Wall Construction in the Historical Kalika Malika Fortress	Tulsipur Sub-Metropolitan City	Lumbini Province	Dang	Tulsipur Sub-Metropolitan City, Ward No. 19	22-May-2024	15-Jul-2024





Damrudaha Beautification Project in Shitganga Municipality 3, Arghakhachi



Jalpa Devi Temple Renovation Project in Kirtipur Municipality- 6, Kathmandu



Bhairav Kunda Treking Trail Construction Project in Bhotekoshi Municipality, Ward No. 1 (Chhagam Bagam Site), Sindhupalchok





Distribution of the Reflective Jackets to the tourist bus staffs by the Tourist Bus Association of Nepal



Ghumaune Dada Picnic Spot and Trekking Trails Construction Project in Neelkanth Municipality, Ward No. 5





Tourist Waiting House Construction Project in Raskot Municipality, Ward No. 1, Kalikot



*Shivadhara
Infrastructure
Development
and
Beautification
Project in
Makalu Rural
Municipality,
Ward No. 5*



*Kanta Devi Temple Construction Project in
Siddhicharan Municipality, Ward No. 9*





EVENTS AND DOMESTIC TOURISM PROMOTIONS

With The Objective of Promotion of domestic tourism at local, provincial and national level Nepal Tourism Board has been organizing and partnering with the stakeholders for different events, local cultural festivals and some of the adventure programs. In FY 2081/81 (2024 AD) Nepal Tourism Board organized East Travel Mart-2080 and partnered with private sector associations like Nepal Rafting Agents Association, Regional Hotel Association Chitawan, Thamel Tourism Development Committee, Village Tourism Development Forum, Siddharthnagar Restaurant and Bar Association, Federation of Cottage Industry etc. NTB also for the first time in association with Cultural Corporation organized musical cultural program. List of events and programs are tabulated below;

S.N.	Program Name	Partner Organizer	Place of Event
1	International Mountain Biking	NTB-Charikot Municipality	Dolakha, Bagmati Province
2	Jitiya Festival	NTB- Tharu Mahila Shabha and Tharu Mahila Samaj	Kathmandu, Bagmati Province
3	Indra Jatra Festival	NTB- Lalitpur Metropolitan Corporation	Lalitpur, Bagmati Province
4	Raithane Khana Mahotsav	NTB- Kabhre Hotel Entrepreneur Association	Banepa, Bagmati Province
5	Siddharth Sadak Khana Mahotsav	NTB- Hotel & Restaurant Entrepreneurs Association	Bhairahawa, Lumbini Province
6	Birat Mahotsav	NTB-Biratnagar Association of Travel Agents	Biratnagar, Koshi Province
7	Chauree Mahotsav	NTB- Falelung Rural Municipality	Panchthar, Koshi Province
8	17th Elephant Festival	NTB- ReHAN	Chitawan, Bagmati Province
9	Dahichyura Mahotsav	NTB- Itahari Hotel Entrepreneur Association	Itahari, Koshi Province
10	Dolkha FAM Trip	NTB- Dolakha Tourism Development Committee	Dolakha, Bagmati Province
11	3rd Industrial Exhibition and Local Food Festival	NTB- Federation of Cottage Industry, Udayapur	Gaighat, Koshi Province
12	Gyalpo Loshar	NTB- Sherpa Tourism Entrepreneur Association Nepal	Kathmandu, Bagmati Province
13	Sonam Loshar	TAAN, Nepal Tamang Ghedung and Mugam Samaj separately organized 3 programs in coordination with NTB	Kathmandu, Bagmati Province
14	Newa: Mahotsav	NTB-Jhi Pucha Biratnagar	Biratnagar, Koshi Province
15	Women Wrestling	NTB- Khumbu Pasang rural Municipality	Kalapathar, Solukhumbu
16	Khijidemba Ultra Marathon	NTB-Khijidemba Rural Municipality	Okhaldhunga, Koshi Province
17	Khotang Sports and Literature Festival	NTB- Dektel Rupakot Municipality	Diktel & Halishi, Koshi Province
18	Bhajan Program	NTB- Tarakeshwar Municipality	Kathmandu, Bagmati Province



S.N.	Program Name	Partner Organizer	Place of Event
19	Tharu Maghi Mahotsav	NTB- Tharu Kalyankarini Sabha	Kathmandu, Bagmati Province
20	Maithali Film Festival	NTB- Janapurdham Sub Metropolitan Corporation	Janakpur, Madhesh Province
21	Trvenidham Paryatan tatha Dharik Mahotasav	NTB- Mohanyal Rural Municipality	Kailali, Far West Province
22	World Heritage Day-2024	NTB- Nepal Heritage Society	Kathmandu, Bagmati Province
23	Sinja Mahotsav	NTB- Sinja Rural Municipality	Jumla, Karnali Province
24	Patenagi Red Panda Mahotsav and FAM Trip	NTB- Sandakpur Rural municipality	Sandakpur, Koshi Province
25	2nd Cultural and Ethnic Food Festival- Itahari	NTB- District Hotel Entrepreneur association Sunsari	Itahari, Koshi Province
26	Ropai Mahotsav-2081	NTB-ViTOF	Dhading, Bagmati Province
27	Nepali New Year 2081 Celebration	NTB-TTDC, NTB- ReBAN, Sauraha	Chitawan, Bagmati Province
28	English New Year 2024 Celebration	NTB-TTDC	Kathmandu, Bagmati Province
29	Song of Soil, Cultural Program	NTB- Cultural Corporation	Kathmandu, Bagmati Province
30	National Exhibition Fine Arts2024	NTB- Nepal Academy of Fine Arts	Kathmandu, Bagmati Province
31	Visit Bharatpur Year 2024	NTB- Bharatpur Metropolitan	Chitawan, Bagmati Province
32	Tharu Maghi Mahotsav, 2080	NTB- Tharu Kalyankarini Sabha	Kathmandu, Bagmati Province



Ropai Mahotsav, Dhading





Ropai Mahotsav and National Paddy Day, Sunsari



Indra Jatra, Lalitpur



Raithane Khana Mahotsav, Banepa.



Chauri Mahotsav, Panchthar





17th Chitwan Elephant & Tourist Festival



International Mountain Biking 2024, Dolakha



New Year 2024 Celebration at Thamel, Kathmandu



Trivenidhaam Paryatan tatha Dharmik Mahotsav, 2080, Kailali



Khijidemba Ultra Marathon, 2080 Okhaldhunga





Bhajan Sankruti Mahotsav, 2020





Handover of Certificate of Appreciation for Supporting in World Heritage Day, 2024 to NTB.



Dolpa Festival Press Meet





Sherpa Lhosar Program, Kathmanmdu



Miss Universe Nepal 2024



Welcoming the international tourists at Tribhuvan International Airport on 27 September 2024 (World Tourism Day)



Visit Bharatpur Year 2024



5th Eastern Travel Mart (ETM 2024)



The travelling population which India's bordering states (Bihar, West Bengal, Sikkim and Assam) hold, the centuries-old cultural ties and easy accessibility are a few key factors which constantly generate a steady stream of tourism-induced mobility to the easternmost province of Nepal. These bordering states combined present an unlimited scope for tourism to grow and prosper in Koshi Province.

The 5th edition of Eastern Travel Mart, after a COVID-induced hiatus of 4 Years, was organized in Itahari of Sunsari district from June 7 to 9 in partnership with Itahari Sub-Metropolitan Office and tourism stakebearer agencies of Koshi Province. The event, structured in rolling B2B format, ensured sellers from Paanchthar, Ilam and Jhapa districts also had an opportunity to engage in meaningful business discussions with the travelling buyers entourage from neighbouring India – in their own backyards.

Objectives

- Brand Continuity
- Business promotion
- Showcasing new destinations, products and activities
- Inter-province tourism promotion
- Trade relationship and network building
- Destination and Activity promotion





Participation and core activities:

- i. No. of Trade / Media participants (International) – 45 (Bihar, West Bengal, Sikkim, Assam, Chhatisgarh)
- ii. No. of Sellers : 60
- iii. No. of Seller booths : 20 (Hotel Management colleges, Destinations, Travel intermediaries, Hotels, Recreation providers et. al.)
- iv. Special Feature : Visit Bharatpur Year 2024 Campaign
- v. No. of B2B / Networking sessions : 4 (Itahari, Dharan, Ilam, Mechinagar)
- vi. Opening ceremony : Itahari, Sunsari (Chief Guest Hon'ble Hikmat Kumar Karki, Chief Minister, Koshi Province)
- vii. Closing Ceremony : Mechinagar, Jhapa (Chief Guest Hon'ble Bishwa Prakash Sharma, Member, House of Representatives)
- viii. Familiarization visit : Dharan and Vedetaar, Basantapur, Phidim Bazaar, Ilam, Kanyam



Event outcomes:

- 1) Province tourism resources and products presented.
- 2) Hoteliers report an increase in MICE cross-broader visitors.
- 3) Ministry of Tourism, Forest and Environment, Koshi Province declares the upcoming year as Koshi Tourism Year 2082.



Itahari Sub-Metropolitan City office confirms continuity of the event through its approved budget and programs.



World Tourism Day 2024

World Tourism Day is celebrated globally on September 27 each year, with the aim of raising awareness about the social, cultural, and economic value of tourism. Established by the United Nations World Tourism Organization (UNWTO) in 1980, the day commemorates the adoption of the UNWTO Statutes in 1970, reflecting the significance of tourism in fostering international cooperation and development.



The theme for the 2024 edition, the 45th, was “Tourism and Peace.” It underscores the potential of tourism to foster peaceful interactions, cultural understanding, and cooperation between nations. Tourism plays a key role in promoting mutual respect, cultural exchange, and reducing conflict by bringing people from diverse backgrounds together.

The event was celebrated throughout the country with commemorative events and activities including welcoming the tourist at TIA and border entry points, cleaning campaigns, Talk programs and workshops, photo and numismatic exhibition, Food festivals, Heritage walks, hiking et. al. Nepal Tourism Board, along with Ministry of Culture, Tourism and Civil Aviation organized a special commemorative program on the day in Raastriya Naachghar, Jamal. Hon’ble Prakash Man Singh, Deputy Prime Minister, Government of Nepal, in his Chief Guest address, highlighted on the potential and key role of tourism, one of three key economic sectors of the country, in facilitating Nepal’s onward journey to LDC graduation. He also stressed on the need for tourism to diversify and affirmed the state’s commitment to make the 2 international airports outside the valley fully functional.

In the program, amidst deliberations highlighting the role of tourism to Nepal’s economy and the undeniable positive correlation between peace and tourism, and ethnic cultural performances, several awards and accolades were announced and handed over. Ministry of Culture, Tourism and Civil Aviation awarded organizations and individuals across diverse categories for their exemplary contributions to the Nepalese Tourism industry. Likewise, Trekking Agencies’ Association of Nepal (TAAN) awarded the top 5 TIMS seller companies. VITOF-Nepal declared 3 villages as Year Tourism Villages.





CAPACITY DEVELOPMENT AND INVESTMENT PROMOTION UNIT

Capacity Development and Investment Promotion Unit conducted training and orientations for over 656 participants working in tourism field in partnership with tourism associations and local bodies. The aim was to elevate service standards and enhance customer satisfaction for sustainable tourism businesses. These initiatives have played a crucial role in shaping the human resource supply chain and demand generation in the market. The core training areas included hospitality, outdoor activities, language skills, sustainable livelihood, and gender inclusiveness in tourism.

1. NTB, along with the Karnali Province Sports Development Council conducted a training program for 20 participants at Chhattadi Patan of Badimalika Triveni region located at the borders of Raskot Municipality and Sanni Triveni Rural Municipality from 11 to 17 March 2024. The training aimed at imparting skills related to equipment handlings along with snow assessment, understanding the gradients of slopes suitable for skiing, developing the art of body posture by balancing for enhancing safety and providing reliable service in the field of Skiing. This training was a special initiative for researching and exploring the possibility of introducing skiing as an adventure activity in the region.



2. NTB, in collaboration with Pasang Lhamu Foundation, organized a Full course field training for 39 female trekking guides in Kathmandu from 20 to 26 March 2024. The training focused on enhancing professional skills such as equipment handling, rope and knot fixing, cliff lowering, rescue operation and first aid as well as safety guidelines in high-altitude areas. The training aimed at enhancing the skills of women employed in trekking segment as well as employment generation for women in trekking tourism.



3. NTB, along with the Hotel Professional Federation, Nepal (HPFN) conducted a training program for 52 Federation members at Khandbari in Sankhuwasabha from 31 March to 1 April 2024. The training aimed to improve housekeeping, food hygiene and safety, service etiquettes, waste management and prevailing billing system as well as tax-related issues for enhancing the skills of hotel professionals.



4. NTB, along with the Hotel and Tourism Association Nepal, Bagmati Province conducted a training program for 89 Association members at Charikot in Dolakha from 21 to 22 April 2024. The training aimed to improve hospitality operation management skills like housekeeping, food hygiene and safety, service etiquettes, Digital marketing and prevailing billing system and tax related issues for enhancing the skills of hotel professionals.



5. NTB, along with the Kailali Hotel Entrepreneurs Association conducted a training program for 60 Association members at Tikapur in Kailali from 28 to 29 April 2024. The training aimed to improve housekeeping, food hygiene and safety, service etiquettes and prevailing billing system and tax related issues for enhancing the skills of hotel professionals.





6. NTB, in collaboration with Trekking Guide Association of Nepal (TGAN) provided Trekking Guide Leadership Training for 70 trekking guides in Kathmandu from 4 to 8 June 2024. The training focused on enhancing professional skills such as equipment handling, compass reading, altitude locator, using meteorology and weather forecast for the purpose of safety, managing rope knots and coil, communication skills, Himalayan heritage and Buddhism prevalent in trekking areas and use of medical kits and first aid services. The training aimed at empowering workforce employed in adventure while generating employment in trekking tourism.



7. NTB, along with Hotel and Restaurant Association conducted a training program for 65 Association members at Sandikharka in Argakhanchi from 1 to 2 June 2024. The training aimed to improve housekeeping, food hygiene and safety, service etiquettes, waste management and prevailing billing system and tax related issues for enhancing the skills of hotel professionals.



8. NTB, in collaboration with Nepal Tourist Vehicle Association (NTVA) organized a capacity enhancing training program for 120 participants comprising of Drivers and Assistants working in the field of tourist vehicle service in Kathmandu on 11 June 2024. The training focused on enhancing professional skills of Drivers and Assistants for tourist hospitality and safety assurance, honoring traffic rules as well as developing skills for map reading and navigation for the purpose of dropping tourist at designated locations. The training aimed at empowering the workforce involved in the field of commutation in the tourism sector by providing safe, reliable and hospitable service.



9. NTB, in collaboration with Chinese Embassy in Kathmandu and the Nepal China Cultural and Educational Council, organized a training program for 140 tourism professionals at NTB in Kathmandu from 16 June to 15 December 2024 from 4 pm to 6 pm every working day. The focus was on developing language skills and culture to provide enhanced hospitality by communicating with guests in their language in a professional environment.





Kakrebihar, Surkhet – Rohini Khanal







Research, Planning & Monitoring



Panchkhal Valley - Sunil Sharma



RESEARCH, PLANNING AND MONITORING

The Research, Planning and Monitoring Department undertook the following main activities:

☛ **Tourism Statistics: Analysis of International Visitor Arrivals to Nepal**

INTERNATIONAL VISITOR ARRIVALS (Year/Months)								
Country of Destination: NEPAL								
Calendar Year: 2017-2024*								
Months	2017	2018	2019	2020	2021	2022	2023	2024*
January	62632	73187	81273	79702	8874	16975	55074	79100
February	84061	89507	102423	98190	9146	19856	73255	97426
March	106291	124686	127351	42776	14977	42152	99426	128167
April	88591	98650	109399	14	22450	61589	98773	111376
May	62773	68825	78329	31	1468	54093	77703	90211
June	55956	65159	74883	102	1143	46957	72250	76736
July	42240	73281	70916	196	2991	44462	57726	64599
August	73778	87679	94749	267	5917	41304	67153	72719
September	68634	91874	92604	584	9898	58314	91012	96305
October	112492	130745	134096	2025	23284	88582	117306	124393
November	99804	147859	130302	1956	26135	72653	108630	114501
December	82966	121620	100866	4245	24679	67932	96574	
Total	940218	1173072	1197191	230085	150962	614869	1014882	1055533

Source: Department of Immigration

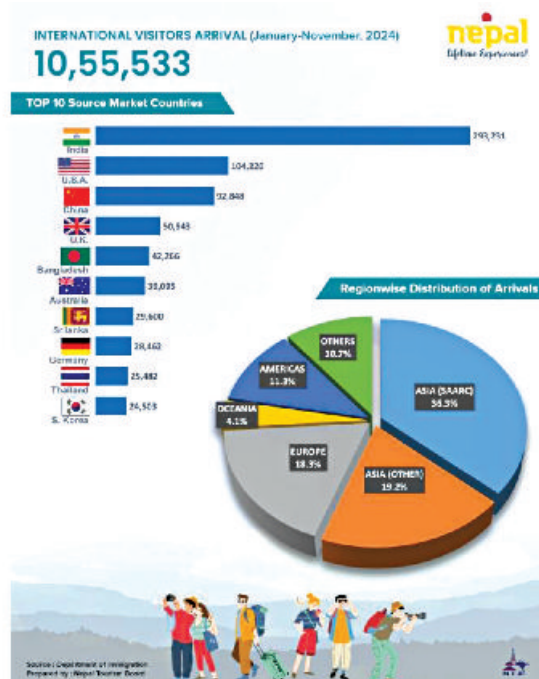
Analysed By: Nepal Tourism Board

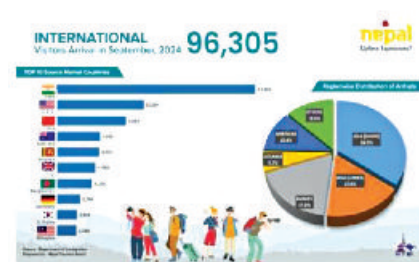
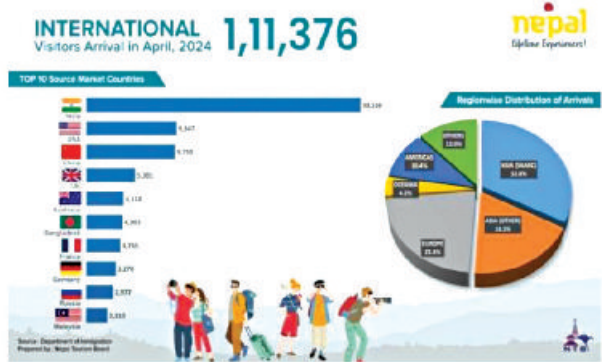
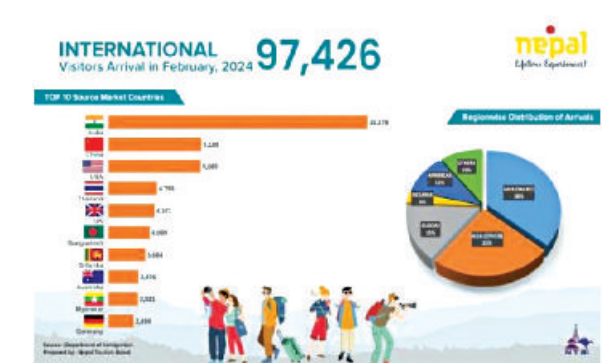


* Till November 2024

INTERNATIONAL VISITOR ARRIVALS BY NATIONALITY													
Calendar Year: 2024 (January- November)													
Country of Nationality	January	February	March	April	May	June	July	August	September	October	November	Total	% Share
	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	2024	(Jan-Nov) 2024	(Jan-Nov) 2024
ASIA (SAARC)													
Bangladesh	3,629	4,099	2,946	4,003	3,458	3,857	3,470	3,077	4,103	4,476	5,148	42,266	4.00%
India	24,139	25,578	30,698	30,158	38,288	37,835	21,491	25,832	22,984	16,313	19,915	293,231	27.78%
Pakistan	330	394	345	401	410	349	350	389	501	489	381	4,339	0.41%
Bhutan	2,229	1,453	997	1,097	1,137	1,066	1,207	1,074	1,108	1,331	1,328	14,027	1.33%
Srilanka	493	3,684	5,741	908	510	284	694	4,851	4,915	3,125	4,395	29,600	2.80%
Sub-Total	30,820	35,208	40,727	36,567	43,803	43,391	27,212	35,223	33,611	25,734	31,167	383,463	36.33%
ASIA (OTHER)													0.00%
China	7,267	9,180	12,093	9,750	8,381	7,494	6,819	6,614	8,042	7,750	9,458	92,848	8.80%
Japan	1,568	2,027	2,648	2,075	1,233	953	1,114	1,881	1,887	2,196	2,699	20,281	1.92%
Malaysia	939	1,815	2,198	2,310	1,814	1,014	1,125	1,287	2,280	2,278	2,126	19,186	1.82%
Singapore	466	594	1,122	1,152	844	674	456	618	909	1,168	1,315	9,318	0.88%
S. Korea	3,812	2,351	2,889	1,980	1,373	875	1,537	1,602	2,351	2,444	3,289	24,503	2.32%
Myanmar	1,222	2,921	3,131	1,184	153	125	110	152	160	698	1,548	11,404	1.08%
Thailand	4,619	4,799	4,567	1,883	627	366	740	436	780	2,203	4,462	25,482	2.41%
Sub-Total	19,893	23,687	28,648	20,334	14,425	11,501	11,901	12,590	16,409	18,737	24,897	203,022	19.23%
EUROPE													
Austria	188	327	662	558	264	113	143	179	435	806	588	4,263	0.40%
Belgium	324	558	827	611	300	267	489	264	515	1,047	835	6,037	0.57%
Czech Republic	75	139	562	613	290	89	69	116	435	1,203	583	4,174	0.40%
Denmark	225	340	701	336	121	101	125	98	337	805	363	3,552	0.34%
France	970	1,697	3,240	3,755	1,284	552	853	711	1,800	5,485	3,841	24,188	2.29%
Germany	1,282	2,494	5,255	3,270	1,392	546	726	849	2,704	6,018	3,926	28,462	2.70%
Italy	517	805	1,581	1,993	651	267	450	1,615	971	2,635	1,968	13,453	1.27%
The Netherlands	492	1,026	1,563	1,300	665	246	675	500	870	2,166	1,399	10,902	1.03%
Norway	152	226	494	230	115	151	118	86	272	510	336	2,690	0.25%
Poland	279	499	977	1,289	389	74	120	159	715	1,934	1,070	7,505	0.71%
Russia	512	678	1,583	2,977	1,437	453	417	606	1,075	2,062	1,286	13,086	1.24%
Switzerland	253	442	739	813	392	135	222	203	684	1,416	904	6,203	0.59%
Spain	521	787	1,542	1,100	675	501	875	1,580	1,380	2,380	1,902	13,243	1.25%
Sweden	128	209	426	363	124	107	81	81	211	591	391	2,712	0.26%
Ukraine	94	115	189	343	313	102	111	135	207	214	152	1,975	0.19%
U.K.	3,276	4,571	7,241	5,391	2,802	1,969	3,806	2,764	4,493	8,019	6,611	50,943	4.83%
Sub-Total	9,288	14,913	27,582	24,942	11,214	5,673	9,280	9,946	17,104	37,291	26,155	193,388	18.32%

OCEANIA													
Australia	3,421	2,976	4,345	4,110	2,194	1,589	1,901	1,763	5,038	6,929	4,829	39,095	3.70%
New Zealand	236	256	435	566	320	162	137	175	470	676	474	3,907	0.37%
Sub-Total	3,657	3,232	4,780	4,676	2,514	1,751	2,038	1,938	5,508	7,605	5,303	43,002	4.07%
AMERICAS													
Canada	929	1,358	1,851	1,637	1,015	666	1,004	753	1,465	2,464	1,984	15,126	1.43%
U.S.A.	7,047	9,089	10,763	9,947	8,527	8,281	7,864	5,614	10,084	16,023	10,981	104,220	9.87%
Sub-Total	7,976	10,447	12,614	11,584	9,542	8,947	8,868	6,367	11,549	18,487	12,965	119,346	11.31%
MIDDLE EAST													
Israel	98	150	726	1,213	540	107	141	230	1,993	2,115	856	8,169	0.77%
Turkey	368	292	619	642	390	375	302	336	364	610	632	4,930	0.47%
Sub-Total	466	442	1,345	1,855	930	482	443	566	2,357	2,725	1,488	13,099	1.24%
OTHERS	7,000	9,497	12,471	11,418	7,783	4,991	4,857	6,089	9,767	13,814	12,526	100,213	9.49%
Total	79,100	97,426	128,167	111,376	90,211	76,736	64,599	72,719	96,305	124,393	114,501	1,055,533	100.00%
Total (2019)	81,273	102,423	127,351	109,399	78,329	74,883	70,916	94,749	92,604	134,096	130,302	1,096,325	
% change (2019 vs 2024)	-2.7%	-4.9%	0.6%	1.8%	15.2%	2.5%	-8.9%	-23.3%	4.0%	-7.2%	-12.1%	-3.7%	
Total (2023)	55,074	73,255	99,426	98,773	77,703	72,250	57,726	67,153	91,012	117,306	108,630	918,308	
% change (2023 Vs 2024)	43.6%	33.0%	28.9%	12.8%	16.1%	6.2%	11.9%	8.3%	5.8%	6.0%	5.4%	14.9%	
Source: Department of Immigration *													
Analyzed & Compiled by: Nepal Tourism Board													
This data is based on the monthly raw data provided by Immigration Department													





Village Tourism Exploration in Shabhapokhari, Okhaldhunga

A preliminary study on Village Tourism was conducted in Shabhapokhari, Okhaldhunga, through a field visit in collaboration with village tourism stakeholders, local government, and rural tourism experts. The Village Tourism Promotion Forum Nepal has been declaring the Tourism Village on the eve of World Tourism Day. However, the declaration based on the data, evidence, local situation, local government priority and community level aspirations ensures a more scientific and result-oriented approach to these declarations. This involved field visits and coordination with village tourism stakeholders and local government representatives, following a structured data assessment approach.



Summary of Guidelines of Village Tourism (based on UN Tourism)	
Cultural and Natural Resources	- Sabha Pokhari, Triveni Dham, Machhindranath, Rani Dhunga, - The Hari Danda and other local hill-towers
Promotion and Conservation of Cultural Resources	Sabhapokhari dharmik ebam paryatakiya sthal samrakshyan samiti” has been formed and is active in the promotion of local cultural and tourism resources.
Economic Sustainability	The local municipality has already provided basic home-stay training to the interested families and has promised that the municipality provide skill training and other needful support to operate home-stay in the village as a part of tourism promotion
Social Sustainability	The promotion of tourism activities in the village further strengthens the bond of various communities with increased income generation and consumption of products from them.
Environmental Sustainability	The local municipality has adopted policy to protect Asala fish in local rivers to ensure its sustainability, Home-stay committee is aware of protecting and preserving the environment, local committee has adopted policy for plantation as their efforts to preserve the natural environment.
Tourism Development and Value Chain Integration	- Sustainable fishing activities (eg Asala fish) from the local rivers. - The local vegetable producers get consumed and handicraft products can be sold as local souvenir, Home-stay in Barabise for economic benefit and local employment
Governance and Prioritization of Tourism	- Sabhapokhari dharmik ebam paryatakiya sthal samrakshyan samiti” - Local government plan on Capacity building and Province Government for trail construction
Infrastructure and Connectivity	Barabishe has graveled road connectivity (around 12 KM) from the district headquarter Khadbari and the district headquarter Khadbari has both road and air connectivity from Kathmandu.
Health, Safety and Security	- Health post has the capacity to provide basic health services to the villagers. - A police station close to the village ensuring safety and security of the commoners and visitors.

(Source: Field Study team)

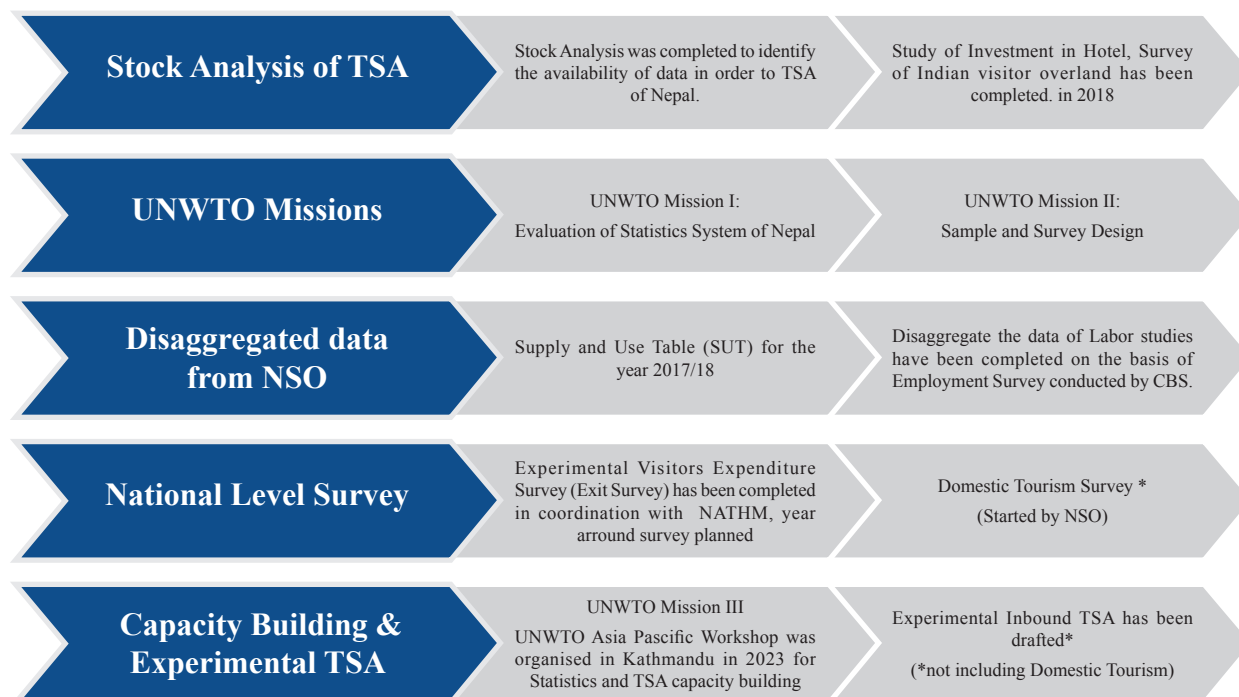
Revitalizing Nepal’s Fort Heritage: A Journey into History and Heritage

As part of Unification Trail of Nepal, a recent study tour to various historical Garhis (forts) of Nepal was organized by NTB in collaboration with the Nepali Army. The tour included visits to Halesigarhi (Halesi); Hathuwagarhi (Bhojpur) and Pauwagarhi (Bhojpur) ; Sanghurigarhi (Dhankuta); Bijaypurgarhi (Dharan); Chaudandigarhi and Udaypurgarhi (Udaypur); and Sindhuligarhi (Sindhuli). The study tour aimed to explore the historical significance, architectural features, and cultural heritage of these forts, while engaging with the local communities to gain insights into their perspectives and experiences. The study tour was a significant step toward understanding and leveraging the historical, architectural, and cultural heritage of Nepal’s forts. By combining military expertise, tourism insights, and community engagement, the tour laid the foundation for preserving these treasures while unlocking their tourism potential.



Update on Tourism Satellite Accounts and Visitor's Expenditure Survey

Tourism Satellite Accounts (TSA) is an internationally-accepted standard tool for accurately assessing the contribution of the tourism sector to a nation's economy. Nepal Tourism Board (NTB) in close coordination with MoCTCA, National Statistics Office (NSO) and Nepal Rastra Bank (NRB) and Technical Assistance with UN Tourism (then UNWTO) and UNDP Nepal has initiated the process of developing the Experimental Tourism Satellite Accounts (TSA) Framework for Nepal. However, the post-pandemic recovery of the tourism sector affected the survey process and its outcomes. The key progress and highlights of the TSA framework preparation to date are as follows:

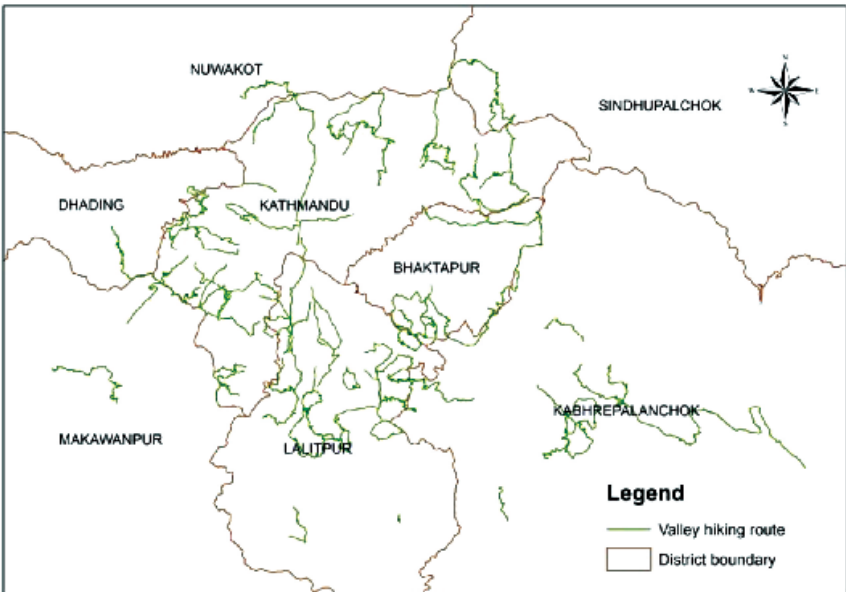


Experimental Visitors Expenditure Survey (Exit Survey) has been completed in coordination with Nepal Academy for Tourism and Hospitality Management (NATHM). NTB, in collaboration with NATHM, is planning to conduct a comprehensive Departing Visitors and Satisfaction Survey, with support from MoCTCA and the Nepal Rastra Bank, to complete the report.



Identification and Mapping of Hiking Routes around Kathmandu Valley

More than 50 hiking routes (short, moderate and long) trails have been identified around Kathmandu Valley (Kathmandu, Bhaktapur and Lalitpur) together with adjoining districts: Dhading, Makawanpur, Nuwakot, Kavrepalanchowk and Sindhupalchowk.



Prospects for Cruise Ship Operations

Nepal is renowned for the numerous rivers and streams, the origin of which lies in the Himalaya. These rivers are a great source of agricultural water and drinking water and at the same time provide very good opportunities for water tourism activities. A feasibility study on operating cruise ships has been conducted by the Nepal Shipping Office in the five major rivers: Karnali, Kali Gandaki, Arun, Narayani, and Rapti. According to the study, cruise ships with a capacity of up to 100 tons can potentially operate on the Karnali, Narayani, Kali Gandaki, and Koshi Rivers.

Table: Possibilities of cruise ship operation in Nepal (Source: Nepal Shipping Office)			
SN	River name	Place	Length (km)
1	Karnali	Khimidi - Khakraula	115
2	Kali Gandaki	Ramdi - Devghat	95
3	Koshi (Arun)	Tumlingtar - Chatara	75
4	Narayani	Devghat-Gandak	85
5	Rapti	Bhalubang - Sikta	102



Nepal Police and Nepali Army Capacity Building

Tourism knowledge and experience sharing with Security Forces of Nepal has been organized in regular interval. Orientation on Nepal’s natural beauty, cultural richness, geographic wonders, and adventurous opportunities and NTB promotional activities to all ranks within the Pre-Deployment Training Unit of the Nepali Army, who are assigned for peacekeeping missions

Similarly, lecture series on prominent issues of tourism such as Cultural Heritages, Sustainable Tourism Development and various aspects of tourism was delivered to the Tourist Police in regular interval.



Developing a Manual for Birdwatching Enthusiasts

Ecotourism is one of the major components of sustainable tourism. Bird watching tourism is growing in popularity around the world. Nepal ranks among the top ten bird watching destinations, boasts diverse habitats and has made strides in attracting birdwatchers across the globe. To capitalize on this, Bird Conservation Nepal in collaboration with NTB has compiled drafted a comprehensive guidebook based on prior studies to showcase Nepal’s prime birding hotspots. Hence publishing a comprehensive guide on the bird watching hotspots in Nepal will not only draw bird lovers and eco-tourists but also bolster sustainable tourism, benefiting the local economy. Designed to be an invaluable resource, the guidebook will provide detailed information on birding hotspots, model trails, and essential tourism facilities, catering to both tourists and birdwatching enthusiasts.





30th Annual International Conference of ISDRS on Sustainable Development Research

The 30th Annual International Sustainable Development Research Society (ISDRS) Conference took place from June 10-14, 2024. This annual event brought together scholars, practitioners, and policymakers worldwide to discuss sustainable development issues and share their research findings and experiences. The conference was hosted by Mid-West University and Nepal Open University, with Resources Himalaya Foundation serving as the conference Secretariat, in collaboration with various emerging universities in Nepal, as well as national and international organizations.

NTB had joined hand for the development of the conference knowledge product and used this platform as an opportunity to showcase the tourism products and destination to the academicians and researcher with an interest in sustainability.



International Workshop on Role of Tourism and Social Capital in Post Disaster Recovery

- International Workshop on Role of Tourism and Social Capital on Post Disaster Recovery was organized by Department of Geography and Environment Management, University of Waterloo, Canada.
- Sharing experiences on Nepal's tourism recovery following the political crisis, mega-earthquake, pandemic, and other recurring challenges, while emphasizing how the recovery period from extreme events and disasters provides an opportunity to understand resilient tourism.



Building Youth Leadership through Diplomacy

In a remarkable display of youth leadership and diplomatic prowess, Youth Thinkers' Society, in collaboration with the National Youth Council and Youth for Change, organized the National Youth Council Model United Nations (NYCMUN) 2024. This prestigious event brought together 200 participants from all 77 districts of Nepal, building dialogue, collaboration, and diplomacy among the nation's future leaders. With the resonating theme, "Uniting Nation through Diplomacy," NYCMUN 2024 set the stage for profound discussions and strategic deliberations. During the event Mr. Sunil Sharma, Senior Manager, played a vital role in NYCMUN 2024 as an expert speaker focusing on the agenda "Ecotourism and Sustainable Development: Balancing Conservation and Economic Growth" under the UN Body United Nations Environmental Programme. His experiences and insights, helped enrich the discussion and contribute to the delegates' understanding of this complex issue. The expert session was scheduled for one and a half hours, during which the delegates got an opportunity to engage with Mr. Sharma and learn about the basics of agenda and its significance in the Nepalese context. His perspectives played a crucial role in guiding the delegates as they researched potential solutions and presented a draft resolution at the end of the conference. The ceremony was held from the 9th of April to the 11th of April, 2024, at the SOS Hermann Gmeiner School in Madhyapur Thimi, Bhaktapur.





Fostering Youth Leadership in Tourism

An interactive session with KUSOM (Kathmandu University School of Management) MBA students on comprehensive understanding of the tourism industry in Nepal, its current state, and future prospects was conducted by Mr. Sunil Sharma, Senior Manager on May 19 at KUSOM. The session aimed to explore the current state, challenges, and potential growth opportunities for Nepal's tourism sector, emphasizing its socio-economic impact. The active participation of KUSOM MBA students underscored the role of youth in shaping Nepal's tourism future. This engagement sets a foundation for continued collaboration between academia and the tourism industry. An interactive Q&A session was conducted where students shared perspectives on entrepreneurship in tourism. By understanding the finer aspects of the tourism in Nepal, KUSOM MBA students can contribute to its growth and development, playing a vital role in shaping the future of this dynamic sector.



Write-shop on Promoting Sustainable Mountain Tourism for Climate Resilient Future and Green Circular Economy

The write-shop entitled “Promoting Sustainable Mountain Tourism for Climate Resilient Future and Green Circular Economy”, was held first of its kind in Murree, Pakistan on 11 – 13 June 2024. The program organized by Himalayan University Consortium and International Centre for Integrated Mountain Development (ICIMOD) and Kohsar University.

Nepal Tourism Board ensured the participation in the writes-hop which turned out to be very thought provoking, engaging and incubating that culminated into the common understanding of forming





cooperation and collaboration in tackling the negative impact of climate change in overall tourism sector in various countries including Nepal. The write-shop was a gathering of renowned personalities from various sectors including government representatives, private sectors, researchers, civil society organizations, and community members from Pakistan, China, Germany and Nepal. The best minds from across many countries were brought together at one place to brainstorm, use their expertise, knowledge, experiences at to formulate policy briefs.

Among the participants were from Nepal Tourism Board (NTB), Lumbini Development Trust (LDT), Kathmandu University LA College of Management, and President of Koshi Province Homestay Federation. The policy write-shop was focused on the pertinent issues related to mountain tourism and adverse impact of climate change on over all tourism including mountain tourism.

In the inauguration session, Director at NTB Mani Raj Lamichanne delivered a key note speech. Director Lamichanne highlighted the major activities being implemented by the government of Nepal and its line-in agencies. During the same session, Director Lamichanne put forth his views as to how the participating countries at the write-shop can exchange ideas, share knowledge, experiences and case studies that contribute in tackling the adverse impact of climate

change. Similarly, Director Lamichanne extended the possibility and avenues of cooperation and collaboration to his fellow Pakistani colleagues in a bid to launch a fight towards warning off the potential threats and dangers poised by the global climate change. In a panel discussion on the theme “Towards Resilient Mountain Tourism Future”, the NTB Director shared the panel along with the dignitaries from different walk of lives representing Pakistan and Germany. As one of the panelist, the Director shared the plans and actions undertaken by the government of Nepal and Nepal Tourism Board in a bid to mitigate and adapt the negative impact of climate change.

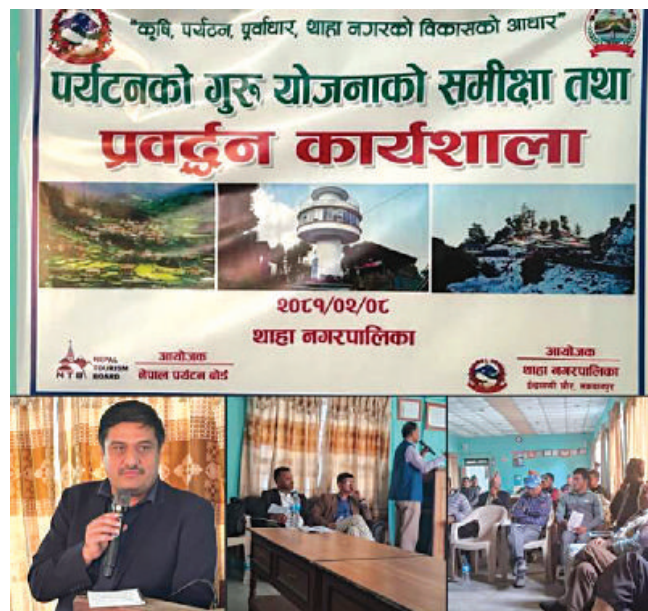
Besides, he shared the government’s efforts in finding out ways as to how the mountain tourism could adopt sustainable measures for uplifting the livelihood and communities residing in high mountains.

The participants appreciated the Nepal government’s initiatives towards mountain tourism and combating the negative impact of climate change on tourism and mountains.

During the side events, Director at NTB Lamichanne and CEO of Pakistan Tourism Development Corporation Aftab Rehman Rana discussed on the possibilities of partnership in increasing the tourism activities as well as deal with the common issues related to tourism in a mutual cooperation in both countries.

Review of Tourism Master Plan and Tourism Promotion in Thaha Municipality

Thaha Municipality and Nepal Tourism Board jointly organized a program on review of tourism masterplan which was developed by the Municipality in technical assistance from Nepal Tourism Board. The program was inaugurated by the Mayor of Thaha Municipality Mr. Bishnu Bista and was well attended by the tourism entrepreneurs of Thaha as well as the intellectuals alike. During the event, discussions focused on the execution of the prepared plans and strategies, highlighting the role of local government and stakeholders in their implementation. NTB Director, Mr. Mani Raj Lamichhane, provided a general overview of tourism in Nepal and emphasized how Thaha could benefit from its potential.



Sharing on Tourism Economics

Meeting with International Monetary Fund officials, officials of Nepal Rastra Bank and National Statistics Office on Tourism Economics!



Drafting of the new 'Tourism Policy 2081'

The policy, in general, is a set of regulations, strategies, guidelines and the new tourism policy which is currently in the drafting process envisions achieving the overall development goals of the country by successfully harnessing the potentials of tourism through effective and strategic management of Nepalese tourism industry. At present, the Nepalese tourism sector is guided by tourism policy 2065. Since, the country promulgated the new constitution in 2072 B.S, demand of new tourism policy has been realized vis-à-vis to address the changed federal political, economic and administrative set up, secularism, inclusive policy of governance, and gender friendly





state mechanism. In the changed context, the tourism policy 2065, needs to be overhauled and new policy, regulation and strategies needs to be introduced to address the emerging issues and global challenges that are directly linked with Nepal's domestic tourism industry as well. In this connection, the new tourism policy is in the making for which 'Tourism Policy Drafting Committee 2081' has been formed with the Ministerial level decision of the Minister for Culture, Tourism and Civil Aviation (MoCTCA) in 2081/03/31. The policy is being drafted jointly in coordination and consultation among the representatives from MoCTCA, government agencies, private sector and tourism stakeholders. This policy aims to develop and promote the entire tourism sector as one of the transformative sectors with an intention of achieving a balanced, equitable and sustainable socio-economic and environmental friendly development in the country.

The joint Secretary at the Ministry of Culture, Tourism and Civil Aviation (MoCTCA) is the co-coordinator of an eight- membered tourism policy drafting committee. Similarly, other members of the committee are the Director General (DG) of Department



of Tourism, the Chief Executive Officer (CEO) of Nepal Tourism Board (NTB), the President/ representative of Hotel Association Nepal (HAN), the President/ representative of Trekking Agencies Association of Nepal (TAAN), and Nepal Association of Tour & Travel Agents (NATTA) - among other members of government agencies.

After formation of this policy drafting committee, several meetings have been conducted at various levels to brainstorm the innovative ideas, concepts, plans and actions to be undertaken in a bid to introduce new draft of tourism policy 2081. With the intention of making Tourism Policy adaptive to emerging changes in the domestic and international settings and inclusive, gender and environment friendly, wider consultations and reviews have been sought from various stakeholders including tourism associations. In addition, government officials from MoCTCA, DoT and NTB have been intensely involved in reviewing, streamlining for giving the policy draft a final shape. A group of tourism experts have been continuously providing their invaluable feedback during the process of drafting and reviewing of the policy.



Developing the Concept of Nepal Tourism Decade

Nepalese tourism industry needs constant development, identification of the new tourism products and promotion of both new as well as existing products domestically and internationally. The government of Nepal principally agreed on launching Nepal Tourism Decade 2023-2032 which comes at a time when the entire tourism industry entered into the new phase of Post – Covid tourism recovery stage.

The announcement of the tourism decade is the combination of both development and promotion of those existing tourism products as well as the ones carrying vibrant potentiality of being one of the major tourism destinations in the country. In this regard, the government is putting a consolidated effort and partnering with the tourism stakeholders, private sector and its association in making the tourism decade a success. For making a tourism decade a memorable moment, the efforts have already been put up for the strategic partnership and preparedness with the key tourism players towards the promotional and developmental activities of the existing and upcoming tourism products as well as destinations.

The government agencies have geared up for the effective and efficient promotion of Nepal’s unique and diverse tourism products and destinations to inform the potential visitors about the tourism products with its

most attractive and innovative attributes to the audiences /consumers at-large in the offing. Following the government endorsement of tourism decade, different activities and campaigns were outlined and finalized with intense discussions at Nepal Tourism Board (NTB), Ministry of Culture, Tourism and Civil Aviation (MOCTCA) and Department of Tourism (DOT) and other tourism related private sector associations. For allocating adequate time in order to make necessary preparations for the tourism decade to make it a grand success, the government rescheduled the celebration of the decade for 2025-2034. Earlier, in a bid to formalize the designed activities, campaigns, programs for the celebration of tourism decade, a working committee was formed under the coordination of Former CEO of NTB Prachanda Man Shrestha. Following the working committee under the coordination of Former CEO Shrestha, an action plan finalizing committee has been formed by the Secretary at the Ministry of Culture, Tourism and Civil Aviation (MOCTCA) on 2081/07/28. The new committee, under the chairmanship of the joint- secretary at MoCTCA, which comprises of government officials, tourism experts, representatives from private sector and associations whose main task is to formalize and finalize the ideas, suggestions and concepts that come from the previous working committee. As an outcome of the rigorous work of the nine-member committee, the action plan for the implementation of activities, programs and campaigns related to the decade is almost finalized. A sharing session of the works done by Former CEO Shrestha led working committee was held among the private sectors and the feedbacks that emerged from the session were incorporated before finalizing of the action plan.



Furnishing Activities of Trekking with Standard Guidelines

Tourism activities should always be dynamic and should be adaptive to change. Along with this principle of change, the sectoral committee under the chairmanship of Hon. Minister for Culture, Tourism and Civil Aviation and the tourism ministries in the provinces unanimously have decided to regulate and manage the trekking activities with the set of standard guidelines. Such guidelines aim to maintain uniformity in such trekking/tourism activities throughout the country. Following this, the sectoral committee has formed another committee with the chairmanship of joint-secretary at the MoCTCA, and members including the Chief Executive Officer (CEO) of Nepal Tourism Board, Director General (DG) of Department of Tourism (DoT), Secretaries of tourism ministries of all provinces, Representative of Municipality Association of Nepal (MuAN), and National Association of Rural Municipality in Nepal (NARMIN) and Representative of Trekking Agencies Association of Nepal (TAAN). The committee has been given a 3-month time to suggest the guidelines for trekking and other tourism related issues and concerns such as investment opportunities in the sector. The tourism product inventories of the seven provinces is in the process of making. In this concern, NTB's Research Planning and Monitoring Department is coordinating with all stakeholders concerned. In this connection, several rounds of meetings and discussions have already been held for drafting trekking guidelines and finding out ways for addressing concerns related to the development of tourism products.



Reporting on the Progresses, Achievements and Activities to the Ministry of Culture, Tourism and Civil Aviation (MoCTCA)

An integral part of Research Planning and Monitoring Department is to conduct the monitoring and evaluation of the activities, progresses made by all the departments in Nepal Tourism Board (NTB) on a regular basis. The progresses on the milestones, targets and achievements made by NTB will then be reported to the Ministry in a fortnightly, monthly, trimester, half yearly and annual basis. The reports that NTB submits to the Ministry are often presented at the crucial policy making level meetings including Ministerial Level Development Action Committee (MDAC). The monitoring of the activities, programs completed or those in the process of completion plays a vital role to track the status of such programs, processes adopted leading to the successful completion of various kinds of tourism activities. Also, the evaluation helps to identifying the problems and challenges faced during the implementation

of the programs, and finding out possible ways, suggesting doable and practical solutions in order to tackle such problems and address the challenges while conducting similar programs in future. Both the monitoring and evaluation are done with an objective of smooth operation of programs /activities leading to successful completion with remarkable and substantial change oriented output and outcomes in the long run.



Coordination and Discussion with Different Local Level Government



The inter-governmental coordination plays a vital role in achieving a desired goal, objectives of development activities including tourism sector. Such coordinated and participatory development approach is a must for tourism development as well. Influenced by the similar philosophy, Nepal Tourism Board (NTB) tries to establish a coordinated and participatory approach at its development efforts.. Keeping this principle intact, NTB’s research department has conducted interactions and discussions with three local level bodies: Suryodaya Municipality- Ilam; Sandakpur Rural Municipality- Ilam, Dhankuta Municipality – Dhankuta regarding ‘Hill Station Development and Promotion Master Plan’ during the FY 2080/081. During such discussions, the private sector tourism stakeholders were also invited as facilitators and as an integral part of the inclusive development process. During preliminary phase of the project, the feedback was gathered from such participatory discussion programs and was further reported to NTB. The feedback submitted indicated that such programs should be designed unanimously with participatory approach, with NTB and other stakeholders, from the beginning to end of the project cycle. There were other problems at hand when we got the program to implement- like finalizing the land, where we should plan the Hill Station Plan. It should have been e addressed before finalizing the budget and the programs. Such clarity from the beginning, in budget and programs, would have nullified the post -budget problems at program implementation.

Achievement on Milestone Programs

The government of Nepal sets its Milestone programs in every fiscal year through its policy and budgetary mechanism. NTB gets the milestones from the government to be achieved for the particular fiscal year.

In the FY 2080/81, the government has set the following milestone for NTB along with the achievement made by the office as stated below:

S.N	Name of the Milestones	Milestones (achievements)
1.	International promotional activities	17
2.	Domestic promotional activities	101

Similarly, the fiscal year 2081/82, following milestones target has been set-up and their achievements are as follows:

S.N	Name of the Milestones	Target	Milestones status
1.	Preparation of tourism product profile	1	In progress
2.	International promotional program	34	In progress
3.	Develop Nepal as wedding destination	2	In progress

Feasibility Study for Mountaineering Museum in Kathmandu

The International Mountain Museum (IMM) was established on November 1st, 1973 by Nepal Mountaineering Association (NMA) on the lap of Annapurna and Dhaulagiri mountains in the beautiful city of Pokhara. The foundation stone of IMM was laid on 1st December, 1995 and it was officially opened on February 5th, 2004.

On 30th May afternoon, a meeting was organized between Nepal Tourism Board (NTB) and IMM at Pokhara at IMM office Pokhara. Officials from NTB participating this meeting were Ms. Pragya Ghimire and Mr. Sagar Shrestha. The meeting discussed on various issues of operating such museum-operation modality, revenue generation, and sustainability of the museum, technology and digitalization of services to visitors, modification and modernization of services, emerging issues to be addressed in operating the museum among others. The feedback of the meeting assisted on reaching the final decision regarding establishment of similar museum in Kathmandu. The possibilities for the same were discussed on the meeting. IMM and NMA were of the view of not establishing the similar museum in Kathmandu because it will shrink down the volume of the visitors for IMM, Pokhara. They further suggested that the volume of market to smoothly get operated the similar museum is not established yet and further there is no similar possibility in the near future. Instead they opined, the government should extend supportive hands and should indulge in promoting the institutions or organizations opened independently. Further, they suggested for establishing a museum on the theme of trekking or culture, or adventure. On the other hand, the land to establish the museum was not finalized by the budget and programs. We search for land but could not reach into the party offering the required land. Thus, we could not run the project as wished.





Sunil Sharma



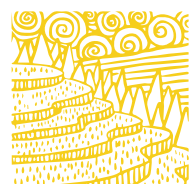




Gandaki Province Office



Bhotekoshi Rafting – Rohini Khanal



TOURISM ACTIVITIES OF NEPAL TOURISM BOARD, GANDAKI PROVINCE OFFICE, POKHARA

25th Pokhara Street Festival

On the occasion of the English New Year, Nepal Tourism Board, Gandaki Province Office, supported Restaurant & Bar Association Nepal (REBAN) Pokhara to organize 25th edition of the Street Festival, with the slogan 'Eat on the road, enjoy on the road'. The program was held in Pokhara Lakeside from 12th to 16th Poush 2080 (28th December 2023 to 1st January 2024). During the 5-day long festival, apart from the food festival different events and cultural programs were conducted.



12th Pokhara Mahotsab

Nepal Tourism Board, Gandaki Province Office, supported 12th Pokhara Mahotsab held in Amarsingh Chowk, Pokhara. The event was organized by United Club Pokhara from 26th Poush – 8th Magh 2080. It was a grand event where different activities were organized.



19th Lekhnath Mahosab 2080

Nepal Tourism Board, Gandaki Province Office, supported Lekhnath Chamber of Commerce & Industry for organizing 19th Lekhnath Mahosab 2080. The event was organized from the 5th to 16th of Poush in 2080.



Nepal Tourism Board, Gandaki Province Office supported Gorkha Chamber of Commerce & Industry for organizing Agriculture, Tourism, and Business Promotion Festival 2080. The program held from 19th Poush to 3rd Magh, 2080.



Nepal Tourism Board, Gandaki Province Office, supported Baglung Chamber of Commerce and Industry for organizing Baglung Festival 2080. The program was held from 11th to 22nd Poush, 2080.



Nepal Tourism Board, Gandaki Province Office, supported Awani Media for organizing 3rd Ghariyal Kabya Utsab in Swasthyadham, Nawalpur. The event was held on 28-29th Magh 2080. This program helped to raise awareness about Ghariyals, which are protected species in danger of extinction.

मास २९, २०८० नवीन पौडेल



8th Waling Mahosab

Nepal Tourism Board, Gandaki Province Office, supported Waling Chamber of Commerce & Industry for organizing 8th Waling Mahosab. The event was held at Waling Sports Ground from 18th to 28th of Magh, 2080.



New Canyoning Site Exploration & Festival

Nepal Tourism Board Gandaki Province office supported Jharnakhola Community Magar Homestay for New canyoning site exploration & festival. The program was held at Jharnakhola Hupsikot 4, Nawalparasi from 25th to 27th of Magh 2080.



11th Nepal Owl's Festival

Nepal Tourism Board Gandaki Province office supported Natural Resource Conservation Organization for organizing 11th Nepal owl's festival. It was held from 19th to 20th of Magh, 2080 at Jaljala Gaupalika-5, Lekhpahat, Parbat. This program raised awareness about the importance of bird conservation and ecotourism.



Holi Festival

Nepal Tourism Board Gandaki Province office supported REBAN Pokhara for organizing holi festival held on in 11th Chaitra 2080. Lots of foreigners joined the celebration.





1st Domestic Dragon Boat Race 2080

First Domestic Dragon Boat Race was held on 11th -12th Chitra 2080 at Begnas lake, Pokhara. The event was organized by Nepal Tourism Board Gandaki Province Office and Pokhara Metropolitan City. Lekhnath Hotel & Restaurant Association was the Local Partner.



Aarati Program

Nepal Tourism Board Gandaki Province office supported Mata Taalbarahi Aarati Sewa Samiti, Pokhara Nepal with various Pooja items for the sustainability of Evening Aarati of Taalbarahi Temple. The handover program was held on 29th Ashad, 2081.



Magar Diwas 2080

Nepal Tourism Board, Gandaki Province Office, supported Nepal Magar Sangh Syangja for Organizing Magar Diwas. The program was held at City Hall, Putali Bazar, Syangja on 15th Falgun, 2080.

18th Safal Pokhara International Marathon

Nepal Tourism Board, Gandaki Province Office, supported Nepal Ex-sportsman Forum for organizing 18th Safal Pokhara International Marathon held on 5th Falgun, 2080.



Annapurna Marathon

Nepal Tourism Board, Gandaki Province Office, supported Annapurna Sanctuary Tourism Committee for organizing Annapurna Marathon 2081. The event was held on Annapurna Day (June 3rd, 2024). The marathon started at Annapurna Base Camp and ended in Ghandruk.





Surya Tara Sports Festival, Pokhara

Nepal Tourism Board, Gandaki Province Office, supported Surya Tara Club, Pokhara for organizing a Sports Festival in Pokhara. The program was held at Bhandardhik from 2080/12/03 to 2080/12/11.



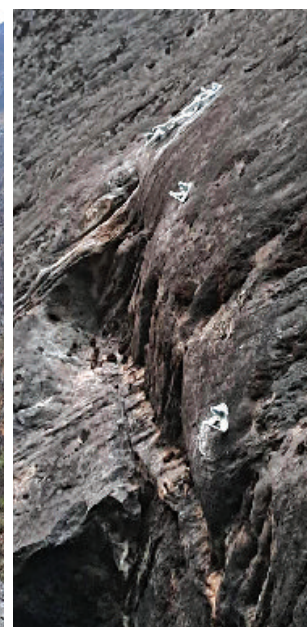
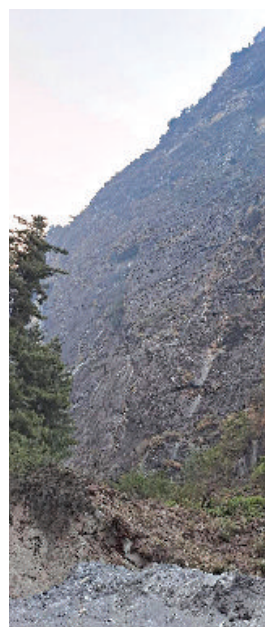
19th Fewa New Year Festival

Nepal Tourism Board, Gandaki Province Office, supported Hotel Association Nepal, Pokhara to mark and celebrate 19th Fewa New Year Festival 2081.



Muti-Pitch Bolted Routes, Manang

Nepal Tourism Board Gandaki Province Office Supported NMA Gandaki Province for developing an attractive muti-pitch rock climbing routes in Chame, Manang. The route was developed by French experts led by Ludovic Giambiasi who also gave a presentation to stakeholders in Pokhara.



Gorkha Street Food Festival



Nepal Tourism Board Gandaki Province Office Supported Gorkha Hotel Association for organizing Gorkha Street Festival 2080. The event was held at Ranipokhari, Gorkha from 30th Chaitra to 1st Baisakh 2081.



Nepal Sales Mission in Beijing

Nepal Tourism Board Gandaki Province Office along with NATTA Gandaki Province Office with the Support of Nepal Embassy in Beijing organized a Nepal Sales Mission in Beijing on 20th May 2024. 16 Tour Operators from NATTA Gandaki participated in the event held at Nepal Embassy, Beijing. More than 100 Chinese tour operators were present in the Event.

The event was successful in promoting Nepal and in particular Gandaki Province as safe and attractive tourism destination for Chinese Tourists. Moreover we requested the tour operators to lobby for direct flight between Beijing and Pokhara International Airport. The event helped to create B2B relation between Tour Operators of Gandaki Province and Beijing.



74th Annapurna Day

The 74th Annapurna Day was celebrated on 3rd June, 2024. The event was organized by Nepal Tourism Board Gandaki Province Office and Ministry of Foreign Affairs and supported by Government of Gandaki Province, Pokhara Metropolitan City and Pokhara Tourism Council. The partners of the programme were TAAN Gandaki and NMA Gandaki.

The Chief Guest of the event was Hon'ble Narayan Kaji Shrestha, Minister for Foreign affairs. Diplomats from over 15 countries graced the event and various programs were held to mark the event.



1st Cross Lake Open Swimming Competition

Nepal Tourism Board Gandaki Province Office Supported Gandaki Province Swimming Association for organizing 1st Cross lake Open Swimming Competition at Fewa Lake. The event was held on 29th Baisakh, 2081.

Promotion of Todke, Myagdi

Nepal Tourism Board Gandaki Province Office prepared a promotional video and booklet of Todke, Myagdi to promote Todke as a tourism destination in Myagdi.

Exploration & Promotion of Gurung Heritage Trail

Nepal Tourism Board Gandaki Province Office supported Gurung Tourism Entrepreneurs Association, Gandaki Province for the exploration and promotion of Gurung Heritage Trail. The program was held from 21st -30th Jestha 2081. They aim to establish Gurung Heritage trail as a go to trek for all the culture lovers and also are promoting this trek as an alternative trekking route in the Annapurna Region.



Manaslu Day



Nepal Tourism Board Gandaki Province Office supported Dharche Manaslu Tourism Development Committee for organizing 68th Manaslu Day on 9th May 2024.

Thorong Peak Mountaineering Training

Nepal Tourism Board Gandaki Province Office supported NMA Gandaki for organizing a Mountaineering training program in Thorong Peak. The main objective of the training was to produce new Mountain Guides in the region. The program was held from 24th -31st Jestha, 2081. The successful climbers were felicitated in Pokhara.





Pokhara Moto Cross Championship

Nepal Tourism Board Gandaki Province Office supported Pokhara Riders Club to organize Pokhara Moto Cross Championship held at Bamdi, Pokhara. The event was held on 23rd to 24th Chaitra 2080.



8th Sports Award 2080

Nepal Tourism Board Gandaki Province Office supported Nepal Sports Journalist Forum Gandaki for organizing 8th Sports Award 2080. The program was held at City Hall, Pokhara on 28th Baisakh, 2081.



Homestay Training

Nepal Tourism Board Gandaki Province Office supported Millennium Trek Management Committee for organizing a Homestay Training for Homestay Owners and workers in Tanahu region of Millennium Trek. The program was held at Lamagaon Suklagandaki -12 from 10-13th Jestha, 2081.



Honey Hunting Festival

Nepal Tourism Board Gandaki Province Office supported Dordi Rural Municipality for organizing Honey Hunting Festival in Tapgaon, Dordi, Lamjung. The event was organized on 26-28th Jestha, 2081. The wild honey collected from the cliffs have medicinal properties. The process of getting the honey is itself an adventure tourism product.



CDO Cup Badminton Competition

Nepal Tourism Board Gandaki Province Office supported Kaski District Badminton Association, Pokhara for organizing CDO Cup All Nepal Badminton Tournament 2081. The event was held at Covered Hall, Pokhara Stadium on 21-22nd Baisakh, 2081.



4th Tiger Cup Volleyball Tournament

Nepal Tourism Board Gandaki Province Office supported Tiger Group of Pokhara Nepal for organizing 4th Tiger Cup Volleyball Tournament 2024. The event was held at Pokhara Stadium from 1st - 6th Magh 2080.



Training for Drivers & Co-Drivers

Nepal Tourism Board Gandaki Province Office supported NTVA Gandaki for organizing Training for Drivers & Co-Drivers. The program was held in NTB's Hall in Pokhara from 7th to 8th Ashad 2081. Various topics related to hospitality, traffic and technical issues were covered in the training.



Training for Security Personnel

Nepal Tourism Board Gandaki Province Office in collaboration with Tourist Police Pokhara organized a two day training program for the security personnels in Pokhara. Representatives from Nepal Police, Armed Police Force, National Intelligence Department, Traffic Police, Tourist Police & City Police were present in the program. The program was held at Pokhara Grand Hotel on 24-25th Ashad, 2081.



Bird Watching Training & Bird Watching Trail Package Development

Nepal Tourism Board Gandaki Province Office supported Pokhara Bird Society to organize Bird Watching Training & Bird Watching Trail Package Development program. The program was held in Nawalpur from 9th -11th February 2024. At the end of the program a new Bird watching trail package was developed which was printed and distributed to stakeholders in Pokhara.



Trekking Guides Training

Nepal Tourism Board Gandaki Province Office supported TAAN Gandaki for organizing Trekking Guide Training to address the diminishing number of trekking guides in the region. The program was held on Taal Barahi School from 32nd Jestha – Ashad 10, 2081. The training program was conducted by NATHM. More than 200 participants benefited from the training.



Training Program for Small & Medium Hotel Professionals in Kaligandaki & Marshyangi Corridor

Nepal Tourism Board Gandaki Province Office & Hotel Professional Federation, Gandaki Province jointly organized training programs for Small & Medium Hotel Professionals in 4 Places Kaligandaki & Marshyangi Corridor.

The trainings were held in Gairidakot, Nawalpur (24-25th Chaitra 2080), Beni, Myagdi (15-16, Baisakh 2081), Damauli, Tanahu (30-31 Baisakh 2081) and Chame, Manang(8-9 Ashad, 2081).

More than 250 tourism entrepreneurs and workers benefited from the training and requested for more such trainings in future.



Handover of Life Jackets and Rope for Begnas Boat Association

Nepal Tourism Board Gandaki Province Office provided 300 Life Jackets and 1000 m Nylon Rope to Begnas Boat Association so that the tourists enjoying the boat ride can be safe. The ropes were essential for the tying of boats. The handover program was held at Begnas on 29th Ashad, 2081.



Handover of E-Bicycles to Tourist Police, Pokhara

Nepal Tourism Board Gandaki Province Office provided 2 Electric Bicycles to Tourist Police Office Pokhara. The keys of the bicycles were handed over to SP Mohan Thapa.

The Bicycles will be beneficial for patrolling along lakeside and also conveys NTB's commitment to clean energy.



2nd Syangja Aandhikhola Mahotsab

Nepal Tourism Board Gandaki Province Office Supported Syangja Chamber of Commerce and Industry for organizing 2nd Syangja Aandhikhola Mahotsab. The event was held from 19th Poush- 2nd Magh, 2080.



Canyoning Festival

Nepal Tourism Board Gandaki Province Office Supported Syangja Canyoning & Tourism Promotion Committee for organizing Adventure Tourism Sports Canyoning Friendly Competition & Festival 2081. The event was held at Kulman Waterfall, Khalte, Waling -4 on 9-11th Ashad, 2081.

8th Lamjung Mahotsab

Nepal Tourism Board Gandaki Province Office Supported Lamjung Chamber of Commerce and Industry for organizing 8th Lamjung Mahotsab. The event was held from 23rd Chaitra, 2080 to 1st Baisakh, 2081.

14th Pasgaon Mahotsab

Nepal Tourism Board Gandaki Province Office Supported Kholasothar Rural Municipality for organizing 14th Pasgaon Mahotsab 2080. The event was held from 19-20th Falgun 2080.

Ashad Mahotsab

Nepal Tourism Board Gandaki Province Office Supported Pokhara Tourism Council, Baglung Municipality & Krishi Sanjaal Pokhara-30 to organize paddy plantation festivals in Pame, Pokhara, Mulpani, Baglung and Begnas, Pokhara respectively. All the events were organized on 15th Ashad 2081.



Himalayan Extreme Triathlon Competition

Nepal Tourism Board Gandaki Province Office supported Himalayan Extreme Triathlon Nepal for organizing Extreme Triathlon Competition. Swimming event was held in Fewa Lake for 3.8 km. 173 Km Cycling was held from Pokhara to Baglung Kalika and back to kaade, Lumle. The final leg was 43 km running from Kaande through Australian Camp to Mardi View Point and ended in Lwang, Macchapuchhre Rural Municipality. There were participants from more than 20 Countries. The event was held on 29th Baisakh 2081.

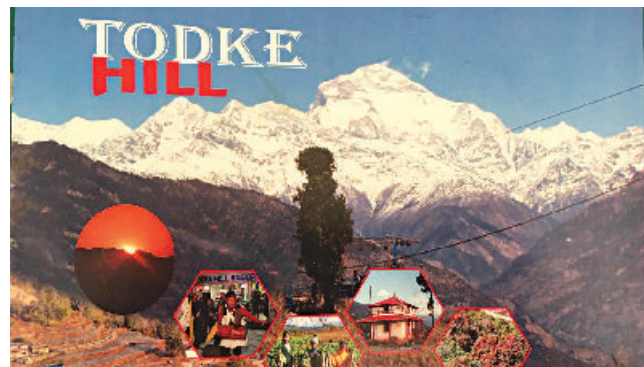
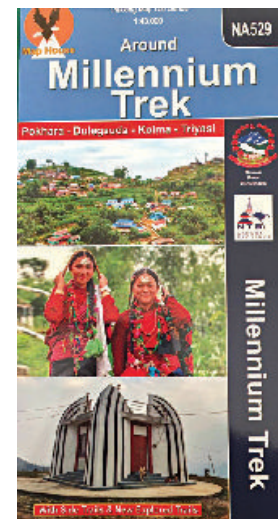
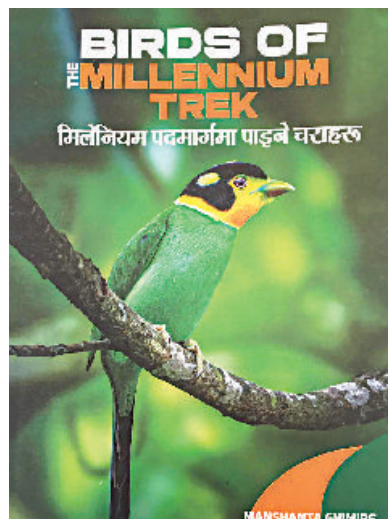
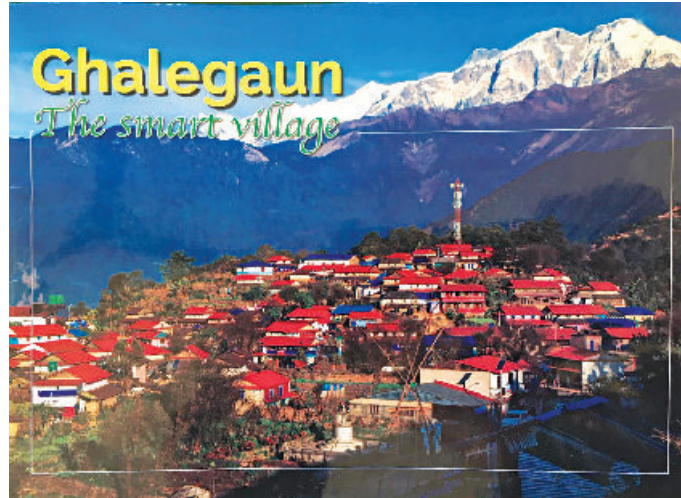


Production of Promotional Materials

1. Ghalegaon Booklet
2. Todke Booklet
3. Birds in Millenium Trek Book
4. Map of Millenium Trek
5. Brochure of Millenium Trek
6. QR Boards in Millenium Trek

23 QR Boards were established along the Millenium Trek to help the trekkers with necessary information in the trek. The QR codes lead to an updated website which was also supported by NTB and the website contained additional details of the area and the trek as a whole. QR Boards were established in Rock Garden, Ekle Danda, Dhor Barahi Temple, Rangbhang, Suntalabari etc.

7. Tshirts
8. Bags
9. Purse
10. Documentary of Royal Trek – Rupa Rural Municipality, Kaski



Training for Hotel Professionals, Nawalpur

Nepal Tourism Board Gandaki Province Office supported Nawalpur Hotel Professional Association for organizing a Food Safety Training for hoteliers on the occasion of World Tourism Day 2024. The event was organized in Nawalpur from 7-11 Ashoj, 2081



45th World Tourism Day Program in Pokhara

Nepal Tourism Board supported Pokhara Tourism Council who co-ordinated for various programs during World Tourism Day 2024. The following programs were organized to make the event a memorable one:

1. Welcoming of Tourist in Pokhara International Airport – Co-ordinated by HAN Pokhara
2. Wecoming of Tourists in Tourist Bus Park & Blood Donation Program – Coordinated by NATTA, Gandaki
3. Talk Show Program – Co-Ordinated by PTC
4. Mini Street Festival – Co-ordinated by REBAN, Pokhara
5. Homestay Promotion in Rinje Nasha – Co-ordinated by VTOF, Gandaki
6. New Trekking Route Exploration Parbat – Co-ordinated by TAAN Gandaki
7. Tourist Vehicle Rally – Coordinated by NTVA, Gandaki



45th World Tourism Day Program in Baglung

Nepal Tourism Board supported Baglung Municipality who co-ordinated for various programs to mark the World Tourism Day 2024.

8th Godawari Flower Exhibition

Nepal Tourism Board supported Floriculture Association Nepal, District Committee Kaski, for organizing 8th Godawari Flower Exhibition. The exhibition was held at Exhibition Center, Nayabazar, Pokhara from 12th to 16th Kartik, 2081.





ITF World Tennis Tour

Nepal Tourism Board supported Kaski District Tennis Association for organizing ITF World Tennis Tour J30 Pokhara. The tournament was held at Pokhara Stadium from 27th Nov. to 9th Dec. 2024. Many international players participated in the event.



3rd Pokhara International Mountain Cross Country Race

Nepal Tourism Board Gandaki Province Office & Pokhara Metropolitan City Jointly Organized 3rd Pokhara International Mountain Cross Country Race. The co-organizer of the program was Himalayan Tourism Forum. The race which was held on 24th Kartik 2081 was supported by Chinese Embassy in Nepal. The 50km race started from Barahi Ground, Pokhara and went through Pumdi Bhumdi, Mattikhan, kuvinde, ulleri khapaudi back to Barahi Ground.



Sunaulo Gandaki Sammunat Gandaki

Nepal Tourism Board Gandaki Province Office Supported ABC Media Group Pvt. Ltd. for organizing an interaction program entitled Sunaulo Gandaki, Sammunat Gandaki. The program was held at Nepal Tourism Board's hall on Ashoj 13th 2081. Chief Guest of the program was Hon'ble Surendra Raj Pandey, Chief Minister of Gandaki Province.



8th Deepawali Cultural Evening

Nepal Tourism Board Gandaki Province Office Supported Damside Club for organizing 8th Deepawali Cultural Evening held at Damside Pokhara on 14th Kartik, 2081.



Interaction Program at Mardi

Nepal Tourism Board Gandaki Province Office supported TAAN Gandaki for organizing an interaction program and field visit of Mardi Trek. The interaction was held at Mardi Low Camp on 22nd Ashoj, 2081. Further NTB and TAAN representatives also attended the Statue Unveiling of Late Mr. Sudip Gautam- Pioneer of Mardi Trek.



Cleaning Program in Fewa Lake

Nepal Tourism Board Gandaki Province Office supported TAAN Gandaki for organizing a Fewa Lake cleaning program. The program was held on 19th Ashoj, 2081. Hon'ble Mitra Lal Bashyal, Minister for Industry & Tourism, Gandaki Province was the chief guest of the event.



2nd Maulik Tihar Sanskritik Utsab

Nepal Tourism Board Gandaki Province Office Supported Pokhara Television & Media Pvt. Ltd. for organizing 2nd Maulik Tihar Sanskritik Utsab 2081. The program was held at Gandaki Academy on Kartik 14th 2081. 7 Groups participated in Deusi Bhailo Competition held during the event.



Sarangi Utsab

Nepal Tourism Board Gandaki Province Office supported Association of National Musician Kaski for organizing Sarangi Utsab. The program was held at Pokhara Event Center on 9th Kartik, 2081.





22nd Century Lhosar Mela 2080

Nepal Tourism Board Gandaki Province Office supported 22nd Century Losar Mela 2080



Bhaitika Festival of Hotel Association Pokhara

Nepal Tourism Board Gandaki Province Office supported Hotel Association Pokhara for the successful organisation of Bhaitika Festival in Pokhara.



Activities of Tourist Police Pokhara





Budget Head	Municipality	Work
5.3.4 Construction of Rock Climbing	Marsyangdi Rural Municipality	Chyameche Bheer rock climbing route navigation and construction
5.3.6 Construction of Infrastructure related to Paragliding	Bhirkot Municipality	Tourism infrastructure for the construction of Sorek Maidan Paragliding
5.3.7 Dordor Kot Tourism Park Infrastructure Construction	Bhanu Municipality	Dordor Kot Tourism Park Infrastructure Construction
5.3.8 Khorthape Chaur and Park Beautification and Upgradation	Bhanu Municipality	Khorthape Chaur and Park Beautification and Upgradation
5.3.14 Cycling Trail	Ajirkot Rural Municipality	construction of Nagipokhara- Mitu Kharka Cycling trail
5.3.15 Bishram Sthal Construction	Ajirkot Rural Municipality	construction of Bishram Sthal in Narku and Nagpokhari
5.3.16 Tourism Trail Upgradation	Ajirkot Rural Municipality	upgrading the tourist route from Dharapani to Ajirkot Kalika Temple
5.3.17 Trail Construction	Raghuganga Rural Municipality	Todke to Malikadhuri Padmarga Nirman
5.3.24 Trekking Trail Upgradation and Promotion	Rupa Rural Municipality	Creation of a documentary on Tourism Promotion
5.3.26 Hiking Trail Promotion and Upgradation	Bhirkot Municipality	Tourism infrastructure for pathway development from Kyu Daha to Kyu Thumka
5.3.28 Trekking Trail Promotion and Upgradation	Bhirkot Municipality	Koldanda to Khilung Homestay
5.3.29 Upgradation of Tourist Park	Bhirkot Municipality	Tourism infrastructure under for upgradation of Sundar Chaur Paryatak Park a



Budget Head	Municipality	Work
5.3.31 Trekking Trail Construction and Upgradation	Bhirkot Municipality	Millennium Trek Kokhe Jhama Sindhi Nirman , Park Nirman
	Birwa Gaon Palika	Millennium Trek for the consttuction of Kumerdung
	Birwa Gaun Palika	Millennium Trek for the construction of Bhasi Pokhari Park Nirman
	Waling Nagarpalika	Millennium Trek for the construction of Bhorle to Dware Gaira Basanta Chahara foot trail
	Bhirkot Municipality,	Millennium Trek for the construction of Ratopahara Gokul Park Nirman
	Shuklagandaki Nagarpalika	Millennium Trek for the construction of Durbarthok Park Paidal Marg
	Shukla Gandaki Nagarpalika	Millennium Trek for the construction of Lama Gaon Salbot to Tamu Sangrahalaya Foot Track
	Bhirkot Municipality,	Millennium Trek as per the agreement and report presented by Bhirkot
	Pokhara Municipality	Track construction and up gradation from Manipal to Kahu Dada
	Pokhara Municipality	Phewa Tal Badh to World Peace Stupa
5.3.33 Trekking Trail Construction		
5.3.34 Hiking Trail Construction		







Corporate Services



Sagar Shrestha



CORPORATE SERVICES DEPARTMENT

Highlights on the Major Activities

HR & ADMINISTRATION

Capacity Building for NTB Officials

Training Program Name	No.of Officials	Output
· Effective Budgeting, Financial Planning and Auditing, Thailand	3	Exposure and capacity enhancement of the NTB human resource
· Seminar on Integrated Development of Culture and Tourism for Developing Countries,PRC	6	
· NTB Officials participated in Seminar on Tourism and Hospitality Management for Belt and Road Countries,PRC	2	
· PATA Destination Marketing Forum in Phetchaburry, Thailand	4	
· Digital Marketing Training, Nepal	1	
· Official Participation in HR Meet-2024	3	
· Participation in“Leadership Excellence Program for Managers" organized by NASC	3	
· Online training on Financial Reporting standards	3	
· Advanced Public Procurement Training	2	
· HR Metrics and Strategy	1	

Other Activities

Activities	Output
Dashain and Deepawali celebration at NTB Office and Gift Distribution during Teej and Tihar festival	Culture preservation and team building
Participated in Teej Song/Dance Competition organized by Cultural Corporation	Culture preservation,Networking and team building
Operation of TIMS Desk and Revenue Desk on Holidays including Dashain and Tihar festivals	Facilitation in TIMS Card Distribution and timely settlement of issues related to NTB's revenue
Internship opportunities provided to the students of management,travel and tourism studies from different colleges	Availing the opportunity to students to learn about the working modality/environment of NTB





Seminar on Integrated Development of Culture and Tourism for Developing Countries



PATA Destination Marketing Forum, 2024

The PATA Destination Marketing Forum 2024 (PDMF 2024), organized from 12-14 November 2024 in collaboration with Phetchaburi Province, the Thailand Convention and Exhibition Bureau (TCEB), and the Designated Areas for Sustainable Tourism Administration (DASTA), and supported by the Tourism Authority of Thailand (TAT), concluded on November 14. The event took place at the Dusit Thani Hua Hin in Phetchaburi, Thailand, where over 370 international delegates from 26 destinations gathered.

Under the theme “Authentic Prosperous Journeys: Nurturing Culture, Culinary Delights, and Community Wisdom,” the event brought attention to tourism’s potential to lead change beyond just economic growth. It showcased community-based tourism (CBT) and explored its positive impacts on local communities, job creation, cultural preservation, and the collaboration between national and provincial authorities in promoting tourism.

Beyond knowledge sharing, the event spotlighted Phetchaburi as a prime example of a secondary destination flourishing as a global conference hub. From its warm sunny beaches and natural parks to its rows of toddy palm trees and salt fields, this UNESCO Creative City of Gastronomy showcased its rich cultural heritage, culinary traditions, and historic sites.

The Three day-long events included registration and networking session, destination experiencing sessions, followed by conference and a networking dinner that provided the participants and delegates from around the globe with ample opportunities to enhance their knowledge on tourism, stay updated with the global trends and increase their networks through various socializing events organized during the program.

The program was attended by four NTB officials Mr. Khem Raj Timalsena, Sr. Officer, Mr. Pradip Basnet, Sr. Officer, Ms. Roshni Poudel, Officer and Ms. Pragya Ghimire, Officer.



Training program on Effective Budgeting, Financial Planning and Auditing

NTB attended the training program organised by training institute Corporate Training Bangkok, Thailand from October 1 to 5, 2024 at Sukhumvit, Bangkok, Thailand. The participating NTB staff were Saroj Maharjan, Sagar Shrestha and Yubraj Gurung. The training program on “Effective Budgeting, Financial Planning & Auditing” focused on providing participants with the skills and tools to develop, implement, and monitor budgets effectively. Participants learned about best global practices in budgeting, ways to manage costs, and strategies for optimizing the use of financial resources in public organizations.

With the blend of our Professional Training Methodologies of real-world examples, discussions on global public finance trends, Experience Exchange Interaction to similar industries, provided participants to discuss challenges and solutions related to planning, budgeting and cost control in the public sector, broadening practical understanding.

The training program was a transformative experience that reinforced key financial skills and expanded our knowledge base. This type of comprehensive, hands-on training empowers our Accounts Department to perform at an elevated level of accuracy, responsibility, and professionalism, ultimately contributing to the organization’s long-term success and stability.



Integrated Development of Culture and Tourism for Developing Countries

Nepal participated the Seminar on “Integrated Development of Culture and Tourism for Developing Countries” sponsored by the Ministry of Commerce of People’s Republic of China and organized by Guangxi International Business Vocational College from 18 June to 1 July 2024. The seminar had 35 participants from Nepal, Armenia, Egypt, Ethiopia, Kenya, Laos, Malaysia, Trinidad and Tobago, Turkey, South Africa and Zimbabwe. Nepalese participation included officials from Nepal Tourism Board, MOCTCA and Civil Aviation Authority of Nepal. The seminar transferred the knowledge on the integration of culture and tourism along with its promotion focusing on Chinese example and how it could be applied in Nepalese context.

Mr. Santosh Bikram Thapa, Ms. Janaki Prasad Upadhyay, Mr. Sagar Upadhyaya, Mr. Rajeev Jha, Mr. Gopal Bhandari and Mr. Siddhartha Bishwokarma From NTB participated in the Seminar.



PATA Destination Marketing Forum

Community driven meaningful tourism as a medium for economic growth and upliftment emphasised in PATA Destination Marketing Forum in Bangkok.

A two day Pacific Asia Travel Agency (PATA) Destination Marketing Forum which began on 12th November in Phetchaburi, Thailand came to a conclusion with a commitment of making tourism sustainable, meaningful, inclusive and community driven on Thursday.

Inaugurating the day long conference on Thursday, 14th of November, Chairman of PATA, Peter Simone welcomed all the delegates and expressed his optimism that the diverse culture, language and hospitality of Phetchaburi province will not only promote the tourism of the province but also have a long lasting positive impact on the over all meaning growth of tourism in Thailand.

Similarly, Governor of Phetchaburi Province, Wanpen Mungsri stressed on the importance of tourism and its contribution on the shared economy for the economic upliftment of communities thereby making the tourism sustainable and meaningful at all levels.

Speaking at the panel discussion, CEO of NTB, Deepak Raj Joshi highlighted on the importance of finding new niche market for travellers as it has a big impact on the emerging tourism market.

The key issues such as the sustainable development goals, sustainability approaches taken in the tourism sector, community engagement and community driven tourism activities, climate change and its impact on tourism, MICE tourism, data driven marketing strategies among other issues were discussed at the program.

The event was participated in by over 360 delegates from 26 destination including Australia, Bhutan, Cambodia, China, Chinese Taipei, Gibraltar, Hongkong (SAR), Indonesia, India, Japan, Malaysia, Nepal, New Zealand, Oman, Palau, Singapore, South Africa, Spain, United Kingdom, United States of America among others.



Seminar for Tourism and Hospitality Management

Nepal was part of “Seminar for Tourism and Hospitality Management for Belt and Road Countries” organized by Shanghai Business School, held in Shanghai, China from June 13-26.

The Seminar focused on sharing knowledge on tourism development of China. It also provided platform for interaction and networking among the 28 representatives of tourism and hospitality sector from 10 different countries.

Nepal was also promoted during the Seminar interactions. At the time, NTB paid visit to the Honorary Consulate of Nepal in Shanghai Mr. Wu Jianming to discuss prospects of promotional collaboration in China market.

Managers from NTB Mr. Samir Bajracharya and Ms. Archana KC Rana participated in the Seminar.





Dashain and Tihar Puja





Participation in Teej Song/Dance Competition

Revenue - Tourism Service Fees

The **Tourism Service Fee (TSF)** of NPR 1,000 plus 13% **Value Added Tax (VAT)** is charged per non-Nepalese passenger departing from Tribhuvan International Airport (TIA).

Annual revenue from Tourism Service Fees for Financial Year 2080/81 was **Rs. 87.35 Crores**.

TSF billed for period Jan 1, 2024 to Oct 30, 2024

Month	Non-Nepalese Passengers (No.)
January	66764
February	68841
March	91240
April	96490
May	88444
June	67269
July	54057
August	58811
September	63031
October	88698
Total	743645

Top 3 TSF Collecting parties for period Jan 1-Oct 30, 2024

S.N.	Airlines Name	NPR
1	InterGlobe Aviation (IndiGo)	140,656,750
2	Qatar Airways	107,268,640
3	Air India	95,327,930



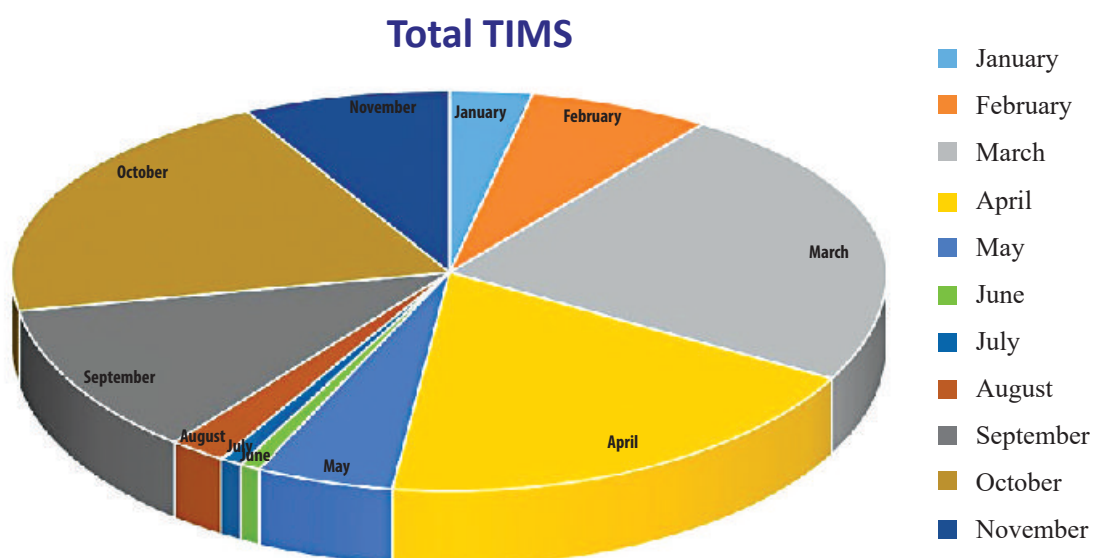
REVENUE-TIMS

TIMS (Trekking Information Management System) is trekkers registration system.Trekkers travelling to different as prescribed trekking routes require to have a TIMS registration through Trekking Agencies.

TIMS Card Details

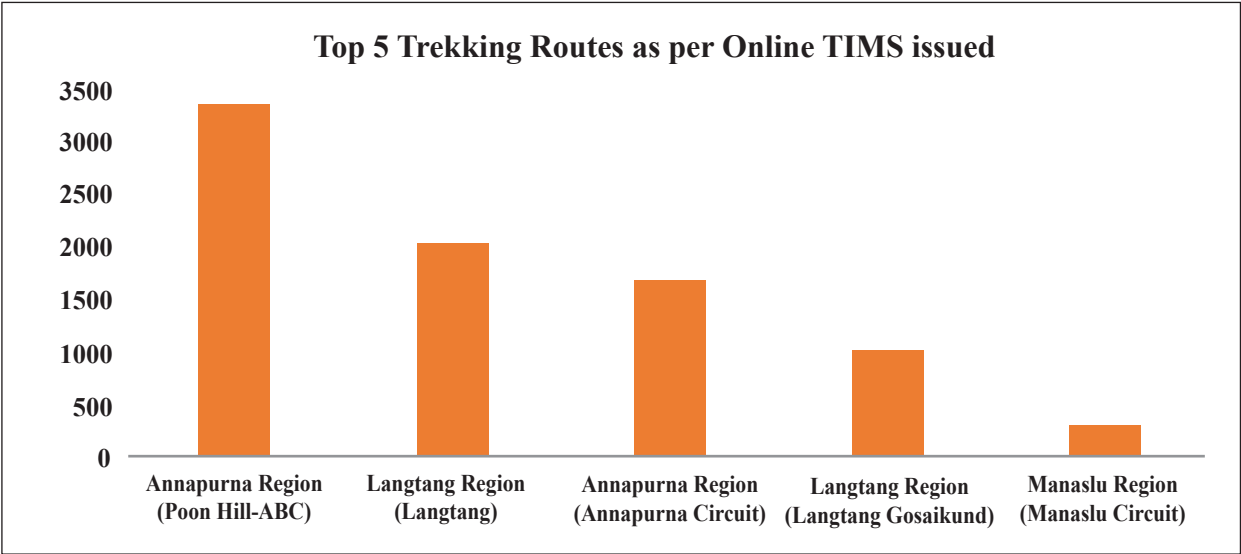
eTIMS issued for Period: 1 Jan,2024 to 30 Nov, 2024

Month	Non SAARC Nationals	SAARC Nationals	Child	Total TIMS
January	358 Nos	11 Nos	-	369 Nos
February	768 Nos	7 Nos	-	775 Nos
March	2188 Nos	34 Nos	-	2222 Nos
April	1883 Nos	46 Nos	3 Nos	1932 Nos
May	491 Nos	27 Nos	-	518 Nos
June	76 Nos	1 Nos	-	77 Nos
July	78 Nos	4 Nos	2 Nos	84 Nos
August	206 Nos	3 Nos	2 Nos	211 Nos
September	1135 Nos	17 Nos	1 Nos	1153 Nos
October	1904 Nos	17 Nos	1 Nos	1922 Nos
November	892 Nos	17 Nos	-	909 Nos
Total	9979 Nos	184 Nos	9 Nos	10172 Nos



Top Five eTIMS Buying Trekking Agency	
1-Jan-2024 to 30-Nov-2024	
Name of Agency	Total (nos)
Royal Mountain Travel	892
Raaiika Tours and Treks Pvt ltd	772
Divine International Explore And Treks Pvt Ltd	384
Three Sisters Adventure Trekking	252
International Trekkers Pvt Ltd	230

Top Five Trekking Routes as per eTIMS Issued	
1-Jan-2024 to 30-Nov-2024	
Name of Route	Total
Annapurna (Poon Hill-ABC)	3319



Financial Administration

Activity	Output
- Internal Audit for Financial Year 2079/80Completed - Final Audit (from Office of Auditor General)for Financial Year 2079/80 completed - Final Audit (from Office of Auditor General) for Financial Year 2080/81 in process	Compliance to statutory requirements
Integrated Accounting System (NTB ERP)gone live for accounting, inventory and fixed asset	Done away with discrete accounting and reporting systems
Earned revenue from interest amounting Rs.9.31 Crores	Additional revenue



HIGHLIGHTS OF 2023 SPORTS EVENTS

Futsal Tournament 2023

The Futsal Tournament proved to be an exhilarating showdown as teams from various departments battled it out on the field with skill, strategy, and determination.

Winner (Men's): Team Corporate Services Department

1. Surya Thapaliya (Team Captain)
2. Saroj Maharjan
3. Narayan Pd Basyal
4. Umesh Kumar Khatri (Player of The Tournament)
5. Manish Poudel
6. Pramish Bhandari (Best Goalkeeper)
7. Subash Poudel



Winner (Women's): Team Corporate Services Department

1. Sakina Miya
2. Rita Dhunguna
3. Prerana Lama
4. Rama Dahal
5. Juna Karki
6. Dhanu maya Tamang



Womens futsal highest goal scorer- **Sakina Miya**

Mens futsal highest goal scorer & player of the tournament- **Umesh Kumar Khatri**

Best keeper of the tournament- **Pramish Bhandari**



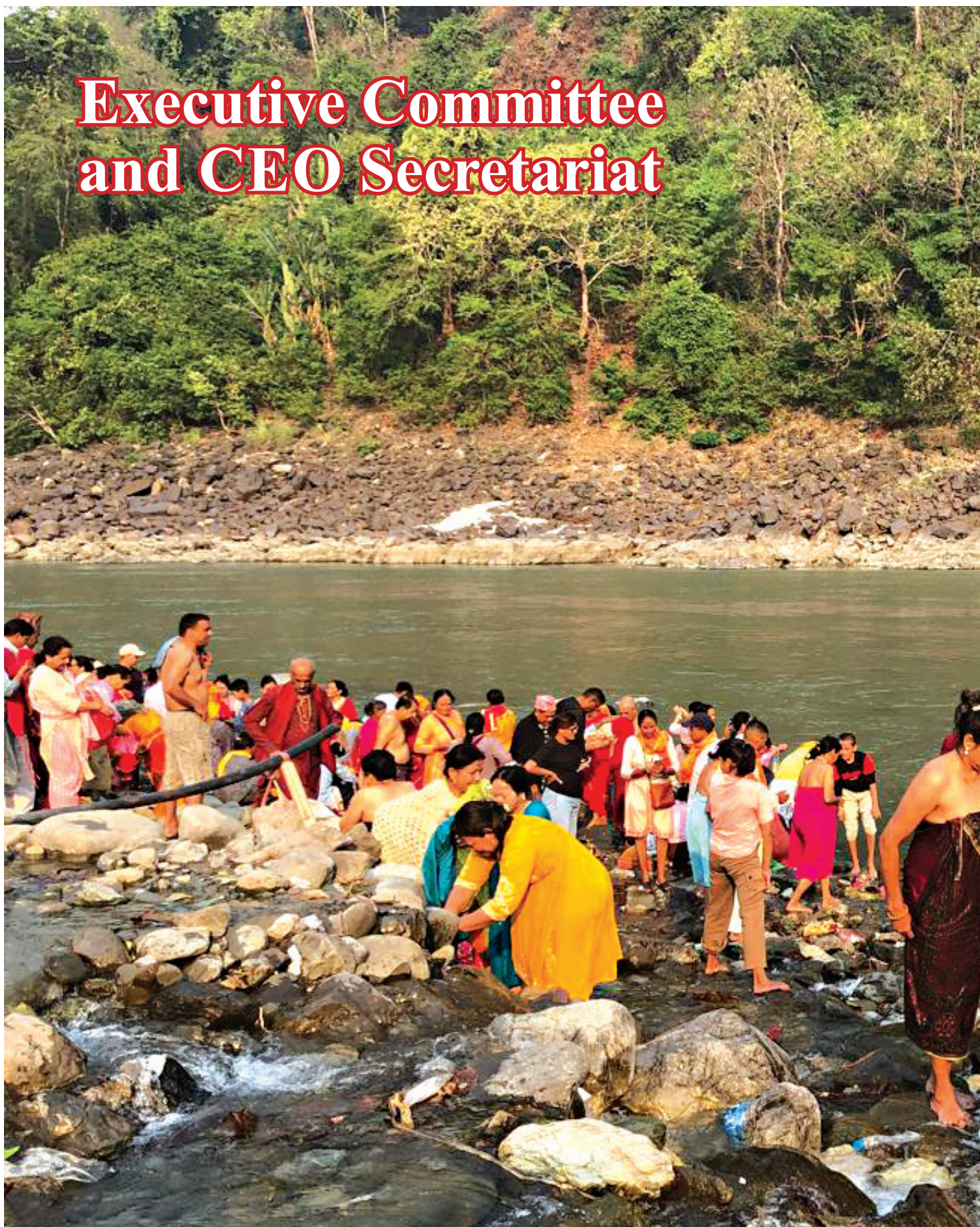
Table Tennis Competition

Table tennis competition was organized at the courtyard of NTB. Both male and female employees took part in the event which was held as a part of team building activities. The winners of the event were as follows:

TABLE TENNIS COMPETITION	
1 st Rank- SHREE BAIDHYA	1 st Rank- SAKINA MIYA
2 nd Rank- GOPAL BHANDARI	2 nd Rank- RAMA DAHAL
3 rd Rank- UDAYA BHATTARAI	3 rd Rank- JUNA KARKI



Executive Committee and CEO Secretariat





Kumbha Mela, Baraha Kshetra – Rohini Khanal



Executive Committee & CEO Secretariat

Various decisions on important topics were made in the Executive Committee meetings including annual budget preparation and endorsement, CEO selection, NTB Procurement policy in foreign countries and many other. Executive Committee formed different Sub Committees namely, CEO Selection Sub Committee, Source Management and Program and Budget Sub Committee, Finance Sub Committee, Nepal Tourism Board's Public Procurement in Foreign Countries Amendment Sub Committee for finalizing policy documents for NTB. On the basis of recommendation of CEO Selection Sub Committee, The Executive Committee selected Chief Executive Officer. During the vacant period of CEO, the Management Committee comprising of the heads of different departments operated the day to day to administration of NTB. Similarly, Source Management, Program and Budget Sub Committee prepared and submitted the budget and program for the Financial Year 2081/82 with consultation from various stakeholders which is in operation after approval from the Executive Committee. The Finance Committee held meetings regularly for finance and audit related issues. Nepal Tourism Board's Public Procurement in Foreign Countries Amendment Sub Committee prepared documents has been approved by Public Procurement Monitoring Office, (PPMO). Many policies related issues were discussed in the board meetings held during this period.





Ayu Marthini, Deputy Minister of Tourism and Creative Economy of Indonesia Makes a Courtesy Visit to NTB



A discussion took place on Friday at Nepal Tourism Board between Ni Made Ayu Marthini, Deputy Minister of Tourism and Creative Economy of Indonesia and Mr. Deepak Raj Joshi, CEO of Nepal Tourism Board, regarding the future prospects and possible collaborations on promotion of tourism and mutual cooperation between the two countries. Both parties expressed their commitment to move forward with a focus on collaboration in promoting tourism in both nations. The meeting was attended by H.E. Heru Hartanto Subolo, Ambassador of Indonesia to Nepal and Bangladesh, Ms. Nandini Lahe Thapa, Senior Director of Nepal Tourism Board and Mr. Laxman Gautam, Officiating Director of Tourism Marketing and Promotion Department, along with the officials from Nepal Tourism Board and staffs from the Indonesian Embassy.

Deepak Raj Joshi, welcomed as the 6th Chief Executive Officer of Nepal Tourism Board



The newly appointed CEO Mr. Joshi received the letter of appointment from Dr. Ganesh Prasad Pandeya, Secretary of the Ministry and Chairman of the Tourism Board and took the oath of office and secrecy on 21st Bhadra 2081 in presence of NTB staff members.



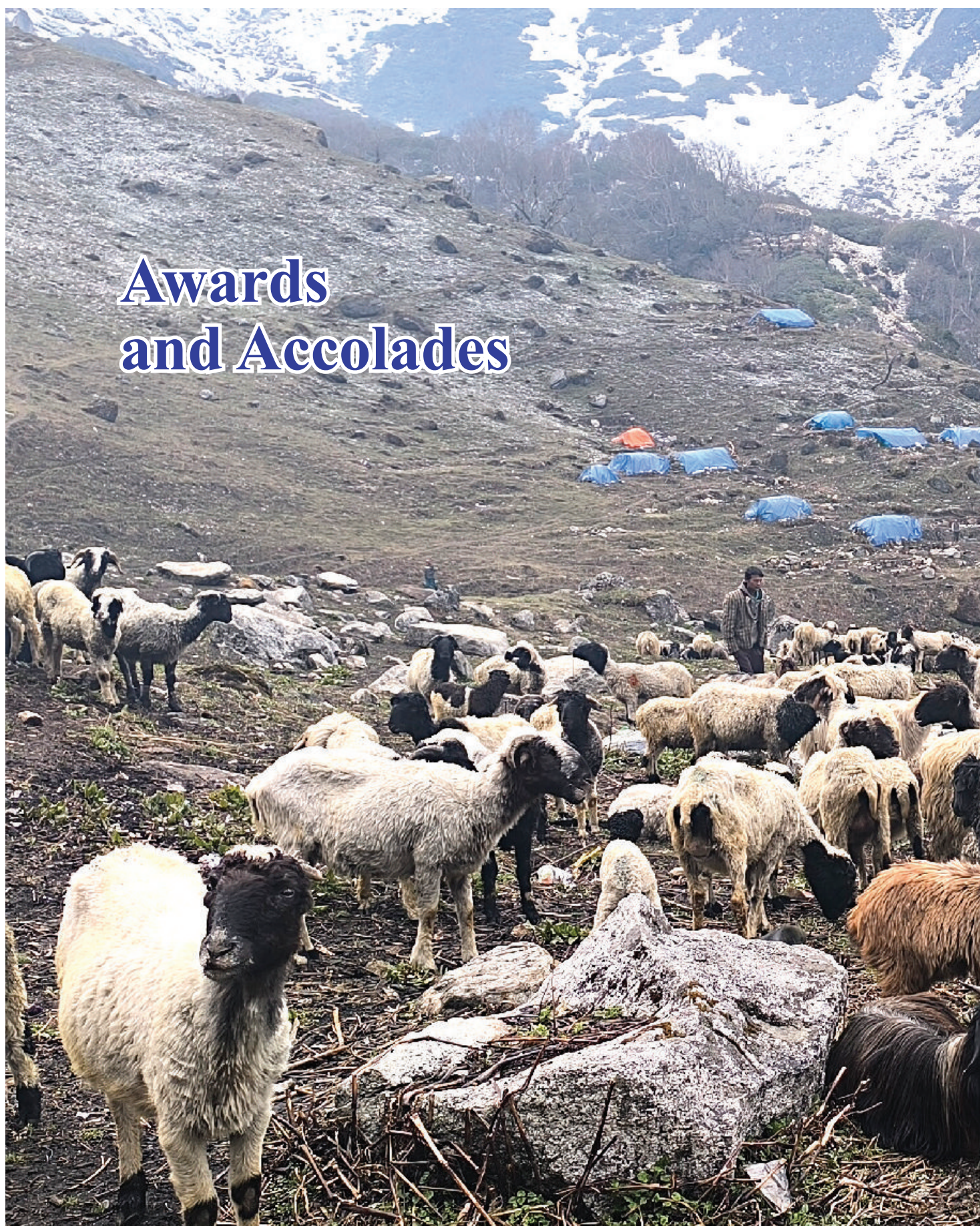


In another program organized to welcome the newly appointed CEO of Nepal Tourism Board, Minister, Ministry of Culture Tourism and Civil Aviation, Badri Pandey encouraged the Tourism Board to be more dynamic under its new leadership. CEO, Deepak Raj Joshi in turn pledged to work with the private sector to achieve government tourism goals and outlined a brief four-year plan. Private sector leaders urged the development of policies to support tourism growth.





Rohini Khanal



Awards and Accolades





Herding Sheep in the lap of Api Himad - Pradip Basnet



AWARDS AND RECOGNITION OF “DESTINATION NEPAL” IN 2024

Lonely Planet: Best in Travel 2025 “Top Region: Terai Nepal”



THE TERAI

REGION | NEPAL

Nepal's Terai region may not be as well-known as the Himalayas or Kathmandu, but these southern lowlands offer as many extraordinary experiences. See one-horned rhinos, saved from extinction, at Chitwan National Park or visit the Maya Devi temple in Lumbini, where the Buddha was born around 563 BCE.

Highlights

- 01** Take a canoe or boat safari along Chitwan's Rapti River, keeping your eyes peeled for rhinos and huge gharial crocodiles.
- 02** Look round Lumbini's Maya Devi temple, which marks the birthplace of the Buddha.
- 03** Enjoy a tasting session and help out with the harvest on a tour of one of Ilam's tea gardens.



Monika Deshpande for Lonely Planet

(Photo courtesy: Lonely Planet)





“Best Travel Friendly Destination” accolade at the Global Tourism Awards 2024

Nepal Tourism has been awarded the “Best Travel Friendly Destination” accolade at the Global Tourism Awards 2024 organized by Travel World Online (TWO). This prestigious award ceremony took place on August 2, 2024 in New Delhi, India. The Global Tourism Awards 2024 aim to celebrate the excellence and innovation within the tourism industry, highlighting individuals and organizations that have significantly contributed to the sector’s growth and development. With the industry’s leading experts as part of the jury, the awards promise to recognize the dedication and hard work of tourism professionals worldwide.

With this award, Nepal as a destination not only underscores Nepal’s charm but also enhances its appeal among Indian tourists, who have long supported and embraced our beautiful nation. As India remains a major source market for us, this accolade is a significant boost to our tourism efforts. On behalf of Nepal Tourism Board, Senior Director Mr. Hikmat Singh Ayer received this award and expressed his sincere appreciation to the organizer and even stressed that Nepalese hospitality is a cherished tradition, and we truly treat our visitors as family. He even welcomed all the distinguished guests to visit Nepal, where they’ll come as a tourist and leave as a friend.



Nepal Tourism Board wins the PATA Gold Award for Community Bases Tourism 2024!!

Sustainable Tourism for Livelihood Recovery Project - STLRP, a flagship project of Board and Nepal has been honored with the prestigious PATA Gold Award 2024 for “Community-Based Tourism” under the Sustainability and Social Responsibility” category.

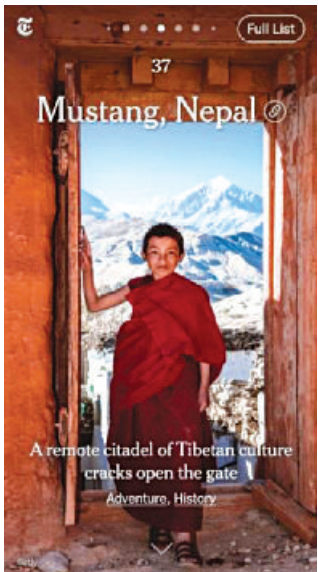
This award acknowledges the project’s contribution to creating tourism employment opportunities, developing tourism destinations, and empowering local communities through capacity building in sustainable tourism development.

This is the third consecutive year NTB/STLRP has received the PATA Gold Awards.



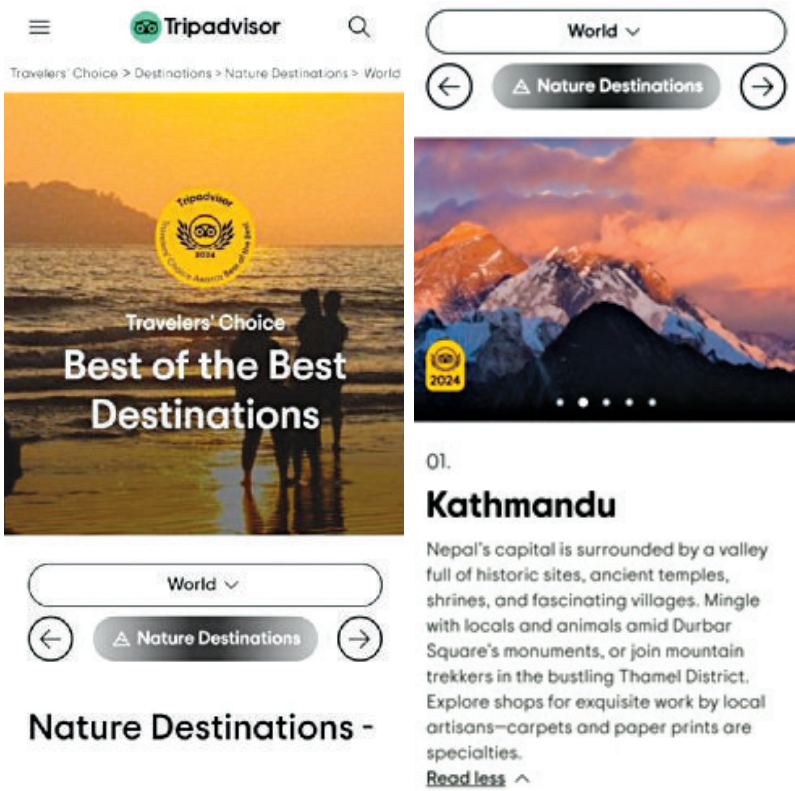
Top 100 locations on Earth for 2024 by Time magazine and New York Times: 52 Places to go in 2024

Nepal’s Burhan Wilderness Camps in Bardiya has been selected by Times Magazine as one of the top 100 locations on Earth for 2024. Experience Bardiya’s amazing adventure and beauty, a real gem in the middle of the wilderness.



(Photo source: Times/ New York Times)

Trip Advisor: Travellers Choice Award 2024



(Photo source: Trip Advisor)



Nominated for “Most Desirable Country”

Nepal has received a nomination for the coveted “Most Desirable Country - Rest of the World” category in the annual Wanderlust Travel Magazine Awards for 2024!



“Most Popular Cultural Tourism Destination” Award 2024

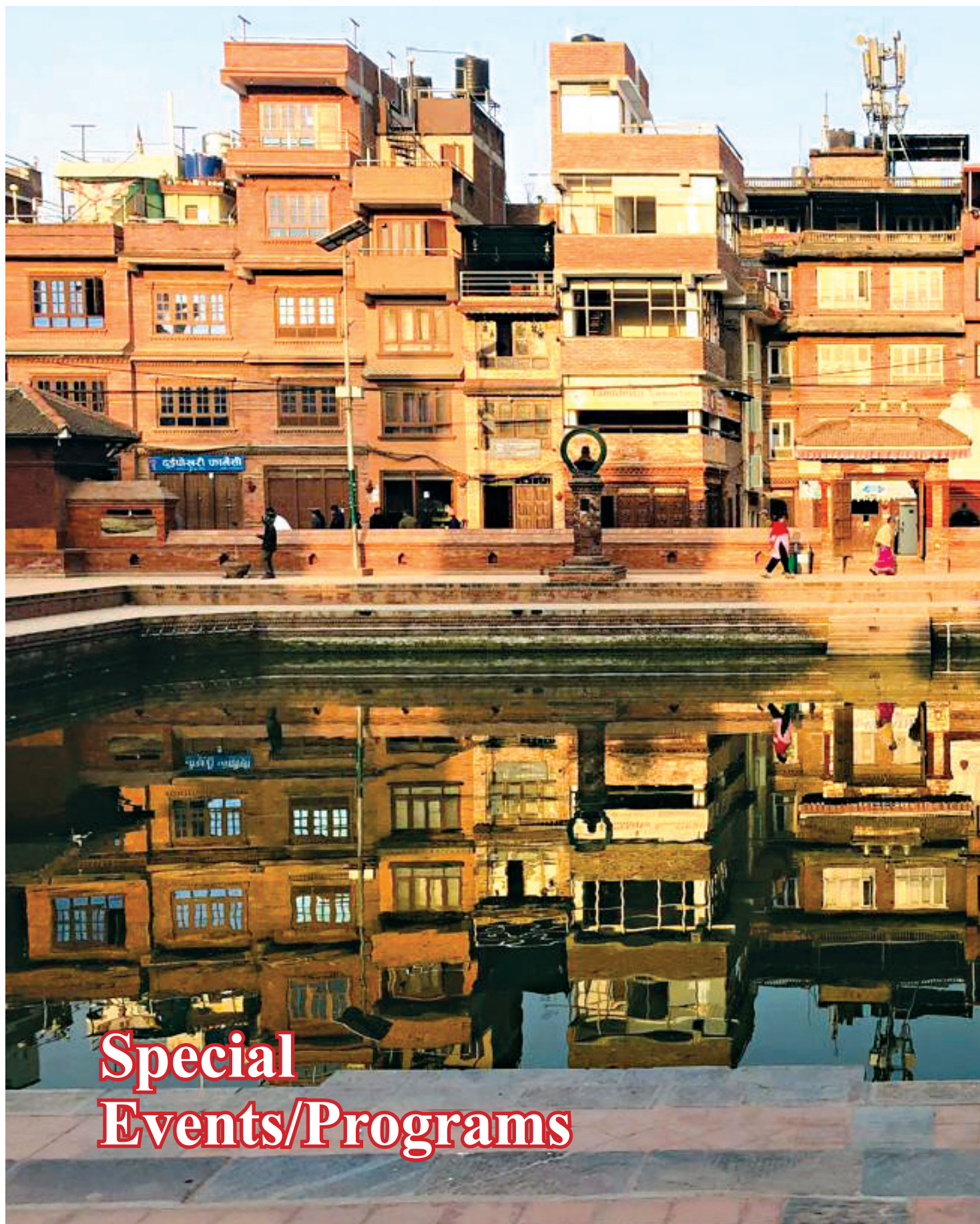
Nepal Tourism Board was awarded with the “Most Popular Cultural Tourism Destination” Award 2024 at 32nd Guangzhou International Travel Fair (GITF), which took place from May 16 to 18, 2024. In the programme PATA Nepal Chapter was also awarded as “Best Partner Award” and Jugal Holidays was honoured with “Gold Award” for product innovation at the show.





Kirtipur - Rohini Khanal







Thimi – Rohini Khanal



NTB Hosts 'Meet and Greet' Program with Designated Nepali Ambassadors



The Nepal Tourism Board (NTB) organized an interaction program on December 18, 2024, with designated Nepali ambassadors to various countries. The event aimed to foster discussions and exchange ideas on how embassies, NTB, and tourism entrepreneurs can collaborate to promote Nepal's tourism internationally.

During the program, the ambassadors emphasized the importance of a strong partnership between NTB and Nepali embassies to effectively showcase Nepal's natural beauty, rich cultural heritage, and adventure tourism opportunities to international audiences. They committed to promoting Nepal abroad, highlighting the need for NTB's support in achieving this goal.

Dr. Ganesh Prasad Pandey, Secretary of the Ministry of Culture, Tourism, and Civil Aviation and Chairman of NTB, assured that the board would provide necessary promotional materials and facilitate programs overseas. NTB Vice-Chairman Ram Prasad Sapkota (Kamal) underscored Nepal's potential as a year-round travel destination to boost tourist arrivals.

NTB CEO Deepak Raj Joshi briefed the ambassadors on the board's ongoing activities and reaffirmed NTB's readiness to support tourism promotion efforts.

Designated ambassadors who shared their insights included Dr. Shankar Sharma (India), Prof. Dr. Kapil Shrestha (South Africa), Ms. Chitrlekha Yadav (Australia), Ms. Sumnima Tuladhar (Denmark), Ms. Sewa Lamsal (Belgium and the European Union), Mr. Netra Prasad Timilsena (Malaysia), Mr. Jung Bahadur Chauhan (Russia), Mr. Sanil Nepal (Spain), Mr. Purna Bahadur Nepali (Sri Lanka), and Mr. Prakash Mani Poudel (Portugal). They pledged to enhance Nepal's global image through economic diplomacy, with a strong focus on tourism.



The program also saw active participation from key industry stakeholders, including representatives from the Hotel Association Nepal (HAN), Pacific Asia Travel Association (PATA) Nepal Chapter, Nepal Association of Tour and Travel Agents (NATTA), Nepal Association of Rafting Agencies (NARA), Society of Travel and Tour Operators (SOTTO), and the Tourism Sisterhood Organization.





Chinese New Year Cultural Festival in Kathmandu

Nepal Tourism Board, Embassy of the People's Republic of China in Nepal, Kathmandu Metropolitan City (KMC), Lalitpur Metropolitan City (LMC), Bhaktapur Municipality (BM) and National Sports Council (NSC) jointly organized the first Chinese New Year Cultural Festival in Kathmandu successfully. The month – long festival was celebrated from 14 January to 14 February 2024 with series of events – Chinese New Year Lantern Show, New Year Eve Parade in Thamel, New Year Parade in Durbar Marga, New Year Fair at Tundikhel, New Year Performances in Durbar Squares of Lalitpur, Bhaktapur and Gahana Pokhari; and Nepal-China Friendship Football Match in Dashrath Stadium.

The events were executed in coordination with All Nepal Football Association (ANFA), Nepal Wushu Federation (NWF), Nepal Overseas Chinese Association (NOCA), Chinese Enterprises Association in Nepal (CEAN), Cultural Corporation, Kantipur Media Group and Kutumba Band and BYD Motors.

The New Year's celebration started with "Chinese New Year Celebration Launching Ceremony", with a special performance on 14th January with various cultural performance of songs, dance, acrobats, instrumental music, and magic from Yunnan Province. The program was graced by Rt. Honorable Prime Minister Pushpa Kamal Dahal as Chief Guest along with former Prime Ministers, major political leaders, Government officials, and Security officials, Diplomats from Resident Missions, Tourism leaders and media.

As part of the month long event series Shangdong Photography Exhibition jointly inaugurated by NTB CEO, Dr. Dhananjay Regmi and Chairman of Bingzhou Photography Association, Mr. Li Jian Ming at NTB on 22nd January 2024. The week long exhibition "Flying Over the Himalayas – Nepal/Shandong (Binzhou) Cultural Week" and the "Qi Lu Splendors" showcased the beauty of Shandong and Bizhou through 60 photos. The exhibition was instrumental in promoting cultural and tourism development between the two countries through such collaborative efforts. Other special programs "Happy Spring Festival", The Losar (Tibetan New Year) in Kathmandu and Pokhara were held simultaneously.



The "Chinese New Year Lantern Show" in Ratna Park, Kathmandu was jointly inaugurated on 7th February by Hon. Minister of Culture, Tourism and Civil Aviation Mr. Sudan Kirati and HE Mr Chen Song. On 9th February, the eve of Chinese New Year celebration in Kathmandu, a New Year Parade in Thamel was organized in presence of Chief Guest former Deputy Prime Minister Mr. Prakash Man Singh. The parade was participated by His Excellency Mr. Chen Song, local Nepalese people, tourists, Chinese nationals residing in Nepal and many curious onlookers. The parade made

a round to different bustling streets of the place showcasing the captivating performance for the first time in Nepal fascinating the audience with Chinese Kirin, Dragon and Lion Dance.

Similarly, a Cultural Parade in Durbar Marg was held with much fanfare on 10th February morning. Chinese cultural troupes showcased the Dragon, Lion and Kirin dances along with Nepalese cultural performances Lakhey and Kumari



and other dances that captivated the audiences hugely. Hundreds of people on the roadside were enthralled to see the streets full of artistes in colorful cultural attire. Chief Guest of the program Ms Sewa Lamsal, Secretary, Ministry of Foreign Affairs Nepal and HE Mr Chen Song, Ambassador, People's Republic of China to Nepal along with dignitaries of different Nepalese organizations were present at the function. The dragon symbolizes power, good luck, fortune and prosperity in Chinese.



The highlight of the New Year's celebration was Nepal – China Friendship Football Match held at Dasharath Stadium on 10th February afternoon. Nepal led the match by 5-1, making a major sweep over China's Qinghai Provincial Youth Football Team and won the Lunar New Year Cup. Rt. Hon'ble Chairman of National Assembly Mr. Ganesh Timalisina, His Excellency Ambassador of Chinese Embassy Mr. Chen Song, Youth and Sports Minister Hon'ble Dig Bahadur Limbu, Member Secretary of National Sports Council Mr. Tanka Lal Ghising, representatives from various Diplomatic Missions in Nepal and other dignitaries were present at the event. Cultural performances by Cultural Corporation from Nepal and Dragon, Lion, and Kirin dance from Chinese troupes and popular Nepali folk instrumental band Kutumba were made in between.

A closing Gala Dinner with cultural program by Nepal Tourism Board was organised in honour of the players, cultural troupes, delegates from China, VIPs and other guests.

In continuation of the event, Rt. Hon'ble Indira Rana Magar, Deputy Speaker of the House of Representatives inaugurated the 3 day Chinese New Year Fair held on 12th February. His Excellency Mr. Chen Song, various political leaders and Ms Nandini Lahe Thapa, Off. CEO of Nepal Tourism Board were present at the event. The fair held in open air grounds of Tundikhel had stalls of food, auto show, book fair, open clinic, product exhibition and sales of furniture and other commodities.



The Cultural Parade in Handigaun held on 14th February in "Handigaun Dabali" was attended by Chief Guests His Excellency Mr. Chen Song and Deputy Mayor of Kathmandu Ms. Sunita Dangol. Local cultural performance of Handigaun along with musical instruments and the Chinese Dragon, Lion and Kirin dances were also performed in the parade. Handigaun is the oldest urban settlement of the valley and has almost 2000 year old rich history and culture. Chief guests, dignitaries, NTB officials, community members, locals and the performers from both sides paraded from Kotal Marg in front of Gahana Pokhari to Dabali and back to Gahana Pokhari.



The Cultural Parade in Bhaktapur Durbar Square, a world heritage site was held on 14th February afternoon after finishing the Handigaun parade. The ancient city Bhaktapur also known as Bhadgaon is a museum of medieval art and architecture with many examples of sculpture, woodcarving and colossal pagoda temples consecrated to different Gods and Goddesses. The city inhabited by indigenous Newari people in large groups take pride in their rich culture and heritage practiced very much till today. The city once housed the Malla Kings from 15th to late 18th century until the Kingdom was conquered in 1769 by late King Prithvi Narayan Shah. His Excellency Mr. Chen Song, Mayor of Bhaktapur Mr. Sunil Prajapati, Deputy Mayor Ms Rajani Joshi, all Ward Chairmen, NTB officials dignitaries, committee members, locals and visitors rallied within the Durbar Square with a formal program. The Chinese cultural troupes showcased the Dragon, Lion and Kirin dances whereas Nepalese side showcased the indigenous Makha Pyakha (monkey dance), Navadurga, Lakhey dance preserved and passed down from generations on. The audience were enthralled with all cultural performances.

The Cultural Parade in Patan Durbar Square, also a world heritage site was held in the late afternoon of 14th February after finishing Bhaktapur. Patan, famous as the oldest city in the Kathmandu Valley is also known as the “City of Fine Arts.” The exquisite artwork and architectural buildings scattered in and around the Patan Durbar Square, are from the 16th century and onwards. Most of the monuments of this Palace Complex were built during the reign of King Siddhi Narsingh Malla (1618 to 1661 AD), the first independent Malla dynasty King of Patan. His other great contribution is Krishna Mandir (1636 AD) dedicated to Lord Krishna which is the first specimen of Shikhara style architecture in Nepal.



His Excellency Mr. Chen Song, Lalitpur Ward 5 Chairman Mr. Bikas Man Shrestha, officials from Lalitpur Metropolitan city, NTB officials, dignitaries, committee members, locals and visitors to Patan Durbar Square rallied within the Durbar Square with a formal program. The Chinese cultural troupes showcased the Dragon, Lion and Kirin dances whereas Nepalese side showcased the indigenous Lakhey and Newari dances, instrumental flute, Dhimey Baja (drum of Newars) etc. A Newari Bhoj (Newari feast) with Newari cultural program along with Mangal Dhun (an auspicious tune played during festivals & celebrations) was organized by Lalitpur Metropolitan City for guests and artistes that enthralled them with rich experience of Newar culture and tradition.



Chinese New Year also known as the Spring Festival is one of the most important traditional festivals in China and celebrated by Chinese communities around the world. It marks the beginning of the lunar new year. The festival is a time for family reunions, feasting, gift-giving and honoring ancestors because it signals the beginning of spring in the region. The celebration also includes various cultural activities, such as dragon and lion dances, fireworks, and lantern festivals. These activities are believed to ward off evil spirits and bring luck and prosperity for the coming year.

Nepal and China share a historical close cultural and economic relation. They both boast rich histories and splendid cultures, with deep rooted cultural heritage. Cultural exchange is a crucial way to enhance mutual understanding and friendship between the people of two countries. This event will undoubtedly strengthen the cultural exchanges and cooperation between the two countries and contribute to the development and cooperation in tourism, trade and investment.



Nepal Promotion in World Bank Group: IDA 21 Third Replenishment Meeting, Kathmandu

The World Bank, International Development Agency's Third Replenishment Meeting #IDA21 concluded on June 21 with the participation of 200+ delegates from over 90 nations around the world. Nepal Tourism Board used this unique global platform to promote Nepalese tourism and provide information on tourism products and destinations to Delegates. The programme was graced by Management Co-chair and Senior Managing Director of World Bank Group, Mr. Axel Van Trotsenburg and Independent Co-chair Mr. Sheku Sambadeen Sesay. The event was organised by Ministry of Finance, Govt. of Nepal and World Bank Group from June 18 to 21, 2024. The event was first of its kind, demonstrating Nepal's status as an established MICE (Meeting, Incentives, Conference, and Exhibition) destination.





71st International Everest Day Celebrated in Kathmandu

The 71st International Everest Day was celebrated in Kathmandu with a variety of special programs and events on May 29, 2024. This day marks the historic first ascent of Mount Everest by Sir Edmund Hillary and Tenzing Norgay Sherpa on May 29, 1953.

In the leadership of Ministry of Culture, Tourism & Civil Aviation, Nepal Tourism Board, Department of Tourism, Nepal Mountaineering Association and other concerned Government institutions & private sector associations marched together for celebrating the 71st International Everest day.

A commemorative march took place, organized by the Everest Summiteers Association, Department of Tourism, Nepal Mountaineering Instructors Association, and the Union of Trekking-Travels-Rafting-Airlines Workers. The march started from Sanchaya Kosh Bhawan in Thamel and proceeded through Tridevi Marg, Durbar Marg, and Ghantaghar, concluding at the Nepal Academy in Kamaladi.

Notable climbers were recognized during the event. Kami Rita Sherpa was celebrated for setting a world record by summiting Everest 30 times, and Purnima Shrestha was recognized for summiting three times in a single season. Additionally, Lhakpa Sonam Sherpa received the Sagarmatha International Award 2024, and Khimlal Gautam was honored with the Baburam Acharya Sagarmatha Award 2024 for his contributions to accurately measuring Everest's height.

The program was conducted in presence of Right Honorable Prime Minister Pushpa Kamal Dahal as Chief Guest. Speaking in the program PM highlighted the importance of preserving Everest and addressing climate change impacts. He emphasized the need for international cooperation to keep the mountains pollution-free and manage climate-related challenges.

The celebration not only commemorated past achievements but also aimed to promote adventure tourism and environmental conservation efforts in Nepal. Further, on the occasion of 71st International Everest Day, NTB produced 500 Silver Award Badges for Everest Summiteers which was distributed by Department of Tourism.





Third Pokhara International Mountain Cross-Country Race Concludes in Pokhara

The Third Pokhara International Mountain Cross-Country Race has successfully concluded in Pokhara. The competition, which began at 7:30 AM, on November 9, 2024 was inaugurated by Minister of Culture, Tourism and Civil aviation Honorable Badari Prasad Pandey and His Excellency, the Ambassador of the People's Republic of China to Nepal, Mr. Chen Song, under the theme "Run for Common Prosperity."

The event was aimed at establishing Pokhara as a sports city thereby further promoting tourism in the 'Lake City' besides further bolstering ties between Nepal and China. According to the Media Coordinator, there were 10 teams from Nepal and 4 teams from China on the team side and 87 men and women from Nepal and 20 from China on the individual side.



The theme of the Competition was - 'Run for Common Prosperity'. In this competition, athletes had covered the 50 km by trail running, cycling and rowing in a boat race. The athletes had done the running up to the altitude of 2,258 meters above sea level in the mixed group category.

The event was organized by the Pokhara Metropolitan City, the Chinese Embassy in Nepal, the Nepal Tourism Board Gandaki Regional office, and the Himalayan Tourism Forum. It was supported by several guiding organizations, including the Gandaki Provincial Government, the National Sports Council, the Gandaki Provincial Sports Council, the Kaski District Sports Development Committee, as well as China's Yunnan Provincial Sports Bureau, the Yunnan Provincial Foreign Affairs Office, the Kunming Foreign Affairs Office, the Kunming Sports Federation, and the Kunming People's Association for Friendship with Foreign Countries.



Additionally, the Himalayan Tourism Forum-Pokhara, the Yunnan Mountaineering and Outdoor Sports Association, and the Kunming Mountaineering and Adventure Association had taken a lead in the implementation of the competition, while the Fedi khola Rural Municipality, Pokhara Tourism Council, Pokhara Hotel Association, Pokhara Chamber of Commerce and Industry, Pokhara Youth Council, Nepal Youth Entrepreneurs Forum-Pokhara Chapter, Lions Club of Pokhara Centennial, Nepal-China Friendship Association, Pokhara Overseas Chinese Association, and Pokhara Former Players Association had co-lead the event.

The competition featured a total prize pool of NPR 1,938,100 and included four different race categories: Team Relay, Challenge Individual Race, Student Race, and Happy Run Race. Approximately 1,200 athletes from Nepal and abroad participated in the event. A team of 134 athletes and officials from Kunming, China arrived in Pokhara on a chartered flight of Sichuan Airlines on November 7, 2024. Acting Mayor of Pokhara Metropolitan city Mr. Moti Timilshina, His Excellency, the Ambassador of the People's Republic of China to Nepal, Mr. Chen Song, and Officiating CEO NTB Hikmat Singh Ayer has welcomed the Chinese Delegation, headed by Director of Yunnan Provincial Sports Bureau, Director of Yunnan Provincial Foreign Affairs Office, Vice Director of Kunming Sports Federation and other 120 Athletes.



In Team Relay Cross Country Race

The Team Cross Country Relay race started at Barahi Ghat of Pokhara and passed through several scenic locations, including the National Bank Junction, Dam Side, Chhorepatan, Fushre Khola, Ramdi, Mattikhan, Deurali, Phedikhola, Damgade School, Salme Danda, Ram Kot, Kuwinde, Ulleri, Thaple Tiger Hill, Kabre, Pumdi-Bumdi, Tal Pari, The Bich Restaurant, and concluded back at Barahi Ghat. The Nepali team consisting of Sushil Shahi, Srikan Poudal and Srikash Rai became the champion after completing the race in 4 hours 20 minutes 14 seconds. Another Nepali team comprising of Karan Rawat, Narendra Singh Rawat and Nirmala Rai finished second with a time of 4 hours 22 minutes 29 seconds. The team of Pushpa Bhandari, Laxman Bhandari and Neeraj Bhatt came third. They completed the race in 4 hours 23 minutes 98 seconds.

The winning team won 4 lakh 58 thousand 400, the runner-up got 3 lakh 43 thousand 800, the third got 220 thousand 200.

In Cross Country Individual Race

This race covered a similar route as the Team Cross Country Relay race but with an extended distance. Chinese runners have won the individual cross-country race of the 3rd Pokhara International Mountain Cross-Country Race. This year's men's winner was Chinese runner Yang Qian Qian, who completed the race in 3 hours, 44 minutes, and 47 seconds. In the women's category, also Chinese runner Chen Wen Rong become first place.

Badal Karki of Kaski Modernized and Narayani Bhandari of Chhorepatan Mavi became the winners in the 5 km male category. Krishna Periyar of Kalika Mavi and Ramesh Budha of Tripura Mavi of Dolpa and Swikriti Karki of Kalika and Juhi Rai of Sinheshwari Mavi of Dhankuta were second and third respectively. More than 1,200 people participated in the race, including 64 Chinese.

Event will boost the Sports’s Tourism and International Relations

This international competition, in Pokhara, not only strengthened the friendship between Nepal and China but also added a new dimension to the Sports tourism and development of Pokhara. Such events play a significant role in the overall development of the city and contribute greatly to its growing recognition as a destination for international sports and tourism. The competition has attracted both seasoned runners and newcomers, highlighting the growing enthusiasm for mountain running in Nepal. This event also served as a platform for promoting international cooperation and tourism between Nepal and China.



Lumbini International Peace Festival Organized Successfully



The 1st Lumbini International Peace Festival was organized successfully April 5-6 with an aim to promote Lumbini as the “center of world peace and cultural tourism”.

The Festival concluded with the Lumbini Peace Concert that called out for “world peace and harmony” from the Birthplace of the Buddha and a UNESCO World Cultural Heritage Site, on the evening of April 6. The same morning was the Lumbini International Peace Marathon commemorating the “International Day of Peace and Development through Sport”, and had keen participation from local, national as well as international athletes.

Earlier on April 5, the Festival hosted the Lumbini International Meditation Day when a plea was made to the United Nations to set an “International Meditation Day” in reference to promotion of Lumbini. Hon’ble Deputy PM and Minister of Foreign Affairs Narayan Kaji Shrestha was chief guest at the Meditation Day program. He highlighted the importance of meditation in reaching highest potential of oneself, and appreciated the effort of the organizers for choosing Lumbini in Nepal for the series of peace programs.

The program also included a short discourse on the techniques by Acharya Gopal Pokharel, followed by 10-minute session of “ana paana meditation”. Members of the Sangha including monks and nuns of the LDT chanted sacred mantras and sutras for “world peace”. Almost five hundred participants including officials, organizers, delegates, athletes, monks, nuns, students, media and general public, were at the meditation program.

A day later, the Lumbini International Peace Marathon was held with keen participation from local, regional, national and international level and included athletes from China, Sri Lanka and Pakistan. In addition to marathon and running activities, ancient sports of archery and wrestling believed to have been in practice even in the Shakya





kingdom during the Buddha era, were demonstrated during the program. A 3 K walkathon was also open for general public.

Mr. Tirtha Pun from Baglung won the first prize for the Full Marathon (M) of 42.19 km completing it in 2 hrs 20 min 49 sec. Ms. Santoshi Shreshta won the Half Marathon (F) of 21 km completing it in 1 hr 18 min 45 sec. Mr. Nageshwar Ayer and Srijana Pandey 5K Open (M+F) won the first place in the respective categories, while Mr. Umesh Barai and Ms. Aruna Chaudhary 5K School (B+G) won the first place in the respective categories. Almost 20 lakh was distributed as prize money.

The Lumbini Peace Concert the same evening was joined by world-renowned Nepali singer and philanthropist Ani Choying Drolma who performed her most-loved songs including Buddhist hymns and chants. Famous musician Mr. Manose Singh who is the first Grammy nominee from Nepal played on the flute with Mr. Gopal Rasaili on guitar, Mr. Sanjay Shrestha on percussion, and Mr. Prince Nepali on Sarangi. Local artists performed “Lumbini Biraha” led by Mr. Radheshyam Pal and “Dheluwa” led by Mr. Sunil Tharu, and represented the rich culture and heritage of Nepal’s Terai.

Famous Chinese artists had also flown in to Bhairahawa a day earlier especially for the Peace Concert. Popular folk singer Ms. Wulan Tuya performed her numbers “High on the Grasslands Looking at Beijing” and “Horse



Harnessing”. Similarly, Ms. Lu Ning performed “Flowing Water” on “Guqin”, one of the oldest-known musical instruments with history of 3,000.

The Peace Concert was held at the Lumbini Square Theatre and had participation of more than 1,000 people including officials, organizers, delegates, athletes, artists, students, young professionals, media and the tourism fraternity.

His Excellency the Ambassador of the People’s Republic of China was present at all the three programs of the event. The Ambassador said the event had played an important role in further development of the friendship and bond between Chinese and Nepali people in addition to putting Lumbini on the global map as the center for world peace and culture. He appreciated the efforts of all to make the event successful.

Former Minister and President of Nepal Olympic Committee (NOC) Mr. Jeevan Ram Shrestha stressed on the potential of Lumbini as a unique cultural heritage with very high potential for bringing transformational changes to Nepal and the world. He said the 2-day event would be instrumental in inspiring similar programs in future.

Member Secretary of Lumbini Development Trust (LDT) Mr. Sanu Raja Shakya, appreciated the partnership for the development and promotion of Lumbini, and said LDT would wholeheartedly be part of such projects in the near future too.

Ms. Nandini Lahe-Thapa, Officiating CEO of Nepal Tourism Board (NTB), said the Festival had played an important role in positioning Nepal as a top “wellness and spiritual destination” by roping in the activities of body, mind and soul, through sports, meditation and music in the already popular spiritual and pilgrimage destination of Lumbini. Similarly, Mr. Mani Raj Lamichhane, Director of NTB, said the event had pioneered a unique and balanced mix of programs to connect Lumbini to health and healing.

Mr. Jay Prakash Bhattarai, Member Secretary of the Province Sports Council of Lumbini, said the event had helped in promoting Lumbini and the province as a hub for sports and tourism activities.

Former Minister and NOC President Mr. Shrestha, Member Secretary of LDT Mr. Shakya, NTB Director Mr. Lamichhane, and Lumbini Province Sports Council Member Secretary Mr. Bhattarai, were present at all the programs of the event.

NTB in coordination with LDT, Embassy of the People’s Republic of China in Nepal, NOC, and Province Sports Council Lumbini, organized the event. The event had Nepal Overseas Chinese Association (NOCA), Zhong Hua Monastery in Lumbini, and Lumbini Hotel Association as co-organizers, and was supported by Lumbini Buddhist University. The event was supported by GreenRoad and Changan Automobile.





First Nepal International Tourism Expo



The two-day First Nepal International Tourism Expo (NITE-2024) concluded successfully at Bhrikutimandap in Kathmandu on June 14 and 15, 2024. The Nepal Tourism Board promoted the event, which was sponsored by Kathmandu Metropolitan City and organized by Summit Events and Markets, with the participation of a number of associations and organizations. It was inaugurated by Hit Bahadur Tamang, Minister of Culture, Tourism, and Civil Aviation, and concluded by Deputy Mayor Sunita Dangol, who emphasized the importance of such events in developing Nepal's tourism and pledged ongoing support. The event, which drew participants from 16 nations, including Malaysia and Bihar, had 150 sellers, 250 buyers, and over 5,000 attendees. Several panel discussions about tourism were held. Key figures such as Ram Prasad Sapkota, Vice President of the Nepal Tourism Board, and international delegations stressed the expo's significance in marketing Nepal abroad. Bishnu Pandey, Founder/Coordinator of NIT, announced that the second edition will take place on May 30-31, 2025. The primary partners included Swift Holidays, HAMS Hospital, Khalti, a few hotels, and the Nepal Academy of Tourism and Hotel Management.



50th Anniversary of Diplomatic Relation between Nepal and South Korea

In commemoration of the 50th anniversary of Diplomatic Relations between South Korea and Nepal, a maiden expedition to ascent the Jugal Himal 1 (6591 mt) and Jugal Himal 2 (6518 mt) was jointly organized by Ministry of Culture, Tourism and Civil Aviation, Nepal Tourism Board, Embassy of The Republic of Korea in Nepal, Nepal Mountaineering Association and Jugal Rural Municipality from 7 April to 25 April 2024. The expedition team comprised of 7 Korean and 3 Nepalese climbers, all acclaimed in their field. Showing its strong commitment, the Government waived off the royalty and further strengthened the ties.

Paying tribute to the establishment of the diplomatic relations, then Prime Minister Shri Pushpa Kamal Dahal 'Prachanda' handed over Nepali national flag to Korea-Nepal joint expedition team.

A special program to honour the expedition team on 28th April 2024 to celebrate this special feat of mountaineers was organized in Radisson Hotel, Kathmandu in presence of Members of Parliament, Embassy officials and eminent personalities from tourism trade.

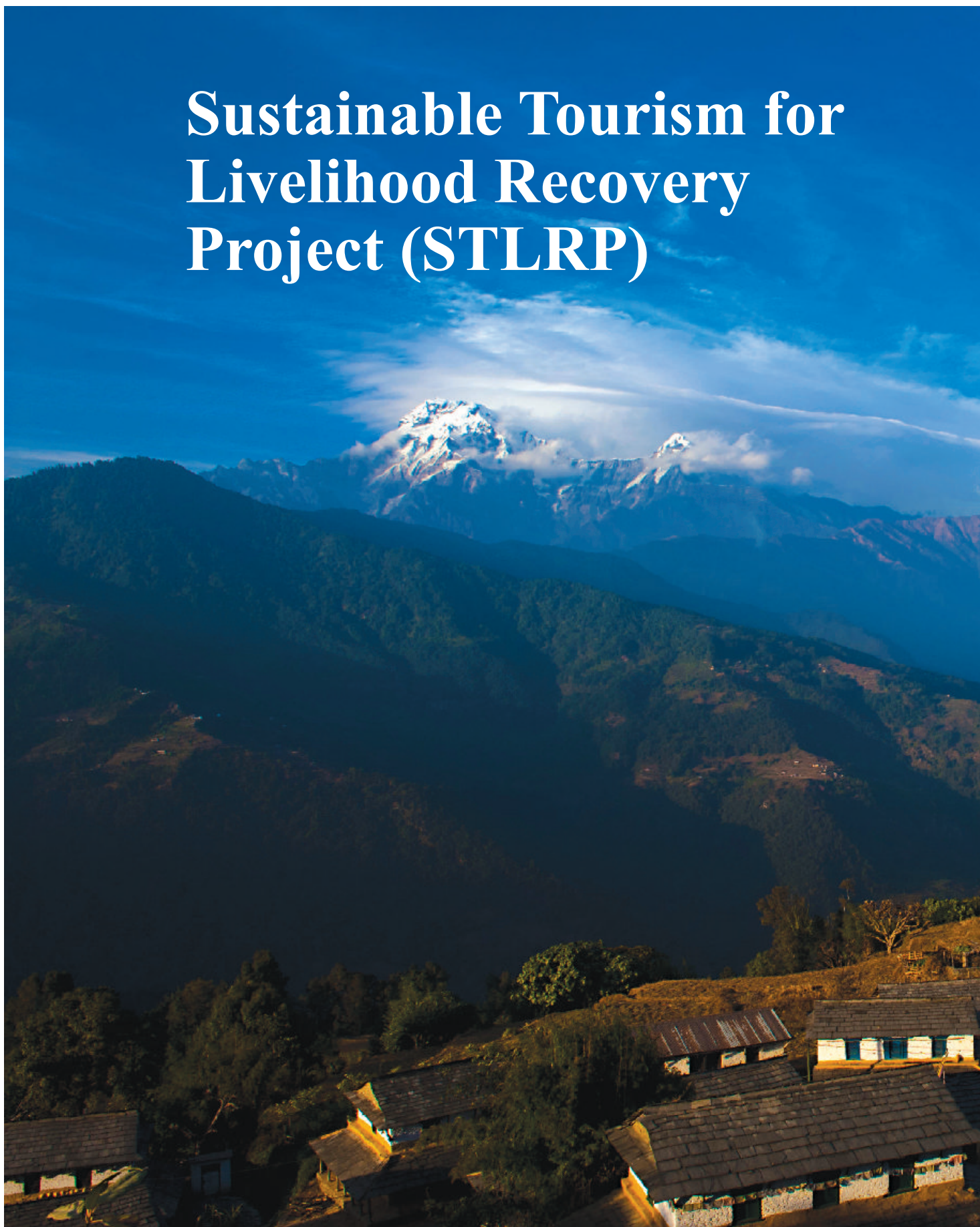




Pumdikot, Pokhara – Rohini Khanal



Sustainable Tourism for Livelihood Recovery Project (STLRP)





Fishtrail – Sunil Shrestha



SUSTAINABLE TOURISM FOR LIVELIHOOD RECOVERY PROJECT

1. Project Information

Project Number	00111755
Duration	01/01/2021 to 31/12/2024
Implemented by	Nepal Tourism Board (NTB)
Collaborating Institutions	Local Governments, Private Sector Tourism Associations
Total Planned Budget	USD 3,275,385.00
Total Resource Available	USD 3,222,305.00
UNDPTRAC	Planned Budget: USD 1,700,000 Actual Resource Available: USD 1,676,153 (52%)
NTB	Planned Budget: USD 1,575,385 Actual Resource Available: USD 1,546,152 (48%)
2024 Budget	USD 308,000 (only from UNDP TRAC)

2. STLRP Key progress, 2024

- Generated short-term jobs for 198 tourism-dependent people including 38 women and created 6,767 person-days of employment via re/construction of small-scale tourism infrastructure in partnership with local governments.
- The project promoted 16 domestic tourism destinations in coordination with local governments and completed the handover of the schemes to 85 local governments (carried out in the years 2021, 2022, 2023, and 2024 respectively).
- Enhanced skills of 1,567 tourism sector workforces including 401 females (26% Women, 2% Dalit, 51% Janajati, and 47 others) via 30 skill-based trainings across the country (41 districts) in public-private partnership modality. Out of 1,567 people, 301 became homestay entrepreneurs, of which 151 are led by women, fostering economic empowerment and inclusive tourism practices. Similarly, 933 licensed trekking guides including porters (171 women) returned to their jobs (re-entered the workforce) with enhanced skills like trekking, heritage, photography, videography, wilderness, first aid, rescue, trail navigation, personal hygiene and sanitation, etc., enhancing service quality and their earning potential. Further, 350 people were trained and certified in different tourism skills, and 80% secured employment opportunities, demonstrating the effectiveness of skill development initiatives in addressing workforce demands.
- Support to strengthening the capacity of 52 local government (102 local government staff including the Mayor, Deputy Mayor, Chief Administrative Officer, and tourism focal person) on tourism policy and planning across the country and developed around 1,500 young tourism ambassadors by establishing 150 sustainable tourism clubs in 34 districts of Nepal across all provinces.
- Supported the development of knowledge products 1) Lumbini Tour Guide Manual, 2) National Trekking Trail Strategy 3) Trekking trail profile including trail development/promotion plan, maps, visitor guide book, and brochure of selected trails, and 4) development of promotion trail guide book of Nepal.
- Digitization of 100 tourism destinations and development of an online learning course for international travel agents and tour operators
- Provide technical support on policy intervention for Domestic Tourism Promotion and Awareness campaigns; Janakpur Literature Festival, Karnali Conclave.
- Developed promotional documentaries and travel episodes; Buddha Himal Himalchuli Trail, Everest Dudhkoshi Cultural Trail, Umakunda Dudhkunda Tate Trail, Chaurideurali Sailung Trail, Gangajamuna-



Tinsure Trail, Everest Base Camp/Region (Solukhumbu), Khaptad (Bajura), Lomanthang/Upper Mustang (Mustang), Janakpur (Dhanusha), Ilam/Shree Antu (Ilam), Mundum Trail and RARA.

- Completed final evaluation of the project, best practices and lesson learned documents, tracer study of the skill-based training program, changed stories (20 stories), and GESI Analysis of the tourism sector.
- Regular monitoring and quality assurance visits (#15) were conducted, of which (2 were carried out by UNDP Nepal, 1 was a joint monitoring visit, and the remaining visits were conducted solely by STLRP.
- Honoured and received prestigious PATA Gold Awards in the year 2024 for Community Based Tourism under Sustainability and Social Responsibility, the project was recognized for creating employment opportunities in tourism, developing tourism destinations, and empowering local communities in sustainable tourism development.

3. Project coverage

The project reached almost all districts while implementing small scale- tourism infrastructure and building the capacity of tourism stakeholders. The project covers a total of 42 districts. Training has been provided in 41 districts, highlighted in green on the map. Infrastructure development has been carried out in 1 district, highlighted in orange, while both infrastructure and training have been implemented in 1 district, highlighted in blue on the map.

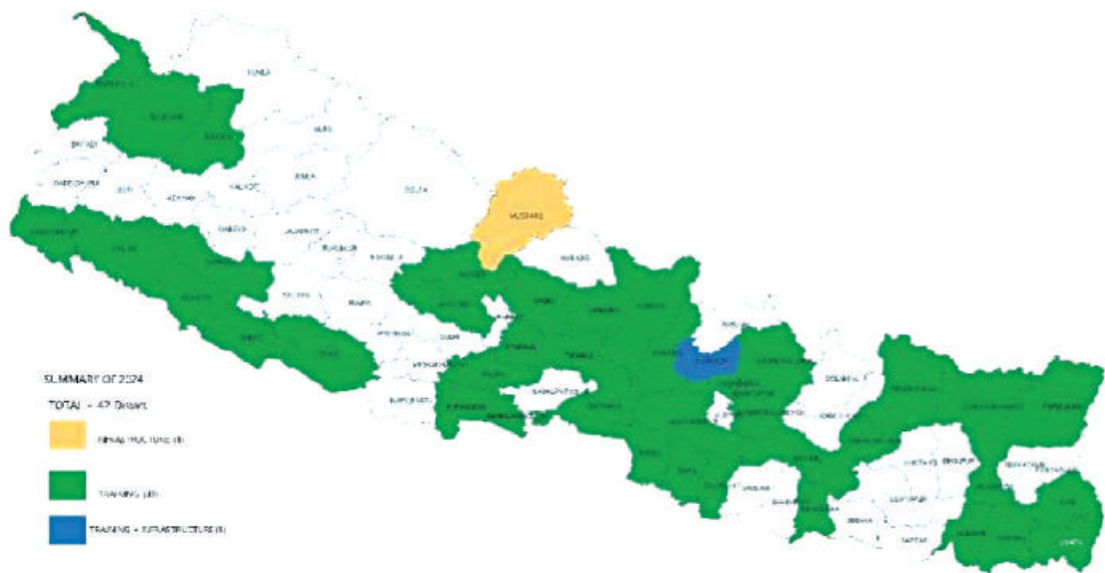


Table 1. Key project coverage areas

S. N.	Project Areas	Remarks
1	Trekking areas	Annapurna Region, Everest Region, Langtang Region, Manaslu Region, Kanchenjunga Region, Makalu Barun Region, Khaptad Region, Upper Dolpa Region, Dhaulagiri Region, Api Saipal Region, and Sisne Himal Region
2	Riverbanks with rafting, kayaking, and canyoning activities	Drop and pickup points, rest points, and Camping Sites of Trishuli, Bhotekoshi, Kaligandaki, Karnali, Myarsandi, Koshi, and Tamor
3	Cultural and heritage sites	Lumbini, the birthplace of Lord Buddha, Janakpur, and Kathmandu valley.
4	National Parks, Conservation areas, and Wildlife Reserves:	Conservation areas, Hunting Reserves, National Parks, and Wildlife Reserves
5	Other	Other tourism priority areas as recommended by the project board.



4. Key progress, 2024

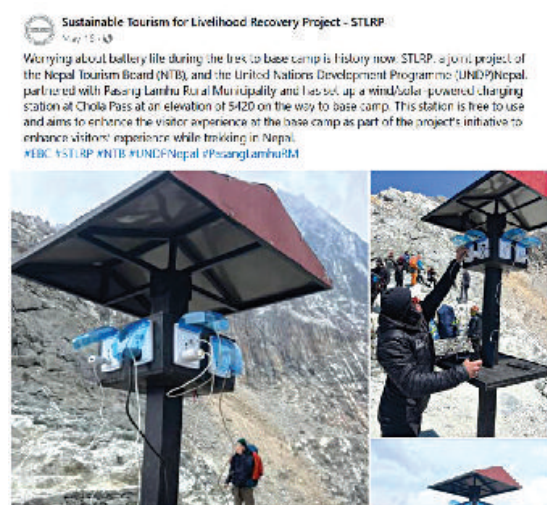
4.1 Progress on Output 1- Vulnerable workers particularly women and people from disadvantaged groups in the tourism sector that have lost jobs or income due to COVID- 19 have received short-term employment opportunities to meet immediate livelihood needs.

In response to the economic challenges faced by tourism sector workers post-COVID-19, a short-term employment initiative was launched to provide job opportunities, especially for vulnerable groups, through small infrastructure projects. The first-year goal (2021) was met, and ongoing benefits continue, particularly for women. In Fiscal Year 2024, the project generated short-term jobs for 198 tourism-dependent individuals, including 38 women, with 10.3% Dalit, 49.9% Janajati, and 39.8% others. It created 6,767 person-days of employment through small-scale tourism infrastructure reconstruction in partnership with local governments. Additionally, 16 domestic tourism destinations were promoted in coordination with local authorities.

4.2 Progress on Output 2-Entrepreneurs and other workers in the tourism sector have enhanced opportunities for employment and income generation through the renovation and development of tourism products in major tourist destinations)

4.2.1 Progress on output 2.1-Provide support on small-scale tourism infrastructure built, renovated, and reconstructed.

The project successfully reached all seven provinces of Nepal, impacting 5 local governments through small-scale infrastructure interventions. These efforts generated local employment and were highly appreciated by the communities, with some sites seeing increased tourism, offering prospects for further tourism activities. The project supported the development and promotion of 16 tourism destinations across the country. A formal handover of the reconstructed community infrastructure to the local municipalities was completed, ensuring their responsibility for its maintenance.



4.2.2 Progress on output 2.2 (a)- Capacity building from skill training / Vocational Training

The project addressed human resource gaps in the tourism industry by providing essential training for beginners, licensed professionals, and those needing refresher courses, particularly in response to challenges faced by the tourism and hospitality sector during the pandemic and the trend of young people seeking employment abroad. During the year 2024, project enhanced skills of 1,567 tourism sector workforces including 401 females (26% Women, 2% Dalit, 51% Janajati, and 47% others) via 30 skill-based trainings across the country (41 districts) in public-private partnership modality. Out of 1,567 people, 933 licensed trekking guides including porters (171 women) returned to their jobs (re-entered the workforce) with enhanced skills like trekking, heritage, photography, videography, wilderness, first aid, rescue, trail navigation, personal hygiene and sanitation, etc., enhancing service quality and their earning potential. Further, 350 people- were trained and





certified in different tourism skills, and 80% secured employment opportunities, demonstrating the effectiveness of skill development initiatives in addressing workforce demands. In collaboration with NTNC, STLRP organized a Senior Nature Guide refresher training in Bardiya. In partnership with TAAN, STLRP conducted various specialized training sessions such as trekking, cultural tourism based on Buddhist heritage, wilderness first aid, digital marketing, and photography.

4.2.2 Progress on output 2.2 (b) Tourism based enterprises created/ecotourism

The project supported entrepreneurs in establishing or promoting tourism-related businesses. In collaboration with TAAN and local municipalities, STLRP focused on Homestay Management training across Nepal, helping establish 301 homestay units across diverse communities, with a strong emphasis on sustainable tourism. These training programs have significantly contributed to the development of local homestay businesses, prioritizing inclusivity and gender empowerment, ensuring that women and marginalized communities are empowered and benefits from Nepal's growing rural tourism industry.



4.2.2 Progress on output 2.1.2 (c)- Capacity building of Local government/tourism stakeholders on sustainable tourism and tourism promotion including formulation of tourism strategy and action plan.

STLRP independently organized workshops in Gandaki and Bagmati provinces in January and March 2024 to build local capacity for developing tourism action plans. The workshops trained 101 participants from diverse communities, focusing on beginner training to empower stakeholders and promote region-specific tourism strategies. These strategies and action plans guide local governments in developing and implementing municipal-level tourism plans, aiming to enhance local tourism potential by leveraging natural and cultural heritage, ensuring economic growth, and fostering community involvement.



4.2.2 Progress on output 2.1.2 (d) Conduction of tracer study of skill-based training

The project conducted a tracer study to assess the effectiveness of its skills-based training program, focusing on employment status, career progression, satisfaction, and economic contributions of beneficiaries under STLRP/NTB/UNDP. The study aims to evaluate the impact, relevance, and effectiveness of the training, providing insights to improve the program's responsiveness to tourism job market demands and enhance trainees' livelihoods through self-employment or wage employment. The study is ongoing, with the final report yet to be completed.



4.3 Progress on Output 3- The institutional capacity of the NTB is strengthened through the formulation of a tourism recovery strategy, as well as through increased digitization and other efforts for future disaster management.

4.3.1 Progress on Output 4.3.1- Review of comprehensive national tourism recovery strategy:

Project developed the national tourism recovery strategy in the year 2021 which was further reviewed and updated as per changes in the country's fiscal policy and monetary policy of Nepal Rastra Bank. This National Strategy is intended to provide Covid-19 impact specific analysis and recommendations to the Government of Nepal and NTB to feed into the national and sectoral plan and budget process as well as the preparation of the National Tourism Recovery Strategic Framework to recover from the impacts of the pandemic and climate change resiliency for build back better in on the tourism sector. Based upon the tourism recovery strategy, the project developed the green tourism promotion strategy for sustainable development.

4.3.2 Progress on Output 3.1.2- Standardization for tourism training Materials and knowledge Management/Documentation



कस्तो बन्दै छ प्रकाशनको तयारीमा रहेको
लुम्बिनीको 'दुर गाइड म्यानुअल बुक' ?

रुद्रा गाड्डि-४ मुलकाय २०७४

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लुम्बिनी बुद्ध जन्मस्थल दुर्गेश्वरी अन्य बुद्धस्थल र आसपासका पर्यटकीय गन्तव्यहरूलाई समेटेर दुर गाइड म्यानुअल बुक तयार

The project supported the development of tourism industry-level service standards which support to ensure the standards of the services and ensure the same standards among the stakeholders/ service providers. A service standard helps to define what a customer can expect from a service and how it should be delivered by the service provider, e.g., in terms of timeliness, accuracy, and suitability.

4.3.3 a) Documentation/Development of STLR project profile booklet.

Project developed the project profile booklet for the smooth handover of the project to the implementing partners and related stakeholders.

4.3.3 b) Documentation of a) best practices and lesson learned, b) success stories

Best practice and lesson learned: Project has been developing the best practices and lesson learned of the project, which is ongoing and will be completed by December 2024. The best practices can be examples of processes or activities that yield success or at least meaningful results. Very often, best practices are seen as an innovation in comparison to what was done before. Similarly, lessons learned highlights knowledge or understanding gained by experience. The experience may be positive i.e. a success or negative i.e. a failure. According to UNEP a "best" lesson must (i) concisely capture the context from which it is derived, (ii) be applicable in a different context, (iii) have a clear application domain, (iv) have clear target users, (v) and guide actions. Following are the key best practices listed to further furnish;



1. *Breaking Barriers: How Innovative Tourism Policies Opened the Door for Growth in the Sector*
2. *Media as a Catalyst: Expanding Knowledge Management to Broaden Project Reach*
3. *Leading from the Margins: Advancing GESI and Human Rights Earns Triple PATA Gold Awards*
4. *Youth in Action: Sparking Positivity in Tourism through Student Engagement*
5. *Local Actions, Global Impact: Pioneering Green Tourism to Drive Sustainable Growth*
6. **United for Impact: Amplifying Local Government's Leadership for Multi-Stakeholder Collaboration for Integrated Tourism**
7. *Empowering 'We Can': Boosting the Confidence of Women and Marginalized Communities through Holistic Capacity-Building*
8. *Tourism Sustainability Model: Connecting Recovery to Resilient Growth*
9. *Use of digitization and technology: Monitoring and Employing real-time data for smart tourism*
10. *The Power of PPP: How Public-Private Partnerships Left a Lasting Mark on Tourism*

Changed stories/Success Stories: Project developed the 20 success stories both in Nepali and English to showcase the best practices, success stories to scaling up the best interventions. Project developed a following story for the further development;

Story -1: A Village Transformed by Homestay

Story -2: Gone are the Slippery Days

Story -3: Saved in the Lap of Everest– A Shangri-La

Story -4: Joys of Nar Lama

Story -5: Trishuli River to the Artificial Streams of Abu Dhabi

Story -6: Exploring Janakpur: No Longer a Confusing Endeavor

Story -7: Towards the Road of Wild Elephants

Story -8: On the Way to be Best 'Kursong Trail'

Story -9: Sauraha—Made Easy by 'Signage'

Story -10: Like Sweets on Both Hands

Story -11: A journey from Waste to Wonder: Simkot

Story -12: Wow! Api Trail

Story -13: A New Dawn for TAAN

Story -14: Dreams on the Flowing on Bhotekoshi River

Story -15: A Model That Everyone Should Embrace

Story -16: Unique Wood-like Benches

Story -17: Good Initiatives from Schools

Story -18: Breaking the Barriers

Story -19: Thrills of Kirtipur-Chandragiri Adventure Cycle Trail

Story -20: A Useful Program for Tourism Workers

Story -21: Path of devotion and discovery



4.3.4 Provide technical support on preparation of Tourist Database

Digitization of 100 destinations: The objective of this assignment is to update information on 100 tourism destinations and create digital profiles for each destination to be hosted within the Nepal Tourism Board (NTB) website either as subdomains or individual webpages.

Development of online learning module: Development of course content for Online Learning Module: Nepal Travel Specialist - Basic Course which aims to equip international travel professionals with comprehensive knowledge and skills to become certified Nepal specialists, enabling them to offer authentic, sustainable, and exceptional travel experiences in Nepal. This certification program is designed to educate and certify travel specialists in Nepal's tourism offerings, emphasizing sustainability and local culture.

4.3.5 Provide support in strengthening information management with new technology and tools (Finalisation of Tourism Satellite Account (TSA))

A Tourism Satellite Account (TSA) is a framework used to measure the impact of tourism on an economy, including its contribution to GDP, employment, and investment. As part of this activity, two technical committee meetings and one meeting with UNWTO were held. Stakeholders are focused on expediting the survey, which is expected to finish by the end of 2024. So far, the TSA stock analysis has been completed, a draft survey manual developed, and the final questionnaire for the domestic tourism survey prepared. Key progress includes completing the Visitors' Exit survey (Inbound Tourism), sharing data on Inbound Tourist Arrivals with UNWTO, and participating in the UNWTO Regional conference on measuring tourism.

4.3.6 Provide technical support on policy intervention on Domestic Tourism Promotion / Domestic Tourism Awareness, destination profiling & Promotion Activities including international conferences.

The project supported the Janakpur Literature Festival (JLF) 2024, a cultural event in Dhanusha that explored the interplay between literature and various art forms, amplifying voices and addressing national issues. Held from February 22 to 24 and organized by the Nawa Mithila Foundation, JLF-2024 promoted positive change through inclusive, non-ticketed events. Additionally, the project collaborated with the Community Homestay Network to support the first-ever Karnali Conclave, organized by the Ministry of Forests & Environment and Sath Sathai at Rara Lake. The conclave focused on addressing climate change's impact on tourism, sustainable development, and local communities. It brought together innovators, activists, and thought leaders for discussions on eco-friendly travel, community empowerment, and protecting natural heritage, highlighting the need for sustainable practices and adaptive strategies in response to climate change's effects on tourism.

4.3.7 Sustainable tourism club established in school

Supported by the Sustainable Tourism for Livelihood Recovery Project (STLRP), a joint initiative of Nepal Tourism Board (NTB) and the United Nations Development Programme (UNDP) Nepal, TRTI established the National Sustainable Tourism Club in 130 schools and 20 colleges across Nepal. The club has over a thousand student members. Its primary goal is to raise awareness about tourism at the grassroots level, allowing students to identify local tourist destinations and promote sustainable tourism practices. The club organizes annual tourism awareness activities, including speech competitions, quizzes, content writing, exploring and promoting domestic tourism destinations, rallies, campaigns, and creating tourism blogs and stories, all aimed at fostering sustainable tourism across the country.

4.3.8 South-South Cooperation (exposure, learning and collaboration opportunities)

The Sustainable Tourism for Livelihood Recovery Project (STLRP) won the prestigious PATA Gold Award for Community-Based Tourism in 2024, marking its third consecutive win. This award recognizes STLRP's efforts in revitalizing tourism, empowering communities, and promoting sustainable livelihoods amidst COVID-19 challenges. Previous awards include the 2022 honor for Tourism Destination Resilience and the 2023 accolade for Women Empowerment Initiatives. Selected from over 100 global entries, the 2024 award was presented at the PATA Travel Mart in Bangkok, where STLRP showcased its impact on job creation, destination development, and sustainable tourism practices to international stakeholders.





4.3.9 Final Evaluation, Project Completion Report and finalization new tourism project document including GESI Analysis of Tourism.

Final Evaluation of Sustainable Tourism for Livelihood Recovery Project (STLRP): The final evaluation of the Sustainable Tourism for Livelihood Recovery Project (STLRP) assessed its relevance, effectiveness, efficiency, impact, and sustainability. Following are the key highlights of final evaluation of the project;

Relevance: The project successfully addressed the target population's needs through short-term employment and tourism entrepreneurship, generating significant income and employment. It provided 9,846 people, including 2,485 women, with 162,437 person-days of work worth US\$ 1,299,496, and 1,920 individuals gained sustainable income in tourism. Despite pandemic constraints and limited women's participation, collaboration with local governments yielded positive results. The project aligned with Nepal's development priorities and UNDP's objectives, focusing on tourism recovery and economic resilience. However, gaps in post-training support and long-term impact assessment were noted. Ongoing support is needed, especially for underserved tourism-dependent communities, to sustain employment and income enhancements.

Coherence: The project promoted responsible tourism and resilience through infrastructure, skill enhancement, and community engagement, aligning with UNDP priorities, the SDG agenda, and national policies. Despite successes, gaps include equitable benefit distribution, a robust M&E framework, and objective selection processes. Enhancing training assessments, stakeholder coordination, and policy alignment could improve effectiveness. The project addressed pandemic challenges and fostered long-term resilience by adapting flexibly and leveraging collaborations. However, it needs to streamline policy documents, involve provincial governments, and engage academia in technology and innovation.

Efficiency: The project efficiently utilized resources, generating \$1.4 million in cash and \$1.37 million in material co-financing, to construct 282 and renovate 99 small-scale tourism infrastructures, revitalizing local tourism. Effective stakeholder coordination and substantial local government contributions were strengths, though NTB department engagement varied. Digital platforms and data analysis enhanced efficiency, but gender inequality was not fully addressed. The management structure and M&E system effectively tracked impacts and promoted digitization despite challenges. Future reports should better integrate GESI considerations. The project was cost-effective, with high expenditure rates and successful resource mobilization through strategic partnerships, enhancing sustainability. Feedback highlighted the need for flexibility, targeted support for marginalized groups, and digital solutions. Lessons emphasize adaptability and enhanced support mechanisms.

Effectiveness: The project mitigated unemployment during the COVID-19 pandemic by creating 162,437 person-days of employment, worth US\$1,299,496 and benefiting 3,915 women by promoting gender equality. Despite challenges like monitoring difficulties, large coverage, harsh climate, election disruptions, and budget constraints, the inclusive approach and strong partnerships improved livelihoods and tourism infrastructure. Women's and Indigenous community participation ensured equitable benefits. Collaboration with local governments and tourism stakeholders was crucial for sustainable tourism and cultural preservation. However, resource constraints, logistical management, low level of literacy, coordination issues, and administrative hurdles limited full benefits and caused delays.

Impact: The project fostered economic resilience and community development by renovating local tourism infrastructure, enhancing pandemic resilience, and increasing women's participation in short-term employment by 26% and to different capacity building initiatives by 36%. Digital platforms and sustainable practices boosted local economies, while skills development and infrastructure improvements supported long-term resilience. Despite resource dilution and unequal benefit distribution, the project delivered 104 training programs to 4,087 individuals, enhanced the capacity of 144 local government staff, and empowered 15 local governments to develop effective tourism strategies. It supported the livelihood recovery of 9,846 workers, benefiting 13,933 people directly and 61,305 indirectly, and promoted sustainable economic development, disaster awareness, and improved market access. A medium- to long-term tourism revival strategy is needed to retain trained resources and create jobs for local youths and returning migrant workers.

Sustainability: The project fostered long-term resilience and local ownership by leveraging 43% of its resources through co-financing, raising US\$ 1,325,806 (1 US\$ equivalent to NPR 130) from local governments. While it supports livelihood recovery and capacity-building, it needs a formal exit strategy and sustainability plan, especially for infrastructure maintenance. It advanced GESI outcomes by providing equitable opportunities, with women comprising 28% of participants. Future efforts should focus on eco-friendly tourism products, gender-responsive



policies, and advanced training for women leaders to ensure sustainable growth in Nepal's tourism sector.

GESI: The project advanced GESI through targeted approaches and consultations, promoting leadership and empowerment among women, PwDs, and marginalized groups. It created job opportunities, provided gender-specific training, and advocated for inclusive policies, increasing women's roles in the tourism sector. While it improved socio-economic conditions and cultural preservation, gaps in safety, social security, and specific leadership training remain. Overall, it enhanced gender equality and social integration, but further efforts are needed to address socioeconomic disparities more effectively.

Human rights: The project effectively used a HRBA to ensure inclusivity and equality for women, LGBTIQ+, Dalits, ethnic minorities, and PwDs. It provided equal access to training, mentorship, and leadership, improving livelihoods and visibility in decision-making. Fair labor practices were maintained with no reports of discrimination. The tourism recovery strategy emphasized human rights, inclusivity, and accessibility. Despite data collection challenges, the project made significant improvements for marginalized communities.

Finalization of new phase tourism project: The new tourism project, building on the lessons learned from STLRP, has three main objectives: enhancing tourism facilities to generate inclusive employment opportunities for women, youth, and marginalized communities; improving the capacity of these groups for employment and entrepreneurship in tourism; and promoting Nepal's tourism industry through digitization, branding, and strategic marketing. A comprehensive GESI analysis of the tourism sector identified key barriers to inclusion and proposed solutions such as providing vocational training, entrepreneurship support, microfinance, and mentorship for women and marginalized groups. It also recommended promoting flexible work arrangements, childcare facilities, and creating safe environments for women in tourism. Additionally, the analysis emphasized the need for leadership programs, mentorship opportunities, and collaboration with local governments to support cultural tourism. The recommendations further included supporting the development of inclusive and accessible infrastructure, addressing workplace harassment, and collecting data on gender, ethnicity, and disability in the tourism sector to ensure sustained GESI impact.

4.5 Carryout orientation/Monitoring/ Reporting/ Quality Assurance

Project conducted a regular monitoring, quality assurance visit from UNDP Country office, and joint monitoring visit during the year 2024 to ensure the quality implementation of the projects. Two quality assurance visits were conducted in coordination with the UNDP Country Officer. The visits aimed to assess the implementation of STLRP, ensuring alignment with the Letter of Agreement (LOA) between STLRP and the municipalities, and to enhance project effectiveness by identifying gaps and improvement opportunities. The visits focused on monitoring field-level activities, reviewing financial reports, including cost-sharing contributions, and verifying compliance with audit recommendations from the STLRP NIM Audit 2023. Additionally, the visits engaged local government stakeholders and user committees to gain insights into project activities, beneficiaries, and outcomes. Similarly, a joint monitoring visit was conducted in Shey Phoksundo Rural Municipality from December 2 to December 9, 2024, with Joint Secretary of MoCTCA, Ms. Indu Gimire, and Senior Director of Nepal Tourism Board (NTB). The Joint Secretary praised STLRP's work but suggested a more impactful approach by focusing on developing a pilot trail and completing the full trail package rather than smaller interventions.

5. Knowledge Management and Products

The project demonstrates a strong focus on knowledge management and product development. It emphasizes knowledge transfer through training sessions, systematic documentation, and report preparation and shared insights and skills from these sessions being shared. The project also organized numerous consultations and meetings with local stakeholders, government entities, and private sector associations, with discussions documented in minutes, event reports, and consultation reports. In terms of product development, the project worked on enhancing tourism infrastructure and creating physical assets to meet visitor needs. Notable achievements include the development of a tour guide manual, created through consultations with local stakeholders and the government, and the establishment of sustainable tourism clubs in schools to educate and involve young individuals in promoting sustainable tourism.

6. Budget vs Expenditure, 2024

S.N.	Activity Result	Budget USD	Expenditure as of November USD	% of Expenditure
1	Output 2: Support skill development, job creation, enterprises, market linkages, etc. for the local economic development to revive tourism activities along these trails and major tourist destinations.	125,740.00	99,362.49	79.02
2	Output 3: Support NTB in standardization and quality control of various tourism services to develop necessary guidelines, tools, and policy instruments, as well as capacity building of service providers.	94,300.00	72,240.31	76.61
3	Programme Implementation Support Cost	87,960.00	77,484.00	88.09
	Total	308,000.00	249,086.79	81 %

7. Awards, Recognition/Felicitation

The **Sustainable Tourism for Livelihood Recovery Project (STLRP)** received the prestigious **PATA Gold Award 2024** for its exemplary contribution to **community-based tourism**. The project received the consecutive PATA Gold Awards in 2022, 2023 and 2024 respectively. This recognition highlights the project's innovative and inclusive approach to fostering sustainable tourism practices, enhancing community participation, and empowering local economies. By integrating diverse stakeholders and prioritizing community ownership, the STLRP has set a benchmark in sustainable tourism development and earned global recognition for its impact and effectiveness.

पुरस्कार/सम्मान/भेट

नेपाल पर्यटन बोर्ड ने पैसिफिक एशिया ट्रेवल एसोसिएशन (पीएटीए) गोल्ड अवार्ड जीता



By **Current Hunt Team**

📅 February 4, 2024 📌 #Bank_PO, #BPSC, #Current_Affairs, #DSSSB, #Railway, #SSC, #UPSC, #WBPS



तेस्रो पटक पाटाको गोल्ड अवार्ड 'एसटीएलआरपी'लाई



8. Media coverage

Project owned around 100 media coverage on project activities reaching project information to thousands of people is exceptionally encouraging and raised the visibility of the project locally, nationally, and internationally. This is not only important for transparency but also to culminate local and national ownership, increase participation, and enhance the culture of accountability.

List of Media Coverage in 2024, STLRP

1. January 02, 2024: [जीविकोपार्जनका लागि दिगो पर्यटन परियोजना लागु गर्दै बेथानचोक](#) Ratopati.com
2. January 7, 2024: [पर्यटक कुरे अमलेखगञ्जको चकरी, तालमिपछी घर फर्के होमस्टे संचालक](#) Ratoghar.Com
3. January 27, 2024: [गण्डकीका पर्यटकीय स्थलको ब्रान्डिङ, बजारीकरण तथा सञ्चार रणनीति निर्माण तथा कार्यान्वयनका वषियमा पालकासुत्रीय छलफल](#) Pokhara Post
4. January 27, 2024: [पर्यटन प्रवर्द्धनको रणनीति सकिदै गण्डकीका स्थानीय तह](#) Desh Sanchar News
5. January 27, 2024: [पर्यटन प्रवर्द्धनको रणनीति सकिदै गण्डकीका स्थानीय तह](#) Public Tv
6. January 28, 2024: [पोखरामा पालकासुत्रीय पर्यटन रणनीति तर्जुमा कार्यशाला शुरु](#) Samadhan News
7. January 29, 2024: [स्थानीय सरकारको पर्यटन प्रवर्द्धन रणनीति र कार्ययोजना तर्जुमा कार्यशाला](#) NTB social media/Facebook
8. February 25, 2024: [पर्यटन प्रवर्द्धन गर्न जनकपुरधामको 'गाइडबुक'](#) Setopati.com Nepal's Digital Newspaper
9. February 25, 2024: [एसटीएलआरपीद्वारा जनकपुरधामको गाइडबुक तयार](#) Nepali Network News
10. February 25, 2024: [जनकपुरधामका पर्यटकीय गन्तव्यहरूको वषियमा जानकारी दिने 'गाइडबुक' सार्वजनिक](#) Everest Pedia.com
11. February 25, 2024: [एसटीएलआरपीद्वारा जनकपुरधामको गाइडबुक तयार](#) Corporate Nepal
12. February 25, 2024: [पर्यटन बोर्ड: एसटीएलआरपीद्वारा जनकपुरधामको गाइडबुक तयार](#) Paryatan Nepal
13. February 25, 2024: [जनकपुरको साहित्य महोत्सवमा जनकपुरधामको गाइड बुक वमोचन](#) Shilapatra.com
14. February 25, 2024: [साहित्य महोत्सवमा जनकपुरधामको गाइडबुक वमोचन](#) Everest Sanchar
15. February 25, 2024: [बन्यो जनकपुरधामको गाइडबुक](#) Online Khabar
16. February 25, 2024: [जनकपुरको साहित्य महोत्सवको अवसरमा गाइडबुक वमोचन](#) Tourism Pana



17. February 26, 2024: [पर्यटन प्रवर्द्धन गर्न जनकपुरधामको 'गाइडबुक' Buddha Paripath](#)
18. March 08, 2024: [पर्यटन क्षेत्रमा महिलाको सहभागिता बढ्दै Setopati.com](#)
19. March 08, 2024: [पर्यटनमा महिला सहभागिताले आत्मनिर्भरता बढ्दो Hamro Artha](#)
20. March 09, 2024: [पर्यटनमा महिला सहभागिताले आत्मनिर्भरता बढ्दो व्यवसायीले कामदार र कामदारले काम नपाउने वरिधाभाष भन्ने कायमै News Abhiyan](#)
21. March 30, 2024: [सातै प्रदेशमा पालिकास्तरीय पर्यटन रणनीति तथा कार्ययोजना तर्जुमा कार्यशाला सम्पन्न Nepali Network News](#)
22. March 31, 2024: [सबै पालिकास्तरमा पर्यटन रणनीति तथा कार्ययोजना बनाइँदै, ब्रान्डिङमा नयाँ कानून आवश्यक Kanun Khabar.com](#)
23. April 19, 2024: [National Sustainable Tourism Club Formation at Motherland English Secondary Boarding School](#). Motherland English Secondary Boarding School social media /Facebook
24. May 05, 2024: [National Sustainable Tourism Club members crafted a community action plan STLRP](#) social media/Facebook
25. May 8, 2024: [अपि हिमाल प्रवर्द्धनका लागि बेसक्याम्पसम्म ट्रेकिङ, कसरी पुग्ने? Tourism Pana.Com](#)
26. May 14, 2024: [अपि हिमालमा ट्रेकिङ प्रवर्द्धन अभियान Radio Naya Nepal F.M](#)
27. May 14, 2024: [अपि हिमालमा ट्रेकिङ प्रवर्द्धन अभियान Prashasan.Com](#)
28. May 15, 2024: [Trekking Route to Api Himal Base Camp in Darchula's Sudurpaschim Province Now Open for Exploration STLRP](#) social media/Facebook
29. May 15, 2024: [अपि हिमाल बेसक्याम्पसम्म पुग्ने व्यवस्थिति ट्रेकिङ रूट खुल्यो Nagarik Daily](#)
30. May 16, 2024: [Installation of a wind/solar-powered charging station at Chola Pass STLRP](#) social media/Facebook
31. May 16, 2024: [Trekking Trail Enhanced in Nechasalyan Rural Municipality STLRP](#) social media/Facebook
32. May 17, 2024: [सुदूरपश्चिम प्रदेशको दार्चुलामा रहेको अपि हिमाल बेसक्याम्पसम्म पुग्ने ट्रेकिङ रूट सञ्चालनमा UNDP](#) social media/Facebook
33. May 18, 2024: [अक्क्रे भीरको सहज यात्रा: अपि हिमाल वेश क्याम्प ट्रेकिङ. Nagarik Daily](#)
34. June 19, 2024: [The Sustainable Tourism Club Destination Visit program. Tourism Research and Training Institute](#) social media/Facebook
35. July 18, 2024: [PATA Gold Award for "Community-Based Tourism". UNDP](#) social media/Facebook.
36. July 18, 2024: [PATA Gold Award 2024 for "Community-Based Tourism" under the Sustainability and Social Responsibility" category. NTB](#) social media/Facebook
37. July 23, 2024: [एसटीएलआरपी कार्यक्रम: दशहजार मजदुरलाई अल्पकालिनी रोजगारी, तेस्रोपटक गोल्ड अवार्ड Nagarik Daily](#)
38. July 23, 2024: [पर्यटन बोर्ड \(एसटीएलआरपी\) लाई तेस्रो पटक \(पाटा\) गोल्ड अवार्ड प्राप्त Nagarik Daily](#)
39. August 07, 2024: [राष्ट्रिय दीगो पर्यटन क्लबका वदियार्थीलाई पर्यटन फोटोग्राफि अभिमुखिकरण Equity Nepal](#)
40. August 07, 2024: [राष्ट्रिय दीगो पर्यटन क्लबका वदियार्थीहरूलाई एक दिन 'फोटोग्राफि अभिमुखिकरण Singhadarbar.com](#)
41. August 12, 2024: [DUPCHESWOR – GOSAIKUNDA TREKKING TRAIL. Uploaded on NTB YouTube channel.](#)
42. August 18, 2024: [पर्यटन पदमार्ग गोसाइँकुण्ड जाने तीर्थालुले भरभराड Deshsanchar](#)
43. August 29, 2024: [पर्यटन बोर्ड र यूएनडीपीको सहकार्यमा सञ्चालित एसटीएलआरपी पाटा गोल्ड अवार्डबाट सम्मानित Capital Nepal](#)
44. August 29, 2024: [पर्यटन बोर्ड एसटीएलआरपीले तेस्रो पटक पनि पायो पाटा गोल्ड अवार्ड Artha Dabali](#)
45. August 29, 2024: [तेस्रो पटक पाटाको गोल्ड अवार्ड 'एसटीएलआरपी' लाई Kathmandu Pati](#)
46. August 30, 2024: [Nepal Tourism Board Receives PATA Gold Award for Sustainable Tourism Akashvani](#)
47. August 31, 2024: [नेपाल पर्यटन बोर्ड ने पैसफिक एशिया ट्रैवल एसोसिएशन \(पीएटीए\) गोल्ड अवार्ड जीता है Pendulum Edu](#)
48. September 3, 2024: [नेपाल पर्यटन बोर्ड ने पैसफिक एशिया ट्रैवल एसोसिएशन \(पीएटीए\) गोल्ड अवार्ड जीता Current Hunt](#)
49. September 20, 2024: [कस्तो बन्दै छ प्रकाशनको तयारीमा रहेको लुम्बिनीको 'टुर गाइड म्यानुअल बुक'? Buddha Paripath](#)
50. October 10, 2024: [समिकोटमा पर्यटन सूचना केन्द्र स्थापना Deshsanchar](#)





Group photo of NTB Staff with CEO



Top Row from left to right : Sita Ram Dahal – Sr. Officer, Jitendra Bhattarai – Sr. Manager,
Bottom row from left to right : Gopal Bhandari – Sr. Officer, Rohini Prasad Khanal – Sr. Manager, Nandini Lahe Thapa – Sr. Director,
Shradha Shrestha – Manager, Janaki Upadhyay – Sr. Officer





Top row left to right : Sudhan Subedi – Sr Officer, Rikhimaya Rai – Sr. Officer, Siddhartha Vishwakarma – Sr. Officer, Santosh Bikram Thapa – Sr. Officer
Bottom row left to right : Bimal Kandel – Sr. Maanger, Hikmat Singh Ayer – Sr. Director, Uday Bhattacharai – Sr. Manager



Top row left to right : Pradeep Basnet – Sr. Officer, Rajeev Jha – Sr. Officer, Suman Ghimire – Sr. Manager, Kundan Sharma – Sr. Officer
Bottom row left to right : Sagar Upadhyaya – Sr. Officer, Srijana Nepali – Sr. Officer, Ranu Shah – Sr. Manager, Sushila Kumari Baral – Sr. Officer, Archana KC Rana – Sr. Manager



Top row left to right : Santosh Kumar Ghimire – Sr. Manager, Jay Shakti Sharraf – Sr. Officer, Kabindra Bhatta – Sr. Officer
Bottom left to right : Pragna Ghimire – Officer, Maniraj Lamichhane – Director, Sunil Sharma – Sr. Manager



Top Row Left to Right : Surendra Singh Lama – Driver; Shiv Raj Pandey – Sr. Officer; Narayan Pant – Driver; Ram Prasad Lamichhane – Messenger; Saroj Maharjan – Sr. Officer; Pradeep Gaire – Sr. Officer; Jhamak Narayan Ghimire – Messenger
Bottom Row Left to Right : Narayan Basyal – Sr. Officer; Kalyani Gautam – Messenger; Surya Thapaliya – Sr. Manager; Santosh Panta – Director; Nabin Pokharel – Sr. Manager; Roshni Poudel – Sr. Officer; Khem Raj Timala – Sr. Officer



Top row left to right : Manisha Ayer – Office Assistant, Prem Bhattacharai – Sr. Officer, Deepak Raj Joshi – CEO, Ribesh Ghimire – Intern, Bikram Shah – Sr. Manager



Top row left to right : Santosh Bagale – Security, Urmila Lamichhane – Office Assistant, Sunita Devi Lamichhane Bista – Helper, Sushma Ghalan – Helper
Bottom row left to right : Padam Subedi – Driver, Raghu Nandan Chaudhary – Messenger, Sagar Shrestha – Sr. Officer, Tanka Bista – Security





Top row left to right : Anjir Deula – Helper; Bir Bahadur Saud – Guard; Nara Singh Sahu – Guard; Pramesh Bhandari – Office Assistant; Ribesh Ghimire – Intern; Suraj Baniya – Intern, Middle row left to right : Purna Lamichhane – Guard; Ram Prasad Bhatta – Helper; Rama Dahal – Helper; Umesh Kumar Khatri – Office Assistant,

Bimala Ghimire – Office Assistant; Surendra Dheke – Driver; Prerana Lama – Director; Santosh Panta – Helper; Juna Karki – Helper; Nirjala Poudel – Intern; Anjana Khadka – Receptionist, Manisha Ayer – Office Assistant; Shiv Raj Pandeya – Sr. Officer



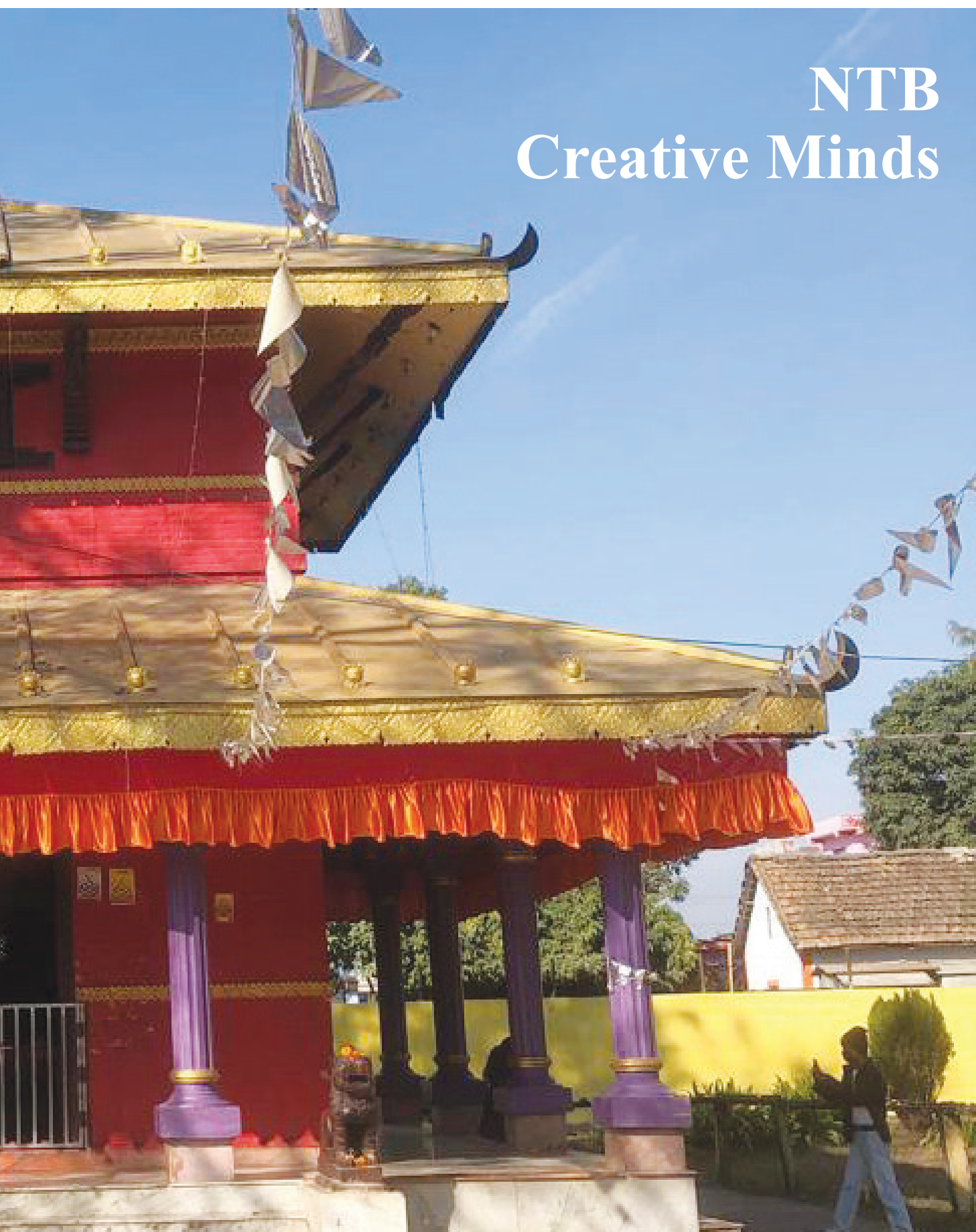
Top row left to right : Amit Bista – Engineer; Manjula Khatri – Intern, Punam Roka – Intern
Bottom row left to right : Khagendra Kahdka – Admin/Finance Officer, Shradha Shrestha – Project Co-Ordinator;
Dharma Raj Dawadi – Acting National Project Manager; Ranjit Ghimire – Driver







NTB Creative Minds



Deuti Bajai, Surkhet – Rohini Khanal



Accessibility Dynamics in Trekking Tourism : A Case of Annapurna Region of Nepal

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Abstract

Nepal is a proven heaven for trekkers. The country where approximately 17% land is above 3000 metres above sea level, is a perfect destination for trekking tourism. Trekking which is done in unexplored region has become source of livelihood in rural areas of Annapurna, Everest and Langtang. Different places of Annapurna conservation area have been popular trekking sites. It seems obvious that trekking tourists do not prefer the places which can be accessed by vehicles. Recently, after the construction of roads in Ghorepani and Ghandruk which are famous short trekking destinations of Annapurna region. It is found that roads increase ease in accessibility which adds value to a destination, however, on a long run affects tourism stakeholders of trekking destinations as people tend to visit for a very short while. The paper attempts to diagnose the impacts roads have brought in the trekking tourism in established trekking destinations.

Keywords: Trekking Tourism, Accessibility, Roads

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(Mr. Dahal has received Emerging Scholar Award for this article.)





Developing Resilient and Sustainable Mountain Tourism in Nepalese Himalaya

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Mountain landscapes and communities, which are the primary indicators of climate change, are highly sensitive and vulnerable to the induced impacts. Tourism in mountain regions is highly dependent on natural resources and attractions which are very sensitive to unprecedented events. Inhabitants and local community (poor and children's) and even community level tourism service providers are even more vulnerable, as they are the primary to face the impact. Nepal being a mountainous country has tremendous potential for not only the development of mountain tourism but an opportunity to introduce the unique geography and diverse culture of the country. Trajectory for sustainable economic development is only possible by integrating

entire, social, economic transformation considering the people, planet and prosperity. Currently, more than 15% of tourist arrival and almost 40% of the tourism related revenue is generated from mountain tourism activities such as trekking and mountaineering, as the average day of stay tends longer. However, the impacts of climate change have threatened the entire tourism ecosystem in terms of product, safety and security of tourist and service provider and local community UN Tourism has pointed that Tourism is responsible for 5% of the world's CO₂ emissions, and the emission rate is expected to increase by 25% by the end of 2030.

However, Nepalese Mountain tourism balances the use of ecofriendly practices in the mountains. Concept of sustainable trails, prioritizing the ecofriendly engagement with integration with local culture and diverse landscape in various trails of Annapurna Conservation Area, Manasalu Conservation Area and Langtang National Park of Nepal has been an example showcasing the attempt to reduce the carbon footprints. The use of renewable energy use is practiced in the Nepalese mountains, replacing the fuel wood and other commercial fuels which intends towards a shared commitment reflected by Glasgow Declaration: Climate Action on Tourism. Almost 40% of the carbon emission which is utilized in the transportation can be neutralized in terms of trekking trails and mountaineering. However, we need to be specific in pollution control and waste management in mountains. Illustrating the example of Everest Region, Mountaineering Waste Management has become a serious challenge; however the initiation of Nepali Army together with other related stakeholders annually since 2019 have been conducting Mountain Cleaning Campaign bringing more than 100 tons of waste annually. However, a policy shifts from "polluters pays principle" to "bring back policy" resulting no traces behind" should be implemented for a sustained solution.

Similarly, local level initiation of Khumbu Pasanglhamu Rural Municipality by promulgating the Basecamp Management Plan has ignited a sense of hope towards sustainability and systematic base camp management approach. In addition to this, evaluating the challenges faced by climate change, increasing number of tourist, human impact of ecosystem and resource utilization, a systematic approach of environmentally friendly base camp model is required. Similarly, the concept of tourism carrying capacity evaluation together with systematic approach of impact evaluation and sustainability observatory mechanism can be introduced. Building the capacity of the local community or the service providers in the mountain tourism by income generation through jobs and money flow by raising awareness and sensitization for conservation of the ecosystem supports climate change adaptation.

The Biodiversity conservation and sensitization as the important element of the Climate Change adaptation has been validated by the successful implementation of Integrated Conservation and Development Model (ICDP) practiced in Annapurna Conservation Area. Furthermore, Policy opportunities integrating with Climate Change for Mountain Tourism is the need of an hour. Climate change policy and National Adaptation Plan (NAP) has prioritized the elements of climate change in terms of mountain tourism. However, there is need of urgency in implementation of such policy and plan advocating the principle of "Climate Smart Tourism" with the concept of sustainable village tourism, utilizations of EVs, Sustainable practices, solar and renewable energy in community and national level.

Key Words: sustainable economic development, mountaineering, conservation, base camp, pollution, adaptation, Himalaya

(Photo: Kabindra Bhatta, Mt Machhapuchhre from Karpu Danda)



An Ultimate Guide for “Dhorpatan” Trip

Sagar Shrestha

livethewonderblog.wordpress.com

First things first, Dhorpatan is one of the most beautiful places in Nepal, yet so underrated. This place can beat Swiss grasslands in terms of beauty. Dhorpatan translates grassland in Nepali, and astoundingly this grassland sits above 3000 meters altitude. No lying, to repeat this place is highly underrated. A huge valley that grandly lies at that altitude has an untapped and preserved natural beauty of its own.

Reaching the base town: Burtibang

Dhorpatan has large villages and human settlements, but it is occupied only during the summer season. In Winter, the populace migrates down to lower altitudes. Burtibang is a town, right below the way to Dhorpatan, which sits above the river Bad Ganga, that flows from Dhorpatan.

Burtibang is only reached by road, a regular jeep from Pokhara the nearest largest city takes 8 hours. Night buses travel from Kathmandu, the capital city of the country too. The easiest preferable means I suggest will be from Pokhara to Burtibang. And, a whole level of bumpy ride uphill till the Dhorpatan Hunting Reserve.

What to do at Dhorpatan?

Hunting! It is the one and only hunting reserve in Nepal. With millions of fees just to shoot down “Chittal”, “Nyahur”, “Jharal”, passionate gunmen and hunters enjoy here. And, shooting down enlarged animals like snow leopard and red panda can lead to heavy fines too.

Horse riding on the grass plains is what everyone does. Race through the fields, narrow allies of the ghosted villages. Must do activity while in Dhorpatan!!

Hiking is another simple activity to be done while enjoying the best of the wide grassland flat as the size of 100 football grounds surrounded by pine trees. Be aware that there are no proper tracks. Many local will suggest a hike till Jaljala or Niseldhor for the wider view of the grasslands and plains

Visit to the Tibetan Monastery is not to be missed. Monastery has an interesting storyline. After the communist takeover in China, Khampa rebels refuged and settled here, and locals even claim this is the first Tibetan Monastery in Nepal. There is a huge Tibetan asylum here, many converted into Nepali citizen by naturalization, yet the rustic Tibetan culture can be sensed.

Dhorpatan Hunting Reserve Museum and Swiss Projects are another unruly attraction that is worth a visit. The museum has a minimum entry charge and showcases the history of the hunting reserve, and the collection of fur and skins of the animals found in the hunting. And, Swiss projects were to support the refugees from Tibet.

Staying in Dhorpatan

There are no hotels there, only homestays. Foods are homegrown, getting the most organic in your plate. Since the villages are ghosted even homestay operators usually don't stay there and come down to the lower town, it is advisable to get their number, by calling them in advance for the stay.

Getting Around

Hired vehicles are the best option, especially 4WD. Likewise, there is an option of hiring a dirt bike. Biking can be an adventurous ride. Getting a guide is preferable, but no guides specialize in this sector. So, it's on the traveler to gather information and travel.

Dhorpatan offers a totally raw experience of nature. The place is not what Nepal would be famous for i.e. Himalayas, but yes at a far distance, the Dhaulagiri mountain is visible towards the east and Kanjiroba in the west. Expect big grass fields, wild animals, ghosted villages, and surreal views at the high altitude.





Digital Nomads and Tourism: A New Frontier for Nepal's Travel Industry

Jayashakti Sarraf

The term “Digital Nomad” started to be used in the early 1990s to describe a new type of high-tech traveling lifestyle made possible by the growth of computer networking and popularization of mobile devices like laptops, tablets and PDAs (Personal Digital Assistant). However the term “Digital Nomad” was popularized in 1997 by Tsugio Makimoto and David Manners in their book *Digital Nomad*. They predicted that new technologies would allow people to work remotely from anywhere in the world, creating a new lifestyle.



Digital Nomads are the people who use digital technologies to work remotely while traveling the world. They are often considered to be highly skilled and digitally savvy. Digital Nomads work in many fields, including: Computer programming and ICT, Web design, Creative fields, Engineering, Finance, Digital and traditional marketing and many more.

Now the rise of digital nomadism is revolutionizing global travel and work, creating opportunities for destinations such as Nepal to attract this dynamic demographic. Nepal, with its breathtaking landscapes, cultural richness, and affordable living is well-positioned to become a hub for these travelers. Digital nomadism is on the rise, with an estimated 35 million nomads worldwide in 2023, contributing significantly to local economies and many countries have embarked on the path of attracting digital nomads such as:

- United Arab Emirates: UAE has taken a significant step in attracting digital nomads in 2024 by introducing the Digital Nomad Visa. This visa allows remote workers to live and work in the UAE for up to one year.
- Portugal: Portugal has been a pioneer in the digital nomad visa space, offering a one-year visa for remote workers. This has led to a surge in digital nomads, boosting local economies through increased spending on accommodation, food, and activities.
- Indonesia (Bali): Digital nomads account for a substantial portion of Bali's \$10 billion annual tourism revenue, Bali has long been a popular tourist destination, and it has recently become a hub for digital nomads.
- Croatia: After launching a digital nomad visa, the government reported a 15% increase in tourism revenue in targeted areas during the off-season.

Nepal's Potential for Digital Nomads: Nepal is unique and breathe taking travel destination that has something to offer for every kind of tourists. Some of the major aspects that Nepal has to offer for Digital Nomads are:

- Visa On Arrival: Nepal provides visa on arrival to most of the countries with affordable visa fees.
- Affordable Living: A digital nomad can comfortably live in major cities of Nepal for \$1000–\$1,500 monthly, a fraction of the cost in Western countries.
- Inspiring Environment: The Himalaya, historic sites and serene locales provide a unique work-life balance.
- Adventure and Wellness: Trekking, yoga retreats, and meditation centers attract nomads seeking personal growth and adventure.





Digital Nomads as Drivers of Tourism: The influx of digital nomads and sloadads has far-reaching implications for Nepal’s tourism industry:

- **Extended Stays:** Unlike traditional tourists, digital nomads and sloadads tend to stay longer, contributing to steady economic inflows.
- **Off-Season Tourism:** Nomads often travel outside peak seasons, helping sustain businesses year-round.
- **Diverse Spending:** Beyond accommodation, nomads spend on co-working spaces, local food, transportation, and activities, injecting money into various sectors.
- **Cultural Exchange:** Nomads often share their experiences online, indirectly marketing Nepal as a tourism destination.
- **Sustainability:** Off-season travel by digital nomads reduces pressure on peak-season tourism while supporting year-round local economies.

Challenges Faced by Digital Nomads:

Despite the alluring lifestyle, it isn’t without its share of obstacles. These challenges, however, are not insurmountable, and can serve as valuable learning opportunities. Reliable internet and the ability to stay connected with colleagues can present significant hurdles, particularly in some of the more remote or underdeveloped areas. Additionally, navigating time zone differences can complicate team coordination and communication. Ironically, the freedom of a nomadic lifestyle can sometimes lead to feelings of isolation. The lack of a consistent support network and blending of work and personal space can blur the lines, making it hard to separate work from life.

Nepal’s Path Forward: To attract and retain digital nomads, Nepal should consider the following:

- **Policy Innovation:** Introduce long-term digital nomad visas with simple applications and minimal income requirements.
- **Infrastructure Development:** Improve internet connectivity in major cities and establish co-working spaces in popular destinations like Lumbini, Pokhara and Chitwan.
- **Community/Network Building:** Host events and workshops to integrate nomads with local businesses and culture.
- **Strategic Marketing:** Launch targeted campaigns on platforms such as social media to showcase Nepal’s suitability for remote work.
- **Sustainability Focus:** Promote eco-friendly travel and highlight Nepal’s unique role in sustainable tourism.

Conclusion

The intersection of digital nomadism and tourism presents a transformative opportunity for Nepal. By embracing this trend, the country can diversify its tourism sector, stimulate local economies, and position itself as a forward-thinking global destination. With strategic planning and investment, Nepal can turn digital nomadism into a cornerstone of its tourism growth strategy, paving the way for a sustainable and prosperous future.



Transforming Nepal's Tourism: Challenges, Opportunities, and the Way Forward

Sudhan Subedi

Nepal, with its breathtaking natural beauty and rich cultural heritage, is unique in the global tourism map. Its towering Himalayas, serene trekking trails, and vibrant traditions draw millions of visitors each year. But it has also brought challenges with emerging trends of sustainability, business travel, and the integration of advanced technology into this global industry. The problems of Nepal are myriad, requiring an ecological balance between global lessons and local responses to ultimately assure the sustainability and resilience of Nepal's tourism industry.

The various challenges besetting Nepal's tourism, from the quality of the human resources to the sustainability of its destinations, contribute to its current status. Destinations around the world are now focusing on eco-friendly behavior and integrating technology into their service features. While these can have positive impacts on Nepal, still, there are some pressing structural and operational drawbacks in the country that it must go through. The quality of the human resource is the priority issue. The majority of employees in Nepal's hospitality sector, particularly in hotels and resorts outside the Kathmandu Valley and in remote areas, lack formal education, professional skills, and industry passion. Many staff members are employed without adequate training, which hampers their ability to deliver quality services. For instance, trekking routes often rely on locals with minimal training, leading to inconsistencies in service delivery. Such training programs directed at poor youth, especially in rural areas, will bridge the gap. NATHM has begun certain skill development courses; however, there is much that needs to be scaled up and diversified, with additions of technology-based curriculums in order to orient the manpower toward current needs and demands in tourism.

Quality of accommodation range from very basic tea houses along the trek routes to five-star hotels in cities like Kathmandu, Pokhara, Jhapa and Bhairahawa. While the fees for accommodations are relatively lower than those in neighboring countries like India or Bhutan, the disparity in service quality remains a problem. This ranges from inconsistent facilities in popular-route lodges, such as those in the Annapurna, to lapses in customer service by personnel in luxury hotels in the urban areas. Such inconsistency could be resolved through regular monitoring by relevant authorities, establishment of a quality certification system, and promotion of eco-friendly accommodation.

The quality of services availed in the tourism sector is also not even. Most businesses do not understand what international tourists expect from them, thus causing dissatisfaction. For example, some trekking agencies do not arrange for safety measures or special diets required by travelers coming from other regions. This needs systematic training programs and mechanisms for customer feedback that would lead businesses to improve their services.

Another critical challenge remains the enforcement of safe food and health standards. Guidebooks from Lonely Planet and Rough Guides constantly advise against the consumption of fresh produce or drinking water in Nepal, as one risks facing serious health complications. Food inspectors employed by the government are few. As recently as 2024, the food safety situation in Nepal remained an area of concern. The Food Hygiene and Quality Act, 2081 (2024), aims to fill the gaps in food hygiene and quality management, as mentioned in previous reports. The new Act has set strict standards for licensing food businesses, enforcement of hygiene compliance, and regular inspections. However, resource constraints remain, with reports that monitoring mechanisms still have a long way to go before adequately covering the country.

Local attempts have been made in Kathmandu to hire more food inspectors and technologists. The goal is to enhance monitoring at restaurants, hotels, and by street food vendors. However, this has not scaled up across the country.

The NTB and other agencies have done a great deal to conduct training and disseminate information regarding safe food handling practices; this must be scaled up. Efforts such as the promotion of local water purification, the monitoring of minimum food preparation standards, and encouraging Nepal's diverse food options through hygienic and sustainable approaches will go a long way in improving the situation.

Immigration processes and visa services in Nepal often come under severe criticism from international



tourists. Long queues and timely systems upgradation are some of the key areas Tribhuvan International Airport, Gautam Buddha Bhairahawa Airport, and Pokhara Airport need to work on avoiding. For example, tourists often complain about delays in getting visas upon arrival or miscommunication at immigration counters. Digitization of the immigration process will modernize it, introducing e-visa applications, e-gates, and training for immigration staff to improve the experience for visitors and bring Nepal in line with international standards.

Quality is a pivotal issue at the destinations themselves. Places like Kathmandu, Pokhara, Chitwan, and Lumbini are all facing problems of congestion, waste management, and degradation of natural resources. The Everest region, for example, produces 12,000 kilograms of solid waste yearly, but has no adequate facilities for its management. Addressing these challenges requires investment in waste management infrastructure, promoting lesser-known destinations to distribute tourist traffic, and engaging local communities in destination management plans.

Despite these challenges, there is immense opportunity for Nepal's tourism sector to ride the global trends, particularly with technological advancements toward sustainability. For example, AI can create personalized itineraries for tourists to enhance their experience and reduce environmental impacts. Digital tools can also help monitor foot traffic at popular sites, ensuring that visitor numbers remain sustainable.

Some examples show how technology can promote sustainable tourism in Nepal. Initiatives such as the "Smart Annapurna" project use GPS and mobile apps to give trekkers real-time information about their trails, promoting responsible trekking practices. Similarly, digital booking platforms for homestays in rural areas enable equitable distribution of tourism benefits while reducing dependence on urban centers. Expanding these, incorporating AI-powered feedback systems, and using blockchain for more transparent, sustainable travel practices could place Nepal at the forefront of environmentally-friendly tourism.

The journey ahead for Nepal's tourism is multithreaded. By addressing infrastructure, human resources, and service quality issues, by embracing technology and sustainability, Nepal can unlock its full potential. The unique blend of natural beauty and cultural heritage the country possesses, if brought forth with innovative practices, will not only ensure that tourism thrives but also functions as a model for sustainable development in the global context.





India leads Nepal's Tourism surge with 186,696 arrivals in first half of 2024

Srijana Nepali

(Published in <https://www.traveltrendstoday.in/india-leads-nepals-tourism-surge-with-186696-arrivals-in-first-half-of-2024/> Travel Trends Today)

A. What is the current state of tourism exchange between Nepal and the ASEAN region?

ASEAN region is one of the potential tourism source markets for Nepal in terms of Buddhist destination. Nepal Tourism Board has always worked on the promotional activities and collaborations in this region through different destination promotion, joint promotion, sales mission and fairs to showcase Nepal with utmost prominence in this region.

Recently, Nepal Tourism Board in close coordination with Embassy of Nepal organized Nepal Tourism Promotion Event: Lumbini to Himalayan Bliss in Thailand in June end.

Such programs provide a wider platform for the two countries to unleash the potentials of tourism promotion and explore the vast tourism offerings of Nepal in new avenues. However, we have not seen much from the ASEAN region and believe cultural exchange events play crucial role in destination promotion.

Many new programs in this region are being planned for this in our new Fiscal Year for extensive promotion.

B. What barriers and challenges hinder the flow of tourists from the ASEAN region to Nepal, and vice versa?

First and foremost less flight frequency to these regions is one of the main challenges. Similarly, language barrier, payment gateway are also other major challenges. Full-fledged operation of Gautam Buddha International Airport, state of the infrastructure development and strategic showcasing of Nepal as a destination for this region is still minimum.

The outbound trend from this region is also not so significant. Visa issues, documentation hassle are also to be improved. Lumbini is also not adequately tapped along with other possible activities. Proper promotion of other Buddhist religious sights is also felt. Destination knowledge on Nepal among the ASEAN tour operators is also needed.

C. How effective are Nepal's current marketing strategies in capturing a larger share of the ASEAN tourism market?

Nepal regularly participates in Nepal Sales Mission, Joint Promotion programs and fairs in these regions. Increased FAM Trips to the vloggers, bloggers, media and tour operators have been organized as a part of influencer marketing campaigns. Still we feel there is room for improvement on Nepal's current marketing strategies. Rigorous and aggressive marketing is the need of the hour with focused Digital marketing and Destination branding.

D. How can Nepal leverage its Buddhist tourism to attract and significantly increase tourism interest from the ASEAN region?

Nepal is a strong market for Buddhist tourism and more promotion should be initiated on Buddhist circuits. Buddhist packages with spiritual and wellness segment as FAM Trips to media, vloggers, bloggers as influencer marketing campaigns to boost tourism to a larger market. More focus on ASEAN region specific info graphics will help prioritize much needed digital marketing and destination branding for optimum promotion.



Reinventing Rural Tourism

Sunil Sharma

Rural tourism has recently received a lot of attention, and the interest is expanding at an exponential rate. Post-COVID, tourists' preferences have shifted towards seeking authentic experiences during their journeys. Travelers now prioritize 'newness' and 'freshness' in solitude, driving emerging trends such as authentic journeys, slow living, and sustainability. The concept of slow life, in which time appears to stand still, has gained popularity. Embracing a slower pace of life is so popular that videos about 'slow living' have seen their YouTube viewing climb by at least fourfold.

Rural tourism ideally correlates with these changing post-COVID choices, providing unique experiences that meet this expanding demand. Rural tourism perfectly aligns with these evolving post-COVID preferences, offering unique experiences that cater to this growing demand. Its rich and diverse cultural heritage stands out as one of its key assets, making rural tourism an ideal choice for travelers seeking meaningful and sustainable experiences. It offers visitors a wide variety of unique and immersive opportunities to explore and connect with local traditions, lifestyles, and environments.

The UN Tourism has recognized the immense potential of rural tourism and has actively promoted its development. Aligning the agenda of Sustainable Development Goals (SDGs) 2030 and unleashing the forces of tourism as a catalyst for rural development and enhancing community well-being, UN Tourism launched the 'Best Tourism Villages by UN Tourism' initiative in 2021. As per UN Tourism, the initiative is "a global initiative to highlight those villages where tourism preserves cultures and traditions, celebrates diversity, provides opportunities and safeguards biodiversity." Furthermore, the initiative provides a platform village network to create a space for exchanging experiences, good practices, learning, and opportunities among its members. Rural tourism grab so much attention that in the first edition of Best Tourism Villages over 40 villages from more than 30 countries across the five world regions (from over 170 applications) were recognized as Best Tourism Villages and a further 20 villages were selected to participate in the Upgrade Programme. Under this initiative, the UN recognises rural tourism destinations with cultural and natural assets, having a clear commitment to innovation and sustainability in all its aspects – economic, social and environmental dimensions. Second, under its upgrade programme, it assists a select number of villages among those that do not fully meet the criteria to obtain the recognition. The villages receive support from UN Tourism and Partners in improving elements of the areas identified as gaps in the evaluation process. Third, the 'Best Tourism Villages by UN Tourism' Network provides a space for exchanging experiences and good practices. It includes representatives of the villages recognized as 'Best Tourism Village by UN Tourism' as well as those participating in the Upgrade Programme. Under this initiative several initiatives have been developed to boost rural tourism development such as UN Tourism and the TUI Care Foundation of Africa launched 'Colourful Cultures' grant to empower local artists and artisans, particularly women and youth, in rural tourism destinations across selected African countries.

In order to avoid becoming stereotypical, rural tourism must continually reinvent itself by offering transformative and immersive experiences, such as farm-to-fork activities that showcase traditional rural lifestyles and the richness of cultural heritage, where visitors can gawk in wonder at their opulence. It should be designed to promote sustainable tourism practices, foster cultural knowledge exchange, and support capacity building. Additionally, well-structured policies, plans, and strategies must be developed to ensure the sustainable growth and development of rural tourism.





Rohini Khanal



Heartfelt Condolences

HEARTFELT CONDOLENCE



We are deeply saddened to learn about the irreparable loss of Mr. Basant Raj Mishra, a pioneer personality in Nepalese hospitality and tourism sector. He was the Founder Member NTB Executive Committee, Lifetime Member of PATA, Founder of Nepal Association of Tour Operators, Former President of PATA Nepal, and Executive Chairman of the Temple Tiger Group of Companies. His vision and unwavering dedication to the industry will inspire generations to come.

Our heartfelt condolences to the bereaved family.

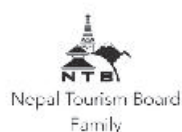
May his soul rest in peace.



We are deeply shocked and saddened to learn about the loss of our dearest Ambika Shrestha Maam, a true pioneer in the Nepalese hospitality and tourism sector and Nepal Tourism Board's former Executive Member. Her contributions to the industry have been invaluable, and her legacy will continue to inspire generations to come.

Our heartfelt condolences to the bereaved family.

May her soul rest in peace.



We are profoundly saddened by the passing of Mr. Shyam Bahadur Pandey, Founding Chairman of Shangri-La Group of Hotels and Resorts and former board member of Nepal Tourism Board. His contributions were invaluable in shaping the tourism and hospitality industry, leaving an indelible mark that will inspire generations. Our heartfelt condolences go out to his family during this difficult time. May he find eternal peace!

