



Nepal Tourism Board

Baisakh 26, 2075/ May 9, 2018

Public Notice

Nepal Tourism Board has been continuously working toward repositioning the image of the country through different means using traditional as well as contemporary communications tools and applications, among which Digital Marketing/ Promotion has proved to be the most widespread and cost effective.

Based on positive response and feedback from all concerned, the need to refine NTB's online communications, Digital Marketing/ Promotion has received urgent priority as per the mandate of NTB's Annual Operational Plan for FY 2074/75.

Online communications and promotion is now a crucial part of all DMO communications and is the most widely used tool for a DMO to reach out to the target groups of different markets. Currently, NTB is running two websites www.welcomenepal.com, trade.welcomenepal.com, www.greathimalayatrails.com and www.nepalnow.org for the promotion of Nepal. There has also been recommendation for a Chinese website for digital marketing in the China market to tap into the growing China market.

China is one of the most emerging markets for the global tourism. According to the UNWTO, Chinese outbound will increase to about 100 million by 2020. The rise in Chinese travelers has also brought about a 100 percent increase in the China market in Nepal since 2003 when the total number of Chinese tourist arrival was 7,562 to more than 100,000 in 2017. Therefore, China is an extremely important market for Nepal.

With the aim of providing digital communication for specific Chinese audience, NTB seeks to outsource for Hosting, Maintenance and Management of the Chinese website www.welcomenepal.cn, with customized content for the Chinese traveler to Nepal. Therefore, NTB seeks proposals for Hosting, Maintenance and Management of its official Chinese website for this fiscal year i.e. 2074-75 as per specific Terms of Reference (ToR) with specification details.

Interested parties are requested to collect the Terms of Reference for the job of Hosting, Maintenance and Management of Chinese DMO Website of NTB www.welcomenepal.cn from the Public Relations and Publicity Department of Nepal Tourism Board and send in their proposals within 7 days along with:

1. Company Registration, Tax Clearance Papers, VAT Registration Papers in case of companies
2. Updated CV, PAN Card, Citizenship Card in case of individuals