



# IN FOCUS 2016

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NATURALLY NEPAL  
ONCE IS NOT ENOUGH



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## Message from Chief Executive Officer

The Year 2016 has undoubtedly remained a challenging one for Nepal's tourism industry. But this challenge has also brought some opportunities for all of us. In the international level, Nepal has been loved and supported by many reputed agencies like Lonely Planet, Roughguides, National Geographic, TripAdvisor.com, eTurboNews, Trek and Mountain and travel trade associations, trade show organizers believing in the resilient nature of Nepal's tourism industry. The major challenge that Nepal faced in 2016 was the reposition of its image from a country riddled with post earthquake crisis to a most happening destination, and to dispel the myth of fear from visitor's mind assuring them that Nepal is a safe and exotic destination as it was before. In diplomatic level, there has not been any travel advisory against Nepal by any country. As against the dismal prediction made by tourism pundits about recovery, Nepal's tourism industry has been picking up encouragingly high. Together with NTB, the tourism entrepreneurs have shown tremendous interest and excitement in promoting their business in the international market which is a good sign for Nepal's tourism industry.



To bring domestic tourism into the mainstream, the Nepal Tourism Board has initiated Ghumphir Year 2073 Campaign mobilizing social media and travel trade industry recognizing its importance for sustainable tourism. I truly believe that it will help promote travelling cultures in Nepal, apart from contributing to local economy. Our effort is also to encourage local tour operators to sell tour packages to Nepalese travellers showing them how truly Nepal is blessed with natural beauties and cultural uniqueness.

After taking over the role of Chief Executive Officer of Nepal Tourism Board last year, I have devised four strategies – 2016 a year of survival, 2017 a year of revival, 2018 a year of reinvigoration and 2019 as a year of building better. As the survival phase has already been completed successfully, now it is time for us to go for a rapid and robust revival. The revival of Nepal's tourism is only possible with proactive and collaborative efforts from the public and private stakeholders.

There are many limitations and challenges in the development and promotion of our tourism. But, the year 2016 has proven and given us the confidence that if we synergize our efforts and work honestly, we can certainly bring the positive results in our tourism.

Let's be together and go together for tourism.

On behalf of Nepal Tourism Board and the team, I wish you all a very happy and prosperous New Year 2017.

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**MR. DEEPAK RAJ JOSHI**  
Nepal Tourism Board Executive Committee  
Chief Executive Officer



# CONTENTS



CEO's Message ...8

Nepal's tourism recovery efforts ...8

NTB in partnership ...8

Nepal's presence International Tourism Marts, Fairs and Sales Mission ...8

NTB's Promotional Efforts ...8

Events and Trainings ...8

NTB's initiatives ...8

NTB in news ...8

Executive Committee of Nepal Tourism Board ...8

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# TOURISM RECOVERY CAMPAIGNS AFTER 4/25 EARTHQUAKE



## Tourism Recovery Committee

Tourism stakeholders have formed a joint panel of government officials and private sector to assess damage on hotels, cultural heritage sites and trekking trails caused by the earthquake and initiate repair works immediately to bring the country's tourism industry back on track at the earliest. The Tourism Recovery Committee (TRC), which was formed on May 7, was led by then Director General of Department of Tourism (DoT) Tulsi Prasad Gautam. The panel was mandated to study impacts of the earthquake on tourism industry, identify short-term and long-term works that are needed to be done, formulate necessary programs, and make necessary suggestions to concerned government agencies for speedy recovery of the tourism industry. It also aimed to work in coordination with other associations, organizations and agencies for other needful works. Presidents of Trekking Agents Association of Nepal, Hotel Association Nepal, Nepal Mountaineering Association (NMA), Nepal Association of Tours and Travel Agents (NATTA), Nepal Association of Tour Operators, PATA Nepal Chapter and Society of Travel and Tour Operators Nepal (SOTTO Nepal) were members of the committee. Similarly, one director-level staffs each from Nepal Airlines Corporation (NAC) and Civil Aviation Authority of Nepal (CAAN) were also in the committee as members. TRC has opened its secretariat

in NTB premises.

Meanwhile, PATA International took the initiative to help and support the bounce back campaign of Nepal's Tourism. Mr. Andrew Jones, Vice President of PATA International and Mr. Bert Van Walbeek, crisis management expert who have a long time experience on crisis management, have helped countries like Philippines, Thailand,



Bali, Sri Lanka cope with natural calamities and after war effects, visited Nepal in this context. To move ahead with the recovery task, an initial preliminary interaction program was organized today on 24 May 2015 in Kathmandu. The program was actively participated by 60 key personalities from the Public and Private Sectors of Nepal to explore and exchange ideas on tourism recovery initiatives in the aftermath of 25/04 Earth Quake.

Later on June 25, PATA submitted Report and Recommendation for rapid recovery to the Minister of Culture, Tourism and Civil Aviation amidst a program in Pokhara.



## National Tourism Promotion Committee

Nepal government formed a high-level national committee, National Tourism Promotion Committee (NTPC) on 14 June 2015, under the chairmanship of then Honorable Minister for Culture, Tourism and Civil Aviation, Kripa Sur Sherpa, for recovery, revival and survival of tourism industry of Nepal after 25/04 Earthquake. The 36 members committee was comprised of most of the pioneer tourism veterans and tourism organization representatives together with high ranking government officials, a complete blend of private, public partnership.

NTPC carried out joint efforts of public and private sector for the recovery, rebuilding and promotion of the tourism in Nepal aftermath. With an aim to normalize overall tourism in Nepal, NTPC worked for the betterment of tourism activities in the days ahead.

NTPC also formed a nine-member working committee under the coordination of veteran tourism entrepreneurs Vice Chairperson, Mr. Yogendra Shakya as National Co-ordinator, with three other Vice Chairpersons Mr. Lhakpa Sonam Sherpa as Joint-National Coordinator, with Mrs Ambica Shrestha and Secretary of Ministry of Culture, Tourism and Civil Aviation, together with Joint Secretary, Ministry of Culture, Tourism and Civil Aviation, Director General of Department of Tourism, two Nepal Tourism Board Executive Member- Mr. Ghanendra Shrestha and Mr. Rajendra Sapkota as members and Nepal Tourism Board Chief

Administrator as Member Secretary.

On August 31, 2015, as its initiation to revive the flagging tourism sector in the wake of the devastating earthquake, the National Tourism Promotion Committee (NTPC) launched a logo and slogan as a part of National Tourism Recovery Campaign.

‘Nepal: Back on Top of the World’ is the slogan chosen by NTPC to carry out its campaign for the recovery of the tourism business, which has been shattered by the earthquake. NTPC also owned a report submitted by the Pacific Asia Travel Association (PATA) for revitalizing the country’s tourism and make initiatives for their enforcement soon. NTPC also requested international community to give priority to Nepal while choosing venues for international-level events like meetings, assemblies, conferences, exhibitions and fairs as this helps rebuild the country’s tourism sector affected by the devastating earthquake.

## NepalNOW Campaign

NepalNOW is a Tourism revival campaign initiated by Nepal Tourism Board and supported by NTB. The key goal of the campaign was to give facts and figures of the state of Nepal after the earthquake along with updates on the trails of trekking routes of the country. It mainly focused on user generated contents to tell the world that people were travelling to Nepal and Nepal is open for business.

People from the private sectors were involved in NepalNOW along with CBI



Consultants, Onno Roukens and Pieter Fabricius. The Consultants made multiple visits to Nepal and performed a thorough follow-up on the campaigns, from building the websites to guiding the team on what's best to do as time passed by.

Initially the website only catered tourism related news on the status of trekking routes to news updates on the location along with the various events and happening within borders. Various campaigns were launched and implemented during the initial phase of the campaigns such as:

**#IaminNepalNOW** – used by travelers/ foreigners who were currently travelling in Nepal or staying in Nepal. The Placard was used to click pictures while all pictures were updated over social media channels and shared



**#IWishIwasinNepalNOW** – this one was adapted by people who wished they were in Nepal

**#IamgoingtoNepal** - this particular campaign evolved from the former campaigns which was adapted by people who planned on travelling to Nepal

The major three campaigns ran for a certain period of time. The team then decided to focus more on Status updates, info graphics and travel stories. Placards were printed to support the cause while the campaign was also supported in various trade fares.

As time passed, NepalNOW switched to a platform giving information regarding the current affairs related tourism, travel stories. We stopped focusing on News and events altogether. Various incentives driven campaign was then held.





## Sunrise Campaign

This campaign ran for about a month where users were to use the hashtag #NepalNOW& and #Sunrise together in a post for submission of the campaign. There were different conditions applied such as, the person had to be in Nepal or currently travelling Nepal. The goal of the campaign was to aware people about #NepalNOW and to increase interaction with people.

## Shivarati Campaign

Another photo campaign held for a similar purpose, “Shivaratri Campaign” was an incentive driven campaign to inform people that Nepal is open for Business, festivals are still celebrated and to aware people regarding our main campaign. This campaign ran for about a timeframe of 10 days.



All campaigns were proposed and executed for the following social media Platforms : Twitter, Instagram & Facebook.



Mr. Deepak Raj Joshi taking the Oath of Secrecy of Chief Executive Officer of Nepal Tourism Board from then Chairman of Nepal Tourism Board and Secretary of Ministry of Culture, Tourism and Civil Aviation Mr. Dinesh Thapaliya on December 23, 2015.





His Excellency Mr. Richard Morris, British Ambassador to Nepal (Second from the right) paying courtesy call to Nepal Tourism Board. Also seen in the photo is Mr. Deepak Raj Joshi, CEO, Nepal Tourism Board (Third from the right)

Hollywood actress Michelle Yeoh with Chinese tourists in Bhaktapur. She visited Bhaktapur as Goodwill Ambassador of UNDP.





NTB  
IN PARTNERSHIP



## Buddha Jayanti celebrated under the theme of LUMBINI, NEPAL: THE BIRTHPLACE OF LORD BUDDHA AND THE FOUNTAIN OF BUDDHISM

The inaugural function of International Buddhist Conference held under the theme of LUMBINI, NEPAL: THE BIRTHPLACE OF LORD BUDDHA AND THE FOUNTAIN OF BUDDHISM was conducted on early morning of 19th May 2016 at Hotel Soaltee Crown Plaza, Kathmandu. The then Rt. Hon'ble Prime Minister KP Sharma Oli inaugurated the two-day the International Buddhist Conference. This conference was organized as a part of the celebration of the 2560th Buddha Jayanti. The program was organized by Ministry of Culture, Tourism and Civil Aviation (MoCTCA). The Co-organizers were Lumbini Development Trust, Lumbini Buddhist University, Nepal Tourism Board and Buddhist Philosophy Promotion and Monastery Development Committee.

Attended by two thousand national and international dignitaries, Buddhist scholars, reverent monks and nuns, this conference outlined the need to put the teaching of Buddha in practice. Addressing the function Prime Minister Oli said, "In the annals of this great tradition, the contribution of Lord Buddha and Buddhism to the development of our civilization must be assessed. We have not been able to glorify our rich civilizations, our oriental values and philosophies on a



global scale while our ancestors were the pioneers in leading human civilizations."

The then Hon'ble Minister for Culture, Tourism and Civil Aviation, Ananda Prasad Pokharel, stated that the government hosted the International Buddhist Conference for the first time after the promulgation of the Constitution. He also believed that the conference would spread the message of world peace from Nepal. Representatives of various countries shed light on different aspects, practices and religious sects of Buddhism in the conference.

2560th Buddha Anniversary and Lumbini (Vesak) Day, 2016 was celebrated on May 21, 2016 in Lumbini. The formal program of the Lumbini celebrations was inaugurated by H.E. President Bidhya Devi Bhandari on Saturday amid thousands of national and international dignitaries, most venerable monks and nuns, delegates, scholars and general public. The President in her inaugural speech urged the need of integrated development of all Buddhist



sites lying in Rupandehi, Kapilavastu and Nawalparasi districts. She also appealed Nepal government to complete Lumbini Masterplan as soon as possible and advanced Lumbini as an international pilgrimage centre from a new dimension.

## **Nepal Tourism Board's partnership with American Express and Himalayan Bank to promote Nepal tourism**

Nepal Tourism Board has launched 'Experience Nepal' tourism campaign in partnership with American Express and Himalayan Bank on November 30, 2016. The global campaign that aims to promote Nepal as an international tourist destination will be on till 31st July 2017. American Express will be the Official Card for the campaign under this exclusive partnership.

The campaign will target several countries including India, China, USA, UK, Germany, France and Japan among others. It will also include roadshows in these countries supported by 360 degree media campaign. Nepal Tourism Board will play a key role in the promotion of the program in various countries through trade fairs, offline and social media. Nepal Tourism Board will tie up with Nepalese Embassies in France, UK and Japan for a promotional program in the respective countries.

Announcing the partnership, Mr. Deepak Joshi, Chief Executive Officer, Nepal

Tourism Board, said, "Partnership with American Express is a part of our continuous endeavor to market and promote Nepal in the world tourism map. Destination Nepal offers authentic and variety of experiences, and Nepal is all ready to welcome American Express card holders to experience Nepali hospitality and exclusivity. The campaign 'Experience Nepal' has been initiated with an aim to inspire visitors to try Nepal. We are positive that their experience will be one of a kind with lifetime memories. I thus request all stakeholders to join hands to make this campaign a success and help NTB in showcasing beauty of Nepal across the globe."

Speaking on the announcement, Mr. Manoj Adlakha, Chief Executive Officer, American Express Banking Corp., India, said, "We are pleased to partner with Nepal Tourism Board and Himalayan Bank for the Experience Nepal campaign. As a global service provider, American Express always strives to provide a seamless and delightful experience to its Card members. Nepal is one of the most popular destinations among those who are looking for a holistic travel experience. Through this partnership, we aim to provide our Cardmembers another reason to visit the country and enjoy its local flavours, traditions and nature among the myriad experiences that Nepal offers."

As part of the campaign, American Express will be bringing together more than 100 offers across categories to promote local flavours of Nepal. American Express Card members will be able to avail exclusive offers across various brands ranging from lodging to dining to adventure tour operators. Some of the brands which are already associated with American Express in Nepal are Dwarikas, Buddha Air, Yeti Airlines among others.



## Nepal- Lonely Planet's No. 1 Best Value Destination of 2017

### 5th among Top Ten Destinations

In the Best Travel 2017- Top Ten Destinations released by Lonely Planet, Nepal has been voted as Best Value

#### NEPAL

Even natural disasters can't keep Nepal down for long. The 2015 earthquakes caused devastation, but what is most striking from a traveller's perspective is not how much was lost but how much remains. Landmark temples crumbled, but others came through with just the odd tile out of place, and whole swathes of the country escaped serious damage, including most of the popular hiking trails. Nepal has all the skills required to repair monuments and infrastructure, but what it does need is income. By visiting Nepal now and supporting local culture and people, you could help a nation rebuild and bounce back even stronger.



Nepal's natural beauty is a real reason for visiting. The sun shines over the rocks at the edge of the Himalayas in the Himalayas.

destination of 2017. Among the top ten destinations covered by the Guidebook, Nepal has been placed in 5th position. Nepal is the only destination in South Asia that has been featured in Lonely Planet's Top Ten Destinations Guidebook. In its website, Lonely Planet says, "Even natural disasters can't keep Nepal down for long. The 2015 earthquakes caused devastation, but what is most striking from a travellers perspective is not how much was lost but how much remains. Landmark temples crumbled, but others came through with just the odd tile out of place, and whole swathes of the country escaped serious damage, including most of the popular trekking trails. Nepal has all the skills required to repair monuments and infrastructure, but what it

does need is income. By visiting Nepal now and supporting local culture and people, you could help a nation rebuild and bounce back even stronger."

Among the Top Ten Destinations, Canada is number one followed by Colombia, Finland, Dominica, Bermuda, Mongolia Oman, Myanmar and Ethiopia. "It is a great honour for Nepal to get a place in such a prestigious guidebook. I do believe that it will give positive message to the international travel community and inspire them to visit Nepal in 2017," says Deepak Raj Joshi, CEO, Nepal Tourism Board.

### Nepal in Copenhagen's buses

As part of tourism promotion activities, the Embassy of Nepal initiated a BUS CAMPAIGN in Copenhagen, Denmark that was scheduled for 15 days from October 24 to November 06, 2016. During the campaign, five Yellow buses ran in the city bearing the images of five must visit destinations in Nepal-Mt. Everest, Pokhara, Lumbini, Chitwan and Patan Durbar Square.





## Nepal brings accessible tourism to World Tourism Day 2016

Washington DC-based International Development Institute in collaboration with the Soarway Foundation, Operation



Namaste, Nepal Tourism Board and Four Season Travel and Tours in Kathmandu, Nepal, put together an Explore Himalayas 2016 program in September 2016 as part of World Tourism Day under the theme "Tourism for All – Promoting Universal Accessibility."

The "Wounded Heroes Trek of Hope to Nepal" program was on the list of events by UNWTO, celebrating World Tourism Day. The trek is the only such project to be recognized in Nepal – and one of only

three throughout South Asia. This gives much-needed hope and a moral boost to all involved in turning accessible tourism into a reality in Nepal. The Wounded Heroes Trek of Hope to Nepal has provided international attention to the country to boost tourism, thereby positively moving the country forward economically.

The program took a team of 19 wounded heroes, which included a team of medical professionals and a team of writers, as well as journalists to Nepal with the hope of inspiring 500,000 people with disabilities in Nepal by creating awareness for social responsibility and making Nepal accessible for people with disabilities during the rebuilding of Nepal after the 2015 earthquake. The program took this team to Kathmandu, Nagarkot, Pokhara, the Poonhill trek, and Chitwan.

In meantime, various programs were organized in Kathmandu to celebrate World Tourism Day on September 27 including distributing awards to the best travel







industry players, morning procession in and around Heritage sites and welcoming first guests at the airport.

## Nepal in the Buses of Brussels

The Embassy of Nepal in Brussels promoted Nepal through posters highlighting Nepal's natural and cultural aspects in twenty (20) different public trams plying in Brussels Capital Region. For this campaign, which started on 16 August 2016 and came to an end on 29 August 2016, the Embassy signed a contract with JCDeaux, an international advertising agency that has won a 12-

year contract to operate advertising spaces in buses, trams and metros of STIB (Society of Intercommunal Transport in Brussels), Belgium.

As per the contract, the Embassy provided promotional images of Nepal, received from Nepal Tourism Board, for four different posters each of which had been displayed in five public trams in Brussels.





These posters had been captioned "Welcome to Nepal, the Birthplace of Lord Buddha", "Naturally Nepal, Once is not Enough", "Mount Everest, Top of the World: Nepal's Unique Treasure", and "Nepal: Always Attractive and Safe Destination for Tourists" respectively.

The campaign is also expected to spread the message that Nepal is naturally and culturally beautiful and safe as always. Such advertising campaign is also expected to be an impactful medium in grabbing the attention of passengers travelling by trams as well as the mobile public audience outside the trams. The Embassy believes that this advertising would be able to disseminate the desired message through wider creative possibilities of promotional posters displayed in the vehicles that also have geographical flexibility.

## **Atithi Dewo Bhava campaign launched**

The Non-Resident Nepali Association (NRNA) and Nepal Tourism Board (NTB) signed a memorandum of understanding (MoU) on May 27, 2016 to promote the country through the networks of the Nepali diaspora.

Along with the signing of this MoU, NRNA through its networks in 75 countries will promote Nepal's tourism under the banner of 'Atithi Dewo Bhava', which means 'The guest is equivalent to God' in Sanskrit. NTB will facilitate the NRNA in launching the campaign in various countries.

NRNA Tourism Promotion Committee Chair Bhaban Bhatta and NTB CEO Deepak Raj Joshi inked the pact today in

the presence of Tourism Minister Ananda Prasad Pokharel.

NRNA has said that it will appoint its National Coordination Committee (NCC) chairs as goodwill ambassador for the 'Atithi Dewo Bhava' campaign in various countries. The NCC chairs will work together with the diplomatic missions of Nepal, where missions have been established. NRNA will focus in bringing greater numbers of high-end tourists into the country.





Digital marketing training in kathmandu



Dharan local guide training



women trekking guide



Kanyam Home Stay Training



# NEPAL'S PRESENCE INTERNATIONAL TOURISM MARTS, FAIRS AND SALES MISSION



## **Nepal Tourism Sales Summit US 2016 Concludes in Seattle**

A delegation of Nepal Tourism Board (NTB) and top-tier inbound Nepalese tour operators participated in the Nepal Tourism Sales Summit US 2016 from June 14-28, 2016. The five cities were Denver, Colorado; Phoenix, Arizona; Los Angeles, California; San Francisco, California and Seattle, Washington.

In each city top producing US travel professionals and a diverse range of media gathered to learn more about Nepal tourism. Travel industry and media guests were welcomed by Mr. Prem Kumar Rai, then Secretary, Ministry of Culture, Tourism and Civil Aviation.

Mr. Deepak Raj Joshi, CEO of the Nepal Tourism Board presented overviews of Nepal; with the primary message that Nepal is wide open for tourism business.

Sales Mission was coordinated by eTurboNews (eTN). Nepal Tourism Sales Summit US 2016 brought together approx 200 travel professionals and media to learn more the wide range of travel products specifically created for the outbound US travelers.

Mr. Deepak Raj Joshi, CEO of the NTB commented "It has been a pleasure to sit and meet with US travel professionals and media, one on one, to share a small glimpse of what Nepal has to offer the outbound US market. He highlighted the message that "Nepal is open for tourism business, once again ready to welcome visitors at the top of the world. With rich, ancient cultures set against the most scenic scenery in the world,

Nepal is a destination to discover for unique, special and authentic experiences."

The media conferences were fruitful with journalists expressing great interest in the extensive range of tourism options available to families and couples, also for trekkers or climbers of the amazing mountains of Nepal. There are so many remarkable soft and luxurious experiences in Nepal to be discovered by US travelers looking for a memorable trip. A vacation in Nepal is now in their bucket list. A diverse range of articles were published in different media written by journalists who attended the Summits and the message is being sent loud and clear that Nepal is an extraordinary destination that is wide open for tourism.

The delegation of leading Nepalese tour operators presented an extensive range of tourism products ranging from luxurious honeymoons and destination weddings to trekking, climbing, hiking, paragliding, rafting, spiritual journeys, yoga retreats, wellness stays and amazing safaris.

Mr. Juergen Steinmetz, eTurbo News Group Publisher, said "The Nepal Tourism Board and the delegation of Nepal tour operators were amazing to work with. We are thrilled the Nepal Tourism Sales Summit US 2016 produced such positive, enthusiastic responses from the media and our US travel professionals."



## NEPAL EXPLORES FURTHER PROSPECTS IN BUDDHIST MARKET AT VITM 2016, HANOI, VIET NAM



Nepal participated the 4th edition of VITM (Vietnam International Travel Mart) - 2016 in Hanoi which concluded successfully on April 17, 2016. The first participation of Nepal in the fair was made by Nepal Tourism Board in partnerships with Nepal Airlines and 3 travel trade companies: Buddhist Circuits, The Explore Nepal and Earthbound Expeditions.

Vietnam's largest tourism exhibition for the travel industry resulted in a good attendance. Various thematic tourism conventions were attended by over 5000 trade and media visitors.

During the fair, the Nepalese delegation

interacted with the travel trade professionals and media and disseminated tourism information about Nepal. NTB and NAC had a meeting with Vietnam Tourism Association to establishing the partnerships between two organizations for organizing tourism promotion programs in near future.

Several visitors to the Nepal Stand which showcased the adventure, culture and natural tourism attractions, showed keen interest to include Nepal in their holiday packages. Individual visitors sought information for personal and family visits and there was a tremendous amount of general queries on travelling to Nepal. The Mt. Everest, the Himalayas and Lord Buddha were prime attractions at the Nepal Stand. The general queries of visitors focused around the best places to visit for first time visitors, security concerns, travel information, trekking information, hotel information, visa rules of Nepal, and air connectivity etc.

## Nepal's Tourism Recovery discussed at ITB Berlin

The 50th edition of ITB (International Tourism Exchange) - 2016 Berlin concluded successfully on March 13 with the overwhelming response of the global travel trade fraternity. Nepal's participation in the fair was led by then Hon. State Minister for Culture, Tourism and Civil Aviation, Mr. Bal Bahadur Mahat. The Nepalese delegation included Mr. Deepak Raj Joshi,



CEO of Nepal Tourism Board and twenty Nepali Travel Trade companies.

During the fair, the Nepalese delegation interacted with the global international travel trade professionals and media and disseminated tourism information about Nepal. NTBs representatives also met with top-notch tourism officials from Europe and different parts of the world. Among the top visitors to Nepal's stand were Mr. Jurgen Klimke, Member of Parliament, Bundestag, Germany and Mr. Mario Hardy, CEO of PATA.

Several visitors to the Nepal Stand which showcased the adventure, culture and natural tourism attractions, showed keen interest to include Nepal in their holiday packages. Individual visitors sought information for personal and family visits and there was a tremendous amount of general queries on travelling to Nepal. There were also a considerable amount of inquiries and interest shown for Eco friendly or responsible tourism. The general queries of visitors

focused around the best places to visit for first time visitors, security concerns, travel information, trekking information, hotel information, visa rules of Nepal, etc.

A presentation and panel discussion on Nepalnow Recovery of Tourism After the Earthquake of 2015 was also organized on 11 March. The tourism recovery ideas and initiatives were shared by Mr. Deepak Raj Joshi, CEO of NTB, Dr. J. F. Scherpenzeel, Senior Program Manager, CBI, Chris Doyle, Director- Europe, Adventure Travel Trade Association (ATTA) and Raj Gyawali, Founder Director of Social Tours was moderated by Hortur Smarason, founder, Phoenix during the panel discussion.

During the Nepalese participation in ITB 2016, Non-Resident Nepalese(NRN)-Berlin, Germany organized Nepal Eveningprogram on 11 March 2016 in Berlin. During the function, various Nepalese cultural programs were featured and Honble State Minister for Culture, Tourism & Civil Aviation of Nepal and CEO of Nepal Tourism Board addressed the NRN and German tour operators attending the function.



## **Nepal's natural wonder highlighted at UK promotion**

Nepal Tourism Board organized Nepal's participation at World Travel market ((WTM ) from Nov. 7 -9, 2016 with a contingent of more than 24 travel trade representatives from Nepal





as a part of tourism promotion in The UK. Furthermore, it accomplished Destination Showcase in London and Sales Mission in Manchester on Nov 9 and 10 respectively. UK tourism promotion initiative was headed by the Honble Minister for Culture, Tourism and Civil Aviation Mr. Jeevan Bahadur Shahi. Sales mission at New Castle is yet to follow on Nov 14, 2016.

The programs coincided at a time when 200 years of diplomatic relations between Nepal and UK ( 1816-2016), fast recovery of tourism post earthquake and the recent visit of Prince Harry to Nepal which has added impetus for tourism revival .

Speaking on the occasion of Destination Showcase (Nov 9) for international trade Mr. Deepak Raj Joshi, CEO, Nepal Tourism Board emphasized that Nepal is a healing destination packed with natural wonder coupled with pleasant weather and brilliant sunshine. He also made a courtesy call to PATA Chairman Mr. Andrew Jonnes and attended the PATA conference on crisis management for tourism destination which is very applicable and relevant for a country like Nepal.

Mr. Joshi also met UNWTO General

Secretary Dr. Taleb Rifai and personally invited him to visit Nepal while seeking recovery assistance, quality enhancement, development of trained human resources and capacity development of Nepalese tourism industry. In response, he has consented to visit Nepal during Everest Day celebration on May 29, 2017

Minister Shahi participated at the Ministerial Conference where mostly ministers of participating countries had taken part. Also speaking at a program in Manchester sales mission he said that Nepal is targeting to bring 50 thousand visitors to Nepal from the UK by the end of 2018. Realizing the importance of digital marketing he also led the meeting with Tripadvisor team, one of the world's largest online marketing portals of the world, to explore marketing of Nepal for greater outreach.

Ambassador of Nepal to the UK Dr. Durga Bahadur Subedi at a program held at the Embassy on Nov 9 said that, within a short span of few kilometers Nepal offer a myriad of attraction that no country offers which makes Nepal special and emphasized the cooperation of UK based trade to support for tourism promotion between the two countries. Embassy is also working to install Shiva Linga at a Pashupatinath temple in London for the promotion of cultural and pilgrimage tourism.

During the exhibition, NTB officials interacted with National geographic team, BBC wildlife journalists, bloggers, advertising companies, film makers and a series of people while trying to explore the possibilities of taking Nepalese tourism products to the world.



## Himalaya, Tigers and Rhinos highlighted at the Sales Mission in New Castle, UK

Nepal Tourism Board organized Nepal's participation at Sales Mission held at New Castle upon the Tyne on Nov 14 soon after the completion of World Travel Market (WTM), one of the world's largest travels show, and series of promotional events in London and Manchester.

Mr. Ghanashyam Upadhyaya, Joint Secretary at the Ministry of Culture, Tourism and Civil Aviation highlighting the importance of the UK market, emphasized on his keynote speech that "UK is one of our largest source markets and we request the tour operators to send more visitors to Nepal to help revive tourism" and assured them that "Nepal's diversity and beauty combined with Nepalese hospitality have always overwhelmed and mesmerized visitors".

Highlighting the destination specialties on the occasion NTB Official Mr. Bimal Kadel reinforced that, "Nepal offers guaranteed differential experience: Spotting a Tiger or One horned Rhinos while on a jungle safari would be a thrilling experience while observing the Pagodas and Stupas of Kathmandu valley or trekking at the foothills of the Himalayas would be an experience of a life

time".

There were more than 35 tour operators from UK who interacted with their Nepali counterparts. The Sales mission was purely a business where videos and visual presentations were used during the session while Door-prizes were awarded to tour operators to visit Nepal to give them first hand information about Nepal.

## Nepal Participates Business & Luxury Travel Mart (BLTM)

Nepal participated Business & Luxury Travel Mart (BLTM) as Partner Country held in Delhi on October 24 and 25, 2016. It was to showcase the upcoming emerging MICE and Luxury Destination for Indian Tourists in Hyatt Regency Hotel, Gurgaon Delhi. The National flag carrier, Nepal Airlines and one private company named Kathmandu Holidays Tours and Travel Pvt Ltd, floated its best packages to the Indian visitors. Nepal Airlines direct and daily flights from Delhi to Kathmandu gave positive vibes to the Indian travel tour operators here in India.





Mr. Deepak Raj Joshi, CEO, Nepal Tourism Board spoke on how Nepal could be the best MICE and Luxury destination to welcome more Indian tourists in coming days during the opening ceremony. The Indian buyers are keenly interested to know about the facilities of MICE and Luxury along with wedding destinations in Kathmandu and around. The new tourist destinations and Kailash were also discussed. The buyers agreed that the earthquake is a natural calamity and it could happen anywhere in the world. Most of the buyers are willing to have this type of Travel Mart in Nepal which will help them to know exact situation and current facilities for their MICE events. There were lots of queries regarding familiarization tours.

Nepal Tourism Board won the best decoration award for big pavilion category in this mart. Approximately around hundred genuine serious buyers visited the Nepal stall during the B2B session and most of the buyers were interested and convinced Nepal as their next MICE destination.

## Nepal attracting more Japanese Tourists of the Occasion of Diamond Jubilee of Friendship

On the occasion of 60 years of Nepal-Japan friendship Nepal participated in JATA Tourism Expo 2016, held in Tokyo, Japan from 22 to 25 Sep. 2016. To mark the 60 years of friendship Nepal offered various gift

hampers targeting the Japanese visitors to Nepal.

A total of 185,800 visitors visited the event and Nepal stall was crowded by a lot of inquisitive visitors. The Exhibition had representation from 140 countries and regions around the world, as well as the 47 administrative divisions of Japan and 1,181 companies and organizations.

Nepal Airlines Corporation sponsored the two round trip ticket for two Japanese Nationals from any of its flight destinations



to Kathmandu. 10 Japanese were also awarded free mountain flight tickets which were sponsored by Buddha Air. Home stay Association of Nepal has offered 20% discount and a local souvenir for the Japanese tourists staying in Homestays. Members of Trekking Agencies Association of Nepal have also offered many discount packages to Japanese Nationals which can be viewed in the website of Nepal Tourism Board.

Nepal stand was beautifully decorated in the Buddhist monastery outlook highlighting Nepal as the Birth Place of Lord Buddha.



## Mumbai, Ahmedabad, Bangalore Sales Mission

The joint Sales Mission “Destination Promotion Nepal Now” by Nepal Tourism Board and Nepal Airlines Corporation in the Indian cities of Mumbai, Ahmedabad and Bangalore on 5th, 6th and 8th July 2016 received amazing response from the Indian counterpart travel and trade..

The first and foremost interest of the Indian counterparts in each cities showed their concern for travel by air/ road connectivity to Nepal, its frequency, activities, the destinations and their safety and security. At the same time they requested Nepal Airlines Corporation for frequent and accurate air connectivity to

Nepal from their cities with reliability. They reiterated NAC to come up with offers/ schemes/ reasonable rates so as to be able to bring a good number of visitors from India to Nepal.

The programme in Mumbai and Bangalore exceeded the expectation with overwhelming participation from the trade. In fact, the tourism operators from all three cities showed keen interest in coming to Nepal in a FAM Tour to get first hand information for their clients.

The presentation by Nepal Tourism Board on destinations and activities won hearts of many in all 3 cities. It was very much informative and helpful to show this to their clients when they wanted to visit Nepal. Most of them even got it copied for future use to be able to give precise information.





# NTB'S PROMOTIONAL EFFORTS



## **NTB Website Gets New Face on Earthquake Anniversary**

Nepal Tourism Board re launched its website [www.welcomenepal.com](http://www.welcomenepal.com) with a brand new face on April 25, 2016. The new design of the website with dynamic interface is ideal for promotion of different tourism products of Nepal, which includes destinations (Places to see), activities (Things to do), events (What's on?), and travel essential information (Plan your trip). The website also promotes user-generated content through an Instagram grid.

Official Trade website [trade.welcomenepal.com](http://trade.welcomenepal.com) was also started from June 2016 with press releases, media kit, corporate information, data and travel statistics. The website aims to reach out to NTB's prime stakeholders, the trade and tour operators of Nepal. Work is underway in both the DMO and Trade websites to achieve better look and communication through attractive content package making more information available in less time and less space in the most user-friendly manner.

## **CBI Experts Train NTB for Digital Promotion of Nepal**

As per the partnership between Nepal Tourism Board and Netherland Enterprise Agency/ CBI, international digital marketers have conducted regular training sessions at NTB for the capacity enhancement of NTB staff.

International digital marketing expert from South Africa Mr. Peter Fabricius was in Kathmandu in March, June and November of 2016. During the training sessions Mr. Fabricius covered a wide range of topics like design, content creation and management, search engine optimization, technical features, social media activities, travel blogs, online campaigns, travel personas, strategies and options.

Similarly, Mr. Guido van Graaf, digital marketing expert (from the Netherlands) based in Kathmandu has been conducting weekly sessions at NTB for enhancement of digital communication and knowledge at NTB. During his sessions, Mr. Graaf helped enhance knowledge at NTB in Google Analytics and social media reports, target market and travel personas, online campaigns, digital communication and planning of daily work through contemporary means like Asana etc.

The support of the CBI digital marketing experts has materialized tangible changes in terms of knowledge enhancement and digital promotion of Nepal.

## **NTB Going Digital – Digital Master Plan Underway to Consolidate All Promotional Efforts**

Nepal Tourism Board with support from Netherland Enterprise Agency/ CBI, held a two-day workshop followed by interactions with different departments of NTB, to generate ideas about how NTB could go fully digital in all its marketing





and promotional efforts across the world on August 30, 2016.

While the workshop focused on increasing awareness and information, by review of latest trends in digital marketing in select tourist destinations across the world, the interactions departments called for a thorough assessment of present work, brainstorming on where and how digital promotions could be integrated, to make the promotional and marketing done by NTB globally could be more effective in terms of cost, time, target market etc.

The workshop covered the general concepts, definitions and strategies associated with digital marketing and specifically, the impact on day-to-day roles and activities within the organization. The feedback and input received from NTB during the workshop and interaction sessions is expected to shape the future role of NTB in promoting Nepal digitally.

International digital marketing expert Mr. Robin Boustead and a young Nepali digital marketing entrepreneur, Mr. Prakash Neupane, moderated and facilitated the workshop. The workshop was co-sponsored by NTB and CBI, a key partner in our digital marketing development.

## NTB-CBI Sign MoU to Further Partnership in Digital Promotion

Nepal Tourism Board and Netherland Enterprise Agency/ CBI, signed a Memorandum of Understanding to work in partnership for Digital Marketing and Promotion of Nepal. The MoU was signed on August 10, 2016, by Mr. Sunil Sharma, Officiating Director of Nepal Tourism Board, and Ms. Inge Sloekers, Program Manager from CBI – Netherlands, in the





presence of NTB officials at NTB office at Bhrikutimandap, Kathmandu.

The MoU will allow NTB to work with CBI to chalk out a priority plan and enhance the knowledge of different departments of NTB on the relevance of digital marketing for easy, accessible, time-saving and user-friendly communication with stakeholders and potential tourists.

Mr. Poshan Bahadur K.C., National Program Adviser, Samarth – NMDP, in NTB office at Bhrikutimandap, Kathmandu.

The partnership through MoU aims for collaboration in marketing and promotion with integration of product development into the brand of Nepal. The partnership entails optimum use of marketing resources at both organizations to ensure consistent marketing messages and communication adapting to the latest trends of online marketing.

## NTB-Samarth Nepal Join Hands for Partnership in Promotion

Nepal Tourism Board and Samarth-Nepal Market Development Programme, signed Memorandum of Understanding (MoU) to work in partnership for Digital Marketing and Promotion of Nepal. The MoU was signed on June 13, 2016, by Mr. Sunil Sharma, Officiating Director of Nepal Tourism Board, and





## Popular Stories

### Ghorepani-Poonhill Route on Annapurna Trail

Participants of the Wounded Heroes Trek, who trekked along the Ghorepani-Poonhill Route in the Annapurna Circuit shared their Nepal experience with their Nepali counterparts on Thursday, Oct. 6, 2016, at a program organized in Nepal Tourism Board.

The 20 participants from the United States who were mostly amputees on prosthetics toured Kathmandu, Bhaktapur, and Pokhara, and trekked in Nagarkot and parts of the Annapurna section. The Annapurna section trek was a 5-day challenge and the trekkers comprised a mixed team of professionals including ex-army veterans.

Chief Executive Officer of Nepal Tourism Board Mr. Deepak Raj Joshi welcomed the team and presented them with letters of appreciation for having completed the arduous and scenic trail and thanked them for highlighting Nepal during their trek. Mr. Joshi who expressed that trips to Nepal, even though sometimes physically challenging, were always emotionally rewarding.

Ex – Army Veteran Ms. Ana Luisa Manciaz expressed her delight over having accomplished the trek. Nepal is already accessible and only minor adjustments would suffice in making it a trekkers’

destination for all, she said.

“To have a challenge before me and to achieve it and Nepal offered that. Nepal is a great place to prove that to yourself that you have achieved that challenge,” she said.

Another participant Ms. Danika J. Viola, an Occupational Therapist, said the trek was a cool opportunity for her to learn both at personal and professional level. She said she was pleasantly surprised by the experience.

The participants were very impressed with the porters and guides who accompanied them, and said they owed much to them for the success of their trek. Many expressed that even though much awareness and support was already present on their trails, paying attention to details like accessible toilets on the route, proper communication regarding the level of trek, options to stop at tea houses for the night earlier than the scheduled time, keeping lamps and other essentials more accessible during night time when mobility can be restrained, and awareness along the trails, could help in making trekking trails accessible for all.

“The opportunity was great and Nepal was beautiful, we’ll definitely be back,” said Mr. Jonathan Barth, one of the participants.

The trip was a historical one in terms of pioneering Accessible Tourism and Tourism for All in Nepal.



## Chinese Media Group Enjoys Post Earthquake Nepal, Says “Recovery Steady”

Nepal Tourism Board (NTB) in coordination with the World Bank Group (IFC) conducted an interaction session with a 9-member familiarization trip media team from China, in Kathmandu on Dec. 2, 2015. The Chinese media team also included actress and entrepreneur Ms. Amy Zhou, with about 300,000 fan following on Chinese social media sites and also known as “Weibo Queen”.

Officiating Director of NTB Mr. Sunil Sharma, appreciated the visit noting that the visit was special as it coincided with the 60th anniversary year of the establishment of diplomatic relations between Nepal and China, and expressed his hope that such promotional endeavors would increase the Chinese tourist arrivals to Nepal in the coming days.

Similarly, Mr. Taneem Ahad, Project Manager from World Bank Group, spoke to the group emphasizing the importance of their presence in Nepal in the present context with the hope that the participants would disseminate fact-based positive information about Nepal in China and be the first of the mediators in bringing back Chinese tourists to Nepal after the 25/4 earthquake.

Government officials, representative from the Embassy of the People’s Republic of China in Nepal, members from the private sector who had participated in the

China International Travel Mart (CITM) 2015, representatives from the media, entrepreneurs and NTB officials were also present at the luncheon event, which was held as a concluding session for the familiarization trip.

Earlier, the team visited different tourist sites in Kathmandu valley, Pokhara, Bandipur and Chitwan. Members of the group expressed deep satisfaction emphasizing that the impressions they carried before they landed in Kathmandu did not match up to the amazing natural and cultural experience they had visiting the four different places, each on a league of its own.

“We thought the country was paralyzed, but everything is normal here,” said “Weibo Queen” Ms. Zhou. She said, she agreed to her tour guide who had said only certain sections of heritage sites had been destroyed. With documentation, skill and resource intact, all of the heritage sites would be built within a few months was her hope. “But even though few of the tangible heritage monuments are destroyed for a while, the intangible heritage of the spirit and the people will live forever,” she said.

Ms. Zhou said she also enjoyed the beautiful autumn weather of the Himalayan country with crisp, clear skies and warm afternoons. “This is the best season to come back to Nepal. I have made beautiful memories for life,” she said.

The familiarization trip from Nov. 26-Dec. 2, 2015, was organized by the World Bank Group (IFC) in coordination with NTB, as a part of the IFC tourism recovery program to revitalize Chinese tourist arrivals in Nepal.



## **“People just laughing, smiling; it is Heaven” Mr. Jigme Dorje**



British born 72-year old Mr. Jigme Dorje from New Zealand is in Nepal for the 10th time this fall. Apparently, a tryst with nature and coincidence brought him first time to the country in 2005, waiting for paperwork to Bhutan. However, the transit period in Nepal, was the beginning to a whole new chapter in his life. Since then he's been traveling to the country almost every year. He fell in love with Nepal, or so it seems as he plans to visit next year too and the years to come after. He's deeply connected to the people and “my villages”, Mr. Dorje says.

The rural and natural settings of Nepal's little villages and the people seem ideal to Mr. Dorje. He remembers one time when he went to a settlement in Dallu near the

Pharping monastery. He was bowled over by the splendor of the beauty of the moment, natural exquisiteness and content people. “People just laughing, smiling, Charlotte (Dutch companion) thought it was heaven.”

Mr. Dorje is in touch with the Nyingmapa Schools of Tibetan Buddhism in different parts of Kathmandu and deeply reveres the Guru Rinpoche Padmasambhava, founder of Tibetan Buddhism. Into the conversation, he gave a good account of his in depth knowledge on the subject and his attachment to this area of spirituality.

Mr. Dorje's village is a 50-people hamlet, a Tamang community, in the Kavre district. He is looking for ways to develop the village in his own ways, trying to get the people think of eco-friendly ways to get on with life so as to retain the essence and the originality of natural life, which he adores. “I would like to increase the quality of life of the people in my village through natural endeavors and micro enterprises,” Mr. Dorje dreams, “And start a national movement with like-minded young Nepali people to preserve villages in Nepal... small ways, big differences.”

## **UK's Famous Cricket Club MCC Urges Tourists to Return to Nepal**

A team of 15 members from the Marylebone Cricket Club (MCC) based in St. John's Wood, London, United Kingdom, visited Nepal in November 2015, to play a few fixtures and to see the country, as support in the post earthquake scenario when Nepal needs tourism to heal.





Awed by the warmth and hospitality of Nepali people, the team was also totally impressed by the diversity to be found even during short sessions of tours in between games. If the highlight of the team's Nepal visit were the cricket games and coaching sessions with Nepali youngsters in Kathmandu and Pokhara that received ample national press coverage, the unforgettable should have been the ever-adored mountain flight from Kathmandu's domestic Tribhuvan Airport.

"Rarely do you get to experience an entire country in one day," stated Mr. Richard Wilkinson, cricket player and one of the team members. "Flight over Mt. Everest, the most breathtaking view I have seen and we would need a far more talented writer to describe it here, suffice to say, if you ever find yourself in Kathmandu you simply must!"

The team also paid a visit to the British

Gurkha base in Pokhara where they even got an insider's view of the Gurkha selection process for the British Army. In Pokhara the team also teed off at the world-class Himalayan Golf Club.

"Essentially a golf course built around a river-cut natural gorge, it included some of the most scenic and iconic golf holes that can surely be created," said Mr. Wilkinson.

In Kathmandu, the team visited heritage sites at Kathmandu Durbar Square, Buddhist holy site, Baudhanath and Hindu cremation site at Pashupatinath. The experience, a unique one, gave a preview of the earthquake devastation, although most rubble had already been cleared out and reconstruction and renovation were under way. At Kathmandu hotel, they were also guests to a slight aftershock, a reminder of the shaky days.

The team also received warm welcome by the British Embassy in Kathmandu.

The touring party had departed London with the "promise of some life-changing experiences" with new friends and strong test on the field.

"Like many of the tourists at present MCC could have avoided Nepal, but we didn't," Mr. Wilkinson said. "In our own cricketing way we stood by our friends and a country which is crying out for the lifeblood of its visitors to return and for that I feel the club should be immensely proud."

MCC founded in 1787 is one of the world's most active cricket clubs and owner of the Lord's Ground in London. It is also "the guardian of the laws of the game" as per official website and has been dubbed a "private club with a public function" by one of its former presidents.









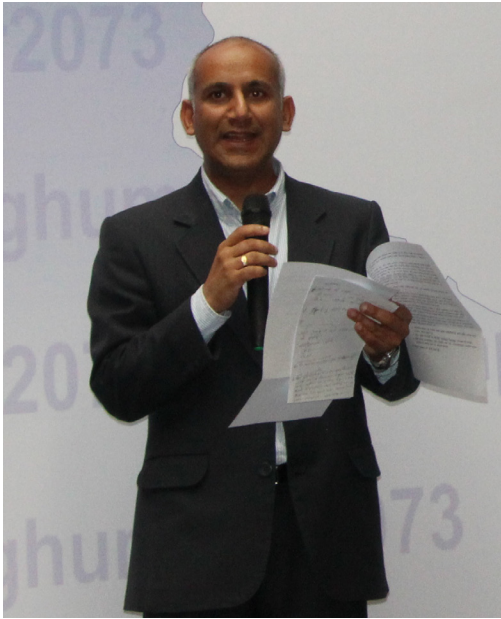


# NTB'S INITIATIVES



## Launching of #ghumphir2073

Nepal Tourism Board announced on April 11, 2016 Bikram Sambat 2073 as a 'Ghumphir Barsa', which means that 2073 is a travel year, in a bid to promote domestic tourism.



A minister-level decision had approved the proclamation of Ghumphir Barsa on April 8, 2016

"As our domestic tourism requires promotion, we have decided to conduct a wide promotional campaign to encourage domestic sightseers to travel in Nepal," said Deepak Raj Joshi, CEO of the NTB. "The programme is part of the preparations to declare 2017-18 as International Tourism Year."

The board will encourage the private sector to create special packages targeting

Nepali travellers. "NTB will help the private sector to promote the tour packages," said Joshi.

As per the plan, digital promotion along with info graphics and videos of destinations and activities will be made. Also the tour packages developed by travel and tour operators in coordination with tourism associations will be made with a focus to promote new destinations, travelers will be offered schemes and incentives, said Joshi. NTB will encourage corporate sector to provide travel leave holidays.

"We are not aware of our geography as we have not travelled in Nepal," said Ambica Shrestha, senior tourism entrepreneur and president of Dwarika's Hotel. "Let's visit Nepal and let the country move ahead. I believe this programme will encourage Nepalis to explore their country and promote tourism," said Shrestha.





## Inauguration of #ghumphir2073 by Rt. Hon'ble Prime Minister

The then Rt. Hon'ble Prime Minister KP Sharma Oli on April 25, 2016 officially declared Bikram Sambat 2073 as Ghumphir Barsha, or travel year, urging domestic and international travellers to explore Nepal without hesitation. Speaking at the inauguration of the campaign, he also urged foreign investors to take full advantage of Nepal's enormous potential and opportunities to invest. "We were hit by a devastating earthquake last year. However, it has not completely damaged Nepal except a few areas," he said.

There have been lots of rumours about lack of safety and the investment climate in Nepal, but that is not the case, he said. "Hence, I urge foreigners not to run after

rumours. It's safe to travel and invest in Nepal. Nepal offers a good investment climate and I urge investors to put their money here." Oli said the earthquake had partially damaged places of historic and archaeological importance, and urged visitors to fully take advantage of these important sites. More efforts are needed from the private sectors to promote Nepal across the world, he added.

The government of Nepal and NTB announced Ghumphir Barsha in a bid to revitalize the country's flagging tourism industry. This programme to promote domestic tourism is the first of its kind. It is also part of the preparations to declare 2017-18 as International Tourism Year.

In the same day some 100 pictures of Nepal after quake were displayed in coordination with Photo Journalist Club. Also positive messages given by celebrities were displayed.





## #photoNepal

NTB is initiating photography exhibition project entitled #photoNepal for promoting travel photography in Nepal. It in a way is promoting destinations and wonderful products of Nepal thru photography.

Every first Friday to Sunday (3 days) of English months we shall be having an exhibition under different theme showcasing mesmerizing Nepal.

Exhibition takes place at courtyard of NTB 11 am-4 pm.

So far exhibitions of photographs taken by following people and theme have been organized:

1. Toni Hagen
2. Min Bajracharya
3. Tang Yue Fan
4. Awarded pictures of photo contest
5. Monsoon
6. Environment
7. Mani Lama
8. Bharat Bandhu Thapa

These exhibitions are organized in association with Photo Journalists' Club, Photo Circle, National Forum of Photo Journalists.







## ghumphir2073

### Programs/Campaigns organized so far

S.N.	Program	Participants/ Description	When	Progress
	Hash tag #ghumphir2073 for social media		April 2016	Being used extensively in social media. Local
1.	Launching of Ghumphir2073	Tourism Associations, Travel Trade, Media, Business Houses	April 11, 2016	More than 100 participated and the event was widely covered in all media
2.	Inauguration by Rt. Hon'ble Prime Minister	Tourism Associations, Journalists, Travel Trade, Tourists, International Guests	April 25, 2016	Presence of all stakeholders, good coverage in national/ international media
3.	#photoNepal special exhibition and regular exhibitions	About 100 pictures showing positive message of reconstruction and banners with positive messages received from worldwide were displayed which were observed by general public, tourism stakeholders, students, media	April 25, 2016	Message of 'Tourist areas are safe; after earthquake life is back to normal' was given through exhibition and display
4.	Postcard Publication	Four types of postcards were published. They were distributed to college students in 9 colleges after photo exhibition	June 2016	Postcard promoting #ghumphir2073

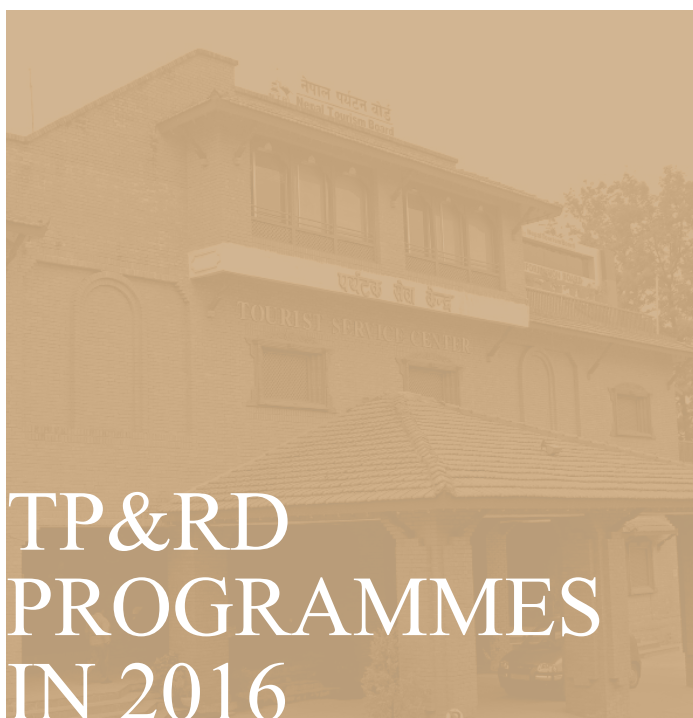


6.	Promotions through different events and festivals	Bhedetar Festival, Hit The Trail Cycling, Growth Conclave, KIMFF, Ekadeshma	Throughout the Year	Spreading message of the campaign #ghumphir2073 has been effective
7.	Production of Promotional videos of destinations and activities-releasing through mass media, website and social media	Promotional videos of places such as Ilam, Khaptad, Manang, Upper Mustang, Kavre, Pokhara, Sindhuli, Everest, Annapurna, Langtang, Humla of 2-3 minutes length	January 2017	12 places promos have been made; remaining 20 ongoing
8.	Print and Online Meida campaign for promoting festivals such as Dashain, Tihar, Kushe Aunsi	Broadsheet Dailies, Online Media, Facebook and other Social Medium	August, September, October 2016	
9.	Tourism Packages specially made for #ghumphir2073 in coordination with tourism associations	NATTA, TAAN, SOTTO	October 2016	9 developed, more in pipeline
10.	Promotion with the support of Social Media celebrities	Publicity in social media like Facebook, Twitter, YouTube, Instagram etc	Regular	Strong presence in Social Media
11.	Familiarization Tour of different tourist places for journalists, tourism associations, travel trade	Places such as Khaptad, Rara, Bardia, Humla, Swargadwari, Pyuthan, Lumbini, Palpa, Chitwan, Pokhara, Gorkha, Dolakha, Janakpur, Dhankuta, Ilam promoted through FAM trips	Regular	Around 380 people have been taken for FAM so far
12.	Promotion through different festivals	Domestic tourism promotion through adventure, cultural, musical, industrial, commercial and tourism festivals organized across the nation	Regular	37 such events and festivals organized and collaborated so far



Future Plan				
1.	Road shows in five places with participation of tourism entrepreneurs from Eastern, Central, Western Nepal	Products and tourism services of different places will be publicized through road shows	March 2016	Product and services which can be availed from these places will be informed to interested people
2.	Publication of pictorial informative E-booklet highlighting 73 places and activities across Nepal	Information on How to reach to those places, what to see	March 2016	Promotions through digital and social media







## TP&RD Programmes in 2016

S. No.	Programmes	Date	Place	Beneficiaries
1.	Innovations and Leadership in Hospitality and Tourism (PATA)	8 – 9 Feb 2016	Kathmandu	150
2.	Workshop on Digital Marketing in Tourism Business	12, 16, 20 May 2016	Kathmandu, Pokhara, Chitwan	200
3.	Tourism Interaction and Orientation to Tourist Police	20 – 22 May 2016	Lumbini	60
4.	Homestay Management Training	19 – 24 May 2016	Antu, Ilam	30
5.	Small Hotel & Lodge Management Training	26 – 29 May 2016	Phidim, Panchthar	30
6.	Small Hotel & Lodge Management Training	3 – 7 June 2016	Haleshi, Khotang	30
7.	Tourism & Environment Awareness	20 – 21 June 2016	Udaypur	25
8.	Climbing & Mountaineering Orientation Training for Sirdar/ High Altitude Workers	4 – 10 July 2016	Kathmandu	30
9.	Homestay Management & Hospitality Training	14 – 16 June 2016	Nuwakot	30
10.	Homestay Management & Hospitality Training	17 – 18, 19 – 20 & 23 – 24 June, 2016	Rukum	90
11.	Crisis Tourism Journalism Training	15 – 16 July 2016	Kathmandu	50
12.	Homestay Management & Hospitality Training	20 – 21 & 22 – 23 June, 2016	Palpa	50
13.	Canyoning Exploration Training	2 – 11 June 2016	Nuwakot	30
14.	Tourism & Environment Awareness	17 – 18 June 2016	Chitwan	60
15.	Homestay Management & Hospitality Training	23 – 25 June 2016	Dolakha	25



16.	Local Guide Training	16 – 19 June 2016	Charikot, Dolakha	35
17.	Orientation on Bio-diversity, Wildlife Conservation & Eco – Tourism in Koshi Tappu	8 – 21 June 2016	Koshi Tappu	100
18.	Tourism orientation	12 June 2016	Salyantar, Dhading	100
19.	Homestay Management & Hospitality Training		Kailali	30
20.	Small Hotel & Lodge Management Training		Bardiya	30
21.	River Guide Training	22 – 24 June 2016	Trishuli River	50
22.	Homestay Management & Hospitality Training	22 – 24 June 2016	Chitwan	40
23.	Tourism Interaction & Orientation		Kathmandu	120
24.	Orientation for High Altitude Risk and Leadership	11 – 13 July 2016	Kathmandu	60
25.	Local Guide Training	21 – 29 Sep 2016	Dharan	25
26.	Interaction on Tourism for Economic Prosperity	19 Aug 2016	Kathmandu	180
27.	Training of Trainers (ToT) for Homestay Operators	17 – 19 Dec 2016	Kavre	30
28.	Homestay Management & Hospitality Training	22 – 24 Dec 2016	Dolakha	25
29.	Small Hotel & Lodge Management Training	30 Nov - 4 Dec 2016	Pashupatinagar, Ilam	30
30.	Homestay Management Training	10 – 15 Dec 2016	Kanyam, Ilam	30
31.	Homestay Management Training	24 – 29 Dec 2016	Taplejung	30
32.	Ghumfir Barsha 2073 Presentation to Nepal Jaycees National Convention	11 Dec 2016	Kathmandu	3000



33.	Small Hotel & Lodge Management Training	21 – 27 Sep 2016	Mahendranagar	20
34.	Fam Tour of "Bardiya to Rara"	15 – 23 Sep 2016	Bardiya, Surkhet, Kalikot, Jumla, Mugu, Rara	25
35.	Homestay Management & Hospitality Training	12 – 15 Dec 2016	Surkhet	15
36.	Nature Guide Training	10 Nov - 16 Dec 2016	Bara Wildlife Reserve	25
37.	Tourism Infrastructure & Conservation	2016 Jan onwards	Solukhumbu, Saptari, Jhapa, Pyuthan, Mahottari, Ramechhap, Rukum, Dhading, Dhanusha, Dolpa, Mugu, Bajura, Banke, Bardia, Kailali, Kanchanpur, Taplejung, Ilam, Jumla, Okhaldhunga, Salyan, Kathmandu, Bhaktapur, Kavre, Sunsari, Rautahat, Morang, Nuwakot, Dolakha, Kalikot, Makwanpur, Dang, Sindhuli, Bhojpur, Dadeldhura, Sankhuwasabha, Udaypur, Chitwan, Doti, Acham and Dailekh	
38.	Siddhartha Street Festival		Bhairahawa	
39.	World Music Day 2016	21 June 2016	Kathmandu	
40.				



41.	Nepal Canyoning Rendezvou 2016	4-5 June 2016	Nuwakot	
42.	National Drama Festival	8-13 June 2016	Dolakha	
43.	Kathmandu-Lumbini-Rara Bullet Peace Ride	22 May - 1 June 2016	Kathmandu, Lumbini, Rara	
44.	Bull Fight Festival	15 Jan 2016	Nuwakot, Rasuwa	
45.	Pupal Yarsha Festival	23 May - 12 June 2016	Rukum	
46.	Parshuram Mahotsav	18 - 28 Feb 2016	Dadeldhura	
47.	Bana Mahotsav	29 April - 1 May 2016	Sankhuwasabha	
48.	Dailekh Festival	30 April - 9 May 2016	Dailekh	
49.	Far West Regional Festival	4 - 13 Feb 2016	Doti	
50.	Dolalghat Greater Tourism Fair	12 April 2016	Kavre	
51.	International Wrestling Tournament	16 April 2016	Kathmandu	
52.	Tesro Prachin Kapilvastu Mahotsav	4 - 15 March 2016	Kapilvastu	
53.	International Wood Day	21-26 March 2016	Kathmandu Valley	
54.	Madhesh Sanskritik Nach(Cultural Dance)	6-13 April 2016	Rautahat	
55.	Illam Mahotsab	12-13 April 2016	Illam	
56.	Manaslu, Lhotse Hirak Mahotsab	30 April 2016		
57.	Fam- Trip for Selected Home stay of Far Western Region	20-24 May 2016	Bardiya, Kailali, Kanchanpur	



58.	Rafting Event on Sunkoshi	31 May 2016	Sindhuli	
59.	Ropain Mahotsav	29 June 2016	Nuwakot	
60.	Tistung Fam Tour	3 July 2016	Tistung, Makwanpur	
61.	Lumbini Press Club	7-9 June 2016	Bhairawa	
62.	Orientation for High Altitude Risk and Leadership	9-12 July 2016	Kathmandu Valley	
63.	National Youth Leadership Conference	10-12 August 2016	Kathmandu	
64.	Jumla Jatra Prabardan Karyakram	19-26 August 2016	Jumla	
65.	GO:RA PARBA	25-26 August 2016	Kathmandu, Tudhikhel	
66.	Ananta NATHM Food fiesta	13 August 2016	Kathmandu	
67.	Bagmati River Festival	27 August 2016	Bagmati River, Kathmandu	
68.	Jhamshikhel/ The British School Mahotsav	10 September 2016	Lalitpur	
69.	Palpa Mahotsab 2073	17 September 2016	Kathmandu	
70.	Kangel Paryatan Mahotsab	20-23 October 2016	Kangel, Solukhumbu	
71.	Jitiya Mahotsav 2073	23 October 2016	Kathmandu	
72.	Brihat Hangsapur Utsav 2073	12 November 2016	Hangsapur VDC, Argakhachi	
73.	Dhadeldhura Mahotsav 2073	11-21 November 2016	Dhadeldhura	
74.	Ride to Sindhuligadi 2016	8-9 November 2016	Sindhuli	



75.	Antarkriya Karyakram	27 Nov – 3 Dec 2016	Mustang, Myagdi	
76.	Himalayan White Water Challenge 2016	28-30 November 2016	Pokhara	
77.	14th Kathmandu International Mountain Film Festival(Himal Association)	8-12 December 2016	Kathmandu Valley	
78.	FAM Trip	16-21 December 2016	Bardiya	
79.	Krishi Paryatan तथा Aaudhogik Byapar Mahotsav 2073	7-18 December 2016	Kapilbastu	
80.	Budhanilkantha MTB Race 2016	10 December 2016	Nepal Tourism Board	
81.	Bhaktapur Antarrastriya Byapyar Mela	9-14 December 2016	Bhaktapur	











## Nepal Promotion in International platforms in 2016

S.No	Fairs	Date	No. of participants
1	Vakantiebeurs, Utrecht, The Netherlands	12-17 Jan, 2016	0
2	TTF, Bangalore, India	15-17 Jan, 2016	5+NAC
3	CMT, Stuttgart, Germany	16-24 Jan, 2016	6
4	FITUR, Madrid, Spain	20-24 Jan, 2016	16
5	SATTE, New Delhi, India	29-31 Jan, 2016	11+NAC
6	IMTM, Tel Aviv, Israel	9-10 Feb, 2016	6
7	BIT, Milan, Italy	11-13 Feb, 2016	5
8	TTF- OTM, Mumbai	18-20 Feb, 2016	8+NAC
9	GITF, Guangzhou, China	25-27 Feb, 2016	4
10	NATAS Singapore	04-06 Mar, 2016	NTB
11	ITB, Berlin, Germany	09-12 Mar, 2016	20
12	MITT, Moscow, Russia	23-26 Mar, 2016	5
13	DTM, Dhaka, Bangladesh	08-11 Apr, 2016	2
14	Nepal Sales Mission to China – Beijing, Shanghai, Hangzhou, Chengdu	10-19 Apr, 2016	25+ NATTA
15	COTTM, Beijing, China	12-14 Apr, 2016	3
16	VITM, Hanoi, Vietnam	14-17 Apr, 2016	3+ NAC
17	Nepal Festival, Bangkok, Thailand		NTB
18	ATM, Dubai, UAE	25-28 Apr, 2016	6
19	EUROAL, Malaga, Spain	05-07 Jun, 2016	6
20	KOTFA, Seoul, Korea	09-12 Jun, 2016	0
21	US Sales Mission- New York, Denver, Phoenix, Los Angeles, Seattle	14-28 Jun, 2016	15
22	ITE Hong Kong, China	16-19 Jun, 2016	3
23	TTF, Kolkata, India	08-10 July, 2016	4
24	TTF, Hyderabad, India	15-17 July, 2016	3
25	Nepal Sales Mission to China – Beijing & Shanghai	24-31 July, 2016	43+ HAN

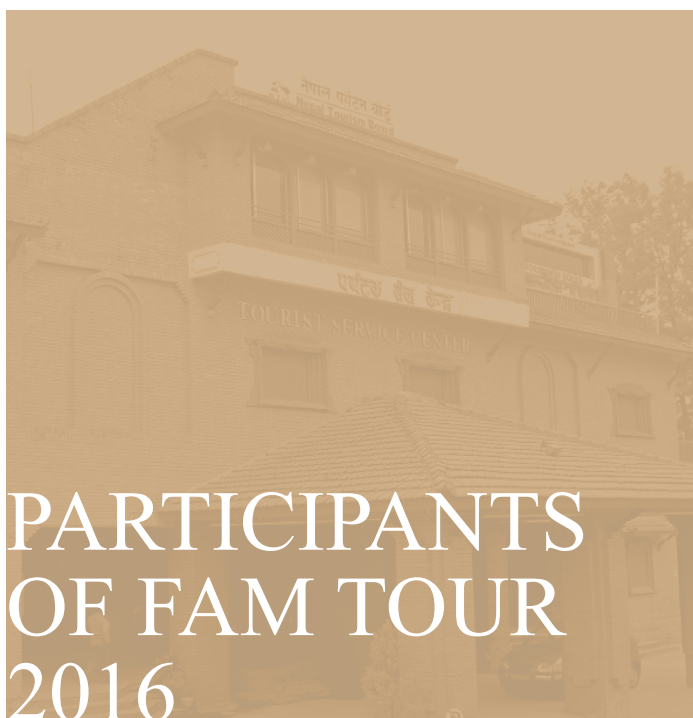


26	SATTE, Mumbai, India	19-20 Aug, 2016	6
27	CXSRITE-Xian China	26-28 Aug, 2016	2
28	TTF, Ahmedabad, India	02-04 Sep, 2016	3
29	PATA Travel Mart-Jakarta, Indonesia	07-09 Sep, 2016	10
30	Busan International Travel Fair, Busan, South Korea	09-12 Sep, 2016	NTB
31	IFTM Top Resa-Paris, France	20-23 Sep, 2016	4
32	Destination Promotion, Rudrapur, Nainital, Dehradun, New Delhi	21-24 Sep, 2016	18
33	JATA-Tokyo, Japan	22-25 Sep, 2016	2
34	BLTM-New Delhi, India	24-25 Oct, 2016	1+NAC
35	Express Tourism & Hospitality Expo, Gangtok, Sikkim	05-06 Nov, 2016	
36	WTM-London, UK	07-09 Nov, 2016	22
37	UK Sales Mission- London, Manchester, New Castle	09-14 Nov, 2016	14
38	CITM-Shanghai, China	11-13 Nov, 2016	8
39	Nepal Festival, Brisbane, Australia	12 Nov, 2016	NTB
40	Nepal Festival, Sydney, Australia	26 Nov, 2016	NTB
41	CITE-Chengdu, China	02-04 Dec, 2016	3
42	Nepal Festival, Melbourne, Australia	17 Dec, 2016	NTB











## Participants of FAM Tour 2016

S.No.	NAME	NAME OF ORGANIZATION	COUNTRY	DATE
1	MR. PRASHANT SOOD	IANS(NEWS AGENCY)	India	Januray 9-12, 2016
2	MR. SANJAY SINGH	SAHARA (NEWS)	India	
3	MR.. SANJAY JHA	ITV NEWS	India	
4	MR. MAYANK TIWARI	AMAR UJALA	Indias	
5	MR. DHIRENDRA PUNDIR	NEWS NATION(TV)	India	
6	MR. SATYARANJAN ROUTRAY	NEWS NATION CAMERAMAN	India	
7	MR. SANJEEV K.TRIVEDI	NEWS 24	India	
8	MR. HIMANSHU PANDEY	NEWS 24 CAMERAMAN	India	
19	MR. VIPUL SINGH	JAIN TV	India	
10	MR. MAHINDER SINGH BIST	JAIN TV CAMERAMAN	India	
11	MR. VIPIN GAUR	NAI NEWS EDITOR	India	
12	MR .GAURAV BANGARI	THE INDIAN MAJESTY	India	
13	MR. V.S.CHATURVAIDI	RASHTRA TIMES CHIEF EDITOR	India	
14	MR .RAVI BATRA	INDIAN EXPRESS PHOTO JOURNALIST	India	
15	MR. JITENDRA KUMAR	CATCH NEWS	India	
16	MR. A.U. ASIF	CHAUTHI DUNIYA	India	
17	MR. QASIM ZAKI	KHABARE(URDU NEWS)	India	
18	MR. SOMBIR SINGH	FREELANCER	India	
19	MR. U.K TRIPATHI	BEREAU OF JOURNALIST FEDERATION	India	



## FAM Tour of Travel Agents Federation of India

S.No.	NAME	NAME OF ORGANIZATION	COUNTRY	DATE
1	SANDEEP JAIN	AD-Voyage Travels	India	September 1-4, 2016
2	ANIL KUMAR JAIN	Hiwings Travel Solutions	India	
3	SATISH BHAT	The Unique Voyages	India	
4	KUKI CHAWLA	Shree Anand Travels	India	
5	RAJESH ARYA	India International Tours & Travels	India	
6	UDAY VIR SINGH	Treff Travel Team (P) Ltd	India	
7	ROBIN KAPOOR	Kapoor Enterprises	India	
8	JEETERDRA	Rainbow Visa Consultancy Pvt Ltd	India	
9	SHUJAAT NABI	Decent Air Transport Pvt Ltd	India	
10	DALIP GUPTA	DGS Travel House Pvt Ltd	India	
11	AMIT JAIN	Rising Star Tours & Travels	India	
12	Y.GUGLANI	JOY TRAVELS	India	
13	RAJNISH KAISTHA	PARADISE HOLIDAYS	India	
14	CHETAN GUPTA	RG DESTINATION PVT LTD	India	
15	SANJAY MEHROTRA	Ripsan Travels Pvt Ltd	India	
16	ABHISHEK SHARMA	Delhi Air Movers Travel & Tours (P) Ltd	India	
17	L.N GAUR	Atari Tours And Travels	India	
18	J N BEHL	INDRAPRASTHA TRAVELS	India	
19	GURDEVINDER SINGH	BHAGWANT TRAVELS	India	
20	R.K JAIN	HITC TRAVELS	India	
21	PUNIT BHANSIN	Indus Travel Company	India	
22	SUMMIT MITTAL	NIBUR HOLIDAYS	India	
23	S.K JAIN	AAATRVLS PVT NOIDA	India	



24	ARUSH MITTAL	Blue Skies Travels & Tours Pvt Ltd	India	
25	ANIL KALSI	Ambe World Travels	India	
26	ATUL MALHOTRA	KARVY FOREX	India	
27	GURPEET SINGH	AMAR HOLIDAYS	India	
28	NEERAJ SONKAR	MAG TRAVELS	India	
29	SAJAL KATYAL	UNITED AERO SERVICES	India	
30	SURESH CHELLANI	Satguru holidays	India	
31	GEETESH MEHRA	SHIVAM INTERNATIONAL	India	
32	RAASHI SINGAL	SUNDAY FLIGHT PVT	India	
33	HARJEET SINGH	BAKSHI FOREX & AIR SERVICES	India	
34	PRADEEP GOYAL	HI FLY TRAVELS	India	
35	NITESH GUPTA	SPARROW TRAVEL	India	
36	KANHAIYA LAL	TRAVEL IN STYLE	India	
37	MUKUL AGGARWAL	MM TOURS	India	
38	KUSHVINDER SARNA	FEDERAL TRAVELS	India	
39	VIVEK HARJAI	YTS TARVELS	India	
40	SANJAY SHARMA	SILVER SEAS TRAVELS	India	
41	PRAVEEN CHUGH	BUSINESS TRAVELS	India	
42	AJMAL MUFEED	ALHIND TOURS AND TRAVELS PVT. LTD	India	
43	SANDEEP SING ATWAL	FAST TRACK TRAVELS.	India	
44	ASHWANI SHARMA	SHERATON TRAVELS	India	
45	VIJAY GUPTA	GOLDEN PHOENIX TRAVELS	India	
46	ARUN AGARWAL	KHOSLA TRAVELS	India	
47	VINEET	ENGEE HOLIDAYS	India	



## FAM Tour of Travel Agents Federation of China

S.No.	NAME	NAME OF ORGANIZATION	COUNTRY	DATE
1	Li Chuan	Chengdu Radio and TV	China	December 21-24, 2016
2	Deng Shang Hong	Chengdu Radio and TV	China	
3	Liu Wei	Chengdu Radio and TV	China	
4	Li Yang	Chengdu Radio and TV	China	
5	Liao Wei Jia	Chengdu Radio and TV	China	
6	Wang Yi	Chengdu Radio and TV	China	
7	Song Kui Kui	Chengdu Radio and TV	China	
8	Zhou Wei Yi	Chengdu Radio and TV	China	
9	Ye Ji Liang	Chengdu Radio and TV	China	











## Nepal in news

<http://thehimalayantimes.com/business/experience-nepal-tourism-campaign/>  
<http://www.myrepublica.com/news/10517>

<http://thehimalayantimes.com/business/nepal-tourism-sales-summit-us-2016-concludes/>

<http://kathmandupost.ekantipur.com/news/2016-07-26/tourism-board-launches-garmi-se-behal-chalo-nepal-campaign.html>

<http://english.onlinekhabar.com/2016/05/06/376726>

<http://thehimalayantimes.com/business/nrna-signs-mou-tourism-board/>

<http://www.eturbonews.com/74262/nepal-tourism-board-lot-be-excited-about-indian-ahmedabad>

<http://kathmandupost.ekantipur.com/news/2016-10-31/ntb-announces-holiday-packages-targeting-domestic-tourists.html>

<http://english.cctv.com/2016/09/10/VIDEHhfF2WqmmNLkfzHwPueI160910.shtml>



# Photo Exhibition

Nepal Tourism Board organizes photo exhibitions on first Friday to Sunday (3 days) of English months on different themes. We believe this would be an opportunity to connect photographers with audience and promoting amazing products of Nepal.



**NTB**  
NEPAL TOURISM BOARD  
Brikutimandapa, Kathmandu  
Tel: 4256909, Email: info@ntb.org.np

Social Connections  
www.facebook.com/nepaltourismboard | www.twitter.com/nepaltourismboard  
www.instagram.com/nepaltourism | Web: www.visitnepal.com

**3 days**  
Photo Exhibition #photoNepal



An Exhibition of Travel Photography by  
**Tang Yue Fan**

April 1-3 | 11:00 am to 6:00 pm | Nepal Tourism Board, Brikutimandapa, Kathmandu

**3 Days Photo Exhibition** #photoNepal

Photo Nepal is an initiative of Nepal Tourism Board (NTB) to showcase wonderful picture of Nepal. A picture is worth a thousand words, and when it comes to exploring minds pictures speak ahead. With this notion NTB is organizing Photo Exhibition at its premises every month.

**行 "Tracks"**  
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*Nepal's charm is not those beautiful scenery that you can see with your eyes. It's hidden in the peaceful and harmonious lives of the local people that you have to feel with your heart.*

Photos chosen at the "Tracks" photographic art exhibition are mostly taken in Bhaktapur, reflecting the daily life of the local people. People live peacefully in this ancient cultural city at the foot of the Himalayas. You can tell from these photos that their original ecological way of life is well maintained: people work in the morning, the women who are fetching water, the men who are reading newspaper and playing chess, the beautiful and lovely kids with soft and bright expressions in their eyes. In this nation full of mystery, you are able to admire exquisite ancient architecture, beautiful natural sceneries. What's more, the unique figure colors in the photos make you touched. You may find that happiness has nothing to do with richness or poverty. All people in Nepal are disciples of religion. Temples can be found everywhere in the cities and in the countryside. Belief makes people peaceful, contented and tolerant. From the tender and genuine smiles of the Nepalese, you may feel their contentedness and sweet dreams. People live here are wise, optimistic, calm and hard-working. Their kindness, friendliness and smiles are unforgettable.



**Tang Yue Fan** was born in Guangzhou in 1961. He started to learn photography in 1980. In 1985, a piece of his works named "Lung" was published in a national photography journal. He loves people photo shoot. He has finished a series of works with theme on workers. He is good at thinking and feeling with his heart. After many years of practice and accumulation of experience, he has gradually formed a unique personal perspective. Tang Yue Fan's works are frequently selected to show at photographic art exhibitions. Recently, he won provincial-level gold medals with works named "World outside the Window" and "Impression of the Water Village". He also won gold, silver and copper awards in some international photography contests with his works named "Trickerman", "The Dawn of Hailing Island", "Worker", "The Impression of Boat", "Luring the Dragon Boat" and "Night towards the fire". More than 500 pieces of his photography works were selected to complete in many provincial, national and international contests and won rewards.



*Boat*



*Face*



*Chanting*



*Wood Carving*



*Sunrise from Nagarkot*

66



## Media Coverage

















## List of NTB Executive Committee Members



1. Mr. Shankar Prasad Adhikari  
Chairman, Nepal Tourism Board Executive Committee  
Secretary  
Ministry of Culture, Tourism and Civil Aviation



2. Mr. Chiranjivi Khanal  
Member, Nepal Tourism Board Executive Committee  
Joint Secretary  
Ministry of Finance



3. Mr. Kedar Neupane  
Member, Nepal Tourism Board Executive Committee  
Director General  
Department of Immigration



4. Mr. Man Bahadur Khadka  
Member, Nepal Tourism Board Executive Committee  
Director General  
Department of National Parks and Wildlife Conservation



5. Mr. Sanjiv Gautam  
Member, Nepal Tourism Board Executive Committee  
Director General  
Civil Aviation Authority of Nepal



6. Mr. Ghanendra Shrestha  
Member,  
Nepal Tourism Board Executive Committee



7. Mr. Rajendra Prasad Sapkota  
Member,  
Nepal Tourism Board Executive Committee



8. Mr. Krishna Kumar Aryal  
Member,  
Nepal Tourism Board Executive Committee



9. Mr. Purna Bahadur Kunwar  
Member,  
Nepal Tourism Board Executive Committee



10. Mr. Deepak Raj Joshi  
Member Secretary  
Nepal Tourism Board Executive Committee  
Chief Executive Officer





NATURALLY NEPAL   
ONCE IS NOT ENOUGH