



nepal

InFocus 2025

B.S. 2081/82
Nepal Sambat 1146

*Lifetime
Experiences!*



Published by
Nepal Tourism Board

Tourist Service Center
P.O.Box: 11018, Bhriktuti Mandap, Kathmandu
Tel: 977-1-5356909
Email: info@ntb.org.np
Web-site: www.ntb.org.np

December 2025

INFOCUS 2025 EDITORIAL TEAM

Mr. Sunil Sharma, Off. Director	– Coordinator
Mr. Surya Thapaliya, Sr. Manager	– Sub Coordinator
Mr. Santosh Kumar Ghimire, Sr. Manager	– Member
Mr. Suman Ghimire, Sr. Manager	– Member
Ms. Janaki Prasad Upadhyay, Sr. Officer	– Member
Mr Shiv Raj Pandeya, Sr. Officer	– Member
Mr. Sitaram Dahal, Sr. Officer	– Member
Mr. Yuvraj Gurung, Sr. Officer	– Member
Ms. Rikhi Maya Rai, Sr. Officer	– Member
Ms. Astha Rijal, Officer, GESI STP	– Member



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



Ref. No. :

Anil Kumar Sinha
Minister

Message from the Minister of Culture, Tourism and Civil Aviation

This release of InFocus 2025, the flagship annual publication of the Nepal Tourism Board, gives me a great pleasure. It thoughtfully captures the vibrant spirit of Nepal's tourism sector, reflecting achievements during a period of global transition and domestic changes.

Tourism, the backbone of Nepal's economy, serves as a vital source of employment, foreign exchange earnings and community livelihoods. In recent times, the sector experienced temporary disruptions attributable to climate change, political causes and few others that affected travel sentiment and tourism activities in certain areas. However, with stability restored and confidence gradually returning, Nepal's tourism industry is once again on a path of recovery, resilience, and renewed growth.

Government of Nepal is fully committed to strengthening the tourism sector through strategic policy reforms, digital promotion, and sustainable destination development. Recognizing the changing preferences of global travelers, particularly the growing influence and positive expectations of younger generations, we are prioritizing digital transformation, experiential and community-based tourism, environmental sustainability, and tourism-friendly investment policies. These measures aim to enhance Nepal's competitiveness while ensuring that tourism growth remains inclusive and responsible.

Ministry of Culture, Tourism and Civil Aviation, in close coordination with Nepal Tourism Board, the private sector, and provincial and local governments, will implement targeted promotional campaigns, strengthen institutional capacity along with professional skills, and improve tourism infrastructure to position Nepal as a safe, diverse, and must-visit destination in the global market. Our collective focus is to transform challenges into opportunities and ensure long-term resilience and sustainability of the tourism industry.

I extend my sincere appreciation to Nepal Tourism Board and all contributors to InFocus 2025 for their vision, valuable insights and dedication. I wish the Nepal Tourism Board continued success in promoting Nepal and achieving new milestones during the days ahead.

Anil Kumar Sinha
Minister
Ministry of Culture, Tourism and Civil Aviation



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



Ref : No:

Tel: +977-1-4211879 (Office)

Fax : +977-1-4211992

Email: info@tourism.gov.np

Website: www.tourism.gov.np

Message from the Chairperson

The publication of InFocus 2025 this year coincides with a significant milestone: the 27th anniversary of Nepal Tourism Board. Established in 1998, NTB has traversed a long and eventful journey, shaped by both opportunities and profound national challenges. Over the years, the Board has evolved into a mature and resilient institution, continually adapting to changing domestic and global realities.

During this period, Nepal's tourism sector has faced repeated disruptions. The prolonged political transitions, frequent strikes and protests, the devastating 2015 earthquake, and the global COVID-19 pandemic of 2019-2021 each left deep impacts on tourism flows, infrastructure, and investors' confidence. Despite these adversities, NTB remained at the forefront, sustaining destination promotion, rebuilding international confidence, supporting industry recovery, and safeguarding Nepal's image as a welcoming destination. The recent Gen-Z movement of September 8-9 presented yet another test for the tourism sector. Temporary disturbances affected travel sentiment and operational continuity in key destinations. However, drawing on institutional experience and crisis-handling maturity developed over the years, NTB responded swiftly, effectively, and efficiently, restoring market confidence. Through coordinated communication, stakeholder engagement, and targeted reassurance efforts, NTB played a crucial role in restoring normalcy and reinforcing traveler confidence within a short period.

These experiences have reinforced the importance of preparedness, adaptive policy responses, and strong public-private coordination. In the aftermath of recent events, tourism promotion strategies are being refined with greater emphasis on crisis management mechanisms, digital outreach, market diversification, sustainable tourism, and community-based models that enhance sectoral resilience.

As the Secretary of the Ministry of Culture, Tourism and Civil Aviation and Chairman of the Nepal Tourism Board, I remain confident that Nepal's tourism sector is entering a more mature phase - one that learns from past disruptions while embracing innovation and inclusivity. With evolving tourism policies, stronger institutional coordination across all levels of government and active participation of the private sector, Nepal is well positioned to transform challenges into long-term opportunities.

I extend my sincere appreciation to the NTB team, tourism stakeholders, and contributors to InFocus 2025 for their dedication and perseverance. As we mark 27 years of the Nepal Tourism Board, let us reaffirm our collective commitment to building a resilient, sustainable, and globally competitive tourism sector for Nepal.

Mukunda Prasad Niroula

Mukunda Prasad Niroula
Chairperson, Nepal Tourism Board
Secretary, Ministry of Culture, Tourism and Civil Aviation



नेपाल पर्यटन बोर्ड Nepal Tourism Board

(नेपाल पर्यटन बोर्ड ऐन २०१३ द्वारा स्थापित)
(Established under Nepal Tourism Board Act 1997)



Message from Vice Chairperson

As Nepal Tourism Board completes its 27 years, this moment gives us a chance to both reflect on our journey and look ahead with renewed commitment. Over the years, NTB has grown into a key institution in shaping Nepal's tourism story, promoting our beautiful destinations, strengthening public and private partnerships, and adapting to changes in global tourism. Our journey has had challenges, but each challenge has made us stronger, more resilient, and more determined to move forward with pride in our nation.

On this occasion, I would like to sincerely thank the Ministry of Culture, Tourism and Civil Aviation, our board members, dedicated board staff, all national and international organizations associated with tourism and the entire tourism fraternity. Without your continuous support, cooperation, and belief in Nepal, our progress would not have been possible. This growth is truly a shared achievement.

Today, tourism governance faces higher expectations than ever before. We live in a time of rapid change, strong competition, growing concern for sustainability, and fast digital transformation. While we have made meaningful progress, we also recognize that there is still room for improvement. What matters now is turning plans into action focusing on results, using data wisely, encouraging innovation, and ensuring that tourism growth benefits our economy, communities, and environment.

We are growing, learning, and moving forward but the journey continues. Let us work together with clarity, cooperation, and commitment to build a stronger, more sustainable tourism future for Nepal. With collective effort, NTB will continue to move ahead resilient, responsive, and focused on results that truly matter.

Thank you, and let us keep working together.

Ram Prasad Sapkota (Kamal)

Vice Chairperson



नेपाल पर्यटन बोर्ड Nepal Tourism Board

(नेपाल पर्यटन बोर्ड ऐन १९९७ द्वारा स्थापित)
(Established under Nepal Tourism Board Act 1997)



Message from the Chief Executive Officer

Nepal Tourism Board – 27th Anniversary

As Nepal Tourism Board marks its 27th anniversary, we reflect with pride on a journey shaped by resilience, collaboration, and an unwavering commitment to positioning Nepal as a world-class tourism destination.

Since its establishment, NTB has served as a bridge between the public and private sectors, working tirelessly to promote Nepal's unparalleled natural beauty, rich cultural heritage, and warm hospitality. Over the years, our tourism industry has faced both opportunities and unprecedented challenges. Yet, each phase has strengthened our resolve to adapt, innovate, and move forward with renewed purpose.

The past years have reminded us that tourism is not only an economic pillar but also a powerful connector—linking communities, preserving heritage, and fostering sustainable development. Guided by this understanding, NTB continues to prioritize sustainable tourism focusing towards regenerative model of tourism, destination diversification, digital transformation, and inclusive growth that benefits local communities across the country.

As we look ahead, our focus remains on strengthening Nepal's global brand, promoting emerging destinations, and working closely with all stakeholders to build a resilient and future-ready tourism ecosystem. The collective efforts of government agencies, private sector partners, development partners, tourism professionals, and local communities remain the cornerstone of our progress.

On this occasion, I extend my sincere appreciation to our stakeholders, partners, and the dedicated team at Nepal Tourism Board for their continued trust, cooperation, and commitment. Together, let us continue to elevate Nepal's tourism to greater heights and ensure that the spirit of Nepali tourism continues to inspire the world.

Happy 27th Anniversary !

Warm regards,

Deepak Raj Joshi
Chief Executive Officer,
Nepal Tourism Board

Tourist Service Center, P.O. Box: 11018, Bhrikutimandap, Kathmandu, Nepal

Tel: 977-1-4256909, Fax: 977-1-4256910, e-mail: info@ntb.org.np, Web-page: www.welcomenepal.com

Tourist Service Center, Pardi, Pokhara, Nepal Tel: 977-61-465292

CONTENT

Message from Minister of Culture, Tourism and Civil Aviation ...**3**

Message from Chairperson ...**5**

Message from Vice Chairperson ...**7**

Message from CEO ...**9**

Executive Committee of NTB ...**11**

Tourism Marketing & Promotion ...**12**

Public Relations & Publicity ...**66**

Tourism Products & Resources Development ...**86**

Research, Planning & Monitoring ...**114**

Gandaki Province Office ...**136**

Corporate Services ...**154**

Sustainable Tourism Project (STP) ...**164**

NTB Creative Minds...**178**

Special Events and Programs ...**192**

Awards and Accolades ...**202**



Executive Committee of Nepal Tourism Board



MR. MUKUNDA PRASAD NIROULA
Chairperson
(Secretary, Ministry of Culture, Tourism and Civil Aviation)

MR. RAM PRASAD SAPKOTA (KAMAL)
Vice Chairperson



MR. SHANKAR BAHADUR K.C.
Member
(Joint Secretary,
Ministry of Finance)

MR. RAM CHANDRA TIWARI
Member
(Director General,
Department of Immigration)



DR. BUDDHI SAGAR POUDEL
Member
(Director General, Department
of National Park and Wildlife
Conservation)

DEO CHANDRA LAL KARNA
Member
(Act. Director General, CAAN)



MR. RISHI RAM BHANDARI
Member

MR. RAJENDRA BAHADUR LAMA
Member



MR. NARENDRA KUMAR DEO BHATTA
Member

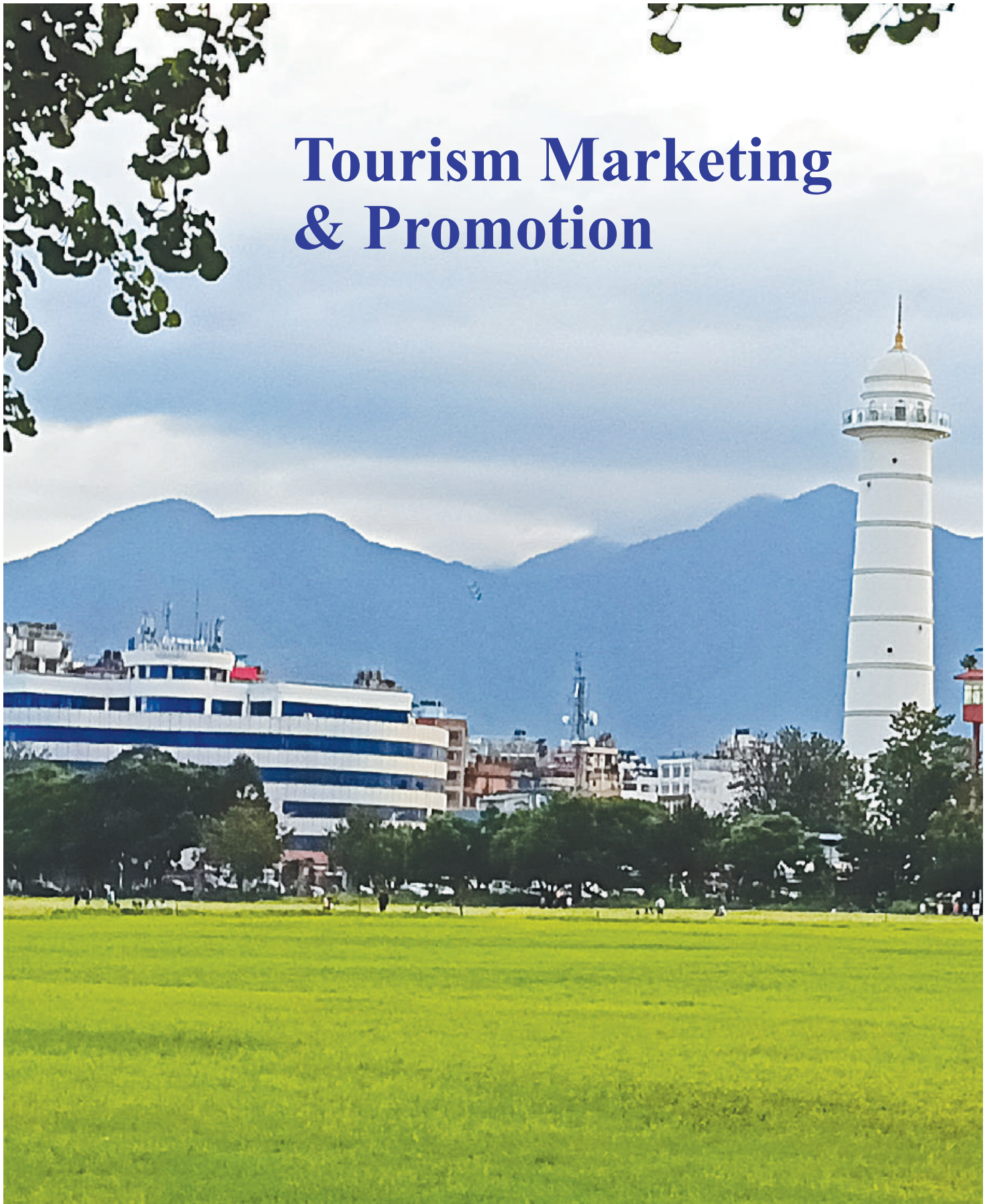
MR. KUMAR MANI THAPALIYA
Member



MR. DEEPAK RAJ JOSHI
Member Secretary, Executive Committee
Chief Executive Officer
Nepal Tourism Board



Tourism Marketing & Promotion





Dharahara from Tundikhel - Sunil Sharma



NTB's promotional advertisement in Inflight Magazine of Nepal Airlines 'Shangri-La'

Nepal Tourism Board (NTB) published its destination branding advertisement in four consecutive issues of Nepal Airlines' official inflight magazine, *Shangri-La* covering the January–March, April–June, July–September, and October–December 2025 editions. This initiative aims to advertise Nepal's tourism products and brand through the national carrier's inflight publication.

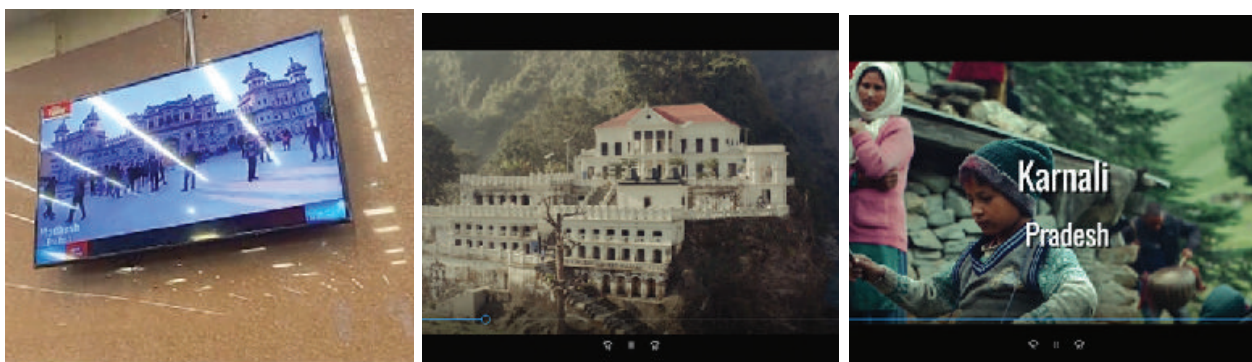
Shangri-La serves as a strategic communication platform with a diverse and affluent readership that includes business travelers, tourists, and international passengers flying with Nepal Airlines. By placing a full-page advertisement in both issues, Nepal Tourism Board aimed to strengthen brand visibility and inspire travelers to explore Nepal's unique attractions and experiences. This promotional step has supported NTB's ongoing efforts to position Nepal as a premier global travel destination by engaging audiences directly during their travel journey.



NTB strengthens destinations visibility through digital display at TIA Domestic Terminal

NTB collaborated with Nepal Traveller Digital Publications Pvt. Ltd. to promote Nepal's tourism brand through digital advertising at Tribhuvan International Airport's Domestic Terminal. The initiative was undertaken following the proposal received from Nepal Traveller to utilize their digital display platform for strategic tourism promotion.

Under this collaboration, NTB advertised its provincial promotional video contents on a large 4K-resolution LED display measuring 6ft by 4ft, positioned in the departure lounge of the domestic terminal—an area with high passenger footfall. The advertisement aired between 6:00 AM and 9:00 PM daily, with a 15–30 second video format scheduled in a 30-minute display slot each day. This promotional placement helped enhance NTB's visibility among domestic travelers, encouraging tourism movement across various destinations within Nepal and reinforcing NTB's presence at a key travel hub.



NTB's support in "Yatra Nepalko"- Special Episode Featuring Manisha Koirala



Live Nepal Pvt. Ltd., in collaboration with the Nepal Tourism Board (NTB), successfully completed the filming of a special episode of "Yatra Nepalko" featuring renowned actress Manisha Koirala. The episode, shot on 12th January 2025, highlights the breathtaking journey to Annapurna Base Camp (ABC) and Ghandruk—showcasing Nepal's natural splendor, cultural richness, and warm local hospitality.

Supported by NTB as the promotional partner, the production team conducted the shoot using a chartered helicopter from Kathmandu–ABC–Ghandruk–Kathmandu, capturing candid conversations and authentic travel experiences with Ms. Koirala. The episode aims to inspire both domestic and international travelers by presenting Nepal's diverse landscapes and unexplored destinations.

The filming team included host Purnima Karki, director Dashrath Sunar, camera person Raj Pokharel, and production head Hareram Karki. The journey concluded successfully on the same day, marking a memorable collaboration between Live Nepal Pvt. Ltd. and NTB.

The completed episode was broadcasted on VFY YouTube Channel contributing to the promotion of Nepal's tourism revival efforts.

Nepal Tourism Board Promotes Tourism at Third Nepal-Japan Friendship Summit 2025

NTB in partnership with Idea Studio Nepal, extended its promotional efforts at the Third Nepal-Japan Friendship Summit, held from February 26–28, 2025, in Kathmandu. The summit brought together business leaders, government representatives, and academia to strengthen bilateral relations between Nepal and Japan.



NTB promoted the summit and hosted a networking dinner, where Officiating Director Mr. Sunil Sharma delivered a destination presentation highlighting Nepal's tourism potential. The event welcomed participants from 20 leading Japanese companies, including ITOCHU ENEX, Seino Staff Service, Tokio Marine & Nichido Fire Insurance, Benesse Corporation, Ishizaka Sangyo, and Mitsubishi Corporation Group.

Delegates engaged with Nepalese officials and business leaders, visiting local universities, Japanese-style driving schools, and training centers. The summit served as a platform for socio-economic collaboration, fostering skilled human resource mobility, knowledge and technology transfer, and investment opportunities, contributing to the sustainable growth of both nations.

Nepal Tourism Board's Participation in AInspire: AI in Marketing Summit 2025

NTB actively participated in the AInspire: AI in Marketing Summit 2025, held on March 5–6, 2025 at The Soaltee, Kathmandu, organized by the Nepalese Marketing Association (NMA) in collaboration with the U.S. Embassy. The summit provided a



platform for industry leaders to explore the transformative role of Artificial Intelligence (AI) in modern marketing across sectors, including tourism.

Represented by six officials, NTB engaged in sessions focused on AI's current trends, future potential, and strategic applications in marketing. Key takeaways included the use of AI for tourism promotion, data-driven decision-making, hyper-personalized visitor experiences, and the importance of ethical AI practices. The event also facilitated networking opportunities with global AI experts and technology firms, paving the way for future collaborations in AI-driven marketing initiatives.



Showcasing Kathmandu's Living Heritage: Seto Machhindranath Procession Presented to International Visitors



NTB, Kathmandu Metropolitan City, and the Seto Machhindranath Rath Yatra Samiti successfully showcased the Seto Machhindranath Chariot Pulling Procession to representatives from the diplomatic corps and visiting tourists on 5 April 2025. The special viewing was arranged along the route from Panchakashmari Takiya, Jama Masjid, and Ghantaghar, offering guests an opportunity to observe and experience one of Kathmandu's most revered and historic cultural traditions.

Their participation contributed to highlight Kathmandu's living heritage and supported the shared objective of promoting the rich cultural identity of the Kathmandu Valley.

NTB Showcases Nepal's Tourism Diversity at Nepal Festival Delhi 2025

NTB successfully participated in the Nepal Festival Delhi 2025, held from 11 to 13 April 2025 at the Embassy of Nepal Grounds, New Delhi, India. The festival was organized by the Everest Chamber of Commerce & Industries in partnership with the Embassy of Nepal in New Delhi to foster deeper cultural and economic ties between Nepal and India.

The event was inaugurated by Honorable Union Minister of Culture of India, Mr. Gajendra Singh Shekhawat, along with Honorable Minister for Law, Justice & Parliamentary Affairs of Nepal, Mr. Ajay Chaurasiya, and His Excellency, Ambassador of Nepal to India, Dr. Shankar Prasad Sharma. Their presence emphasized the importance of Nepal-India relations and the shared commitment to promoting regional trade, tourism and people-to-people relations.



Throughout the three days, various plenary sessions were conducted, bringing together renowned intellectuals, policymakers, and experts from both nations to discuss critical themes surrounding Nepal-India relations, trade cooperation, and the future of tourism. During a key session titled “Strengthening Sustainable Tourism: Promoting Religious, Heritage & Adventure Tourism,” Senior Director from NTB, Mr. Hikmat Singh Ayer, highlighted initiatives to streamline cross-border travel for Indian tourists and discussed the country’s integrated vision of promoting both spiritual and adventure tourism for long-term growth.

Nepal Tourism Board’s pavilion served as a key attraction, showcasing Nepal’s diverse offerings under the themes of culture, nature, adventure, along with spiritual and wellness tourism. Various promotional materials, souvenirs & information were shared among Nepal Stall visitors

With India continuing to be Nepal’s largest tourism source market, NTB remains focused on expanding outreach and collaboration to tap into growing interest in cross-border travel and exploration. Mr. Hikmat Singh Ayer, Sr. Director, and Mr. Sagar Upadhyaya, Sr. Officer, represented NTB at the event.

Nepal Tourism Board Engages Youth to Promote Emerging Destinations

NTB is actively engaging the young generation in identifying and promoting emerging tourism destinations across the country. Aiming to showcase the unique attractions and untapped potential of lesser-known regions, NTB organized the “Connecting Content Creators with Package Curators” program in Kathmandu on 29th April 2025.



The event brought together tourism entrepreneurs and content creators under one platform, encouraging collaboration to develop and promote new tourism products. As part of the program, video content highlighting destinations from Api Himal in the Far West to the Mundhum Trail in the Far East was showcased. These videos featured unexplored and underpromoted locations from all seven provinces.

Speaking at the event, NTB Chief Executive Officer Deepak Raj Joshi emphasized the need to embrace technology and new strategies to enhance tourism promotion. “While we have a rich legacy of tourism, we often limit ourselves to promoting the same few destinations. With global tourism trends evolving rapidly, we too must innovate—exploring and promoting new places that resonate with today’s travelers,” he said.

The event featured presentations by regional content creators: Manoj Acharya (Koshi Province), Manish Ruchal of Ghumante (Madhesh and Bagmati Provinces), Hemant Bhandari of Nepal 8th Wonder (Gandaki Province), Pallav Pandit (Lumbini Province), Sirjana Oli aka Sirjana Sijju (Karnali Province), and Hemant Rai (Sudurpaschim Province). Each shared compelling video content and insights into the potential of new tourist destinations in their respective regions.

The program concluded with interactive sessions between content creators and package curators, fostering dialogue on strategies to design innovative travel experiences that cater to the interests of the modern traveler.



NTB Partners with SKÅL International Nepal for SKÅL Wildlife Focus – Chitwan 2025

NTB partnered with SKÅL International Nepal to organize SKÅL Wildlife Focus, Chitwan 2025, held on 9th to 11th May 2025 at Riverbank Jungle Resort, Patihani, Chitwan. The landmark event highlighted wildlife tourism, eco-tourism, and sustainable development, bringing together tourism professionals, conservationists, and community leaders.



NTB actively contributed by hosting the networking dinner, facilitating transportation, and providing event branded t-shirts while its representatives shared insights on sustainable tourism and conservation.

The event strengthened public-private partnerships, promoted Chitwan as a hub for “Wildlife & More,” and set the foundation for making SKÅL Wildlife Focus a biennial platform for global tourism and conservation dialogue.

Economic Empowerment in Rural South Asia: Sustainable Pathways

Nepal Tourism Board participated in South Asian Women’s Conference on Rural Tourism. The Conference was organized on the theme: “Economic Empowerment in Rural South Asia: Sustainable Pathways”



The Tarayana Foundation, South Asia Women’s Network (SWAN), the Trans-Himalayan Environment and Livelihood Program Nepal (T-HELP), and the International Development Institute (IDI) hosted the South Asian Women’s Conference from 8th to 10th May 2025 at Thimphu, Bhutan. This landmark Conference brought together inspiring women leaders, experts, and practitioners from Afghanistan, Bangladesh, Bhutan, India, Maldives, Nepal and Sri Lanka to explore cross-border cooperation, women’s empowerment, and the future of sustainable rural tourism.

At the Conference, NTB highlighted Nepal’s achievements in community-based tourism, particularly initiatives led by women. It also showcased its efforts in supporting women entrepreneurs from rural Nepal to connect with regional and global tourism markets and effectively reach their target audiences.



Nepal Showcased at Global Fest 2025 in Aurora, Colorado

The Embassy of Nepal, in collaboration with the Nepal Tourism Board, successfully participated in Global Fest 2025 on June 13–14, 2025, highlighting Nepal's rich cultural heritage and diverse tourism offerings. The participation took place with support from the Nepal Tourism Board at the request of the Embassy of Nepal, USA, upon the initiative of the Nepalese Community of Colorado.



As part of the festival, a special reception was hosted at the Aurora Municipal Center on June 13, bringing together dignitaries, tourism leaders, diplomats, community members, and friends of Nepal. Over 200 attendees were present at the ceremony. The Mayor of Aurora, Mr. Mike Coffman, graced the occasion as Chief Guest and praised Nepal's cultural richness, natural beauty, and the vibrant presence of the Nepalese community in Colorado. In a symbolic gesture of friendship, Mayor Coffman presented a ceremonial key to the city to Deputy Chief of Mission (DCM), Mr. Sharad Raj Aran.

The reception featured traditional Nepali cultural performances, exhibits of Nepalese art, and authentic Nepali cuisine. Tourism promotional materials provided by the Nepal Tourism Board were also distributed to attendees.

On June 14, the Nepal Parade took place during the Global Fest Parade, showcasing Nepal's national pride with traditional clothing, cultural performances, and the national flag. Led by DCM Aran and joined by members of the Nepalese community and artists, Nepal proudly participated alongside delegations from nearly 70 countries in front of 8,000 spectators.

The presence of Nepal at Global Fest 2025 with Global Leader Sponsor's Right in "Global Fest 2025" served as a meaningful platform to promote Nepal's tourism, strengthen people-to-people connections, and foster cultural diplomacy in the United States.

NTB Partners in organizing to Global Youth Leadership Summit 2025

The Global Youth Leadership Summit (GYLS) 2025 concluded successfully from June 20–23, 2025 at Kathmandu Garden Home, Kathmandu. The event was organized by the Global Youth Parliament in partnership with Nepal Tourism Board, which brought together over 65 young leaders from Asia, Africa, Europe, and the Americas, making it a meaningful platform for cultural exchange, leadership learning, and collaboration.

The Nepal Tourism Board (NTB) played a key role as a promotional and logistical partner, supporting international delegate accommodation, coordinating cultural performances, and providing souvenirs to participants. NTB's involvement helped elevate the summit's impact while showcasing Nepal as a welcoming and capable host for international youth events.

The successful completion of GYLS 2025 marks an important step in positioning Nepal as a vibrant destination for youth leadership, sustainable travel, and international conferences. The summit ended with new friendships, fresh ideas, and a shared vision for a better global future.



Health Tourism Mart 2025 Successfully Concludes in Birtamode, Jhapa

The second edition of the Health Tourism Mart 2025 concluded successfully on 28–29 June 2025 at Birtamode, Jhapa. The event was jointly organized by the Hotel Association Jhapa and NATTA Koshi Province, in collaboration with the Nepal Tourism Board (NTB), under the slogan “Let’s Promote Health and Tourism Together.”



This year’s mart featured 48 stalls, representing hospitals, wellness service providers, hotels, pharmacies, and tourism operators. The event welcomed more than 150 participants, including 27 Indian delegates, strengthening cross-border connections and investment opportunities in medical and wellness tourism.

The inaugural session was graced by Hon. Sadananda Mandal, Minister for Tourism, Forest and Environment, Koshi Province, who emphasized the importance of developing the province as a trusted hub for health-focused travel through infrastructure, skilled professionals, and collaborative promotion.

Key highlights included panel discussions, B2B meetings, and live yoga and Ayurveda demonstrations, aimed at advancing Nepal’s position in regional medical tourism markets. Speakers from Nepal and India shared insights on integrating healthcare with tourism promotion, improving policies, and leveraging Nepal’s growing reputation for quality and affordable medical services.

The event successfully enhanced Nepal-India cooperation, increased visibility of Koshi Province as a health tourism destination, and identified strategies for future growth and global outreach.

Nepal Destination Promotion Program Held in Osaka

NTB in collaboration with the Embassy of Nepal in Tokyo, organized a destination promotion event in Osaka on 30th June 2025 under the theme “Nepal: Unique Nature and Diverse Culture.” The program aimed to highlight Nepal as a naturally breathtaking, culturally diverse, and spiritually significant destination—particularly as the birthplace of Lord Buddha. With strong support from the local Nepali community, the event targeted Japanese travel professionals, media, and cultural enthusiasts, offering a deeper understanding of Nepal’s multifaceted appeal.

H.E. Dr. Durga Bahadur Subedi, Ambassador of Nepal to Japan, emphasized Nepal’s timeless spiritual identity as the land of Buddha, its extraordinary natural landscapes from the Himalayas to the Terai and its mosaic of living. He stressed the importance of further strengthening tourism ties between Nepal and Japan, noting that collaboration with the Japanese travel trade, media, and cultural institutions will be instrumental in bringing Nepal’s story to a wider audience.

Representing the Nepal Tourism Board, Mr. Bimal Kadel, Senior Manager presented Nepal’s unmatched natural beauty, cultural richness, and its global standing as a spiritual center. “Nepal is a once-in-a-lifetime destination where adventure meets inner peace,” he said, inviting Japanese travelers to experience trekking trails, sacred





Buddhist heritage sites, and the warmth of Nepal's people. He also highlighted NTB's commitment to tailoring tourism offerings to Japanese preferences, including wellness, heritage, and pilgrimage experiences.

The event featured remarks by several distinguished Japanese guests:

- Mr. Hiroshi Hiraguchi, Member of the House of Representatives, praised Nepal's natural and cultural heritage and expressed strong support for enhancing people-to-people connections through tourism.
- Mr. Kunio Imanishi, Honorary Consul General of Nepal to Osaka, spoke about the need for deeper bilateral cooperation and committed to promoting Nepal-Japan tourism relations at the regional level.
- Mr. Masakazu Okada, renowned Japanese mountaineer, shared his personal experiences in Nepal's Himalayas, describing the spiritual depth and human warmth he encountered.

The cultural segment included a traditional flute performance by Mr. Ram Maharjan, dynamic folk dances, and a heartfelt musical performance by popular Nepali singer Mr. Ananda Karki, creating a memorable atmosphere of Nepal's festive spirit.

In sum, the Osaka promotion program effectively presented Nepal as a land where nature, culture, and spirituality converge—a powerful invitation for Japanese travelers to discover the heart of the Himalayas.

Video featuring Everest expedition & Mountaineering History of Nepal

Nepal Tourism Board has developed the special video to highlight Nepal's mountaineering legacy and the historic journey of Mt. Everest expeditions. Designed for presentation during the **World Summiters Summit 2025 Program**, the video highlights Nepal's rich expedition history — from early pioneering ascents to modern achievements — while celebrating Nepali climbers, iconic milestones, and the nation's leadership in global mountaineering. This production serves both as a tribute to Everest summiters and as a promotional showcase positioning Nepal as a world-class expedition and adventure destination.

Nomad Basecamp Nepal 2025 Concludes Successfully in Pokhara

Nepal marked a historic milestone with the successful completion of the first-ever **Digital Nomad Summit — Nomad Basecamp Nepal 2025** held from August 27–31, 2025 at Bar Peepal, Pokhara. The five-day global gathering was jointly organized by Nepal Tourism Board (NTB) and Saarang Services, bringing together over 70 participants, 20 international speakers, and innovators from across the world.



With the theme “Where Ambition Meets Altitude,” the summit featured high-impact keynote speeches, workshops, AI-driven learning sessions, wellness experiences, cultural immersion, and networking opportunities. Discussions focused on the future of remote work, digital ecosystems, entrepreneurship, sustainable tourism, and positioning Nepal as a global destination for digital nomads.

Notable speakers included industry leaders such as John Lee Dumas, Jonathan Foltz, Brad Ippo, Eloïse Steen, and Sachin Dangi, along with experts facilitating sessions on AI, automation, strategy, mindset, and community



building. The event highlighted Pokhara's potential to emerge as a vibrant year-round hub for remote workers, supported by natural beauty, cultural richness, favorable cost of living, and growing digital infrastructure.

Nomad Basecamp Nepal 2025 has set the foundation for long-term collaboration and future initiatives aimed at strengthening Nepal's presence in the global digital nomad ecosystem.



Nepal Tourism Board Collaborates in "Brands & Beyond 2025"

NTB actively engaged in *Brands & Beyond 2025*, an initiative organized by Brand Guff Pvt. Ltd. aimed at advancing Nepal's branding, marketing, and positioning practices across tourism and broader national identity sectors. As part of the collaboration, NTB conducted a dedicated session titled **"A Talk Program on Competitive Analysis and Brand Positioning of Nepal Tourism Brand"** on **3 September 2025**, led by branding strategist **Mr. Naresh Gupta**. The session brought together NTB officials and key tourism professionals to explore strategies for enhancing Nepal's tourism brand in the global marketplace.

Further strengthening its involvement, NTB participated in the main conference held on 4–5 September 2025 at The Plaza, Lalitpur. NTB CEO Mr. Joshi represented the organization in a high-level panel discussion titled **"Building a Stronger Partnership,"** held on 4 September 2025. The session convened industry experts and leaders from tourism, marketing, and the creative economy to discuss collaborative approaches to developing a unified brand for Nepal.



Nepal Art & Culture Festival 2025 Inaugurated, Showcasing Nepal's Living Heritage and Cultural Excellence

Nepal Art & Culture Festival 2025 (NAC-FEST 2025) was collaboratively organized by Nepal Tourism Board (NTB) and Nepal Art Council (NAC) from 5–27 September 2025, celebrating Nepal's rich artistic heritage and dynamic creative sector. The festival featured a vibrant mix of cultural performances, culinary showcases, handicraft exhibitions, heritage walks, and interactive arts programs, held across key cultural centers of Kathmandu Valley including Kathmandu, Bhaktapur, Patan, Kirtipur, Hadigaun, and Thamel.

NAC-FEST 2025 was inaugurated on 5 September 2025 by Right Honorable President of the Federal Democratic Republic of Nepal Mr. Ramchandra Paudel, in the presence of the Honorable Minister for Culture, Tourism and Civil Aviation, distinguished diplomats, representatives from tourism organizations, artists, cultural experts, and members of the media. Over 250 participants attended the opening ceremony, which included the official unveiling of the festival's signature exhibition, **"Roots & Reflection."**



Timed to coincide with Indra Jatra, the festival presented more than 40 curated events across the Kathmandu Valley, including cultural walks, musical showcases, handicraft exhibitions, culinary programs, art workshops, and community-led heritage activities.

Guided by the theme “A Celebration of Art, Culture, and Heritage,” NAC-FEST 2025 aimed to strengthen Nepal’s cultural tourism identity, encourage immersive visitor engagement, support emerging creative talent, and foster meaningful dialogue between traditional heritage and modern artistic expression.



NTB and Koshi Province Sign MoU for Koshi Province Tourism Year 2082

NTB and the Secretariat of Koshi Province Tourism Year 2082 signed a Memorandum of Understanding (MoU) on December 15, 2025 to strengthen institutional collaboration for the effective implementation of Koshi Province Tourism Year 2082. The MoU was signed by Mr. Deepak Raj Joshi, Chief Executive Officer of NTB, and Dr. Indra Prasad Sapkota, Secretary at the Ministry of Tourism, Forest and Environment of Koshi Province, in the presence of Hon. Mr. Sadananda Mandal, Minister of Tourism of Koshi Province. The partnership focuses on the development, diversification, branding, and national and international promotion of tourism destinations and products of Koshi Province. The collaboration also encompasses capacity building, research, and the conservation of the province’s natural, cultural, and heritage assets. Through this cooperation, tourism is envisioned as a key pillar of Koshi Province’s economic growth, contributing to local employment generation, investment facilitation, and the promotion of sustainable and inclusive tourism development. The joint initiative is expected to play a vital role in enhancing the visibility and positioning of Koshi Province in regional and global tourism markets during Koshi Province Tourism Years 2082.



Nepal Showcases Tourism and Trade Products in Myanmar

Nepal proudly showcased its tourism products, IT solutions and services, and other commodities at the Nepal-Myanmar Trade and Tourism Expo 2025 held from March 21-22 at Lotte Hotel in Yangon, Myanmar to mark the 65th Diplomatic Relation between the two nations. The Expo jointly organized by Nepal Embassy in Myanmar and Nepal Tourism Board had 30 and 16 companies from both Myanmar and Nepal.

The key highlights from Nepal side was to promote Buddhist tourism, especially promoting travel from Myanmar to Nepal to the newly built Gautam Buddha International Airport in Bhairahawa, with an aim to promote spiritual and cultural tourism. At the same time, to introduce IT sector in banking and financial technology with its immense potential in Myanmar which still remains untapped.

The program was jointly inaugurated by Union Minister U Tun Ohn, HE Ambassador of Nepal to Myanmar Harishchandra Ghimire, President of Nepal Chamber of Commerce & Industry, Shiv Agrawal and President of Union of Myanmar Federation of Chamber of Commerce & Industry, U Aye Win. The event also saw Yangon Region Chief Minister U Soe Thein, officials, business leaders from both the countries, Nepali diaspora and tourism fraternity of Myanmar.

A live food station of Nepalese food like Momo, Selroti, Aaluko Achar and Nepali tea on the second day of the event organized by Nepal Embassy was well received by visitors and participants at the show. The Ambassadors and Head of Missions in Myanmar from different Embassies also attended the event and relished the Nepalese cuisine. Later in the evening, a joint meeting held by Nepal Tourism Board and Myanmar Tourism Federation was organized for Nepalese Embassy, Nepali tourism participants and Myanmar tourism fraternity. The interactive dinner and networking session between both the counterparts was fruitful to promote tourism in both the countries.

NTB invites all visitors to explore Nepal's diverse tourism offerings at the expo. Participating companies from Nepal include:

- Hotel Manaslu Pvt. Ltd./ Hotel Ratnasambhava (Lumbini)
- Himalayan 360
- Jugal Holidays Pvt. Ltd.
- Buddhist Circuits.com Pvt. Ltd.
- Namaste Tourism and Holidays Pvt. Ltd.

This initiative is expected to further enhance business collaboration between Nepal and Myanmar, leveraging their shared cultural and historical connections.



Group photo of Nepal delegation at Nepal-Myanmar Trade and Tourism Expo 2025



Nepal Promoted as Buddhist Pilgrimage Destination in Bangkok

Nepal Tourism Board and Nepal Embassy, Bangkok along with other organizations like Non-Resident Nepalese Association Thailand, Nepal-Thailand Friendship Association jointly organized a two day event to celebrate 2569th Buddha Jayanti on the theme, "Nepal, Birth Place of Lord Buddha and Fountain of Peace" in Bangkok, Thailand from 11th to 12th May 2025. An interaction program among 40 participants and stakeholders was organized on the first day when Minister of Industry, Tourism and Transport of Lumbini Province Nepal Hon. Prachanda Bikram Neupane highlighted the importance of Lumbini as a pilgrimage destination. Principal Secretary of Lumbini Province Mr. Babu Ram Adhikari shared that the province would soon launch organic agro-products initiatives. Similarly, Chief and Deputies of the local bodies related to Buddha's life in and around Lumbini shared their initiatives and programs to develop their respective municipalities for the tourist destination and economic zones.

The second day marked the Buddha Jayanti with a peace rally from Lumpini garden in Bangkok for around half an hour with participation of over 300 people. The special celebration event, organized at a hotel, witnessed the presence of Hon. Minister Neupane, Vice Minister of Foreign Affairs of Thailand, Chief Monk and other monks of Thailand, ambassadors and representatives from various diplomatic communities based in Bangkok, Nepalese delegates representing municipalities in and around Lumbini, participants from different professions and media persons. On the occasion, a comprehensive presentation on Nepal as a pilgrimage destination for Buddhist market was made by Mr. Laxman Gautam, Officiating Director of NTB. While British archeologist Prof. Robin Cunningham made an elaborate presentation on excavation works and archeological findings of Lumbini and Tilaurakot. Ambassador of Nepal for Thailand, Mr. Dhan Bahadur Oli focused on the importance of Buddha Jayanti Celebration as an international day designated by the UN as Vesakh Day observed around the world irrespective of religious and cultural differences.



Nepal Shines at PATA Travel Mart 2025 in Bangkok with Strong Delegation and Successful Engagements

NTB in collaboration with the PATA Nepal Chapter, Nepal Airlines, and 14 leading tourism companies from Nepal, has successfully concluded its participation at the PATA Travel Mart 2025 (PTM 2025), held from August 26–28 at the Queen Sirikit National Convention Center (QSNCC), Bangkok, Thailand.

This year's Mart, held under the theme "Designing Meaningful Tourism for a Changing World", welcomed over 1,000 delegates from more than 50 destinations worldwide. The event featured over 400 exhibitors from 225 organizations across 30 destinations, 52% of whom were first-time participants. It also brought together 225 buyers from 218 organizations across 41 source markets, with 65% attending PTM for the first time, making it one of the most dynamic editions in recent years.

On August 27, Nepal's representatives took part in the PTM 2025 Opening Ceremony and VIP Tour, followed by two structured business sessions. The Nepal Pavilion drew strong interest from buyers and was honored with visits from Mr. Peter Semone, Chairman of PATA, and Mr. Noor Ahmad Hamid, who praised NTB's long-standing collaboration with PATA in advancing regional tourism. Throughout the day, the delegation promoted Nepal's diverse offerings—ranging from adventure and trekking to culture, spirituality, and nature—and concluded with





participation in the prestigious PATA Gold Awards Gala Dinner.

The final day of the Mart, August 28, featured another two rounds of business sessions, during which Nepal's delegation conducted more than 30 structured B2B appointments. Buyers expressed significant interest in adventure and trekking experiences, heritage and cultural circuits, and Nepal's growing community-based sustainable tourism products. The delegation was further encouraged by the presence of His Excellency Mr. Dhana Bahadur Oli, Ambassador of Nepal to Thailand, who visited the Nepal stall and applauded the joint efforts of NTB, PATA Nepal Chapter, Nepal Airlines, and private sector participants in positioning Nepal as one of the most welcoming destinations in the Asia-Pacific region.

The final day of the Mart, August 28, featured another two rounds of business sessions, during which Nepal's delegation conducted more than 30 structured B2B appointments.

Buyers expressed significant interest in adventure and trekking experiences, heritage and cultural circuits, and Nepal's growing community-based sustainable tourism products. The delegation was further encouraged by the presence of His Excellency Mr. Dhana Bahadur Oli, Ambassador of Nepal to Thailand, who visited the Nepal stall and applauded the joint efforts of NTB, PATA Nepal Chapter, Nepal Airlines, and private sector participants in positioning Nepal as one of the most welcoming destinations in the Asia-Pacific region.

Reflecting on the success of the event, Mr. Suman Ghimire, Senior Manager of Nepal Tourism Board, stated: "Nepal's participation at PTM 2025 has been both impactful and rewarding, reinforcing our identity as a year-round Himalayan destination. The collective presence of NTB, PATA Nepal Chapter, Nepal Airlines, and our private sector partners ensured Nepal spoke with one strong and unified voice in the global tourism marketplace."

The Nepal Pavilion, prominently located within the exhibition space, was well received by trade visitors. It showcased the country's rich diversity—adventure tourism, cultural heritage, cuisine, and vibrant festivals—with the Virtual Tour to Nepal's Spiritual Circuits standing out as a visitor favorite. The Nepal Pavilion, prominently located within the exhibition space, was well received by trade visitors. It showcased the country's rich diversity—adventure tourism, cultural heritage, cuisine, and vibrant festivals—with the Virtual Tour to Nepal's Spiritual Circuits standing out as a visitor favorite.

NTB's delegation included Mr. Suman Ghimire (Senior Manager), Ms. Sushila Kumari Baral (Senior Officer), and Ms. Rikhi Maya Rai (Senior Officer). They were joined by Mr. Suresh Singh Budal, CEO of PATA Nepal Chapter; Mr. Kailash Karki, Officer of Nepal Airlines Corporation; along with 14 private sector tourism companies that actively promoted Nepal throughout the Mart.

NTB emphasized that the visibility, networking, and business opportunities generated through PTM 2025 align with Nepal's long-term tourism strategy, which aims to foster sustainable growth and enhance visitor experiences. The Board extends its sincere appreciation to PATA for organizing a highly successful event and reaffirms its commitment to continued participation in future editions of the Mart and other global tourism forums.

Co-Exhibitors at Nepal Pavilion include

- | | |
|--|--|
| 1. Creative Travel Nepal Pvt. Ltd. | 8. Mountain Tiger Nepal |
| 2. Radha Krishna Holidays Pvt. Ltd. | 9. The Explore Nepal |
| 3. Himalayan Holidays Treks & Expedition Pvt. Ltd. | 10. Footprint Adventure Holidays Pvt. Ltd. |
| 4. Euro Asia Tours and Travels Pvt. Ltd. | 11. Mystic Adventure Holidays Pvt. Ltd. |
| 5. Destinago Tours & Travels Pvt. Ltd. | 12. Asian Adventure Treks & Expedition |
| 6. Off the Wall Trekking Pvt. Ltd. | 13. The Terraces Resort & Spa 1 |
| 7. Himalayan Guides Nepal Treks & Expedition Pvt. Ltd. | 14. Three Jewels Adventures Pvt. Ltd. |
| | 15. Nepal Airlines |



Discover Nepal: From Himalayas to Hospitality at ATM 2025

NTB made a vibrant presence at the Arabian Travel Market (ATM) 2025, one of the leading international travel and tourism events in the Middle East. Scheduled to be held from April 28 to May 1, 2025, at the Dubai World Trade Centre, United Arab Emirates, the event provided a crucial platform for Nepal to highlight its rich and diverse tourism offerings to a global audience.



Leading the Nepalese delegation, NTB joined by 12 private sector tourism and hospitality companies, reflecting the country's strong commitment to promoting Nepal as a year-round travel destination. With growing interest from Middle Eastern travelers, Nepal's participation at ATM 2025 emphasizes its strategic focus on diversifying source markets and forging stronger ties with regional and international travel industry stakeholders.

The Middle East, especially the United Arab Emirates, is emerging as a promising market for Nepalese tourism. With increasing air connectivity and rising curiosity about nature-based, wellness, and adventure travel, Nepal aims to position itself as a preferred destination for travelers seeking meaningful and experiential journeys.

In collaboration with the private sector, NTB is committed to enhancing Nepal's visibility and accessibility in the Middle Eastern market. Participating companies at ATM 2025 included:

- Namaste Tourism and Holidays Pvt. Ltd.
- Above the Himalaya Trekking Pvt. Ltd.
- Nepal Big Mountain Travel Company Pvt. Ltd.
- Yes Yatra Tours Pvt. Ltd.
- Incredible Mountains Pvt. Ltd.
- Sumegh Tours & Travels Pvt. Ltd.
- Kora Tours Pvt. Ltd.
- Go Nepal Travel, Tours and Trek Pvt. Ltd.
- Expedition Himalaya.com Pvt Ltd
- Dragon Holidays Pvt. Ltd.
- The Everest Hotel
- Chandragiri Hills Limited

From mountaineering and trekking adventures to spiritual escapes and premium hospitality, these companies represent the diverse range of travel experiences that Nepal offers. Together, they will provide comprehensive information and B2B networking opportunities to tour operators, media, and potential travelers attending the event.

Nepal Tourism Board at Vakantiebeurs 2025, Utrecht

Nepal's participation in the 54th edition of Vakantiebeurs 2025 in Utrecht, on January 8-12 2025 Netherlands, concluded successfully on January 12, 2025. Nepal Tourism Board led a dynamic trade delegation comprising The Alpine Club of Himalaya, Apoorva Tours and Treks Pvt. Ltd, Journey DMC, Kantipur Holidays P. Ltd, Satori Adventures Pvt. Ltd, and Snowy Horizon Treks and Expedition Pvt. Ltd. Together, they showcased Nepal's rich tourism offerings—spanning culture, nature, and adventure—for unforgettable lifetime experiences.



Themed "Around the World in One Day," this year's Vakantiebeurs attracted a significant increase in visitors, with a 15% rise in both trade and public attendance compared to last year. Nepal's presence at Vakantiebeurs 2025 provided an excellent platform to rekindle old connections and forge new partnerships, effectively promoting the country to both potential and repeat visitors.

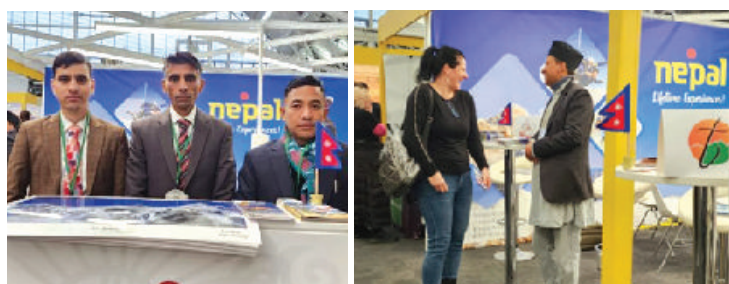




The Dutch market is experiencing a robust recovery in outbound travel, particularly to Asia, following the post-COVID lull. The striking yellow Nepal Pavilion stood out, attracting eco-conscious travelers and offering a key platform to promote Nepal's adventure tourism, cultural heritage, and sustainable travel initiatives. The event reaffirmed Nepal's position as a must-visit destination, captivating attendees with its pristine landscapes and rich, immersive experiences.

Nepal Showcases Adventure Tourism Potential at Adventure Travel Show 2025

Nepal Tourism Board (NTB), in collaboration with seven leading private sector tourism companies, successfully highlighted Nepal's exceptional adventure tourism offerings at the 25th edition of the Adventure Travel Show 2025, held at the Business Design Centre, London, on January 11–12. The event underscored Nepal's world-class trekking, mountaineering, and niche adventure activities, drawing significant attention from global travel enthusiasts, media, and international tour operators.



With over 100 exhibitors under one roof, the Adventure Travel Show offered the ideal platform for visitors to plan their trips or explore new destinations. The event featured a diverse range of travel experiences, from UK-based adventures to journeys through jungles, mountains, rivers, and deserts across the globe. The United Kingdom has long been a key tourist-generating market for Nepal, with thousands of British travelers visiting annually for both adventure and cultural experiences. Nepal's well-established connectivity to the UK via major international hubs such as Doha, Dubai, Delhi, and Istanbul further strengthens the potential for enhanced tourism promotion and engagement in the UK market. Nepal's pavilion featured seven prominent companies: Hotel Thamel Park, Accessible Adventure Private Limited, Touch Kailash Travels & Tours Pvt. Ltd., Kailash View Tours and Treks Pvt. Ltd., Nepal Trek Ways Pvt. Ltd., Heaven Himalaya Treks and Expeditions Pvt. Ltd., and Trek Me Nepal Pvt. Ltd.

Nepal: Shaping a Sustainable Future through Conservation Tourism at MATKA 2026

Nepal Tourism Board (NTB), in collaboration with eight leading private sector travel and tourism companies, presented different sectorial offerings from Nepal including adventure, hospitality and holiday packages at the MATKA 2025, held at the Messukeskus, Helsinki Expo and Convention Centre, Finland from January 16–19 2025. The event was a comeback of Nepal's presence and promises after long time. The Nepal pavilion was a hub of inspiration for global travel enthusiasts, media, and international tour operators seeking cultural immersion, breathtaking landscapes, and sustainable tourism experiences.





With 188 exhibitors under one roof, the MATKA 2025 offered the ideal platform for visitors to plan their trips or explore new destinations. The event featured a diverse range of travel inquiries including access to Nepal, trekking and expedition adventures, elevation of altitude experiences and discovery of Nepal beyond mountains.

The Nordic has long been a key tourist-generating market for Nepal, with thousands of Nordic travelers visiting annually for both adventure and cultural experiences. Nepal's well-established connectivity to the Nordic via major international hubs such as Doha, Dubai, Delhi, and Istanbul further strengthens the potential for enhanced tourism promotion and engagement in the Nordic market. Nepal's pavilion featured eight prominent companies: Snowy Horizon Treks & Expedition Pvt. Ltd., Himalayan Guides Nepal Treks & Expedition P. Ltd. Kora Tours, Alpine Club of Himalaya, Satori Adventures (P) Ltd., Sea Links Travels & Tours (P) Ltd., Aloft Kathmandu Hotel and Accessible Adventure Private Limited

Adding to the excitement, NTB, in partnership with the Finland Nepal Friendship Association also hosted a Nepal Business Networking Dinner. The event was graced by minister of parliament from Finland, Eva Biaudet, well known mountaineer Veikka Gustafsson, women mountaineer Carina Raiha. The Nepal stall on closing day of MATKA felicitated another renowned mountaineer Atte saku Juhani Miettinen.

The MATKA travel provided an opportunity for Nepalese companies to forge new partnerships with global travel operators. Key areas of interest from the visitors included trekking, hiking, growing trend of healing tourism, solo women travel, and accessible travel for differently abled travelers. The comeback to Nordic reaffirmed Nepal's status as a premier soft adventure destination tailored for Nordic travelers'. Continued presence in the Nordic market is set to bring more visitors to Nepal in the coming years.

Nepal Tourism Board Showcases the Diversity of Tourism Products at FITUR 2025 in Madrid, Spain

NTB the national tourism organization of Nepal, in collaboration with the Nepal Association of Tour and Travel Agents (NATTA), made a resounding impact at FITUR 2025, held in Madrid from January 22 to 26, 2025. With the participation of 25 tour operators from Nepal, the event highlighted Nepal's diverse tourism offerings and strengthened its foothold in the Spanish tourism market.

Nepal's pavilion, located at Stall No. 6A03, showcased a wide array of tourism products and destinations under the branding theme "Lifetime Experiences." Key attractions included Nepal's iconic offerings in mountaineering, trekking, cultural heritage, and other nature-based tourism activities. The pavilion attracted over 20,000 visitors, many of whom expressed keen interest in Nepal's rich culture, adventure tourism, and trekking opportunities..

Participating Companies:

- Adventure Orion Travel & Tours P. Ltd.
- Adventure World Trails & Travels Pvt. Ltd.
- Buddha Angkor Tours and Travel Pvt. Ltd.
- Buddha Land Tours & Travels Pvt. Ltd.
- Chhayadevi Complex, Aloft Kathmandu
- Eco Himalaya Treks & Travels
- Enchanted Yatra Pvt. Ltd.
- Hotel Himalaya
- Jagadamba Hospitality Group Ltd. Hilton, Kathmandu
- Joy Travels & Tours Pvt. Ltd.
- Kora Tours Pvt. Ltd.
- Makalu Adventure
- Mega Int'l Tours and Travels P. Ltd.



- Metropolitan Hotel Ltd. Mercure Hotel
- Namaste Tourism & Holidays Pvt. Ltd.
- Nepal Mountain Adventure Pvt. Ltd.
- One Himalaya Adventures Pvt. Ltd.
- Royal Mountain Trekking Nepal
- Sampurna Adventure Pvt. Ltd.
- Sea Links Travels & Tours Pvt. Ltd.
- Swornim Tours and Travels Pvt. Ltd.
- Top of the World Adventure Pvt. Ltd.
- Trek Ways Nepal Pvt. Ltd.
- Trekking Exploration in Himalaya Pvt. Ltd.
- Trekking Guide Team Adventure Pvt. Ltd.
- Wonderland Travels Nepal Pvt. Ltd.
- Yes Yatra Tours Pvt. Ltd.

On January 26, 2025, NTB and NATTA jointly hosted a Business Networking Program to wrap up their participation at FITUR 2025. The program was graced by H.E. Shanil Nepal, Ambassador of Nepal to Spain, who extended his gratitude to the FITUR organizers, the tourism fraternity of Spain and Nepal, and the media for their support in promoting Nepal's diverse tourism products.

Speaking at the event, NATTA President Mr. Kumar Mani Thapaliya acknowledged the invaluable assistance provided by NTB and the Embassy of Nepal in Spain. Senior Manager of NTB, Mr. Santosh Kumar Ghimire, added, "FITUR 2025 has been a vital platform to showcase Nepal's unique tourism offerings and to build meaningful connections with key players in the Spanish tourism market. This is just the beginning of a stronger relationship between the tourism sectors of our two nations."



NTB Concludes Successful Participation at CMT 2025 with Optimism for Future Travel to Nepal

NTB in collaboration with the Nepal German Chamber of Commerce & Industry (NGCCI), proudly announces the successful conclusion of its participation in the Caravan, Motor, and Tourism Fair (CMT) 2025, held from January 18 to January 26 at Messe Stuttgart, Germany. CMT, the world's largest public trade fair for tourism and leisure, drew over 260,000 visitors, reaffirming its status as a key industry platform for the upcoming travel season.

NTB's stall, located at Hall 6F45, was a focal point of the event, drawing significant interest from European travelers keen to explore Nepal's unique offerings. Representing Nepal's diverse tourism products were seven leading travel trade companies:

- Royal Mountain Trekking Nepal Pvt. Ltd.
- Expert Asian Tours and Travel Pvt. Ltd.
- Hotel Manaslu Pvt. Ltd. & Expedition Himalaya.com Pvt. Ltd.
- Hiking Adventure Treks Pvt. Ltd.
- Thamel Travels and Tours Pvt. Ltd.
- Sherpa Reisen GmbH
- Rural Heritage Pvt. Ltd. / Feel Himalaya Pvt. Ltd.



Nepal Tourism Board Successfully Concludes Participation at EMITT 2025

NTB has successfully concluded its participation at the 2025 East Mediterranean International Tourism and Travel Exhibition (EMITT), held in Istanbul from February 5-7, 2025. This grand three-day event served as a significant platform for Nepal to showcase its rich cultural heritage, adventure tourism, and spiritual experiences to an international audience.

Representing Nepal at the exhibition was an NTB delegation, accompanied by leading tour operators including Journey DMC Pvt. Ltd., Well Nepal Travel and Tours Pvt. Ltd., Nepal Social Treks and Expedition Pvt. Ltd., Crystal Adventures Pvt. Ltd., 3 Sisters Adventure Trekking Pvt. Ltd., and Adventure Outdoor Treks and Expedition Pvt. Ltd. The collective efforts of these stakeholders highlighted Nepal's diverse tourism offerings, with a particular emphasis on adventure trekking, pilgrimage circuits, and sustainable tourism experiences.



NTB Strengthens Presence in the U.S. Market at Travel & Adventure Show

NTB participated in the Travel & Adventure Show, Los Angeles 2025, alongside five esteemed travel operators, bringing Nepal's diverse travel experiences to the U.S. market exploring Nepal's breathtaking landscapes, rich culture, and thrilling adventures. The following esteemed travel companies are representing the Nepali tourism industry in the show: Ojha Holidays Tours & Treks Pvt. Ltd., Friends Adventure Team Pvt. Ltd., Earth Nepal Holidays Pvt. Ltd., Nepal Trek Adventure and Expedition Pvt. Ltd., and Nepal Sanctuary Treks Pvt. Ltd.



A special giveaway also took place during the event, where one lucky couple won Nepal's majestic Himalayas firsthand. Mr. Hikmat Singh Ayer, Senior Director highlighted the importance of the U.S. market, stating, "The USA accounted for approximately 10 percent of Nepal's total tourist arrivals in 2024, with around 112,000 visitors, making it the second-largest source market after India. Our continued efforts will firmly establish Nepal as an ultimate destination for American travelers."

With the USA being a key source market for Nepal, Nepal Tourism Board remains committed to strengthening ties and inspiring American travelers to discover the wonders of Nepal. This participation at the Travel & Adventure Show is a significant step toward further establishing Nepal as a must-visit destination for travelers from the United States.

Nepal Showcases Lifetime Tourism Experiences at ITB Berlin 2025

NTB along with 28 tourism industry stakeholders, successfully participated in ITB Berlin 2025, the world's leading travel trade show, held from March 4 to 6, 2025. The event served as a crucial platform for Nepal to highlight its diverse tourism offerings, forge new business relationships, and strengthen ties with global travel trade partners. Nepal's delegation as led by Honorable Minister for Culture, Tourism and Civil Aviation Mr. Badri Prasad Pandey and comprising of airlines, hotels, travel and tour operators, actively engaged with international stakeholders, generating strong interest in Nepal as a premier travel destination. The Nepal stall was jointly inaugurated by the Honorable Minister and His Excellency Dr. Shail Rupakheti, Nepal's Ambassador to Germany. The pavilion effectively showcased Nepal's cultural heritage, adventure tourism, and spiritual experiences, drawing significant attention from global buyers and media representatives.



Nepal Evening

As a key highlight of Nepal's participation, the Nepali Embassy in Berlin and NTB jointly hosted a special Nepal Evening on March 4, 2025. The event, attended by around 200 guests, including ambassadors of Mongolia, Israel, Romania, Sri Lanka, Maldives and Vietnam, tourism professionals, and representatives of various associations, provided a platform to promote Nepal's tourism, art, and culture. Honorable Minister Mr. Badri Prasad Pandeya emphasized Nepal's unique tourism offerings and invited German travelers to visit Nepal, while His Excellency Dr. Shail Rupakheti addressed bilateral ties and investment opportunities. NTB CEO Mr. Deepak Raj Joshi and Senior Manager Mr. Rohini Prasad Khanal presented insights into Nepal's tourism landscape and future initiatives. During the event, Mr. Jorgen Steinmertz, Chairman of the World Travel Network, shared his four decades of experiences visiting Nepal. Mr. Dil Gurung, a long-time advocate for Nepalese tourism in Germany, was recognized as a Tourism Emissary by NTB for his contributions. The event featured captivating cultural performances by local Nepali artists, a networking dinner offering authentic Nepali cuisine, and the distribution of promotional materials highlighting Nepal's diverse tourism experiences.

Ministerial Summit

Honorable Minister alongwith H.E. ambassador and NTB CEO attended the Ministerial Summit organized by UN Tourism on March 5 on the theme of "Enhancing Investment, Ensuring Peace: Harnessing Growth, Shaping the Future". Honorable Tourism Ministers from more than 23 countries from around the globe attended the meeting and shared their policies, programs and priorities in their respective countries on the given theme. Honorable Minister Mr. Pandey emphasized on the importance of sustainability for the sustained growth of tourism. He further expressed the commitment to attracting investment and promoting Nepal as sustainable tourism destination.

PATWA International Travel Awards

Honorable Minister, Mr. Badri Prasad Pandeya, was awarded the prestigious "Tourism Minister of the Year – Himalayan Region" by the Pacific Area Travel Writers Association (PATWA). This award highlights his outstanding leadership and dedication to promoting sustainable tourism in Nepal. Minister Pandeya also delivered a keynote speech on "AI & Sustainable Tourism," emphasizing Nepal's strategic approach to integrating technology and inclusivity into its tourism sector.

Nepal's participation in ITB Berlin 2025 provided trade participants with valuable opportunities to reconnect with existing networks, establish new partnerships, and explore potential business prospects, while also gaining insights into the evolving global tourism landscape. The participation further reaffirmed Nepal's position as a resilient and attractive destination for travelers worldwide.

NTB's delegation to ITB Berlin 2025 was led by Mr. Deepak Raj Joshi, CEO and accompanied by Mr. Santosh Panta, Mr. Rohini Prasad Khanal, Mr. Sagar Upadhyay, Mr. Saroj Maharjan and Mr. Siddhartha Vishwokarma.

Participating Companies:

- Altitude Himalaya Pvt Ltd
- Trekking Team Group
- Himalayan Guides Nepal Treks & Expedition P. Ltd.
- Satori Adventures Pvt. Ltd.
- Himalayan Windows Pvt. Ltd
- Chhaya Devi Complex Ltd. (Aloft Kathmandu Thamel)
- Kora Tours
- Sea Links Travels and Tours Pvt. Ltd.
- Swotah Travel and Adventure Pvt. Ltd.
- Adventure Planner Pvt. Ltd.
- Swornim Tours and Travel Pvt. Ltd.
- Leaf Holidays Treks & Expedition Pvt. Ltd.
- Buddha Air Pvt. Ltd.
- Dream Kailash Travels & Tours Pvt. Ltd.
- North Nepal Travel and Trek Pvt. Ltd.
- Karnali Rafting and Adventure Pvt. Ltd.
- Around the Himalayas Pvt. Ltd.
- Friends Adventure Team Pvt. Ltd.
- Crystal Nirvana Treks & Expeditions Pvt. Ltd.
- Mountain Delights Treks and Expedition Pvt. Ltd.
- Scenic Mountain Travels & Tours Pvt. Ltd.

- Explore Himalaya Travel & Adventure
- Basecamp Holidays Pvt. Ltd.
- Visit Himalaya Treks Pvt. Ltd.
- Ethical Trekking Nepal

- Bar Peepal Resort Pokhara
- Shambala Holdings International Pvt. Ltd. (Hotel Shambala)
- Yes Yatra Tours Pvt. Ltd.



Nepal Makes a Strong Comeback in US Market

Nepal Tourism Board along with nine private companies namely 1. Expedition Himalaya Pvt. Ltd. 2. Satori Adventure Pvt. Ltd. 3. Namaste Tourism and Holidays Pvt. Ltd. 4. Alpine Club of Himalaya 5. Ojha Holidays Tours and Treks Pvt. Ltd. 6. Three Sisters Adventures Trekking Pvt. Ltd. 7. Samrat Tours and Travels Pvt. Ltd. 8. Well Nepal Travel and Tours Pvt. Ltd. 9. Himalayan Guides Nepal Treks and Expedition P. Ltd., participated in Travel and Adventure Show 2025 held from 8 to 9 March 2025 in Denver, Colorado, USA. The Show witnessed a total of 250 exhibitors (international as well as domestic) and over 11,000 visitors in two days. The Nepal Pavilion located close to the entrance of the program venue received a good number of inquisitive visitors among whom most were found well informed about Nepal.

In addition, a special program called FAM-TAS was organized on the first day amidst 55 US tour operators and all exhibitors from Nepal. It offered an opportunity for B2B meeting between Nepalese and US tour operators. Rishi Ram Bhandari, Member of NTB Executive Committee made remarks on Nepalese tourism potential and highlighted that Nepal is a safe destination for tourists. Similarly, Laxman Gautam, Off. The Director of Nepal Tourism Board made a presentation on rich and diverse tourism products and activities of Nepal and encouraged the US tour operators to organize tours to Nepal. One of the participants, Paula Seuffert, a tour operator from the US, was given a lucky draw prize of Everest Base Camp Trek that further drew the attention of all the participants of the Show.

Since Nepal participated after a long interval and in the post-COVID scenario, it ignited a tremendous interest in tour operators and the general public about Nepal. Quite a number of them expressed their travel plans to Nepal soon. US being one of the most important source markets for Nepal, participation of this kind is said to make a significant impact for the promotion initiative of Nepal Tourism Board.



Nepal Tourism Board and Embassy of Nepal in Paris Successfully Organized Nepal Evening to Promote Tourism

NTB and the Embassy of Nepal in Paris jointly organized 'Nepal Evening' on 10 March 2025, aiming to promote Nepal as a top travel destination among French citizens. The event welcomed around 60 distinguished guests, including tourism dignitaries, diplomats, and representatives from various tourism associations in France.

Honorable Minister for Culture, Tourism, and Civil Aviation, Mr. Badri Prasad Pandey, graced the occasion as the chief guest. In his address, he highlighted Nepal's rich cultural diversity and invited French travelers to experience Nepal's unique heritage and natural beauty. He also emphasized the recent policy reforms undertaken to promote sustainable tourism and archaeological conservation in the country.

His Excellency Mr. Sudhir Bhattarai, Ambassador of Nepal to France, spoke about the significant role of culture, religion, and heritage in boosting tourism. He underscored Nepal's commitment to preserving its cultural assets while enhancing tourism experiences for international visitors.

Mr. Deepak Raj Joshi, Chief Executive Officer of NTB, provided insights into Nepal's current tourism landscape



and the initiatives being implemented for the promotion of Nepal's tourism.

A special highlight of the evening was the felicitation of Ms. Elizabeth Herzog, spouse of the late Maurice Herzog, in commemoration of the first ascent of Annapurna I. Ms. Herzog expressed her heartfelt gratitude to the Embassy of Nepal in Paris and NTB for the honor. She reminisced about her memorable experiences in Nepal, particularly in the Annapurna region.

During the interactive session, Honorable Minister and NTB CEO addressed queries from the attendees, providing valuable insights into Nepal's tourism prospects. The event concluded with a delightful taste of Nepali cuisine, allowing guests to immerse themselves in Nepal's cultural essence. Nepal promotional materials were also distributed among the attendees, further enhancing their engagement with the country's tourism offerings.

The 'Nepal Evening' program successfully strengthened Nepal-France tourism ties and reinforced Nepal's position as a must-visit destination for French travelers.



Nepal Show, a Resounding Success at MITT 2025

Nepal's participation at the Moscow International Travel & Tourism Exhibition (MITT) 2025 was a remarkable success, as the destination showcased its diverse and unique travel experiences to a highly receptive audience at the Crocus Expo from March 18 to 20, 2025.

Nepal Tourism Board (NTB) led the show with six private sector tour companies: Radha Krishna Holidays, Adventure Planner, Kailash View Tours & Treks, Explore Vacation, Friends Adventure Team, and Himalayan Glacier Trekking.

Nepal delegation was led by Mr. Yagya Prasad Bhattarai, Joint Secretary at the Ministry of Finance and NTB Executive Committee Member. Similarly, His Excellency Mr. Janga Bahadur Chauhan, Ambassador of Nepal to Russia, visited the Nepal Pavilion during inauguration. The officials met and interacted with visitors to the Nepal Pavilion underscoring Nepal's commitment to strengthening tourism ties with Russia.

MITT, recognized as a premier event in the travel and tourism industry, celebrated its 30th edition in 2024. The previous year's exhibition featured 909 companies from 30 countries and attracted 16,120 visitors from 59 countries and 83 Russian regions. This year's footfall estimated to be more than 17,000 reaffirmed its significance as a crucial platform for destination promotion in the region.

With Nepal receiving over 13,000 Russian visitors in 2024, the market holds substantial potential for growth, given Russians' affinity for exploration, adventure, and rich cultural experiences.

The historic ties between Nepal and Russia in tourism date back to the Late Boris Lissanevitch, the legendary pioneer, who introduced Nepal to international travelers and established the country's first luxury hotel in 1951. NTB's participation in MITT 2025 marks an important step in revitalizing this relationship post-COVID-19, aiming to attract more Russian travelers and strengthen tourism collaboration.



Nepal Tourism Board Successfully Organizes Nepal Night in Geneva

NTB, in collaboration with the Permanent Mission of Nepal to the United Nations in Geneva, successfully organized a high-profile Destination Promotion Program – “Nepal Night” on March 24, 2025—the event aimed to enhance Nepal’s tourism presence in the Swiss market and regions around it.

The evening witnessed the distinguished presence of around 60 participants, including diplomats, government officials, travel trade professionals, media representatives, and tourism stakeholders from Switzerland and beyond. H.E. Mr. Ram Prasad Subedi, Ambassador and Permanent Representative of Nepal to the UN in Geneva, delivered the welcome remarks, setting the tone for an engaging and informative session on Nepal’s tourism potential.

A comprehensive presentation on Nepal’s tourism offerings was delivered by Mr. Khadga Bikram Shah, Senior Manager of NTB, showcasing Nepal’s breathtaking landscapes, diverse tourism products, and recent policy initiatives. The session was moderated by Mr. Kundan Sharma Mishra, Senior Officer at NTB.

Director General, Department of Tourism Dr. Narayan Prasad Regmi, expressed his gratitude to all participants and reiterated Nepal’s readiness to welcome more Swiss tourists and investors.

Additionally, a lucky draw was held, offering attendees a chance to win an exclusive 7-day Nepal trip. The grand prize was won by His Excellency Mr. Gennady Gatilov, Ambassador – Permanent Representative of the Russian Federation to the United Nations Office and other International Organizations.

The event concluded with a networking dinner, where attendees engaged in productive discussions on tourism collaboration.



Nepal Tourism Board successfully conducts Destination Promotion Program in Rome

As part of Nepal’s ongoing efforts to strengthen its tourism presence in key international markets, the NTB, in collaboration with the Office of the Honorary Consulate General of Nepal to Rome, successfully organized the Destination Promotion Program in Rome on 26 March 2025. The event aimed to enhance Nepal’s visibility among Italian travelers, strengthen tourism partnerships, and encourage more Italian visitors to explore Nepal’s diverse offerings.

Over 30 guests attended the program, including Officials from the Ministry of Foreign Affairs of Italy, travel trade professionals, and media representatives. The evening began with a warm welcome by Mr. Paolo Nugari, Honorary Consul General of Nepal to Italy. He highlighted the current trends of Italian visitors to Nepal and portrayed Nepal as a destination for adventure, culture, and heritage exploration.

The keynote speech was delivered by Mr. Binod Prakash Singh, Secretary of the Ministry of Culture, Tourism, and Civil Aviation of Nepal, who underscored the long-standing Nepal-Italy friendship and called for greater tourism collaboration. He emphasized Nepal’s rich cultural heritage, adventure tourism opportunities, and unique biodiversity, highlighting that Nepal received over 14,000 Italian visitors in 2024.

A key highlight of the event was a detailed presentation on Nepal by Mr. Khadga Bikram Shah, Senior Manager



of Nepal Tourism Board, which covered Nepal's adventure tourism, trekking routes, UNESCO heritage sites, and unique travel experiences. The presentation aimed to encourage Italian tour operators to include Nepal in their itineraries and the media to write more about the tourism products of Nepal and inspire more Italian travelers to visit Nepal. The program was moderated by Mr. Kundan Sharma Mishra, Senior Officer at NTB.

The event served as a vital platform for networking and collaboration, with guests engaging in fruitful discussions on tourism partnerships. Travel agencies, media representatives pledged their support in promoting Nepal as a must-visit destination.

There was also a lucky draw for the invitees, and Ms. Laura Grassi, Tour Operator from Rome, won the lucky Prize of a 7-day tour to Nepal.

Nepal Tourism Board Successfully Organizes Destination Promotion Program in Madrid

NTB, in collaboration with the Embassy of Nepal in Madrid, successfully organized a Destination Promotion Program in Madrid on March 28, 2025 to strengthen tourism ties between Nepal and Spain. The event brought together travel trade professionals and media representatives, fostering meaningful discussions on expanding Nepal's outreach in the Spanish travel market.



The program commenced with His Excellency Mr. Shanil Nepal, Ambassador of Nepal to Spain, welcoming the distinguished guests. He emphasized the longstanding friendship between Nepal and Spain and the growing number of Spanish travelers visiting Nepal every year. Mr. Khadga Bikram Shah, Senior Manager, Nepal Tourism Board, delivered an insightful presentation highlighting Nepal's breathtaking landscapes, adventure tourism, cultural heritage, and hospitality infrastructure. He provided key travel information, showcasing Nepal as a must-visit destination for Spanish travelers. The keynote speech was delivered by the Secretary of Culture, Tourism, and Civil Aviation of Nepal, Mr. Binod Prakash Singh, who emphasized the rich Nepal-Spain relationship, the increasing number of Spanish tourists in Nepal, and the potential for greater collaboration. He highlighted the fact that Spain is one of the top contributors of tourists to Nepal from Europe. He also acknowledged legendary Spanish mountaineers like Juanito Oiarzabal (6th Person to Climb all the 8000m peaks) and Edurne Pasaban (1st Woman to Climb all the 8000m peaks), and called for increased Spanish media coverage on Nepal's beauty and tourism opportunities.

During the program, invitees actively engaged in discussions and inquired about Nepal's road conditions, international airports, and availability of luxury hotels beyond Kathmandu. Dr. Narayan Prasad Regmi, DG Department of Tourism, provided updates on improved connectivity, investment opportunities, airport expansion and the presence of luxury accommodations in destinations such as Chitwan, Pokhara, and Lumbini. He also expressed gratitude to all attendees, reinforcing Nepal's commitment to fostering stronger ties with Spain's travel industry. The Destination Promotion Program in Madrid, which was moderated by Mr. Kundan Sharma, Sr. Officer, Nepal Tourism Board, successfully reinforced Nepal's position as a premier travel destination and opened doors for greater collaboration between Nepal and international tourism stakeholders, fostering new partnerships for Nepal's tourism growth.



Nepal Delegation Holds Exclusive Bilateral Meeting with UN Tourism at Headquarters in Madrid

A high-level Nepalese delegation, led by Mr. Binod Prakash Singh, Secretary of the Ministry of Culture, Tourism & Civil Aviation (MoCTCA), held an exclusive bilateral meeting with UN Tourism officials at the UN Tourism Headquarters in Madrid on March 28, 2025. The meeting aimed to strengthen Nepal's collaboration with UN Tourism and explore new avenues for technical assistance and joint initiatives.

Mr. Harry Huang, Director of the Regional Department for Asia & the Pacific, UN Tourism, warmly welcomed the Nepalese delegation, emphasizing that this was a historic moment, as it marked the first visit of such a high-ranking Nepalese government official to UN Tourism Headquarters. He reiterated UN Tourism's commitment to assisting Nepal in its tourism growth and development efforts.



Secretary Mr. Binod Prakash Singh expressed Nepal's deep appreciation for UN Tourism's past assistance, particularly in: Technical support for the Nepal Tourism Strategic Plan (2016-2025) and Nepal's participation in UN Tourism events, including the ITB Berlin Ministerial Meeting 2025. He further requested enhanced collaboration in emerging areas such as Artificial Intelligence (AI), Digital Innovation, and Sustainable Tourism Development.

Dr. Narayan Prasad Regmi, Director General of the Department of Tourism, affirmed Nepal's commitment to the UN Tourism vision, stating that Nepal will now have more frequent engagement with UN Tourism. He also requested for assistance in integrating innovative strategies into Nepal's national tourism policies and support in promoting inclusive tourism and equal distribution of tourism benefits. Mr. Harry Huang reaffirmed UN Tourism's continuous support to Nepal, inviting Nepal to actively participate in future UN Tourism programs and knowledge-sharing platforms. He also stated that UN Tourism could extend further assistance if Nepal submitted a specific proposal outlining its key priorities and requirements.

Nepal Tourism Board was represented by Mr. Khadga Bikram Shah, Senior Manager and Mr. Kundan Sharma Mishra, Senior Officer. Mr. Purak Adhikari, Second Secretary, Embassy of Nepal in Madrid was also present in the meeting. The meeting concluded on a highly positive note, marking a significant step towards deepening Nepal's engagement with UN Tourism. The discussions are expected to pave the way for new partnerships, innovative tourism strategies, and enhanced global visibility for Nepal's tourism sector.

Everest Utsav 2025 in Barcelona, Spain

The Embassy of Nepal in Madrid and Nepal Tourism Board (NTB) successfully organized the "Everest Utsav" in Barcelona on 30 May 2025. This event commemorated the historic first ascent of Mount Everest on 29 May 1953 by Sir Edmund Hillary and Tenzing Norgay Sherpa aiming to strengthen cultural ties and promote Nepal as a premier destination for tourism among the Spanish community. The festival brought together mountaineers, scholars, cultural enthusiasts, and members of the Nepali diaspora. His Excellency Mr. Shanil Nepal, Ambassador of Nepal to Spain, inaugurated the event by welcoming all guests and emphasizing the significance of Everest Utsav in fostering cultural connections and honoring the legacy of mountaineering.

The highlight of the event was the keynote address by renowned Spanish mountaineer and geologist, Professor Jerónimo López Martínez. Reflecting on his five decades old relationship with Nepal, Professor López remarked, "Understanding Mountains holds more importance than climbing them." He emphasized that Nepal has become both a field of study and a personal sanctuary for him, underscoring the profound connection between the Himalayas and those who



explore them. Professor López, who made history in 1975 by summiting Manaslu and later Everest, shared insights into the environmental challenges facing the Himalayas, including the impacts of climate change and the commercialization of mountaineering.

Prof. Lopez's sentiments were echoed by other attendees, including Catalan climber and filmmaker Mr. Jaume Altadill Clua, who is also the director of documentary & Everest; highlighting the importance of reverence and conservation in high-altitude expeditions. Mountaineers Ms. Meri Puig Rebustes, a pioneering figure for female mountaineering in Spain, and Mr. Lluís Belvis i del Río, renowned Spanish mountaineer, were also felicitated in the event. Mr. Marc Vaccaro, head of the Office of Institutional Relations of Foreign Action of the Government of Catalonia was also present in the event and stated that Nepal holds a special place for all the Mountaineers of Spain.

Mr. Kundan Sharma, Senior Officer at the Nepal Tourism Board, delivered a comprehensive presentation highlighting Nepal's rich cultural heritage, diverse tourism offerings, and the majestic allure of Mount Everest. His insights underscored Nepal's commitment to sustainable tourism and its appeal to adventurers worldwide.

Reliving Kanchenjunga in the Annals of British Legacy

On a starry night in London on 5 June 2025, emotions ran high at the Royal Geographical Society as audiences were treated to moving experiences of those who have lived the spirit of Mount Kanchenjunga, the third highest mountain in the world.

The occasion marked the 70th anniversary of the first successful ascent of Kanchenjunga by a British expedition in 1955. The packed hall echoed with applause when Nepal's own Mingma David Sherpa shared his personal journey to the summit, calling on the global community to unite in respecting mountain ecology and building a sustainable future. The event also spotlighted the incredible contributions of the local community of the Kanchenjunga region, which is working to promote a tourism strategy centered on five key pillars aimed at ensuring the region continues to thrive in harmony with its unique biosphere and the five treasures of Mount Kanchenjunga.

Graced by the presence of His Royal Highness The Duke of Edinburgh, Prince Edward, the evening celebrated the enduring bond between Nepal and the United Kingdom—both at the level of state relations and among the people of both nations.



Representatives from the Embassy of Nepal in the UK, the Nepal Tourism Board, and members of the Nepalese community in the UK and Nepal attended the event.

Nepal Tourism Board (NTB) CEO said about the event – “Kanchenjunga is not just a mountain; it is a living heritage that connects communities, inspires adventurers, and reminds us of our shared responsibility to preserve nature. Events like this strengthen the deep friendship between Nepal and the UK while promoting a vision of sustainable and inclusive mountain tourism.”

Nepal Tourism Board remains committed to promoting Nepal’s mountain heritage on the global stage while advocating for responsible tourism that benefits both nature and local communities.

Nepal, Mountains and the UK: A Bond of Unparalleled Admiration

Nepal’s timeless allure of mystical mountains and spiritual adventures continues to resonate deeply with the people of the United Kingdom. Building upon this shared admiration, the Nepal Tourism Board (NTB) and the Embassy of Nepal in London jointly hosted an inspiring Nepal Destination Promotion Evening in London on 6 June 2025. The event celebrated the strong and historic ties between Nepal and the UK while promoting Nepal’s rich offerings for mountain and adventure tourism.

The evening drew a packed house of travel trade professionals, mountaineers, media, and Nepal enthusiasts who were captivated by personal stories, cultural performances, and visions of sustainable tourism in Nepal.

H.E. Mr. Chandra Prasad Ghimire, Ambassador of Nepal to the UK, opened the program by underscoring the enduring Nepal-UK relationship, which has remained at the heart of the consistent flow of British visitors to Nepal for decades.

Renowned mountaineer Mr. Migma David Sherpa inspired the audience with legendary tales of Himalayan ascents and highlighted the spiritual connection between climbers and mountain ecosystems, emphasizing the importance of preserving Nepal’s natural heritage.

Speaking on the future of Nepal’s tourism, Mr. Deepak Raj Joshi, CEO of NTB, outlined the Board’s focused strategy to position the UK as a priority market for driving sustained growth in Nepal’s tourism sector. “We see the UK as not just a strong market, but a long-standing partner in celebrating and sharing the magic of Nepal’s mountains and cultural experiences,” he said.

Highlighting the Government of Nepal’s dedication to ensuring a world-class tourism environment, Dr. Narayan Prasad Regmi, Director General of the Department of Tourism, reaffirmed Nepal’s commitment to tourist safety, seamless services, and protection of tourism investments.



The evening offered a carefully curated experience through engaging presentations, cultural performances, and experience-sharing sessions — giving participants a vivid preview of what Nepal offers for today’s discerning traveler.

The UK continues to be one of Nepal’s largest European source markets, contributing a major share of European arrivals for over three decades. With increasing demand for authentic, sustainable, and adventure-rich experiences, Nepal is well positioned to welcome even more British travelers in the years to come.

Nepal Positions itself as a Premier US Travel Destination at New York Networking Event

In collaboration with the Nepal Tourism Board (NTB) and Pacific Asia Travel Association (PATA) New York Chapter, the Consulate General organised an “Interaction and Networking Event” in New York on 11 July, 2025 to showcase Nepal’s travel destination and promote the country as an attractive place to visit for US tourists.

Speaking on the occasion, Consul General Mr. Dadhiram Bhandari highlighted the growing role of US visitors in Nepal’s tourism industry and underscored the potential of promoting and branding Nepal’s unique natural and cultural potentials to attract high-end visitors from America.

Ms. Elizabeth Chin, Executive Director of PATA, New York Chapter, underlined the importance of joint collaboration to showcase Nepal’s attractions among US visitors. Her team members called on the participants to put Nepal in their favourite destination to visit list and expressed their readiness to extend any support and information about Nepal in this regard.

A visual presentation was also made using the promotional materials received from the NTB and prepared by the Consulate. In his presentation, the Consul General argued that the US visitors have contributed to the Nepali travel and tourism market by spending more and staying longer. He underscored the need for concerted efforts to promote Nepal in the US further. Following the remarks and presentation, the participants engaged in discussions and shared their observations on how Nepal can showcase its potential in the US travel and tourism market.

Over fifty participants from the travel, tourism and hospitality sectors working in New York, Nepal entrepreneurs working in the travel and tourism industry, friends of Nepal and media/social media personalities attended the program. The Consulate also served Nepali cuisine and gifted Nepali products as gift items to the participants to promote Nepali taste and products.



Nepal Tourism Board (NTB) Showcases Resilient Nepal at Globe Meets 2025

NTB together with five leading Destination Management Companies (DMCs), showcase Nepal’s diverse tourism potential at the third edition of the GlobeMeets B2B Networking Event in Istanbul.

Scheduled from 11–12 September at Rixos Tersane Istanbul, GlobeMeets is one of Turkey’s premier gatherings for the global travel trade. This year marks NTB’s first official participation in the pre-scheduled, invitation-only marketplace, designed for high-value and targeted networking.



At a time when Nepal is navigating challenging circumstances, NTB is sending a strong and positive message: “All major tourist destinations in Nepal remain safe, open, and fully prepared to welcome international visitors.” From the breathtaking Himalayan peaks to authentic cultural and immersive travel experiences, Nepal continues to offer unforgettable journeys for travelers seeking both adventure and tranquility.

Turkey recorded 10.96 million outbound visitors in 2023, including 2.61 million traveling for MICE activities. In the first quarter of 2024 alone, 570,000 Turks undertook MICE trips. According to the TurkStat Arriving Citizens Survey, Turkish outbound tourists spent \$8.42 billion in 2023 and \$1.77 billion in Q1 2024, with MICE and luxury travelers spending significantly more than leisure tourists.

Turkey is emerging as a high-potential market for Nepal. As of August 2025, 3,731 Turkish visitors had traveled to Nepal, following 8,348 arrivals in 2024. Through its debut at GlobeMeets, NTB aims to revitalize confidence in Nepal’s tourism sector, strengthen its foothold in Turkey and the wider European market, and cultivate enduring partnerships within the global travel industry. Representing NTB at the event were Mr. Santosh Kumar Ghimire, Senior Manager, and Ms. Srijana Nepali, Senior Officer. The five participating tourism companies were:

- *Nepal Big Mountain Travel Co. Ltd.*
- *Journey DMC Pvt. Ltd.*
- *Himalaya Safety Treks & Expedition Pvt. Ltd.*
- *Swornim Tours & Travel Pvt. Ltd.*
- *Earth Nepal Travel & Trek Pvt. Ltd.*



Nepal Tourism Board Showcases Nepal at IFTM Top Resa 2025 in Paris

NTB promoted Nepal as a premier travel destination at IFTM Top Resa 2025, France’s largest international tourism fair held in Paris 23-25 September, 2025. Senior Officer Sagar Shrestha and Rajeev Jha represented NTB, accompanied by six Nepali travel companies: Journey DMC, Namaste Holidays Tours and Treks, Friends Adventure Team, Ethical Trekking Nepal, The Trek Nepal, and Himalayan Guides Nepal Treks & Expedition.

This year also marks 75 Annapurna Day, commemorating French mountaineer Maurice Herzog’s first ascent of Annapurna I in 1950 — the world’s first 8,000-meter peak ever climbed. NTB highlighted this historic connection between Nepal and France, noting that the spirit of adventure established by Herzog continues to inspire generations of French trekkers and climbers to visit Nepal’s Himalayas. French travelers are among Nepal’s most loyal visitors, favoring treks to Everest Base Camp, the Annapurna Circuit, and Langtang, along with cultural explorations in the Kathmandu Valley. With growing demand for sustainable and experiential travel, Nepal remains a beloved destination for the French-speaking market. By participating in IFTM Top Resa 2025, NTB aims to deepen partnerships with French and European travel operators while reinforcing Nepal’s place in the hearts of the francophone world. IFTM Top Resa is France’s largest B2B tourism exhibition, bringing together global tourism boards, travel agencies, and tour operators. Nepal’s participation underscored its readiness to welcome more European visitors with authentic and sustainable experiences.



Nepal Showcases Its Sustainable Tourism Vision at World Travel Market (WTM) London 2025



Nepal made a dynamic and inspiring impression at the World Travel Market (WTM) 2025, held at ExCeL London from 4-6 November, 2025, with a vibrant presentation of its tourism offerings, authentic culture, and a strong message of sustainability and community empowerment.

The Nepal Pavilion, located at Stall No. N12-511, emerged as one of the most engaging stands at the event. It drew global attention from travel professionals, media representatives, and buyers through its authentic Nepali atmosphere, warm hospitality, and cultural showcases. A major attraction at the pavilion was the traditional Lakhe dance, accompanied by live Newari music, which captivated audiences and celebrated Nepal's rich cultural heritage. The lively performances offered visitors a glimpse into Nepal's living traditions, symbolizing the nation's unity of culture, community, and creativity.

The Nepal delegation was led by Mr. Hari Prasad Mainali, Secretary of the Ministry of Culture, Tourism and Civil Aviation, and Mr. Deepak Raj Joshi, Chief Executive Officer of the Nepal Tourism Board (NTB). Mr. Bipin Duwadi, Charge d'Affaires at the Embassy of Nepal in the UK, also visited the pavilion, commending the team for promoting Nepal's image as a sustainable and experience-rich destination.

Showcasing Sustainable Tourism and Circular Economy Vision

As part of Nepal's participation, CEO Mr. Deepak Raj Joshi took part in several important sideline events during WTM 2025, emphasizing Nepal's leadership in sustainable and community-driven tourism.

- He addressed an exclusive media briefing at Gulmi Restaurant, highlighting Nepal's latest tourism developments, community-based experiences, and sustainability-driven initiatives.
- He participated in a panel discussion titled "Sustainable Shift: Transforming Tourism Through a Circular Economy", emphasizing collaboration among government, private sector, and communities to achieve genuine and measurable progress in responsible tourism.
- Mr. Joshi was also a featured speaker at the PATA (Pacific Asia Travel Association) Networking Event held on the sidelines of WTM London. In his remarks, he shared Nepal's experience in promoting regenerative tourism and highlighted how PATA platforms foster regional cooperation, innovation, and resilience in the global travel landscape.



“Nepal is not only a destination of natural beauty and adventure but also a living example of harmony between people and the environment,” said Mr. Deepak Raj Joshi, CEO of the Nepal Tourism Board. “Our focus is on promoting tourism that empowers communities, preserves culture, and ensures that the benefits of travel are shared equitably. Sustainable tourism is not a trend for Nepal — it is our pathway to the future.”

Cultural Evening: Celebrating Nepal in London

Nepal Tourism Board (NTB) in collaboration with Community Homestay Network (CHN) hosted an exclusive cultural evening titled “Celebrating Nepal” at Gulmi Restaurant & Bar, London on 5 November 2025.

The event highlighted authentic community stories, diverse gastronomy, and emerging tourism destinations—from Dhankuta to Bhada and Bardiya—showcasing the diversity and vitality of experiences awaiting travellers in Nepal. The gathering brought together travel professionals, media, influencers, and tourism enthusiasts to exchange insights on responsible and community-based tourism, with an emphasis on cultural preservation, local empowerment, and inclusive growth.

The evening also featured traditional Nepali music and cuisine, offering guests a genuine taste of Nepal’s warmth, hospitality, and creativity.

Participating Travel and Tourism Companies

Under the coordination of the Nepal Tourism Board, the following Nepali travel trade companies showcased their products and services at WTM London 2025:

- | | |
|---|--|
| <ul style="list-style-type: none"> • Satori Adventures (P) Ltd • Trekking Team Group • Altitude Himalaya Pvt. Ltd • Alpine Club of Himalaya • The Trekker’s Society • Well Nepal Travel and Treks • Nepal Big Mountain Travel Company Pvt. Ltd • Outshine Adventure Pvt. Ltd • Kora Tours • Chhaya Devi Complex Ltd (Aloft Kathmandu Thamel) • Nepal Social Treks and Expedition • Basanta Adventure Treks & Expeditions Pvt. Ltd • Buddha Air | <ul style="list-style-type: none"> • Himalayan Guides Nepal Treks & Expedition P. Ltd • Snowy Horizon Treks & Expedition Pvt. Ltd • Dokora Travels and Tours Pvt. Ltd • Earth Nepal Travel & Trek P. Ltd • Accessible Adventure Pvt. Ltd • Burhan Wilderness Camps • Expedition Himalaya.com Pvt. Ltd • Ethical Trekking Nepal • Desire Nepal Treks, Travels and Tours Pvt. Ltd • Touch Kailash Travels & Tours Pvt. Ltd • Himalayan Quests & Adventures • Pokhara Ultralight Pvt. Ltd • Ojha Holidays Tours & Treks Pvt. Ltd • Hotel Mount Monastery Pvt. Ltd (The Terraces Resort) |
|---|--|



Nepal effectively displayed its rich spirituality, cultural diversity and scenic splendor at BITE 2025, Beijing

NTB successfully participated at the Beijing International Tourism Expo (BITE) in Beijing 2025, with a strong impression on Chinese counterparts and potential travelers. The fair held from 27th – 29th June at China International Exhibition Centre, Chaoyang district, Beijing, successfully served as a significant platform for promoting Nepal's rich tourism offerings and meaningful engagement of B2B networking in first two days and B2C interactions on the third day.

The Nepal stall attracted a steady stream of visitors throughout the expo. Both trade and visitors' keen interest in Nepal's soft adventure experiences, spiritual and cultural circuits and short-haul getaways had queries revolved around connectivity options, trekking routes, seasonal preferences and value-for-money travel packages, indicating high demand from the high-end buyers. Nepal bagged the "BEST POPULARITY AWARD" highlighting its exceptional visitors engagement in BITE 2025.

Nepal Tourism Board had the opportunity to conduct a destination presentation during the sideline session, emphasizing Nepal's readiness to welcome tourists with its unparalleled blend of nature, culture, adventure and hospitality. NTB requested Chinese trade to collaborate and jointly create lifetime experiences for Chinese visitors in Nepal. A short quiz session was conducted by the Nepalese team for the participants and awarded them Nepali handmade souvenirs as prizes.

The Nepal Pavilion was notable for its captivating depiction of the nation's rich cultural and historical heritages and exhilarating adventure offerings that arose from the majestic Himalayas. In addition to offering their finest packages, the travel agencies emphasized Nepal's ability to provide a wide range of travel experiences.

On the second day, Hon'ble Minister of Energy, Water Resources and Irrigation Mr. Deepak Khadka along with Deputy Chief of the Mission, Ms. Roshan Khanal, Minister (Economic) of the Embassy of Nepal, Ms. Parvati Aryal and Nepal Embassy officials made a courtesy and visit to Nepal stall. During his visit, Hon'ble Minister praised the unified efforts of Nepal Tourism Board and Nepalese trade in enhancing Nepal's brand as one of the popular travel destinations in China and encouraged them to be present in China's both first and second tier cities.

The 8 companies - Nepal Pearl Holidays Pvt. Ltd., Outshine Adventure Pvt. Ltd., Nepal Himalayan International Travel Company Pvt. Ltd., Journey DMC Pvt. Ltd., Himalaya Safety Treks & Expedition Pvt. Ltd., Dragon Holidays Pvt. Ltd., Accessible Adventure Pvt. Ltd., Friends Adventure Team Pvt. Ltd made an impactful presence at the show.



Nepal Enchants at COTTM 2025

The Nepal Tourism Board (NTB) significantly impacted the 18th China Outbound Travel and Tourism Market (COTTM 2025), demonstrating the country's commitment to enhancing tourism relationships with China. The three-day event, held from April 24-26, 2025 at the Beijing National Agricultural Exhibition Hall, provided an excellent platform for Nepal to showcase its diverse tourism offerings among nearly 50 participating destinations.

During the event, Nepal Tourism Board delivered an immersive destination presentation that brought Nepal's wonders to life for the Chinese audience. The presentation was strategically designed to ignite curiosity and wanderlust among potential Chinese visitors, offering compelling glimpses of Nepal's nature and cultural wonders.

The Nepal pavilion received distinguished visitors including His Excellency Dr. Krishna Prasad Oli, Ambassador of Nepal to the People's Republic of China, accompanied by Mr. Manhari Dangal, First Secretary, and Mr. Chinaman Singh Budhathoki, Vice Consul, Consulate General of Nepal, Chengdu. Their presence underscored the diplomatic significance of Nepal's participation in this premier tourism event. The delegation engaged in meaningful discussions with travel trade representatives, exploring opportunities for enhanced tourism cooperation.

An interactive exhibit between the Nepali travel-trade sector and their Chinese counterpart highlighted adventure tourism opportunities. Nepal stalls made stunning displays of natural landscapes and biodiversity. Both NTB and the travel-trade sector held partnership discussions with Chinese tour operators and exchanged tourism market insights. This strategic participation at COTTM 2025 is expected to: increase Chinese tourist arrivals in Nepal; strengthen bilateral tourism cooperation; create new opportunities for tourism stakeholders; enhance Nepal's position in the Chinese outbound tourism market and foster long-term partnerships between Nepali and Chinese travel trade sectors.

COTTM is regarded as the industry's most important platform and remains the only B2B event that focuses purely on the burgeoning outbound market.



Nepal Showcases Tourism Potential at Guangzhou International Travel Fair 2025

GITF, one of Asia's premier travel exhibitions, attracts thousands of industry stakeholders annually. Nepal's presence at the fair aligns with NTB's strategy to position the country as a must-visit and a premier holiday destination. The Nepal Tourism Board (NTB) successfully participated in the Guangzhou International Travel Fair (GITF) 2025, held from 15th -17th May 2025 at Canton Fair Complex, Guangzhou, China. The delegation led by Nepal Tourism Board Director Mr. Santosh Panta and Mr. Robin Regmi along with Ten (10) private sector companies represented Nepal's vibrant tourism sector that highlighted the country's diverse travel offerings to the international visitors and trade partners. Mr. Bharat Khanal, Consular General of Nepal in Guangzhou attended the opening ceremony and visited the Nepal Pavilion to encourage the participating companies and NTB Officials.

The Nepali delegation engaged with global travel professionals, tour operators and media to promote Nepal's unique attractions, including its world-renowned trekking routes, UNESCO heritage sites, wildlife adventures and rich cultural experiences. The pavilion featured interactive sessions and B2B meetings to strengthen tourism ties between Nepal and China, one of the fastest-growing and key source markets. Mr. Regmi, Sr. Officer, stated, "Our participation in GITF 2025 underscores Nepal's commitment to expanding its global tourism footprint. With China being a vital market, this fair provided an excellent platform to showcase Nepal's unparalleled natural beauty and hospitality.

Mr. Santosh Panta shared a destination presentation "Nepal Destination Seminar" where the Chinese Operators and other participants from various Asian countries actively engaged with interest in Nepal's culture and adventure. Furthermore, Nepal also participated in a Panel Discussion on "Pathways to Sustainable Outbound Tourism" with panelists Dr. Peter Jeng, Deputy Sec. General, EU-China Commission, Mr. Santosh Panta, Senior Director, NTB and Mr. Chinthaka Liyanaarachchi, Deputy Director, Sri Lanka Tourism Promotion Bureau. The panel discussion emphasized the importance of growing global interests in Sustainable Tourism, Mass Tourism and Promotional Programs specific to Chinese outbound market and strategy.

Private sector participants included Nepal Social Treks, Mountain Tiger Nepal, Shuang Qi Tours, Nepal Big Mountain Travel Company, Asian Adventure, Jugal Holidays, Pearl Holidays, Dragon Holidays, Nasyana Tours Service and Canton International Travel, who presented tailored travel packages catering to luxury, adventure and cultural tourism. The delegation also stressed on Nepal's improved infrastructure, new travel routes and sustainable tourism initiatives. GITF 2025 awarded various Destinations and Nepal was acknowledged with "Most Popular Cultural Tourism Destination" of the Year 2025.



Nepal Successfully Concludes a Vibrant Showcase at ITE Hong Kong 2025

NTB successfully made its participation at the International Travel Expo (ITE) Hong Kong 2025, leaving a strong impression on regional tourism professionals and travelers alike. Held from June 12–15 at the Hong Kong Convention and Exhibition Centre, the event served as a valuable platform for promoting Nepal's rich tourism offerings and engaging in meaningful B2B networking.

The Nepal Pavilion attracted a steady stream of visitors throughout the expo. Visitors expressed keen interest in Nepal's Himalayan trekking experiences, spiritual and cultural circuits and short-haul getaways. Many trade queries revolved around connectivity options, trekking routes, seasonal preferences and value-for-money travel packages, indicating high demand from the Hong Kong and regional markets.

Senior Manager Udaya Bhattarai of NTB conducted a dedicated destination presentation, where he emphasized Nepal's readiness to welcome tourists with its unmatched mix of nature, adventure, and heritage. He extended an open invitation to the international tourism trade to collaborate and co-create experiences in Nepal.

The presence of Dr. Bindeshwar Prasad Lekhak, Honorary Consul General of Nepal to Hong Kong, added encouragement to the delegation. During his visit to the Nepal Pavilion, he praised the unified efforts of the Nepal Tourism Board and private sector exhibitors in enhancing Nepal's image among Asian travel markets.

Representing Nepal at ITE HongKong 2025 were:

- Himalayan Club Tours & Travel
- Pearl Holidays Pvt. Ltd.
- Alpine Club of Himalaya
- Connect Mice Pvt. Ltd.
- North Nepal Travel & Trek Pvt. Ltd.
- Satori Adventures Pvt. Ltd.
- Jugal Holidays Pvt. Ltd.
- Canton International Travel Service Nepal Pvt. Ltd.

The success at ITE 2025 has reaffirmed Nepal's appeal in the Asian outbound market and strengthened its regional trade partnerships. NTB looks forward to translating these engagements into increased arrivals and enriched experiences for visitors from Hong Kong and beyond.



Nepal's Tourism update in JATA 2025

Soon after the Gen Z movement and formation of new interim government, Nepal Tourism Board (NTB) successfully participated in Tourism Expo Japan 2025, held in Aichi from 25th – 28th September 2025, promoting Nepal as a premier destination for adventure, culture and nature-based experiences.

Recognized as one of the largest and most credible travel trade fairs in Asia, Tourism Expo Japan serves as a vital platform for global tourism stakeholders to connect, network and expand opportunities in the Japanese and international markets.

NTB was joined by eight leading Nepali tourism companies, representing hotels, trekking, rafting, and travel services:

- Himalayan Guides Nepal Treks & Expedition Pvt. Ltd.
- The Trek Nepal Pvt. Ltd.
- Swotah Travel and Adventure Pvt. Ltd.
- Sumegh Tours & Travels Pvt. Ltd.
- High Peak Adventure Pvt Ltd
- Yeti Travels Pvt. Ltd.
- Hotel Manang Pvt. Ltd.
- Karnali Rafting and Adventure Pvt. Ltd.

The Nepal pavilion attracted strong attention from visitors, many of whom expressed keen interest in Nepal's attractions and offerings. Japanese travelers were particularly curious about Himalayan trekking, rich cultural heritage, wildlife adventures and Nepal's warm hospitality.

This participation not only strengthened Nepal's visibility in the Japanese market but also created meaningful networking and business promotion opportunities with travel trade partners. With direct air connectivity between Nepal and Japan, visiting Nepal is convenient for Japanese travelers eager to experience its diversity.



Nepal Food Festival in Beijing Celebrates Culinary Heritage & Cultural Diplomacy

The Embassy of Nepal in Beijing organised a lively and colourful Nepal Food Festival on 21st April 2025, aiming to showcase Nepal's rich culinary traditions and promote cultural diplomacy. The event served as a platform to introduce authentic Nepali flavours to the Chinese audience, featuring a wide range of traditional dishes. The dishes were prepared by experienced Nepali chefs, offering guests a true taste of Nepal.

In addition to the delicious food, the festival included live cooking demonstrations, traditional music and cultural dance performances, creating an immersive experience of Nepali culture. The highlight of the event was the presentation made by Mr. Sunil Sharma, Senior Manager of Nepal Tourism Board (NTB), who delivered a comprehensive PowerPoint showcasing Nepal's tourism attractions, including its natural beauty, heritage sites and adventure opportunities. The event drew Chinese government officials, diplomats, media representatives and food enthusiasts. It was part of the Embassy's ongoing efforts to strengthen Nepal-China relations through cultural exchange, tourism promotion and people-to-people connections.



Nepal Embassy in Beijing Hosts Nepal-China Sagarmatha Adventure Tourism & Cultural Carnival 2025



The Embassy of Nepal in Beijing, in collaboration with the Shenzhen Mountaineering and Outdoor Sports Association and PELLLOT, organized the “Nepal-China Sagarmatha Adventure Tourism and Cultural Carnival 2025” on 16 June at the Four Seasons Hotel, Beijing. The event marked the 72nd Sagarmatha Day and the 70th anniversary of Nepal-China diplomatic relations, aiming to honor accomplished mountaineers, promote eco-friendly adventure tourism and strengthen cultural and people-to-people ties.

In a video message, Nepal’s Minister for Culture, Tourism and Civil Aviation, Badri Prasad Pandey, highlighted the deep cultural and civilizational bonds between Nepal and China and thanked China for designating 2025 as “Visit Nepal Year.”

Nepal’s Ambassador to China, H.E. Dr. Krishna Prasad Oli, praised the mountaineers and described Sagarmatha/Qomolangma as a symbol of Nepal-China friendship, emphasizing joint efforts for Himalayan conservation amid climate change. Chinese Ambassador to Nepal, H.E. Chen Song, also in his video message, underscored Sagarmatha’s role as a spiritual link and China’s willingness to cooperate on ecological protection and green development.

Mountaineering leader Wang Shi shared his climbing experiences and emphasized sustainability. Ms. Archana KC Rana, Sr. Manager from Nepal Tourism Board made a presentation on Nepal’s mountain tourism and culture, and the Embassy’s Deputy Chief of Mission Roshan Khanal delivered the vote of thanks.

Seventy-three mountaineers—70 Chinese and 3 Nepali—received Certificates of Appreciation, along with the organizing partner associations. Eight organizations from both countries jointly issued a China-Nepal Environment Statement committing to Himalayan conservation and knowledge exchange.

The event also featured Nepali cultural performances, product exhibitions, and a song on the Himalayas composed by Ambassador Oli. About 250 participants, including Chinese officials, diplomats, mountaineers, entrepreneurs, and media representatives, attended.



Nepal: The Next-Door Neighbour Offering Lifetime Experiences at OTM Mumbai 2025

Nepal Tourism Board (NTB), the National Tourism Organization of Nepal, has launched an inspiring promotional campaign to showcase Nepalese tourism at OTM Mumbai 2025, one of Asia's leading international tourism trade fairs.

With the theme "Lifetime Experiences," NTB is captivating the Indian tourism market by showcasing Nepal as the next-door neighbor that offers unparalleled spirituality, cultural and religious tours, thrilling adventure options, and an ideal destination for MICE events. This prestigious event is being held from January 30 to February 1, 2025, at Stall No. P-G100 in Jio World Convention Centre, Mumbai.

For Nepal, OTM Mumbai serves as a strategic platform to connect with the Indian travel market, which is a key source of visitors to the country. Over the years, NTB has been participating regularly in this event, recognizing its significant role in fostering relationships with travel trade partners, promoting Nepal's tourism offerings, and attracting more Indian travelers to experience Nepal's unparalleled beauty.

This year, Nepal's participation is elevated by the presence of a distinguished delegation representing 28 esteemed travel companies, reflecting the collaborative spirit of Nepal's tourism industry. The companies joining NTB at OTM Mumbai 2025 include:

- | | |
|---|---|
| • Well Nepal Travel and Tours | • Kathmandu Holiday Tours & Travels Pvt. Ltd |
| • Nepal Social Treks and Expedition | • Adventure Planner Pvt. Ltd |
| • Holidays to Nepal Pvt. Ltd. | • Adventure Himalayan Travels and Treks Pvt. Ltd |
| • Himalayan Club Tours & Travel | • Aloft Kathmandu Thamel |
| • Hilton Kathmandu | • Hotel Crowne Imperial |
| • Radha Krishna Holidays Pvt. Ltd. | • Buddha Air |
| • JourneyDMC | • Nepal Big Mountain Travel Company Pvt. Ltd |
| • Alpine Kailash Trek Pvt. Ltd. | • North Nepal Travel and Trek Pvt. Ltd |
| • Sea Links Travels and Tours (P) Ltd | • Shakti Travels and Tours Pvt. Ltd |
| • Kora Tours | • Soham Journeys Pvt. Ltd |
| • Shivalaya Holidays | • Regulus Treks and Expedition Pvt. Ltd |
| • Satori Adventures (P) Ltd | • The Everest Hotel Kathmandu |
| • Airwings Tours & Travels Pvt. Ltd | • Explore Vacation Pvt. Ltd |
| • Leaf Holidays Treks & Expedition Pvt. Ltd | • Classical Adventure Nepal Travel & Treks Pvt. Ltd |





Nepal Shines at BTTF 2025, Dhaka

The Bangladesh Travel & Tourism Fair (BTTF, Oct 30- Nov1, 2025) kicked off with great fanfare. The Nepal Pavilion, jointly organized by Nepal Tourism Board (NTB) and Nepal Association of Tour & Travel Agents (NATTA), welcomed a large number of visitors eager to learn more about Nepal — the land of mountains, culture, and endless adventure.

In the evening, NTB, with the support of the Embassy of Nepal in Dhaka and NATTA, hosted a memorable B2B Networking Event that brought together over 100 tour operators from Bangladesh. The program began with a warm welcome by Mr. Ghanshyam Ghimire, Vice President of NATTA, followed by a comprehensive presentation on Nepal as a destination by Mr Sunil Sharma, Officiating Director, NTB. Special guests Mr. Md. Rafeuzzaman, President of TOAB, and MD. Taslim Amin Shovan, Director (Trade & Fair) and Coordinator of BTTF 2025, were honored during the program for their invaluable collaboration.

Adding to the excitement, three door prizes sponsored by Nepali co-exhibitors were awarded to lucky winners by His Excellency himself!

The evening also featured beautiful cultural performances by Nepali students studying in Dhaka, coordinated by the Nepalese Embassy — a perfect blend of culture, connection, and celebration.



Asian Tourism Fair

Nepal Tourism Board, together with 10 leading travel companies, participated in the 12th Asian Tourism Fair 2025 in Dhaka, Bangladesh on 18-20 September 2025. At this vibrant platform, Nepal is showcasing its rich natural beauty, diverse culture, and unique travel experiences, while warmly inviting travelers to explore the wonders of the Himalayas.

Through this participation, NTB is also sharing the message that tourism activities are operating smoothly in an environment of normalcy. Nepal continues to welcome the world with its timeless charm, adventure, and hospitality.

ATF 2025 Dhaka Participating Companies

- Himalayan Club Tours & Travel
- Nepal Big Mountain Travel Company Pvt. Ltd.
- The Trek Nepal Pvt. Ltd.
- Go Nepal Travel, Tours and Trekking Pvt. Ltd.
- Snowy Horizon Treks & Expedition Pvt. Ltd.
- Classical Adventure Nepal Travel & Treks P. Ltd
- Himmalagari Travel & Tours Pvt Ltd
- Female Guide Kathmandu Pvt Ltd
- Kathmandu Suite Home Pvt. Ltd
- Regulus Treks and Expedition Pvt. Ltd.



NTB Wins Big at TTF Chennai 2025, Strengthens Tourism Ties with India

Nepal Tourism Board (NTB), in collaboration with 15 Destination Management Companies, successfully participated in the Travel & Tourism Fair (TTF) Chennai 2025, held from 21 to 23 March at Chennai Trade Center. As one of India's most established tourism fairs since 2000, TTF Chennai provided an excellent platform for Nepal to promote its diverse travel offerings to the South Indian market.

The Nepal Pavilion witnessed a substantial number of visitors, including avid travelers, media personnel, tour operators, business representatives, and students, all expressing keen interest in exploring Nepal as a travel destination. The engaging display of Nepal's natural beauty, adventure tourism, pilgrimage tourism, and cultural heritage generated numerous queries, reaffirming Nepal's position as a preferred travel destination among South Indian travelers. As the National Tourism Organization, NTB represented Nepal alongside 15 travel trade companies, namely: Airwings Tours & Travels Pvt. Ltd., Alpine Kailash Trek Pvt. Ltd., Apoorva Tours and Treks Pvt. Ltd., Bonjoy Travels Pvt. Ltd., Heritage Tours & Travels Pvt. Ltd., Kathmandu Holiday Tours & Travels Pvt. Ltd., Leaf Holidays Treks & Expedition Pvt. Ltd., Namaste Tourism and Holidays Pvt. Ltd., Nepal Big Mountain Travel Company Pvt. Ltd., Regulus Treks and Expedition Pvt. Ltd., Samrat Tours and Travels Pvt. Ltd., Satyam Tours & Travels Pvt. Ltd., Shivalaya Holidays, Shivam Group Holiday Pvt. Ltd., and Soham Journeys Pvt. Ltd. NTB officials Mr. Shiv Raj Pandeya and Mr. Kabindra Bhatta actively disseminated information on Nepal's tourism products and attractions, providing fresh updates specifically targeting South Indian visitors.

A notable highlight of the event was the visit of the Honorable Tourism Minister of Tamil Nadu, Mr. Thiru R. Rajendra, who graced the Nepal stall on the inaugural day. His presence underscored the strong tourism ties between Nepal and India, paving the way for deeper collaboration in promoting bilateral tourism exchanges.



Additionally, Nepal was honored with the prestigious “Best Stall Decoration Award,” a recognition by the organizers that reinforced Nepal’s strong and impactful presence at TTF Chennai 2025.

Meetings with officials from Andhra Pradesh Tourism, Tamil Nadu Tourism, and Kerala Tourism have opened doors for further collaboration and government-level partnerships to promote mutual tourism growth. The presence of popular local influencers, spiritual leaders, actors, and various government officials at the Nepal Pavilion further added value to the show.

With strong cultural and tourism ties between Nepal and India, such events continue to serve as a bridge for enhancing tourism exchanges. India remains Nepal’s largest inbound tourism source market, with 317,772 Indian tourists arriving via air in 2024, accounting for nearly one-third of Nepal’s total arrivals. Additionally, it is estimated that over 1.5 million Indian visitors travel to Nepal via land borders, demonstrating the tremendous potential for cross-border and regional tourism.



Nepal Showcased its Tourism Excellence at India International Travel Mart (IITM) Ahmedabad, India

NTB along with 15 travel trade companies from Nepal have showcased Nepal’s diverse tourism offerings in the India International Travel Mart (IITM) Ahmedabad, held from March 7-9, 2025 at YMCA Convention Center, Ahmedabad. Nepal’s participation at Stall P5 drew significant attention from Indian travelers, tour operators, and media representatives, reinforcing Nepal’s position as a preferred travel destination for adventure, culture, and spiritual tourism.

The Nepal Pavilion, curated by NTB, highlighted the country’s rich cultural heritage, natural beauty, and adventure tourism activities, including trekking, mountaineering, jungle safaris, and pilgrimage tours as added value. During the mart, Nepal promotional videos featuring nature, culture and adventure were screened at the Nepal stall to catch the attention of the visitors. The mart provided a platform to strengthen tourism ties between Nepal and India, fostering collaborations among travel trade professionals and potential visitors.



NTB's delegation to IITM Ahmedabad 2025 was led by Mr. Khadga Bikram Shah and accompanied by Mr. Jayshakti Sarraf and Mr. Narayan Bahadur Panta. They distributed tourism promotional materials of Nepal to the visitors at the Nepal stall with updates on the tourism products and activities of Nepal. Similarly, Kathmandu Holiday Tours & Travels Pvt. Ltd., Airwings Tours & Travels Pvt. Ltd., Shivalaya Holidays, Gujrati Samaj Saarc Tour & Travels Pvt. Ltd., Holiday Bookers Nepal Pvt. Ltd., Race Alpine Treks and Tours Pvt. Ltd., Nepal Adventure Guide Pvt. Ltd. Heritage Tours & Travels Pvt. Ltd., Great Himalayas Treks Pvt. Ltd., Kailash View Tours & Treks Pvt. Ltd., Explore Vacation Pvt. Ltd., Enticing Himalayas Travels Pvt. Ltd., Soham Journeys Pvt. Ltd., Shakti Travels and Tours Pvt. Ltd., Mountain Tiger Nepal Pvt. Ltd. were the participating companies from Nepal. These companies had an opportunity of having business dealings with the potential sellers of India.

NTB's participation at IITM Ahmedabad 2025 served as an initiative to attract more Indian tourists to Nepal, encouraging them to explore breathtaking landscapes, UNESCO heritage sites, and unique adventure experiences in Nepal. It also provided a valuable networking platform to the participating sellers from Nepal, enabling them to establish a beneficiary partnership with Indian travel and tour operators. The successful participation of Nepal in IITM Ahmedabad 2025 is part of NTB's ongoing efforts to promote Nepal as a year-round destination for Indian travelers.

NTB Captures Stage at Travel and Tourism Fair, Bengaluru; Wins Best Decoration Stall

Nepal Tourism Board (NTB) made a remarkable impression at the Travel and Tourism Fair (TTF) in Bengaluru, held from February 13 to 15, 2025. Alongside 15 Nepali travel companies, NTB showcased Nepal's diverse tourism offerings, solidifying its position as a premier travel destination for Indian outbound tourists.



The event, held at the Palace Ground in Bengaluru, was inaugurated by the Secretary of State Ministry of Tourism and Culture of Karnataka. Nepal's stall stood out as a hub for valuable business networking, fostering direct connections between Nepali tourism stakeholders, Indian travel professionals, and global counterparts.

Participating travel companies presented a wide array of travel packages tailored to the diverse preferences of Indian tourists, ranging from relaxed leisure tours and cultural-spiritual journeys to adrenaline-packed adventure treks. Nepal's unique blend of natural beauty, rich culture, thrilling adventures, and warm hospitality captivated the growing number of Indian travelers seeking meaningful and enriching experiences.

A highlight of the event was Nepal winning the prestigious "Best Decoration Award", a testament to the creativity and effort put into showcasing the country's vibrant tourism offerings. With the demand for international travel on the rise in India, Nepal is well-positioned to capture a larger share of the outbound market. The tourism sector is optimistic about a surge in visitor numbers in 2025, driven by strengthened collaboration with Indian travel trade partners and continuous efforts to enhance visitor experiences in Nepal. Thanks to direct air connectivity between major Indian cities and Kathmandu, Nepal remains a convenient and highly attractive destination for Indian travelers. The successful participation at TTF Bengaluru underscores Nepal's commitment to promoting itself as a must-visit destination for 2025 and beyond.



Nepal Strengthens Tourism Ties with India: Nepali Delegation Participates in Familiarization and B2B Meeting in Uttar Pradesh

A high-level Nepali tourism delegation successfully participated in the “Familiarization and B2B Meeting in Uttar Pradesh, India,” held from January 8 to 14, 2025. Uttar Pradesh Tourism organized the event in collaboration with the Embassy of India in Kathmandu and the Nepal Tourism Board (NTB). This pioneering initiative aimed to deepen bilateral tourism ties, enhance spiritual tourism, and foster business partnerships between the two neighbouring countries.



The 24-member delegation, led by NTB, included prominent travel agencies, hotels, and media representatives from Nepal. The event featured immersive visits to iconic spiritual destinations and key cultural sites in Uttar Pradesh, starting from Mathura and Vrindaban. Highlights included Krishna Janmabhoomi and other revered landmarks. The delegation also toured the Taj Mahal in Agra, where a significant B2B meeting provided a platform for networking and collaboration with Indian tourism stakeholders.

In Lucknow, Ms Eesha Priya, Director General of UP Tourism, warmly welcomed the Nepali delegation, who emphasized the importance of collaborative tourism promotion between India and Nepal. She highlighted the potential for joint initiatives to enhance tourism growth in the region. Further discussions took place during meetings in Varanasi and Ayodhya, two of India’s most significant spiritual hubs.

“This first-of-its-kind initiative marks an important step towards strengthening regional tourism ties. We see immense potential for collaboration with Indian stakeholders in creating new tourism circuits and experiences,” said NTB CEO Deepak Raj Joshi. He expressed optimism about the outcomes of the event, reaffirming NTB’s commitment to fostering cross-border tourism and cultural exchange.

The delegation’s participation not only helped promote Nepal as a key tourism destination but also opened up new partnership opportunities in areas such as spiritual tourism, heritage tours, and cross-border travel. Both NTB and UP Tourism pledged to continue joint efforts in developing innovative tourism products and marketing initiatives for the mutual benefit of both nations.

This landmark event is expected to pave the way for enhanced regional cooperation in the tourism sector and contribute to economic growth through increased tourist arrivals and cultural exchange.

Nepal Tourism Board Shines at IITM Pune 2025, Showcasing Rich Cultural Heritage and Adventure Opportunities. Pune, India, November 29

Nepal Tourism Board, in collaboration with 15 prominent travel trade companies, successfully participated in the India International Travel Mart (IITM) Pune 2025, held from November 27-29, 2025. The Nepalese delegation, led by Mr. Robin Regmi, comprised of 15 Travel Trade companies showcasing their unique packages to promote Nepal's unique tourism offerings among Indian Travel Events

The three-day event attracted hundreds of travel trade representatives and potential visitors, providing an excellent platform for Nepal to showcase its rich

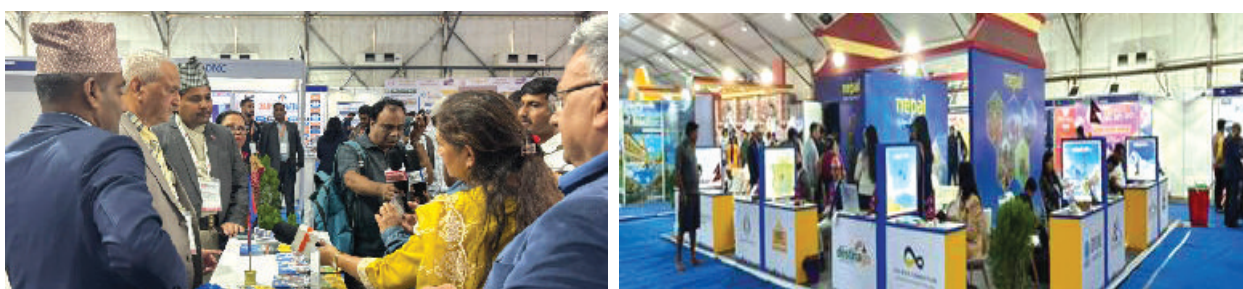


cultural heritage, adventure opportunities, and warm hospitality. The Nepal Pavilion was abuzz with excitement, with visitors enthusiastically engaging with the diverse offerings on display.

The event highlighted Nepal's unique appeal as a comprehensive tourism destination, featuring UNESCO World Heritage Sites, spiritual pilgrimage routes, world-class trekking and mountaineering opportunities, and adrenaline-pumping adventure sports. The Nepal Tourism Board's participation in IITM Pune 2025 underscores its commitment to strengthening ties with the Indian travel market and promoting Nepal as an "All Season Destination" offering 'Lifetime Experiences'.

The successful participation of Nepal Tourism Board and its partners at IITM Pune 2025 is expected to generate significant interest in Nepal as a preferred travel destination, solidifying its position in the Indian market.

Nepal was also awarded the Best Adventure Tourism Destination of the year.



Nepal awarded-The best Heritage Destination in IITM Hyderabad 2025

Nepal Tourism Board, together with 12 leading private-sector companies successfully participated in the India International Travel Mart (IITM) from 4-6 December 2025 in Hyderabad. The three-day has convened leading stakeholders from across India and abroad in the city, with the event featuring over 200 exhibitors from more than 25 states and 10 countries, alongside several international tourism representatives and private travel enterprises.

The fair's main objective:

Focus: A major B2B platform for tourism boards, travel operators, airlines, hospitality brands, and technology providers.

Participation: Featured over 250 exhibitors, 18+ Indian states, and international delegations.

Key Outcomes: Provided opportunities for business networking, exploring new destinations, and discovering travel tech.

The three fair days buzzed with excitement as travel trade representatives enthusiastically engaged with Nepal's rich culture, adventure offerings, and warm hospitality—making our presence shine on this vibrant international platform. Nepal also won the “Heritage Destination of the Year” award at the fair.

Alongside Nepal, other domestic exhibitors, international tourism boards such as Tourism Malaysia along with their travel partners, are highlighting opportunities for holidays, cruises, international weddings, cultural explorations, and luxury travel experiences.

Youth Outreach

Apart from marking the presence at the IITM 2025, NTB also initiated the youth outreach program where Ms. Shradha Shrestha-Sr. Manager interacted with almost 200 high school students of Shri Shantiniketan Secondary School and made a destination presentation on Nepal. The talk program was successful enough not only inform them about Nepal's natural beauty, culture, and adventures, but also spark the desire to explore, learn, and travel to Nepal in the future.



NTB Taps into India's Growing MICE Tourism or MICE Travel Mart + Leisure Travel Mart (MTM+LLTM), 2025

Nepal Tourism Board (NTB) engaged with key stakeholders in the MICE (Meetings, Incentives, Conferences, and Exhibitions) tourism sector during an exclusive event in New Delhi on January 10, 2025, organized by Optimice Events. Focused on one-on-one business exchanges, the event highlighted Nepal's potential as a premier MICE destination.

With India's MICE sector projected to grow by 8% in 2025, Nepal is well-positioned to attract Indian corporates and event planners, thanks to its close proximity, diverse tourism offerings, and improved infrastructure, including upgraded airports and the arrival of international hotel chains.

India remains Nepal's top source market, and the spillover from India's "Meet in India" campaign is expected to benefit Nepal, offering unmatched opportunities for MICE tourism growth in South Asia.



Nepal Tourism Board Showcases Nepal as a Premier Destination for Indian Travelers at SATTE 2025

NTB showcased Nepal's diverse tourism offerings at SATTE 2025, one of Asia's leading international tourism trade fairs. The event was scheduled to take place from February 19 to 21, 2025 in Yashobhoomi (India International Convention and Expo Center), Dwarka, New Delhi.

With the theme "Lifetime Experiences", Nepal has strategically positioned itself as the ultimate getaway for Indian travelers, offering a perfect blend of weekend retreats, pilgrimage sites, and adventure tourism. The campaign aimed to highlight Nepal's rich cultural heritage, serene nature-based experiences, and iconic Himalayan adventures, reinforcing its appeal as a must-visit destination for Indian tourists.

Recognizing India as a prime tourism market, NTB has emphasized Nepal's accessibility and affordability for Indian travelers, making it an ideal destination for quick getaways, religious journeys to sacred sites like Pashupatinath and Muktinath, and unforgettable trekking experiences in the Himalayas. Nepal's proximity and well-connected air routes further enhance its appeal as a convenient and enriching travel option.

A distinguished delegation representing 34 esteemed travel companies from Nepal participated in SATTE 2025, showcased an array of tourism services and experiences tailored for Indian tourists. The participating companies



were Radha Krishna Holidays Pvt Ltd, Alpine Kailash Trek Pvt Ltd, Himalayan Guides Nepal Treks & Expedition P. Ltd., Well Nepal Travel and Tours, Airwings Tours & Travels Pvt Ltd, Nepal Social Treks and Expedition, Sea Links Travels and Tours (P) Ltd, Shivalaya Holidays, Regulus Treks and Expedition Pvt. Ltd., JourneyDMC, Himalayan Club Tours & Travel, Kathmandu Holiday Tours & Travels Pvt. Ltd., Kora Tours, Leaf Holidays Treks & Expedition Pvt. Ltd, Crystal Adventures P Ltd, Hilton Kathmandu, Adventure Himalayan Travels and Treks Pvt. Ltd, Adventure Planner Pvt. Ltd, Aloft Kathmandu Thamel, Buddha Air, Hotel Crowne Imperial, Yeti Travels Pvt. Ltd., Nepal Big Mountain Travel Company Pvt. Ltd., Shakti Travels and Tours Pvt Ltd, Classical Adventure Nepal Travel & Treks P. Ltd, Soham Journeys Pvt. Ltd., The Everest Hotel Kathmandu, Holidays to Nepal Pvt. Ltd., Explore Vacation Pvt. Ltd., Shivam Group Holiday P Ltd, Holiday Bookers Nepal Private Limited, Scenic Mountain Travels & Tours Pvt. Ltd., Apoorva Tours and Treks Pvt. Ltd., Samrat Tours and Travels Pvt Ltd.

NTB's participation in SATTE reiterated Nepal's deep cultural and historical ties with India, underlining the country's commitment to strengthening its tourism cooperation with Indian travel trade partners.

Nepal Bangladesh Tourism Meet

The Embassy, in collaboration with the Nepal Tourism Board, hosted a Nepal-Bangladesh Tourism Meet under the theme Destination Nepal: From the Bay of Bengal to the Himalayas in Chattogram, Bangladesh and under the theme 'Neighbourly Nepal: Land of Lifetime Experiences' in Dhaka on 18 June and 20 June 2025 respectively.



The event was jointly organized by Nepal Embassy in Bangladesh and Nepal Tourism Board with the aim for tourism promotion bringing together key players to explore business opportunities from both nations, a tourism presentation from Nepal Tourism Board and discussions focused on business growth, innovation and cultural exchange. The major highlight of the event was the raffle draw, where the Nepali travel trade companies offered tour package and the two airlines Himalaya Airline and Biman Bangladesh offered Dhaka- Kathmandu sector flight tickets. Nepali cultural performance by Nepali students studying in Bangladesh enhanced the rich culture of Nepal. Remarks by Everest Summiteers Mr. Babar Ali and Mr. Ikramul Hassan Shakil describing Nepal's rich culture, nature and hospitality added flavor to the event

Nepal Showcases “Lumbini and Beyond” in Sri Lanka to Promote Cultural and Spiritual Tourism



The Embassy of Nepal in Sri Lanka and the Nepal Tourism Board jointly organized the “Nepal Destination Promotion Program – Lumbini and Beyond” in Colombo on June 30, 2025, showcasing Nepal's rich spiritual, cultural, and natural tourism offerings with a special focus on Lumbini, the birthplace of Lord Buddha. The event brought together Sri Lankan travel trade representatives, Buddhist monks from both countries, media personnel, tourism stakeholders, Everest summiteers, and members of Nepal–Sri Lanka associations to enhance bilateral tourism cooperation and promote Nepal as a premier destination for pilgrimage, cultural discovery, and adventure. In his opening remarks,

H.E. Dr. Purna Bahadur Nepali, Ambassador of Nepal to Sri Lanka, underscored the significance of Buddhist tourism and the deep historical ties between the two nations, inviting Sri Lankan travelers to explore not only the serenity of Lumbini but also Nepal's diverse landscapes and heritage sites. A presentation by Ms. Ranu Shah of the Nepal Tourism Board highlighted the “Lumbini and Beyond” initiative, promoting a wider Lumbini circuit that includes key Buddhist and cultural heritage sites across Kapilvastu, Rupandehi, and Nawalparasi. The program also





featured video screenings on regional Buddhist circuits in South Asia and a captivating message from Ms. Jayanthi Kuru-Utumpala, the first Sri Lankan to summit Mt. Everest. The event concluded with a renewed commitment to further strengthen tourism exchanges and Buddhist pilgrimage routes between Nepal and Sri Lanka.

Nepal Show a Grand Success at CITM 2025, Haikou

Wins “Best Booth Award”, Puts up Cultural Performance, Makes Destination Presentation for Local Promotion

Nepal successfully participated making a highly positive impact at the China International Travel Market (CITM 2025) from Dec. 19-21, 2025, held in Hainan International Convention and Exhibition Center, Haikou.

NTB led Nepal’s show with Nepal Airlines and seven Nepali companies from the travel trade sector. The participation increased visibility of Nepal as a premier neighboring holiday destination offering “once-in-a-lifetime experiences” among China travel trade and consumers, and on the global front.



With bright look and lively participants, Nepal Pavilion received the “Best Booth Award” from the organizers of CITM 2025. Highlighting the “Nepal - Lifetime Experiences” brand with images of mountains, façade of Buddhist stupa on two sides, Living Goddess Kumari, different tourist activities and scenic highlights, the Nepal Pavilion also put-up cultural performance which was highly appreciated by visitors and participants alike. Visitors inquired about the different activities, access and entry regulations, and many expressed curiosities about destination. Members of the Nepali travel trade also attended the B2B sessions at the fair to meet buyers invited by the organizers. A special “Explore Nepal” evening was organized near the venue on Dec. 19 by the Office of the Consulate General of Nepal in Guangzhou. The program was attended by Government officials and members of travel trade from Hainan. Members of the fair delegates from NTB and trade from Nepal also participated at the event. Ms. Lin Qian, Director General of the Haikou Municipal Foreign Affairs Office, was Chief Guest at the program.

Consulate General of Nepal to Guangzhou Mr. Bharat Khanal spoke about the strengths of Nepal as a tourism destination highlighting the age-old relations between the two countries. Similarly, Senior Manager of NTB Ms. Archana KC Rana made a destination presentation with focus on the cultural, natural, adventurous and wellness experiences offered by Nepal emphasizing that China is a highly important value market for Nepal. The formal program was followed by B to B and networking session among the Chinese and Nepali participants fostering new collaborations and partnerships.



NTB Highlights Nepal's Religious Tourism at World Hindu Federation Meeting in India



Nepal's vast potential as a global hub for Hindu and Buddhist pilgrimage tourism was strongly highlighted during the International Executive Committee Meeting of the World Hindu Federation (WHF), held in Gorakhpur, Uttar Pradesh, from 14 to 16 November 2025.

Representing Nepal Tourism Board (NTB), Officiating Director Mr. Rohini Prasad Khanal participated in the high-level meeting, which brought together religious leaders, scholars, and delegates from various countries to discuss the promotion of Hindu values, cultural exchange, and religious tourism across the region.

During the program, Mr. Khanal delivered a detailed presentation on the "Prospects of Religious Tourism in Nepal," showcasing the country's renowned Hindu pilgrimage sites such as Pashupatinath, Muktinath, Janakpur, Halesi, Pathibhara, Devghat, and Swargadwari, along with key Buddhist heritage sites including Lumbini, Tilaurakot, Ramagrama, and the greater Kapilvastu region.

The presentation also emphasized cross-border pilgrimage opportunities for Indian and international devotees through thematic circuits such as the Ramayana Circuit, Shiva-Shakti Circuit, Buddhist Circuit, and Muktinath Darshan packages. Improved tourism infrastructure, enhanced connectivity, safety measures, and Nepal's commitment to quality services for religious visitors were also highlighted.



Addressing the gathering, Mr. Khanal invited WHF members, spiritual leaders, and pilgrimage operators to visit Nepal and experience its unique spiritual heritage. He stressed the importance of religious harmony and multi-country spiritual circuits in strengthening people-to-people ties between Nepal and India.

The event witnessed productive interactions with representatives of WHF's international chapters, Indian pilgrimage tour operators, scholars, and spiritual leaders. These discussions opened avenues for future collaboration in joint pilgrimage packages, promotional campaigns, and cross-border religious tourism initiatives.

The participation resulted in increased interest among WHF members and Indian religious travelers to visit Nepal, while further reinforcing Nepal's image as a sacred land for both Hinduism and Buddhism. The engagement also strengthened Nepal's visibility in major international Hindu forums and generated positive media attention for Nepal's religious tourism prospects. Nepal Tourism Board plans to build on this momentum by strengthening partnerships with religious organizations, developing targeted promotional materials for Indian pilgrims, and facilitating joint Nepal-India pilgrimage circuits in the future.

Celebrating 70 years of Nepal – China Friendship through Trade and Tourism



To commemorate the 70th anniversary of diplomatic relations between Nepal and China, a Nepali product exhibition and conference was organized in Chongqing, China, from 10–14 December 2025. The event was jointly hosted by the Consulate General of Nepal in Chengdu and the Chongqing Municipality as part of efforts to further strengthen bilateral ties between the two countries.

Delegates from Nepal showcased a wide range of Nepali products including tea, coffee, felt items, pashmina, incense, singing bowls, thankgas and other traditional goods.

As part of the program, Mr. Laxman Gautam, Officiating Director of Nepal Tourism Board delivered a presentation titled “Nepal’s Niche Tourism Promotion” on 12 December. His presentation highlighted Nepal’s diverse tourism attractions to a Chinese audience comprising government officials, media representatives and travel trade professionals among others.

These activities were held under the framework of the Second ILSTC High-Quality Products Exhibition and Cooperation Fair in Chongqing, marking an important milestone in Nepal–China bilateral relations.



Nepal Shines at Meet Global MICE Congress 2025, Moscow

NTB made a strong presence in the Meet Global MICE Congress (MGMC) 2025, held on 17–18 December 2025 at the World Trade Center Congress Centre, Moscow. The prestigious global business tourism event brought together MICE professionals, hosted buyers, and industry leaders from over 35 countries.

NTB showcased Nepal's growing potential as an emerging MICE destination, highlighting modern event facilities, breathtaking natural landscapes, rich cultural heritage, and unique incentive travel experiences. The Nepal pavilion received strong interest and encouraging feedback from international buyers and partners.

As part of the business programme, Mr. Mani Raj Lamichhane, Senior Director of Nepal Tourism Board, was invited by the organizers as a speaker on “Personalization and Gamification: Trends Shaping the Future of the MICE Industry.” His presentation highlighted evolving global MICE trends and positioned Nepal as a destination ready to innovate and adapt to future business travel demands.

The program was further enriched by the presence of Mr. Khuman Singh Tamang, Chargé d' Affaires of the Embassy of Nepal in Moscow, reinforcing Nepal's diplomatic and tourism engagement in the Russian market.

Nepal Tourism Board expresses its sincere gratitude to the Embassy of the Russian Federation in Nepal for facilitating the venue coordination, as well as to the organizers for generously providing the space to NTB on a complimentary basis.



Nepal Tourism Board Concludes Pre-Brand Audit Workshop on “Nepal: Lifetime Experiences!”

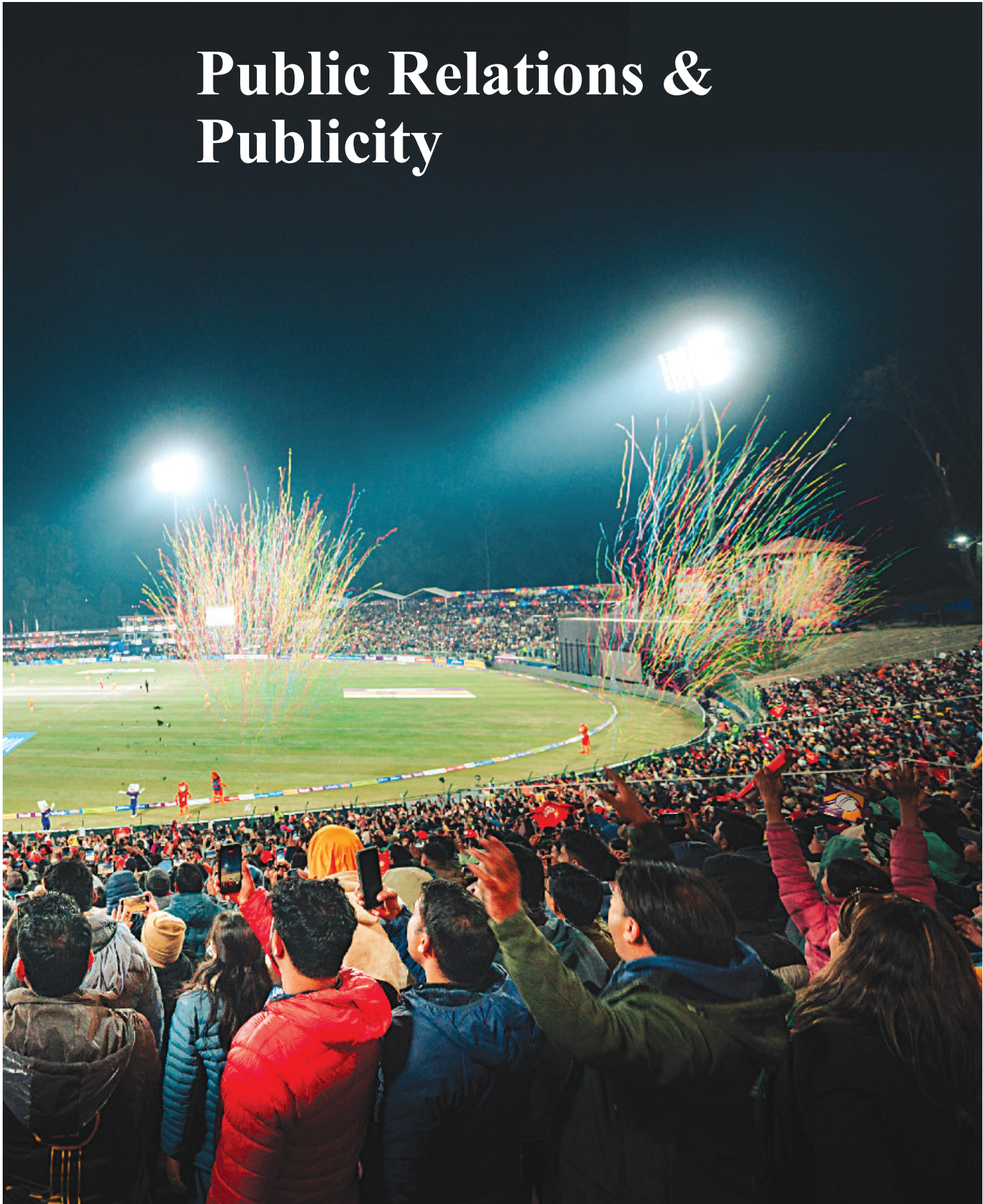
Nepal Tourism Board (NTB) successfully held the Pre-Brand Audit Workshop on Destination Nepal on 12 December 2025 in Kathmandu as part of efforts to strengthen the national tourism brand, “Nepal: Lifetime Experiences.”

Brand Curator Ms. Marie Ange Sylvain-Holmgren of Image Ark presented in-depth insights into the process and key elements involved in curating and developing Nepal’s current destination brand identity, “Nepal: Lifetime Experiences!” which was launched in 2019. Participants from the travel trade, branding, and tourism sectors discussed Nepal’s brand identity, while NTB CEO Mr. Deepak Raj Joshi highlighted Nepal’s core strengths and USPs. The workshop provided a collaborative platform for stakeholders to reflect on how “Nepal: Lifetime Experiences” is perceived in domestic and international markets, identify strengths and gaps, and recommend future branding directions. Diverse feedback on the current brand perception, messaging, and global positioning was gathered to assess required updates to the destination brand and future marketing strategies.

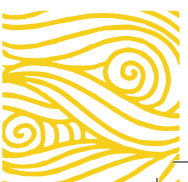




Public Relations & Publicity



CAN



Production and Distribution of Calendar

NTB has been publishing thematic calendar every year in order to promote the various aspects of tourism. This year 2082 B.S. NTB published Wall and table calendar with the theme of “Contemporary Art of Kundalini”. A collection of twelve stunning pictures of 7 Chakras to the path of Nirvana were published. The calendars were distributed to the tourism stakeholders, officials, and ministries.



2025-26 A.D. २०८२ ने.सं. : ११८५-८६



Contemporary Art of Kundalini

Contemporary art that delves into Kundalini offers a captivating blend of spirituality, energy, and artistic expression. Originating from Yogic and Tantric practices, Kundalini represents a fundamental energy, often depicted as a coiled serpent dormant at the spine's base. When activated, this force is thought to ascend through the chakras, unlocking spiritual awakening and a deep bond with the cosmos. In the eye of the modern artists, Kundalini evolves beyond its classical roots, serving as a vibrant symbol of transformation, inner strength, and the merging of the tangible and the ethereal.

[nepaltourismboard](#) [nepaltourism](#) [nepaltourismb](#) [Nepal Tourism Board](#) [nepaltourismboard](#) [nepaltourismboard](#)



२०८२
2025-2026



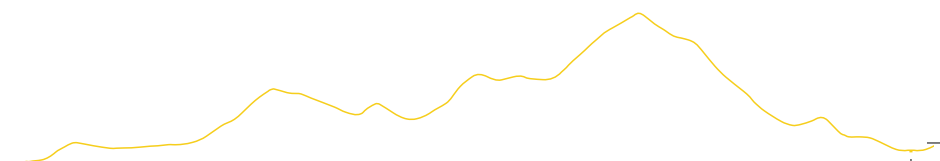
Nepal Tourism Board

Tourist Service Center
Bhrikutimandap, Kathmandu
P.O.Box: 11018
Tel: +977-1-5356909
Email: info@ntb.org.np
Website: www.ntb.gov.np

Contemporary Art of Kundalini

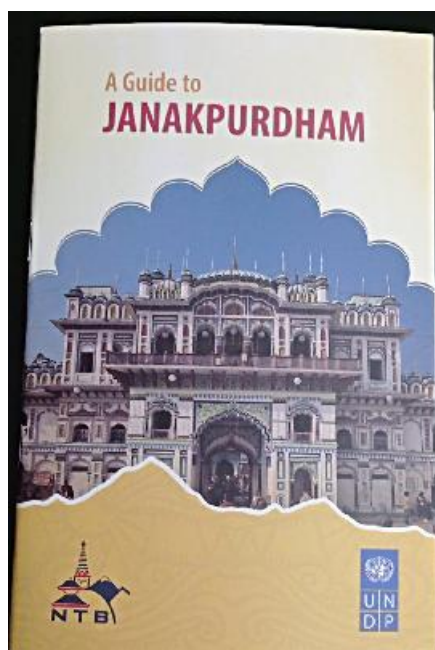
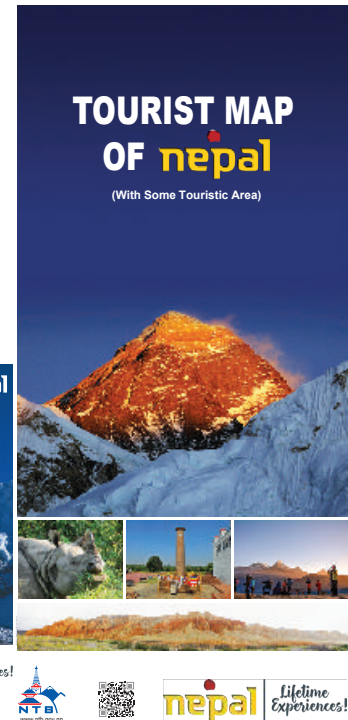
Texts and Images
© Bhim Prasad Sharma

[nepaltourismboard](#)
[nepaltourism](#)
[nepaltourismb](#)
[Nepal Tourism Board](#)
[nepaltourismboard](#)
[nepaltourismboard](#)



Regular Updates and Publication of Promotional Materials

NTB regularly updates its digital content while producing promotional materials such as posters, brochures, maps, and fabric bags. Recent physical branding efforts include airport taxi seat covers and promotional leaflets for Koshi Province, alongside featured posters for Halesi and Pathivara.



Publication of InFocus 2024

NTB has published *InFocus 2024*, a comprehensive report documenting the year's programs, activities, and major achievements. This publication serves as a vital record of NTB's progress and operational impact throughout 2024.



Dissemination of Information through Tourist Information Center

The Tourist Information Center, serving as the first interface of the NTB and located in the arrival lounge of Tribhuvan International Airport, creates a warm and inviting environment for visitors. As soon as travelers step into the center seeking details about Nepal's diverse destinations, the friendly staff provide informative brochures, maps, and other tourism-related materials. Beyond simply distributing these resources, the center's team patiently answers visitors' queries, ensuring every interaction leaves guests with a smile and a positive first impression of Nepal.

Distribution of NTB Collateral

NTB regularly receives requests from Nepali Diplomatic Missions, HP RR, and diplomatic communities stationed in various countries worldwide for promotional materials, including posters, NTB bags, brochures, flyers, city maps, and information leaflets. These materials are intended for distribution and display to promote Nepal among local audiences abroad. In response to these requests, NTB promptly dispatches the promotional items to destinations across all continents—from Asia and Europe to North and South America, Africa, and Australia. Additionally, the Tourist Police play a key role in tourism promotion by distributing these materials directly to visitors in popular tourist areas within Nepal.

Procurement and Distribution of Souvenirs

In keeping with the Nepali tradition of presenting *Maya ko Chino*, (Token of Love) NTB procures a variety of handicrafts and destination-branded souvenirs to promote Nepal's rich cultural heritage. These items are distributed at national and international events, while specialized gifts are curated for dignitaries visiting Nepal.

NTB Souvenirs



Digital Promotion and Visual Storytelling Initiatives

#photoNepal Campaign

The #photoNepal platform continued to stand as NTB's signature visual storytelling initiative. Through a blend of physical exhibitions and online engagement, the campaign highlighted Nepal's landscapes, cultures, and communities.

- NTB hosted several physical exhibitions, including the landmark 100th Episode Exhibition, featuring artworks from national and international contributors.
- The online photoNepal portal (photo.ntb.gov.np) expanded steadily:
- Over 25,000 uploaded photographs
- More than 11,000 registered members

Website Operations and Digital Communication

NTB ensured uninterrupted and user-friendly operation of its official websites, emphasizing timely updates, improved navigation, SEO-focused enhancements, and publication of travel advisories and notices.

Social Media Management, Impressions & Digital Reach

NTB recorded strong growth across major digital platforms:

- Facebook: High multi-million reach through destination features, festival posts, advisories, and live videos.
- Instagram: Strong reel and story engagement.
- Twitter (X): Wide visibility during announcements, advisories, and campaigns.
- YouTube: Steady viewership through promotional and destination videos.

NepalNOW Campaign

The NepalNOW initiative continued functioning as NTB's modern, energetic brand identity with short videos, traveler moments, influencer reels, and destination clips integrated across digital platforms.

Video Productions and Multimedia Content

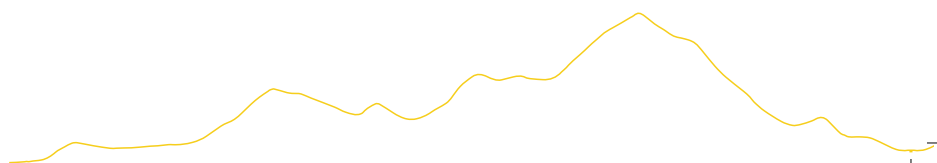
NTB strengthened its multimedia archive with destination highlights, seasonal and cultural videos, adventure storytelling, drone visuals, and event-based media packages.

Real-Time Live Video Campaigns

NTB executed multiple live broadcasts showcasing Nepal in real time:

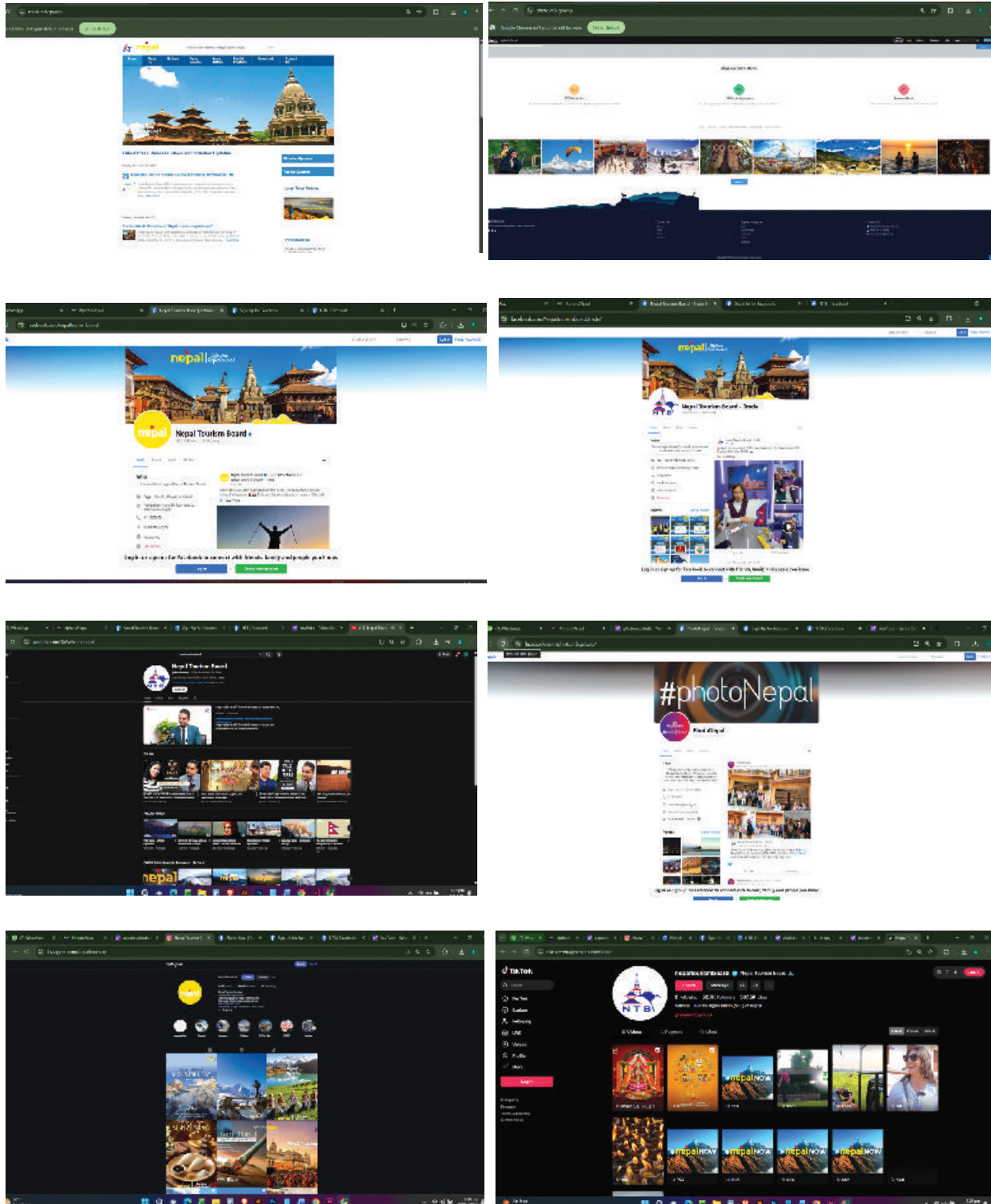
Key Destinations:

- | | |
|--|---------------|
| • Kathmandu – heritage squares, festivals, cultural routes | • Tihar |
| • Pokhara – lakeside, mountains, adventure | • Indra Jatra |
| • Chitwan – wildlife tourism, Tharu culture | • Chhath |
| • Festival Live Streams: | |



Crisis Communication and Situation Updates

NTB provided verified, timely crisis updates during natural disasters and emergencies, sharing advisories, operational updates, travel notices, and safety information in coordination with authorities.

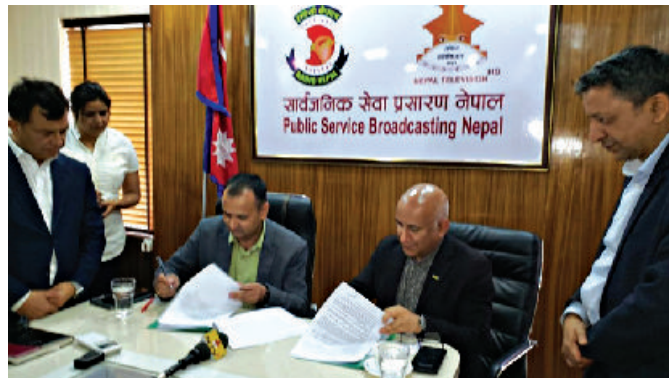


NTB joins hands with NTV for Promotional Partnership

Nepal Tourism Board (NTB) and Nepal Television (NTV) signed a Memorandum of Understanding (MoU) on May 15, 2025, marking the beginning of a collaborative promotional partnership.

The MoU was signed by NTB CEO Mr. Deepak Raj Joshi and NTV CEO Dr. Mahendra Bista. Under this agreement, both organizations will work together to produce documentaries and talk shows to promote tourism.

This partnership aims to boost national and international awareness of Nepal as a premier travel destination by leveraging NTV's broad reach, technical expertise on content creation, and NTB's expertise in tourism promotion.



NTB partners with TikTok to showcase Nepal tourism to the world

TikTok and the Nepal Tourism Board (NTB) jointly announced a partnership on August 19, 2025 to promote Nepal's extraordinary landscapes, cultural heritage, and adventure experiences to a global audience. The initiative centers on #LifetimeExperiences, a creator-led campaign that will feature a dedicated in-app experience designed to help travelers discover the country's must-see destinations and hidden gems.

NTB and TikTok will work jointly with both local and globally renowned travel creators, inviting and supporting them to explore Nepal and document their journeys through captivating short-form videos that showcase the country's beauty and culture to audiences worldwide. Throughout the campaign, creators will publish content on TikTok, celebrating Nepal's rich natural beauty and its vibrant cultural heritage, including festivals, arts, cuisine, and community traditions, to help inspire future visitors to the country.

NTB will welcome the visiting creators to Nepal and coordinate in-country travel, hospitality, and expert guidance to ensure meaningful access to destinations and communities across Kathmandu valley and beyond. NTB will also invite notable public figures, artists, and cultural ambassadors to participate in campaign moments and events, amplifying the country's message to travelers at home and abroad.

Mr. Deepak Raj Joshi, Chief Executive Officer of the Nepal Tourism Board, said: "This partnership marks an exciting new chapter in how we share Nepal's story with the world. By combining TikTok's global reach with our country's immersive and transformative experiences, we are confident that this partnership will inspire more travelers to choose Nepal for their next travel destination."



Ferdous Mottakin, Head of Public Policy and Government Relations, South Asia at TikTok, said: "As a platform for discovery, TikTok is where a global community comes to find travel inspiration, and authentic recommendations for their next adventure. Nepal offers some of the most awe-inspiring natural landscapes and cultural encounters on the planet and we're excited to partner with the NTB to showcase the country's nature, cultural heritage and warm hospitality to the world."



Indian Journalists' FAM Tour to Nepal

Prominent journalists from India visited Kathmandu, Bhaktapur, Pokhara, Muktinath, and Jomsom from 14-20 June, 2025 which proved to be a significant step in promoting Nepal's rich cultural heritage, spiritual significance and breathtaking natural landscapes. Through firsthand experience, the journalists gained a deeper appreciation of Nepal's tourism potential, local hospitality and the unique blend of tradition and tranquility that defines these destinations. Their visit to Nepal is an impactful campaign to position Nepal as a vibrant, spiritual, and culturally rich destination for Indian travelers. The initiative is hoped to strengthen media relationships, deliver widespread positive coverage and reaffirm Nepal's position in the Indian tourism market. Sustained engagement through similar programs, along with collaborative media storytelling, will continue to drive growth in Indian arrivals and foster stronger cross-border tourism cooperation.

With the impressions, experiences and stories gathered during this journey, the visiting media representatives are now better equipped to share Nepal's diverse appeal with Indian audience—encouraging travel to Nepal as a top-tier destination for nature, culture, spiritual and adventure travel. The participating journalists were: Ms. Smita Sharma, Freelancer; Ms. Hitasha Mehra Sharma, Founder and Editor, Travel Jingles, The Embassy Magazine; Ms. Alpyu Singh, Navabharat Times (Times of India) and Ms. Nayonika Kusumjit Bose, Correspondent, The Indian Express.



Global Plates, Local Roots: Reimagining Nepal's Culinary Heritage

NTB supported the US–Nepal Gastronomy Exchange 2025, a culinary event that brought together Michelin-starred chefs from the United States, France, Singapore, Dubai, and Nepal. The event celebrated the spirit of cross-cultural collaboration through food, creativity, and innovation.

The highlight of the event, La Grande Bhoj, was held on November 9, where guests were treated to a seven-course dining experience that reimagined Nepali flavors through a global lens. The event marks a step toward positioning Nepal's culinary scene within broader international conversations about food, culture, and sustainability.



The major actions and initiatives of NTB related to Media and Crisis Desk

SN	Situation	Programs/Actions	Results
1.	Following the Very next day of the Gen-Z movement and after casualties in the protest, the curfew imposed in Kathmandu and other major cities. Travelers stranded at airport.	NTB managed to offer refreshment at TIA Shuttle service provided to stranded visitors after 10pm only with the help of Nepal Army, Nepal Police and TIA Officials The accommodation service was made ready nearby airport in coordination with HAN	600 Intl visitors benefited Safe transfer to hotels despite unprecedented crisis
2.	Airport Closed. No information about flight schedules and transfer services	NTB made public mobile phone numbers of 8 officials Started giving information 24/7	4500+ passengers, officials of Diplomatic missions, and family members of inland visitors received information
3.	Confusion about destination to destination and destination to capital city movement	Coordinated with concerned public, private and local government bodies Started situation update following the development. 10 updates made.	Hassle-free travel between the destinations Reliable information disseminated to the target groups
4.	Need for crisis management during ongoing issues	Established Crisis Management Unit within Nepal Tourism Board (NTB)	Improved coordination and timely response for tourism-related crises
5.	Airport opened but curfew and prohibition in movement imposed. No transportation to and from airport.	NTB operated 5 shuttle-bus services to and from airport in Kathmandu	2300 passengers utilized this service including approx. 1200 foreigners
6.	Curfew lifted. Airports, road Transport and other services resumed. Continuous inquiries from the tour operators, ready to come visitors and potential travelers.	NTB issued a press release about the situation update and normalcy and made this release widely shared through various international networks/mediums/channels	The message of Nepal's tourism activities becoming normal is shared to the visitors and it helped to boost their confidence
7.	Because of curfew and chaotic situation, the industry's morale went down	NTB organized a virtual meeting with the heads of the major tourism associations Organized another virtual meeting with NTB officials to chart out new path for recovery	Suggestions received and commitment made to work together for the quickest recovery. Following the suggestions NTB formed 5 committees (for recovery, for study of damages made, review the current budget and programs, policy reforms, coordination with stakeholders) and working regularly on it
8.	Physical damage in the hotels	To show the solidarity and boost the morale, NTB officials visited the properties damaged physically.	Promoted the feel of togetherness.

SN	Situation	Programs/Actions	Results
9.	After normalcy different groups started bringing different messages The possibility of visitors in the source markets to get confused	NTB started #nepaNow campaign together with industry experts and tourism associations to give real-time, regular, and authentic information about the destination. Issued one guideline and requested the industry friends to align with the campaign and started inland visitors Saying nepali about safety is not convincing, but showing visitors experiencing different destinations and activities can help	Helped reduce confusion; promoted visitors experiencing destinations and activities.
10.	Effective mobilization of #NepalNow initiative	A team of NTB officials and private sector industry professionals is formed. Three meetings are done. The team has prepared and disseminated various contents (including FAQs) and campaign rollout action	Gradually Industry confidence is boosting up, only 18.3 Percent down in arrival number, Visitors and concerned stakeholders getting real-time updates.
11.	10+ countries issued Travel Advisories cautioning their citizens to avoid unnecessary travel to Nepal	Identified the components the countries consider to issue/remove travel advisories Prepared a status paper updating the situation on 5 points (Political Situation, Security Normalization, Infrastructure Functionality, Health Care Access, Economic and Industry Sector Response) This is sent to Diplomatic Corps. Nepalese Diplomatic missions are also briefed about the situation through MOFA	Belgium and India lifted advisories; others simplified.
12.	Meeting with tourism stakeholders	Organized meetings with tourism industry leaders to coordinate recovery and future plans, Coordinated recovery plans with hotel owners, managers, industry associations.	Strengthened cooperation and unified approach for tourism sector recovery.
13.	Meet and Greet with Diplomatic Corps	Arranged diplomatic corps briefings and engagement activities.	Enhanced diplomatic support, Encouraged easing of travel advisories; highlighted Nepal's safety and awareness of Nepal's tourism recovery.
14.	Live broadcasts from major tourist destinations	Conducted live streaming sessions showcasing different destinations and attractions	Increased visibility and interest & promoted tourism engagement.
15.	19-Situation update - continuous updates on overall situation	Regular dissemination of situation updates to stakeholders and public	Maintained transparency and trust; ensured timely flow of information.
16.	Issues Press Releases	Multiple press releases issued regarding situation and tourism recovery	Enhanced public and international awareness of tourism normalization.



SN	Situation	Programs/Actions	Results
17.	Promote Nepal through vloggers and influencers	Engaged with 100 Chinese vloggers and influencers who visited Everest Base Camp, Annapurna Base Camp, and Annapurna Circuit.	Boosted Nepal's image as a safe and attractive destination through influential digital content.
18.	Discussion with government and private sectors	Coordinate meeting with secretary of Ministry for Culture, Tourism, and Civil Aviation with reps from NATTA, HAN, PATA, TAAN, NMA, NATO, SOTTO and others.	Strengthened public-private collaboration.
19.	Enhanced digital engagement for tourism promotion	Upgraded official NTB website and social media campaigns	Increased interaction with international tourists.
20.	Communicate with stakeholders for rescue and easing tourist travel	Coordinated with rescue agencies, local authorities, Hotels, and transport providers	Enhanced safety and facilitated smoother travel and rescue operations for tourists.

Along with above immediate crisis handling Nepal Tourism Board also carried out more familiarization trip for more than 50 individuals from India, Egypt, France etc.

The desk is also in the process of procuring 14 motor cycles for tourist police in different remote areas for crisis management.

Immediate meeting to address the Gen – Z movement related crisis and the steps ahead for rescue and recovery.



Meet and Greet with Industry Leaders (Current Status Update and Discussion on Building Tourism Resilience and Recovery)



2nd Lumbini International Peace Festival

The Nepal Tourism Board, in collaboration with the Embassy of the People's Republic of China in Nepal, the Ministry of Culture, Tourism and Civil Aviation, and other key partners, announces the 2nd Lumbini International Peace Festival, to be held from March 20 to May 12, 2025 at the UNESCO World Heritage Site of Lumbini and surrounding cities.

The festival aims to promote Lumbini as a global center for peace and spiritual tourism while fostering cultural, sports, religious, and people-to-people exchanges between Nepal, China, and other nations.





Diplomatic Retreat

Nepal Tourism Board (NTB), in collaboration with the Ministry of Foreign Affairs, organised a three-day Diplomatic Retreat to Ilam from 13th to 15th April 2025, in the tranquil landscapes of Kanyam and surrounding areas. This unique initiative was designed to strengthen Nepal's engagement with the international community while promoting the diverse tourism experiences of eastern Nepal.

Twelve Ambassadors and Charge d' Affaires, along with their spouses, representing countries including Egypt, Republic of Korea, United Kingdom, Switzerland, Thailand, Australia, France, Israel, Japan, Malaysia, Sri Lanka, and Bangladesh, as well as representatives from ICIMOD, participated in the retreat. Under the leadership of Foreign Minister Arzu Rana Deuba, the participating ambassadors and representatives from international organisations experienced Ilam's peaceful environment, hill lifestyle, and its natural and cultural diversity.



NTB Enchants Nepal's Splendor to Global Delegates at AOTCA 2025

NTB supported AOTCA (Asia-Oceania Tax Consultants) 2025 International Tax Conference. The event took place from 18–21 November 2025 in Kathmandu, Nepal. The AOTCA 2025 International Conference brought together tax professionals from 30 countries across Asia, Oceania, and Africa. The number of delegates attending the event 1,200 participants. The conference aimed to generate breakthroughs that support a more inclusive, efficient, and growth-oriented tax system. It attracted over 500–1,200 delegates (estimates varied) from more than 30 countries across Asia, Oceania, and Africa. Representatives included tax professionals, consultants, and organizations. During the conference, Mr. Sunil Sharma, Off. Director, delivered a presentation on Nepal as a premier travel destination. The delegates were truly enchanted by his showcase of the country's natural beauty and rich cultural heritage.



2nd Cross Border Tourism Conclave meet in Jhapa

Nepal and India Strengthen Tourism Partnership with Mechinagar Pact. The Nepal Association of Tour and Travel Agents (NATTA) and the Eastern Himalaya Tour and Travel Operators Association (EHTTOA) signed a new MoU in Mechinagar to strengthen tourism ties, especially in eastern Nepal. Facilitated by the Nepal Tourism Board (NTB), the agreement focuses on enhancing cross-border tourism via the Siliguri corridor, boosting cultural and religious tourism, and improving infrastructure. Joint marketing, travel packages, and better border facilities will make travel smoother and more attractive. The MoU also promotes community involvement through homestays, handicraft markets, and guided tours, ensuring locals benefit from tourism. With 135 stakeholders present, the initiative builds on the success of the 2018 MoU, which created jobs and expanded tourism access.



Lens on Nepal

In March 2025, a prominent delegation of 100 Chinese photographers arrived in Nepal as part of the “Lens on Nepal” initiative, a major cultural exchange aimed at boosting international tourism. Jointly organized by the Nepal Tourism Board, the Nepal-China Friendship Forum, and the National Forum of Photojournalists, the visit was timed to coincide with two major milestones: the 70th anniversary of Nepal-China diplomatic relations and the Visit Nepal Year 2025 campaign.



NIFF Festival and Foreign delegates presence in Nepal International Film Festival 2025

The 8th Nepal International Film Festival (NIFF) began in Kathmandu on Thursday. The five-day festival began with the slogan ‘Nepal International Film Festival: Celebrate Stories from Around the World.’ National Assembly Chairperson Narayan Prasad Dahal, Pakistani Ambassador Abrar H. Hashmi, Director Deependra Gauchan, and NIFF Chairperson KP Pathak clapped the clapboard to inaugurate the event. Speaking at the programme, Chief Guest Dahal said that bringing national and international films onto one platform is a victory for Nepal. He emphasised that such film festivals help Nepali films compete in the international market. Vice Chairperson of the Nepal Tourism Board, Kamal Sapkota said “The connection between film and tourism is strong. A single film shot in Nepal can attract international tourists. We hope to see more international production houses choosing Nepal as a shooting destination, as the country has the potential to become a hub where tourism and cinema merge to explore creativity and expression.” Ambassador of Pakistan to Nepal Abrar H. Hashmi praised the excellent composition of films in Nepal and commended the country’s rich cultural heritage. Actor Deepak Raj Giri also lauded NIFF’s efforts in creating a platform where filmmakers from different nations can come together. Renowned Indian film critic Dr Riwita Dutta, who is also a jury member at the festival, emphasised the importance of government support





for filmmakers. “Indian filmmakers receive strong support from the Indian government. Similarly, the Nepali government must extend its support to Nepali filmmakers and artists,” she added. Organised by the Nepal Film and Cultural Academy, NIFF will showcase 87 films from 40 countries. The festival will take place from March 21–25 in Kathmandu, across various venues, including QFX Cinemas (Civil Mall and Chhaya Centre) and the Nepal Tourism Board. This year, NIFF is introducing two new award categories: the Audience Choice Award and the AI Award. The jury panel includes Dr Rwita Dutta and Ponnamm Ravichandra from India, Jamal Shah from Pakistan, Prof. Liu Jiayin from China, Surakshya Panta, Rakshya Rana Singh, and Deependra Gauchan from Nepal, Karimi Azimi from Iran, Khandaker Sumon from Bangladesh, and Joan Marc Montiel Diaz from Spain. The festival will feature both national and international sections, with awards for the best feature films, short films, and documentaries in each category.

3rd Nepal International Theatre Festival (NITFest 2025)



Nepal Tourism Board was a proud partner of 3rd Nepal International Theatre Festival (NITFest 2025). Mandala Theatre Nepal hosted the third edition of the Nepal International Theatre Festival from 19th to 25th March 2025. Building on the tremendous success and widespread acclaim of the first two editions, Mandala is resolute in its commitment to organizing NITFest 2025. With the slogan “Theatre for Social Transformation: Light of Indigenous Wisdom,” NITFest 2025 is determined to celebrate cultural heritage, foster dialogue, and inspire change by

bridging traditional knowledge with contemporary practices. The festival will highlight the stories, practices, and cultural knowledge of indigenous communities, ensuring they take center stage in theatrical narratives. Moreover, the festival will support global theater groups and artists coming together on a shared platform to explore their aesthetic expressions and solidarities for presenting powerful ideas and wisdom that have been in their communities for centuries.

A total of 13 play productions were showcased during the festival. Artists from Nepal, India, China, Japan, Iran, Norway, Spain, Lithuania and Tunisia are participating in the festival with their performances. Artists from Germany, China, the UK, Scotland, and Nepal are conducting workshops in different forms and practices of theater. Selected theater productions and programs reflect vibrant



indigenous knowledge of local communities from different regions of the world, as well as discussing cross-cutting issues such as gender, disability, etc. through their programs.

Furthermore, the festival featured other allied events such as panel discussions, seminars, open-air performances, theater photo exhibitions, encouragement award ceremonies, cultural and artistic stalls, etc. One of the key highlights of 3rd Nepal International Theatre Festival is that the plays and programs are being extended to three different cities. Theatre artists and groups from Chitwan, Pokhara and Belbari organized independent theatre festivals where 8 plays from NITFest 2025 were showcased.

12th International Nepal Tattoo Convention (11-13 April, 2025)

The convention, which began Friday in the Heritage Garden in Lalitpur, will last three days, from April 11 to April 13. Tattoo artists from 20 nations, including Nepal, the United States, Australia, the United Kingdom, Sweden, Spain, Mexico, Indonesia, Canada, Japan, and Thailand, are taking part in the Tattoo Convention.



Nepal–India Cross-Border Tourism Conclave Held in Nepalgunj

The Nepal–India Cross-Border Tourism Conclave was held in Nepalgunj with the aim of strengthening tourism cooperation between the two neighboring countries. The three-day conclave brought together tourism stakeholders, policymakers, security agencies, and private sector representatives from both sides to address cross-border challenges and unlock new opportunities. The event focused on improving travel facilitation, easing border-related issues, and positioning Nepalgunj not merely as a transit point but as a vibrant tourism destination in its own right—particularly for religious, cultural, wellness, and regional tourism. Speaking at the program, Nepal Tourism Board CEO Deepak Raj Joshi emphasized the potential of cross-border collaboration to boost wedding tourism, wellness tourism, and nature-based experiences in Nepal. The conclave featured panel discussions, B2B meetings, experience-sharing sessions, and cultural programs, fostering stronger partnerships between Nepali and Indian tourism businesses. The initiative is expected to play a key role in deepening regional tourism ties and enhancing cross-border travel between Nepal and India.



2nd India-Nepal Tourism Meet on 18 December 2025 in Pokhara

Nepal Tourism Board in association with Embassy of India, Kathmandu and the Pokhara Tourism Council jointly organized the 2nd India-Nepal Tourism Meet on 18 December 2025 in Pokhara. The event focused on promotion of tourism between Uttar Pradesh and Nepal with special reference to the Gandaki Province. The event also celebrated the International Year of Cooperatives.

As part of the programme, the Nepal Tourism Board and the Pokhara Tourism Council Nepal had organized a familiarization trip for the delegation from the state of Uttar Pradesh from 15-17 December 2025.



Nepal Tourism Board – MICE Related

The financial year 2081/82 marked a milestone in Nepal Tourism Board's (NTB) efforts to diversify and strengthen Nepal's tourism portfolio through MICE (Meetings, Incentives, Conferences, Exhibitions), cultural diplomacy, and creative tourism initiatives. NTB leveraged both directly organized events and strategic partnerships to promote Nepal as a multi-faceted destination for international delegates, cultural enthusiasts, academics, and regional stakeholders.

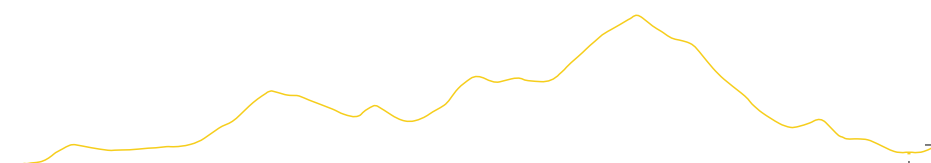
The flagship Diplomatic Retreat in Ilam showcased Eastern Nepal's scenic beauty, tea gardens, and local culture for foreign diplomats, combining tourism diplomacy with experiential promotion. Other major initiatives included Lumbini Peace Festival, Nepal International Film Festival, Kathmandu International Film Festival, Nepal International Theatre Festival, Mandala International Theatre Festival, South Asian Travel Awards (SATA), Film Southasia, and Ghulam Ali Night, enhancing Nepal's international cultural and creative tourism profile.

Notably, NTB expanded into creative youth tourism through the International Tattoo Convention, organizing a familiarization trip to Kirtipur for 53 international tattoo artists. NTB also supported outreach initiatives including Madan Bhandari Foundation reception for 100 Chinese photographers, global distribution of Nepal's promotional booklets to 1,000+ teachers, academic conference support at Kathmandu University, and cross-border cooperation via the Mechi Crown Tourism Conclave.

These activities demonstrate NTB's holistic strategy of combining diplomacy, culture, arts, education, and regional collaboration to position Nepal as a leading MICE destination.

Tabular Report – NTB MICE Activities with Verified Dates

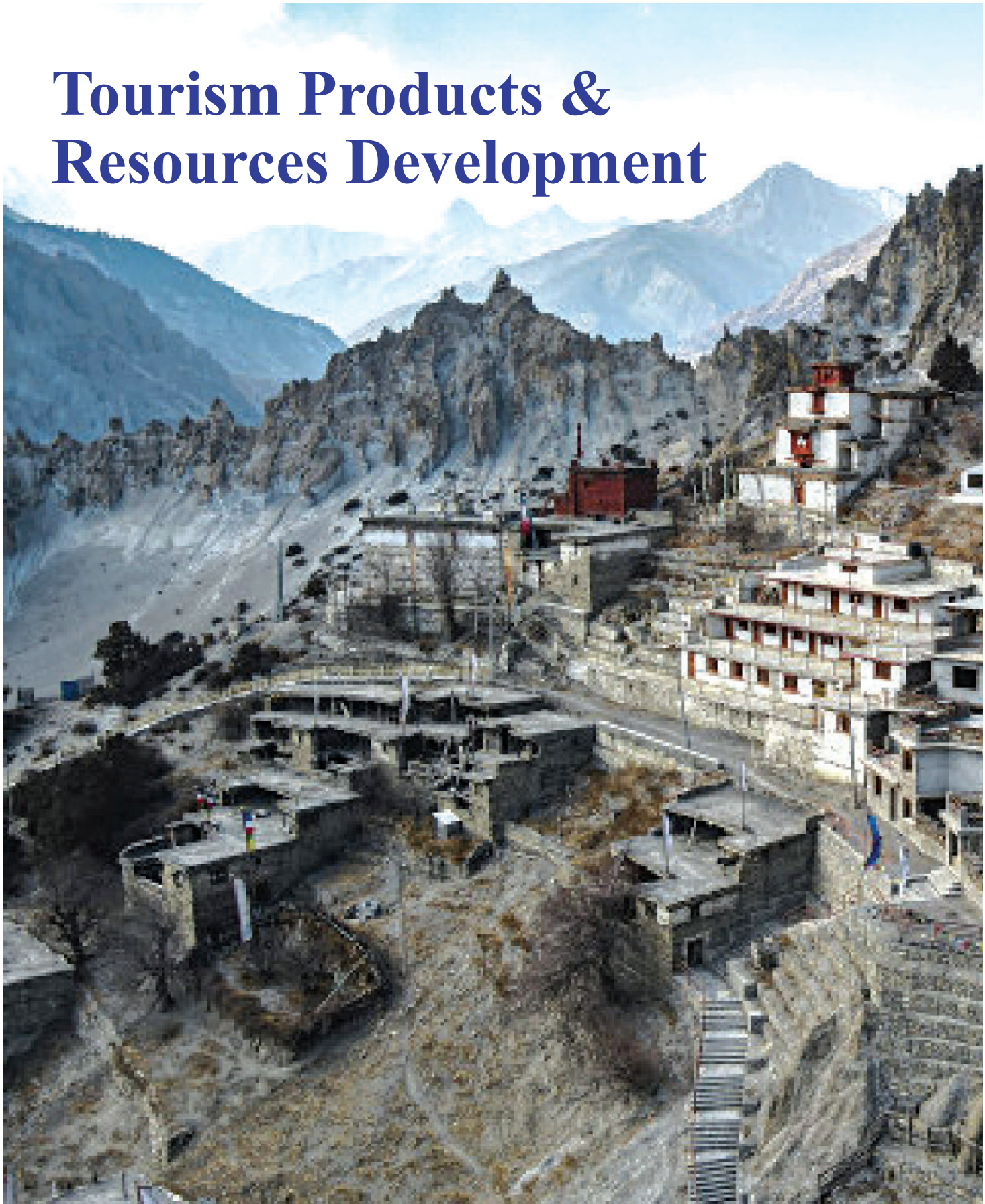
SN	Event / Activity	Exact Date (AD)	Venue / Location	Organizers / Partners	Type	Key Outputs / Relevance
1	Diplomatic Retreat in Ilam	13–15 April 2025	Antu & Kanyam, Ilam	NTB, MoFA, Suryodaya Municipality	Diplomatic MICE / FAM Trip	Showcased Eastern Nepal; strengthened tourism diplomacy; media visibility



2	Cross-Border Tourism Conclave	8 April 2025	Mechi Crown, Kakarvitta	NTB, provincial stakeholders	Regional MICE	Strengthened Nepal–India tourism collaboration
3	Lumbini Peace Festival	20 March – 12 May 2025	Lumbini	Lumbini Development Committee	Cultural / Spiritual	Heritage & peace tourism promotion; international pilgrims
4	Nepal International Film Festival (NIFF)	20–24 March 2025	Kathmandu	NIFF Foundation	Film Festival	Global film participation; film tourism
5	International Nepal Tattoo Convention + Kirtipur Familiarization	11–13 April 2025 (Convention) + ~16 April 2025 (Kirtipur)	Sanepa (Lalitpur) + Kirtipur	Nepal Tattoo Pvt. Ltd., NTB support	Creative / Cultural MICE	53+ tattoo artists; promoted youth-oriented and heritage tourism; media coverage
6	Nepal International Theatre Festival (NITFest)	19–25 March 2025	Mandala Theatre, Kathmandu	Mandala Theatre	Theatre Festival	International theatre & cultural exchange
7	Mandala International Theatre Festival		Kathmandu	Mandala Theatre	Theatre	Creative tourism promotion
8	Kathmandu International Film Festival (KIFF)		Kathmandu	KIFF Committee	Film Festival	Strengthens Kathmandu as creative-MICE hub
9	Ghulam Ali Night		Kathmandu	Private organizers	Music / Cultural	Attracts South Asian audiences
10	Himbawat Khanda Support		Kathmandu / Himalayan sites	NTB	Cultural / Heritage	Himalayan cultural tourism promotion
11	Madan Bhandari Foundation Reception		Kathmandu Valley + field visits	NTB, NFPJ	International Photography FAM	100 Chinese photographers; promotional content collected
12	Global Teachers Outreach – Promotional Book		Worldwide	NTB	Educational / Promotional	Distributed promotional content to 1,000+ teachers
13	Management Association Welcome Reception		Kathmandu	NTB, Management Association	Business / MICE	Welcomed international delegates
14	Souvenir Support – Intl. Conference KU		Kathmandu University	NTB	Academic MICE	Provided souvenirs to international researchers
15	South Asian Travel Awards (SATA)		Regional / Nepal participation	SATA Secretariat	Regional Tourism Awards	Strengthened regional tourism collaboration
16	South Asian Film / Film Southasia		Yala Maya Kendra, Lalitpur	South Asia Trust	Documentary / Film Festival	Promoted cultural and creative tourism



Tourism Products & Resources Development





Bhakra Village, Manang - nepal8thwonder/photoNepal/NTB



Tourism Product Development

In fiscal year 2024/2025, the **Tourism Product Development Section** of the Nepal Tourism Board implemented a wide range of projects aimed at enhancing tourism experiences across the country. These initiatives focused on beautification, infrastructure development and promotional activities, primarily targeting natural, cultural, religious and historical heritage sites, as well as trekking trails. Several community-based tourism facilities such as museums and tourism buildings were also developed to support local participation and services. The emergency rescue program was implemented to strengthen safety of the tourist's travel in the Everest and Annapurna Region. All projects were successfully completed during the year.

S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
1	Sati Park Beautification Project	Shadananda Municipality	Koshi	Bhojpur	Shadananda Municipality, Ward No. 6	1 April, 2025	16 July, 2025
2	Ramite Tourism Development	Belbari Municipality	Koshi	Morang	Belbari Municipality, Ward No. 2	25 March, 2025	16 July, 2025
3	Development of Cultural and Eco-Tourism at Kankai Site	Kankai Municipality	Koshi	Jhapa	Kankai Municipality, Ward No. 3	6 April, 2025	16 July, 2025
4	Beautification of Sukhani Martyrs' Park	Arjundhara Municipality	Koshi	Jhapa	Arjundhara Municipality, Ward No. 11	18 May, 2025	16 July, 2025
5	Upgrading the Muddi Khomadhing Mera Peak Trekking Trail	Mahakulung Rural Municipality	Koshi	Solukhumbu	Mahakulung Rural Municipality, Ward No. 3	25 May, 2025	16 July, 2025
6	Gauritap Religious Tourism Infrastructure Development	Nechasalyan Rural Municipality	Koshi	Solukhumbu	Nechasalyan Rural Municipality, Ward No. 1	10 April, 2025	16 July, 2025
7	Siddhalek Tourism Infrastructure Beautification and Promotion	Siddhalek Rural Municipality	Bagmati	Dhading	Siddhalek Rural Municipality, Ward No. 7	25 March, 2025	16 July, 2025

S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
8	Construction of Trekking Trail at Ganga Jamuna	Gangajamuna Rural Municipality	Bagmati	Dhading	Gangajamuna Rural Municipality, Ward No. 4	25 March, 2025	16 July, 2025
9	Construction and Beautification of Yarsha-Manang Danda Trekking Trail	Gangajamuna Rural Municipality	Bagmati	Dhading	Gangajamuna Rural Municipality, Ward No. 4	25 March, 2025	16 July, 2025
10	Beautification of Namuchit Buddhist Monastery	Gangajamuna Rural Municipality	Bagmati	Dhading	Gangajamuna Rural Municipality, Ward No. 1	25 March, 2025	16 July, 2025
11	Infrastructure Development of Community Museum in Dhading	Jwalamukhi Rural Municipality	Bagmati	Dhading	Jwalamukhi Rural Municipality, Ward No. 5	25 March, 2025	16 July, 2025
12	Beautification and Upgrading of Ghumaune Dada Tourism Area	Neelkanth Municipality	Bagmati	Dhading	Neelkanth Municipality, Ward No. 5	24 May, 2025	16 July, 2025
13	Beautification of Community Building	Changunarayan Municipality	Bagmati	Bhaktapur	Changunarayan Municipality, Ward No. 7	10 April, 2025	16 July, 2025
14	Upgrading of Trekking Trail to Bhange waterfall	Uttargaya Municipality	Bagmati	Rasuwa	Uttargaya Municipality, Ward No. 2	29 April, 2025	16 July, 2025
15	Belkotgadhi Niranjan Conservation Project	Belkotgadhi Municipality	Bagmati	Nuwakot	Belkotgadhi Municipality, Ward No. 10	25 March, 2025	16 July, 2025
16	Bhairavkot Conservation Project	Bidur Municipality	Bagmati	Nuwakot	Bidur Municipality, Ward No. 8	26 March, 2025	16 July, 2025



S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
17	Construction and Beautification of trekking trails in Kispang	Kispang Rural Municipality	Bagmati	Nuwakot	Kispang Rural Municipality, Ward No. 1	30 April, 2025	16 July, 2025
18	Emergency Rescue Program (Equipment Support)	Himalayan Rescue Association	Bagmati	Kathmandu	Everest and Annapurna Region		16 July, 2025
19	Infrastructure Development of Kalidevi Religious Site	Tamakoshi Rural Municipality	Bagmati	Dolakha	Tamakoshi Rural Municipality, Ward No. 4	18 May, 2025	16 July, 2025
20	Beautification of Dunga Damphu Park	Sunapati Rural Municipality	Bagmati	Ramechhap	Sunapati Rural Municipality, Ward No. 3	27 March 2025	16 July, 2025
21	Construction Of Buddhist Chhyorten Monastery	Chaurideurali Rural Municipality	Bagmati	Kavrepalanchok	Chaurideurali Rural Municipality, Ward No. 2	6 May, 2025	16 July, 2025
22	Construction of Ompark–Chapleti Trekking Trail	Bahrabise Municipality	Bagmati	Sindhupalchok	Bahrabise Municipality, Ward No. 7	10 April, 2025	16 July, 2025
23	Development of Bangge Jhakri Trekking Trail	Indrawati Rural Municipality	Bagmati	Sindhupalchok	Indrawati Rural Municipality, Ward No. 10	2 May, 2025	16 July, 2025
24	Construction of Jaldevi Rakash Cave Trail	Thaha Municipality	Bagmati	Makawanpur	Thaha Municipality, Ward No. 9	9 April, 2025	16 July, 2025
25	Tourist Site Construction Project, Kapilvastu	Banganga Municipality	Lumbini	Kapilvastu	Banganga Municipality, Ward No. 2	25 March, 2025	16 July, 2025
26	Laxmanghat Tourist Site Beautification Project, Kapilvastu	Banganga Municipality	Lumbini	Kapilvastu	Banganga Municipality, Ward No. 6, 7	25 March, 2025	16 July, 2025

S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
27	Tourism Infrastructure Development in Panini Area	Panini Rural Municipality	Lumbini	Arghakhanchi	Panini Rural Municipality, Ward No. 1, 2	25 March, 2025	16 July, 2025
28	Tourism Development of Shivasakti Ashram, Kailashdada Area	Panini Rural Municipality	Lumbini	Arghakhanchi	Panini Rural Municipality, Ward No. 1	25 March, 2025	16 July, 2025
29	Tourism Infrastructure Development Project	Rapti Sonari Rural Municipality	Lumbini	Banke	Rapti Sonari Rural Municipality, Ward No. 3	28 March, 2025	16 July, 2025
30	Construction of Prakritik (Nature) Trail	Madhuwan Municipality	Lumbini	Bardiya	Madhuwan Municipality, Ward No. 1	22 May, 2025	16 July, 2025
31	Tourism Infrastructure Development and Beautification of Rani Mahal	Tansen Municipality	Lumbini	Palpa	Tansen Municipality, Ward No. 13	30 March, 2025	16 July, 2025
32	Resunga Tourism Promotion	Resunga Municipality	Lumbini	Gulmi	Resunga Municipality	25 March, 2025	16 July, 2025
33	Tourism Development of Historical Khadga Bhawani Temple Area	Madane Rural Municipality	Lumbini	Gulmi	Madane Rural Municipality, Ward No. 4	25 March, 2025	16 July, 2025
34	Upgrading Khalanga-Mallarani Trekking Trail	Mallarani Rural Municipality	Lumbini	Pyuthan	Mallarani Rural Municipality, Ward No. 4	1 April, 2025	16 July, 2025
35	Development of Community-based Tourism Infrastructure	Chaukune Rural Municipality	Karnali	Surkhet	Chaukune Rural Municipality, Ward No. 9	4 April, 2025	16 July, 2025
36	Development of Community based Tourism Infrastructure	Birendranagar Municipality	Karnali	Surkhet	Birendranagar Municipality, Ward No. 9	2 June, 2025	16 July, 2025



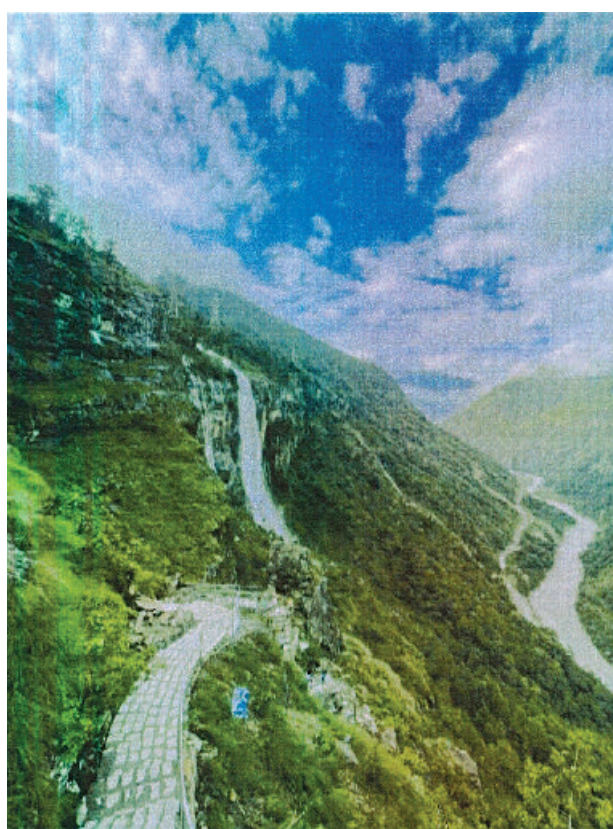
S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
37	Beautification of Mastra Temple	Bhairabi Rural Municipality	Karnali	Dailekh	Bhairabi Rural Municipality, Ward No. 2	8 April, 2025	16 July, 2025
38	Upgrading and Beautification of Trekking Trail to Shey-Phoksundo	Shey-Phoksundo Rural Municipality	Karnali	Dolpa	Shey-Phoksundo Rural Municipality, Ward No. 8	4 April, 2025	16 July, 2025
39	Construction of Trekking Trail from Karnali bridge to Deura Temple	Swamikartik Khapar Rural Municipality	Sudurpashchim	Bajura	Swamikartik Khapar Rural Municipality Ward No.4	25 March, 2025	16 July, 2025
40	Kanthi–Dhadiwal–Kailashthan Trekking Trail Construction Project	Gaumul Rural Municipality	Sudurpashchim	Bajura	Gaumul Rural Municipality, Ward No. 2	1 April, 2025	16 July, 2025
41	Construction of Trekking Trail from Bichehhyia Tin to Budhinanda	Himali Rural Municipality	Sudurpashchim	Bajura	Himali Rural Municipality, Ward No. 1	24 May, 2025	16 July, 2025
42	Construction of Tourist Park at Kailaramandau Dada	Triveni Municipality	Sudurpashchim	Bajura	Triveni Municipality, Ward No. 7	25 March, 2025	16 July, 2025
43	Construction of Tourist Railing Trekking Trail (Chhededaha Lake—Dudhachadaune—Jyulek Mandu)	Khaptad Chhededaha Rural Municipality	Sudurpashchim	Bajura	Khaptad Chhededaha Rural Municipality, Ward No. 4	25 March, 2025	16 July, 2025
44	Conservation and Beautification of Chhededaha Lake	Khaptad Chhededaha Rural Municipality	Sudurpashchim	Bajura	Khaptad Chhededaha Rural Municipality, Ward No. 4	7 May, 2025	16 July, 2025

S.N.	Project Name	Implementing Agency	Project Area			Project Period	
			Province	District	Project Site	Start Date	End Date
45	Construction of the Trekking Trail from Syaule Kaha to Jalpa Devi Temple	Badimalika Municipality	Sudurpashchim	Bajura	Badimalika Municipality, Ward No. 1	26 March, 2025	16 July, 2025
46	Construction of the Trekking Trail Leading to Taligothi Temple from Kolti	Budhinanda Municipality	Sudurpashchim	Bajura	Budhinanda Municipality, Ward No. 3	24 May, 2025	16 July, 2025
47	Construction of a Tourist Rest House at Dhauli Bhandar	Budhinanda Municipality	Sudurpashchim	Bajura	Budhinanda Municipality, Ward No. 3, 4	24 May, 2025	16 July, 2025
48	Beautification of Sahastralinga Shreebetal	Ajayameru Rural Municipality	Sudurpashchim	Dadeldhura	Ajayameru Rural Municipality, Ward No. 2	28 March, 2025	16 July, 2025
49	Beautification of Religious Site	Dilasaini Rural Municipality	Sudurpashchim	Baitadi	Dilasaini Rural Municipality, Ward No. 7	25 March, 2025	16 July, 2025
50	Infrastructure Development of Bimkot Palace Site	Mellekh Rural Municipality	Sudurpashchim	Achham	Mellekh Rural Municipality, Ward No. 8	22 May, 2025	16 July, 2025
51	Beautification Of Onetola Tourist Community Building	Masta Rural Municipality	Sudurpashchim	Bajhang	Masta Rural Municipality, Ward No. 3	9 May, 2025	16 July, 2025
52	Construction of Dandar Mashtamanu Tourist Trekking Trail	Masta Rural Municipality	Sudurpashchim	Bajhang	Masta Rural Municipality, Ward No. 3	22 May, 2025	16 July, 2025
53	Tourist Infrastructure Development at Malikarjun	Malikarjun Rural Municipality	Sudurpashchim	Darchula	Malikarjun Rural Municipality, Ward No. 3	3 June, 2025	16 July, 2025

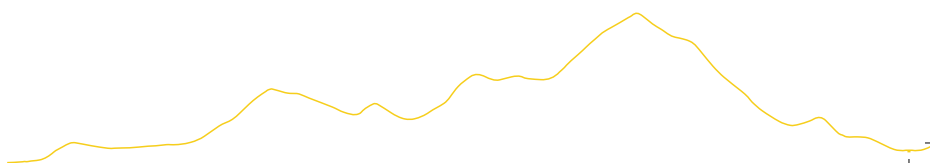


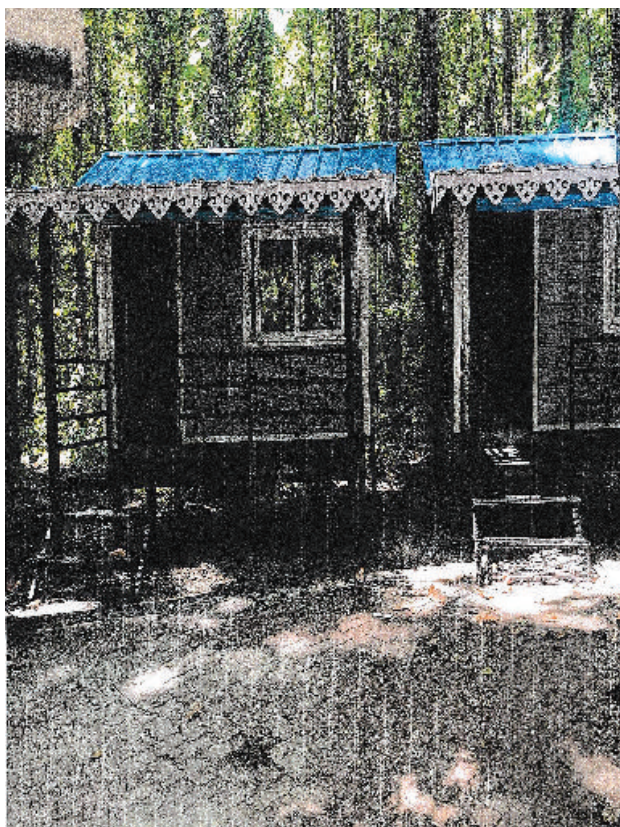


Infrastructure Development of Kalidevi Religious Site in Tamakoshi Rural Municipality, Ward No. 4



Upgrading of Trekking Trail to Bhangre waterfall in Uttargaya Municipality, Ward No. 2





Beautification of Sukhani Martyrs' Park in Arjundhara Municipality, Ward No. 11



Upgrading and Beautification of Trekking Trail to Shey-Phoksundo in Shey-Phoksundo Rural Municipality



Construction and Beautification of trekking trails in Kispang Rural Municipality, Ward No. 1





*Development of
Community-based
Tourism Infrastructure in
Birendranagar
Municipality, Ward No. 8*



Resunga Tourism Promotion with the collaboration of Resunga Municipality



Mountain Rescue Equipments handover to HRA (Nepal)



EVENTS AND TOURISM ACTIVITIES DEVELOPMENT

List of Key Events and Activities (year 2025)

Tourism Marts and Meet

The travelling population which the states in India bordering Koshi, Madhesh, Lumbini and Far Western provinces 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 the tourism of Nepal. These bordering states combined present an unlimited scope for tourism to grow and prosper in these provinces. The Indian states of West Bengal and Sikkim are in proximity with the Koshi Province. Bihar, with a population close to 105 million, borders both Koshi and Madhesh Provinces. Uttar Pradesh, the most populous state in India, with a population of 240 million approx., borders both Lumbini province and Far west province (which also shares its borders with Uttarakhand province of India). Based on these factors, altogether 4 travel and tourism marts were organized to cater to these objectives:

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

Organized as B2B events, the events ensured significant presence of key travel trade and media across the border. Participation of destination managers from respective provinces in Nepal and travel intermediaries from across the country was also ensured to make the B2B sessions more impactful and outcome-oriented. A tour of key tourist resources and attractions was organized for the Indian delegates including media as a familiarization activity.

S.No.	Event Name	Date and place	Partnership
1	Eastern Tourism Mart	<i>March 9-11</i> Itahari, Koshi Province, incl. FAM visit of peripheral destinations	Itahari Sub-Metropolitan City, Travel Trade associations in Koshi Province
2	Madhesh Tourism Meet	<i>June 12-14</i> Janakpurdham & Birgunj, Madhesh Province, incl. FAM visit of peripheral destinations	Janakpurdham Sub-Metropolitan city, Birgunj Metropolitan City, Travel Trade associations in Madhesh Province
3	Western Travel Mart	<i>June 7-9</i> Nepalgunj, Lumbini Province, incl. FAM visit of Bardiya	Nepalgunj Sub-Metropolitan city, Travel Trade associations in Lumbini Province
4	Far West Travel Mart	<i>May 9-11</i> Bhimdutta Municipality, Far West Province, incl. FAM visit of peripheral destinations	Bhimdutta Municipality, Travel Trade associations in Far Western Province



Eastern Tourism Mart (ETM) 2025



Madhesh Tourism Meet (MTM) 2025



Western Travel Mart 2025



Farwest Tourism Mart 2025



World Tourism Day 2025

World Tourism Day is celebrated globally on September 27 each year, with the aim of raising awareness about the social, cultural, and economic values 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 2025 edition, the 46th, was "Tourism for Sustainable Transformation." It underscores the importance of tourism as a global industry which plays a key role in the transformation of businesses, communities, societies and the country as a whole, through sustainable means and methods.

The event was celebrated in Kathmandu with commemorative events and activities including welcoming the tourists at TIA. Nepal Tourism Board, along with Ministry of Culture, Tourism and Civil Aviation organized a special program to mark the day, during which different facets of tourism and its significance to development were highlighted over the course of deliberations.

CEO of Nepal Tourism Board Mr. Deepak Raj Joshi, in his welcome address, stressed on the need for sustainable actions across communities and tourism businesses for enhancing value to Nepal's tourism for anticipated growth and impacts. Tourism expert Mr. Bijay Amatya, in his keynote address, presented a comprehensive account of how tourism has played a pivotal role in sustainable transformation of Nepal's natural, social and economic environments. In his Chairperson address, Mr. Hari Prasad Mainali, Secretary, MoCTCA, and Chairperson, Nepal Tourism Board, stressed on the vital role of diversification of tourism activities beyond the conventional destinations for sustainable growth and transformation.

Ministry of Culture, Tourism and Civil Aviation awarded organizations, pioneers and individuals across diverse categories for their exemplary contributions to the Nepalese Tourism industry. Likewise, VITOF-Nepal declared 3 villages as Year Tourism Villages.

Others

Event Name	Date, Place	Partnership
SPECIAL DAYS		
72nd International Sagarmatha Day	May 29 Hanuman Dhoka, Kathmandu	MoCTCA, NMA and others
World Heritage Day (April 18)	April 18 – May 3 Kathmandu, Lalitpur and Madhyapur Thimi	Nepal Heritage Society
Ropai Mahotsav (wfg lbj;_	June 29 Kalika Rural Municipality, Rasuwa	VITOF- Nepal
INDIGENOUS CULTURE PROMOTION		
Nationwide Nepali Culture Promotion	April 14 - 27 Kathmandu, Salleri, Janakpur, Gulariya, Birendranagar and Bhimdutta	Saanskritik Sansthan, Jamal, Kathmandu



Tharu Culture promotion	January 13-14 (Tundikhel, Kathmandu) January 13-15 (Jitpur Simara – 4, Bara) January 24-29 (Lamki Chuha, Kailali)	Tharu Kalyankaarini Sabha, Central Committee, et. al.
मगर मौलिक साँस्कृतिक राष्ट्रिय महोत्सव कार्यक्रम	January 13- 14 Tundikhel, Kathmandu	नेपाल मगर संघ, केन्द्रिय समिति, काठमाडौं
मौलिक कला, संस्कृति, रैथाने खाना तथा होमस्टे पर्यटन प्रबर्द्धन	May 10 Hadigaun, Kathmandu	Hadi Gaun Community Homestay, Kathmandu
गौरा पर्व	August 28 Mahadevsthaan & Tundikhel, Kathmandu	प्रकृति, संस्कृति, सामाजिकता संरक्षण समुह (प्रसंसा)
SPORTS AND ADVENTURE TOURISM PROMOTION		
Baarihakhari Golf and Economic Symposium	April 5 Gokarna, Kathmandu	Baarihakhari Media P. Ltd.
15th Jitpur Simara Gold Cup - 2081	April 4-11 Simara Stadium, Bara	Nawa Jaagriti Yuva Club, Jitpur-Simara
Tour De Thakurdwara	February 6-8 Nepalgunj & Thakurdwara	Nepalgunj Cycling Club, Nepalgunj
Sokla Rock Climbing Festival	May 3-4 Bhimeshwar Municipality-2, Dolakha	Office of Bhimeshwar Municipality
23rd Himalayan White Water Challenge	January 4-5 Bhote Koshi, Sindhupalchowk	Nepal Association of Rafting Agencies (NARA)
36th Jal-yaatraa Tourism Festival	May 25 Trishuli river, Dhading	Nepal Association of Rafting Agencies (NARA)
LITERATURE FESTIVALS		
कर्णाली उत्सव-कुडा कर्णालीका	February 17-19 City Hall, Birendranagar, Surkhet	Riti Foundation, Birendranagar, Surkhet
Tikapur Literature Festival	February 17-19 Tikapur, Kailali	टीकापुर साहित्य समाज, टीकापुर, कैलाली
6th Janakpur Literature Festival	February 6-8 Janakpurdham, Dhanusa	Nawa Mithilaa Foundation
Tourism Literature Festival	April 13 Kathmandu	Saransha Media Labs, P. Ltd.
कला साहित्य यात्रा २०८१ - सिर्जना उत्सव	April 2 – 7, Rukum-West	नेपाल कला साहित्य डट कम प्रतिष्ठान, ललितपुर
अपि काव्य यात्रा २०८२	May 30, Api Himal Rural Municipality	Office of the Api Himal Rural Municipality
FAMILIARIZATION TRIPS		
Bardiya, for women tourism entrepreneurs	April 23-25, Bardiya	महिला पर्यटन व्यावसायी सञ्जाल, काठमाण्डौ



Timurey Home Stay	May 23-25. Chandrakot Rural Municipality, Gulmi	VITOF-Nepal
Rara, Mugu (Feasibility Study of Tourist Bus Service operation)	May 8 - 16 Kathmandu – Rara - Kathmandu	Tourist Bus Association of Nepal (TBAN)
Inter-Province Trade Promotion (Koshi Province Tourism Year 2082 Promotion)	June 18-22. Itahari-Chitwan-Pokhara-Itahari	जिल्ला होटल तथा पर्यटन व्यावसायी संघ, इटहरी
DESTINATION PROMOTION AND OTHERS		
Dharan Expo	January 4 – 18, Dharan Stadium, Dharan	Sunsari Chamber of Commerce and Industries
Shukla Phanta Tourism Festival	February 21, Bhimdutta Municipality	Bhimdutta Municipality Office
Red Panda Festival	April 2-5, Sandakpur Rural Municipality, Ilam	Sandakpur Rural Municipality Office
Siddhartha Street Food Festival	April 13, Rangashala Road, Siddharthanagar, Rupandehi	Hotel and Restaurant Entrepreneurs' Association, Siddharthanagar
Chauri Mahotsav (Yak Festival)	April 13 – 15, Char Raatey, Phalelung, Panchthar	Phalelung Rural Municipality Office
चिसापानी-राजकाँडा पदयात्रा प्रबर्द्धन	May 1, Chisaapaani - Dhulikot	Lamki Chuha Municipality Office
रामारोशन पर्यटन, कृषि, व्यापार तथा साँस्कृतिक महोत्सव २०८२	May 1-10Ramaroshan Rual Municipality, Achham	Ramaroshan Rural Municipality Office
Mundhum Trail Art Exhibition and Festival	May 19-21, Temkey Maiyung Rural Municipality, Bhojpur	Temkey Maiyung Rural Municipality Office
ऋद्धि सिद्धि गणेश एवं पञ्चवाटिका पर्यटन महोत्सव	July 7-8, Rajbiraj, Municipality, Saptari	नेपाल मधेश राष्ट्रिय फाउण्डेशन
Nagarkot Visit Year 2082	Year-long campaign, Changu Narayan Municipality et. al.	Changu Narayan Municipality Office



36th Jal-yatra Tourism Festival



Api Kuya Yatra 2082



VITOF FAM TRIP



SOKLA Rock Climbing Festival



Nagarkot Visit Year 2082



New year Eve 2025 and Thamel Street Festival



Investment Promotion and Capacity Development

The Investment Promotion and Capacity Development Unit focuses on strengthening the skills and professionalism of the tourism workforce to enhance service quality, customer satisfaction, and business growth in the travel industry. The Unit delivers specialized training in Chinese language; hospitality services; tour package development; adventure tourism segments including trekking, rafting, and mountaineering; homestay management; digital marketing; map reading, weather reading, navigation, first aid, and safety; company administration and leadership; and tourist vehicle driver orientation, ensuring a competent, confident, and market-ready workforce.

Mountain Refreshment Training

Nepal Tourism Board (NTB) and Nepal National Mountain Guide Association (NNMGA) organized the Mountain Guide Certification Course (MGCC) - 2025. This 29-day professional training and evaluation took place from 11 February to 12 March 2025 (29 Magh to 28 Phalgun 2081) in Kathmandu and the Langtang Mountainous Area, Rasuwa. The course assessed seven Aspirant Guides from the specialized mountain adventure tourism segment, drawn from the Aspirant Guide Course - 2021/22 batch.

The curriculum focused on practical refreshment on critical technical subjects, including Short Rope Technique, Ice Climbing Practice, Avalanche Multi-Victim Searching Technique, and rigorous final technical exams.

The training was designed to enhance the professional skills of participants and boost their employability and competitiveness within the tourism sector, with the goal of upgrading them as International Mountain Guides.

This IFMGA-accredited diploma-level program grants the prestigious International Federation of Mountain Guide Association (IFMGA) License to successful candidates. The rock climbing portion of the technical examination was conducted in Hattiban, Kathmandu.



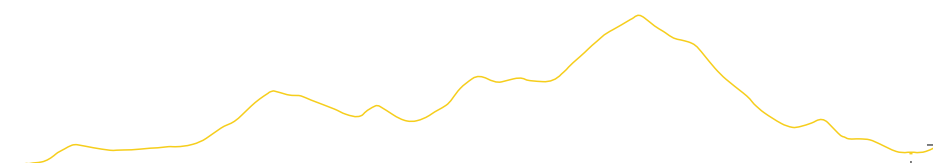
River Guide Training

Nepal Tourism Board in coordination with Nepal Academy of Tourism and Hotel Management (NATHM) and Nepal Association of Rafting Agencies (NARA) organized a two-week River Guide Training program at Karnali river in Panchapuri Municipality -09 (Jaamu, Surkhet) from 25 April to 9 May 2025 (12-26 Baishakh 2082).

The training primarily targeted the adventure tourism sector, specifically river guiding professionals, with the attendance record listing 35 participants.

The curriculum imparted higher knowledge and skills related to rafting tourism, featuring extensive subjects such as safety and security, general tourism, communication and coordination, first aid, and river hydrology. Practical training emphasized life-saving techniques, river rescue and emergency evacuation procedures, food preparation, and camp craft hygiene. This comprehensive course successfully trained qualified river guides, directly enhancing safety and improving client satisfaction within Nepal's rafting sector.

Upon completion, successful candidates who passed the final written examination and demonstrated sufficient practical skills were awarded a certificate.



Homestay Training in Thori (Parsa)



Nepal Tourism Board, in collaboration with Thori Rural Municipality, successfully organized a six-day Homestay training for local tourism professionals and entrepreneurs in Thori Rural Municipality, Parsa. The training was conducted from 5-10 May 2025 (Baishakh 22-27, 2082).

The training prioritized key areas such as hospitality skills, effective tourism marketing, and overall enhancement of service quality. The primary goal was to improve professional service delivery, stimulate tourism entrepreneurship, and contribute to overall tourism promotion in the region.

The program significantly enhanced the professional capabilities of the participants, who expressed commitment to applying their acquired skills to elevate service quality within their respective businesses. Upon

completion of the training, certificates were distributed to all 45 participants.

Capacity Building Training for Canyoning Guides in Kakani

Nepal Tourism Board (NTB) and the Kakani Rural Municipality jointly organized a comprehensive Basic and Advanced Canyoning Guide Training Program in Kakani Gaunpalika, Nuwakot District in coordination with Nepal Canyoning Association (NCA).

The program, designed to enhance service delivery within Nepal's specialized adventure tourism sector, involved two main phases. The Basic Canyoning Training ran from 5-11 May 2025 (22-28 Baishakh 2082), followed by the Advanced Canyoning Training from 14 -20 May 2025 (31 Baishakh to 6 Jetha 2082).

A total of 40 (Basic 25 and Advance 15 participants) participants attended the training. The curriculum was rigorous, emphasizing professional-level skills such as Basic and Advanced Canyoning Techniques, complex Rope Systems and Rigging, specialized Technical Rescue and Safety Concepts, and practical knowledge of Water Dynamics and Hydrology. The training aimed to produce competent guides capable of promoting safe, responsible, and sustainable adventure tourism.

By strengthening the workforce, the program is expected to promote Nepal's unique canyoning sites internationally, bolstering the country's competitiveness in global adventure tourism. Certificates were formally distributed to the participants upon their successful completion of both the Basic and Advanced training courses.



Hospitality Management Training in Surkhet

The Nepal Tourism Board (NTB) and Hotel Professional Federation Nepal (Karnali Chapter, Surkhet) jointly organized a capacity-building training program for tourism professionals in Surkhet from 16-17 May 2025 (Jestha 2-3 2082).



The curriculum covered essential aspects of hotel operation and customer service, including the concept of tourism and hospitality, food and hygiene, Human resource development, sales promotions, digital marketing, and personal grooming.

This elevated standard helps in maintaining guest trust and satisfaction, which are vital pillars for success in the hospitality sector.



The goal of the training was to instill strong operational efficiency, exceptional communication, and interpersonal skills, thereby ensuring reliable and high-quality service delivery.

Certificates were distributed to the 49 participants upon the successful completion of the training.

Leadership Development Training for Trekking Guides



The Nepal Tourism Board (NTB), in collaboration with Trekking Guide Association of Nepal (TGAN), successfully organized and completed a six-day Leadership Development Training program for trekking professionals. The training was held from May 20 to 25, 2025 (6-11 Jestha 2082) in the Kathmandu area, utilizing the NTB hall for indoor sessions and conducting outdoor practical training in the Jagdol area. A total of 35 trekking guides participated in the program.

The comprehensive curriculum focused on enhancing essential trekking and professional skills, covering Meteorology and Weather Forecasting, Map Reading and Navigation, Communication Skills (theory and practical), and Himalayan Culture and Sustainable Tourism. A field

visit was also conducted to the weather forecasting division at Tribhuvan International Airport.

The training proved highly successful, meeting its objective of building leadership and technical capacity among trekking professionals. Certificates were distributed to the participants upon the program's successful conclusion.

Full Course Field Orientation for Ladies Trekking Guides

Nepal Tourism Board (NTB), in collaboration with the Pasang Lhamu Mountaineering Foundation (PLMF), successfully organized a three-day "Full Course Field Orientation to Ladies Trekking Guides". This comprehensive program was held from 29-31 May 2025 (15-17 Jestha 2082), featuring 40 women trekking guides as participants.

The training focused on technical and professional aspects, covering topics such as Navigation (including the practical use of Map, Compass, and GPS), Climbing Equipment Familiarization, Climbing Knots Practice, and Top Rope Climbing. Additionally, subjects like Tourism Law, Story Telling, Leadership, and general information regarding Nepal's Mountain and Trekking routes were included in the 27-hour curriculum.

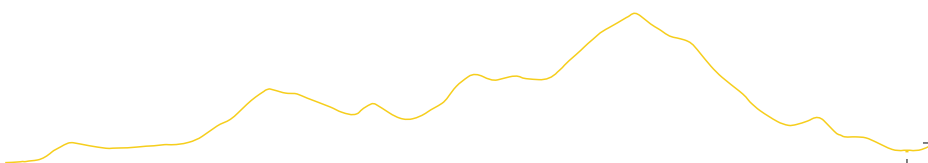


The initiative was designed to empower local women, enhancing their self-reliance and providing them with employment opportunities within the tourism sector. This enhancement of practical skills aims to promote better professional service delivery and increase female participation in mountaineering and trekking. Upon completion of the full course, certificates were distributed to all 40 participants.

Homestay Training in Limchungbung (Udayapur)

Nepal Tourism Board, in collaboration with VITOF-Nepal (Village Tourism Promotion Forum Nepal), successfully conducted a five-day capacity-building training focusing on Homestay Management. The training took place at Limchungbung Rural Municipality in Udayapur from June 1-5, 2025 (Jestha 18-22, 2082)

The training involved professionals operating in the Homestay segment, and the core topic covered was





comprehensive Homestay Management. The capacity building effort aimed to significantly enhance professional service delivery standards within the rural tourism sector.

Upon the successful conclusion of the training, certificates were distributed to the 48 participants.

This enhancement is expected to positively impact the sustainable promotion and development of community-based tourism, ensuring high-quality service delivery in the region.

Digital Capabilities Enhancement Training (Chitwan)

Nepal Tourism Board and Hotel & Tourism Association Nepal, Bagmati Province successfully conducted a three-day Digital Capabilities Enhancement Training for Hotel and Restaurant Entrepreneurs at Bharatpur in Chitwan. The program took place from June 3 to 5, 2025 (Jestha 20-22, 2082). This capacity-building initiative targeted 59 participants working specifically within the Hotel and Restaurant business segments.

The curriculum provided intensive coverage of critical digital areas, including Digital Marketing Channels, Website management, Google Search & Maps optimization, and fundamental SEO techniques. The program further included specialized sessions on the use of Software for Managing Hospitality Operation, Online Travel Agencies (OTAs) Management, Email Marketing, Social Media Marketing, and AI Tools for Digital Marketing.



This training significantly enhanced the digital literacy and capacity of the entrepreneurs, empowering them to utilize modern digital tools to boost their competitiveness and professional service delivery within the tourism industry. The program concluded with a closing ceremony where certificates were distributed to all participating professionals, recognizing their successful completion of the course.

Chinese Language Training Program



Chinese Language Training Program Nepal Tourism Board (NTB), in collaboration with Chinese Embassy and Nepal China Cultural & Educational Council (NCCEC) jointly organized a six-month long Chinese Language Training Program targeted at enhancing the professional skills of Nepali tourism professionals. The comprehensive training program commenced on 6 June 2025 and concluded on 18 December 2025. All sessions were held at the NTB Auditorium Hall. The training enhanced tourism professionals' capacity for effective communication with

Chinese visitors and opened pathways for advanced Chinese language studies in universities of China, creating new academic and professional opportunities for Nepali tourism professionals. NTB provided the venue and daily refreshments, while Chinese Embassy in Kathmandu in coordination with NCCEC provided a qualified Chinese language Teacher to run the class. Classes were conducted for 6 months from 4:00 PM to 6:00 PM, excluding on Saturdays and public holidays. A total of 47 participants successfully completed the Chinese Language Training Program.



Hospitality Management Training (Kanchanpur)

Nepal Tourism Board, in collaboration with the Hotel Association of Kanchanpur successfully organized a two-day Hospitality Management Training program,. The training was conducted on 8-9 June 2025 (25-26 Jestha 2082) at Mahendranagar in Kanchanpur,. The capacity-building workshop was attended by 40 tourism professionals primarily representing the local hotel sector,.



The curriculum extensively covered crucial areas such as Hospitality, Welcome to Guest, Tourism Destination, Hygiene, Food Safety, Food Costing, Room Sales, and Accommodation Management. Additional focused sessions addressed Customer Service Excellence, Guest Handling, Housekeeping and Maintenance Standards, and Hospitality Communication and Personality Development (Soft Skills),.

The program aimed to standardize service quality, enhance service capacity, and improve overall service delivery among hotel professionals of the region. The training was successful in motivating participants to adopt and implement standard service procedures for a systematic and high-quality hospitality sector,. At the conclusion of the program, the participants received certificates and tokens of appreciation.



Training on Map Reading, Weather Reading, Navigation, First Aid, and Safety

Nepal Tourism Board (NTB) supported the Kathmandu Environmental Education Project (KEEP) in conducting a four-day capacity-building training. The training, titled “Map Reading, Weather Reading, Navigation, First Aid, and Safety,” was successfully held from 9-12 June 2025 (26-29 Jestha 2082).

Sessions primarily took place at the KEEP Training Hall, with a practical demonstration session held at Sundarimal on the final day. The program was aimed at strengthening the professional capacity of tourism personnel, specifically training 41 participants who were porters and guides.

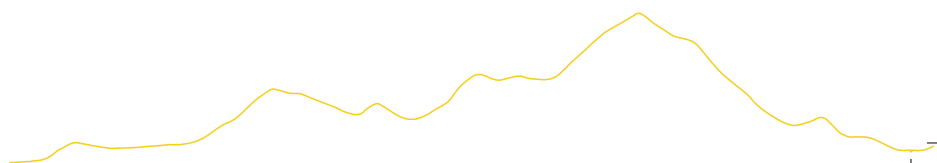
The core curriculum focused on essential life-saving skills, including comprehensive patient assessment, management of bone and soft tissue injuries, specific fracture management, and practical demonstrations of Cardiopulmonary Resuscitation (CPR) methods. Participants were also trained in the appropriate use of portable pressure chambers (Gamow Bag) for altitude sickness. Furthermore, the training introduced essential outdoor skills, empowering participants with the ability to read topographic maps, interpret weather data, and utilize navigation tools such as compasses and GPS devices for effective route planning.

This initiative successfully equipped tourism professionals with practical skills necessary to enhance visitor safety and preparedness while minimizing the consequences of injury during trekking and tours. The skills gained are expected to foster higher tourist satisfaction and encourage return visits. All participants were formally presented with certificates upon completion of the training.

Homestay Training in Sunapati (Ramechhap)

The Nepal Tourism Board and Sunapati Rural Municipality jointly organized a comprehensive capacity building training for tourism professionals in Sunapati Rural Municipality held from 9-13 June 2025 (26-30 Jestha 2082).

The curriculum focused on strengthening essential skills required for effective homestay operation, including



homestay management and local cooking practices, basic digital marketing for promotion, systematic record-keeping of revenue and expenses, and the identification, preservation, and presentation of natural and cultural resources, which serve as the core attractions of homestay tourism.

The primary objective of the program was to increase the quality of service delivery and facilitate the professional development of the participants, thereby helping to promote local products and tourism in the region.

Upon successful completion of the training, certificates were awarded to 41 participants.



Company Administration & Leadership Training



Nepal Tourism Board (NTB), in collaboration with the Women Tourism Entrepreneurs Network (WTEN), successfully conducted a three-day capacity-building training program for tourism professionals.

The training, focusing on strengthening the involvement of women in the sector, was held from June 11 to 13, 2025 (28-30 Jestha 2082) in Kathmandu. A total of 52 women tourism entrepreneurs participated, representing diverse segments of the industry such as hotels, travel agencies, trekking services, restaurants, and tourism shops,.

Key topics addressed during the program included Company Administration, Leadership, and Management, alongside business strategies and effective coordination with government agencies.

This initiative aimed to significantly enhance professional service delivery and foster women's leadership and entrepreneurship, supporting the national goal of economic prosperity. The successful completion of the three-day training encouraged participants to become more actively involved in tourism business, which in turn contributes positively to local economic growth and government revenue. Certificates were distributed to the participants upon the program's successful conclusion.

Map Reading, Weather Reading, Navigation, First Aid, and Safety Training

Nepal Tourism Board (NTB) and Trekking Agencies' Association of Nepal (TAAN) successfully conducted a four-day capacity-building training designed to enhance professional service delivery in the tourism industry. The training was held from 11-14 June 2025 (28-31 Jestha 2082) in Kathmandu, with indoor sessions taking place at Thamel in Kathmandu and field work held in the Sundarjal Area of Shivapuri Nagarjun National Park. A total of 49 licensed professional trekking guides associated with TAAN member agencies completed the course.



The core curriculum covered crucial life-saving topics, including Map Reading, Weather Reading, Navigation, Basic First Aid, and Safety Operations, specifically tailored for difficult mountain terrains.

The training achieved its objective of providing practical skills essential for making mountain tourism safer for trekkers and workers. All successful participants were awarded Training Completion Certificates during a short informal closing ceremony.



Hospitality Management Training (Gulmi)

Nepal Tourism Board, in collaboration with Shree Hotel Professional Forum successfully concluded a two-day capacity building training for tourism professionals in Tamghas, Gulmi. The program was held on 12-13 June 2025 (29-30 Jestha 2082).

A total of 43 participants primarily comprising hotel owners and staff, participated in the program, which focused on enhancing service quality within the food and accommodation sector.

The curriculum focused on essential elements for professional skill enhancement, including Hospitality Management, customer care, sanitation, marketing, and financial management. Additionally, topics covered the legal and institutional arrangements required for tourism promotion and development.

This collaborative initiative aimed to increase service delivery standards, boost operational efficiency, and generate employment opportunities, thereby contributing significantly to the regional tourism sector's overall development. All successful participants were distributed certificates upon the completion of the training.



Orientation Program on Hotel Optimization in Madhesh Province

Nepal Tourism Board and Hotel Association Nepal jointly conducted an orientation program focused on tourism and hospitality managing training in Birgunj and Bardibas on 20-21 June 2025 (6-7 Asar 2082) respectively.

A total of 118 Participants including hotel and resort owners in Madhesh Province, receiving specialized training pertinent to the tourism and hotel industry.

Key areas addressed during the session included tourism legal framework, cost control, marketing, security, and standardization. Detailed topics encompassed revenue maximization techniques (such as room pricing and upselling), efficient operations, cost optimization, and strategies for improving guest experience and online reviews.

The program successfully achieved its goals by imparting crucial skills to enhance the competitiveness and professionalism of the hospitality sector. Certificates were awarded to participants following the training completion.

Hospitality Management Training in Khotang

The Nepal Tourism Board (NTB) in collaboration with the Hotel and Tourism Entrepreneurs' Association Khotang, organized a capacity-building training focused on hospitality management for professionals from 21-22 June 2025 (7-8 Asar 2082). A total of 52 participants, primarily consisting of hotel and guest house operators/professionals took part in the training.



The curriculum included several key areas necessary for improved service quality, such as Hospitality Management, Food and Accommodation (Food and Lodging/Food & Beverage), Front Office Management, and Housekeeping. The training also emphasized enhancing Basic Service Skills/Service Delivery and promoting local cultural heritage.

The program successfully enhanced the professionalism and quality of service delivery among the participants, contributing to the overall enhancement of hospitality services in Khotang.

Certificates were distributed to the participants during the closing ceremony.

Tour Package Development Training

Nepal Tourism Board (NTB), in collaboration with the Nepal Association of Tour & Travel Agents (NATTA), successfully organized a capacity-building training program focused on Tour Package Development. This intensive 3-day program was held from 23-25 June 2025 (9-11 Asar 2082) at Hotel Makalu in Birgunj, Madhesh Province. A total of 44 tourism professionals participated, representing various segments including hotel management, tour operations, and travel agencies.

The curriculum covered comprehensive themes designed to build a strong theoretical foundation and practical skills. Key topics included the Types of Tours and Tour Components, Tour Brochures and Price Quotations, Tour Reservation Procedures, and the preparation of market-ready tour itineraries. Important figures involved in coordinating the event included



The training significantly enhanced the technical skills of local entrepreneurs, empowering them to identify regional tourism assets and design attractive, marketable packages. It fostered crucial collaboration and networking among professionals, positioning them as active contributors to Nepal's broader tourism industry and laying the groundwork for sustainable tourism development in Madhesh Province. All 44 participants were awarded a certificate of participation, acknowledging their academic and practical achievements during the program.

Hospitality Management Training (Kathmandu – HPFN)



Nepal Tourism Board (NTB), in collaboration with the Hotel Professional Federation Nepal (HPFN), organized a two-day “Hospitality Management Training” program. The training was held on June 24 & 25, 2025 (10-11 Asar 2082) in Kathmandu.

The event was coordinated by representatives and staff from the Nepal Tourism Board and the Hotel Professional Federation Nepal. The sessions focused on crucial topics such as the Concept of Tourism & Hospitality, Basic Hygiene (including personal, food, and kitchen hygiene), Hospitality Marketing, Understanding Guest Service, Menu Design and Engineering, Managing Human Resources, and Psychosocial Counselling.

This specialized training aimed to elevate the knowledge, skills, and confidence of the participants, fostering professional service delivery and effective management practices among hotel and restaurant entrepreneurs. By enhancing these professional standards, the program contributed significantly to improving the overall quality of service within Nepal's tourism sector. Certificates were distributed to all the 60 participants during the closing ceremony of the training.





Tourist Vehicle Driver Orientation Program

Nepal Tourism Board (NTB) and the Nepal Tourist Vehicle Association (NTVA) jointly organized a two-day “Tourist Vehicle Driver Orientation Program 2082”. The training was held on 25-26 June 2025 (11-12 Asar 2082) in Kathmandu in two sessions comprising of 70 participants each.

This orientation targeted participants from the vehicle segment, including tourist vehicle drivers and co-drivers, aiming to enhance the quality of professional service delivery. The curriculum focused on essential topics like Tourist Vehicle Operation Standards, safe driving practices, awareness of traffic rules and signs, and critical subjects such as first aid training and effective handling of guest complaints. The capacity-building initiative successfully worked towards uplifting professional service delivery in Nepal’s tourism sector by ensuring vehicle personnel maintain higher safety standards and a professional demeanor, thereby improving the overall visitor experience. Certificates were distributed to all 140 participants.

Tour Package Development Training

Nepal Tourism Board, in collaboration with the Nepal Association of Tour and Travel Agents (NATTA) Farwest Province Association, successfully organized a three-day Tour Package Development Training. The program was held from 26-28 June 2025 (12-14 Asar 2082) at Mahendranagar in Kanchanpur. The training focused on equipping 40 participants, including professionals, students, hotel staff, and tour operators, with practical skills.



Topics covered included the fundamentals of tourism, designing competitive packages for Tour, Trekking, and Rafting, planning itineraries, marketing, branding, and strategies for pricing and profit. This initiative aimed to enhance professional capacity, enabling participants to create attractive packages and boost the tourism potential, particularly in the Farwest region. Certificate of participation was distributed to the participants.

Workshop on AI for Tourism & Hospitality Excellence



Nepal Tourism Board and PATA Nepal Chapter successfully organized a two-day Human Capital Development (HCD) Workshop on AI for Tourism & Hospitality Excellence in Kathmandu from November 17 to 18, 2025. This capacity-building initiative targeted 50 participants from the tourism and hospitality sectors. The curriculum, led by Instructor Prof. Dr. Fei (Faye) Hao from The Hong Kong Polytechnic University, provided intensive coverage of AI Foundations, AI Models, and AI Agents. Participants explored the technical building blocks of artificial intelligence and their practical relevance to the industry. Specialized sessions focused on the application of AI for Hotels, Resorts, Airlines, Destination

Management, and MICE and Events. The program also addressed the critical challenges and ethics of AI, ensuring participants learned how to implement these tools responsibly. The training significantly enhanced the digital literacy and capacity of the participants, empowering them to utilize modern AI tools to boost their competitiveness. By mastering these technologies, professionals are better equipped to improve service delivery within the global tourism landscape. The program concluded with a formal closing ceremony and a vote of thanks. Certificates were distributed to all participating professionals, recognizing their successful completion of the intensive course and their commitment to digital excellence.





Shey-Phoksundo Lake, Dolpa - Yalamber Subba/photoNepal/NTB

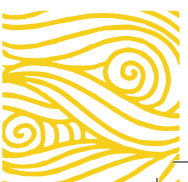




Research, Planning & Monitoring



Kanyam - Sunil Sharma



Research Planning and Monitoring Department

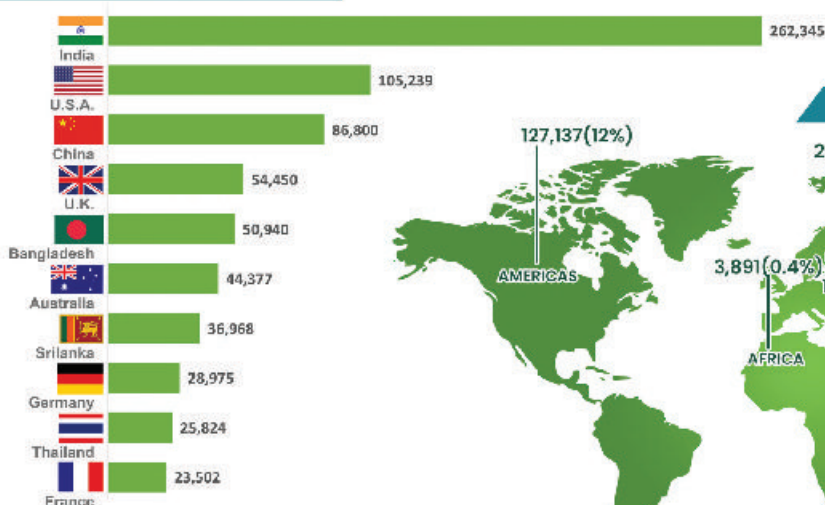
Research Planning and Monitoring Department has carried out the following primary activities:

Tourism Statistics: Analysis of International Visitors Arrival to Nepal

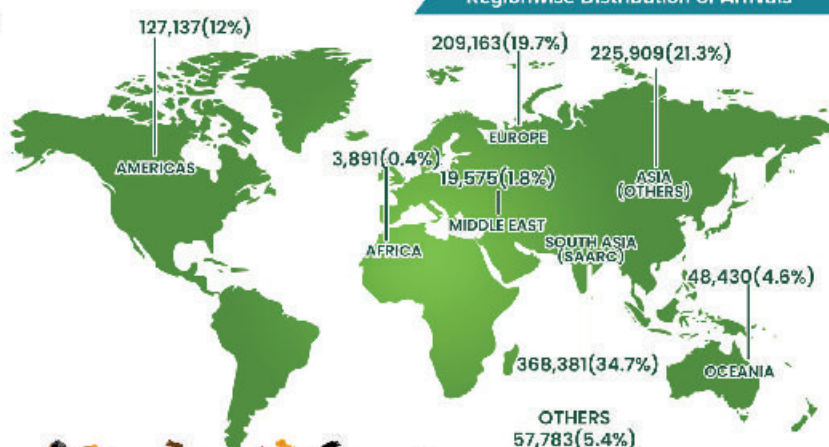
INTERNATIONAL VISITOR ARRIVALS
JANUARY-NOVEMBER 2025 **1,060,269**



TOP 10 Source Market Countries



Regionwise Distribution of Arrivals



Source : Department of Immigration
Prepared by : Nepal Tourism Board
* This report is based on preliminary monthly raw data provided by Department of Immigration



Nepal Tourism Board						
INTERNATIONAL VISITOR ARRIVALS (IVAs) BY REGIONS						
Calendar Year: Jan-November 2025						
Region	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	Jan-November	% Share	Jan-November	% Change	Jan-November	% Change
SOUTH ASIA (SAARC)	368,381	34.7%	383,466	-3.9%	322,231	14.3%
ASIA (OTHER)	225,909	21.3%	225,540	0.2%	316,465	-28.6%
EUROPE	209,163	19.7%	202,499	3.3%	220,090	-5.0%
OCEANIA	48,430	4.6%	43,002	12.6%	39,771	21.8%
AMERICAS	127,137	12.0%	125,760	1.1%	109,255	16.4%
MIDDLE EAST	19,575	1.8%	15,818	23.8%	15,703	24.7%
AFRICA	3,891	0.4%	4,091	-4.9%	4,121	-5.6%
OTHERS	57,783	5.4%	55,344	4.4%	68,662	-15.8%
Total	1,060,269	100.0%	1,055,520	0.4%	1,096,298	-3.3%
Source: Department of Immigration *					% Recovered	96.4%
Analyzed & Compiled by: Nepal Tourism Board						
* This data is based on the monthly raw data provided by Department of Immigration.						

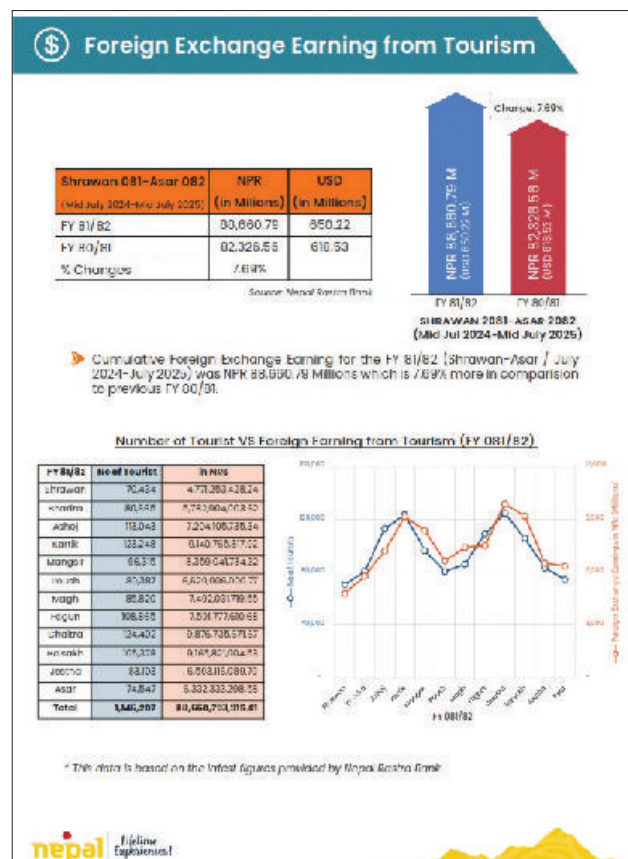
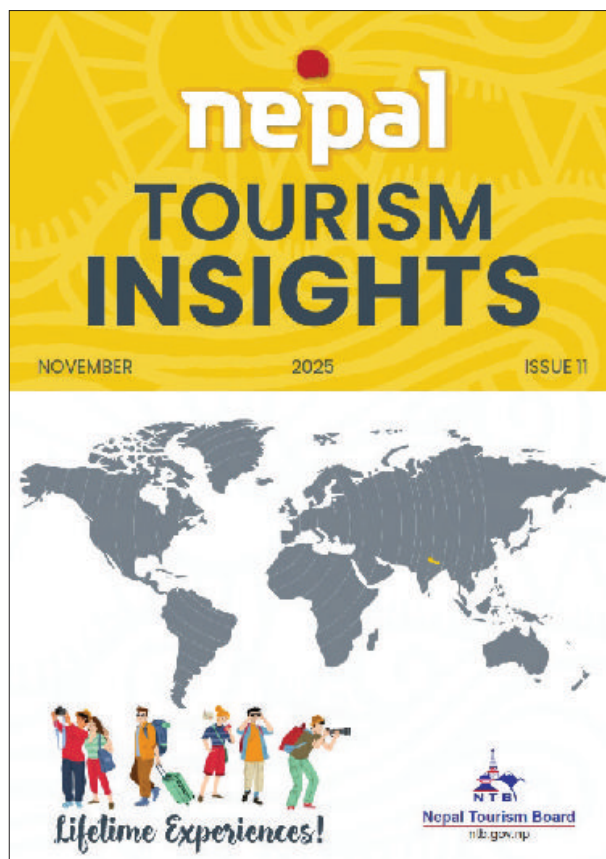


Nepal Tourism Board						
INTERNATIONAL VISITOR ARRIVALS (IVAs) BY NATIONALITY						
Calendar Year: January-November 2025						
Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	Jan-November	% Share	Jan-November	% Change	Jan-November	% Change
SOUTH ASIA (SAARC)						
Bangladesh	50,940	4.8%	42,267	20.5%	22,043	131.1%
Bhutan	13,570	1.3%	14,027	-3.3%	9,863	37.6%
India	262,345	24.7%	293,232	-10.5%	230,727	13.7%
Pakistan	4,558	0.4%	4,339	5.0%	4,217	8.1%
Srilanka	36,968	3.5%	29,601	24.9%	55,381	-33.2%
Sub-Total	368,381	34.7%	383,466	-3.9%	322,231	14.3%
ASIA (OTHER)						
Cambodia	1,216	0.1%	1,582	-23.1%	785	54.9%
China	86,800	8.2%	92,843	-6.5%	152,868	-43.2%
Indonesia	4,405	0.4%	4,883	-9.8%	5,105	-13.7%
Japan	22,005	2.1%	20,281	8.5%	27,254	-19.3%
Malaysia	20,122	1.9%	19,186	4.9%	18,821	6.9%
Myanmar	18,173	1.7%	11,403	59.4%	30,544	-40.5%
Philippines	5,320	0.5%	5,498	-3.2%	5,603	-5.1%
Singapore	8,942	0.8%	9,318	-4.0%	6,916	29.3%
S. Korea	21,803	2.1%	24,500	-11.0%	28,070	-22.3%
Vietnam	11,299	1.1%	10,564	7.0%	5,026	124.8%
Thailand	25,824	2.4%	25,482	1.3%	35,473	-27.2%
Sub-Total	225,909	21.3%	225,540	0.2%	316,465	-28.6%
EUROPE						
Austria	4,174	0.4%	4,263	-2.1%	5,623	-25.8%
Belgium	6,152	0.6%	6,037	1.9%	6,192	-0.6%
Czech Republic	4,127	0.4%	4,174	-1.1%	3,478	18.7%
Denmark	3,673	0.3%	3,552	3.4%	4,018	-8.6%
Finland	1,938	0.2%	1,868	3.7%	2,244	-13.6%
France	23,502	2.2%	24,187	-2.8%	29,723	-20.9%
Germany	28,975	2.7%	28,461	1.8%	35,328	-18.0%
Ireland	2,828	0.3%	2,670	5.9%	3,114	-9.2%
Italy	13,897	1.3%	13,453	3.3%	14,310	-2.9%
The Netherlands	10,767	1.0%	10,900	-1.2%	14,190	-24.1%
Norway	2,487	0.2%	2,690	-7.5%	3,080	-19.3%
Poland	8,886	0.8%	7,505	18.4%	5,632	57.8%
Portugal	4,943	0.5%	4,580	7.9%	2,636	87.5%
Russia	14,319	1.4%	13,086	9.4%	9,100	57.4%
Spain	12,479	1.2%	12,975	-3.8%	18,226	-31.5%
Sweden	2,796	0.3%	3,105	-10.0%	3,927	-28.8%
Switzerland	6,457	0.6%	6,078	6.2%	7,185	-10.1%
Ukraine	2,313	0.2%	1,975	17.1%	2,750	-15.9%
U.K.	54,450	5.1%	50,940	6.9%	49,334	10.4%
Sub-Total	209,163	19.7%	202,499	3.3%	220,090	-5.0%
OCEANIA						
Australia	44,377	4.2%	39,095	13.5%	35,523	24.9%
New Zealand	4,053	0.4%	3,907	3.7%	4,248	-4.6%
Sub-Total	48,430	4.6%	43,002	12.6%	39,771	21.8%
AMERICAS						
Brazil	3,565	0.3%	3,592	-0.8%	3,393	5.1%
Canada	15,980	1.5%	15,126	5.6%	16,225	-1.5%
Mexico	2,353	0.2%	2,822	-16.6%	2,643	-11.0%
U.S.A.	105,239	9.9%	104,220	1.0%	86,994	21.0%
Sub-Total	127,137	12.0%	125,760	1.1%	109,255	16.4%
MIDDLE EAST						
Israel	11,551	1.1%	8,169	41.4%	6,902	67.4%
Kuwait	806	0.1%	790	2.0%	341	136.4%
Oman	204	0.0%	234	-12.8%	446	-54.3%
Qatar	198	0.0%	306	-35.3%	257	-23.0%
Saudi Arabia	877	0.1%	854	2.7%	1,295	-32.3%
Turkey	5,410	0.5%	4,930	9.7%	5,636	-4.0%
U.A.E.	529	0.0%	535	-1.1%	826	-36.0%
Sub-Total	19,575	1.8%	15,818	23.8%	15,703	24.7%
AFRICA						
Egypt	1,485	0.1%	1,377	7.8%	1,418	-4.7%
Morocco	796	0.1%	940	-15.3%	721	10.4%
South Africa	1,610	0.2%	1,774	-9.2%	1,982	-18.8%
Sub-Total	3,891	0.4%	4,091	-4.9%	4,121	-5.6%
OTHERS	57,783	5.4%	55,344	4.4%	68,662	-15.8%
Total	1,060,269	100.0%	1,055,520	0.4%	1,096,298	-3.3%
Source: Department of Immigration *						
Analyzed & Compiled by: Nepal Tourism Board						
* This data is based on the monthly raw data provided by Department of immigration.						



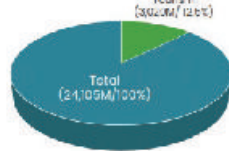
Nepal Tourism Insights

Nepal Tourism Board (NTB) has introduced Nepal Tourism Insights, a monthly publication designed to provide a comprehensive overview of Nepal's tourism sector. It compiles and analyses key data such as international visitor arrival trends, top source markets, regional arrival distribution trends, foreign exchange earnings, and tourism-related FDI commitments. The publication also highlights global tourism trends from UN Tourism and WTTC, along with expert perspectives. Nepal Tourism Insights aims to support for evidence-based decision-making for policymakers, researchers, and industry stakeholders at promoting informed and sustainable tourism development in Nepal.

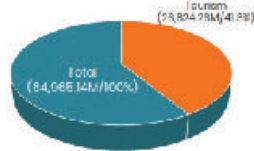
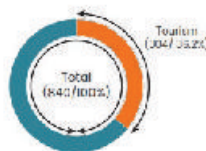


Foreign Direct Investment (FDI) for Tourism

FDI FY 2082/83 (Shrawan)	Tourism	Total	%
Proposed Number of Project (No.)	1	27	3.7
Proposed Amount of Commitment (NRs. in millions)	3,020	24,105	12.5



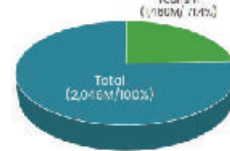
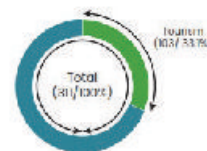
FDI FY 2081/82 (Shrawan - Asar)	Tourism	Total	%
Proposed Number of Project (No.)	304	840	36.2
Proposed Amount of Commitment (NRs. in millions)	28,824.26	84,986.14	40.3



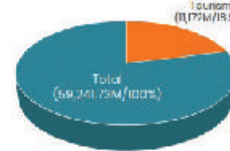
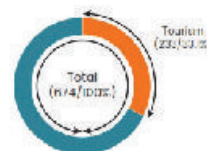
* This data is based on the monthly report of Foreign Direct Investment approval published by Foreign Investment and Technology Transfer section, Department of Industry.

Foreign Direct Investment (FDI) for Tourism

FDI FY 2082/83 (Kartik)	Tourism	Total	%
Proposed Number of Project (No.)	118	382	30.9
Proposed Amount of Commitment (NRs. in millions)	8,542.05	36,661.68	24.4



FDI FY 2082/83 (Shrawan - Kartik)	Tourism	Total	%
Proposed Number of Project (No.)	341	1,056	32.3
Proposed Amount of Commitment (NRs. in millions)	20,114.06	61,923.41	21.0



* This data is based on the monthly report of Foreign Direct Investment approval published by Foreign Investment and Technology Transfer section, Department of Industry.

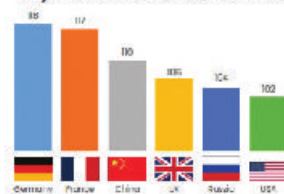
nepal | Uplive Experiences!

nepal | Uplive Experiences!

Mountaineering in Nepal (Autumn 2025*)



Major Nationalities of Mountaineers



Top 10 Mountains (in terms of number of Mountaineers)

Name of Mountains	No. of Mountaineers
Annapurna (8091m)	436
Manaslu (8163m)	374
Himalang Himal (7128m)	188
Babu (7123m)	47
Chulu (7539m)	43
Dhaulagiri (8167m)	36
Sonburg (7348m)	34
Thapa Peak (7140m)	27
Pudha Himal (7275m)	23
Annapurna IV (7526m)	16

* Source: Department of Tourism. This data is based on the royalty collection from expedition teams during Autumn, 2025 (October 31).

nepal | Uplive Experiences!

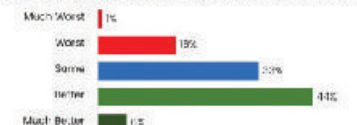
Global Tourism Context (UN Tourism Experts Survey*)



When do you expect international tourism to return to pre-pandemic 2019 level?



What are your prospects for your destination in 2025?



* Source: Survey of the UN Tourism Panel of Experts. Graph shows percentage of experts mentioning each factor. Data is collected by UN Tourism, September 2021.

nepal | Uplive Experiences!



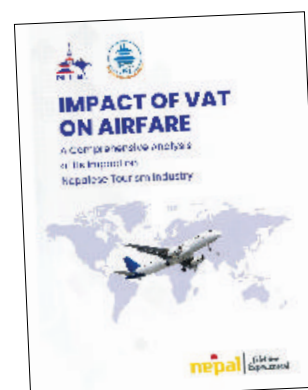
Study on Impacts of VAT on Tourism in Collaboration with NATTA

Nepal Tourism Board in close coordination with NATTA conducted a study of impacts of VAT on air ticket and tourism industry. This research aims to assess the economic and policy implications of VAT on airfares and its subsequent impacts on Nepal's tourism industry. The study examined the direct effects of VAT on airfare, tourism demand, and the broader tourism economy. Specifically, the study focused on following parameters:

- * Direct impact of VAT on airfare and its subsequent impact on tourist arrivals.
- * Comparison of VAT policies of Nepal with other countries and their impacts on tourism.
- * Estimation of broader economic consequences of VAT on Nepal's tourism sector, including employment and revenue.



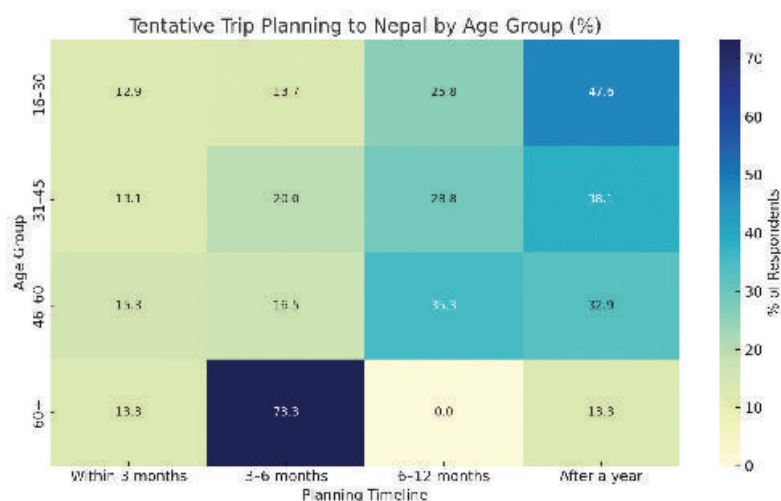
- * Suggestion for sustainable VAT policy for tourism growth in Nepal by addressing these key areas, the study will provide policymakers with a clearer understanding of the implications of VAT on tourism and offer suggestions for improving Nepal's competitiveness in the global tourism market.

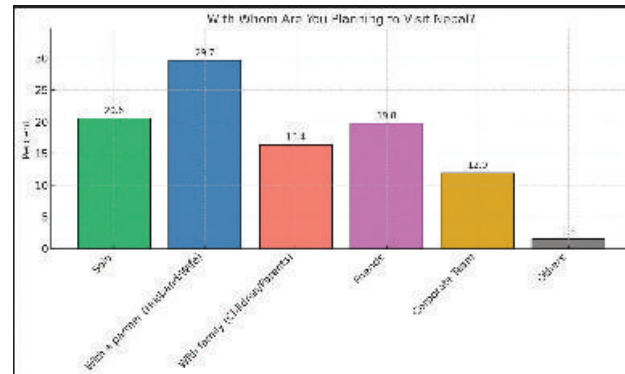
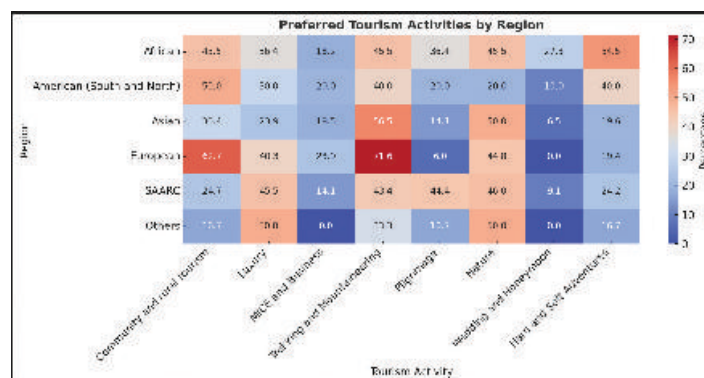
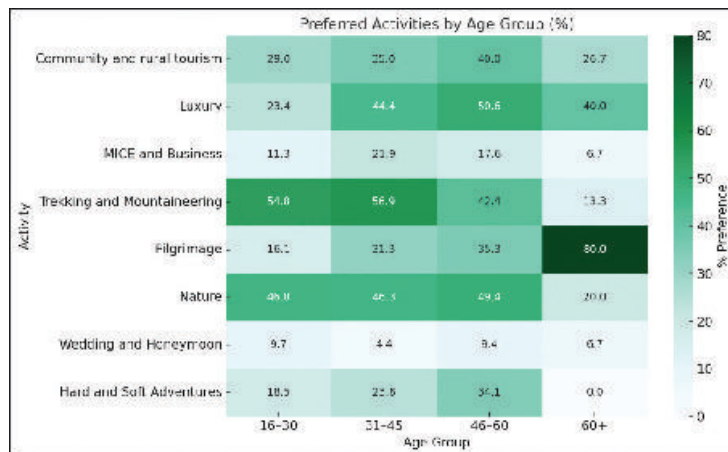


Source market Survey

Nepal Tourism Board (NTB), in its ongoing effort to strengthen Nepal's presence in international travel markets, initiated the study titled "Nepal Pavilion at Various Travel and Trade Fairs in 2025" as part of its broader source market research strategy. The study was conducted during major Travel and Tourism Fairs across four international cities in India, Germany, and Dubai. These fairs provided a critical platform to interact directly with potential travelers and gauge their perceptions, preferences, and intentions regarding travel to Nepal.

The primary objective of the study is to collect insights from individuals who visited the Nepal Pavilion, focusing on their demographic profiles, prior travel experience to Nepal, awareness of Nepal's tourism offerings, preferred activities, and future travel plans. The findings are intended to support NTB's evidence-based marketing and promotional strategies, helping to tailor campaigns to meet the expectations of diverse source markets.





Preliminary Rapid Assessment of Loss and Damage from Gen Z Movement

The Gen Z Movement of September 2025, which emerged in response to the temporary social-media ban that rapidly evolved into a nationwide protest and severely disrupted Nepal's tourism and hospitality industry. The unrest, coinciding with the onset of the peak tourist season, resulted in extensive property damage, large-scale cancellations, and a sharp decline in visitor confidence. This assessment, conducted by the Nepal Tourism Board (NTB) carried out a preliminary rapid assessment of the physical, financial, and employment losses sustained by different related sectors.

Findings reveal that hotel-establishments suffered the heaviest impact, with an estimated NPR 25 billion in losses. This assessment serves as an initial evidence base for providing an overview of the immediate impacts of the September 2025 events on Nepal's tourism sector, offering indicative insights into the scale of losses and emerging trends across affected sub-sectors.

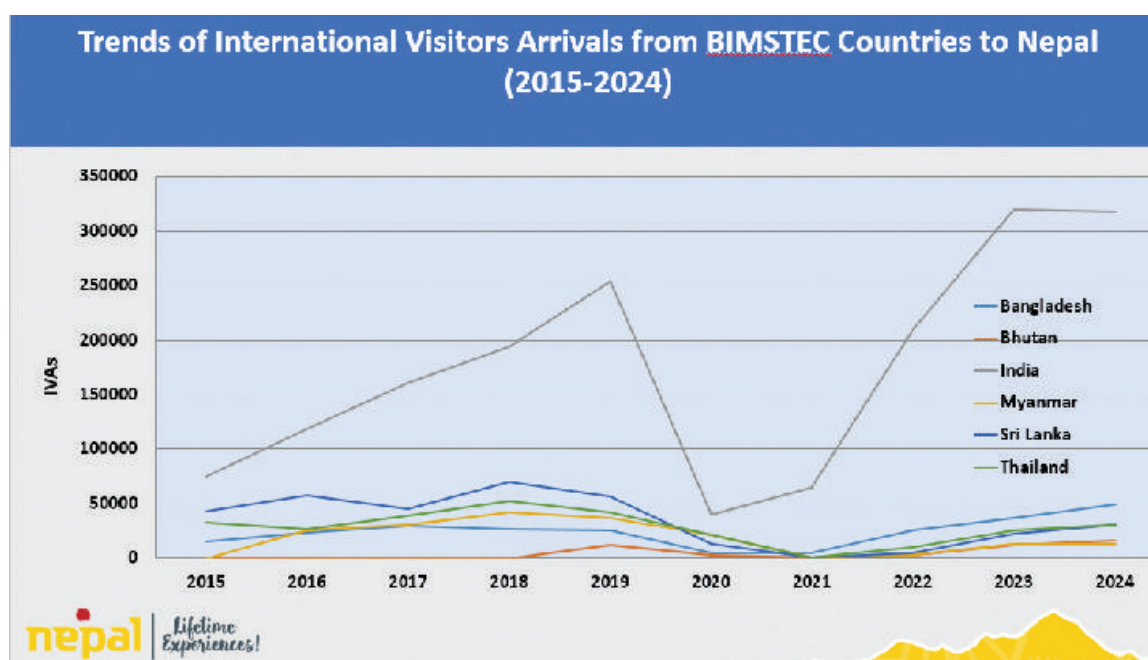


BIMSTEC Network of Policy Think Tank (BNPTT) for Promoting Regional Tourism

Nepal Tourism Board supported in Seventh Meeting of BIMSTEC Network of policy think Tank (BNPTT) which was organized by Center for Economic Development and Administration (CEDA) Tribhuvwan University which was focused on following agendas:

- Past activities in promoting regional tourism and culture
- Potentialities of cooperation in tourism and culture & their roles in strengthening ties at people's level.

NTB CEO Deepak Raj Joshi highlighted the importance and potentialities of regional tourism and call upon a collaborative approach from Peoples to People level.



National Tourism Dialogue

The National Tourism Dialogue was successfully held on May 26, 2025 at the Office of the Prime Minister and Council of Ministers in Singha Durbar. The high-level program was jointly organized by the Ministry of Culture, Tourism and Civil Aviation and Nepal Tourism Board in the special presence of the Right Honorable Prime Minister KP Sharma Oli. The dialogue focused on the need for coordinated and integrated efforts to identify key challenges in Nepal's tourism sector and to formulate effective, long-term solutions.

In his keynote address, Prime Minister Oli acknowledged that while Nepal has made efforts in the past to develop its tourism sector, much more remains to be done to meet current demands. Hon. Minister for Culture, Tourism and Civil Aviation, Mr. Badri Prasad Pandey, called for a targeted strategy to address key issues in tourism development. Nepal Tourism Board CEO Mr. Deepak Raj Joshi presented a working paper titled "Uncovering Nepal's Tourism Potential", identifying major policy and legal bottlenecks, and outlining strategies to tap large markets such as China and India. He emphasized Nepal's unique appeal as a nature- and culture-based destination.



PATA General Assembly and Institutional Partnership

Nepal Tourism Board (NTB) represented Nepal at the Pacific Asia Travel Association (PATA) Annual Summit 2025 held in Istanbul, Turkey from 21 to 23 April 2025. The three-day event, held under the theme “Timeless Wisdom for a Sustainable Future”, brought together global tourism leaders to discuss the future of responsible and sustainable travel. During the Government/Ministerial Session on “Building a Sustainable Future”, NTB CEO Deepak Raj Joshi highlighted Nepal’s ecotourism models, community-based practices, and key sustainability initiatives. On the sidelines of the summit, NTB and PATA signed a Memorandum of Understanding (MoU) to collaborate on the development of a Tourism White Paper, creation of joint forums, and institutional capacity-building initiatives. Additionally, NTB delegates engaged with global tourism experts, data scientists, AI professionals, and sustainability leaders through a series of sideline meetings, recognizing the value of evidence-based approaches in repositioning Nepal as a destination that offers meaningful, once-in-a-lifetime experiences.



Exploring Opportunities for GSTC Collaboration for Sustainable Tourism

NTB bridged GSTC to participate in Sagarmatha Sambah—a global dialogue on climate change and sustainability—which was held in Kathmandu from 16 to 18 May 2025. NTB also held a strategic meeting with Dr. Randy Durband, CEO of the Global Sustainable Tourism Council (GSTC), to explore collaboration on sustainability accreditation, destination memberships, capacity building, and joint research on sustainable tourism.



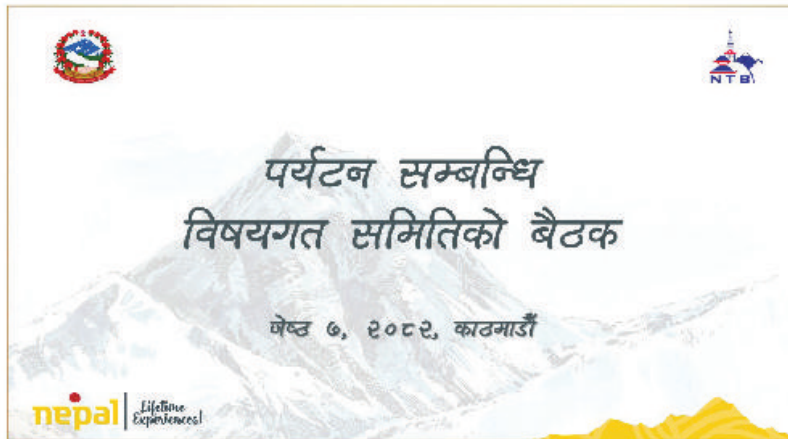
IMF-SARTTAC Mission to Strengthen the Tourism Statistics

Nepal Tourism board provided its insights on the tourism economics and experimental tourism satellite accounts to the International Monetary Fund (IMF) South Asia Regional Training and Technical Assistance Center (SARTTAC) capacity building Mission in coordination with National Statistics Office.



Facilitation for Sectoral Committee Meeting on Culture, Tourism, and Civil Aviation

In order to align the upcoming policies, programs, and budgets with the federal government, provincial and local governments to support capacity building of local governments in culture and tourism, Nepal Tourism Board in close coordination with Ministry of Culture, Tourism and Civil Aviation organized the Sectoral Committee Meeting on Culture, Tourism, and Civil Aviation. The third meeting decided to introduce a unified national standard for trail construction across Nepal. Additionally, the meeting prioritized beautification, promotion, and maintenance of identified tourist destinations, encouraged an investment-friendly environment for the private sector, and committed to implementing decisions made in previous meetings.



Comprehensive Action Plan for Nepal Tourism Priority Program

The Ministry of Culture, Tourism and Civil Aviation and Nepal Tourism Board jointly prepared the draft concept paper for the Nepal Tourism Priority Decade 2025–2035. The preliminary draft underwent detailed review and discussion among government leaders, experts, and private-sector representatives, culminating in a half-day workshop on 2081/10/10 to finalize the document and develop a concrete action plan.



Exploring the Opportunities for Tourism Investment in Sudurpaschim Province

With the aim of promoting long-term prosperity and overall development in Sudurpaschim Province, the Sudurpaschim Provincial Government has been preparing to organize the Sudurpaschim Province Investment and Development Conference. In this connection, an interaction and discussion program on identifying potential investors for the tourism sector and exploring investment opportunities was organized in the meeting hall of the Ministry of Culture, Tourism and Civil Aviation, Singha Durbar, Kathmandu, in the presence of the Minister for Culture, Tourism and Civil Aviation, Hon. Badri Prasad Pandey, and the Chief Minister of Sudurpaschim Province, Hon. Kamal Bahadur Shah. During the event, Sudurpaschim was described as a “virgin land” from the tourism perspective, and investors were encouraged to explore opportunities in the region.



Facilitating the Local Bodies: Lalljhadi Wildlife Study and Patal Bhumeshwor Cave

Nepal Tourism Board in coordination with Krishnapur Municipality, Kanchanpur District conducted a stakeholder's consultation in order to develop the Wildlife Tourism around the area. Similarly, a field observation and consultation has been conducted to study the potentials of tourism development and promotion in Patal Bhumwshwor cave, Surnaya Rural Municipality.



Connecting Deepest and Largest Lake: Lake to Lake Trail Exploration

The exploratory study of Lake to Lake Trail, connecting two of Nepal's most iconic lakes; Rara and Phoksundo—primarily covering the districts of Mugu, Dolpa, and Jumla in Karnali Province, Nepal was conducted. This trail holds immense potential for adventure and eco-tourism development. However, limited research and promotion have kept the route relatively unexplored. A detailed investigation is essential to assess the trail's current status, document attractions, to identify challenges, and propose improvements to attract both domestic and international tourists.



Exploring the Unexplored: Bajura Exploration and Badimalika Trail DPR

Nepal Tourism Board in coordination with Triveni Municipality has developed a detail design and estimate for the foot trail development of Badimalika Tourism Area. This can be a guiding document for the sustainable trail planning and resource allocation.

Similarly, with an aim to explore the tourism possibilities of virgin trails in Bajura district, Nepal Tourism Board coordinated with Wild Bajura in order to conduct exploratory study to find the possibility and situation analysis regarding the trail exploration in and around the destinations linking the popular religious destination Badimalika with the Porakhe- Budinanda -Saipalbase -Ranisain and Surrounding.

Other Contemporary Studies and Engagements

- ❖ Under the recommendation and coordination of Ghorahi Sub-Metropolitan City, a study on the significance of the Siddh Ratna Nath Mahayatra has been completed.
- ❖ In collaboration with Panini Rural Municipality, Arghakhanchi and the Tourism Development Council under the Ministry of Industry, Tourism and Transport of Lumbini Province, a study was conducted on the ancient significance of Sage Panini. Based on this study, a working paper was prepared and presented at the 'Panini Conference'. Coordination and support from NTB has been provided for the organization of the conference.
- ❖ NTB facilitated a high-level study and recommendation committee to examine aviation safety measures, ensuring that air services are safe, reliable, and trustworthy, and to convey a positive message for tourism promotion in Nepal by preventing air accidents.
- ❖ A tourism pre-feasibility study has been conducted, and a outline has been prepared for creating a brochure on the heritage from Basantapur to Pachali Bhairav Temple.
- ❖ In collaboration with the United Nations Development Programme (UNDP), and with a commitment to work as a tourism partner in the Global Climate Fund Program "Protecting Livelihoods and Assets at Risk from GLOFs and Climate Change-Induced Flooding in Glacial River Basins of Nepal" aimed at mitigating the impacts of climate change in Himalayan regions through glacier management, the project has been approved.
- ❖ A comprehensive interactive program has been conducted to amplify the gender-friendly status and its impacts in the digital tourism era.



**AN INTERACTION ON
WOMEN IN NEPALESE TOURISM
IN DIGITAL ERA**

MODERATOR

PANELISTS

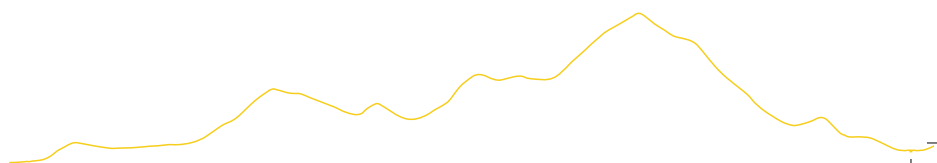
					
Ms. Pragya Ghimire Nepal Tourism Board	Ms. Bhawani Rana Chairperson, Nepal-India Joint Business Forum Senior Member - Investment Board of Nepal Member - Industry & Commerce Promotional Dialogue Council Former President - FMCCI	Ms. Meena Baral Lama General Manager, Go Bunge Nepal	Dr. Preeti Bhatta Co-Founder, Angels Medical Solutions Co-Founder, Director Encode Genetics and Diagnostic Lab	Ms. Chokri Shorpa Mountaineer Trekking Guide	Ms. Natasha Kapli Lead Private Sector Specialist, World Bank, South Asia Region

APRIL 19, 2025 | KATHMANDU




Travel and Tourism Research Association (TTRA) Asia Pacific Annual Conference 2025

The Travel and Tourism Research Association (TTRA) Asia Pacific Annual Conference 2025 was successfully held in Kathmandu, Nepal, bringing together distinguished scholars, tourism professionals, policymakers, and industry practitioners from across the region. The conference theme, “Regenerative Travel and Tourism Research in the Asia Pacific,” guided discussions on regenerative tourism as a transformative model for sustainable development. Kathmandu University School of Management (KUSOM) for successfully hosting this important event. Nepal Tourism Board (NTB) joined hands with KUSOM and TTRA Asia Pacific with our shared commitment to regenerative transformation in the travel and tourism sector in Nepal.



Kathmandu Heritage Summit 2025

Nepal Tourism Board and Shahid Ganga Lal Foundation Nepal organized a program called Kathmandu Heritage Summit 2025 on 01/03/2025. The main aim of this program was to create a dynamic platform to discuss on the major pressing issues, present ground-breaking research, and strategize actionable policies. With academic paper presentations and panel discussions, this summit aimed to address the challenges and opportunities in preserving Nepal's rich cultural legacy. The summit focused on the theme of "Cultivating Heritage: Empowering the Future" emphasizing academic and professional insights into Nepal's tangible and intangible culture.



Formation of Tourism Promotion Strategic Plan of Nepal in United Arab Emirates (UAE)

Research Planning and Monitoring Department took initiation during Arabian Travel Mart (ATM) April 28 to May 1, 2025 to draft a plan titled **Tourism Promotion Strategic Plan of Nepal in the United Arab Emirates (UAE)**. This plan was drafted to suggest guidelines at promoting Nepalese tourism in the region, especially UAE. In reference to the questionnaire filled during the ATM program, interaction with different stakeholders in UAE and meeting with Embassy of Nepal officials at Abu Dhabi- this program was carried forward. This plan presented a targeted roadmap to position Nepal as a premier destination for UAE travelers, capitalizing on the Emirates' high-spending outbound tourism market.



Close Door Session for Finalization of Tourism Policy 2082

A closed-door session was held to finalize the Tourism Policy 2082, jointly organized by the Nepal Tourism Board and the Ministry of Culture, Tourism and Civil Aviation. Senior officials, along with leading tourism experts, engaged in an in-depth review of the draft policy. The team meticulously examined each component, discussed key priorities, and incorporated necessary refinements. After thorough deliberation, the draft of the Tourism Policy 2082 was formally finalized. This collaborative effort marked an important step toward shaping Nepal's future tourism landscape.



Rural Tourism Profile Development and Publication

Nepal Tourism Board (NTB) developed and published a comprehensive Village Tourism Profile, comprising the villages declared the model homestays at the World Tourism Day (September 27)- on the previous years. This document aimed to achieve and showcase various models of homestay tourism villages across Nepal, highlighting their cultural, tourism products and environmental aspects to promote sustainable tourism development. This project was done in coordination with village tourism promotion Forum-Nepal. This profile could be a milestone at converting separate products into products packages through interlinkages of products and destinations. The primary objective of this project was to document, design and publish a profile book on tourism villages announced on the occasion of World Tourism Day. The published book was launched on 27 September, 2025 in the presence of different stakeholders along with the secretary of Ministry of Culture, Tourism and Civil Aviation.



Tourism Budget: Priorities, Implementation and Achievements

Nepal Tourism Board partnered with Development Media Promotion Pvt. Ltd. (Arthatantra.com) for the program titled Tourism Budget: Priorities, Implementation and Achievements on July 5th, 2025 in Kathmandu. The primary focus for this program was to compile insights and suggests recommendations from experts of tourism sectors and participants of the tourism budget in the process of budget formulation at Federal & Provinces level of FY 2082/83 and further analyze priorities of implementation and achievements of Nepal's Tourism Budget incorporating with Nepal Tourism Board's budget.



Development of Monitoring and Evaluation (M&E) Indicators

The development of Monitoring and Evaluation (M&E) indicators for the Board's core programs, tourism promotion initiatives, and operational activities has been initiated as part of strengthening institutional performance management. These indicators are intended to improve decision-making, strengthen accountability, and provide evidence-based evaluation of program effectiveness and resource utilization



NTB's programs and activities have been regularly reported to the Ministry through structured progress reports and performance updates, including detailed information on Ministerial-Level Development Action Committee (MDAC) deliverables and key milestone achievements.

Preparatory Work for the Development of National Level Homestay Standards

Nepal Tourism Board (NTB) is actively engaged in shaping the unorganized tourism sector into the organized one. It has been further clarified by many of its activities. One of them is NTB's engagement to standardise the homestay industry through ensuring quality, consistency, and sustainability within the local homestay sector. The National Level Homestay Standards, which is under preparation, will serve as a formal benchmark for licensing, quality assurance, and capacity development within the homestay sector, ultimately improving visitor satisfaction and supporting community-based tourism growth. It will emphasize the participatory economic model of development and further will foster the social engagement and social empowerment and will increase the prospect of job opportunities enlarging the scope of per capita income from tourism sector that will positively affect the overall development of the country.





homestay forum 3



Homestay thori forum 2



thori homestay forum

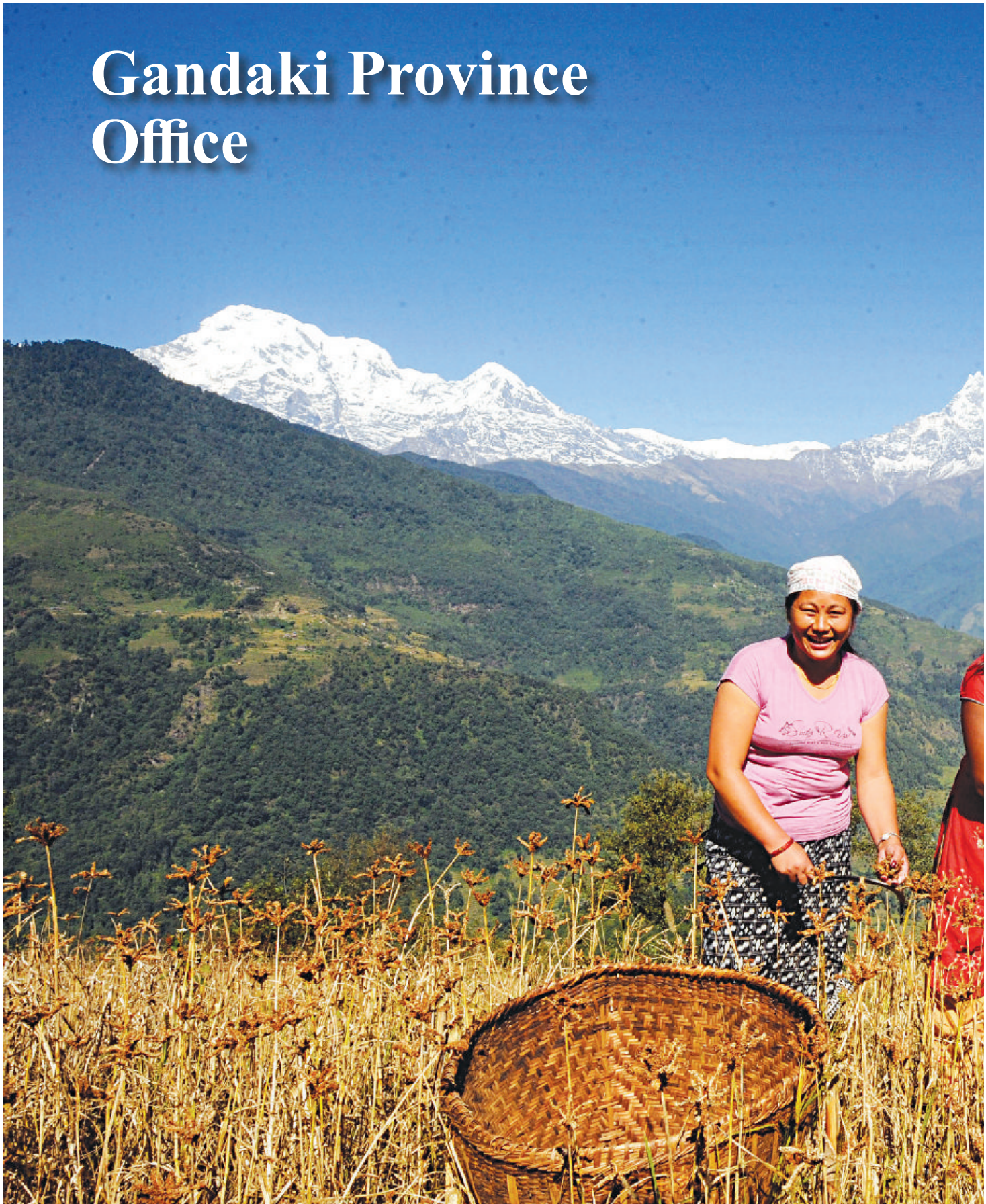




Tilicho lake - Tashi R. Ghale



Gandaki Province Office





Locals of Dhampus harvesting millet, Kaski – CS Karki



Nepal Tourism Board (NTB) Gandaki Province :

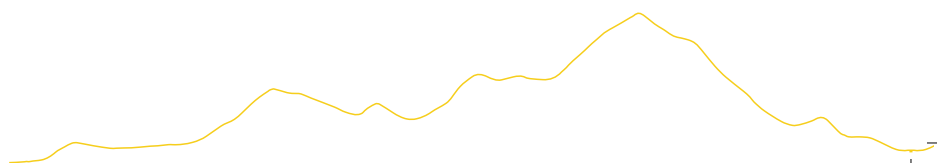
Nepal Tourism Board (NTB) Gandaki Province has been playing a crucial role in promoting tourism by promoting Gandaki Province in national and international markets and working as a key partner of the private sector in tourism development. It provides policy feedback and recommendations to the government based on industry needs, facilitates private sector engagement, and supports capacity building of tourism entrepreneurs and professionals. NTB Gandaki also contributes to tourism infrastructure development, destination development, and sustainable tourism practices to enhance visitor experiences and ensure long-term growth.

Key Partners :

- Local governments (Metropolitan City, Municipality, Rural Municipality)
- Tourism-related associations,
- NGOs / Foundations
- Provincial Government
- Private Sectors
- Embassies / Consulates office
- Other Sectorial Line Agencies

Major Programs:

- Pokhara–Chengdu Flight Promotion and Sales Mission in Chengdu and Chongqing: NTB Gandaki Province organized the Pokhara–Chengdu Flight Promotion and Sales Mission in Chengdu and Chongqing, marking a major milestone for Pokhara tourism. The program highlighted Pokhara’s potential as an international destination, promoted the chartered flight, and showcased the strength and readiness of the private tourism sector. The mission saw active participation from the Mayor of Pokhara and key industry stakeholders, and was conducted in collaboration with Pokhara Tourism Council (PTC) and the Nepali Consulate Office in Chengdu, aiming to boost tourism arrivals, strengthen international connectivity, and position Pokhara as a premier tourism hub. (Budget Head : 5.1.10)
- Village Tourism Mart: Successfully organized a milestone event showcasing rural tourism potential.
- 75th Annapurna Day: Conducted in collaboration with the Embassy of France in Nepal and Annapurna Rural Municipality, Myagdi.
- “Visit Year” Initiatives: Partnered with local governments to promote tourism through various themed events.
- First Balloon Festival: Organized in partnership with Pokhara Tourism Council (PTC), marking a new attraction in the province.
- Sports Partnerships: Supported local-level events, including international tournaments in marathon, tennis and football held annually in Pokhara.



Conducted activities and support details:

4.1. Promotional Activities

S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
1	Pokhara Street Festival	The 26th Pokhara Street Festival , organized by Restaurant & Bar Association Nepal (REBAN) Pokhara for the English New Year, was supported by NTB Gandaki Province . The festival showcased cultural performances, food stalls, sports, and local crafts, promoting Pokhara as a vibrant tourism destination and boosting local tourism and the economy.	5.1.1.	081.082	REBAN, Pokhara
2	Nepali Local Food Festival	The Second Indigenous Food Festival 2081 at Gorkha Bazaar, on the eve of Nepali New Year 2082, was successfully organized in partnership with the Hotel Association Gorkha and supported by NTB Gandaki Province .	5.1.2.	081.082	Hotel Association Gorkha
3	Nepali New Year Festival	The 20th Fewa Nepali New Year Festival in Pokhara was organized by Paschimanchal Hotel Association Pokhara (Hotel Association Pokhara) and supported and promoted by NTB Gandaki Province . The festival featured cultural performances, local cuisines, live music, and recreational activities around Fewa Lake, enhancing Pokhara's appeal as a New Year destination and boosting tourism and local economic engagement.	5.1.3.	081.082	HAN Pokhara
4	Jau Hai Pokhara	NTB Gandaki Province supported the organize the Jau Hai Pokhara through Paschimanchal Hotel Association Pokhara (Hotel Association Pokhara), this Promotional Campaign, primarily focused as a B2B tourism event.	5.1.6.	081.082	HAN Pokhara
5	Holi Mahotsav	NTB Gandaki Province supported to organize the Holi Mahotsav , to Restaurant & Bar Association Nepal (REBAN) Pokhara , successfully engaged primarily foreign tourists. The event promoted Pokhara as a vibrant cultural destination and enhanced international tourist participation and local economic activity.	5.1.7	081.082	REBAN Pokhara



S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
6	Bhaitika Mahotsav	The Bhaitika Mahotsav was successfully organized by Paschimanchal Hotel Association Pokhara (Hotel Association Pokhara) with support from NTB Gandaki Province. The event primarily targeted foreign tourists, who came to Pokhara to celebrate Bhaitika during the Deepawali festival. NTB's support facilitated event management, promotion, and coordination, helping showcase Pokhara's cultural heritage, enhance international tourist participation, and promote local economic and cultural activities.	5.1.7	081.082	HAN Pokhara
7	Photo and TikTok Competition	NTB Gandaki Province supported the Photo and TikTok Competition organized by Dharche Manasu Paryatan Bikas Samiti, Gorkha. The program aimed to promote local tourism, showcase the region's scenic beauty, and engage the community through creative media.	5.1.8	081.082	Dharche Manasu Paryatan Bikas Samiti,
8	Food Festival 2081	NTB Gandaki Province supported the Food Festival 2081 organized by Nepal Tourism and Hotel Management College (NTHMC), Pokhara . The program aimed to promote local cuisine, highlight traditional and contemporary food culture, and engage students and the community through culinary creativity and cultural exchange.	5.1.8	081.082	NTHMC
9	8th Godawari Flower Exhibition	NTB Gandaki Province supported the 8th Godawari Flower Exhibition organized by the Floriculture Association. The program aimed to promote floriculture, showcase a wide variety of flowers and ornamental plants, and engage the community by highlighting the importance of horticulture and sustainable green practices.	5.1.8	081.082	Floriculture Association
10	Fewa-Lake Cleaning Campaign	The Fewa-Lake Cleaning Campaign, supported by NTB Gandaki Province and organized by Trekking Agencies' Association of Nepal (TAAN) Gandaki, was conducted to promote environmental conservation and sustainable tourism, with active participation from the tourism community.	5.1.8	081.082	TAAN
11	Interaction Program in Mardi Himal	The interaction program in Mardi Himal, supported by NTB Gandaki Province and organized by TAAN Gandaki, was conducted to promote tourism in the Mardi Himal region. The program also addressed the challenges and issues faced in developing and managing this trekking destination.	5.1.8	081.082	TAAN

S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
12	The Smart Village Gold Cup	The Smart Village Gold Cup, organized by the Ghalegaun Tourism Management Committee and supported by NTB Gandaki Province, was held to celebrate the Nepali New Year in Ghalegaun. The event promoted sports tourism, attracted visitors, and contributed to destination promotion and local tourism development.	5.1.8	081.082	Ghale Gaun Tourism Management Committee
13	Promotional Video Making	NTB Gandaki Province supported a video-making project in partnership with DULUWA, producing a promotional video showcasing the beauty and attractions of Pokhara. The initiative aimed to enhance tourism visibility and attract more visitors to the region	5.1.8	081.082	Duluwa
14	Tourism Forum Dialogue Interaction Program	NTB Gandaki Province supported the Nepal Patrakar Mahasangh (Kaski Chapter) in conducting a tourism forum dialogue focused on Gandaki Province. The program aimed to discuss tourism development, share insights, and promote collaboration among stakeholders in the region.	5.1.8	081.082	Nepal Patrakar Mahasangh (Kaski Chapter)
15	Deaf Blind International Asia Conference 2025	NTB Gandaki Province supported the organization of the DeafBlind International Asia Conference 2025, helping to promote accessible and disability-friendly tourism, highlighting inclusivity, and encouraging tourism opportunities for differently-abled travelers.	5.1.8	081.082	Deaf Blind Association Nepal
16	Promotion of Gurung Heritage Trail	Gurung Tourism Entrepreneurs' Association, Nepal (GTEAN) Gandaki recently organized a familiarization (FAM) trip to promote the newly established Gurung Heritage Trail (GHT). This promotional event was supported by the Nepal Tourism Board (NTB) Gandaki Province and local authorities, a team embarked on the journey, which showcased the trail's diverse natural beauty, including scenic rivers, lakes, traditional huts, and stunning mountain vistas.	5.3.7	081.082	Gurung Tourism



S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
17	Celebration of 75th Annapurna Tourism Day	Tourism activities marking the 75th anniversary of the first ascent of Annapurna I were successfully organized with support from NTB Gandaki Province, in collaboration with TAAN Gandaki, Nepal Mountaineering Association (NMA), Annapurna Conservation Area Project (ACAP), Annapurna Rural Municipality (Myagdi), and the French Embassy, Nepal. The celebration included a trek to the North Annapurna Base Camp with participation from Mathias Emmanuel Maximilian Herzog, tourism stakeholders, and local representatives, and the main program at Narchyang was graced by Hon. Prime Minister KP Sharma Oli, promoting trekking, tourism, and cultural heritage in the Annapurna region.	5.3.36	081.082	TAAN / NMA/ACAP/ Annapurna Rural Municipality (Myagdi)
18	Manaslu Day Celebration	The 69th anniversary of the first ascent of Mount Manaslu was successfully completed through a tourism promotion program organized by TAAN Gandaki and supported by NTB Gandaki Province, in coordination with Gorkha Municipality . The program promoted Manaslu tourism, homestay-based tourism in Paslanggaun , and trekking routes, with the participation of tourism entrepreneurs and stakeholders from Pokhara , strengthening domestic and international tourism promotion in the Manaslu–Gorkha region.	5.3.37	081.082	TAAN-Gandaki / Tourism Organization of Pokhara/ Gorkha Municipality
19	Dhaulagiri Day Celebration	Dhaulagiri Day was successfully celebrated on the 65th anniversary of the first ascent of Mt. Dhaulagiri, organized by NTB Gandaki Province in collaboration with TAAN Gandaki and the Ministry of Industry, Tourism, Forest, and Environment, Gandaki Province . The program in Pokhara included an interaction on <i>“Dhaulagiri Trekking: Problems, Challenges, and Solutions,”</i> highlighting the region’s tourism potential, sustainable development needs, and coordinated promotion, while also felicitating renowned mountaineers and strengthening efforts to promote Himalayan tourism.	5.3.38	081.082	TAAN Gandaki / Industry, Tourism, Forest, and Environment, Gandaki Province / Tourism Industry
20	World Tourism Day Celebration	World Tourism Day was grandly celebrated in Pokhara with the event organized by the Pokhara Tourism Council (PTC) and supported and promoted by NTB Gandaki Province. The celebration brought together the entire tourism fraternity, highlighting unity, collaboration, and the collective commitment to promoting tourism in the region.	5.3.40	081.082	PTC



S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
21	Annapurna Marathon	NTB Gandaki Province supported the organization of the Annapurna Marathon in collaboration with Annapurna Rural Municipality, Kaski, helping to promote sports tourism in the region.	5.3.44	081.082	Annapurna Rural Municipality
22	Pokhara Marathon	NTB Gandaki Province supported the organization of the Pokhara Marathon in collaboration with the event organizers, helping to promote sports tourism and showcase Pokhara as a prime destination for athletic events.	5.3.44	081.082	Organizer
23	The International Hot Air Balloon Festival	The International Hot Air Balloon Festival was successfully held in Pokhara with support from NTB Gandaki Province through the Pokhara Tourism Council (PTC) , showcasing international balloon flights, cultural programs, and scenic mountain views, and contributing to tourism promotion and destination branding of Pokhara.	5.3.51	081.082	PTC
24	Boat Race Competition at Phewa Lake	The Boat Race Competition at Phewa Lake was successfully organized with support from NTB Gandaki Province and managed by the Phewa Boat Entrepreneurs' Organization , promoting the lake's beauty, raising awareness on environmental and safety issues, and boosting tourism and local engagement.	5.3.43	081.082	Phewa Boat
25	Nepal Literature Festival	Nepal Literature Festival, supported by NTB Gandaki Province and organized by the Book Worm Foundation, was held in Pokhara, featuring literary and public figures in sessions on literature, politics, economy, and cinema. Significant renowned personalities participated, and the event was inaugurated by a government minister, promoting literature, discussion, and cultural tourism.	5.3.44	081.082	Book Worm Foundation
26	Training on Bird Watching	NTB Gandaki Province supported the Bird Watching Training organized by Pokhara Bird Society (PBS) in Nawalpur. The program aimed to promote bird conservation, enhance knowledge and skills in bird identification, and encourage community participation in eco-tourism and biodiversity preservation.	5.3.60	081.082	PBS
27	Capacity-building training for women entrepreneurs	A capacity-building training was supported for the women entrepreneurship groups Women Tourism Entrepreneurs Forum (WoTEF) and Tourism Entrepreneurs Women Association of Nepal (TEWAN) to enhance their skills and promote business increment.	5.3.66	081.082	(WoTEF) (TEWAN)



S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
28	Chinese language training	NTB Gandaki Province supported the organization of Chinese language training in collaboration with (Nepal Association of Travel and Tourism Agents) NATTA Gandaki and the Chinese Embassy. The program aimed to enhance proficiency in the Chinese language, promote cultural exchange, and strengthen the skills of professionals in the tourism and hospitality sector.	5.3.71	081.082	NATTA & Chinese Embassy
29	Homestay Mart	The Village Tourism Mart, organized by NTB Gandaki Province, Homestay Federation of Nepal (HOFEN), Pokhara Tourism Council (PTC), and Village Tourism Promotion Forum Nepal (VITOF) - Gandaki with the support of the Ministry of Industry and Tourism, Gandaki Province, was successfully conducted in Pokhara with the participation of 29 homestays from Gandaki Province and tourism representatives from Koshi Province and Bandipur. The event, supported to the promotion of village tourism, strengthened connections between rural homestays and urban visitors, and contributed to boosting local tourism and homestay profitability.	5.3.73	081.082	PTC & HOFEN & VITOF
30	Homestay Training	NTB Gandaki Province supported the organization of homestay training in Nawalpur District in coordination with the local government. The program aimed to enhance skills in homestay management, improve service quality, and promote community-based tourism by empowering local hosts and engaging the community in sustainable tourism development.	5.3.74	081.082	Kawasoti Municipality
31	Skill Enrichment Program for Handicraft Business	NTB Gandaki Province supported the organization of a skill development and capacity-building program through EGA (Embroidery Garment Association) Pokhara. The program focused on embroidery and garment skills, helping to connect tourism products with the market and address existing gaps in product quality and marketing, thereby promoting local entrepreneurship and economic development.	5.3.77	081.082	EGA
32	Tourist Police Support Program	NTB Gandaki Province maintained the Tourist Police buildings, garden, and necessary daily operations of the Tourist Police Office, Gandaki, Pokhara, which helped to improve tourism services.	5.3.79	081.082	Tourist Police



S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
33	Bhai Tika Mahotsav	NTB Gandaki Province supported the 18th Bhai Tika Mahotsav organized by the Paschimanchal Hotel Association Pokhara (Hotel Association Pokhara) , where foreign visitors participated in celebrating Tihar. The event helped connect Nepal's traditional festivals with tourism, promoting cultural exchange and festive tourism experiences.	5.1.3.	082.083	HAN Pokhara
34	Dain Mahotsav	NTB Gandaki Province supported the Pokhara Tourism Council (PTC) in organizing the "Dain Mahotsav," which helped promote tourism, preserve local culture, showcase the region's heritage, and connect agriculture with tourism potential by highlighting local products and traditions.	5.1.7	082.083	PTC
35	Teej Cultural Festival	NTB Gandaki Province supported TEWAN (Tourism Empowerment Women Association Nepal) in organizing the Third Teej Cultural Festival. The event helped connect tourists with the Teej festival while promoting Nepali culture, women's empowerment, and cultural tourism.	5.1.10	082.083	TEWAN
36	Bandipur in Kathmandu	NTB Gandaki Province supported the promotion program "Bandipur in Kathmandu 2025," organized to launch Visit Bandipur Year 2025 in Kathmandu. The event highlighted Bandipur's cultural revival, tourism potential, and community-based initiatives, bringing together tourism stakeholders, industry representatives, and dignitaries. The program helped strengthen destination promotion, encourage hill tourism, and position Bandipur as a key cultural and heritage tourism destination of Gandaki Province.	5.1.15	082.083	Bandipur Visit Year Secretariat
37	Jaun Hai Begnas Program	NTB Gandaki Province supported the Hotel and Restaurant Association, Lekhnath, Kaski, in organizing the "Jaun Hai Begnas" promotional program. The campaign was successfully conducted in western Nepal, helping promote Begnas as a tourism destination and strengthen local tourism and hospitality businesses.	5.1.20	082.083	Hotel and Restaurant Association, Lekhnath
38	World Tourism Day Celebration	World Tourism Day was grandly celebrated in Pokhara with the event organized by the Pokhara Tourism Council (PTC) and supported and promoted by NTB Gandaki Province. The celebration brought together the entire tourism fraternity, highlighting unity, collaboration, and the collective commitment to promoting tourism in the region.	5.1.26	082.083	PTC and All Stakeholder Pokhara



S. N.	Completed Program	Major Conducted Activities	Budget Code No.	Fiscal Year	Partnership / Supported To
39	Second Mountain Marathon	NTB Gandaki Province supported the Second Pumdi-Bhumdi (Pokhara) Mountain Marathon/ Cross Country, organized by the Pokhara Promotion Center. The event promoted sports tourism in Pokhara, attracting participants and visitors while showcasing the region's natural beauty and adventure tourism potential.	5.1.36	082.083	Pokhara Promotion Center
40	Training on Wilderness First Aid, Map Reading, and Hill Navigation	NTB Gandaki Province supported the Nepal Mountaineering Association (NMA) Gandaki Chapter in organizing training on Wilderness First Aid, Map Reading, and Hill Navigation. The program helped enhance the knowledge and skills of trekking and mountain guides, contributing to safer and more professional adventure tourism in the region.	5.3.37	082.083	NMA
41	Orientation Programs on Tourist Vehicle	NTB Gandaki Province supported the organization of two orientation programs in Pokhara and Baglung for the Nepal Tourist Vehicle Association (NTVA), with participation of drivers and vehicle owners. The programs helped fill knowledge gaps on traffic rules, operational challenges, and best practices, contributing to safer and more professional tourist transportation services.	5.3.41	082.083	NTVA
42	Interprovincial Promotional Program	NTB Gandaki Province supported the Interprovincial Promotional Program organized by NATTA (Nepal Association of Tour and Travel Agents) Pokhara Chapter, conducted in Nepalgunj and Bhairahawa. The program involved local tourism entrepreneurs, media, and tour operators from India, helping promote Gandaki Province tourism and strengthen interprovincial and cross-border tourism collaboration.	5.4.1	082.083	NATTA
43	Grow Your Business Faster with AI Orientation Program	NTB Gandaki Province supported a training program titled " <i>Grow Your Business Faster with AI</i> ", targeted at tourism-related organizations in Pokhara. The program was conducted in collaboration with the Pokhara Tourism Council (PTC) & Ministry of Tourism, Gandaki Province, and aimed to enhance digital skills, business growth, and innovation within the local tourism sector.	5.4.1	082.083	PTC & Gandki Province Tourism Ministry



Infrastructure Project Details (Partnership with Local Governments)

S. N.	Name of Program	Name of Local Government	District	Amount	Budget Code
1	Ghandruk Deurali Mulde Padmarg – Construction of Trail	Annapurna Rural Municipality	Kaski	18000000	5.3.2
2	Royal Trek – Construction	Rupa Rural Municipality	Kaski	1000000	5.3.5
3	Ghattekholā to Sarjeko Pandhero via Dhikurpokhari – Trail Construction	Annapurna Rural Municipality	Kaski	2000000	5.3.8
4	Dhikurpokhari – Conservation and Development	Annapurna Rural Municipality	Kaski	2500000	5.3.9
5	Ghandruk Chakriya Padmarg – Construction of Trail	Annapurna Rural Municipality	Kaski	1500000	5.3.15
6	Paragliding – Infrastructure Development	Pokhara Metropolitan City	Kaski	2000000	5.3.19
7	Welghari Bharatte Hiking Trail – Upgradation	Dordi Rural Municipality	Kaski	1000000	5.3.21
8	Chandithan–Sundarpak–Mhanju Bhanjyang – Trail Construction	Andhikola Rural Municipality	Syanjya	500000	5.3.25
9	Tourist Refresh Center – Construction	Galyang Municipality	Syanjya	500000	5.3.26
10	Parvati Gufa – Beautification	Kusma Municipality	Parbat	500000	5.3.27
11	Rudreshwar Mandir – Beautification	Kusma Municipality	Parbat	500000	5.3.28
12	Manipal to Kaunda Padmarg – Upgradation	Pokhara Metropolitan City	Kaski	4000000	5.3.29
13	Kali Dobhan to Bhairabsthan Mandir – Tourist Trail Development	Baglung Municipality	Baglung	1000000	5.3.32
14	Salleri Modiveni Padmarg – Trail Development	Baglung Municipality	Baglung	1000000	5.3.33
15	Panchayan Mandir – Tourist Area Infrastructure Development	Baglung Municipality	Baglung	300000	5.3.34
16	Dhaulagiri ICEFall – Promotion and Development	Raghuganga Rural Municipality	Myagdi	1000000	5.3.38



Other Activities:

Coordination and Cooperation – NTB Gandaki Province actively coordinates and collaborates with tourism associations, NGOs, the provincial government, and local governments. These partnerships help streamline tourism initiatives, share resources and expertise, and strengthen joint efforts to promote tourism in this region.

Guardianship Role – NTB Gandaki Province serves as a promotional body for tourism activities in the region. Although there is no dedicated funding for this role, the Board actively provides guidance, oversight, and support to various stakeholders to ensure effective promotion of tourism in this region.

Regular Office Administration Work – Day-to-day management, coordination, and operational tasks that ensure the smooth functioning of the NTB Gandaki Province office. This includes internal management, reporting, and routine administrative duties that support all tourism-related initiatives.

Routine Purchase and Maintenance – This covers essential procurement and maintenance expenses, such as vehicles, office equipment, and other operational resources, which are critical for supporting the Board's ongoing activities.

Other Unlisted Activities – Due to space limitations, many initiatives and activities undertaken by NTB Gandaki Province could not be detailed in this report. These include miscellaneous programs, minor projects, and support activities that collectively contribute to the overall growth and promotion of tourism in the province.

Problems :

- Limited human resource but huge activities in NTB Gandaki Office.
- Duplication of projects among the provincial government, NTB, and local governments.
- Limited coordination between stakeholders.
- Promotional budgets concentrated in Pokhara area only,
- Budget allocation prioritizes infrastructure over promotional activities.
- International marketing activities are underfunded or insufficiently implemented.
- Limited capacity of stakeholders in documentation and reporting, leading to gaps in compliance with procurement bylaws of NTB.
- NTB Gandaki office largely depends on external funding from tourism-related associations and NGOs, with limited self-initiated programs, resulting in a reactive rather than proactive approach to tourism promotion.
- Stakeholders often prioritize promotional tours or exposure visits over implementing effective programmatic & promotional events.

Recommendation:

- Align policy and vision: Bridge local governments with national tourism strategy and develop a master plan focusing on sustainable, destination-based tourism.
- Strengthen capacity: Provide training for local tourism entrepreneurs and establish a tourism resource center for guidance and advisory support.
- Promote digital transformation: Lead digital marketing initiatives and develop a centralized platform for events, destinations, and services.
- Improve accountability and governance: Align staffing with budget responsibilities, hire technical experts, and implement transparent financial monitoring.
- Focus on destination promotion and branding: Prioritize destination-based campaigns and partner with international stakeholders to brand Gandaki beyond Pokhara.
- Enhance stakeholder engagement: Act as a neutral regulator, reduce monopolistic practices, and facilitate inclusive forums for diverse tourism players.
- Encourage research and innovation: Conduct market research and pilot projects like smart tourism villages, digital visitor passes, and eco-certification programs.

Showcasing Nepal Tourism Board Gandaki Province: Photo Highlights



Promotional tour with tourism entrepreneurs in North Annapurna.



Ice Axe unveiling at North Annapurna Basecamp by the son of Maurice Herzog.



NTB Gandaki hands over T-shirt to French Ambassador at Annapurna Day.



Commemorative program on the successful Chengdu-Pokhara charter flight.



Students at the closing ceremony of the Chinese Language Training



Nepali delegates at Pokhara International Airport after the China Sales Mission (Chengdu & Chongqing)





Press conference on the boat before Fewa Lake boat competition.



NTB CEO and staff after the successful completion of the Homestay Mart.



Participants of Digital Marketing & Tourist Service Enhancement Training.



Celebrating Manaslu Day in Gorkha



Prize distribution during Pokhara Mud Festival.



Capacity-building training for hotel staff.



Celebrating Dhaulagiri Day





Interaction program with Pokhara and Bandipur tourism entrepreneurs.



"Jau Hain Pokhara" tourism promotional program.



Hot air balloon preparing for flight at the Pokhara Balloon Festival.



Embroidery Garment Association (EGA) members preparing for the interaction program before departure at the NTB Gandaki Office.



Teej Festival Mayako Chino distribution event.



T-shirt handover for organizing the "Jau Hain Begnas" promotional campaign.



Opening ceremony of the Fewa New Year Festival.





Birdwatching Training certificate handover.



Before departure of promotional campaign at NTB Gandaki Province office.



Certificate distribution during the Barista Training.



Participants of the Barista Training program.



Gurung Tourism Entrepreneurs Network (GTEN) Pokhara members during the trek.



NEPAL TOURISM BOARD, GANDAKI PROVINCE – CURRENT WORKING TEAM



Mr. Sagar Shrestha
Senior Officer (Finance)



Mani Raj Lamichhane
Office Chief / Senior Director



Mr. Yub Raj Gurung
Senior Officer (Program & Admin)



Mrs. Sapana Acharya
Office Assistant



Mr. Padam Raj Subedi
Driver



Mr. Tanka Bahadur Bista
Security Guard



Mr. Santosh Bagale Paudel
Security Guard



Mrs. Sunita Devi Lamichhane
(Kitchen Staff)

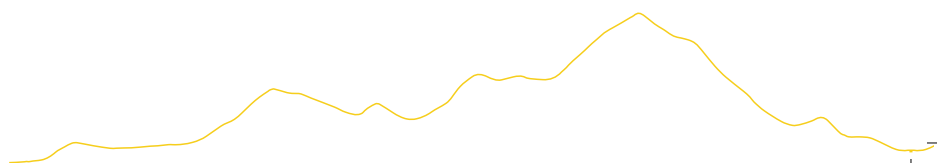
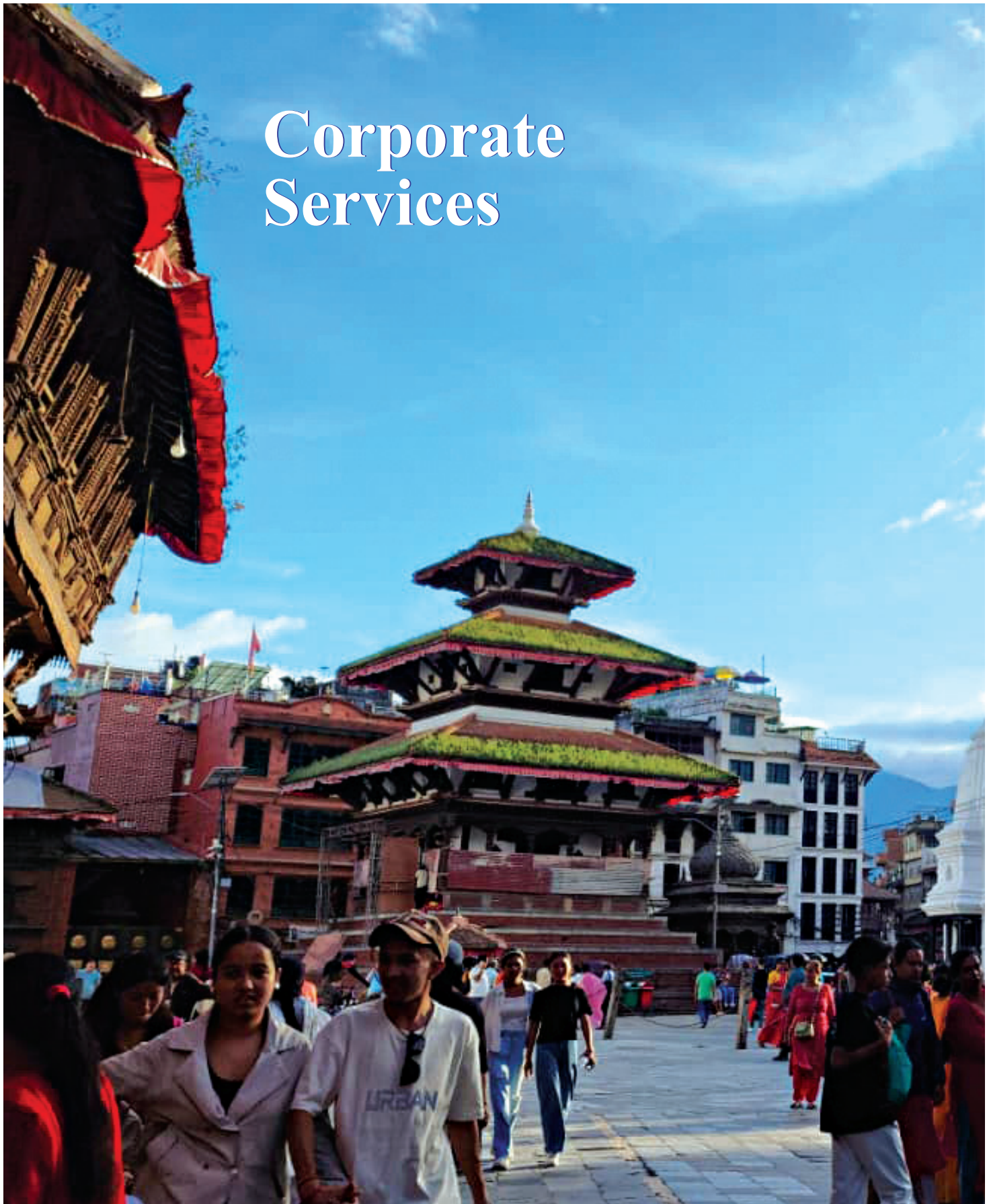


Mr. Raghunandan Chaudhary
Office Helper



Mrs. Sunita Devi Lamichhane
(Kitchen Staff)







Kathmandu Durbar Square - Shiv Raj Pandeya



Corporate Services and Administration Department

Highlights

1. Employee Capacity Building

S.N.	Activities	Outputs / Outcomes
1	Participation of NTB Official from the Procurement Unit in the Procurement of Consulting Services training	Enhanced exposure and strengthened capacity in procurement procedures and best practices
2	Two NTB officials participated in the Procurement Principles and Practices training	Improved understanding of procurement rules, compliance requirements, and effective procurement management
3	Training on Store Operation Excellence for the officer working in the Store Section	Improved inventory handling, record-keeping, and operational efficiency in store management
4	Officer from the Capacity Building and Investment Promotion Unit participated in NASC's Training of Trainers (ToT)	Enhanced facilitation skills enabling internal training and knowledge-sharing
5	Participation in the CEO's Mindset training organized by GLA (Five NTB officials)	Strengthened leadership mindset, strategic thinking, and decision-making capabilities
6	One official participated in NASC's Negotiation Skills Training	Improved negotiation techniques for procurement, stakeholder engagement, and coordination
7	Three NTB officials participated in the 9th Sales Summit	Exposure to contemporary sales strategies and tourism product promotion insights
8	Training on Mastering PowerPoint Presentation provided to six NTB officials	Improved presentation skills for reports, briefings, and promotional programs
9	Participation of three NTB officials in the Symposium on An Aspiring Nepal: Benefitting from Economic Reform	Enhanced understanding of Nepal's economic reform agenda and its implications for tourism
10	Session on Health and Well-being for Female Staff (facilitated by Birat Healthcare)	Promoted workplace wellness, stress management, and health awareness
11	One NTB female officer participated in the Leadership Excellence Program for Women Managers	Strengthened leadership, communication, and managerial competencies for women leaders
12	Two officials participated in the International Seminar on Earthquake Disaster Monitoring and Response (PRC)	Improved knowledge on disaster preparedness, risk reduction, and response relevant to tourism
13	Five NTB officials participated in the PATA Destination Marketing Forum 2025, Chiang Rai, Thailand	Exposure to global destination marketing strategies and enhanced international networking

14	One official participated in the IUCN World Conservation Congress, Abu Dhabi, UAE	Strengthened understanding of conservation practices supporting sustainable tourism
15	HR Officer participated in workshop on overcoming SSF operational challenges organized by FOSIN	Improved knowledge on SSF compliance, operational issues, and employee welfare mechanisms
16	Dashain and Deepawali celebrations and gift distribution during Teej and Tihar at NTB Office	Promoted cultural values and strengthened team harmony
17	Celebration of Dahi Chiura Diwas / Ropai Jatra and Khir Khane Diwas	Preserved traditional Nepali culture and increased staff engagement
18	Operation of TIMS Desk and Revenue Desk during holidays, including Dashain and Tihar	Ensured uninterrupted TIMS service delivery and timely resolution of revenue-related matters
19	Internship opportunities provided to students of management, travel, and tourism studies	Provided hands-on exposure and contributed to capacity development of future public sector/ tourism professionals

2. Administration

S.N.	Activities	Outputs / Outcomes
1	Renovation of drainage system passing through the NTB premises	The recurring waterlogging issue within the office compound during the rainy season has been significantly minimized, resulting in improved accessibility, reduced disruption to office operations, and enhanced safety for staff and visitors.
2	Modernization of water treatment plant via new equipment	Ensured consistent supply of clean, and safe water for all staff and visitors, contributing to improved hygiene standards and overall well-being in the office environment.
3	Upkeep and enhancement of office premises and equipment (including blinds)	Enhanced the office decor and created a more pleasant and professional working ambiance, while also improving light control and contributing to a more comfortable workspace for staff.
4	Upkeep of office premises (furniture and seating arrangements)	Improved workplace ergonomics and comfort by restoring damaged seating, thereby supporting better staff health, reducing physical strain, and maintaining a presentable environment for visitors.



5	Physical verification of fixed assets across all the locations conducted awaiting final detailed report	Actualisation of fixed assets of NTB and initial process for auction of old unusable items
6	Handed over two Yeti sculptors to Local Government offices for promotion	Promotion through art visibility
7	Upgradation of file/network servers	Strengthen IT infrastructure, ensuring the availability of essential digital resources, improving data management, enabling smoother operations and increasing overall efficiency and productivity across departments

3. Procurement (Sealed Quotation and Public Tender)

S.N	Procurement Details	Beneficiary Department
1	Printing and Supply of Promotional Materials (NTB-SQ-081/82-01)	PR & Publicity
2	Procurement of Insurance Services (NTB-SQ-081/82-02)	Corporate Services
3	Procurement of Advertising Agency Service for Notice Publication(NTB-SQ-081/82-03)	Corporate Services
4	Production and Supply of NTB Fabric Bags(NTB-SQ-081/82-04)	PR & Publicity
5	Supply of Nepali Handicraft Souvenir (NTB-SQ-081/82-05)	PR & Publicity
6	Supply of Emergency Rescue Equipment (NTB-SQ-081/82-06)	Tourism Product and Resource Development
7	Supply of Human Resources (Driver-light) (NTB-SQ-081/82-07)	Corporate Services
8	Procurement of Cargo and Courier Service	PR & Publicity

Accounts- related

1. Completion of Final Audit and issue of preliminary audit report from OAG for FY 2080.81 pending until 2080.81 for submission with reply to OAG
2. Tax Audit review and preliminary tax audit report completed until FY 8081. Awaiting final confirmation from the board on OAG audits for filing return.
3. Internal audit for fy 2081.82 completed and report issued along with audit and full review of payables of 2081.82.
4. Final report from OAG until 2074.75 finalised and issued for issue resolution and reporting.

Celebration of NTB's 26th Anniversary



Employee of the Year 2081 (As per NTB Employee Bylaw, 2064)

1. Mr. Yub Raj Gurung, Senior Officer
2. Ms. Kalyani Lamichhane Gautam, Messenger



Felicitation to the Employees Completing 25 Years of Service in NTB

1. Mr. Rohini Prasad Khanal, Senior Manager
2. Mr. Samir Bajracharya, Senior Manager
3. Mr. Narayan Bahadur Panta, Driver



Sports Events organized on the Occasion of 26th Anniversary

Nepal Tourism Board celebrated the 26th anniversary of the Nepal Tourism Board by organizing sports events. NTB employees enthusiastically participated in Table Tennis and Futsal tournaments held from December 27-29, 2024. These events served as a dynamic platform for fostering camaraderie and renewing friendships among the staff. The spirit of sportsmanship prevailed, creating an atmosphere of unity and celebration. The victorious teams not only showcased their athletic prowess but also contributed to the overall sense of achievement and pride within the organization. The sports competitions took place within Nepal Tourism Board commemorating its 26th anniversary, engaging employees from various roles such as permanent, outsourcing, consultants and interns and STLRP project members. These activities notably uplifted the team spirit among the staff. The major sports activities arranged for this occasion were as follows:

1. NTB Futsal Cup- Men & Women

The Tourism NTB Futsal Cup for both men and women consisted of teams comprising employees of NTB was organized at the Futsal grounds within Kathmandu Fun Park, Bhrikutimandap, Kathmandu. To support the competition, players were equipped with the essential accessories. The winners of the Tourism Futsal Cup were as follows:

FUTSAL COMPETITION	
MEN'S FUTSAL (Winner Team)	WOMEN'S FUTSAL (Winner Team)
GOKUL BHANDARI	SAKINA MIYA
SITARAM DAHAL	RAMA DAHAL
PREM BHATTARAI	JANAKI UPADHYAY



UMESH KUMAR KHATRI	ANJANA KHADKA
KHEM RAJ TIMILSENA	SUJINA BHUJEL
HIMAL PARIYAR	RIKHIMAYA RAI
SURENDRA PRAJAPATI DHEKE	

Highest goal scorer & Best player of the tournament- Mr. Umesh Kumar Khatri

2. 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	
MEN	WOMEN
1st Rank- Surendra Prajapati Dheke	1st Rank- Rama Dahal
2nd Rank- Pratik Dhakal	2nd Rank- Sakina Miya
3rd Rank- Sitaram Dahal	3rd Rank- Rikhimaya Rai



Participation in Marathon Race

Mr. Narayan Prasad Basyal, Senior Officer of the Nepal Tourism Board (NTB), finished fourth in the Corporate Run category at the 11th Nepalgunj Marathon held in Nepalgunj with the participation of the Nepal Tourism Board. The event aimed to promote sports tourism, healthy living, and community engagement in the region. The marathon featured multiple race categories and attracted runners from various professional and institutional backgrounds, highlighting Nepalgunj's growing role in Nepal's sports and tourism activities.



TIMS Card Details				
1-Jan-2025 to 30-Nov-2025				
Month	GROUP TREKKERS(GT)			TOTAL
	Non SAARC Nationals	SAARC Nationals	Child	
January	184 Nos	5 Nos	-	189 Nos
February	304 Nos	3 Nos	-	307 Nos
March	693 Nos	6 Nos	-	699 Nos
April	704 Nos	5 Nos	-	709 Nos
May	111 Nos	-	-	111 Nos
June	24 Nos	-	2 Nos	26 Nos
July	6 Nos	-	-	6 Nos
August	16 Nos	-	-	16 Nos
September	181 Nos	1 Nos	-	182 Nos
October	469 Nos	-	-	469 Nos
November	188 Nos	5 Nos	-	193 Nos
Total	2880 Nos	25 Nos	2 Nos	2907 Nos

PATA Destination Marketing Forum (PDMF) 2025

Nepal Tourism Board participated in the PATA Destination Marketing Forum (PDMF) 2025, held from December 1–3, 2025 in Chiang Rai, Thailand. The forum focused on destination marketing, sustainable tourism strategies, and emerging trends shaping the future of travel across the Asia-Pacific region. Nepal Tourism Board was represented by five senior officials, who engaged in expert-led sessions, networking events, and knowledge exchanges with global tourism professionals. The participation provided valuable insights on innovative marketing practices, community-based tourism, and destination reinvention. The learnings and connections gained from PDMF 2025 will support Nepal Tourism Board in strengthening Nepal’s international tourism positioning and sustainable destination development initiatives.



Participation in seminar titled *Earthquake Disaster Monitoring and Response for Central and South Asian Countries*

Nepal Tourism Board (NTB) participated in the seminar titled Earthquake Disaster Monitoring and Response for Central and South Asian Countries, organized by Nanjing University of Information Science and Technology. Two officials from NTB represented the organization in this specialized training program.

The seminar comprehensively covered key aspects of earthquake science, including seismic activity analysis, disaster monitoring technologies, and advanced early warning systems. It also addressed earthquake engineering practices, highlighting how modern design and construction techniques can significantly reduce seismic risks. In addition, participants gained practical exposure through hands-on field visits to major earthquake monitoring and research facilities in China, providing first-hand insight into operational procedures and real-time monitoring mechanisms.

The training further offered an in-depth understanding of China's earthquake history, its socio-economic impacts, and how these experiences have shaped national disaster management policies. Participants were introduced to cutting-edge earthquake monitoring systems and early warning technologies, alongside best practices in disaster preparedness, response coordination, and risk mitigation.

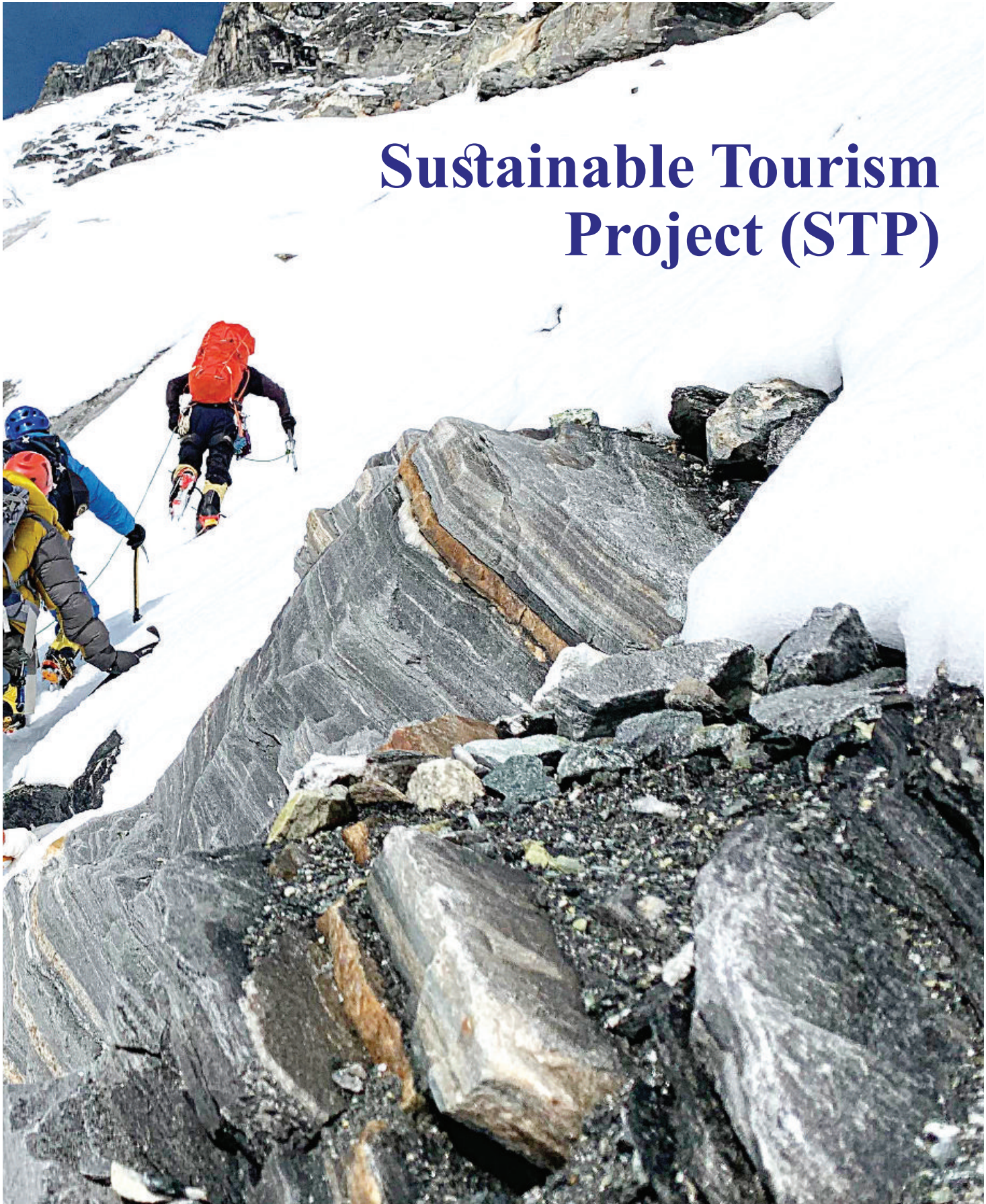
From a tourism perspective, the seminar was particularly valuable in enhancing understanding of crisis management during large-scale and unprecedented disasters such as earthquakes. The knowledge gained is relevant for strengthening tourism resilience, ensuring visitor safety, and improving coordinated response mechanisms during emergencies.

Overall, the training seminar was highly informative and provided a balanced combination of theoretical knowledge, practical technologies, and real-world observations of earthquake disaster monitoring and response systems. It significantly enhanced technical understanding of seismic monitoring frameworks and offered valuable models and strategies that can be adapted and applied to strengthen Nepal's earthquake disaster management and regional preparedness efforts in Central and South Asia.

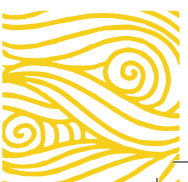




Sustainable Tourism Project (STP)



STP



Sustainable Tourism Project (STP)

Start Date: 1 April 2025 End Date: 31 March 2028

Brief Description

Nepal's tourism sector is recognized globally for its awe-inspiring yet challenging mountains and pristine natural landscapes, which are home to globally significant flora and fauna. The rich cultural and religious heritage of the country further enhances its global appeal. However, the COVID-19 pandemic brought the tourism sector to a complete standstill, leading to widespread job losses—particularly among low-income groups—and deepening their economic vulnerability. As such, the decline in tourist influx adversely affected the broader economy, reducing government revenue and impacting tourism businesses and establishments, workers, and the local communities that rely on tourist spending for both farm and off-farm products and services. The pandemic underscored the critical need to build resilience within the tourism sector to withstand future crises while ensuring sustainable economic opportunities.

After the slowdown of the COVID-19 disaster, the sector is gradually recovering. However, meeting the country's vision to attract 3.5 million tourists annually by 2032, as envisioned by Nepal Tourism Decade 2023-2032, which is three-fold of the current trend appears challenging. Reaching this target will require enhancing tourism facilities along trekking routes and at key destinations, developing a skilled workforce, ensuring seamless connectivity to the major tourist destination, and implementing targeted promotional strategies.

To address these challenges, the Sustainable Tourism Project (STP)- a collaborative initiative between the Nepal Tourism Board (NTB) and the United Nations Development Program (UNDP) Nepal- aims to elevate visitor safety, security, and satisfaction through improved tourism facilities while simultaneously creating income and employment opportunities for local communities. The project intervention is expected to upgrade major trekking trails and enhance a range of tourist services, promote emerging destinations, build local capacities, and digitize tourism services. These measures are expected to foster inclusive, sustainable, and resilient economic development by creating tourism-based employment opportunities for poor, vulnerable, and marginalized groups including women, youth, LGBTIQ people, and persons with disabilities, capacity development of the tourism sector workforce, standardization of tourism services, adoption of digitization, and promotion of Nepal's tourism sector. The STP project envisions an integrated approach that strategically leverages resources from both public and private sectors as parallel funding to achieve the following three strategic priority outputs:

Contributing Outcome

CPD Outcome 1: By 2027, more people, especially women, youth, the most marginalized and poor, increasingly benefit from and contribute to inclusive, resilient, and sustainable socio-economic transformation at federal, provincial, and local levels.

Indicative Output(s) with gender marker1: GEN2

Output 1: Tourism facilities and services in three priority trekking trails are improved to enhance the livelihoods of local communities (GEN2)

Output 2: Women, youth, and marginalized people have enhanced opportunities for employment generation and enterprise development in the Nepalese tourism industry (GEN3)

Output 3: Tourist inflow (both domestic and international) has increased through policy advocacy, digital innovation, strategic branding, targeted marketing, and media outreach (GEN2).

Strategy

The Sustainable Tourism Project (STP) aims to position Nepal as a world-class tourism destination while ensuring sustainable development, economic growth, and social inclusion. The project aligns with Nepal's 16th Plan, national tourism policies, and the Sustainable Development Goals (SDGs). It incorporates lessons learned from the Sustainable Tourism for Livelihood Recovery Project (STLRP) incorporating parallel funding approaches, ensuring government ownership of tourism destinations, collaboration with public and private stakeholders, and use of digital platforms like e-learning. By focusing on infrastructure improvements, digitalization, policy reforms, and sustainable tourism practices, STP will drive inclusive growth while preserving Nepal's cultural and natural heritage. The project's multi-faceted strategy enhances Nepal's tourism sector through economic resilience, environmental conservation, and social equity. The selected approach is based on the following pillars:

Alignment with National Policies and SDGs - The project aligns with Nepal's 16th Plan and the National Tourism Decade (2023–2032), supporting inclusive, sustainable, and diversified tourism development. It contributes to key SDGs by promoting jobs and skills (SDGs 1 & 8), inclusion and gender equality (SDGs 5 & 10), infrastructure and innovation (SDG 9), and environmental sustainability (SDGs 13 & 15).

Trail-based intervention, facility improvement, destination development, and certification – The project focuses on improving key trekking trails and tourism destinations by upgrading essential facilities, safety measures, and disaster risk reduction infrastructure. Building on STLRP, it targets three national priority trails, supports trail audits and certification, and promotes emerging nature-, culture-, and adventure-based tourism products. The project also emphasizes sustainable tourism through eco-friendly infrastructure, zero-waste practices, recycling, and environmental conservation initiatives.

Promotion of Domestic Tourism, Integration of Circular Approaches and Preservation of Cultural Heritage Sites- The project promotes domestic tourism while safeguarding cultural, historical, and religious heritage through targeted campaigns, destination videos, and a tourism database. It supports community-led conservation, digitization, and restoration in partnership with local governments, while integrating climate resilience and circular economy practices to encourage eco-friendly infrastructure, green jobs, and sustainable local enterprises.

Employment Generation & Skill Development: The strategy strengthens employment, skills, and enterprise growth in tourism through targeted training, entrepreneurship support, and access to finance for SMEs. By aligning with market needs and prioritizing youth, women, and marginalized groups, it promotes decent work, inclusive livelihoods, and a resilient, sustainable tourism economy.

Digital Transformation Digital transformation is central to enhancing competitiveness, visitor experience, and resilience in the tourism sector. The project promotes e-tourism platforms, digital marketing, smart destination management, and tech-driven solutions, while building stakeholders' capacity to use AI, data analytics, and digital payments. Through tools such as tourist apps, virtual tours, online training, and improved data systems, it strengthens innovation, inclusion, and sustainable growth in tourism.

Public-Private Partnerships (PPPs) - The project aims to enhance tourism services by coordinating efforts among public, and private stakeholders while minimizing duplication. It will collaborate with airlines, telecommunication providers, financial institutions, and tourism-related businesses to improve service delivery. By emphasizing joint planning, resource-sharing, and collaborative monitoring, it will also mobilize communities for sustainability and stakeholder participation.

Gender Equality and Social Inclusion (GESI) - The project underscores the need for a Gender Equality and Social Inclusion (GESI) strategy in Nepal's tourism sector, where women's participation remains low. It implements targeted GESI interventions to ensure inclusive representation of women, youth, LGBTIQ+ individuals, people with disabilities, and marginalized groups in decision-making and community-based tourism. Aligned with national plans, the project aims to ensure at least 40% women beneficiaries while promoting equitable, inclusive, and sustainable tourism development.

Partnership with development partner, province and local government – The project will work with provincial and local governments and the private sector to ensure financial sustainability by mobilizing parallel funding. NTB and UNDP will jointly seek to close the remaining US\$ 2,000,000 funding gap through government contributions, private-sector partnerships, donors, and innovative financing mechanisms.



International Marketing, Promotion, and Branding - The project will develop an international marketing strategy using digital tools and global partnerships to position Nepal as a top tourism destination. Focusing on key markets like China and India, it will leverage media, UN channels, and international sales missions to boost visibility, attract tourists, and support Nepal's target of 3.5 million visitors.

Theory of Change (ToC)

The Theory of Change (ToC) for Nepal's tourism development envisions positioning the country as a globally competitive, sustainable, and inclusive destination by addressing key challenges such as workforce training gaps, poor service quality, low tourist arrivals, and high poverty. The project aims to foster inclusive, sustainable tourism development through three interconnected outputs.

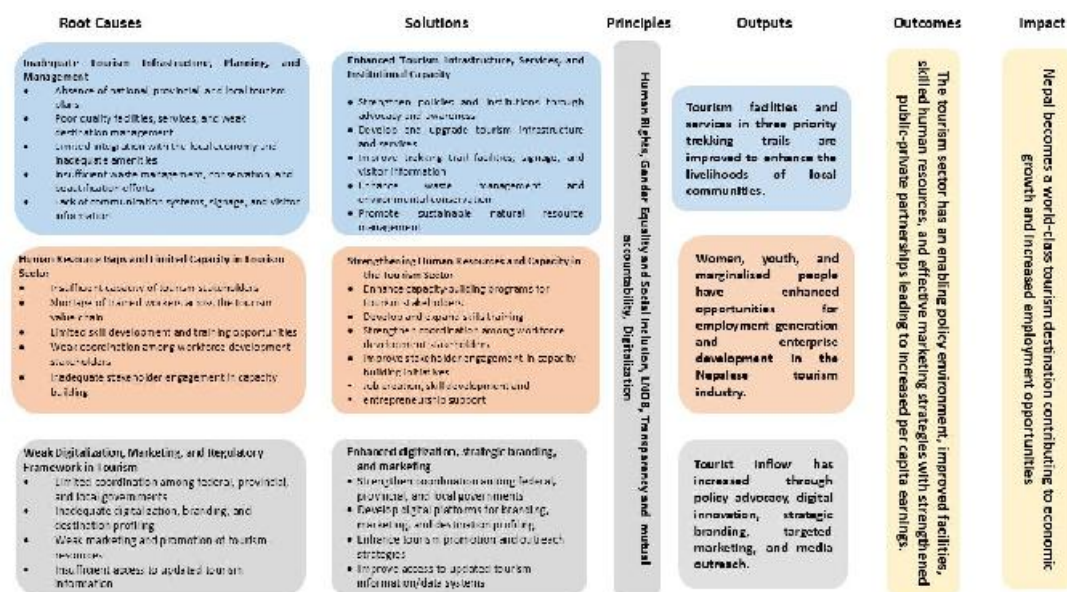
Output 1 focuses on upgrading trekking trails, diversifying tourism destinations, and creating employment opportunities, especially for women, youth, and marginalized groups.

Output 2 empowers stakeholders by enhancing skills, entrepreneurship, and employment through training, mentorship, and green job creation. It also strengthens local governments and tourism associations to promote sustainable practices.

Output 3 utilizes digital tools, strategic branding, and marketing to increase Nepal's global visibility and attract more international tourists.

Together, these outputs enhance visitor experiences, drive economic growth, and boost Nepal's tourism competitiveness, while ensuring environmental sustainability and long-term industry vitality for the well-being of local communities.

ToC- Sustainable Tourism Project (STP)



Assumptions

- The province and local government, and private sector tourism associations will collaborate and co-finance initiatives, ensuring the sustainability of the project results.
- The Nepal Tourism Board is committed to implementing the project, including funding commitment, coordination with stakeholders, and necessary policy reforms.
- The government, NTB, and private sector will work together to create a favourable environment for project implementation.

Achievement 2025

Output 1: Tourism Facilities and services in three priority trekking trails are improved to enhance the livelihood of local communities.

- Three trekking routes have been identified and selected through discussion with tourism stakeholders. (TAAN, Nepal Mountain Academy (NMA), National Trust of Nature Conservation (NTNC), Department of Tourism, DNPWC, NTB Board Member, Representative from NTB).
- Selected Trail was 1. Api Base camp-Saipal Base camp 2. Kanchenjunga Circuit 3. Mansalu Circuit & Buddha Himal Great Lake Circuit.
- Technical Assessment of the Kanchenjunga circuit is completed along with representatives of TAAN, Kanchenjunga Conservation Area management Council (KCAMC), NTB, Local Government (Phaktalung Rural Municipality and Siringu Rural Municipality).
- Social and Environmental Screening (SES) work is completed in all three selected trails by the SES Expert.
- Baseline survey of these trails has been completed, which includes a visitor satisfaction survey, a household survey, the flow of tourists, and the income level
- Develop and enhance Tourism Facilities along trekking trails.
- Tourism Infrastructures include:
- The project revitalized local economies of three selected national priority trekking trails (Api Saipal Trekking trail, Manaslu Circuit, and Kanchanjunga circuit) by developing/renovating 93 (72 new construction and 21 renovation) small-scale tourism infrastructures, including trail facility improvement, trail upgradation, visitor rest shelter, wooden bridges, waste management facilities, etc., thereby boosting accessibility and visitor flow. Additionally, UNDP, with support from NTB.



- Installed 300 signage and 35 hoarding boards across key tourism destinations, enhancing visitor orientation, improving trail safety, and strengthening overall tourism promotion.
- STP has partnered with the Community Homestay Network (CHN) to promote sustainable tourism, support local livelihoods, and provide travelers with authentic cultural experiences through community-run homestays. In this phase, two Homestay Khandeshwori and Setti of API Rural Municipality are included in the Network.
- Post support Training to 20 homestays of Api Rural Municipality to enhance tourist experience.
- Further, capacity management activities, such as homestay training, hospitality training, bakery training, barista, cook, handicraft, have been completed.
- Emerging tourism destinations across Nepal have been identified and upgraded through beautification, improved tourism infrastructure, capacity development, and enhanced visitor experiences. Key destinations include:
 - a) **Koshi Tappu Wildlife Reserve** – Renowned for bird-watching, especially migratory birds, wild buffalo sightings, and unique wetland ecosystems.
 - b) **Bardiya National Park** – Popular for jungle safaris, tiger and rhino sightings, and river-based wildlife tours.



c) **Dhankuta** – Known as the “Orange City” and the capital of avocado production, offering scenic hill views, traditional markets, and cultural experiences. Especially the aathpahirya homestay of marginalized community people.

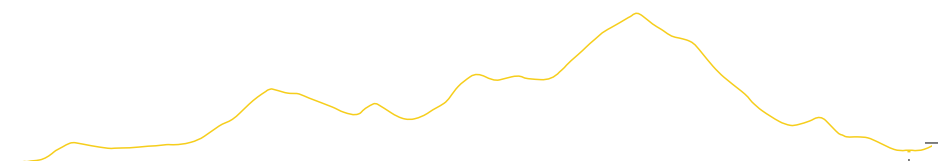
d) **Dhorpatan Hunting Reserve** – Known for its rich biodiversity, alpine landscapes, and opportunities for trekking, wildlife viewing, and bird-watching.

e) **Tansen** – Famous for the historic Rani Mahal (“Queen’s Palace”), traditional Newari architecture, and nearby Srinagar, a hub of culture and natural beauty.

f) **Sadhuholi, Jhapa** – A beautiful wetland known for birds, nature, and local culture, offering visitors a peaceful and eco-friendly experience.

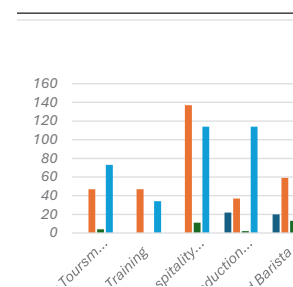


- Promote nature-based tourism through eco-tourism activities in partnership with protected areas such as Dhorpatan Hunting Reserve, Kanchenjunga Conservation Area Management Council (KCAMC), Koshi Tappu Wildlife Reserve, and Bardiya National Park.
- Support tourism development with activities including hiking trails, nature guide training, handicraft and hospitality training, bird-watching spots, waste collection pits, tourist rest areas, and informative signage.
- Ceramic (soil-based) product production and Chwali Arts training in Lumbini, conducted in partnership with the Federation of Handicrafts, to promote Lumbini through local art and craftsmanship.
- The Sadhuholi Simsar wetland tourism project in Kamal Rural Municipality, Jhapa, is now complete, enhancing ecology, culture, and recreation while boosting the local economy and tourism.
- Meeting with concerned stakeholder, including ICIMOD, is carried out to shortlist the tourism village, and a field visit is conducted to one of the proposed villages Dhakarjang of Varagung Muktichhetra Rural Municipality.



Output 2: Women, youth, and marginalized people have enhanced opportunities for employment generation and enterprise development in the Nepalese tourism industry.

- A total of 177 participants took part in the Digital Marketing/ Literacy training, including 118 males and 59 females. Among them, 4 participants were from Dalit communities, and no participants reported a disability. The program also saw strong engagement from young people, with 57 youth participants involved.
- A total of 120 participants took part in the Bakery and Barista Training, including 61 men and 59 women. The group also included 13 participants from Dalit communities, 20 persons with disabilities, and 74 youth, highlighting strong inclusion and diverse representation.
- A total of 184 participants completed the Training for Tourism Photo Journalists, including 137 male and 47 female participants, including 4 participants from Dalit communities, and 73 youth, reflecting strong youth engagement and diverse representation.
- A total of 94 participants completed the Cook Training, with equal participation were 47 males and 47 females. Including 34 youth.
- A total of 308 participants completed the Basic Hospitality Management training, including 171 males and 137 females. The group also included 11 participants from Dalit communities, no participants with disabilities, and 114 youth, demonstrating strong youth engagement and broad participation.
- A total of 53 participants completed the Handicraft Production training, including 16 males and 37 females. The group also included 2 participants from Dalit communities, 22 persons with disabilities, and 38 youth, highlighting strong inclusion and diverse participation.
- In addition, 42 deaf individuals enhanced their livelihoods through diversified vocational training: Bakery and Barista: 20 participants, Handicraft Production: 10 participants, and Contemporary Art: 12 participants
- The project ensured strong integration of GESI principles across all capacity development activities. Participation levels demonstrate enhanced access for marginalized communities: Women: 40%, Dalit: 3.27%, Persons with Disabilities (PwD): 6.83%, Youth: 37.6%. These efforts contributed to more equitable opportunities for diverse groups and strengthened their pathways into tourism employment and entrepreneurship.



- A total of 68 participants joined the Trekking Guide program, including 25 males and 43 females. The group also comprised 1 participant from Dalit communities, 0 persons with disabilities, and 56 youth, reflecting strong inclusivity and diverse participation.
- The project delivered specialized trekking guide training tailored for the deaf community, successfully equipping 25 participants, including 4 females, with industry-relevant guiding skills that enable entry into inclusive tourism jobs.
- A total of 52 participants completed the Hospitality & First Aid Services training, including 12 males and 40 females. The group also featured 2 participants from Dalit communities and 20 youth, reflecting strong female participation and meaningful youth engagement.
- The stories of four individuals with hearing disabilities who completed the Trekking Guide training were featured across various social media platforms and UNDP website.



- Api's initiatives were highlighted in multiple news outlets, contributing to increased tourist engagement.
- Extensive media coverage of the project's activities was provided by various media.
- Through trail improving support in different tourist destinations, a total of 978 participants received the short-term employment program (759 male and 219 female), 22.43 % female participants.

Output 3: Tourist inflow (both domestic and international) has increased through policy advocacy, digital innovation, strategic branding, targeted marketing, and media outreach.

- Community Homestay Network (CHN) conducted a community connect event in Kathmandu with the tourism industry about the tourism promotion of Nepal.
- Workshop on strategic action plan for tourism development and promotion for the Api-Saipal region, Manaslu region, Buddha Himal Great Lake Circuit, Kanchenjunga, Dhorpatan, Sadhuholi, Dhankuta was completed, and a strategic plan was developed.
- An interaction program was conducted with the students of tourism sectors on the topic Mobilizing youth for tech-driven change.
- Preparation of Trail Standards in coordination with tourism stakeholders, MoCTCA, DoT, NTB, TAAN, NTNC, DNPWC.
- Preparation of Design Catalogue of Key Tourism Infrastructures for the uniform implementation of infrastructures in all the trails.
- Development of the National and International marketing strategy for Nepal Tourism Board is in process.
- The project aims to produce high-quality, story-focused videos that showcase Nepal's culture, nature, and responsible tourism. It includes 4–5 minutes promotional videos, short teaser reels, and high-resolution photos for digital and broadcast use, highlighting eco-friendly practices, community tourism, and inclusivity while following the ethical and branding guidelines of the following tourism destinations
 - Greater Lumbini (including Anomaghat),
 - Mustang Circuit (Johmsome-Muktinath-Uppermustang region),
 - Pokhara-Baglung-Dhorpatan,
 - Koshitappu region,
 - Sailung / Kalinchowk / Dolakha Bhimsen / Charikot/Jiri region and
 - Dhankuta / Hile / Bhedetar / Basantapur / Tinjure Milke Jaljale (TMJ).
- STP also prepares Nepal Travel Specialists. Nepal Travel Specialist is a platform designed to help international travel agents learn about Nepal and become experts in promoting the country.
- Tourism Awareness Videos are also on the floor.
- Likewise, a promotional video of Lumbini is being made for the promotion of the Lumbini Circuit and destinations within Lumbini.



- Installation of QR-based Signage in the tourism spot of Pokhara.
- FAM trip to Dhankuta is completed along with NTB, Media team, Indian Travel agents, CHN (Community Homestay Network), ICIMOD, and Mechinagar Municipality.
- FAM trip to Api Himal Base camp is also completed in the presence of representatives from MoF, MoCTCA, Media, Indian Travel agent, Blogger, NTB, and Media.
- Take part in the 4th Himalayan Travel Mart organized by PATTA Nepal and promote the tourism destination that STP is working on.

As of 15 December 2025, a total of 19 Letters of Agreement (LoA) and Local Value Grant Agreements (LVGA) have been signed with Local Governments.

Project Coverage

The project is implemented under two core themes: trekking trail improvement and destination enhancement. It focuses on improving 5 priority trekking trails and upgrading 12 tourism destinations to enhance infrastructure, services, and overall visitor experience.

Trails : Darchula, Bajhang, Lamjung, Gorkha, Taplejung

Destinations : Kanchanpur, Bardiya, Banke, Baglung, Palpa, Rupandehi, Kaski, Dhanusha, Saptari, Udaypur, Sunsari, Jhapa



Case story

Api Himal Rural Municipality, Darchula, Sudharpachim:

The project has upgraded essential infrastructure, including trekking trails, rest shelters, signage, waste-collection pits, and an information center at the Api base camp. Alongside physical improvements, the project is building local entrepreneurship by providing trekking guides and homestay training to community members.

To boost visibility, STP organized familiarization trips (fam trips) for national and international stakeholders. According to Bishan Budhathoki, water resource officer and also focal person of STP, “Visitor numbers



have increased even during the off-season.” He adds, “You can see the list of tourists in the information center; the new information center keeps detailed visitor records and showcases local products, giving tourists a richer experience.”

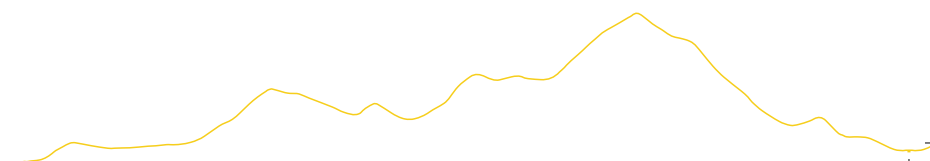
Residents are gaining benefits from the project as they have received skill training, like homestay and trekking guides, which have opened the window of employment opportunities. As per the Chairperson Bhakta Singh Thekre Bohara, “Promotional videos produced under the project have helped to establish Api Himal as a new destination among both Nepalese and International trekkers.

Inclusive Tourism:

With the support of STP, for the first time in Nepal, a 35-day trekking guide training was conducted at NATHM exclusively for deaf participants, marking a groundbreaking step toward inclusive tourism. A total of 25 trainees, including 3 women, participated in the intensive course designed to open new professional pathways for people with hearing disabilities. The training not only equips them with essential guiding skills but also sends a strong message that the tourism sector can and should embrace diverse abilities.

Participants shared how the opportunity has transformed their confidence and career outlook. “I can see a lot of prospects in tourism,” said one trainee. “There are many deaf tourists who want to explore Nepal. After this training, we will be able to serve them professionally.”

By creating space for deaf individuals to enter the guiding profession, the initiative is inspiring broader inclusion and showing that Nepal’s tourism future can be more diverse, accessible, and empowering for all.



Strengthening Local Tourism Through Community-Based Hospitality and Homestay Development:

The project is strengthening community-based tourism in Taplejung District by enhancing local capacities in hospitality and homestay management. Key interventions include basic homestay training for existing homestay operators, hospitality skills development for small hotels and lodges, and post-training mentoring and follow-up support for homestay owners and local handicraft groups to ensure the effective application and long-term sustainability of acquired skills.

The project also supports the operation of the Information Center (Koseli Ghar) in Taplejung, which has emerged as a central hub for visitor information while simultaneously serving as a platform for promoting and showcasing locally produced handicrafts and products. This integrated approach has contributed to strengthening local value chains and enhancing visitor engagement with local culture and products.

Local participants report that the trainings have led to notable improvements in confidence, service quality, and livelihood opportunities. Reflecting on the change, one homestay operator shared, “Before the training, we were unsure how to prepare rooms or welcome guests professionally. Now visitors often tell us that they feel comfortable and well cared for.”

Another participant emphasized the economic impact of the skills gained, noting, “The hospitality training has opened up new income opportunities for my family and given us greater confidence to engage with tourists.”



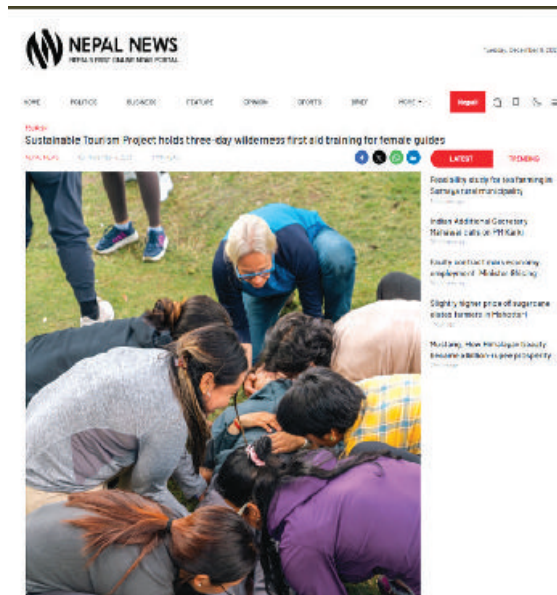
Budget Vs Expenditure

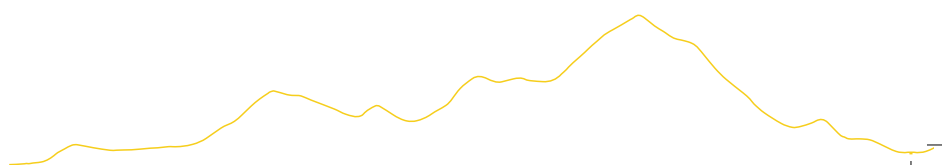
Budget Vs Expenditure as of December 15, 2025			
Output/Activities	Budget US\$	Expenditure as of Dec.15, 2025 US\$	Payable by December end US\$
Output 1: Tourism facilities and services in three priority trekking trails are improved to enhance the livelihoods of local communities.			
Activity Result 1.1: Enhanced existing tourism facilities of three priority trekking trails to increase visitor satisfaction and creating employment opportunities for women, youth, and marginalized people.	214,499.00	181,388.00	33,111.00
Activity Result 1.2: Tourism destinations developed and diversified in partnership with the private sector and local communities.	138,780.00	107,925.00	30,855.00
Output 2: Women, youth, and marginalized people have enhanced opportunities for employment generation and enterprise development in the Nepalese tourism industry.			-
Activity Result 2.1: Provide competency-based training (beginner, licensed, and refresher) to empower women, youth, and marginalized community people to access and secure employment opportunities in the tourism industry.	327,911.00	268,425.00	59,486.00
Activity Result 2.2: Entrepreneurship development to support and establish small-scale inclusive tourism enterprises.	31,380.00	8,913.00	22,467.00
Output 3: Tourist inflow (both domestic and international) has increased through policy advocacy, digital innovation, strategic branding, targeted marketing, and media outreach			-
Activity Result 3.1: Support to enhance tourism sector performance through institutional capacity strengthening of private sector tourism stakeholders, policy advocacy and promoting digital solutions, innovation, and digitization in tourism.	113,656.00	90,195.00	23,461.00
Activity Result 3.2: Support for destination branding and re-branding, launching of emerging tourism destinations and media mobilization to enhance destination marketing.	35,370.00	22,745.00	12,625.00
Activity Result 3.3: Promote tourism destination/ circuit via south-south cooperation and exposure/learning, and participation in national/international workshops, conferences, and sustainable travel/tourism marts.	18,360.00	11,550.00	6,810.00
Activity Result 4: Project Management/Operational Cost	120,044.00	113,200.00	6,844.00
Total	1,000,000.00	804,341.00	195,659.00

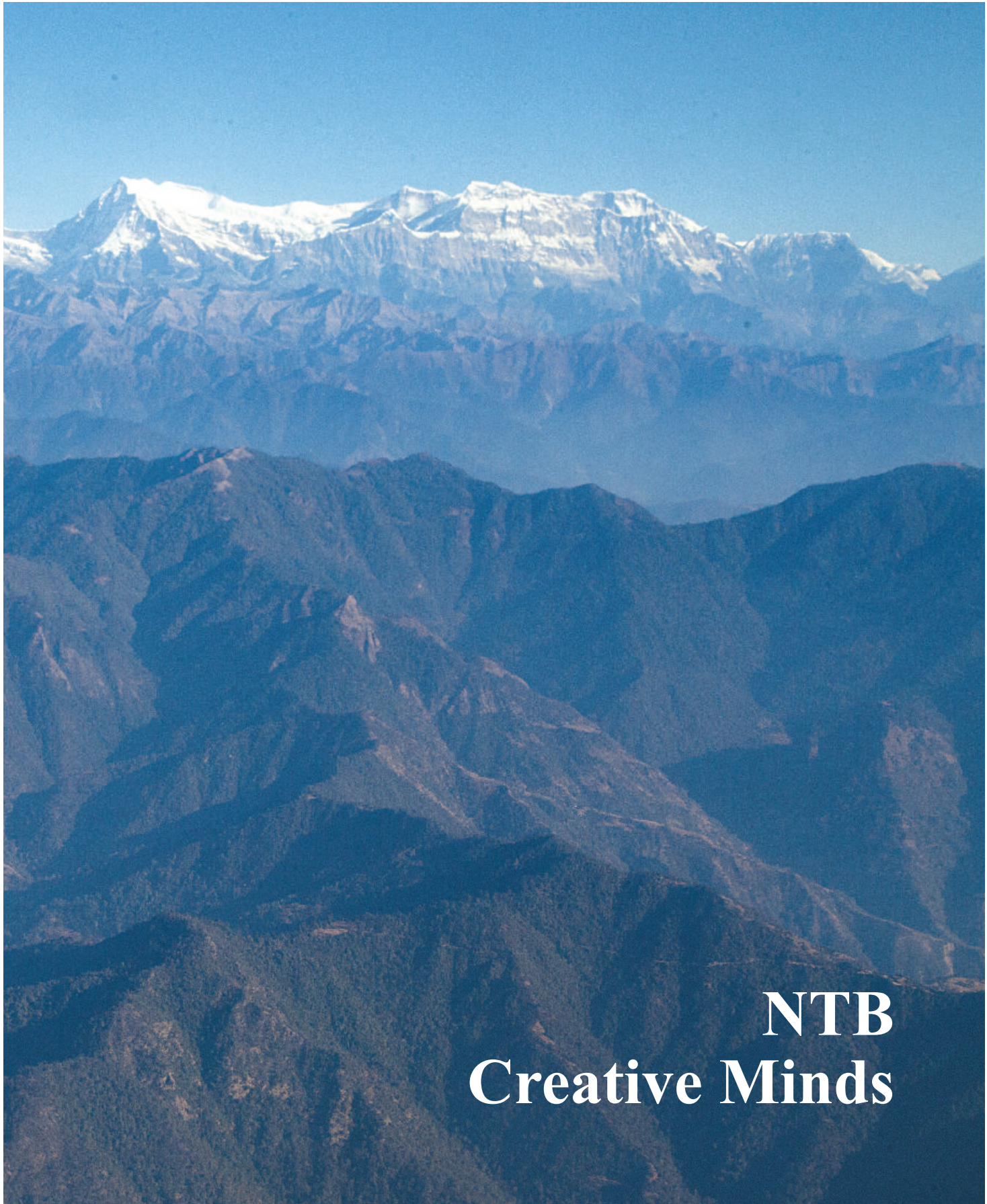


Media Coverage

From April to December 2025, STP interventions received extensive national and local media coverage, appearing in more than 500 media outlets and platforms, including print, online news portals, television, radio, and social media. This wide-ranging coverage reflects the growing public interest in and recognition of STP's contributions to inclusive and sustainable tourism development. Highlighted below are selected glimpses that showcase the diversity, reach, and impact of the media coverage across different regions and audiences.







Western Dhaulagiri Range - Sunil Sharma



The Evolution of Digital Promotion of Nepal

Archana KC Rana, Senior Manager



Nepal Tourism Board (NTB) has progressively adopted digital platforms as a core tool for destination promotion, communication, and crisis management. Its digital journey reflects global technological advancements and Nepal's evolving tourism needs, with a continued focus on reaching potential travelers, travel trade, and tourism stakeholders in key domestic and international markets.

Key Milestones and Strategic Developments

Early Digital Adoption (1999-2008)

Launch of www.welcomenepal.com, Nepal's first official destination website, providing reliable travel information for Free Independent Travelers (FITs) and industry stakeholders.

Initial digital outreach focused on websites, emails, and e-newsletters, while media and crisis communications were managed through conventional channels.

Expansion into Social Media (Post-2008)

Adoption of major social media platforms including Facebook, Twitter, Instagram, and YouTube, enabling interactive and real-time engagement.

Strengthening of digital content through multilingual websites, content-sharing tools for trade partners, and a structured photo archive covering key tourism themes.

Digital Crisis Communication and NepalNOW (2015)

Effective digital response following the 2015 earthquake through the launch of the *NepalNOW* campaign in partnership with the private sector tourism industry of Nepal and CBI, Netherlands.

Use of real-time updates, user-generated content, and positive storytelling to counter negative perceptions and restore traveler confidence.

Strategic Growth and Global Partnerships (2015–2019)

Comprehensive revamp of digital platforms, including website upgrades, separation of destination and trade sites, multilingual content, and technical enhancements.

Implementation of event-based and seasonal campaigns, collaborations with international media and digital platforms, and digital support for Visit Nepal 2019.

Takeover of Great Himalayan Trails (GHT) website focusing on "Trekking in Nepal" handed over by Samarth Nepal.

Introduction of mobile applications, chatbots, and specialized tourism platforms.

Digital Leadership During COVID-19 (2020)

Digital platforms became NTB's primary channel for communication, crisis response, and global engagement.

Campaigns such as user-generated storytelling on NepalNOW sustained destination visibility and received international recognition.

Institutional Strengthening and Targeted Campaigns (2020–2025)

Launch of www.ntb.gov.np to reinforce NTB's official digital presence.

Consistent social media engagement, expanded digital partnerships, and targeted campaigns for key markets, events, and seasonal promotions.

Collaboration with major digital platforms and content creators for wider reach.

Future Direction and Strategic Priorities

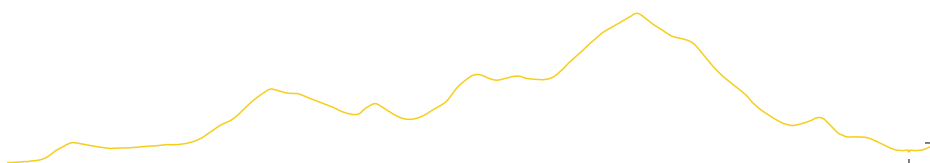
Relaunch of *NepalNOW* as a continuously managed platform for crisis communication, real-time travel updates, and positive storytelling.

Strategic revamp of NTB's digital platforms with clearer provincial positioning, refreshed content and design, and alignment with contemporary destination marketing practices.

Strengthened collaborations with international digital platforms and influencers to enhance destination visibility and reach.

Continued engagement with young travelers, bloggers, influencers, and content creators.

Integration of artificial intelligence (AI) and immersive digital technologies to enhance destination promotion and position Nepal as an innovative tourism destination.



Nepal Tourism After the Gen-G Movement: Resilience, Recovery, and the Road Ahead

Dilip Prakash Karki



Nepal's tourism sector stands today at a pivotal moment, navigating the crossroads of recovery, reinvention, and future preparedness. The aftermath of the COVID-19 pandemic, the socio-political turbulence following the September 2025 Gen-G movement, and shifting global travel trends have collectively reshaped Nepal's positioning on the international tourism map. As the Nepal Tourism Board (NTB) celebrates 27 years of establishment, this milestone invites reflection on not only growth metrics but also institutional resilience, crisis management, and the strategic trajectory for Nepalese tourism.

A History of Challenges and Institutional Maturity

Since its establishment in 1998, NTB has steered Nepal's tourism journey through turbulent waters. The sector has endured the decade-long Maoist insurgency, prolonged political transitions, frequent strikes, the devastating 2015 earthquake, and the global COVID-19 pandemic of 2019–2021. Each crisis disrupted tourist inflows, damaged infrastructure, and tested investor confidence. Yet, NTB has emerged as a mature institution, capable of navigating shocks, preserving Nepal's destination image, and maintaining international engagement.

The Gen-G movement of September 8–9, 2025, presented another formidable test. Travel sentiment was temporarily disrupted, sharply reducing arrivals. Preliminary NTB assessments recorded a drop in average daily tourist arrivals from 3,181 before September 8, to 1,365 in the immediate aftermath, with total arrivals between September 9–14 limited to 8,187 visitors. The economic loss was estimated at over NPR 25 billion, affecting employment for 2,000–2,500 workers across hotels, restaurants, aviation services, and cable car operations.

Drawing on lessons from previous crises, NTB responded swiftly through coordinated communication, reassurance campaigns, and proactive stakeholder engagement. This rapid response mitigated long-term reputational damage and reinforced confidence among international partners.

Recovery Trends: Data and Insights

A comparative review of tourist arrivals demonstrates both recovery and persistent

vulnerabilities. Before the pandemic, January–September 2019 recorded 831,927 international visitors, marking one of Nepal's strongest tourism periods. The pandemic-induced collapse of 2020–2021 caused an unprecedented contraction, the effects of which lingered into 2022.

By January–September 2024, arrivals rebounded to 816,633, nearly matching pre-pandemic levels. This recovery was driven by renewed global mobility, aggressive destination marketing, and strong performance from key source markets including India, China, the United States, the United Kingdom, and Australia. In January–September 2025, Nepal welcomed 815,273 international visitors— a marginal 0.2% decline from 2024— but still representing 98% of pre-pandemic recovery compared to 2019. While these figures suggest overall stability, monthly data reveal short-term volatility linked to political and social disturbances.

For instance, September 2025 recorded 78,711 arrivals, down 18.3% compared to September 2024, yet achieving 85% recovery against September 2019. These fluctuations illustrate how episodic disruptions like the Gen-G movement can affect monthly performance without derailing long-term recovery.

Shifting Source Markets and Regional Dynamics

Tourism data for January–September 2025 reveal structural changes in Nepal's market composition. South Asia, particularly SAARC countries, contributed 38% of total arrivals (308,451 visitors), underscoring the continued strategic importance of regional tourism. India alone accounted for over 226,000 visitors, despite a slight year-on-year decline.

Long-haul markets show mixed but promising trends. Europe accounted for 17.1% of arrivals, while the Americas contributed 11.9%, both showing growth compared to 2024, though still below pre-pandemic levels. Oceania, particularly Australia, has emerged as a high-growth market, with arrivals up 18.7% year-on-year and more than 27% higher than in 2019.

These patterns highlight the dual importance of regional and long-haul markets: regional market provides volume and resilience, while long-haul markets drive higher spending, longer stays, and premium experiences.



Lessons from the Gen-G Movement: Institutional Preparedness

The Gen-G movement exposed tourism's vulnerability to political and social disturbances but also highlighted the sector's institutional maturity. Unlike earlier crises, response mechanisms were faster, coordination stronger, and messaging clearer. Key lessons include:

- The importance of formal crisis-management protocols and real-time data monitoring.
- The need for proactive digital communication to counter misinformation.
- Domestic and regional tourism acting as shock absorbers when international sentiment weakens.

Structural Challenges and Gaps

Despite positive momentum, Nepal's tourism industry faces persistent structural weaknesses:

- **Infrastructure Deficits:** Remote areas often lack reliable road connectivity, with seasonal weather affecting access to key attractions.
- **Aviation and Connectivity:** Operational limitations at Tribhuvan International Airport and restricted international routes contribute to higher airfares and logistical constraints.
- **Visa and Payment Systems:** Complex visa procedures and limited digital payment integration discourage some travelers.
- **Safety and Rescue Services:** Adventure tourism faces gaps in systematic rescue services and digital tracking capabilities.
- **Quality and Spending Potential:** Nepal continues to attract budget-focused tourists, limiting revenue potential despite high footfall.

Addressing these gaps will require cohesive policymaking, public-private partnerships, and strategic investment in both physical and digital infrastructure to meet global standards.

Strategic Priorities for Post-Gen-G Tourism

The roadmap for Nepal's tourism recovery and growth emphasizes:

- **Crisis Resilience and Governance:** Strengthening coordination across federal, provincial, and local levels for rapid response to disruptions.

- **Quality and Value Enhancement:** Shifting toward higher-spending segments through luxury hospitality, wellness, adventure, and spiritual tourism.
- **Infrastructure and Connectivity:** Expanding air routes, improving road access to emerging destinations, and enhancing digital tourism platforms.
- **Sustainable and Community-Based Models:** Promoting homestays, eco-tourism, and local value chains for inclusive and environmentally responsible growth.
- **Global Branding Beyond Recovery:** Positioning Nepal not merely as "open again," but as a resilient, safe, and experience-rich destination.

Conclusion

Nepal's tourism sector after the Gen-G movement reflects resilience rather than fragility. Comparative data from 2019, 2024, and 2025 show that while recovery remains sensitive to shocks, the sector has largely reclaimed pre-pandemic ground. The challenge ahead lies in converting recovery into sustainable competitiveness. Achieving the ambitious goals for 2030 will necessitate continued commitment to infrastructure development, digital transformation, timely communication, regulatory reform, and community empowerment. If these efforts remain synchronized with global travel dynamics and traveler expectations, Nepal is well poised to transcend its historical identity as a niche adventure destination — emerging as a holistic, sustainable, and globally competitive tourism powerhouse.

Through this journey, Nepal continues to offer something profound: not merely spectacular scenery, but deep, transformative experiences that linger in the hearts of travelers long after they return home- making the country not just a destination, but a destination of choice for generations to come.

Trekking Trail Risk Assessment for Sustainable Trail Management in Mountains

Kabindra Bhatta
Sr. Officer, Nepal Tourism Board



Trekking tourism being the major attributes of the Mountain economy and community with majority of tourism engagement and contributes to maximum days of stay of tourist, policy makers should prioritize in the aspects of Trekking Trail Risk assessment and Safety. Policy recommendation based on Policy Gap Assessment can suggest the approach of Trekking and Mountaineering Trail Risk Assessment. Further, modality of sustainable land use planning and trail modality can emphasize the need of joint effort for the preparedness on glacier and mountain hazard to maintain the safety of entire mountain tourism community. Identification of Risk Prone Area, Risk Mapping and Awareness (Local level/Guides/Tourist), Systematic Rescue Operation in coordination with Local Government, Establishment of Trekkers Tracking System, Trail Auditing and Signage System are the basic approaches of the trekking trail risk assessment and safety. Similarly, Trail infrastructure enhancement through Suspension Bridge, Cantilevers Bridge, Tunnel and Shed Way Construction, provisioning alternative Trail, application of bioengineering technique for slope stability, Early Warning System Installment and Weather Station and Communication Channeling (application based) could be the intervention to enhance the sustainable infrastructure for trail management. The major learning objectives are as follows: 1. To explore the impacts of anthropogenic and natural hazards in the mountain trekking trail 2. To assess the trekking trail risk assessment through risk mapping through multi-stakeholders' engagement of the mountain community 3. To suggest the basic approach of sustainable trail infrastructure enhancement and management.

(This paper was accepted and presented as an "Emerging Trail Scholar" by American Trails in International Trails Summit 2025, Madison, Wisconsin, USA)

An assessment of opportunities to establish Nepalese Himalayas as a living laboratory for the geo-scientist: a knowledge based approach to connect science and community through Geo-tourism

Kabindra Bhatta, Sr. Officer, Nepal Tourism Board

Unique geological positioning of Nepal and active geomorphological, anthropogenic and tectonic activities in diverse and unique geology, altitudinal differences, and climatic variations of Nepal has been an attractive place and platform for the researchers, adventure enthusiasts, glaciologist, diverse group of geo-scientist and earth researcher as well. On the other side, diverse geography, gradual changes of landscape, social and cultural diversity of Nepal has been a boon to Nepalese Tourism industry, however the prominent glacier hazards in the rugged terrain of Himalayan landforms and the extreme events has risked the life of tourist, tourism service providers and dependent communities downstream challenging the scientific community and policy makers. Almost all the potentially danger glacier lakes lead down to the potential hazard prone area in downstream, which remains as the trekking trail connecting the major mountain destination of Nepal. As a review and policy gap analysis regarding the safe mountain tourism in terms of Natural and Glacier Hazards, joint effort of tourism stakeholders, local community, policy makers and scientific community can enhance the preparedness for the glacier hazard to maintain the safety of entire mountain tourism community.

In this context, Nepalese Himalaya can establish itself as a dominant indicator for diagnosis, evaluation and realization of policy gaps related to the mountain issues for global scientific community all over the world positioning itself as second home for the scientific community. Most importantly, the findings by the engagement of the scientific communities can be utilized in policy gap assessment and further intervention based on the findings for the scientific community engagement in Nepal's geography. Hence the paper has realized that Nepal can capitalize the opportunity of knowledge transfer, policy assessment and result based management approach based on the research activities and engagement of global scientific community via tourism and ultimately can contribute on promotion of Nepalese tourism positioning Nepalese Himalaya as a living laboratory where basic features of geo-tourism can be identified; a specific model for the development of geo-tourism activities and knowledge sharing platform can be developed.

(This paper has been accepted and published in American Geophysical Union (AGU) Fall Meeting 2024, held in Washington, D.C., 9-13 December 2024, Session: Education / Education Section id. ED13B-2461

link: <https://ui.adsabs.harvard.edu/abs/2024AGUFMED13B2461B/abstract>



Achieve Prosperity through Tourism

Sitaram Dahal
Senior Officer, NTB



The term 'tourism' has become a buzzword that hangs on everyone's lips when we talk about Nepal's potential, opportunities and strengths. Amidst immense potential, a question lies, "Have we done enough to have enough yield of tourism?" or "Have Nepal and Nepali benefited from tourism?" The answer would be a huge 'NO'. It is because we often tend to give little priority to 'tourism' and have always failed to mainstream tourism. The structure of the current interim government also shows why we are still not prioritising it.

Tourism is a fragile industry as it gets hit the hardest whenever a crisis comes or there is a potential crisis. The decade-long insurgency, the year of the devastating earthquake, COVID-19 and the unprecedented rate of cancellation of bookings after the recent Gen Z movement show how vulnerable the industry is. On the brighter side, the industry does not take long to come back to normal. On the fifth day of the movement itself, the first announcement was made that Nepal is ready to welcome tourists.

The announcement might not be made by the government but it was made by the people, the private sector. Even the people working in the hotels did not take a second to share the promising words of 'ready to welcome' when the hotels were still burning. Therefore, we can claim that we are one of the most resilient tourism destinations and communities.

This year, World Tourism Day is being celebrated with the theme 'Tourism and Sustainable Transformation', for which Nepal is ready, as it has already shown glimpses of transformation. Nepal does not have an alternative to being sustainable and being transformative. For which, we need to ensure mainstreaming tourism. When the whole state is in transition and there is a dilemma in the leadership of the state, mainstreaming tourism might sound irrational.

However, Nepal's tourism has always been led by the private sector and this time also, the same need to lead this journey of transition to transformation. The industry needs to ensure its presence everywhere, in international trade fairs, missions and digital media and has to show the world like nothing has happened

here, or whatever has happened - happened for the better.

This World Tourism Day

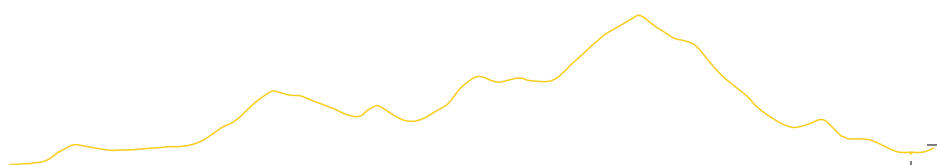
Here, the industry, though, it is led by the private sector, it needs full support from the communities, as they are the host to these international guests and are the main messengers of the message we want to deliver to the world. I do not have a single per cent of doubt on these beautiful communities, as they have always been the main force to ensure the return of the maiden visitors to Nepal. If the private sector is the driver of the industry, communities are the engine that ensures the vehicle of tourism runs smoothly and takes the country to its final destination.

There are many areas to be considered for instant actions by the interim government, be it motivating the affected industry people or incentivising the new ideas and businesses in the tourism industry. The government must neutralise the red tape in the tourism industry, like easing the cinema shooting permissions for the international film makers, permitting drone operation, giving incentives to the big international events, promoting FDI, collaboration with international media houses, etc.

It is not only the state that has the responsibility, but we citizens also have it. We need to save the small and medium enterprises of tourism and hospitality that are on the verge of extinction and that were hugely hit by the movement but do not have records to claim the damage. We can be a relief to them by opting for local and national products and destinations during this festive season.

Dashain is a period of celebration where we gather to eat, play and roam around. Let's eat in the local eatery centres. Let's visit our own places during this Dashain. Let's go to Pokhara even if we can financially afford to visit Paris. Let's visit Bandipur, and even Berlin was always on our list. This is the time we can contribute to transforming the tourism industry sustainably during the transition phase. Let's visit the nation to make it prosperous.

*(Link of the article published in Rising Nepal:
<https://risingnepaldaily.com/news/68928>)*



Hoteliers Think: Does MICE and vacation/holidaying goes hand on hand?

Sagar Shrestha,
Sr. Officer



I have been without hesitation been propagating the importance of MICE tourists for real earning for big hotels, for real. With large number of 'pax' involved in MICE type of tourism. Always a big eye for the hotel marketers and as a whole to the whole tourism ecosystem, it's the next big segment of tourism. And, which might be the way forward as well, which occupy higher stake for MICE operators, Hotels and even the authorities.

MICE Tourists have that rush, have that loud noise and always on spending 'extra' as it is usually a sponsored trip. On the contrary, friends and families going out for holidaying or vacation, seeks comfort, want leisure and seeing slow move. While hotels pushing for 7-9 AM heavy breakfast scheme would definitely draw the rushing MICE crowds, but holidaying or vacationers might have different opinion or the day to move bit slower than usual.

There is a marriage ceremony happening in the hotel till late night. It's an event for the marriage guests for a life time, but the hotel still has those holidaying customers, who aren't able to sleep properly and are not able to speak out properly to hotels. The same guests in marriage some highly drunk comes knocking over wrong room, next morning it's just a mere complain to the front-office. Some may be timid on responses, some may be aggressive, all fault to front office staffs. If escalated, would be some meagre discount to the holidaying customers at their property and hotel. And that does not end there, comes the angry vacationer goes rampage with negative feedback on the social media and online sites (which goes un-noticed.)

A big conference/exhibition is happening, oh gosh.... it's a big time for any hotel, with many international delegates arriving, high position personnel come with their family (wife and kids) for the freebie stay. Many excited people, top performers, academicians, marketers seeking networking opportunities. For a hotel, what else do they want, top-notch people, top players visiting their property and wow the social media check-in will definitely give a big impact on marketing, extra marketing with photos, videos and its word of mouth marketing without any cost, instead a big income due to 100+ pax staying in APAI or MAP plan, that's what hotels want and of course not to forget the banqueting service, it's the time to earn. That's what appeal hoteliers, MICE is the way to go ahead... Similarly, a group of elderly couple to come to the same hotel coinciding the dates of conference for their silver jubilee, with their hard-earned income saving and few pension, gather for their special memories to be cherished. Hotel have been so careful and lenient enough to the elderly couple they set up a

special place with decorations and cakes as surprise for the group of elderlies at the hotel restaurant. Right that very time conference end, conference gates opens so that mass exodus occurs entering directly to the restaurants where Champaign pops, whiskey pours, smoke puffs and exchange of cards, cell numbers and business plans happens where the group of elderly couple with their slow voice wish each other, cut the cake, and enjoy their 25 years of fruitfulness together. The members of the group of elderlies can neither complain nor get angry with such scenario.

I having travelled many events inside and outside the country. I clearly see this picture happening in one way or another. Hotels have to make a demarcation between MICE Tourists and Holidaying groups and tourists. For many holidays and vacationers, staying at hotels is just being out of the hectic life, see thing differently and enjoying the moment with relaxation. It's just taking a break from their busy schedule and making something special, getting recharged and refreshed. Whereas, MICE tourists are obviously business tourists, high valued tourists, who are mostly sponsored, tend to bring more business to the hotels, but at the cost of the comfort of Vacationers. At what level, can the hotel make MICE and Holidaying group accommodate cohesively. These are the two ends of their customer graph, and their needs and requirement may not meet to what hotel or property is designed with or offering with.

Meeting Incentives Conferences and Events (MICE) should be healthy to others coming at the property. Like many people choose brands of international chain hotels, for their vacation, big hotels should choose their preference as well.

Nevertheless, MICE have greater good to the economy as well and government are fostering ideas to conduct such events in their nation. It's now a process of bidding and auction to conduct MICE, stakeholders from the government come into the play, giving support to whatever comes to bag the big tourist arrivals through MICE events.

Role now is unto the hotel industry to set the standards and treat the customers with their demands. Humbly, the hoteliers have to lead this idea of vacationers and MICE tourists. A dealers meet at the Balinese jungle, an academic conference at Nepalese Himalayas, conference at southern Thai Island? Audacious may be, but proposals might drop-in, marketers doing whatever way possible to "sell". the ideas, yet hotels should think where the vacationers lie and MICE tourist stay.





NTB and Nepal's tourism- an institutional perspective

*Surya Thapaliya
Srijana Nepali*



On the eventful day of December 31, 1997, the country witnessed an unprecedented departure to hitherto unknown territory of private public partnership challenging the dogmatic notion of redtapism. While realizing the wind of change, a dream institution was born. The overdue entropy of private sector had just transfused into a symbol of empowerment. Then, Nepal Tourism Board entered the scene. It was not an act of desperation rather a sincere contemplation to honor the knock-at-the-door in the wake of growing demand for market liberalization and open economic policy. On the very day, Microsoft acquired Hotmail in a record breaking deal of 400 million\$ across the Atlantic. The story tells how the world was contrasting at two half spheres.

On a serious note, the enactment of NTB in 2054 BS was not an easy ride. Long before, in 1972, the Master Plan funded by the German Cooperation presented and echoed indispensable public private partnership in Nepal's tourism. Coinciding with the fourth five year plan, the 1972 master plan advocated for the need of comprehensive legal and institutional arrangements for tourism. While the tourism sector finds its taker under the Ministry of Industry and Commerce, it was only in 1978 when the Ministry of Tourism and Civil Aviation took a flight with the wings of tourism and Civil Aviation. It was heartening to turn over the pages of the master plan realizing how two major private associations- NATTA and HAN took the center stage in the plan in the context of statistical imperatives.

1950s- decade of theatricals up in the thin air

The story of Nepal's tourism in the decade of 1950 was all about the expeditions. More of a battle of the giants- British and French. French took over the Annapurna while British stamped their authority on Everest. It was nothing sort of an Oscarsque drawing cinematic brilliance. After the drubbing and drowning of Second World War, both the colonial powerhouse looked for a rise from the ashes. They choose the might and the mystery of eight thousanders of Nepal. The battle turned and moved to Nepal from the Alps. 1950 June 3 was nothing short of a blockbuster. 1953 May 29 proved to be a colossal. A feat compared nothing less to mankind's triumph over moon in the later years. In both case, Nepal emerged as the winner. We took the international flight to global tourism. The mystery of mountains cajoled the world. The spirit of mountains embraced the best of the braves for the next 10 years.

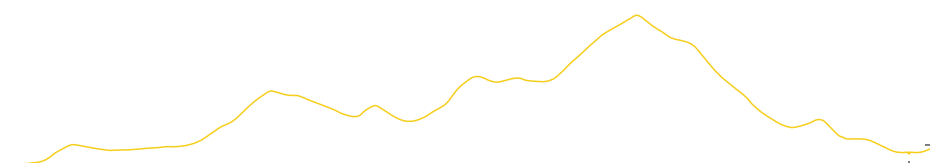
It was a theatre of some improbable acts of human spirit and skills where the whole world was keeping eyes for a miraculous play of bravery. The year was 1953. One of the biggest turning point in the history of mankind's bravery and skills was the ascent of Mt. Everest. It threw Nepal in the global limelight. For ages, Mt. Everest stood as the testimony of mankind's daredevil imagination. The year 1953, a year after the Olympics in Norway and Finland, two finest gentlemen from New Zealand and Nepal were braving their way up into the thin air of Everest. Their triumph proved to be a major cultural turn in the climbing history.

Being a relatively new democratic state in the aftermath of World War II, Nepal's own forage into the statehood entered into socio economic paranoia. The euphoria of ascent of another eight thousander, the first in the history, Mt. Annapurna in 1950, got the country into top calibration and celebration too, much before the Everest saga. While the tiny Himalayan nation was caught in its own political struggle, its friendly citizens continued to look up to the mountains as metaphor for life's pursuits amid the global political chaos in the wake of cold war era.

While Nepal was caught napping in its own imagination of sought-after-destination for new found global limelight, the British regime was contemplating long for universal claim for conquering the mighty and improbable challenge of climbing the summit of Everest. The fading supremacy of British Empire in the wake of new global order after Second World War, the empire had already funded eight expeditions to Everest but to no avail. But the ninth expedition was a different story.

Now, everyone has something to do with tourism. Tourism has become a social fact.

The dawn of era of travel and tour had just begun. 1960s carved trails to institutional strengthening of tourism sector, particularly of private companies. More precisely, consolidating the early leaders who dreamed of pulling the strings together in travel tourism. The incorporation of two largest institutions (still by sheer volume and importance), Hotel Association of Nepal (HAN) and Nepal Association of Tour and Travel Agents (NATTA) just kickstarted a formation of spectrum of leadership and ownership in Nepalese tourism. Arguably, before the state had waken up to the new found global stare at Nepal. Nonetheless, the state of Nepal which was still in the awe of freedom from the autocratic regime,



such act of fraternity by private sector was a harbinger of leadership from oblivion. However, it took 15 years for our players to formally organize when the Indians were already at the touch line with the announcement of TAAI, Travel Agents Association of India, in 1951.

Now, entered the fourth five year plan and box office hit- 1972 Master plan of Tourism. It was no frantic but well thought initiative of the then government to pre design the long road of tourism in Nepal. Supervised by the German cooperation, the plan laid out major underpinnings quite strategic and pivotal to structure the tourism and civil aviation in Nepal. Kathmandu, quite obvious, took the center stage powered by the only international airport, took the axial for eastward and westward tour, trekking and pilgrimage round trips. Nepal's effort in mastering the extension of tourism beyond the mystery and mysticism of mountains well coincided with the ascent to the throne of King Birendra. One astounding act of brilliance of the government was the enactment of National Park and wildlife conservation act of 1973. It proved to be one masterstroke as it invigorated the southern plain as tourism attraction. It gave flight to Chitwan and rest is history. 1970s was all about the national parks- Chitwan, Sagarmatha, Langtang, Rara and Shuklaphanta. In the context of their own eventuality, all these parks now form the core of conservation and ecotourism in Nepal.

The story propels now with strong plots. Enters the Tourism Act 1978 repealing the Tourism Industry Act of 1964. Ministry of Tourism was established with strong mandate of regulating the sector. These proceedings were in lieu with policy recommendations of 1972 Master plan. The review of master plan in 1984 shed lights on active engagement of private sector in hospitality and service operation contributing in overall tourism growth both in terms of tourists' arrival and revenue generation. The decade long progress of the erstwhile master plan of 1972 had fostered the expansion of tour based activities in eastward axis based on Koshi River and east southern plain and westward axis based on Karnali and Bheri rivers and southern plain of Bardiya and Shuklaphanta. However, despite the activities based expansion in the plains of Nepal, the administrative-structural bottleneck remained tough nut to crack to lay foundation for geographical expansion of tourism. The decade also witnessed another consolidation of private sector in the form of Trekking Agencies Association of Nepal, TAAN, bringing the policy lobbying of trekking tourism under a single radar in 1979.

1990s- decade that changed everything

The start to the decade was charged with unprecedented opposition to the regime in Nepal. The whole South Asia was under tremendous turmoil of need of jumping to the territory of political economic shift to open market, economic liberalization and structural reforms of development economy. Nepal too could not resist the

temptation of joining the new found yet unchartered regime change. Amid the chaos, there was Nepal Tourism Development Program. It strongly delved into three major areas- limitation of foreign capital in tourism, transport constraints and inter-departmental coordination issues. The constitution of 2047 (1990) guaranteed the sovereign power to the people and it changed the economic landscape. One notable departure into the new journey was the Tourism Policy of 1995 (2052) that paved the way for establishing Nepal Tourism Board. The existing Nepal Tourism Development Program too had made inroads for provocation of its existence. The draft of the Tourism Policy 2052 had proposed the chairmanship of Tourism Minister. It changed over the course and the final installation had tourism secretary as its chairman.

Nepal Tourism Board- the love affairs never fade

Nepal Tourism Board, NTB, as it is called with much love and pride by the private sector. It's the pride of private sector as they claim, technically and structurally more than half of the stake in board. For an economy like Nepal, the enactment of an institution of such self-functioning, autonomous structure itself was a big achievement for tourism sector. We were the frontrunner among many destinations during the decade of 1990s to foresee such an outward approach to tourism economy. We still continue to surprise many having this one of its kind, the exemplary institution of Nepal. The proliferation of its essence has been very sublime across all political epoch and rules. It had withstood the storms of chaos and conflict and has sailed through the silent water. It belongs to the private sector.

However, one of the most obscure paranoia of our institution is that of its own empiricism. The plurality of reasoning of the institution of such acclaim and value must find its own propensity for the long alienation. Though still young, the expectation of private tourism sector has been both overwhelming and overarching.

The changed context of fiscal federalism is an opportunity. The ramifications of comprehensively complex fiscal federal arrangements and the contours of overlapping political and administrative federal realms have been slowly but surely bringing the future implication. The nascent federal state of Nepal have begun to experience tangible forestate of the potential consequences of its own profligacy. NTB in its preface is and can be an unprecedented opulence. Not the pretext, hitherto, tourism in federalism still has its own story to write. The affairs continue.

*Mr. Thapaliya is a senior manager at
Nepal Tourism Board*

*Ms. Nepali is a senior officer at
Nepal Tourism Board*



The Himalayan Tectonic Shift: A New Vision for Nepal as an International Hotspot for Artificial Intelligence, Digital Nomads, and Dimensioning Spirituality

Sudhan Subedi



Introduction: A Mirror of National Aspirations

The tourism sector in Nepal has always meant much more than just an economic fact. It has always been a deep mirror in which the country's dreams, the diversity of the country's culture, and the rapidly changing dreams of the multi-nations have been cast. Right from the legendary era of the early Mount Everest climbers like Tenzing Norgay and Sir Edmund Hillary, who had ambitions to touch the valleys of Everest, which symbolized the conquest of the power of human beings, to the hippie travelers of the foothills of the Himalayas in the 1960s and the 1970s, who were searching for enlightenment in the valleys of the far-off Himalayas, the encounter between Nepal and the world has always included some kind of transformation. Every experience has brought the world to Nepal with fresh dreams of the country.

Today, it is at a critical moment, perhaps more complex, more revealing in consequence, than any generation has faced in the past. Indeed, it not only has to decide who is going in and out of its borders but also who is really getting in, in effect, through this process, and what is doing with a 'tectonic shift' occurring in the technological as well as the spiritual topography of the whole world. There is no shake but a motion in itself in the position of this earth.

While the world experiences an "earthquake" in the tech market because of the Chinese artificial intelligence DeepSeek, while people pour to India to experience Kumbh Mela, a phenomenon that embodies the eternal power of faith, Nepal stands at a crossroads in a way that can be described as a "sandwich" between a tech giant in the North and a faith giant in the South. However, this is no situation of deficit, but one that reeks of opportunity of monumental magnitude. This article will hopefully explore the implications at the interface between the tech world and the spiritual world, and propose that in the unique natural conditions of the tech world, a complex, hard, and much-in-demand destination for the next movement of mankind can emerge, one that measures depth, and not numbers.

Transcending the "Arrivals" Parad

"The measure of the success of Nepal's integration with the international community for most of the past five decades was the number of tourists who arrived in the country." For most of the past five decades, the measure of the success of the integration of the international community of Nepal was the number of tourist arrivals in the country. It was an historic year in 2019 when there were over 1.19 international visitors.

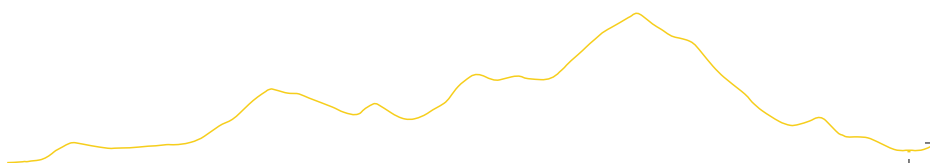
Nevertheless, in achieving this end, it became clear that there were some limitations to what could be gained through the assessment of impact through mere head counts.

Indeed, such a measure would not factor in either the experience gained in the travels themselves, contributions made outside the trekking routes to Everest and Annapurna, or the forces leading to the emergence of the next generation of travelers. Moreover, such a measure would not factor in either the problems created through economic leakage in having the total spending made by tourists channeled back to entities such as tour companies, airline, and hotels, nor would it factor in either the environmental degradation created along routes most traversed to such destinations, and even further to the social aspect created in a place like Kathmandu's Thamel, which would have become a tourist bubble in sustaining interests for such short-term travelers. It was bound to be a precarious balance poised to be highlighted through the emergence of the pandemic of COVID-19, which would mean a halt to travel in no distant future.

The so-called "discourse" of the new Nepal market, thus, is slowly being revealed as it gets expressed through the form of the "value creation logic." This paradigm change in the discourse can be observed when the change in the nomenclature itself becomes clear, moving from 'basic tourist data' to the "International Visitor Arrivals" or IVA. The change in nomenclature reflects the change in the approach paradigm. The change in the approach reflects a change in perspective, ranging from nationality and the number of tourists entering the nation to understanding the level of engagement, movement, length of stay, diffusion of visitations in the rural areas, to the value of the sociocultural impacts of the visit. Just entering and exiting the nation is no longer the agenda but achieving a degree of interaction that would facilitate the change of the visitor as well as the "visited" in the change process. A "digital nomad" in Pokhara staying for six months and taking up the entire apartment with workers and services would bring so much more value to the nation than the "trekker" staying for short times of 10 days with the entire list of bills already paid for in advance to the foreign company.

The DeepSeek "Earthquake" and the AI Frontier

Even as Nepal has started overhauling its foreign visitors, the world of technology has literally turned topsy-turvy with the emergence of DeepSeek, a China AI firm, which has succeeded in going against the accepted trend in a matter of record time. In only seven



days, DeepSeek occupied the 10th position in apps in 111 different countries, occupying the leading position in the US App Store by January 26, 2025. In reality, its pace was so sudden that it succeeded in pulling down stock by 4.5% in such major US technology giants like Google, Microsoft, and Amazon, while major players who were attempting to work on a technical team with this different thinking succeeded in pulling up their stock by 12%.

That the success of DeepSeek, with records broken for the previously established competencies such as ChatGPT, shows a world powered by and for data and Artificial Intelligence as the prime mover of the globe's engagement and power, is not merely international news for Nepal but the strategic message itself. China is indeed firing the DeepSeek cannon at the northern gate of the Himalayan nation's field of play, and the nation now gets the chance to position itself at the heart of the New World, the prime link of the New World's Silicon Valley for South Asia, with the Himalayan Distinct Advantage.

In fact, Nepal has a unique geographical benefit in the age of AI technology, which is not seen anywhere else in the world. That benefit is because of the climatic condition created by the Himalayan range in Nepal. Data centers, being the hardware component models for AI technology like DeepSeek, consume excessive electricity, where up to 40 percent of its power usage is to cool down the equipment, keeping it cool to avoid overheating. But in Nepal, because it is in a high-land region, there is natural preservation at low temperature levels, what can be referred to as 'free cooling' because no cost at all is incurred to cool down the equipment to prevent heating. Indeed, Power Usage Effectiveness will be naturally reduced in a mountainous region where it is cold. Data centers in Nepal would be a dream to be achieved in the name of sustainable development.

Nepal can allure foreign investments in technology by emphasizing and marketing such geographic and cultural resources. This can be achieved through the development of Special Economic Zones (SEZs) exclusively targeting technology development and development in Nepal. This development can offer incentives and easy rules for businesses interested in erecting data centers and research facilities in these SEZs. One can look forward to a day when the regions around Pokhara and around Mustang will not just be famous for the sound of chanting monks, they will also become known for the humming of computer servers processing global data on artificial intelligence through the hydroelectric power resources in Nepal. This will transform Nepal from a user to a producer in technology.

Era of Significant Mobility, Digital Nomads

The advancement in technology made possible by AI as well as the increasing adoption of telecommuting and remote working has made it feasible to establish a new form of tourist that has never existed. This form of tourist is known as the Digital Nomad. Digital nomads are characterized by their departure from other tourists who

always travel according to predictable routines. Digital nomads are business people that are not dependent on a particular location and decide to combine business with traveling. They are programmers, designers, writers, marketers, and entrepreneurs that locate themselves in various destinations across the planet on long-term sojourns.

Aware of this potential, the government in Nepal has brought out a historic digital nomad visa initiative in the year 2025. A radical change in the approach away from the traditional tourist visa, this proposed visa now provides a five-year multiple-entry visa to the digital nomads on the basis of income/ savings criteria. Most importantly, this proposed initiative provides provisions for the digital nomads to open bank accounts as well as register their vehicles, ensuring their total integration into the economy of the countries they visit.

Digital nomads do not travel to a destination to see it; they move there. They do not come through pre-paid tourist packages, some of which export money out of Nepal in the first place. They eat in local eateries, learn to speak their language, support small businesses, and in essence, become part and parcel of their community. The power they hold in Nepal will help develop Nepal's creative sectors. A software programmer in Germany can collaborate with a start-up in Nepal, and a graphic designer from Brazil can become a college teacher in Kathmandu. Essentially, their money will remain in Nepal's economy all year round, not in bursts along trekking trails in Nepal's rural areas. Digital nomads will help spread Nepal's appeal from Nepal's rural-urban topography. They will spread Nepal's appeal through their day-to-day experiences in Nepal.

The Kumbh Mela Lesson: The Power of Human Connection

But in the meantime, the North is going forward in AI technology, and yet there's a "different world" other than AI in the form of the southern neighbor of Nepal, which is the Indian subcontinent, in the form of its very significant display of human presence in the occurrence of the Kumbh Mela in Prayagraj, where there was a gathering of eighty million people, resulting in the largest human congregation on the face of the earth.

The Kumbh Mela is a very important learning area for any tourism plan happening in the context of any country like Nepal because, on one hand, there can be no replacement for a human soul even by technological means in this area. In a world that is turning out to be one where digital forms of communication are imminent right from controlling the huge masses of people attending the event to the astonishing accomplishment of achieving success even at the rate of 90% merely by 10,000 public addresses through a public address system regarding finding missing family members and friends.

Nepal, being the land of Buddhist origins and Hindu origins, has the prospect of benefiting from the vast number of devotees right in its own back yard. Thus, by supporting the holiest spots in Nepal itself, such as the



Nepal's Pashupatinath Temple, one of the most revered shrines of the mighty God Shiva in the World. Lumbini is acknowledged across the World as the birth place of Sidhartha Gautam,' and Muktinath Temple, which is revered in both Hinduism and Buddhist religions in Nepal, the country has the prospect of reaching itself to these millions of spiritual travelers in their quest for the 'spiritual richness. It requires decades of not only marketing these holiest spots but also improvement in such areas of the border infrastructure of Nepal, for the 'clean and hygienic facilities for religious pilgrims in Nepal,' and for the 'development of well-organized 'Spiritual Circuits' for visiting the holiest spots of spiritual enrichment in Nepal.

Nepal could use the services of technology to offer even more to its spiritual travelers in areas such as the 'online booking for 'puja' Services,' 'mobile applications in diverse languages to provide information to devotees seeking 'ritual' information,' and even 'Virtual Reality' to devotees yet to make the journey to experience the spiritual richness in their own manner.

Shattering Structural Barriers & Ensuring Equality

If Nepal is to emerge as a port of experience and mobility, it is essential to identify and remove the impediments to experience and mobility which have existed in Nepal for some years. The foremost impediment in this aspect is continuous discrimination in terms of pricing. Nepal practices multiple pricing in matters related to sites of historical importance, and natural parks, where the entrance cost is largely dependent upon the passport that the tourist possesses (SAARC national, Chinese, Indians, and other foreigners, etc.). Although in the not-too-distant past, such a principle would have constituted practical economics, in today's globally integrated economy, such treatment can be no less than discrimination.

For Nepal to be an advanced and flexible tourist destination targeting long-stay tourists like digital nomads and spiritual travelers, the pricing system needs to be integrated. It should learn to make the person who contributes to the economy of the nation feel respected and welcomed irrespective of his/her nationality. It is easy to manage and align with the culture among digital nomads that believes in easy movement and appears to be an advanced mechanism to attract the international community.

Also, this emphasis on major mobility must be grounded on sustainability. The environmental and cultural assets of Nepal are the most valuable assets of the country; unfortunately, they are fragile. Sustainable success in the tourism business of Nepal shall occur through the creation of models that highlight and emphasize the communities of Nepal through ecotourism models and approaches that involve making the communities of Nepal the primary beneficiaries without harming their environments and their present lifestyle. The emphasis on "experience tourism," through which an individual can experience learning on local crafts, local homestay programs in communities, and conservation projects, will ensure that the economic benefits are shared

nationwide and that development of tourist sites in the regions shall become a means of preserving culture and not culture destruction. This shall emphasize sustaining the environments.

The Sandwich Strategy; A Philosophical Convergence

The future of the nation is in its ability to successfully implement the "sandwich" approach—to balance the process of "luring" AI and the "lighting of the lamp" of the tradition of spirituality. It has to understand that technology and tradition do not act as contradictorily driven forces. It has to accept that technology and traditional practices are the siblings of the invincible economy. It has to understand that the chilling environment which helps servers perform at optimal speeds is the same chilling environment which has maintained the meditation rooms consisting of the high-altitude monasteries of monks meditating over the years.

Through their commitment to 'meaningful mobility' in Nepal, the country has the ability to move away from the conventional notion of domestic tourism versus foreign tourism. It no longer matters who the visitor is, but rather their effects, their derived effects, as well as their mark left. The visitor who stays in the country for months, purchases products, and engages with the locals, would be of more value than an "arrival" irrespective of their geographical location.

This is as philosophical a shift as it is a practical one. This involves a shift from arriving visitor numbers to interaction, from business interactions to meaningful interactions with people, and from designated visitor routes to routes that interact with the essence of the nation itself. This is a recognition that, by far, the most precious resource that Nepal has is not in its mountains and temples but in the wisdom of its people.

A South Asian Pioneer

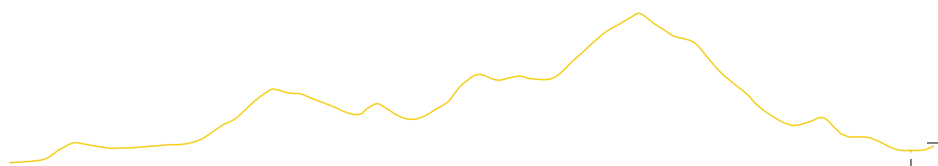
It seems that a crossroads is presented before in which the path of the nation's future with the remaining planet hangs in the balance for the next generation and beyond. By leveraging the climate of the Himalayan Mountain range in support of the data centers and the geographical holiness of the nation for the spiritual explorers of the earth, Nepal has the chance to progress beyond the typical notions of tourism to build a brighter, more sustainable future. The creation of the digital nomad visa with the commitment of pricing equality is pivotal for a future wherein every individual who migrates and spends is respected.

This two-way trail also shows that Nepal is not only a place of trekking; it is a place of innovation as well as spirituality. This will either come from the absolute silence of a meditation class in a monastery up in the high mountains or from the excitement of a data center that uses natural ventilation to process worldwide data. The opportunity lies in the fact that if a daring plan is made with the inclusion of policies that embrace this vision, this South Asian state will not be the "sandwich" between two giants but rather the link between the technology trail of tomorrow and the immortal soul of mankind.

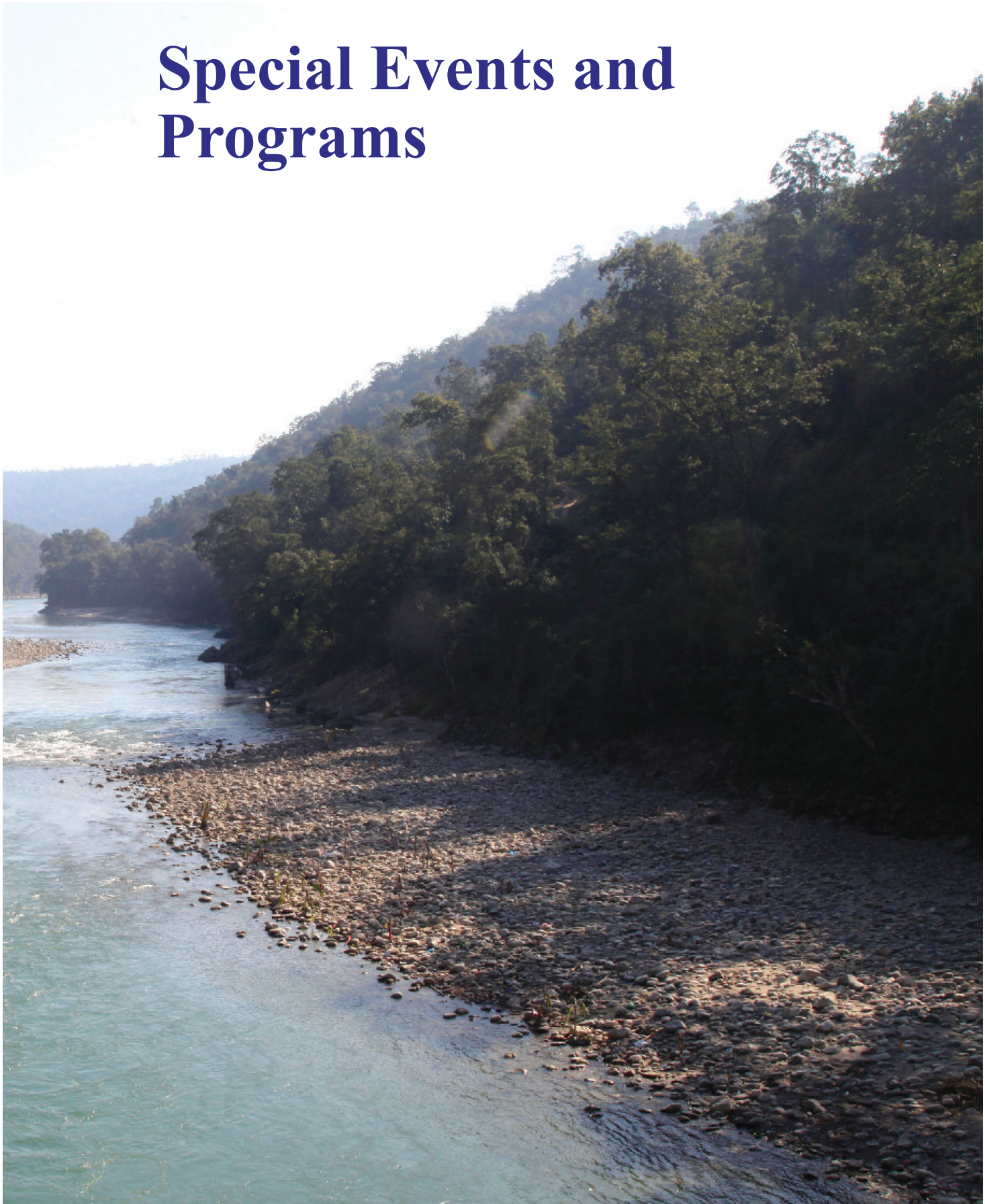


STP

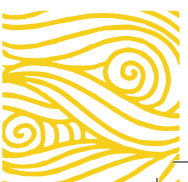




Special Events and Programs



Bheri Khola - Sunil Sharma



Nepal Tourism Board Elevates Sagarmatha Sambaad 2025 with Cultural and Experiential Highlights



Nepal Tourism Board (NTB) proudly collaborated in the successful organization of Sagarmatha Sambaad 2025, a high-level global dialogue platform focused on climate change, mountain resilience, and sustainable development. NTB's unique contributions to the event brought cultural richness, experiential engagement, and authentic Nepali hospitality to the forefront, receiving high appreciation from international delegates.

As part of its commitment to promoting Nepal's cultural diplomacy and environmental advocacy, NTB introduced a series of signature experiences throughout the three-day program:

Special Souvenirs and Tea Counters

NTB curated special souvenirs for international delegates, featuring premium teas from Illam's renowned tea gardens. For the first time, live tea counters were installed at the event venue, offering guests the opportunity to taste and learn about Nepali teas, a move that drew enthusiastic responses from participants.

Raithane Dinner Showcasing Culinary Diversity

In collaboration with the Hotel Association of Nepal (HAN), NTB organized a Raithane Dinner on 17 May 2025, showcasing traditional cuisines from all seven provinces of Nepal. The dinner highlighted the culinary heritage of Nepal and featured a special tasting session of local beverages, including Aila and Thon, which emerged as a cultural highlight of the evening.

Multi-Stakeholder Roundtable Participation

NTB CEO, Mr. Deepak Raj Joshi, was a featured speaker in the Multi-Stakeholder Roundtable Discussion under the theme "Global and Regional Partnership." The session was chaired by Dr. Yuba Raj Khatriwada, Advisor to the Prime Minister, addressed key topics such as:

- Recognition and reward for ecosystem services
- Climate-induced disaster resilience
- Innovative climate and carbon financing

Mountain Flight for Climate Awareness and Product Visit

NTB also coordinated a special mountain flight for VIP delegates, led by Hon'ble Minister for Forests and Environment, Mr. Ain Bahadur Shahi Thakuri. The flight offered delegates a panoramic view of the Himalayas and a sobering visual of the impacts of climate change on Nepal's mountain ecosystems.



NTB's Continued Commitment

Speaking about NTB's involvement, CEO Mr. Joshi remarked:

"Sagarmatha Sambaad exemplifies Nepal's role in convening meaningful global dialogue. Through cultural expression and experiential storytelling, NTB is proud to support Nepal's climate and diplomacy leadership."



Mundum Trail Visit Year 2025

Nepal Tourism Board is pleased to announce the celebration of the ‘Mundum Trail Visit Year 2025’ and has aimed at promoting the rich cultural heritage along with natural beauty on the Mundum Trail of eastern Nepal. This is an initiative under which more than 100,000 domestic and international tourists will be attracted this year.

The Mundum Trail passes through the areas dominantly inhabited by the Kirat community-Sankhuwasabha, Bhojpur, Khotang and Solukhumbu districts of Koshi Province. Renowned for its easy trekking routes, the trail offers a perfect combination of natural scenery and culture. Shed stay, orange harvest, shaman rituals and Sakela Ubhauri and Udhauli festivals are some of the major attractions of the Kirat culture.

The 80 kilometre-long trail varies in altitude between 2,300 metres at Chakhewa and 4,110 metres at Silichung Hill offering spectacular vistas of six peaks over 8,000 metres – Mt Everest, Kanchenjunga, Makalu, and Lhotse among others.

The festivals and events will be organized in different parts of the region to showcase the various cultural and natural aspects of the region during the Visit Year. They are the Rhododendron and Horse-Riding Festival in Temke Maiyung Rural Municipality, Honey Hunting and Gothstay Festival in Kepilasgadhi Rural Municipality, and Ultra Marathon and Mountain Cycling in Bhojpur Municipality. These events have been aimed at providing immersive experiences for the visitors with regard to the local traditions and ways of life.

- Mundhum Trail honored at IMTA & MTOS 2025: During the International Mountain Tourism and Trekking Symposium (IMTA & MTOS) 2025, the Mundhum Trail was recognized. This reflected NTB’s success in promoting new adventure tourism offerings, drawing global praise for its vision and enhancing Nepal’s reputation.



Nepal India China Expo (NICE 2025)

NTB in collaboration with the PATA Nepal Chapter, Pokhara Tourism Council, and key public-private stakeholders at local, provincial, national, and regional levels, hosted the first-ever Nepal-India-China Expo (NICE 2025) from February 24 to 26, 2025, at the Pokhara Event Center in Nepal's tourism capital, Pokhara. This landmark tri-nation tourism expo has united tourism and hospitality leaders from Nepal, India, and China on a single platform, fostering unprecedented networking, business growth, and industry collaboration. Attendees gained deep insights into emerging tourism trends, market dynamics, and inspirational industry experiences.

With the theme “NICE for MICE & More”, NICE 2025 has meaningfully engaged:

- 800+ Delegates
- 100+ Regional Buyers
- 70+ Diverse Exhibitors
- 25+ Leading Media Invitees from India & China
- 40+ High-Value Speakers & Special Guests
- Hundreds of Local & International Stakeholders, Government Officials, Media, and Trade Visitors

This event marked a milestone in regional tourism cooperation, strengthening Nepal's position as a leading MICE and tourism destination while unlocking new opportunities for investment, cultural exchange, and sustainable tourism development.



72nd International Sagarmatha Day and 1st World Summiters Summit 2025

Nepal Tourism Board in collaboration with Nepal Mountaineering Association (NMA) successfully hosted the 72nd International Sagarmatha Day and the World Summiters Summit 2025 on Thursday at Hotel Yak & Yeti, Kathmandu. The event brought together national and international climbers, dignitaries, experts, and stakeholders to celebrate mountaineering achievements and discuss future challenges and opportunities. Prime Minister KP Sharma Oli, the chief guest, emphasized the need to preserve Mount Everest, revise climbing standards, and manage waste more responsibly. He said, “Not everyone should climb Everest. We must rethink our standards and protect the mountain for future generations.” He also called for public input on Nepal's ongoing tourism policy reform. Tourism Minister Badri Prasad Pandey, who chaired the program, announced upcoming structural



and policy reforms, stating, “The ministry is committed to strengthening partnerships with the private sector and making Sagarmatha Day even more impactful in the future.” Chief Minister of Koshi Province Hikmat Kumar Karki stressed the importance of environmental protection and federal collaboration to address the impacts of climate change in mountain regions.

NTB CEO Deepak Raj Joshi highlighted the vision of the World Summiters Summit, calling it “a global platform for shared responsibility and sustainable mountaineering.” He added, “This summit is not just about reaching summits but about building legacies—for people, for nature, and for the generations to come. Our Himalayan region is facing urgent challenges—from climate change to the vulnerability of mountain communities. The need for collective action has never been greater.” He emphasized that the voices of local mountain communities must be central to any dialogue about the Himalayas—they are the true stewards of these sacred landscapes. The event featured a high-level panel discussion titled “Climbing for a Cause: Mountaineering as a Platform for Advocacy and Change.” On the occasion, the government honored several mountaineers and contributors to mountain tourism. The Sagarmatha National Award was presented to Mingma Gyaljen Sherpa for climbing all 14 peaks above 8,000 meters without supplemental oxygen. The program concluded with the unveiling of the World Summiters Summit logo and a video presentation.



Buddhist International Travel Mart 2025: New Momentum for Buddhist and Spiritual Tourism in Nepal

The Buddhist International Travel Mart (BITM) 2025, jointly organized by Nepal Tourism Board and the Nepal Association of Tour and Travel Agents (NATTA), successfully concluded in Lumbini on May 25 after three days of events that began in Kathmandu on May 23. The international fair saw participation from more than 11 countries and over 100 tourism professionals from South and Southeast Asia, strengthening Nepal's ambition to emerge as a global center for Buddhist, spiritual, and peace tourism.

The government's long-term vision includes developing Lumbini as an "International City of Peace" and prioritizing Buddhist circuits such as Kapilvastu, Ramgram, Devdaha, and Tilaurakot. Connectivity improvements particularly through the Gautam Buddha International Airport and expanded road infrastructure are central to this strategy. Nepal has also urged UNESCO to keep Lumbini off its at-risk list and is working to add Tilaurakot to the UNESCO tentative list.

NATTA President Kumar Mani Thapaliya highlighted that BITM 2025 served as a historic platform for strengthening regional relations. In addition to the MoU with India in Kathmandu, a similar agreement was signed with Myanmar Travel Agencies in Lumbini, significantly boosting regional cooperation. NTB CEO Deepak Raj Joshi highlighted Nepal's depth as a spiritual destination, stating, "Nepal is an experience, not just a place to visit."

The event brought together tourism professionals, Buddhist monks, scholars, and government officials from Nepal, India, Myanmar, Bhutan, Sri Lanka, Thailand, China, Japan, and other participating nations. According to the Nepal Tourism Board, BITM 2025 contributed meaningfully to enhancing cultural ties, developing tourism networks, and solidifying Nepal's position as a global center for Buddhist tourism.



Himalayan Travel Mart Concludes with a Broadened Collective Strategy for Sustainable Tourism Development

The fifth edition of the international tourism fair, Himalayan Travel Mart (HTM), concluded in Kathmandu with a key resolution to broaden collective efforts among Himalayan nations for sustainable tourism development and to expand strategies for global destination promotion.

Held from June 2 to 4, the event aimed to establish a unique network among global tourism and hospitality institutions, professionals, and industry stakeholders, fostering business opportunities and enhancing valuable industry insights. The mart was organized with the objective of promoting Nepal's tourism by the Pacific Asia Travel Association (PATA) Nepal Chapter and Nepal Tourism Board, in collaboration with Nepal Airlines and several other major national and international tourism organizations.

More than 700 delegates, including over 100 foreign guests from over 30 countries, along with tourism professionals and stakeholders, participated in the mart. The closing ceremony was held at the LOD Night Club in Thamel, where participants enjoyed various musical performances and an exceptional DJ show. The event was graced by international representatives, Khem Lakai, PATA Nepal Chairman; Anil Ghimire, Nepal Airlines' Executive Director, senior officials from the Nepal Tourism Board, and tourism entrepreneurs.

The mart featured a conference themed "Mountain Milestone and Momentum" and included group discussions on various tourism-related topics. Experts emphasized the need for integrated efforts and practices to drive the development of the tourism industry. They highlighted Nepal's immense tourism potential, rooted in its unique natural beauty and diverse geography, and called for enhanced coordination and collaboration to attract global tourists.

Narendra Dev Bhatt, the coordinator of the mart and Secretary-General of PATA Nepal, stated that the event was organized with the goal of establishing strong networks in international source markets to contribute to the promotion of Nepal's tourism.

Since its inception in 2017, HTM has been held every June as Nepal's premier international tourism trade fair. According to Secretary-General Bhatt, the program seeks to build exceptional global connections among tourism and hospitality institutions, professionals, and industry players, enhancing business opportunities and valuable industry insights.

The conference also featured more than 20 national and international speakers and thought leaders who shared perspectives on spiritual, adventure, and luxury tourism, sustainable tourism, contemporary market trends, current issues, and emerging opportunities in tourism. Additionally, under the Business-to-Business (B2B) program, this year's HTM included participation from over 60 buyers from the United States, Europe, Australia, South Africa, Russia, and CIS countries, along with more than 65 sellers from six destination countries: Nepal, India, Bhutan, China, Bangladesh, and Sri Lanka.



Nepal hosts 3rd BIMSTEC Network of Tour Operators Meeting in Kathmandu

Nepal hosted the 3rd Meeting of the BIMSTEC Network of Tour Operators (BNTO) in Kathmandu on February 6-7, bringing together tourism organizations and private stakeholders from BIMSTEC member countries – Bangladesh, Bhutan, India, Myanmar, Sri Lanka, Thailand, and Nepal.

The event was inaugurated by Mr. Binod Prakash Singh, Secretary of the Ministry of Culture, Tourism, and Civil Aviation (MoCTCA), and Mr. Si Thu Aung, Director of BIMSTEC. Secretary Binod Prakash Singh emphasized Nepal's commitment to regional tourism collaboration, highlighting the country's dedication to preserving and sharing its natural and cultural heritage while promoting sustainable tourism. He noted that BIMSTEC offers a unique opportunity to enhance cross-border tourism and unlock shared cultural and natural assets.

Mr. Si Thu Aung, Director of BIMSTEC, stated, "Tourism is a vital economic sector for our region, and collaboration will allow us to harness the untapped potential within BIMSTEC. It will foster synergies, create long-term partnerships, and contribute to employment, revenue growth, cultural exchanges, and stronger people-to-people relations."

Mr. Deepak Raj Joshi, Chief Executive Officer of NTB expressed his enthusiasm for the meeting, emphasizing Nepal's role in facilitating regional tourism and promoting the region's rich heritage. He underlined the importance of this event as an opportunity for collaboration and strategy development.

Key agendas for the meeting were the operationalization of BIMSTEC Buddhist and Cruise Circuits, destination management, the promotion of regional tourism through initiatives such as joint marketing, exchange programs, and visa facilitation. Organizing BIMSTEC Travel and Tourism Mart annually was also in the agenda. Discussions also cover enhancing cross-border travel and exploring specialized tourist circuits.

The outcomes of the meeting were expected to strengthen public-private partnerships, improve tourism management, and support seamless connectivity across the BIMSTEC region, contributing to sustainable tourism growth. Also present on the occasion were NTB Executive Committee Vice Chair and members, as well as heads of tourism



Meet and Greet with Diplomatic Corps

The Nepal Tourism Board (NTB) organized a “Meet and Greet with Diplomatic Corps” program on 26th September 2025 to extend warm festival greetings to the diplomatic community in Nepal. The event served as a platform to share updates on tourism scenario, particularly in the wake of the recent Gen G protests. The program not only celebrated the festive spirit but also helped strengthen ties with the international diplomatic community, pivotal in promoting Nepal on the global tourism map.

CEO Deepak Raj Joshi expressed gratitude to the diplomatic community for their continued support in promoting Nepal’s tourism globally and their crucial role in sharing a positive message. The program was attended by various diplomatic heads and representatives, marking a significant step in strengthening collaborative efforts to position Nepal as a premier global travel destination. Their presence underscored the strong international goodwill toward Nepal and reinforced the importance of collaboration in reviving and growing the tourism industry.

The Board acknowledged the resilience of Nepal’s tourism sector and emphasized its ongoing efforts to ensure a safe, welcoming and vibrant environment for visitors. “With our joint efforts,” Joshi remarked, “we can promote Nepal as one of the incredible tourism destinations in the world.”



AWARDS AND ACCOLADES

Nepal is recognized as the “Most Nature-Connected Nation” in world

Nepal is recognized as the most nature-connected nation in the world followed by Iran, South Africa, Bangladesh and Nigeria, according to the study, which is published in the journal *Ambio*. Croatia and Bulgaria are the only European nations in the top 10, followed by France in 19th place. Studies have found that people of higher levels of nature of connectedness enjoy improved wellbeing and act more in environment friendly behavior. Nepal is widely popular of its diverse nature and human-nature connectedness behavior by the coverage of the gurdain.com on November 01, 2025.

Kathmandu Shines as a Top Solo Travel and Cultural Destination

Kathmandu, the vibrant capital of Nepal, has secured a place among TripAdvisor’s Top 10 Solo Travel Destinations and Top 10 Cultural Destinations. This recognition highlights the city’s appeal to both solo adventurers and culture enthusiasts alike.

Renowned for its bustling streets, ancient temples, and rich history, Kathmandu is a UNESCO World Cultural Heritage Site that seamlessly blends tradition with modernity. The city’s unique atmosphere, combining serenity with cultural vibrancy, makes it an ideal destination for solo travelers seeking both adventure and peace.

Patan Featured on Condé Nast Traveller’s “Best Places to Eat in 2026”

Patan (Lalitpur) has been featured in Condé Nast Traveller’s renowned global list of “The Best Places to Eat in 2026,” placing the historic city among the world’s most exciting culinary destinations. The recognition highlights Patan’s distinctive gastronomic identity—deeply rooted in centuries-old Newari food traditions and complemented by a growing contemporary dining and beverage scene—offering visitors an experience where living heritage, culture, and cuisine come together.

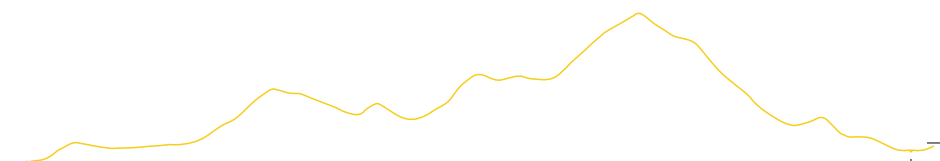


Nepal’s Community Homestay Network Featured in TIME’s ‘World’s Greatest Places 2025’

Nepal’s Community Homestay Network (CHN) has been recognized in TIME Magazine’s prestigious ‘World’s Greatest Places 2025’ list, a significant milestone for Nepal’s tourism industry. This honor highlights Nepal’s rich cultural heritage, warm

hospitality, and commitment to sustainable travel experiences.

CHN began its journey in 2012 in Panauti with just one homestay. Today, it has expanded to over 380 households across 50 communities, offering travelers a unique opportunity to stay with local families, experience authentic Nepali traditions, and contribute directly to small community economies.



Nepal Featured on BBC Travel

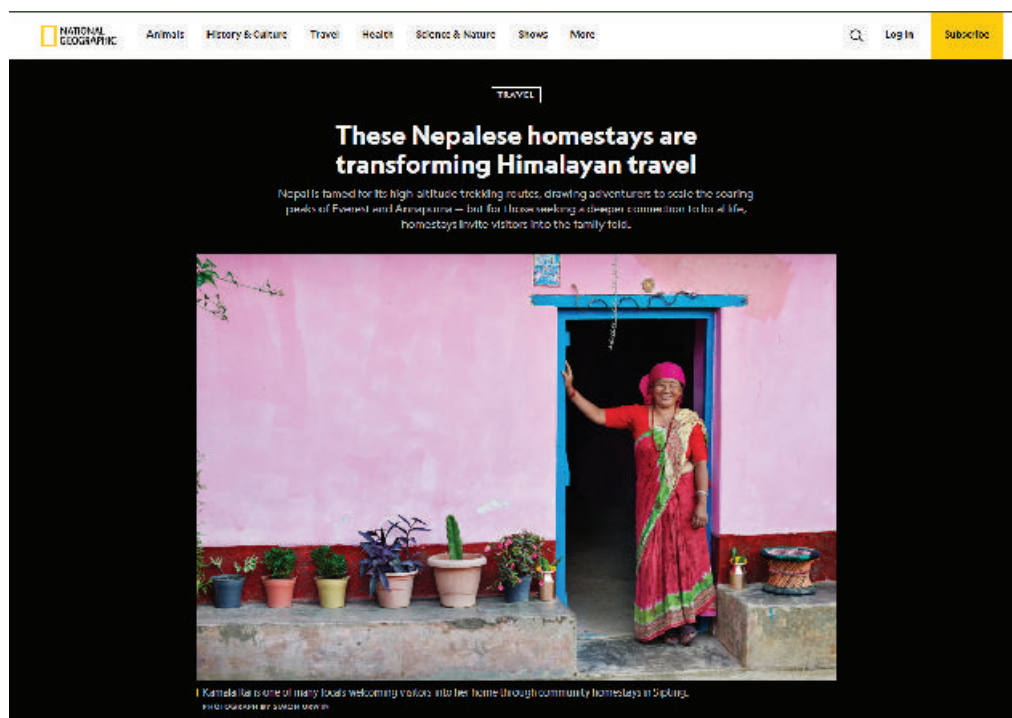
BBC Travel's latest feature highlights Nepal's southern Terai, moving beyond the Himalayas to showcase Tharu hospitality and the region's vibrant wildlife.

This recognition celebrates the "Atithi Devo Bhava" (Guest is God) philosophy through sacred sites and unique homestays.



National Geographic Traveller UK Highlights Nepal's Community Tourism

Nepal Tourism Board is proud to share that the December 2025 issue of National Geographic Traveller UK features an extensive six-page story showcasing Nepal's community homestays, local culture, and authentic rural life. The feature, titled "Nepal: The Road Less Taken", takes readers on a captivating journey through Nepal's heartland — from the hills of eastern Nepal to the heritage towns near Kathmandu — revealing how tourism is connecting visitors with local communities in meaningful ways.



The in-depth story explores community-based tourism initiatives that provide immersive cultural experiences while directly benefiting families in rural Nepal. It illustrates how homestay programs are creating opportunities for women, preserving living traditions, and offering travellers a genuine insight into Nepali life — beyond the Himalayan peaks and trekking routes the country is best known for.

Top Solo Adventure Travel Destination

Ranked among the world's top destinations for solo adventure travel in 2025 by a panel of travel experts from UK-based company Much Better Adventures. This recognition highlights the country's unique blend of affordability, safety, rich culture, and natural beauty.









Antu Lake - Sunil Sharma





NEPAL TOURISM BOARD

Tourism Service Center
Bhrikutimandap, Kathmandu, Nepal
Tel: +977-01-5356909
Email: info@ntb.org.np

FOLLOW US AT:

-  www.facebook.com/NepalTourismBoard
-  www.twitter.com/nepaltourismb
-  www.instagram.com/nepaltourism
-  www.viber.com/nepaltourismboard
-  www.youtube.com/welcomenepal
-  www.googleplus.com/+welcomenepal
-  www.linkedin.com/company/nepal-tourism-board-officials
-  尼泊尔旅游局
-  [nepaltourismboard](https://www.tiktok.com/nepaltourismboard)

*Lifetime
Experiences!*