



IN FOCUS

2018

BS 2074/75
Nepal Sambat 1139

NATURALLY NEPAL
ONCE IS NOT ENOUGH

years



Published by

Nepal Tourism Board

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Nepal Tourism Board

Message from Minister

It is a great pleasure for me to extend my congratulations to Nepal Tourism Board for celebrating 19th Anniversary of its operation when tourism is expanding and growing both domestically and internationally.

NTB has been built on the foundation of public-private partnership, I am pleased to know that it has been able to synchronize its activities in line with the demand of the tourism industry of Nepal.

Nepal Tourism Board, since its inception, has faced multiple challenges to promote Nepal as a prime destination. In its effort to streamline problems, it undertook numerous measures to address and mitigate them cautiously by mobilizing national and international media to portray Nepal as a happening and by galvanizing many international and national tour operators in action; helping them to build confidence incorporating entire spectrum of tourism products/services to project myriad images of Nepal in a condensed way.

Tourism being an interdependent trade cannot function in isolation and hence the cooperation of all sectors is a must to see this trade to thrive in a changed context of Nepal. India and China are the biggest source market for Nepal's tourism. So it is imperative to focus on this market with new marketing strategy suitable for this market. The flow of tourists from India and China is very encouraging this year. Nepal Tourism Board will concentrate its effort in 2018 for promoting and marketing Nepal strongly and vigorously in India and China through new media tools like social media and other digital marketing.

Since tourism is a very dynamic field, I hope that NTB will be able to bring fresh ideas and innovative concepts for that are unique to the Nepalese tourism context.

I also hope that NTB will be able to play a crucial role to carry out further activities to bolster the image of Nepal, diversify the benefit of tourism in all strata of the society and take the tourism industry to an unprecedented height of success in the days to come.

I extend my best wishes to entire NTB team.

MAHESHWORNEUPANE

Secretary at Ministry of Culture, Tourism & Civil Aviation,
and Chairman of Nepal Tourism Board.



Nepal Tourism Board

Message from Chairman

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Nepal Tourism Board

Message from CEO

It gives me immense pleasure to share with you all that Nepal Tourism Board is celebrating 19th Anniversary, in the true spirit of public private partnership and today we are here to mark and reflect on our collective achievements and endeavors.

In the journey of these 19 years, we have strived together, seen lots of crests and troughs, have learnt a lot of lessons and have gained a lot of experience too. And as of today, we are ready to take the success story of our tourism further to a new height. At this moment, I personally, would like to express my gratitude to all our valued partners and well-wishers who have contributed to our collective accomplishments.

The fact that we are expecting around 1 million tourists by the end of 2017 is a testimony to the fact that our efforts and partnership is yielding result and we should continue to strive in the days to come.

Not only trade activities, we have also moved forward to consumers marketing which can be seen in our partnership with global brand medias, in distribution outlets and multifaceted various other platforms and have moved into digital ages catering to our stakeholders.

Equally heartening is the fact that Nepal is soon gaining acceptance as MICE tourism destination as well. We have seen a number of events took place, be it film festivals, corporate events, music festivals, and creative events to name a few.

However, with more focus of our Government and Industry on infrastructure like roads, airports, convention halls, complementary utilities and proper destination management plan, we can consolidate our achievements even further.

Together working as a team we can make a difference and bring change for a better and brighter future.

Wishing you a very happy and prosperous New Year 2018.

DEEPAK RAJ JOSHI
CEO
Nepal Tourism Board



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NTB IN PARTNERSHIP



A new Milestone with more than a Million Visitor Arrivals

The month of November 2018 witnessed a historic moment with a phenomenal growth trend in international tourist arrivals to Nepal. The consistent and upward momentum continues through the peak tourist season i.e. October and November 2018 and the arrival figures in January–November period has crossed much awaited mark of one million annual international visitors and reached 1,001,930, with cumulative increase of 17% over the same period in 2017. Further, the figures do not include the number of overland international visitors to Nepal in October and November. Even if, the overland arrival figures of last year are assumed constant, the overall growth in January–November period would be 23%.

Tourist arrivals from India in October and November were 11,566 and 16,167 respectively. The total arrivals of Indian visitors in January–November period reached 260,124.

Likewise, 11,921 and 12,944 Chinese tourists visited Nepal in October and November respectively. The number of total Chinese visitors in January–November period reached to 134,362. Similarly, the visitors from Thailand, Japan and South Korea have also increased significantly.

The European arrivals have also surged with healthy growths from key markets.



Arrivals from the United Kingdom were 9,022 and 7,394, from Germany were 7,150 and 4,393 and from France 7,246 and 4,083 in October and November respectively. The total European arrivals in January–November period

in 2018 reached 224,206.

Total number of US visitors to Nepal in October and November 2018 were recorded as 11,757 and 9,193 respectively, and total arrivals in January–November period of 2018 reached 82,870. Likewise, the number of Australian visitors to Nepal in January–November period of 2018 was 33,528.

Deepak Raj Joshi, Chief Executive Officer of Nepal Tourism Board remarked that the image of Nepal as one of the most preferred tourist destinations has been reinforced and this is well reflected in the extraordinary growth in the visitor arrivals to Nepal. This also can be attributed to the concerted efforts of Government of Nepal, Nepal Tourism Board, private sector travel trade and media towards promotion of overall tourism sector in the international tourism arena. He further added that this is the moment to commemorate the milestone in the tourism history of Nepal as it also heralds the potential of tourism sector of Nepal which can be further realized through upcoming national tourism campaign of Visit Nepal Tourism Year 2020.



NTB Launched DMO Website in Chinese Language to Reach Out to Target Audience

In a bid to focus on the China market more effectively, Nepal Tourism Board launched Chinese language website for destination marketing on May 21, 2018. Honorable Minister for Culture, Tourism and Civil Aviation- Mr. Rabindra Adhikari, Secretary for Culture, Tourism and Civil Aviation- Mr Krishna Prasad Devkota, and Her Excellency Ambassador of China to Nepal Madam Yu Hong were present during the program.

The website was launched by Hon'ble Tourism Minister Mr. Adhikari and Her Excellency the Ambassador Madam Hong. Speaking at a program organized to unveil the website, Her Excellency the Ambassador

appreciated the website which she said would help take the bilateral ties between the Nepal and China to a new height and help promote cultural and economic partnerships through tourism. The website <https://www.welcomenepal.cn> is customized with tailor-made content for potential Chinese tourists.



With the ongoing trend of the growing tourist arrival from China market and the increasing interest of the Chinese potential tourist on Nepal as a destination, Nepal Tourism Board (NTB) is geared toward focusing on China market through digital media. Likewise, digital promotion in China market through social media platforms such as WeChat and Weibo are also in the planning for the current budget.

Promotion of Nepal & Communication with Trade through Websites

In keeping with the changing trends in the global tourism market, NTB in 2018 laid a special emphasis in promotion through digital marketing through NTB DMO website for international promotion www.welcomenepal.com. To reach out to the Chinese market, NTB promoted through Chinese language website www.welcomenepal.cn. Similarly, digital promotion through websites in local languages in European countries is currently a priority to reach out to the Europe market in the best possible way.

In an effort to streamline its communication with the travel trade, NTB also hosts the trade website trade.welcomenepal.com dedicated to private sector stakeholders where all notices, press releases, PDF of promotional material, data of tourist arrival and research material are archived.

As trekking is the primary product and attraction of Nepal that attracts more than half a million tourists every year to Nepal, trekking has been given special focus on the website through integration with Great Himalaya Trail website. All trekking routes of Nepal are

available through the NTB website through the www.greathimalayantrails.com. Similarly, all current news and stories pertaining to the destination are put up on www.nepalnow.org.

NTB also digitized its procurement services through tender.welcomenepal.com to facilitate procurement of international services for participation at travel trade fairs.

Promotion Nepal through Digital Media

Nepal Tourism Board is promoting Nepal in the target market through social media sites Facebook, Twitter, Instagram and Youtube. Digital campaigns targeting specific markets were also run by NTB in 2018. These campaigns were targeted to specific audience for more effective online promotion.

Some of the digital campaigns run by NTB in 2018 were: Mahashivaratri Festival for Indian audience, Nepal – The Land of Festivals for European audience, Chalo Nepal for Indian audience, Experience Nepal through Nepal Heritage Cuisine for European audience etc. Other such social media campaigns are also in the pipeline and will go online soon. Similarly, NTB has also continued its campaigns like #photonepal and #videonepal to create more content online through crowd sourcing.

Globalization of Nepal Heritage Cuisine for Promotion of Nepal

Nepal Tourism Board under the leadership of Nepal's tourism pioneer and successful business entrepreneur Mr. Karna Shakya launched a cook book and a recipe video



series in a bid to promote Nepal through its signature cuisines in the global market as a part of the campaign “Experience Nepal” and “Globalization of Nepal Heritage Cuisine”.

The initiative of “Globalization of Nepal Heritage Cuisine” emerged as the idea of promoting Nepali heritage dishes, which is not only a living culture, but also an opportunity for recognition of ethnic diversity as strength in the country. With the help of the booklet and videos, Nepal also aims to position itself in the international market as a global food and gastronomy destination.

The book and the videos were released by the Tourism Minister Mr. Rabindra Adhikari, amid a special program including cuisine display and tasting in Kathmandu, in the presence of the tourism fraternity including the Chief Executive Officer of Nepal Tourism Board Mr. Deepak Raj Joshi, association heads, and representatives of the hotel and restaurant business.

The move is a joint initiation of Nepal Tourism Board (NTB), Hotel Association Nepal (HAN), Chefs Association of Nepal (CAN) and Restaurant and Bar Association of Nepal (REBAN).

“We need to promote Nepali food within the country first so that the foreign tourists visiting Nepal will taste it and later promote in their respective countries. It's all about mixing food and tourism together,” said Hon'ble Tourism Minister Mr. Adhikari, appreciating the innovativeness of the tourism industry and recognizing the importance of local food in enhancing the tourism experience of visitors.

According to chief coordinator and Convener of the campaign “Globalization of Nepal Heritage Cuisine” Mr. Karna Shakya, “Food is all about emotions and sentiments that gives a breath of fresh air in the tourism industry. Nepal could be a Haven for Gastronomic Tourism with her



wealth of indigenous delicious. The multi-ethnic and multi-cultural ingenuity of Nepal offers unlimited choice of cuisines based on region, religion, ethnicity, culture, festivals, environment and diverse climatic conditions.”

During the official inauguration, the cook book copies were distributed, and the recipes were made available online via official websites and social media. The program was also live on NTB official Facebook to make sure that global audience could access the information if they wished to. The objective of such worldwide information dissemination was to include chefs and restaurant owners to garner support and popularize the Taste of Nepal worldwide.

Official Websites and Social Media Sites

1. www.welcomenepal.com
2. www.welcomenepal.cn
3. trade.welcomenepal.com
4. tender.welcomenepal.com
5. www.nepalnow.org
6. www.greathimalayantrails.com
7. www.facebook.com/nepaltourismboard
8. www.facebook.com/nepalnow.org
9. www.facebook.com/togetherfortourism
10. www.twitter.com/nepaltourismb
11. www.instagram.com/nepaltourism
12. www.youtube.com – Nepal Tourism Board

AWARD

Mr. Deepak R Joshi the Chief Executive Officer, Nepal Tourism Board, has been awarded the highest IIPT Champions in Challenge Award 2018 from "International Institute for Peace Through Travel and Tourism" at the ITCMS (International Travel Crisis Management Summit) in London, UK. The CEO is honored with this award for his continuous hard work and success in bringing and bouncing back the tourism in Nepal

- Ten Cities to visit in 2019 by Lonely Planet
- Kathmandu was among the top 25 destinations in the world by Trip Advisor
- National Geographic placed Pokhara on the Best Spring Trips 2017 and ranked Nepal the Number 5 country to visit in 2017.
- Nepal ranked 6th in National Geographic Traveller Magazine's "Cool List 2016" and was also featured in Fodor's Go List 2016, and Forbes' 14 Coolest Places to Visit in 2016.



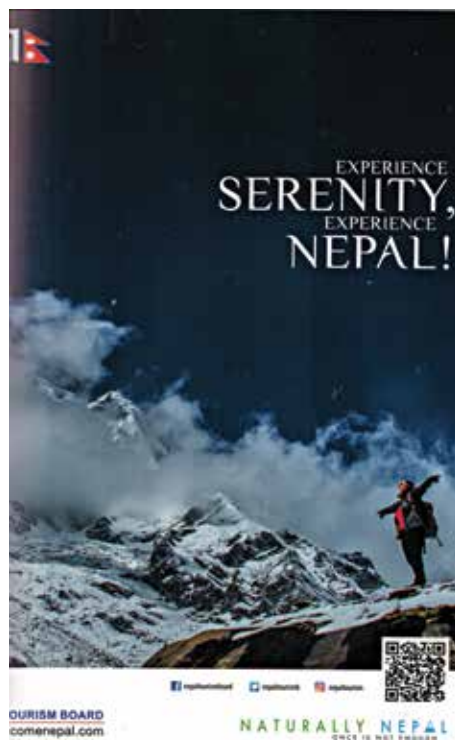
- Nepal, Places to go in 2014 by New York Times (2014)
- Kathmandu, Top 10 destinations on the rise in the world by the Trip advisor (2013)
- Mustang, Best in Travel 2013-Top 10 regions by Lonely planet (2012)
- Everest Base Camp, The 10 best treks in the world by Lonely planet (2012)
- PATA Gold Award for DVD ROM (2012)
- PATA Gold Award for CD ROM (2000/ 2005)
- Grand Prix Award for Naturally Nepal Montage, Czech Republic (2006)
- Observer Travel Award 2002, UK (2nd position in favorite long haul destination category)
- Wanderlust Travel Award 2001, UK (2nd position in top country category)
- Annapurna Trekking Trail in Nepal, "One of the best 12 walks of world..." (Modern Maturity, America's Largest Circulated Magazine)
- BBC Holiday – One of the 50 places to see before you die



NTB advertised in the following newspapers/ magazines in 2018:

1. Twenty-Five Years of Travel, 25th Anniversary Yearbook of Arabian Travel Mart, April 2018
2. American Society of Travel Agents (ASTA) 2017-18
3. Indes Magazine, Top Resa Special, September 2018
4. India Outbound, PATA Travel Mart Special, September 2018
5. Peace Messenger 2018, World Peace Council
6. Enjoy Nepal 2018 (3 issues), Chinese Magazine
7. Asia Outlook 2018, Nepal Special Issue
8. Parikrama 2018, Inflight Magazine of Yeti Airlines
9. Table Calendar in English, German and Japanese 2018

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in Temperature

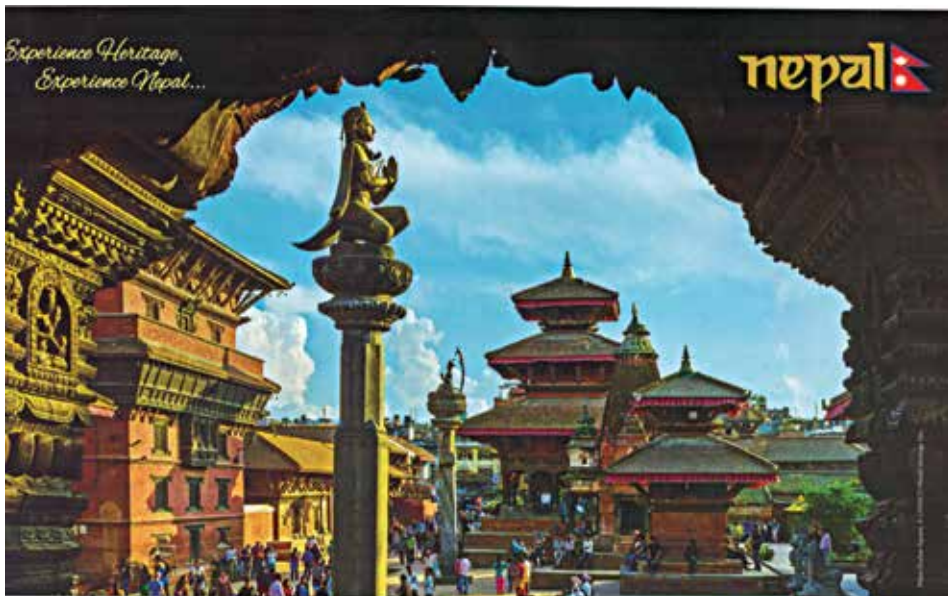
nepal

गर्मी से बेहतर?
चलो नेपाल

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Experience Heritage,
Experience Nepal...

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From Cape Town to Kathmandu

Kingsley and Ross Holgate, two well-known world explorers along with four other team members who embarked on a 17,000km expedition which traversed through 19 countries in three specially prepped Land Rover Discovery SUVs arrived Kathmandu on December 10, 2018. Before coming to Kathmandu, they spent their time in Chitwan National Park and Lumbini-birthplace of Lord Buddha. They ended their journey in Boudhanath Stupa on December 11, 2018 handing over the water that they brought from South Africa. The expedition was flagged off from Cape Town on Nelson Mandela's birth centenary on July 18, 2018.

They carried a Madiba 100 Scroll of Peace and Goodwill which collected messages and signatures of support from dignitaries and ordinary citizens en route from Cape Town to Kathmandu. The idea was that during the end of the expedition ceremony the scroll would be presented for endorsement to representatives of Nepal, in a symbolic gesture of goodwill from the people of South Africa. The team also handed over the Zulu calabash containing

South Atlantic seawater, collected from South Africa and drove all the way to Kathmandu crossing different countries accompanying international media.

The expedition has traveled through Africa, Caucasus and large parts of Asia. The duo has now entered India through the Wagah border and is travelling through North India towards Nepal.

Speaking in a press conference organized by Nepal Tourism Board, Kingsley Holgate said: "It is the first time that the Land Rover Discovery has undertaken a transcontinental journey from South Africa, through the Caucasus and into Asia. We are happy to have warm hospitality of Nepalese people. During our expedition, we distributed mosquito net and eye glasses to needy in different countries."

The expedition has entered Nepal after visiting Agra, Lucknow and Varanasi. During their visit to Nepal, they interacted with children in Chitwan.

At the press conference, Honorary Consul of South Africa Mr. Pradeep Kumar Shrestha and Senior Director of Nepal Tourism Board Ms. Nandini Lahe Thapa spoke about promoting Nepal's tourism in South Africa.



Nepal Ireland Day 2018 Concluded Successfully

The Embassy of Nepal in London, Nepal Ireland Society, Nepal Tourism Board, and NRNA Ireland jointly organized 'Nepal Ireland Day' on 9th September 2018, to promote "Experience Nepal - Cuisine and Culture" campaign and celebrate the 19th anniversary of the establishment of diplomatic relations between Nepal and Ireland. The event was a huge success with more than 8000 visitors.

Nepal Tourism Board (NTB), a government authorized board for tourism activities in Nepal, has launched its global campaign named 'Experience Nepal - Cuisine and Culture' (ENCC) to promote Nepal's tourism. The campaign targets to especially focus on internationalizing Nepalese food.

The event comprised of Nepalese cultural programme, Nepal photo exhibition with photographs taken by Irish tourists, Nepalese Handicraft Stall, stalls of Irish NGOs who

work in Nepal, Nepalese ethnic fashion show, Nepal mountaineering talk programme by Irish Mountaineers and felicitation of Irish Mountaineers who have summited the top 10 highest mountains in Nepal.

Speaking at the opening ceremony, the convener of Ireland Nepal Parliamentary Friendship group and member of Irish Parliament Ms. Maureen O'Sullivan said she is delighted to be part of the celebration and reassured the parliamentary friendship group will be putting every effort to strengthen relations between Nepal and Ireland and also increase collaboration between the two countries in trade, investment, technology and other areas.

President of Nepal Ireland Society and the chief coordinator of Nepal Tourism Board's Experience Nepal - Cuisine and Culture campaign- Mr. Deepesh Man Shakya welcomed the guests and introduced the executive committee members of both Nepal Ireland Society and NRNA-NCC Ireland by calling them on the stage. Mr. Shakya also handed over invitation to visit Nepal from



the Speaker of Nepal's House of Parliament Mr. Krishna Bahadur Mahara to the Speaker of Irish Parliament Mr. Seán Ó Fearghaíl, to the convener of Ireland Nepal Parliamentary Friendship group Ms. Maureen O'Sullivan.

The mountaineering talk programme was attended by Irish trekking and climbing enthusiasts. Mr. Dawson Stelfox, Mr. Noel Hanna, Mr. Seamus Lawless, Ms. Jenny Copeland and Mr. Daithí Ó Murchú shared their mountaineering experience in Nepal.

One of the highlights of the event was the Nepalese Ethnic Fashion Show. Nepalese artists residing in Ireland showcased Nepal's cultural dresses as the host of the event Ms. Alison Irwin read out a brief description for each ethnicity. A myriad of talented Nepalese artists performed at the cultural programme. A ground full of local people had their eyes glued to the stage throughout the day.

Nepal Evening organised

The Embassy of Nepal in London, Nepal Tourism Board, Nepal Ireland Society and NRNA Ireland are jointly organizing 'Nepal-Ireland Day' on 9th September 2018, aimed towards promoting the campaign of "Experience Nepal - Cuisine and Culture" and enhancing people to people relations between Nepal and Ireland. The event will take place at the Farmleigh, Phoenix Park in Dublin. The event was announced at 'Nepal Evening' programme organized in Dublin on 2nd July 2018.

Gracing the 'Nepal Evening' programme as the Chief Guest, the convener of Ireland-Nepal Parliamentary Friendship Group and Member of Irish Parliament Ms. Maureen

O'Sullivan said that she was delighted to see the growing link between Ireland and Nepal. She assured that the parliamentary friendship group would do its best to further enhance the ties between the two friendly countries.

The 'Nepal Evening' was also organized to commemorate first year anniversary of the establishment of Ireland-Nepal Parliamentary Friendship Group and unveiling of the Nepal Heritage Cuisine Recipe Book which was published as part of the Experience Nepal - Cuisine and Culture (ENCC) campaign. Nepalese restaurants in Ireland were handed over the recipe book and were requested to help globalize Nepal heritage cuisine through their respective restaurants. Irish Mt. Everest Summiteer of 2018 Ms. Louise Mcevoy and Irish trekker, Mr. Daire Rice successfully participated in the EBC trekking in 2017 shared their experiences and urged the audiences to visit Nepal to see the magnificent beauty of nature and experience the unique culture and warmth of hospitality. Similarly, Ms. Moira Lawson, Dr. Fiona Gallaher and Ms. Fran Lynch also shared their wonderful experience they had during trip to Nepal.

The program was organized in coordination with Nepal Tourism Board.

His Excellency Ambassador of Nepal to the UK and Ireland, Dr. Durga Bahadur





Subedi said, - the "Relations between Nepal and Ireland have reached a new height further strengthening the bonds of friendship not only on government levels but also people to people levels. There are many sectors where Nepal and Ireland can collaborate for the mutual benefits of the people of both countries. Events like 'Nepal- Ireland Day' will greatly contribute to this cause."

In connection with Nepal-Ireland Day 2018, President of Nepal-Ireland Society, Nepal Tourism Board Honorary Public Relation Representative for Ireland and the chief coordinator of ENCC campaign- Mr. Deepesh Man Shakya said, - "Nepal-Ireland Day, the annual event led by Nepal-Ireland Society, has established itself as a symbolic event to represent the growing relations between Nepal and Ireland."

Meeting with Ireland Nepal Parliamentary Friendship Group and Nepalese Food Tasting

Nepal Ireland Society and Nepal Tourism Board organized an event in Dublin as part

of Experience Nepal campaign to showcase Nepal's authentic food. The event was participated by Irish Members of Parliament Ms. Maureen O'Sullivan TD and Mr. Sean Crowe TD. The event was also attended by members of Nepal Ireland Society and representatives of various organisations based in Ireland.

At the event, Bhansa ghar, a local Nepalese restaurant served authentic Nepalese taste with Momo, Dalbhat Tarkari etc. It was very well received by the Irish Parliamentarians who were keen to know how the food is prepared. They showed interest in tasting more authentic Nepalese food in future.

At the event, a range of topics pertaining to mutual tourism promotion, trade and investment, collaborative humanitarian projects in Nepal, educational projects etc were discussed. The society's General Secretary Mr. Gangaram Kandel welcomed the guests and society's senior Vice-President Dr. Jane Fenlon and Vice-President Mr. Jivan Timalsina felicitated the parliamentarians with 'khada'.

PATA elects Mr. Deepak Raj Joshi as the new Chairman of Government Committee

Mr. Deepak Raj Joshi, Chief Executive Officer of Nepal Tourism Board has been unanimously elected as the Chairman for the Destination/Government Committee of PATA (Pacific Asia Travel Association) for the 2018-2019 during the PATA Annual Summit held at Gangneung, Gangwon Province in the Republic of Korea from 17-20th May 2018. PATA Destination Committee comprises members of 95 governments, state and tourism boards.

After the high appreciation and recognition for his contribution and leadership for the rapid and robust recovery from Nepal's weakened tourism sector, such a well-deserved positioning of Mr. Joshi as the Chairman was applauded by the attendees of the summit. This is the first ever that Nepal has received the Chairmanship of Destination Committee since the last 5 decades of association with PATA.

As Asia Pacific is attracting the high-interest in global tourism map, Nepal's destination image is enhanced more by this election and Nepalese tourism industry has firm believed that it will certainly help to gain some positive impacts in Nepal's inbound tourism.

Speaking in the program, Mr. Joshi showed his commitment to make the best use of this platform to synergies the positive efforts of all members for the larger benefit of tourism industry. Highlighting the need to focus on sustainability, he further said "tourism will be sustainable only when we share the benefit

together and care the destinations together"

Mr. Basant Mishra, MD of Temple Tiger Group, was also felicitated with Life Time achievement award by the PATA for his 25 years of association with PATA and for his contribution in tourism.

Founded in 1951, PATA is a non-for-profit membership association that acts a catalyst for the responsible development of travel and tourism to from and within the Asia Pacific Region. The association provides aligned advocacy, insightful research and innovative events to its member organizations, comprising 95 governments, state, and city tourism bodies, 25 international airlines and airports, 108 hospitality organizations, 72 educational institutions, and hundreds of travel industry companies in Asia Pacific and beyond, as well as over a hundred young tourism professional members across the world.

MICE from January-December, 2018

S.No	Name of the Organization	Name of the program
1	Nepal Film and Cultural Academy	Nepal International Film Festival
2	House of Rajkarnicar	GAMCE
3	Everest Nepal Cultural Group	9th International Folk Film Festival
4	The International Association Of Lions Clubs	Nepal Tourism promotion Night
5	National Lake Conservation Development Committee	International Lake Conference 2018
6	Nepal Forum of Environmental Journalist	Training To Journalist
7	Roar For Conservation	Wildlife Photography Workshop
8	Sanatan Sanskritic Samaj Nepal	
9	Society of Public Health Engineers Nepal	International Conference on Water Environment and Climate change
10	South Asia Foundation	Kailash Kher Live-In Concert
11	Aava Group	Start-Up Mela
12	Nepal Vegetarian Association	APVC Veg Fest
13	South Asian Women Development Forum (SAWDF)	International Summit of Women Entrepreneurs
14	Operational Research Society of Nepal	11th Triennial Conference of Association of Asia Pacific Operational Research Societies (APORS) .
15	Mountain Medicine society of Nepal	XII ISMM World Congress on Mountain Medicine
16	ACCAC	International Conference and Cultural Exchange Program
17	South-Asia Partnership Nepal	International Youth Conclave
18	AIESEC	Asia Pacific Summit
19	"Music Association Nepal	Sambhujeet Baskota Musical Journey- 2018-2020
20		Valley of Light- Music Video
21	Tri City Pictures	The Man from Kathmandu Movie
22		Suprabhat Movie
	Total	

	Date of the program	Scope of Support
	2-5 February, 2018	Promoter of Film Festival
	23-25 March, 2018	Adventure B2B and Conference
	1-10 March, 2018	Promoter of Film Festival
	29 June- 3 July, 2018	Destination Promotion at Lions Convention held in Las Vegas
	11-13 May, 2018	Support for the Conference
	25-26 May, 2018	Training
	8-14 March, 2018	Wildlife photo and video use for promotional purpose of NTB
	13 May, 2018	Religious tourism promotion through influential religious leader
	10-12 April, 2018	Support for the Conference
	24 May, 2018	Tourism promotion through influential celebrity of Indian music Kailash Kher
	16-17 February, 2018	Support for youth entrepreneurship in tourism
	10-11 March, 2018	Support for the Conference
	3-5 September, 2018	Support for the Conference
	6-9 August, 2018	Support for the Conference
	21-24 September, 2018	Support for the Conference on Mountain Medicine
	12-13 December, 2018	Support for the Conference
	14-16 December, 2018	Support for the Conference
	25-28 November, 2018	Support for the Conference
		tourism promotion through influential celebrity of Nepali and Indian music
		tourism promotion through influential celebrity of Nepali and International music
		Promotion through Nepali-Hollywood joint venture feature film shot in kathmandu
		Promotion through Arjun Kapoor starer big banner bollywood film shot in pokhara and kathmandu
		0



PHOTO
NEPAL





In a bid to contribute to Nepal's tourism through series of spectacular photos

Nepal Tourism Board has been regularly organizing #photoNepal exhibitions at its premises starting first Friday of English calendar.

Visual medium is powerful tools of tourism promotion. #photoNepal series exclusively showcases one particular destination of Nepal or theme and brings local culture, lifestyle, infrastructures, and faces through the lens. The Nepal Tourism Board has been partnering and facilitating several international photographers and groups to bring their pictures in a common avenue.



Women on Top (December 7-11, 2018)

The exhibition was held in the premise of Nepal Tourism Board as part of its photoNepal campaign, and the sideline event of the 16th Kathmandu International Mountain Film Festival.

From the popular Khumbu Icefall to the treacherous spots, crevasses, extensive rope and ladder crossings and moments of the climbers to the magnificent close view of mountains, the photos on display created an instant imagination of the Everest and appeal to visit the place.

Among around 5,000 visitors, United Nations Resident Coordinator and UNDP Resident Representative in Nepal Valerie Julliard was among the around 5,000 visitors, who termed the exhibition as very impressive. "You all are fantastic. Women on top, always," she commented about the exhibition.

"The photos took us back to 2008, when our group had climbed the peak. The exhibition is really beautiful," Everest climbers Shailee

Basnet and Maya Gurung shared with Xinhua on the last day of the exhibition.

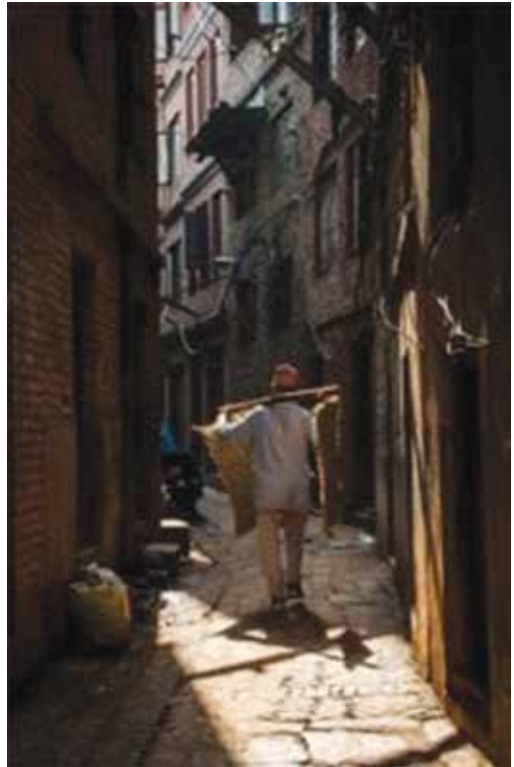
Deuralee Chamling, a team member of the First Women Journalists Everest Expedition, said, "We were so overwhelmed when a 8-year-old kid shared us that he wants to climb Everest, for which we asked him to be prepared after 10 years. Our exhibition has inspired so many people, and that's our major accomplishment."

Another team member, Rosha Basnet, had a similar story to share, saying the exhibition featured different aspects of mountaineering including techniques and its aesthetic value and beauty.

"Youngsters are very much carried away by the pictures. It has raised a sort of curiosity about the mountains," Basnet told Xinhua.

The expedition team comprised five journalists working in different Nepali media organizations, namely Rosha Basnet, Kalpana Maharjan, Deurali Chamling, Rojita Buddhacharya and Priya Laxmi Karki. Four of the five journalists have successfully scaled the peak.

Nepal-China Series (November 2-4, 2018)



This series depicted the pictures from Nepalese and Chinese photographers and their clicks in Bhaktapur and around. These pictures narrated the lifestyle and culture of Bhaktapur including the traditional and historical infrastructures and Newa livings. This month's exhibition also showcased some traditional Chinese lifestyle and infrastructure-related photos.





#photoNepal in China

100 pictures from Nepal were exhibited in the culture center in Beijiao Town, Shunde District, Foshan, Guangdong, from October 1-7, 2018 as part of the #photoNepal campaign.

This series of Photo Nepal is a joint coordination of the Nepal Tourism Board, Kipaagraphy, Nepal Tourism Development Entrepreneur Association, and Beijiao Photography Association China.



Nepal thru Irish Eyes (October 5-8, 2018)

Photos captured by an Irish photographer in course of trekking in Nepal have been exhibited in the month of October. Thirty-five photos, depicting Nepal's diversity and specificity, have been exhibited.

The title of the exhibition is 'Nepal in Irish's Eye.' The pictures taken by Irish climbers and trekkers as of Mt Everest, Annapurna trekking route, important tourism sites of the far-west, archeological heritages and religious sites have been put on display.

The exhibition is organised in collaboration with Non-Resident Nepali Association. Inaugurating the exhibition, NRNA President Bhawan Bhatta said that the expo would help promote adventurous as well as tourism and religious activities of the country.

Nepal Session from October 5

100 pictures from Nepal exhibited in Culture center, Beijiao Town, Shunde District, Foshan, Guangdong from October 1-7, 2018 as part of #photoNepal campaign initiated by Nepal Tourism Board.

Along with Nepali pictures Chinese pictures were also in display. As the exhibition



was done on culture center, common people have flocked to see exhibition.

The cultural bridge between the minds of the people of the two countries, built by the tide of change.

Irish Photographers' work on display at NTB from October 5

Nepal Tourism Board has been organizing #photoNepal event every month starting first Friday. Keeping the ritual intact new series of #photoNepal began on October 5 with works of Irish photographers. They were amateur photographers who had been in Nepal.

35 pictures were on display till October 8, 2018. The exhibition was organized in association with Non Resident Nepali Association.



PROMOTIONAL MATERIALS



Distribution, Dispatch, and program support for promotion:

The Public Relations & Publicity Department has been distributing promotional materials from its Head office in Kathmandu, regional office in Pokhara and Tourist Information Centers located in Tribhuvan International Airport, Kakarbhitta, Belhiya near Bhairawa, Gaddachauki, and Immigration points located in borders.

The same is being dispatched and distributed as per the demand of Embassies of Nepal, NTB's Honorary Public Relations Representatives, Non Residents Nepalese Associations located in different parts of the world. Promotional materials are dispatched for events or for regular distribution from different outlets. Nepalese traveling abroad also visit us for collection of materials as per their need. The travel trade industry of Nepal are also collecting these materials from our Information Centers for their business use and displays. MICE events held in Kathmandu

and other parts of the country are also special platforms for distribution.

NTB also support the program initiatives of above by providing promotional materials and partial fund depending on the effectiveness of the program and the availability of the budget.

The pre-press work of writing, editing, layout and designing is being executed with outsourcing professional services with frequent update on dynamic information like entry fee, visa fee, national parks, flora and fauna, updates of telephone numbers and contact details. Besides our own publications, the department also collaborate with different agencies for publication sharing the same goal of promotion.

Handicrafts souvenirs made by local craftsmen, display publicity materials like framed, mounted laminated boards, card drive containing videos and soft copies of promotional materials, fabric, paper bags and folders are other items of distribution. However such materials are available for special occasions and limited distributions.

Promotion Materials

	Particular	Specification	Quantity	Remarks
A	Brochures and Booklets			
1	Travellers' Information (English)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	50,000	
2	Travelers Info (Thai)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
3	Travelers Info (Chinese)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	20000	
4	Travelers Info (Korean)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
5	Travelers Info (Japanese)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
6	Travelers Info (Vietnam)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
7	Travelers Info (Myanmar)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
8	Travelers Info (Arabic)	Size: A5 (148x210 mm); No. of pages: 16 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
9	Travelers Info (German)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	

10	Travelers Info (Spanish)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
11	Travelers Info (Russian)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
12	Travelers Info (Dutch)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
13	Travelers Info (French)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
14	Travelers Info (Norwegian)	Size: A5 (148x210 mm); No. of pages: 12 (Twelve); Color: Multi Color; Binding: Centre Stitch	5000	
15	National Parks	Booklet Size: 4.5"x8.5"; Pages: 40+4, Cover Paper 250 gsm Artboard + Texture Curing; Inside Paper 115 gsm Art paper; Lamination: Matt on Cover; Color: multi colors	10000	
16	Adventures Sports in Nepal	Booklet Size: 4.5"x8.5"; Pages: 12+4, Cover Paper 250 gsm Artboard + Texture Curing; Inside Paper 115 gsm Art paper; Lamination: Matt on Cover; Color: multi colors	20000	
17	Paradise Pokhara	Booklet Size: 4.5"x8.5"; Pages: 40+4, Cover Paper 250 gsm + Texture Curing ; Inside Paper 115 gsm Art paper; Lamination: Matt on Cover; Color: multi colors	20000	
18	Lumbini	Size: 4.5"x8.5"; Pages: 28+4, Cover Paper 250 gsm Artboard + Texture Curing; Inside Paper 115 gsm Art paper; Lamination: Matt on Cover; Color: All Multi colors	20000	

19	Janakpur	Size: 6.5"X9.5"; Pages: 20+Cover; Cover Paper: 300gsm Art Board; Inside Paper: 150gsm Art Paper; Lamination: Matt on Cover; Binding: Center stitch	5000	
20	Folder	Size 12.5"X9.5"; 300 gsm (Artboard); both side printing with single side gloss lamination	5000	
21	Travel Tips	Size 4X9.5 inch; 8 Pages Booklet print with Centre Stitch; 200 gsm	5000	
22	MICE Tourism	Size: 4.5 inch x 8.5 inch; Pages : 16 Pages; Color: 4 Color; Binding: Centre Stitch; Cover Paper: 250gsm Matt lamination; Inside Paper: 150gsm Art Paper;	5000	
23	Spiritual Tourism	Size: 4.5 inch x 8.5 inch; Pages : 24 Pages ; Color: 4 Color ; Binding: Center Stitch; Cover Paper: 250gsm Matt Lamination ; Inside Paper: 150gsm Art Paper;	5000	
24	NTB Calendar 2075	Size: 6.25 " x 10 " , No. of Pages: 26 pages , 250gsm Art board, Color: 4 color; Binding: Hard laminated Stand made from high quality pitch board wire O from 10 inch width side of the calendar	2000	
B	Posters	Binding: Hard laminated Stand made from high quality pitch board		
1	Mt. Everest	wire O from 10 inch width side of the calendar	50000	
2	Patan	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	20000	
3	Muktinath	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	10000	

4	Lumbini	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	30000	
5	Pokhara	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	30000	
6	Pashupati	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	10000	
7	Janakpur	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	5000	
8	Shuklaphanta	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	10000	
9	Rara	Size 17"x28.75", Paper 170 gsm Art paper, Multi Color, Gloss Lamination	10000	
C	Maps			
1	Tourist Map of Nepal	Size 22"x34" both sides; Paper 150 gsm art paper; 7 folds; 4 colors	50000	
2	City Maps- Kathmandu	Size 16.5"x21" both sides; Paper 130 gsm art paper; 8 folds; 4 colors	30000	
D	Bag			
1	Paper Bag	200 GSM Coated paper, Paperboard, Biodegradable, Recyclable Offset Printing Multi Color Gloss Lamination Drawstring, : Rectangle Size : 12" (L) x 4" (B) x 14" (H)	30000	

2	Fabric Bag	100% COTTON FABRIC BAG WITH PRINT (MADE IN NEPAL) Size: Length – 15.8" / Wide – 13.4"/ Side Bar – 4.5" Shoulder strap length – 27.5" Shoulder strap wide – 1.1" Material Type: 100% Cotton Canvas (200 GSM) Printing: 2 color (Red & Blue) Rubber Print (both side) Manufacture: Made in Nepal	5000	
E	Card Drive			
1	USB Drive	Size : 16 GB High Speed, Hi Quality Multicolor print (Front & Back) , PRELOAD Video and Files in different partition 4 GB, Plastic Cover	10000	



Dispatch of the promotional material for the year 2018

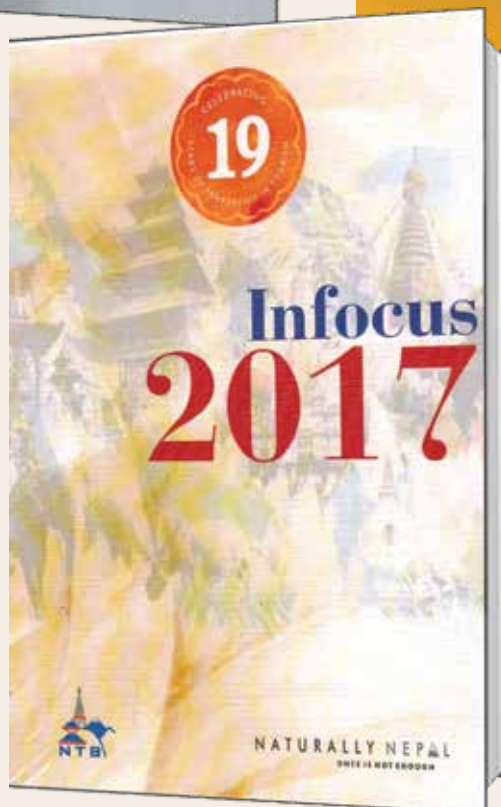
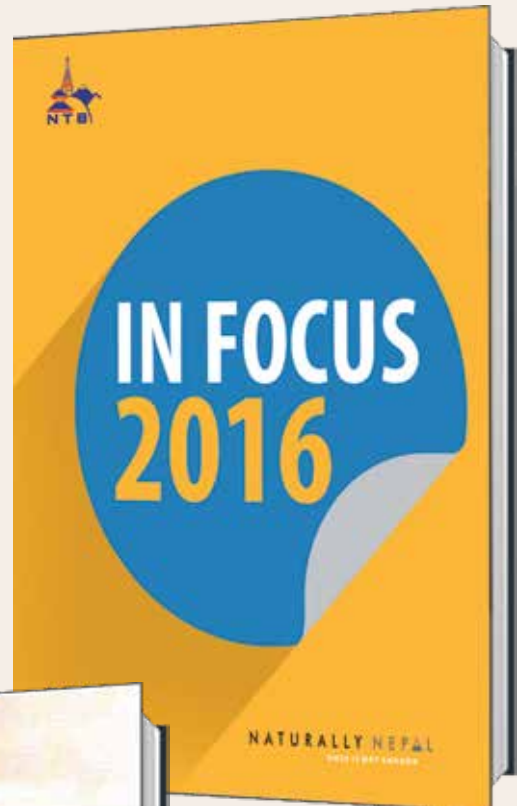
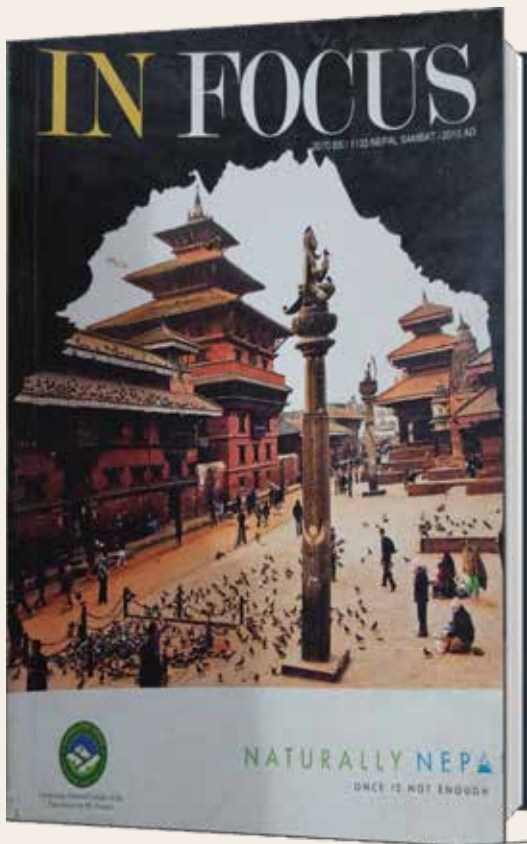
SN.	Date of Dispatch	Destination of Dispatch
1.	4th January 2018	Embassy of Nepal in Oman and
2.	4th January 2018	Embassy of Nepal Copenhagen, Denmark
3.	9th January 2018	Embassy of Nepal, Pretoria, South
4.	9th January 2018	Africa and HPRR Narayan Prasasd Bhandari, Hungary Europe
5.	12th January 2018	Embassy of Nepal, Belgium
6.	1st February 2018	Embassy of Nepal Pretoria
7.	6th February 2018	Embassy of Nepal, Canada
8.	6th February 2018	Mr. Shashi Poudel, HPRR
9.	8th February 2018	Embassy of Nepal, Copenhagen, Denmark
10.	7th March 2018	Deepak Sharma, Perth Australia and Embassy of Nepal,
11.	7th March 2018	Embassy of Nepal, Cairo, Egypt
12.	26th March 2018	Prakash Kumar Subedi, Vienna
13.	29th April 2018	Nepal Embassy, London
14.	10th May, 2018	Mr. Santosh Kumar Bhattarai, Hamburg, Germany (HPRR)
15.	14th May 2018	Swotandra Pratap Shah, (HPRR) Queensland, Australia
16.	17th May 2018	Mr. Pashupati Bhandari, Lodon (HPRR) and Embassy of Nepal, Myanmar
17.	18th May 2018	Mr. Prakash Kumar Subedi, Permanent Mission of Nepal to Vienna
18.	21st June 2018	Nepal Embassy in Germany, Berlin
19.	20th July 2018	Khatri Hari Bahadur to Luxembourg for Hprp Deepesh Shakya
20.	21st August, 2018	Regmi Niwas, Tokyo Japan, Nepal Day Japan
21.	10th September 2018	Embassy of Nepal, Tokyo Japan
22.	10th September 2018	Embassy of Nepal, Canberra, Australia

23.	17th September 2018	Mr. MN Patel, Singapore
24.	23rd October, 2018	Pradip Shrestha, New York, Ride for Nepal Inc
25	11th December 2018	Melbourne festival, Australia Embassy of Nepal Saudi
26	12th December 2018	Embassy of Nepal, Saudi Arabia
27	15th December 2018	Consulate General, Guangjau
28	16th December 2018	Embassy of Nepal, Brussels, Belgium
29	23rd December 2018	Embassy of Nepal, Spain



Past issues of In Focus





PARTICIPANTS OF FAM TOUR 2018





Participants of FAM Tour 2018

S.N	Name	Organization	Country	Date
1	Ms. Jin Li	Guangdong Radio and Television World Channel	China	23 rd March 2018 to 3 rd April 2018
2	Mr. Pan Bin	Guangdong Radio and Television World Channel	China	23 rd March 2018 to 3 rd April 2018
3	Ms. Wu Hongying	YICAI Media Group	China	March 16-21 2018
4	Ms. Wen Qi	YICAI Media Group	China	March 16-21 2018
5	Ms. Zhou Shenshen	YICAI Media Group	China	March 16-21 2018
6	Mr. Zhang Chi	YICAI Media Group	China	March 16-21 2018
7	Mr. Shen Jie	YICAI Media Group	China	March 16-21 2018
8	Mr. Wei Shi	YICAI Media Group	China	March 16-21 2018
9	Mr. Huang Shangqun	YICAI Media Group	China	March 16-21 2018
10	Mr. Wang Xiaodan	YICAI Media Group	China	March 16-21 2018
11	Ms. Gao Jie	YICAI Media Group	China	March 16-21 2018
12	Ms. Lisa McCowan	On The Go Tours	Australia	28 th March – 7 th April, 2018
13	Ms. Meagan Fox	On The Go Tours	Australia	28 th March – 7 th April, 2018
14	Ms. Yang Qiong	CRI	China	May 4-11, 2018
15	Ms. Huang Shan	china.org.cn	China	May 4-11, 2018
16	Ms. Zhang Yu	The Travel Channel	China	May 4-11, 2018
17	Mr. Hao Yuexiang	The Travel Channel	China	May 4-11, 2018
18	Mr. Wang Jia	The World and China Magazine	China	May 4-11, 2018
19	Ms. Li Di	Sina Weibo	China	May 4-11, 2018
20	Mr. Pei Xiaoge	China Economic Net	China	May 4-11, 2018
21	Ms. Wei Xin	China Economic Net	China	May 4-11, 2018
22	Ms. Chen Jing	LOOKWE	China	May 4-11, 2018
23	Mr. Xue Feng	Xinhua Co.Led	China	May 4-11, 2018

24	Mr. Zhao Shujun	China Tourism News	China	May 4-11, 2018
25	Mr. Ji Yuan	China Central Television	China	May 4-11, 2018
26	Ms. Sun Huijuan	Traveler Magazine	China	May 4-11, 2018
27	Mr. Ci Wang	Tibet Tourism Coporation	China	May 4-11, 2018
28	Ms. Peng Jiayu	Kunming China International Travel Service CO.LTD	China	May 4-11, 2018
29	Ms. Lu Mengxi	Ministry of Culture and Tourism	China	May 26-June 2, 2018
30	Ms. Wang Yijia	Ministry of Culture and Tourism	China	May 26-June 2, 2018
31	Ms. Cai Minyu	GZL International Travel Service Ltd	China	May 26-June 2, 2018
32	Ms. Bai Yang	Shanghai Spring Travel Service co.ltd	China	May 26-June 2, 2018
33	Ms. Zhou Yu	Tuniu.com	China	May 26-June 2, 2018
34	Ms. Yang Shuo	China Posts & Telecom Tours Co.Ltd	China	May 26-June 2, 2018
35	Mr. Xu Liyuan	New Star Tour International Travel Co. Ltd.	China	May 26-June 2, 2018
36	Ms. Zhao Meng	Beijing Time News Media Co., Ltd.	China	May 26-June 2, 2018
37	Ms. Liu Boyao	Beijing Time News Media Co., Ltd.	China	May 26-June 2, 2018
38	Ms. Wang Ping	World Tourism Pictourial	China	May 26-June 2, 2018
39	Ms. Liu Yalan	Embassy of Nepal in Beijing	China	May 26-June 2, 2018
40	Mr. Niu Bo	Beijing Ctrip International Travel Service Co., Ltd	China	May 26-June 2, 2018
41	Mr. Marc=Andrea Lemieux	Journel de Montreal	Canada	June 1- 11, 2018
42	Ms. Gayle Elizabeth MacDonald	The Globe and the Mail	Canada	June 20-28, 2018
43	Ms. Goleckasieki-erzyna Katarzyna	Business Traveller	Poland	October 25-31, 2018

44	Ms. Neil Taylor	Freelance writer	UK	November 4-11, 2018
45	Mrs. Randviir Tiina	Freelance Writer	Estonia	November 4-11, 2018
46	Mr. Yann- Mikael, Padrig	Bo Travaill, French TV Show	France	October 31-Nov 22, 2018
47	Mr. Despiau, Mathieu	Bo Travaill, French TV Show	France	October 31-Nov 22, 2018
48	Ms. Jovillard, Sophie	China CYTS Tours Holding Co.,Ltd.	France	October 31-Nov 22, 2018
49	Mr. Lefrere, Patrick	Bo Travaill, French TV Show	France	October 31-Nov 22, 2018
50	LI TONG	BYD	China	October 21-24, 2018
51	SHAN SUMIN	BYD	China	October 21-24, 2018
52	LI XIAOHUA	BYD	China	October 21-24, 2018
53	CHEN WEI	BYD	China	October 21-24, 2018
54	TIAN YE	BYD	China	October 21-24, 2018
55	TAO JINGJIE	BYD	China	October 21-24, 2018
56	ZHANG RUI	BYD	China	October 21-24, 2018
57	ZHONG WEIDONG	BYD	China	October 21-24, 2018
58	ZHANG XIAOLUAN	BYD	China	October 21-24, 2018
59	ZHANG, SHANGLU	BYD	China	October 21-24, 2018
60	LI, SUWAN	BYD	China	October 21-24, 2018
61	ZHOU, PENG	BYD	China	October 21-24, 2018
62	ZOU,XILAN	BYD	China	October 21-24, 2018
63	OUYANG, SIPING	BYD	China	October 21-24, 2018
64	LIU.GANG	BYD	China	October 21-24, 2018
65	YAN, JIAYING	BYD	China	October 21-24, 2018
66	ZHU,YING	BYD	China	October 21-24, 2018
67	WANG, SHILIN	BYD	China	October 21-24, 2018
68	SU, YANG	BYD	China	October 21-24, 2018

69	DENG, YAN	BYD	China	October 21-24, 2018
70	GUO, TAO	BYD	China	October 21-24, 2018
71	LIU, YANG	BYD	China	October 21-24, 2018
72	ZHU, SIYU	BYD	China	October 21-24, 2018
73	LI PENG	BYD	China	October 21-24, 2018
74	CAI XIAOPENG	BYD	China	October 21-24, 2018
75	CHEN, WENJING	BYD	China	October 21-24, 2018
76	XU, LIMEI	BYD	China	October 21-24, 2018
77	WU, YONGQIANG	BYD	China	October 21-24, 2018
78	LIU, JIAN	BYD	China	October 21-24, 2018
79	LU, ZHIJUN	BYD	China	October 21-24, 2018
80	YU, ZHANBO	BYD	China	October 21-24, 2018
81	YANG, LIANHUI	BYD	China	October 21-24, 2018
82	CHI, HUIYAN	BYD	China	October 21-24, 2018
83	QIAN, XIAOHAN	BYD	China	October 21-24, 2018
84	YUAN, JIRONG	BYD	China	October 21-24, 2018
85	LI, WEI	BYD	China	October 21-24, 2018
86	LIUSAN	BYD	China	October 21-24, 2018
87	XIAO, HIAPING	BYD	China	October 21-24, 2018
88	HE LU	BYD	China	October 21-24, 2018
89	ZHANG, FENG	BYD	China	October 21-24, 2018
90	LUO, HAO	BYD	China	October 21-24, 2018
91	SUN, SHUAI	BYD	China	October 21-24, 2018
92	WEI, XIUNIAN	BYD	China	October 21-24, 2018
93	ZHANG, JIE	BYD		October 21-24, 2018
94	LIU, XI	BYD	China	October 21-24, 2018

95	Mr. Pan Gang	All-China Journalists Association (ACJA)	China	October 29-Nov 2, 2018
96	Mr. Feng Ke	Farmers' Daily	China	October 29-Nov 2, 2018
97	Mr. Wang Jinhai	Workers' Daily	China	October 29-Nov 2, 2018
98	Mr. Wu Zhihao	Shanghai United Media Group	China	October 29-Nov 2, 2018
99	Ms. Zhao Xinle	China Press and Publication News	China	October 29-Nov 2, 2018
100	Mr. Rong Changhai	All-China Journalists Association (ACJA)	China	October 29-Nov 2, 2018
101	Bandula Koggala Wellalage	Sri Lanka Press Council	Sri Lanka	December 12-18, 2018
102	Niroshana Thambawitige	Sri Lanka Press Council	Sri Lanka	December 12-18, 2018
103	Aruna De Silva Lokuliyana	Sri Lanka Press Council	Sri Lanka	December 12-18, 2018
104	Chandra Rupanganie Dolege	Sri Lanka Press Council	Sri Lanka	December 12-18, 2018
105	Ohn Kyaing	Myanmar Press Council	Myanmar	December 12-18, 2018
106	Kyaw Naing	Myanmar Press Council	Myanmar	December 12-18, 2018
107	Htay Aung	Myanmar Press Council	Myanmar	December 12-18, 2018
108	Chit Win Sein	Myanmar Press Council	Myanmar	December 12-18, 2018
109	Thin Thin Thar / Ms.	Myanmar Press Council	Myanmar	December 12-18, 2018
110	Simon Tinkler	Travel Manager	Australia	December 17-22, 2018
111	Timo Bohlender	Travel Manager	Australia	December 17-22, 2018
112	Mr. Christophe Noel	Freelance Writer	USA	March 28-April 23, 2018
113	Ms. Andrea Handl-Erdman	Tour Operator	Germany	14 th -24 th October, 2018
114	Ms. Mag Doris Handl	Tour Operator	Germany	14 th -24 th October, 2018
115	Mr. Joseph Evan	Hector Travels	Ireland	14 th – 24 th March, 2018
116	Mr. Sean Heochagain	Hector Travels	Ireland	14 th – 24 th March, 2018
117	Mr. Ross O'Callaghan	Hector Travels	Ireland	14 th – 24 th March, 2018

118	Mr. Jagalur Thippeswamy Maddanaiah	Politician	India	7 th - 10 th October, 2018
119	Ms. Jayalakshmi Karisiddiah		India	7 th - 10 th October, 2018
120	Mr. Rahul Sujay		India	7 th - 10 th October, 2018
121	Ms. Grihika Sujay		India	7 th - 10 th October, 2018
122	Ms. Swathi Thippeswamy		India	7 th - 10 th October, 2018
123	Mr. Zhou Lunbin	Leshan Municipal Govt	China	18 th - 21 st June 2018
124	Mr. Chen Linqiang	Leshan Tourism & Sports Bureau	China	18 th - 21 st June 2018
125	Mr. Xu Tianyi	Leshan Giant Buddha Scenery Administrative Committee	China	18 th - 21 st June 2018
126	Ms. Chen Yingli	Leshan Investment Promotion & Foreign & Overseas Chinese Affairs Bureau	China	18 th - 21 st June 2018

FAM TOUR







FLASHBACK



The then Rt. Hon'ble Prime Minister Mr. Girija Prasad Koirala inaugurating the Tourist Service Center which presently houses Nepal Tourism Board.

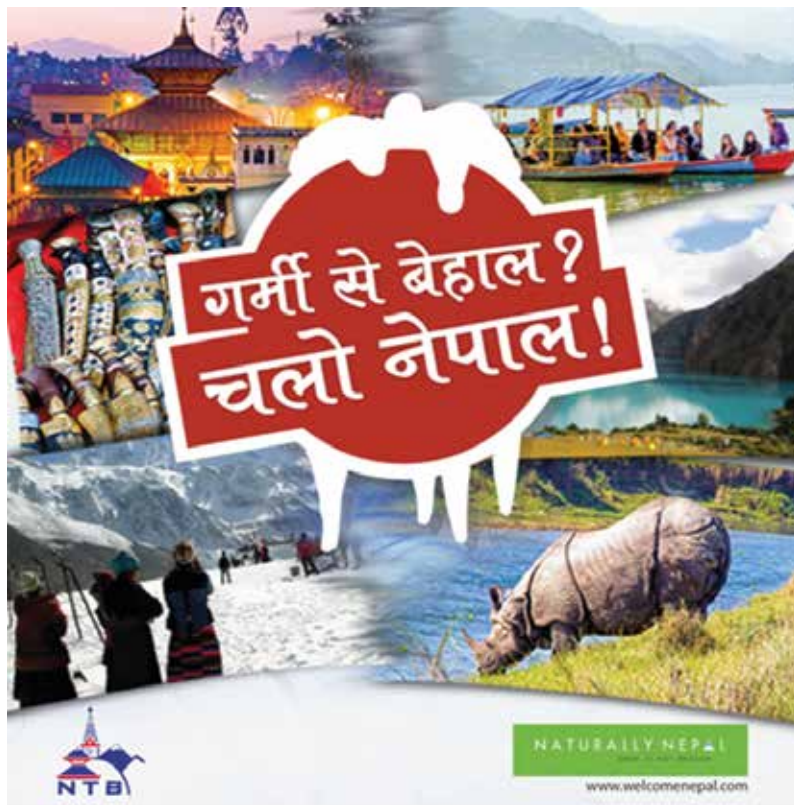




Mr. Maheshwore Neupane, then Secretary of Ministry of Culture, Tourism and Civil Aviation and Chairman of Nepal Tourism Board releasing In Focus on the occasion of 19th anniversary of Nepal Tourism Board



Launching
of Chinese
website of
Nepal Tourism
Board





Shuttle bus operated by NTB for tourist during the Nepal bandh











French and British Ambassadors briefing the media after visiting Everest Region in 2005 saying that Nepal was safe to visit.



World renowned cricketer Sunil Gavaskar addressing the media after being honoured him as Goodwill Ambassador of Nepal's tourism



Rt. Hon'ble Prime Minister of Nepal Mr. K P Sharma Oli launching
Ghumphir 2073 Campaign in 2016



Then the Hon'ble Minister of Culture, Tourism and Civil Aviation
Ms. Hisila Yami launching Tourism Vision 2020




घुमफिर वर्ष २०७०



**NEPAL
TOURISM
YEAR** **2011**

NATURALLY NEPAL
ONCE IS NOT ENOUGH



गर्मी से बेहाल?
चलो नेपाल!

NTB

NATURALLY NEPAL
TOUR & TRAVEL AGENCY

www.welcomenepal.com

**If you would like to promote Nepal
Tourism with Visit Nepal Europe
2017 Car Stickers and Tent Cards,
please email
info@visitnepaleurope2017.eu**





Then the Hon'ble Minister of Culture, Tourism and Civil Aviation Mr. Kripa Sur Sherpa at the reopening of Heritage sites after the earthquake on June 15,



First workshop on tourism recovery after the workshop by experts from Iceland organized by Nepal Tourism Board with the support of CBI, the

Netherlands



Launching of Nepalnow campaign
by Dutch tourism expert provided
by CBI- the Netherlands for tourism
recovery campaign in



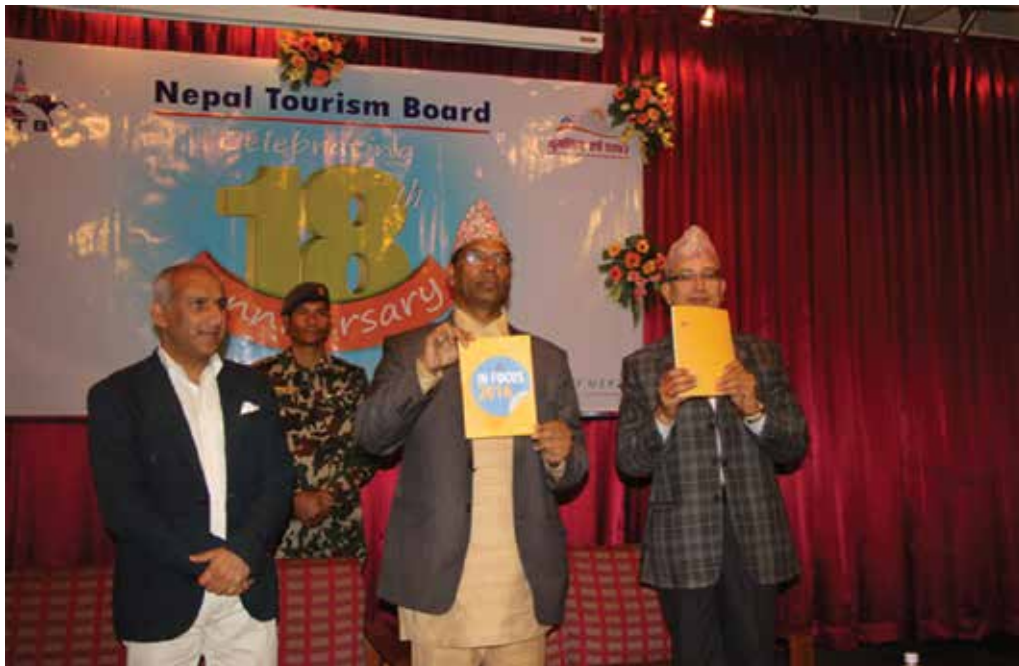
Mr. Deepak Raj Joshi taking the oath as CEO of Nepal Tourism
Board from the then Secretary of Culture, Tourism and Civil
Aviation and Chairman of Nepal Tourism Board Mr. Dinesh
Kumar Thapaliya





Travel Media Workshop organized by Nepal Tourism Board for the journalists and writers of India, Nepal, Bangladesh and Bhutan in 2005. The workshop was supported by Asian Development Bank.





The then Hon'ble Minister of Culture, Tourism and Civil Aviation Mr. Jeevan Bahadur Shahi releasing the in In Focus published on the occasion of 18th anniversary of Nepal Tourism Board

The then Hon'ble Minister of Culture, Tourism and Civil Aviation Mr. Ram Kumar Shrestha releasing the in In Focus published on the occasion of 15th anniversary of Nepal Tourism Board





Commemorating the 10th anniversary with special plaque by the then Hon'ble Minister of Culture, Tourism and Civil Aviation Ms. Hisila Yami

The then Hon'ble
Minister of
Culture, Tourism
and Civil Aviation
Mr. Hisila Yami
releasing the In
Focus published
on the occasion of
10th anniversary
of Nepal Tourism
Board





Soft launching of Nepal Tourism Year 2011 by the then Rt. Hon'ble Prime Minister Mr. Madhav Kumar Nepal

Michael Yeoh, Malaysian and Hollywood actress (with flower) with Chinese tourists at Bhaktapur. She was in Nepal as a goodwill ambassador of UN for supporting Nepal's tourism after earthquake.





Signing MoU between Nepal Tourism Board and CBI- the Netherlands
for tourism recovery campaign

The then
Hon'ble Minister
of Culture,
Tourism and
Civil Aviation Mr.
Prithvi Subba
Gurung at 9th
anniversary of
Nepal Tourism
Board





Mr. Andrew Jones, then Vice President of PATA handing over PATA Tourism Recovery Report to then Minister of Culture, Tourism and Civil Aviation Mr. Kripasur Sherpa in a program organised in Pokhara in June 2015 by Development Committee of Parliament and Nepal Tourism Board.



The Administrative Chief of Nepal Tourism Board Mr. Ramesh Kumar Adhikari briefing the media about tourism recovery after the earthquake.



Want to see Nepal Bounce, Back, Better !!!

**If yes, please share the interesting stories, write ups
And photos of your trekking in Nepal with us at**

www.facebook.com/nepaltourismboard



The then Hon'ble Minister of Culture, Tourism and Civil Aviation Mr. Kripa Sur Sherpa consulting with government officials and tourism professionals regarding tourism recovery after the earthquake



Chinese webao celebrity promoting Nepal after earthquake



Inauguration of Nepal Tourism Year 2011 at Dashrath Stadium

NEPAL PROMOTION IN INTERNATIONAL PLATFORMS IN 2018





Nepal Promoted as "Experience Nepal" at WTM, London



Nepal's participated the World Travel Market (WTM) 2018 at ExCel, London, which concluded successfully on Nov. 7, 2018 followed by Destination Showcase. The fair provided an ideal platform for fresh promotions, visibility of Nepal as an exotic holiday getaway, and in providing latest information and updates in the UK market.

The fair was led by Nepal Tourism Board (NTB) in coordination with 32 private sector tourism companies. The delegation was led by Chief Executive Officer of Nepal Tourism Board Mr. Deepak Raj Joshi. Private sector participants renewed their contacts and created new contacts during the fair. Nepal's participation was bigger than previous years with bigger space centrally located with attractive stand.

Tourism professionals, tour operators, private companies, members of the media, photographers, bloggers, and content creators from Britain and around the world visited the Nepal Stall at the WTM 2018. Many wanted to know about the situation in Nepal and about the different tourism destinations, while many inquired about the best way to promote Nepal. His Excellency Nepal's Ambassador to the United Kingdom Mr. Durga Bahadur Subedi also visited the Nepal Stall with officials from the Nepal Embassy.

On Nov. 6, a soft launching of "Visit Nepal 2020" was held

at the Nepal pavilion, and Mr. Hari Buda Magar, the international adventure hero with double amputee was as a special speaker. The highlight was "Lonely Planet presenting Nepal the award for Kathmandu "the best cities to visit in 2019". The program was attended by British tour operators, media and friends of Nepal in London, and the delegation of Nepal and Nepali tour operators. The Evening included with virtual Nepali kitchen where the invitees enjoyed an array of Nepali snacks including chowla, bara, sel roti, alooachar etc.

At the program, His Excellency the Ambassador of Nepal to the UK Mr. Subedi spoke about the amiable relations between Nepal and UK, and was positive about the growing British market for Nepal. Nepal also participated in Destination Showcase Program



at the Le Meridien on Nov. 7, as Headline Sponsor of the event, where NTB educated 150 local tour professionals and potential sellers. The program highlighted Nepal as a destination among the UK and international tour operators.

On Nov. 8, the Nepali delegation attended the International Travel Crisis Management Summit (ITCMS) attended by tourism and travel experts from around the world. The summit had panel discussions on the management of crisis in the travel industry. NTB CEO Mr. Joshi was also a part of one of the panel discussions where he shared Nepal's experience as a destination in overcoming the tourism crisis after the 2015 earthquake. At the program, NTB CEO was awarded highest IIPT Champions in Challenge Award 2018 from "International Institute for Peace Through Travel and Tourism".

Nepal Participated in International Mediterranean Tourism Market (IMTM) 2018

Nepal participated in International Mediterranean Tourism Market 2018 which concluded on February 7, 2018 at Rokach Blvd in Tel Aviv, Israel. The tourism mart started from February 6, 2018.

IMTM is one of the biggest and major Travel Trade Shows in Israel which focuses on inbound and outbound tourism.

Three Nepalese private participants Nepal View Trekking, Budget Travels and Tours, Euro Tor & Travels took part in this event.

East Travel Mart 2018

The first ever East Tourism Mart, 2018 organized by Nepal Tourism Board in joint association with Dharan Sub- Metropolitan city and different stakeholders of tourism including private travel trades and hoteliers, was organised at Ex-British Army building, Dharan from June 7-10, 2018.

Outcomes of the Event

- About 50 Hosted Buyers and International media representatives were directly connected with local sellers through B2B platform, which connected the business environment between East Nepal and Boarder States.
- Hosted Buyers were given exposure with different destinations of East Nepal.
- Local Sellers of East Nepal were streamlined into B2B platform.
- Capacity Building and Knowledge Sharing mechanism in Tourism related issues were highlighted.
- Determination and ownership was expressed by Provincial Government, Local Government, Associations and other stakeholders.
- It gave determination to the entire private sector for continual organization of such event yearly.
- Media Promotion in national and international print and electronic media.
- Promotion of Tourism Entrepreneurship and strengthening networking among the entrepreneurs.

Experience Nepal In CITM China

The 20th edition of China International Travel Mart (CITM) 2018 was held in Shanghai, China from Nov 16 to 18. Hosted by Ministry of PRC, Civil Aviation Administration of China and the Shanghai Municipal People's Government, CITM 2018 attracted 2245 booths with 1542 domestic exhibitors and 703 overseas exhibitors hailing from 107 countries and regions. In addition to cultural promotion and presentation by various destinations from across the globe, about 573 overseas buyers from Europe, US and Asia met with more than 1000 sellers in the 3 days of the event.

Nepal Tourism Board participated in CITM 2018 along with 5 private sector companies from Nepal. The tourism companies from Nepal were Adventure Outdoor, Creative Adventure Nepal, Fishtail Tours and Travels, Outdoor Expeditions, Saathi Nepal Travels and Tours.



Nepal makes its first presence in TTG 2018, Italy

Nepal Tourism Board participated and promoted Nepal in a 3-day travel show TTG 2018 organized in Rimini Expo Centre, Rimini, Italy from 10 to 12 October 2018. The Fair, that marked its 55th edition this year, takes place annually in Rimini. It is the only fair in Italy where exhibitors can meet all the main Italian travel agencies and tour operators in a context, which is exclusively Business to Business (B2B).

The exhibition revolved around 3 days of pure business: efficiency, productivity, return on investments and a peek into what the future holds for the tourism industry, with over 72.000 visitors and around 750 journalists turn out in the three days of the Fair.

Nepal's participation at the fair is led by



Nepal Tourism Board (NTB) along with private sector companies. The Fair was an ideal premier tourism event for the Italian market especially the potential travelers, trade, international and particularly the European counterparts, and the media, with fresh communications and updates.

The private sector companies participating in the event were: Cho-Oyu Trekking Pvt. Ltd. and Breakfree Adventures Pvt. Ltd.



Nepal Showcases Variety of Adventure Products in Alpinmesse

2-day fair showcased different activities and products related to adventure. At the fair, the Nepal Stall highlighted wildlife experiences, adventure activities, and natural landscapes of Nepal.



Nepal Tourism Board (NTB) and Trekking Agencies' Association of Nepal (TAAN) jointly organized and participated in Alpinmesse in Innsbruck, Austria, that was held in Oct 20-21, 2018. The fair was focused toward adventure activities, targeting adventure lovers.

NTB along with 9 representatives from the travel trade sector participated at the fair. This was Nepal's first-time participation, and the

In addition to participation at the fair, Nepal also organized a press conference at Alpinmesse, where Nepal was presented as a destination offering lifetime adventure experiences and a journey of a lifetime. During the press conference, journalists were also briefed about Visit Nepal Year 2020 campaign along with amazing products of Nepal.

Also present during the occasion were: Mr. Amber Bahadur Karki, Counselor/Deputy of the Permanent Mission of Nepal to the United Nations in Austria, and Professor Wolfgang Nairz – the first Everest Summiteer from Austria. Media personal were briefed about tremendous amount of infrastructure being built around the country that is vital for offering quality tourism products. The fair was well supported by Non Resident Nepalis (NRN)-Austria who offered Nepal's heritage cuisine and Nepali cultural dances at the program.



Nepal Promoted at the 40th IFTM, Top Resa 2018

Nepal Tourism Board along with several Nepalese travel trade companies promoted Nepal at the 40th edition of IFTM, Top Resa which was held in Paris, France from 24-28 September 2018. Around 35,000 industry professionals, demonstrating the vitality and energy that characterize the global travel and tourism industry, attended the 4-day event. The fair offered multiple faucets of travel segments -leisure, business and MICE with a dedicated program for each and a comprehensive experience for trade visitors.

The Nepal Pavilion was very attractive and noticeable with its unique and traditional pagoda style design. The exhibiting Nepalese companies had good business interactions and discussions with the visitors during the fair days. The exhibiting Nepalese companies in the fair were: Makalu Adventure Tours and Travel P.Ltd, Netra Travels and Tours (P) Ltd.

and Well Adventure Tours & Travel P. Ltd.

H.E Ambassador Mrs. Ambika Devi Luintel, Deputy Chief of Mission Mr. Lekhnath Bhattra and other officials of



Nepal Embassy in Paris visited Nepal Pavilion and encouraged the Nepalese delegation during the fair. Mr. Ghanashyam Upadhyaya (Joint Secretary) from MoCTCA, Mr. Kashi Raj Bhandri (Sr. Director) and Mr. Lila Bahadur Baniya (Sr Manager) from Nepal Tourism Board represented Nepal at the fair.

Nepal Tourism Board also attended the 7th World Trails Conference of World Trail Network held in Santiago de Compostela of Spain between 26-29 September and bagged the opportunity to host the next edition of World Trails Conference in Kathmandu in 2020. Subsequent to the presentation on the Great Himalayan Trails, and several rounds of discussions the Board of World Trails Network has decided to host the next conference in Nepal.



Nepal Showcased at the Tourism Expo Japan 2018

Nepal's participation at the Tourism Expo Japan 2018, from September 20, 2018 at Tokyo Big Sight concluded on September 23. The 4-day EXPO was the ideal forum for showcasing destinations and providing abundant opportunities for travel professionals to exchange travel information and conducted



effective business meetings and inspiring consumers through the power of travel. It was an all-encompassing event showcasing the many facets of travel and the creative and varied lifestyle, information and trends that spring from it.

Nepal's participation at the EXPO was led by Nepal Tourism Board (NTB) in coordination with Nepal Airlines and four tourism companies from the private sector: Around The Himalayas, Liberty Holidays, Hotel Shambala and Netra Travels and Tours.

Nepal wins the "Best Stall Decoration Award" at BITF 2018 in South Korea

Nepal bagged Best Stall Decoration Award in Busan International Travel Fair,

2018 organized in Busan, South Korea from 7th September, 2018 to 10th September, 2018. The team of 5 private trekking and travel companies led by Nepal Tourism Board showcased major features of Nepalese Tourism, especially Lumbini and Pokhara, among the Korean Travel lovers and enthusiasts in Busan. The stall received encouraging numbers of adventure loving participants which provides a positive encouragement for Nepalese Tourism Industry.



Nepal wins the " Best Decoration Award" at the 2018 TTF in Ahmedabad

Nepal stall bagged best decoration award in Travel and Trade Fair (TTF) Ahmedabad organized from 7th – 9th September 2018. Nepalese stall attracted large crowd of visitors. Nepal presented its tourism treasures and offers in the fair through six Nepalese travel trade companies



Tourism and Civil Aviation Mr. Rabindra Prasad Adhikari led the official Delegation from Nepal that included: Members of the Parliament; Mayors of Lumbini, Tansen and Ramgram municipalities; Nepal Tourism Board; Lumbini Development Trust, and private sector representatives from the tourism industry.

Nepal receives unprecedented religious and tourism mileage at SCITE 2018

Nepal, the Country of Honor, at Sichuan International Travel Expo 2018 held in Leshan, China, held from Sep 6 to 9, 2018, received unprecedented religious and tourism mileage as the Birthplace of the Buddha.

On a special invitation of the Sichuan Province and Leshan Municipality governments, Hon'ble Minister of Culture,

Hon'ble Tourism Minister addressed the opening ceremony at the SCITE and visited the Nepal Pavilion in addition to holding several high level meetings with the Governor of Sichuan, the Mayor of Leshan, Heads of the famous Dado Zen Temple and Leshan Buddha Temple to discuss mutual cooperation and promotion of tourism in the very potential China market.





The highlight of the visit was the signing of Memorandum of Understanding (MoU) between Leshan, in China, the home of the biggest Buddha statue in the world and Lumbini, Tansen and Ramgram, in Nepal, for promotion of Buddhist tourism.

At another special ceremony, the Holy Soil from the Lumbini Sacred Garden was officially handed over to the Leshan Giant Buddha Temple, where it has been consecrated with great honor.

Inaugurated by His Excellency, Leela Mani Paudyal, the Nepal Week, a week long exhibition and sale of Nepal's handicrafts with over 50 stalls, culinary delights, photo exhibition, live pottery and cultural dances is being held at Leshan till Sept. 11, for the Chinese public.

Hon. Tourism Minister Mr. Adhikari and the Mayor of Leshan have expressed great commitment in strengthening the ties between Leshan and Lumbini and this will definitely go a long way in promoting Nepal's tourism in China. A 14-member team was at the Travel Expo from the Nepal Association of Travel

and Tour Agents (NATTA), and members also participated in the B2B sessions at the SCITE.

Nepal Presents its Diverse beauty at ITB Berlin

The 52nd edition of ITB Berlin, the world's leading travel trade show, completed on March 11 with a positive vibes with active participation from Nepal Tourism Board (NTB) along with 33 travel-trade representatives. From March 7-11, 2018 over the five days of the show, more than 10,000 exhibiting companies from 186 countries and regions promoted their products and services in 26 halls on Berlin Exhibition Grounds to visitors.

Nepal made its strong presence with 33 travel trade representatives which included tour operators, trekking agencies, hoteliers, airlines and operators, offering wide array of products such as trekking, adventure experience, wild life, mountain flight, yoga,

cycling, village tour etc. to curious visitors, Europeans in particular. The first three days were reserved for B2B session where Nepal's representatives had face to face meeting with their counterparts.

The Experience Nepal-a networking program through Cuisine and Culture 'Cocktails, Cuisine and Conversations' was also organized by Nepal Tourism Board on 3rd day of ITB fair. The program was concentrated to highlight Nepalese cuisines in the amid presence of dignitaries and valuable buyers and travel trade of Nepal. His Excellency Mr. Ramesh Prasad Khanal, Ambassador of Nepal to Germany added his remarks on the importance of Nepal's tourism in Germany and European market. Mr. Deepak Raj Joshi, Chief Executive Officer of Nepal Tourism Board was highlighted the Experience Nepal campaign, mentioning Nepal is an ultimate tourism destination for Experience Tourism. Mr. Dil Gurung Schauler, HP RR of Nepal

Tourism Board was also put his remarks on Nepal's tourism which has been popular since its presence in ITB Berlin of 1987 edition. Mr. Santosh Bhattarai, HP RR of Nepal Tourism Board, Mr. Ram Pratap Thapa, Honorary Consul of Nepal to Cologne, Germany, Mr. Jiba Lamichhane, former President of Non Resident Nepalese Association (NRNA) were also welcomed and participated the networking with the guests.

His Excellency, Mr Ramesh Khanal, along with Embassy officials and Director General of Department of Tourism, Ministry of Culture, Tourism and Civil Aviation, Mr. Dinesh Bhattarai made several visits to the Nepal Stall and in the process interacted with officials from 33 companies and also expressed their views to journalists and visitors. Mr. Jur Klinke, the former parliament member and South Asian Division Chief of Germany visited to Nepal stall and expressed his vibes for continuous effort on Nepal's tourism.





Nepal was awarded the most popular tourist destination in Guangzhou China

Nepal participated at Guangzhou International Tourism Exhibition (GITF) at Guangzhou in China from 1 to 3 March 2018 with a group of 5 travel companies from Nepal. Owing to Nepal's popularity in China,

Nepal was awarded the 'Most Popular Tourist Destination' during a special ceremony at the InterContinental Hotel, Guangzhou.

During the three-day fair business-to-business meetings were held with tour operators as well as with tourism media for building network and fostering business contacts with the Chinese counterparts while thousands potential travelers collected information and updates on travel itineraries and costing from the Nepal stall.



Nepal gets Best Decoration Stall Award at TTF Bangalore

Nepal Tourism Board (NTB) in association with Nepal Airlines and other 12 Nepalese Travel Trade Companies, successfully participated in Travel & Tourism Fair (TTF) in Bangalore from 23-25 February 2018. The Fair was organized by Fairfest Media. With many stalls of the domestic and international exhibitors, the show received the footfall of a good number of South Indian people. Many South Indian tour operators also visited Nepal stall.

Nepal's participation in the show with 12 tourism companies from Nepal got a good response from South Indian visitors. The participating tourism companies from Nepal had a good opportunity to share Nepalese tourism product and package

information to the potential South Indian tour operators and travellers and also negotiate and establish business deals. Pilgrimage including leisure travel activities of Nepal were highlighted during the show. Nepal as a Gateway to Mt. Kailash / Mansarovar also was promoted during the show.



Nepal also bagged the Best Decoration Stall Award during the show.



Nepal Captivates and Regales at FITUR, Madrid

Nepal made its strong presence in 38th edition of FITUR with 11 travel-trade sector people joining the Nepali contingent led by Nepal Tourism Board and Nepal Association of Tour and Travel Agents which was organized from 17 to 21 January 2018 in Madrid, the capital city of Spain, one of the major travel fairs of the world. Over 1,000 exhibiting companies from 165 countries/regions, participated in FITUR.

FITUR is a meeting point for professionals in whom they can establish lines of action, strategies and business alliances to energize and consolidate the business, innovating to answer the changing demands of the market.

Outdoor and Cultural Experience Highlighted at the The Netherlands

Nepal Tourism Board coordinated Nepal's participation at one of Europe's largest trade fairs "Vakantiebeurs" at Jaarbeurs in Utrecht, the Netherlands from 9th -14th January, 2018. The co-exhibitors at the stall were: Asian Mystery Treks & Tours, Himalayan Dream Team Treks and Tours, Mountain Adventure Trekking, Himalayan Guides Nepal Treks and Travels.

"The experience of visiting a country which lies above the clouds is amazing especially when one is visiting from Holland, a country which is below sea level in some of the parts' comments a visitor to a Nepal stall.

During the exhibition, Nepal presentation

was done highlighting the beauty of the Himalayas, city tours, richness of Nepalese culture, Buddha's teachings and the friendliness of the people. Adventurous activities such as mountaineering, jungle safari, rafting, biking, hiking, rock climbing, paragliding, ultralight aircraft, Everest flight, bungee jumping were also added feature of the presentation. The outdoor experience of Nepal was the most unique selling proposition of the presentation.

At the fair, one-to-one meetings were held with bloggers, video makers, virtual reality developers, writers, photographers and invitation were offered to them for Nepal visit for coverage and publicity.

Nepal Highlighted as a Value Destination at Sales Missions in USA and Canada

Nepal Tourism Board (NTB) and Trekking Agencies' Association of Nepal (TAAN) jointly organized Sales Missions in two cities of United States of America (USA) and Canada respectively with the objective of disseminating first-hand information on the different tourism activities that Nepal offers and creating business links between operators from Nepal and local buyers. The events were organized on 12th, 15th, 20th and 22nd of February 2018 in Seattle, Los Angeles, Toronto and Montreal respectively. Five TAAN member trekking agencies namely Unique Adventure International Pvt. Ltd, Asian Alpine Treks & Expedition Pvt. Ltd, Nepal Footprint Holiday Treks Pvt. Ltd., Adventure Himalayan Travels & Treks Pvt. Ltd. and Lhaso Adventure Pvt. Ltd.

participated in the Sales Missions in Seattle and Los Angeles. Likewise, four trekking operator companies from Nepal namely Unique Adventure International Pvt. Ltd, Himalayan Guides Nepal Treks and Expedition Pvt. Ltd., Adventure Himalayan Travels & Treks Pvt. Ltd. and Lhaso Adventure Pvt. Ltd. participated in the Sales Missions in Toronto and Montreal.

The Nepalese operators offered packages of expedition, trekking and sightseeing activities to the North Americans during the business (B2B) interaction with their local counterparts. The local operators were avid getting to know about some new trekking destinations and activities besides trekking. The programs were even more enthralled with plethora of media's presence.

2018 Nepal US Travel Summit concluded successfully

Nepal Tourism Board held travel/media summits in Denver, Seattle, San Francisco and

Los Angeles in late June 2018. The summit was led by Nandini Lahe Thapa, Sr. Director of Tourism Marketing and Promotion, along with Diwakar Bikram Rana, joining them were four leading inbound tour operators

The overall messaging of the sales mission to the US media, travel agents and tour operators was to discover the culture, food, heritage, wellness and romance products available to high per diem US travelers to Nepal.

While Nepal is well known for her mountains and adventure programs, a wide range of new product development was presented to showcase and promote honeymoons, destination weddings, yoga/wellness, community volunteerism, experiential travel and food/culture.

Immersion tourism is one of the largest growing niche segmentations of the global travel industry, and Nepal literally, and figuratively, stands high above other experiential destinations.

There are very few destinations globally that can match the diverse range of authentic, trophy travel experiences Nepal offers to travellers.





The Summit kicked off in mile high city, Denver, Colorado at Wayfinders' event space. NTB became a member of the Wayfinder community for the evening, and invited Denver based agents, tour operators and media to participate within this cooperative community. Wayfinder commented: "We saw that the Nepal Tourism Board, like the community at Wayfinders, know how to be resourceful, to dedicate themselves to a cause they deeply believe in, and to share their passion with a compelling presentation." A diverse, wonderful range of Nepali food was prepared by Yak+Yeti restaurant, with the chef attending to personally cater to NTB's guests.

Next stop was Seattle. In a strategic, central downtown location, a highly focused group of media and travel professionals enjoyed Everest Kitchen's fabulous Nepali lunch.

The San Francisco summit was held the day after the LGBT Pride weekend, and was a packed event with a feast of Nepali cuisine by Aroma Kitchen. This venue was a unique setting, at the American Institute of Architects' modern space. Over 90 travel trade and media participants attended, and it was standing room only.

The 2018 US Summit/Sales Mission concluded in Los Angeles at Tara's Himalayan Cuisine, and was a special occasion with the Nepal Tourism Board welcoming and hosting the Honorary Consul General of Nepal, Rishi P. Dhakal, and his special guest a dignitary from the Artesia City Council, who hails from Nepal.

Nepal receives good response at KoTFA 2018, wins best booth operation award

Nepal's participation at the 33rd Korea World Travel Fair (KOTFA) 2018, from June 14 at COEX Convention & Exhibition Center, 159-9 Samseong 1(il)-dong, Seoul, concluded successfully on June 17. The 4-day show ended on a positive note for Nepal with the Nepal Stall being awarded Best Booth Operation Award for "its outstanding booth operations with the warmest hospitality and excellent display."

Nepal's participation at the fair was led by Nepal Tourism Board (NTB) in coordination



with five companies from the private sector: Annapurna Treks & Expedition Pvt. Ltd., Appointment Travels & Tours Pvt. Ltd., Budget Travels & Tours Pvt. Ltd., Pema Treks & Expedition Pvt. Ltd., and Wings Treks & Expedition Pvt. Ltd.

The platform was used by Nepal to communicate fresh updates on tourism front and to create visibility of Nepal as a destination in Korea market.

ITB China concluded successfully

ITB China, a three-day B2B travel exhibition exclusively focused on the Chinese Travel

Market from May 16-18, 2018 in Shanghai World Expo Exhibition & Convention Centre and was an ideal platform for fresh promotions, visibility of Nepal as an exotic holiday getaway next door, and in providing latest information and updates. The fair led by Nepal Tourism Board (NTB) in coordination with four private sector tourism companies was participated by BCN Travels & Tours P Ltd., Rapport Travels & Tours Pvt. Ltd., Trekker Nepal Pvt. Ltd. & KGH Hotels. At the fair, NTB received the award for "Amazing Travel Experiences" of "It's My World Travel Awards 2018" for Everest Base Camp Trek based on 478,539 votes from the Chinese travelers within the past one month, launched by QYER.com and ITB China in 2018.



Nepal participates 1st China International Import Expo (CIIE) 2018

The first China International Import Expo (CIIE), a dazzling expo that lasted six days from Nov. 5-10, successfully wrapped up in Shanghai, China.

The Expo was inaugurated on 5th Nov. 2018, by the President of the People's Republic of China Mr. Xi Jinping amongst the heads of State and the high level representation from various countries of the World.

Nepal's participation in this global event was coordinated by Trade and Export Promotion Center (TEPC), Nepal. Nepali delegation was led by Hon'ble Minister for Industry, Commerce & Supply Mr. Matrika Prasad Yadav. The Nepali delegation comprised of

representatives from the Ministry of Industry, Commerce & Supply, TEPC, Nepal Tourism Board (NTB), Nepal Investment Board (NIB), Fair Trade Group and Private Sector.

His Excellency Mr. Leela Mani Poudel, Ambassador of Nepal to People's Republic of China, Mr. Chandra Ghimire, Secretary of Ministry of Industry, Commerce & Supply and Mr. Sharad Rana, Executive Director of TEPC were also present in the Program.

Nepal Tourism Board provided necessary information about Nepal to the visitors and also distributed them brochures, posters and souvenirs. The visitors were curious about Nepal and Nepali handicraft products and Jewelry.

On 7th Nov. 2018, the Embassy of Nepal to China organized a meeting with prospective Chinese Investors to give information to them



on various aspects and areas of Investment in Nepal.

Nepal Stall was branded in the theme of Visit Nepal 2020 and the interest of Chinese people to Nepal is very encouraging. Participation in such fairs will definitely help in achieving the goal of Visit Nepal 2020.

Nepal stall was visited by many high level delegates including The President of Panama, Mr. Juan Carlos Varela who expressed his well-wishes for Nepalese people and Nepal.

Nepal was awarded 'Most Popular Tourist Destination'

Nepal participated at Guangzhou International Tourism Exhibition (GITF) at Guangzhou in China from 1 to 3 March 2018 with a group of 5 travel companies from Nepal. Owing to Nepal's popularity in China, Nepal was awarded the 'Most Popular Tourist Destination' during a special ceremony at the InterContinental Hotel, Guangzhou.

During the three-day fair business-to-business meetings were held with tour operators as well as with tourism media for building network and fostering business contacts with the Chinese counterparts while thousands potential travelers collected information and updates on travel itineraries and costing from the Nepal stall.

Nepal Tourism Board has been conducting a series of promotional events in cities like Shanghai, Beijing, Guangzhou, Kunming, Chengdu, Xian and adjoining cities using all the medium of promotion including the digital marketing through local social media networks.

Co-exhibitor at the Nepal stall were Adventure Outdoor, Creative Adventure Nepal, Peace and Joy Tour and Travel, Simrik Air, and Unleash Nepal International while NTB was represented by Mr. Bimal Kadel, Officiating Director and Mr. Samir Bajracharya, Manager.

Outdoor and cultural experiences highlighted at The Netherlands

Nepal Tourism Board coordinated Nepal's participation at one of Europe's largest trade fairs "Vakantiebeurs" at Jaarbeurs in Utrecht, the Netherlands from 9th -14th January, 2018. The co-exhibitors at the stall were: Asian Mystery Treks & Tours, Himalayan Dream Team Treks and Tours, Mountain Adventure Trekking, Himalayan Guides Nepal Treks and Travels.

'The experience of visiting a country which lies above the clouds is amazing especially when one is visiting from Holland, a country which is below sea level in some of the parts' comments a visitor to a Nepal stall.

Many of the visitors to the stall enquired about the trekking to Annapurna and Everest region. "I would prefer to trek in the Annapurna because of the varied cultural experiences, changing landscape and circuit path of the trek" said a college student who was collecting information about his forthcoming trip to Nepal.

During the exhibition, Nepal presentation was done highlighting the beauty of the Himalayas, city tours, richness of Nepalese culture, Buddha's teachings and the friendliness of the people. Adventurous activities such as mountaineering, jungle safari, rafting, biking,

hiking, rock climbing, paragliding, ultralight aircraft, Everest flight, bungee jumping were also added feature of the presentation. The outdoor experience of Nepal was the most unique selling proposition of the presentation

NTB-SOTTO West India Sales Mission

Nepal Tourism Board (NTB) and Society of Travel and Tour Operators (SOTTO) Nepal jointly organized Nepal Sales Mission in Ahmedabad, Surat, and Pune on July 2, 4 and 6 respectively aiming at promoting Nepal in west India. The program was supported by Nepal Airlines which connects Mumbai to Kathmandu catering directly to cities of West India.

In all the above programs and cities around 210 Indian tour operators interacted with 13 Nepalese tour operators who provided their Indian counterparts with the best business deal and packages.

Leisure, pilgrimage, Casinos, shopping

and adventure were highlighted during the destination presentation made by Nepal Tourism Board (NTB). NTB had hired an event company named Pack N Travel to invite the local trades to the events.

Mr. Anil Lama, President of SOTTO Nepal, highlighted aim of the sales mission and requested their Indian counterparts for mutual partnership and cooperation for tourism promotion on basis of reciprocity.

At the program in Surat on 4 July, Mr. Himanshu Pathak, President of South Gujarat Travel Agents' Association has earlier committed to provide mutual cooperation for tourism business promotion. Similarly Mr. Rajendra Deshpande Director of IATA Agents Association of India (IAAI) and Dr. Vishwas Kelkar, Director of Travel Agents Association of Pune (TAAP) also spoke on the program of Pune on 6 July and assure their partnership for tourism promotion. Mr. Ajit Patil, Director of Enterprise Travel Agents Association (ETAA) had also attended the program and interacted with the Nepalese travel companies.



List of Fairs and sales mission Jan 2018-Dec 2018 (TM & P)

SN.	Name of the fair/ sales Mission	Place	Date of the event	No of Private Companies	Remarks
1	Vakantiebeurs	Utrecht, Netherlands	9-14 Jan 2018	5	
2	CMT	Stutgard, Germany	13-21 Jan 2018		Jointly organised with NGCCI
3	FITUR	Madrid, Spain	17-21 Jan 2018	16	Jointly with NATTA
4	OTM Mumbai, India	Mumbai	18-20 Jan 2018	20	
5	Post FITUR Sales Mission	Bilbao & Barcelona, Spain	23-25 Jan 2018		Jointly with NATTA
6	Adventure Travel Show	London, UK	18-21 Jan 2018	8	
7	EMITT	Istanbul Turkey	25-28 Jan 2018	8	
8	Joint Promotion in India with stakeholders from Far west Region	Delhi, Dehradun, Nainital, Rudrapur	1-8 Jan 2018		Jointly organized with NATTA- Far west Region
9	SATTE, Delhi, India	Delhi	31 Jan- 2 Feb 2018	20	
10	Adventure Sports Expo Asia, Delhi, India	Delhi	27-29 Jan 2018	8	Jointly Organized with PATA Nepal Chapter
11	PATA Adventure Travel & Responsible Tourism Conference & Mart	Abudhabi	21-23Feb 2018		
12	IMTM	Israel	2 -10 Feb. 2018	5	

13	US Canada Sales Mission	LA, Seattle, Montreal & Toronto	12-22 Feb 2018		Jointly organised with TAAN
14	BITB Delhi, India	Delhi	23-24 Feb 2018	1	
15	Bengal Travel Mart, Siliguri, India	Siliguri	16-18 Feb 2018		Jointly organized by NATTA
16	TTFChennai,India	Chennai	16-18 Feb 2018	13	
17	TTF Bengaluru, India	Bengaluru	23-25 Feb 2018	13	
18	ITB	Berlin, Germany	7-11 Mar 2018	33	
19	GITF	Guangzhou, China	1-3 Mar 2018		
20	DTM, Dhaka, Bangladesh	Dhaka	22-24 March, 2018	7	
21	Europe Sales Mission	Dusseldorf, Frankfurt, Munich, Prague, Warsaw	13-19 Mar 2018	6	
22	MITT	Moscow	13-15 Mar 2018	6	
23	COTTM	Beijing, China	16-18 April 2018		Jointly organised with NATTA
30	Arabin Travel Mart (ATM)	Dubai	22-25 April 2018		
24	China Sales Mission	Beijing, Shanghai, Shenzhen, Chengdu	18-24 April 2018		Jointly with NATTA
25	UK Sales Mission	Belfast, Edinburgh, Manchester	29 May-4 Jun 2018	5	

40	Joint Promotion in India with stakeholders from Eastern Region	Gangtok, siliguri, Katihar,	19 - 26 May 2018		Jointly organized with NATTA
27	ITB China	Shanghai, China	16-18 May 2018		
26	US Sales Mission	Denver, Seattle, LA & Sanfrancisco	20-27 Jun 2018	5	
28	ITE HK	Hong Kong	14-17 June, 2018	6	
29	KOTFA, South Korea	Busan	14-17 Jun 2018	3	
38	3rd Indo-Nepal Friendship Meet	Mirik	28-Jun-18		
31	Australia & New zealand Sales Mission	Melbourn, Brisbane & Sydney	2-5 July2018	3	
32	Nepal Sales Mission India, 2018	Ahmedabad, Surat, Pune	30 June - 8 July 2018		Jointly organized with Nepal Airlines (NAC) & SOTTO Nepal
33	BTTF, Dhaka, Bangladesh	Dhaka	19 - 21 April 2018		
34	TTF Kolkata, India	Kolkata	06-08 July 2018	8	
35	NATAS Holiday	Singapore	17-19 August 2018	6	
36	TTF Ahmedabad, India	Ahmedabad	1-3 Sep 2018	5	
37	Cinemascope-Cinema Fair	Mumbai	26-Oct-18		
38	Joint Promotion in India with stakeholders from Chitwan Region	Patna, Varanai, Lucknow	1-4 June 2018		Jointly organized with Regional Hotel Association of Nepal, Chitawan, Nepal

39	BITF	Busan, Korea	7-10 Sep. 2018	6	
40	PATA Travel Mart	Langkawi, Malaysia	12-14 Sep. 2018		Jointly Organised with PATA Nepal Chapyeer
41	JATA	Tokyo, Japan	20-23 Sep. 2018	6	
42	IFTM Top Resa	Paris France	25-28 Sep. 2018	6	
43	TTG-Rimini	Italy	10-12 Oct. 2018	4	
44	Alpine Messe	Innsbruck, Austriai	20-21 Oct. 2018	9	Jointly Organised with TAAN
45	WTM	London, UK	5-7 Nov 2018	32	
46	CITM	Shanghai, China	16-18 Nov. 2018	10	
47	China International Import Expo (CIIE)	Shanghai, China	5-10 Nov 2018		
48	FOCUS	London, UK	4-5 Dec 2018		



TOURISM PRODUCTS / EVENTS



Event and Tourism Activities Completed in 2018

Nepal Tourism Board extended help to organize approximately 133 tourism events in co-ordination with different tourism agencies and local level stakeholders for promotion and development of domestic tourism in Nepal. Those events include Ghumbir promotion (27 events), special events (14), adventure and sport tourism (19), cultural and religious tourism (26), MICE Tourism (12) and festivals and fairs (35). The glorified programme of Karnali Province Government, Karnali Visit year 2075, Kailali Visit Year 2075 and

Myagdi Visit year 2075 (declared by Myagdi Chamber of Commerce and Industry) were also supported by Nepal Tourism Board. A variety of promotional strategies- production of Karnali Rara documentary, Limi Mahotsov in Humla, media programmes and publicity materials etc were effectively placed in this year. For a wide range of destination promotion, FAM Trips (4) in Makawanpur, Palpa, Khaptad and Kathmandu, Sahityak Yatra (2) and nationwide cultural and tourist campaign (1) in Khaptad were also organized in co-ordination with tourism agencies. Food Festivals for promotion of the gastro-tourism (Nepalese cuisine) were successfully organized in many destinations- Dharan, Jhapa, Banke, Kanchanpur, Ilam, Chitwan and Dhankuta etc.

S.N.	NAME OF THE EVENTS	VENUE	ORGANIZERS
1	Kanchanjungha Cardamom Spice Garden Agro Trail, Taplejung FAM Tour	Taplejung	Trekking Agencies' Associations of Nepal
2	Kunchhal FAM Trip	Palpa	Village Tourism Promotion Forum Nepal (VITOF Nepal)
3	Tinjure- Pathivara Trekking Festival	Taplejung	Taplejung Sarokar Kendra, Kathmandu
4	Tourism Promotion Media FAM Trip	Palpa	Palpali Sangam, Kathmandu
5	Khaptad Nepal FAM Trip	Khaptad, Doti	Society of Travel and Tour Operators (SOTTO)
6	Formal Program for Guinness Book and World Record (Buddha was Born in Nepal)	Tudikhel, Kathmandu	World Guinness Council, Nepal
7	Promotional Cooperation with Karnali Rara Tourism Year 2075	Rara, Mugu	Nepal Television, Kathmandu
8	Lalit Memorial Youth (under 18) Championship Football Competition	Kathmandu, Nepal	All Nepal Football Association (ANFA)
9	Dhangadhi Premier League-Season 2 (DPL-2)	Dhangadhi, Kailali	Dhangadhi Cricket Academy, Dhangadhi
10	9th Crity Award Program	Kathmandu, Nepal	Association of Advertising Nepal (AAN Nepal)
11	World Tourism Day (Sep 27)	Kathmandu, Nepal-India Boarder Sites, major cities of Nepal	MoCTCA, NTB and Tourism Agencies
12	NTB Annual Day	Kathmandu, Nepal-India Boarder Sites	MoCTCA, NTB and Tourism Agencies
13	International Sagarmatha (Mt. Everest) Day (May 29)	Kathmandu, Nepal	MoCTCA, NTB and Tourism Agencies
14	World Heritage Day (Apr 18)	Kathmandu, Nepal	MoCTCA, NTB and Tourism Agencies
15	Wetland Day (Feb 2)	Kathmandu, Nepal	MoCTCA, NTB and Tourism Agencies

16	Itumbahal Festival (Earthquake Day)	Kathmandu, Nepal	Kilagal Tole Sudhar Samiti, Kathmandu
17	4th National Dohari Song Competition 2074 (Running Shield)	Kathmandu, Nepal	Rastriya Lok Tatha Dohori Geet Pratisthan Nepal
18	International Himalayan White Water Challenge	Chitwan- Dhading, Fishling	Nepal Association of Rafting Agents (NARA)
19	NASA Car/ Bike Rally	Dhading	Nepal Automobiles Association Nepal
20	International Elephant Festival, Chitwan	Chitwan, Nepal	Regional Hotel Association Nepal, Chitwan
21	Annual Rafting Festival	Trishuli/Charaudi-Fishling (Dhading)	Nepal Association of Rafting Agents (NARA)
22	Langtang Marathon	Kejing, Gumba-Syafrubeshi (Langtang)	Trekking Agencies' Associations of Nepal
23	Cross Country Mountain Bike, Dharan	Dharan	National Cycling Association
24	Heritage Ride, Kathmandu	Kathmandu	Tour de Lumbini
25	Tour De Lumbini Cycle Rally	Kathmandu-Lumbini	Tour de Lumbini
26	Circus Kathmandu	Kathmandu	Circus Kathmandu
27	Bagmati River Festival	Kathmandu	Nepal River Conservation Trust (NRCT)
28	Kasthamandap-Khokana Cycle Ride	Kasthamandap-Khokana, Lalitpur	Concept Nepal
29	Nepal Canyoning Rendezvous 2018	Thakre, Dhading	Nepal Canyoning Association (NCA)
30	Jumla Rara Ultra Marathon	Jumla/ Rara, Mugu	Karnali Sports Club, Jumla
31	TAAN International Eco Challenge	Kathmandu	Trekking Agencies' Associations of Nepal
32	Ride to Sindhuligadhi	Kathmandu-Sindhuligadhi	Story Cycle
33	5th Amazing Motor Rally 2018	Kathmandu-Pokhara	Waterfront Resort, Pokhara

34	DHARAN RUN, 6th NEWA CHARITY 8 KM RUN 2018	Dharan	Key Advertising Service LTD, Kathmandu
35	Annapurna Century Tourism Festival 2075	Kaski	Trekking Agencies' Associations of Nepal
36	TAAN Lhosar Cultural Programme 2018	Kathmandu	Trekking Agencies' Associations of Nepal
37	Dailekh Cultural Festival	Dailekh	Dailekh Cultural Festival 2075, Organizing Committee, Dailekh
38	Nagarkot Festival and Lhosar Cultural Programme	Nagarkot	Nagarkot Peace, Recreation Conservation and Management Committee, Nagarkot
39	Athawa Kapilbastu Maghi (Khichadi) Festival	Kapilbastu	Tharu Jagriti Yuba Club, Kapilbastu
40	Bul Fight Festival (Goru Judhai)	Nuwakot Taruka, Betrabati, Dhading-Dhuwakot	Rasuwa Nuwakot Paryatan Samaj, Kathmandu
41	Maghi Festival, Dhading	Dhading	Pathivara Magar Samaj, Dhading
42	Sarangi Day 2018	Kathmandu	Gandharva Sanskritik Samaj, Thamel
43	Gaura Festival, Kathmandu	Kathmandu	Prashansa Conservation Group
44	Madhesh Cultural Festival	Siraha	Madhesh Sanskritik Prastisthan, Rautahat
45	Sahitya Cultural and Tourism Promotion National Campaign	Nepal	Sudurpachimanchal Sahitya Samaj, Kathmandu
46	Khhaptad Kabya Travel 2075	Khhaptad	Concept Nepal
47	Ropai Festival	Lele, Lalitpur	Village Tourism Promotion Forum Nepal (VITOF)
48	Ram Lila Festival, Mahendranagar	Mahendranagar, Kanchanpur	Ram Lila Samiti, Kanchanpur
49	Baijanath Festival, Achham	Achham	Baijanath Chhetra Dev. Organization, Achham
50	Workshop on Culture, Tourism and Literature	Maulapur Rautahat	Marsyandi Banmaya Academy, Kathmandu
51	Rapti Music Award 2074	Kathmandu	Rapti Samaj Kathmandu
52	2nd FAAN Award 2073	Kathmandu	Nepal Films Kalakar Association, Kathmandu

53	Nepal CEO Submit & Awards 2018	Kathmandu	Business Plus Television, Kathmandu
54	International Buddhism Conference/ Seminar	Lalitpur	Aksheswor Mahabihar Conservation Committee, Kathmandu
55	Dharan Street Festival	Dharan	Hotel Association of Dharan
56	Thamel Street Festival (Nepal/English Happy New Year)	Thamel, Kathmandu	Thamel Tourism Development Council (TTDC)
57	Damak Food Festival	Damak	Hotel Association of Dharan
58	Siddhartha Food Festival	Butwal	Siddhartha Chamber of Commerce & Industry
59	Gavar Food Festival	Bardiya	Gavar Valley Community Homestay, Bardiya
60	Bara Food Festival	Bara	Hotel Byabashyi sangh, Bara
61	Kanchanpur Food Festival	Mahendranagar, Kanchanpur	Profesional Hotel Association, Kanchanpur
62	Illam Food Festival 2075	Illam	Ilam Chamber of Commerce & Industry
63	Sauraha Food Festival	Sauraha, Chitwan	Restourant and Bar Association of Nepal, Sauraha
64	Bhedetar Food Festival	Bhedetar	Hotel Association of Bhedetar
65	Dhankuta Food Festival	Dhankuta	Hotel Association Nepal, Dhankuta
66	Ithari Food Festival 2074	Ithari	Youth for Social Development, Ithari
67	5th Amazing Motor Rally 2018	Kathmandu-Pokhara	Waterfront Resort, Lakeside, Pokhara
68	Damak Festival 2074	Damak, Jhapa	Damak Chamber of Commerce & Industry, Jhapa
69	Rukum Tourism and Cultural Festival 2075	Rukum	Rukum Tourism and Cultural Festival 2075, Organizing Committee
70	4th National Industrial, Commerce and Agriculture Festival 2074	Butwal, Rupandehi	Udyog Byapar Sangathan, Butwal

71	14th National Industrial, Commerce, Agriculture and Technology Festival 2074	Butwal, Rupandehi	Rupandehi Udhog Sangh, Butwal
72	1st Udayapur Cottage Industrial Festival 2074 (Provincial Level)	Udaypur	Federation of Small & Medium Enterprises, Udayapur
73	Women Entrepreneurs' Handicraft and Natural Fibre Commodity Festival 2074	Bhrikumandp, Kathmandu	Federation of Handicraft Associations of Nepal
74	Bihar Kshetra Tourism Festival	Kushadevi, Kavre	Kushadevi Kshetraa Sarokar Samaj, Kavre
75	1st Pachaljharana Tourism and Cultural Festival 2074	Kalikot	Pachaljharana Municipality, Kalikot
76	Koihali Tal Shivratri Festival	Kailali	Koilahi Tal Shivratri Festival Committee
77	Bhajani Festival 2074 (Municipality level)	Bhajani, Kailali	Bhajani Chamber of Commerce & Industry
78	Pathivara Tourism Festival	Taplejung	Pathivara Kshetra Bikas Samiti, Taplejung
79	1th International Industrial Commerce, Cottage, Industrial Festival 2074	Kathmandu, Nepal	Federation of Small & Medium Enterprises Nepal
80	1st Tarkeshwor Festival Phalate 2075	Nuwakot	Nuwakot Paryatan Purbadhar Bikash Sanstha, Nuwakot
81	Industrial Commerce, Agricultural Exhibition and Dhankuta Festival 2074 (Provincial Level)	Dhankuta	Nuwakot Paryatan Purbadhar Bikash Sanstha, Dhankuta



Celebrating 39th World Tourism Day 2018



Celebrating 39th World Tourism Day 2018 at Nepal Tourism Board



Internal Tourism Promotion Program, Kailali, Sudur Paschim Province



Tharu Cultural Dance during Gaver Vally Community Homestay Food Festival, Bardiya



Dhan Diwas, during Gaver Vally Community Homestay Food Festival, Bardiya



Celebrating 11th International (Mt. Everest) Day -2018



Celebrating 11th International (Mt. Everest) Day -2018



Tinjure-Gufa-Pathivara Trekking Mahotsava 2018



Pathivara Tourism Festival 2018



Inauguration Ceremony of Buddha Chaitya in Chandannath Municipality, Jumla

Nepal Tourism Board in partnership with Local Government has carried out the project of Tourism Infrastructure Development with the objective of diversifying the destinations and extending the tourism facilities.

State	District	Name of Local Government	Project
1	Taplejung	Funling Municipality	Tokme Bajar Suketaar Trekking Trail Pathibhara Area Tourism Infrastructure
	Ilam	Rong Rural Municipality	Kamere Pahad Tourism Infrastructure
	Dhankuta	Mahalaxmi Municipality	Murtimaheshwor Dharmik Kshetra Tourism infrastrure
	Solukhumbu	Pasang Khumbu Rural Municipality	Phakding Kongde Treking Traile
			Pemba Dolma Memorial Pyagoda
	Okhaldhunga	Siddhicharan Municipality	Siddhicharn Museum Okhaldhunga
	Jhapa	Arjundhara Municipality	Sukhani Sahid Smriti Park
		Damak Municipality	Science Park
	Sunsari	Dharan Su-Metropolitan	Budhasubba Temple Reconstruction
2	Saptari	Rajbiraj Municipality	Rajdevi Temple
			Laxmi-Narayan Temple
		Chhinnamasta Rural Municipality	Chhinnamasta Bhagawati Temple
	Rautahat	Durga Bhagawati Rural Municipality	Matseri Dabara Chhath Ghat
	Bara	Jeetpur Simara Sub-Metropolitan	Halkhoriya Daha Conservation

3	Dolkaha	Jiri Rural Municipality	Jiri Tourism
	Ramechhap	Ramechhap Municipality	Dukarsingh Gate Beautification
	Kavepalanchowk	Temal Rural Municipality	Toruism Memorial Park
		Dhulikhel Municipality	View Point Construction
	Rasuwa	District Coordination Committee	Syaubari Lokil Jordhunga Gosaikunda Trail
	Dhading	Nilakantha Municipality	Tamang Museum Gurung Community House Magar Museum
		Ganga Jamuna Rural Municipality	Sky Trail
		Ruby Valley Rural Municipality	Ruby Valley Tourism Infrastructure
	Chitawan	Ratnanagar Municipality	Suaraha Entry Gate Signage
		National Trust for Nature Conservation	Wildlife Remains Exhibition Museum
	Bhaktapur	Changunarayan Municipality	Solar Lamp and Toilet
		Madhyapurthimi Municipality	Solar Light
		Surya Binayak Municipality	Solar Light
	Lalitpur	Lalitpur Metropolitan	Hattiban Kshetra Tourism Infrastructure
	Kathmandu	Tokha Municipality	Tokha-Shivapuri Trail Bisket Jatra Chariot
		Kathmandu Metropolitan	Bansidhar Shree Krishna Mandir Bidhyawasini Temple
5	Arghkhanchi	Sandhikharka Municipality	Tourist Rest Point Construction
	Rukum Eeast	Bhume Rural Municipality	Bheri Danda Toruism Infrastructure
	Pyuthan	Swargadwari Municipality	Swargadwari Kshetra Paryatan Purwadhar
		Jhimrul Rural Municipality	Kharka Pokhari Beautification
	Banke	Baijanath Rural Municipality	Gabhar Valley Hoem Stay Community House Construction
	Bardiya	Bansgadhi Municipality	Kedareswordham Temple
		Barbardiya Municipality	Tharumarua

6	Jumla	Chandannath Municipality	Dudul Chaitya Construction
	Dolpa	Thulibheri Municipality	Taam-Dahashali Trail
7	Bajura	Triveni Municipality	Badimalika-Bishnu pani trail
	Bajhang	Khaptad Chhanna Rural Municipality	Cultural Museum
		Jaya Prithvi Municipality	Tourist Information Centre, Chainpur
	Achham	Sanfebagar Municipality	Biadhantha Kshetra Tourism Infrastructure Khapdat Nayani Tourism Infrastructure
		Ramaroshan Rural Municipality	Kinimin-Chaka-Badimalika trail
	Kailali	Tikapur Municipality	Tourist Information Centre



Inauguration Ceremony of Buddha Chaitya in Chandannath Municipality, Jumla

Sustainable Tourism Development Activities in 2018

Nepal Tourism Board accomplished some very significant programs in 2018 for sustainable tourism development in Nepal. Nepal Tourism Board has installed audio visual display units at Central Zoo, Jawalakhel in co-ordination with National Trust for Nature Conservation (NTNC) so as to display awareness messages regarding nature conservation and domestic tourism promotion amongst the domestic visitors in the Zoo. Similarly, posters, maps and brochures regarding rural and eco-tourism destinations were produced and distributed. Nepal Tourism Board in co-ordination with Home Stay Association Nepal prepared the Homestay Profile of all the registered community and individual home stays across the country. Similarly, Nepal Tourism Board, in co-ordination with various other

stakeholders and institutions, organized a feasibility study tour of newer village tourism areas like: Tangting, Hamjakot in Kaski; participated in International Sustainable Tourism Conference in Kathmandu; organized workshop amongst members of Sustainable Tourism Network (STN); installed hoarding boards and published posters of endangered species of birds in Kathmandu valley; collaborated in establishment of Tourist Information Center in Beni of Magdi and helped Visit Magdi Year 2075; helped for the preservation of local cultural heritages of various local community homestay areas; helped Kathmandu Environmental Education Project (KEEP) for cleaning and installing waste bins at nine heritage sites in Kathmandu valley; helped to organize orientation program to the tourism industry players for tourism sustainability and certification and also organized an interaction program for the conservation and development of Ghodaghodi Lake of Kailali District amongst international communities in Kathmandu.



International Conference on Sustainable Tourism 2018, Kathmandu



International Conference on Sustainable Tourism 2018, Kathmandu

Orientation Program to
the Tourism Industry
Entrepreneurs on Sustainable
Tourism and Certification





Meeting with Sustainable Tourism Network (STN) Members in Kathmandu



Interaction with Donor Communities, Government Agencies, NGOs and INGOs for Development and Conservation of Ghodaghodi Lake of Kailali, Kathmanmdu



Handover of
Nepal's Homestay
Profile to NTB
Executive
Committee Member
and NTB CEO



Cleaning of Boudhanath Stupa



Cleaning of Heritage Sites in Kathmandu



Dustbins Placed at
Heritage Sites in
Kathmandu



Cleaning of Swayambhunath Stupa Area



Cleaning of
Patan Durbar
Square Area



Inauguration of Visit Magdi Year 2075 and Tourist Information Center in Beni

Trainings and Capacity Building Programs in 2018

Dynamic updating and enhancing of its human capital is one of the crux requirements for developing tourism industry. Human capital development is pertinent in tourism industry, which is dominantly a service industry, for handling tourist appropriately through developing and delivering apt tourism products through skilled and mannered tourism- service- delivery techniques and skills. In this context, different training programs were organized in different sectors of human capital development in different parts of the country.

During the period, we organized different training programs in different 22 places altogether. Cook, Hospitality, River-guide, Chinese- Language, Nature –guide, Homestay Management were other major facets of the

areas in which the training programs were conducted. Associating with other tourism related organizations and institutions, NTB organized interactions, workshops and orientations in different contemporary issues of tourism development, in different parts of the country. Cook training were organized in Chitwan, Mugu, Kathmandu, Nuwakot, Rupandhai (Butwal) and Dhangadi- focusing the major hoteliers over there. Small Scaled Entrepreneur's development training was jointly organized for Home- stay- operators in Gauradaha, Jhapa. Observing the importance of herbal treatment and spa therapy – a three month's training on the topic was organized. During this period, Nine hundred and sixty nine skilled human capitals were developed on different topics of tourism service delivery through NTB's assistance. Nepal Tourism Board organized the following tourism and hospitality trainings, orientations and workshop programs in different districts for capacity and human capital building .



Homestay Training in Sandakpur, Ilam

S.N.	Name of the Program	Place	Organizing Institution	Date	Participants
1	Small Hotel and Lodge Management Training	Panchthar	Mechi Hill Area Tourism Promotion Development Committee	June 10 -14	39
2	Product Packaging and Marketing Training	Dharan	Dharan Submetropolitan City	May25-26	40
3	Homestay Management Training	Ilam	Mechi Hill Area Tourism Promotion Development Committee	May 26-31	50
4	Skill Development Training Program about Worker's Service in Tourism Industry-2018	Kathmandu	Three Workers Union (UNITRAV, Nepal Tourism Worker's Union, ANTWU)	July 9-14	150
5	Nature Guide Training	Bardiya	NTNC	January 2-8	47
6	Nature Guide Training	Chitwan	NTNC	June 7-16	42
7	International Culinary Workshop	Kathmandu	CHEFS Association of Nepal	February 9	172
8	F&B Service and Culinary Training	Nuwakot	PATA Nepal Chapter	May 8-14	23
9	Cook and Hospitality Training	Mugu	Rara Tourism Development Committee	June 30- July 6	20
10	Cook Training	Chitwan	Chitwan Tourism Development Committee	June 21- July 4	20
11	River Guide Training	Karnali, Chisapani	Karnnali Rafting and Adventure Pvt.Ltd	November 11 -20, 2017	10
12	River Guide Training	Sindhupalchok	NARA	June 5-7	60
13	Canyoning Training	Dhading	Nepal Canyoning Association	June 3- 9	21
14	Tourist Police Skill Enhancement Program	Kathmandu	Tourist Police Unit, Nepal	July, 2018	30

15	Chinese Language Training	Kathmandu	Nepal China Cultural and Educational Council (NCCEC)		40
16	Nature Therapy Training	Kathmandu	Nagrik Sarokar Nepal	April 8- July 8	15
17	Wilderness First Aid Training	Kathmandu	KEEP	February 10-12	60
18	Cook Training	Kathmandu, Butwal, Dhangadhi, Bhaktapur	HAN	March 7- July 6	90
19	Homestay Management and Small Business Creation Training	Jhapa	Maharani Jhoda Small Farmer Cooperation Ltd.	May 24-28, 2018	40
Total					969
20	Different Orientations, workshops and seminars on contemporary issues of tourism	Sunsari, Rupendehi, Kathmandu etc.	In coordination with local partners		1773



Small Hotel & Lodge Management Training, Phidim, Panchthar



Nature Guide Training, Sauraha, Chitwan



Orientation Program on Bio Diversity, Wildlife Conservation and Eco-Tourism, Koshi Tappu

Basic Culinary
& Food and
Beverage
Service Training
in Nuwakot



River Guide Training, Bhotekoshi, Sindhupalchok

Skill Development
Training Program
on Worker's
Service in Tourism
Industry-2018,
Kathmandu



Chinese Language Training Graduation
Ceremony, Kathmandu



NTB GANDAKI PROVINCE OFFICE



Gandaki Province Office, Pokhara

Major activities performed in 2018

A. Tourism Product and resources development program

S.No	Activities/program implemented	Outcome achieved
1.	Trail auditing of Mardi Himal trek	Assessment of trail and installation of signage
2	Installation of CCTV/camera in Lakeside	Installation of 12 cctv and support in security of tourist hub
3	Installation of visitors' bench in Begnas lake	Facilitating the visitors of Begnas lake
4	Development of Nepal's first accessible trail in Sarangkot-Naudanda Trail route	Promotion of inclusive tourism
5	Beautification of Damside Park in Damside	Visitors' experience enhanced

B. Tourism destination beautification

1.	Distribution of dustbin in tourism destinations in Gandaki	Awareness and cleanliness in the destinations
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C. Promotional collaterals development

1.	Audio visual production of destinations	Publicity of destinations and attractions
2.	Production of tourism poster/frames	Distribution to Gandaki province government offices
3.	Production of Homestay booklet of Gandaki Province	Promotion of homestay destinations
4.	Creating social media page of NTB Pokhara	Disseminating official information and tourism activities of NTB Pokhara office

D. Tourism Facilitation

1.	Support to Tourist Police service operation	improved efficiency of tourists police office Pokhara
2.	Crisis management support- support to TAAN Pokhara in managing rescue equipment	preparedness in rescue activities

E. Tourism Promotion Activities

1.	Special days and event celebration World Tourism Day, Dhaulagiri Day, Annapurna Day, Manaslu Day, World Tourism Day, Village Tourism Day, Youth engagement in tourism orientation program, Village tourism workshop, welcoming tourists arriving in Pokhara	Promotion of various thematic events, days and programs and increased awareness on the contemporary tourism issues and business linkages
2.	Tourism events and festivals - 19 th Pokhara Street Festival, Fewa New Year Festival, Asare Ropain, Lekhnath Festival, Yarthung Mela, Begnas Festival, Annapurna Festival, International Mountain Festival, Nepal International Film Festival, Pokhara Bird Festival, Hospitality contest, paragliding championship, around 50 festivals were promoted	Promotion of destination and attractions through various events and festivals; promotion of brand and values

F. FAM Tour

1.	FAM tour of journalists from various media personnel based in Pokhara, Kathmandu was organized to promote destinations of Gandaki Province, FAM Tour of members of EHTTOA was organized, 6 FAM tours were organized	Promotion of destinations of Pokhara and surrounding, business networking between agencies of Nepal and India
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G. Human Resource Development Training

1.	Homestay management training for 12 different homestay communities was organized,	capacity development of the operators, more than 350 individuals received training
2.	Hotel and lodge management training in Syangja, Parbat was organized	capacity development of the operators, more than 50 individuals were trained
3.	Canoying Guide Training in Khatte, Syangja	10 aspiring guides were trained
4.	E-commerce and digital promotion training in Pokhara and Syangja	more than 150 professionals were trained to gain knowledge on digital promotion
5.	City Tour Guide Training in collaboration with NATTA Pokhara	More than 90 tour guides were trained
6.	Trekking Guide Training in collaboration with TAAN Pokhara	More than 350 guides were trained and certified
7.	Employee Refresher training in collaboration with Hotel Association, Pokhara	More than 70 hotel employees were trained

8.	Personal and leadership training in collaboration with Reban Pokhara	more than 100 employees from various restaurants were trained for effective service delivery
9.	Bar Tender Training in collaboration with City Reban	more than 70 employees were trained
10.	Training on youth engagement in tourism, women empowerment and gender issues in collaboration with Pokhara Tourism Council	more than 200 individuals participated for gaining orientation on the contemporary issues in tourism
11.	Rock climbing and first aid training for mountain guides in collaboration with NMA Annapurna Chapter	more than 80 individuals were trained and certified
12.	Tourism awareness and hospitality training for taxi drivers in Pokhara and Begnas	more than 120 taxi drivers participated in the training

H. Tourism Promotion in National/ International market

1.	Pokhara promotion program in collaboration with PTC, PHAN, NATTA Pokhara and various associations	Promotion of Pokhara as a major hub and surrounding destinations of Gandaki Province were highlighted in media and business community
2.	International Promotion Program 2.1 North East India Promotional tour and participation in Bengal Travel Mart 2018 in collaboration with PTC 2.2 South East Asia Promotional tour in Thailand, Vietnam and Cambodia in collaboration with NATTA Pokhara 2.3 Chaliye Pokhara-in Border cities of India in collaboration with Hotel Association Pokhara	Pokhara Destination and business promotion was the major focus, core tourism products and attractions of the province were highlighted and prospect of enhancing business networking with the agencies from the source market was achieved

I Research and Monitoring

1.	A study on the prospect of hiking trail between Mountain Museum Pokhara and Jaimunighat of Syangja was conducted	Possibility of a new hiking trail was observed
2.	A study on ethnic communities and their culture was conducted in five different communities of Gandaki Province	promotion of culture elements in tourism

J. Tourism Infrastrucure Development Program

NTB Pokhara office successfully overseen and implemented various tourism infrastructure programs in partnership with local government units of Gandaki Province. The program highlighted the need of infrastructure and supported with the fund as approved by the budget of NTB.



famous Israeli actor Meir Swissa interacting with the media in Pokhara

media coverage
on pokhara street
festival

a glimpse of
Nepal evening
in Bengal Travel
Mart 2018





delegates from pokhara tourism holding a press briefing in China



accessible trail in
sarangkot kaski

glimpse of pokhara street
festival





Hon'ble tourism minister Rabindra Adhikari inagurating Trekking guide training in Pokhara



Nepalese delegates in BTM 2018

Pokhara trade delegates during the Chaliye Pokhara campaign





Pokhara tourism delegates during South East Asia promotional tour



Training of taxi drivers in pokhara

BRAND





TOURISM UDHYAMI SEED CAMP 2018

In the context of global tourism sector, United Nations World Tourism Organization (UNWTO) recently announced its support for the best and innovative start up projects. Now, tourism sector not only welcomes the travel lovers around the world, it also welcomes the ideas of entrepreneurs and aspiring entrepreneurs around the world who seek to contribute in tourism sector via different viable ideas. With the prime objective of transforming the way people travel and experience tourism in Nepal, Nepal Tourism Board and Udhaymi Innovations, an organization working to build the start-up ecosystem in Nepal, have initiated, "Tourism Udhaymi Seed Camp", a platform for entrepreneurs to innovate and start new ventures in the travel, tourism & hospitality sector.

Udhaymi Seed Camp, a rigorous entrepreneurship program designed to help early stage startups and aspiring entrepreneurs to validate, refine and develop their ideas into viable businesses, was conducted in different phases.

14th Hospitality India & Explore the World

Annual International Travel Awards 2018

Nepal Tourism Board-Nepal (Principal Partner Country)

Hospitality India Publications organized India's biggest travel awards "14th Hospitality India Annual International Travel Awards" which held on 5th October 2018 in association with Cox and Kings (I) Ltd. at Ashok Hotel





Convention Hall New Delhi. There were around 1000 Top Hospitality Professionals from all over India and from different countries such as USA, China, Egypt Turkey, Dubai, London, Thailand, South Africa, Mauritius, Jordan Australia, Kuwait, Oman, London and so forth.

The event's Chief Guests and Guest of Honour were Shri K.J. Alphons, Hon'ble Tourism Minister, Government of India, Shri Vijay Goelji, Hon'ble Minister of Parliamentary Affairs, Government of India and Shri Ramdas Athawale, Hon'ble Minister of State for Social Justice and Empowerment.

BUYER'S LOUNGE AT PATA TRAVEL MART

NEPAL'S BUYERS LOUNGE IN PTM 2018

NTB sponsored the PTM Buyer's Lounge in PTM 2018. The fee of the sponsorship was USD 8,000.00 (In words, Eight Thousand US Dollars only). Further, we provided tea-coffee at the Lounge for the visitors. The catering service was provided by LADA Eco- Tourism, for which we paid USD 1860.00 (In words, US Dollar Eighteen hundred and sixty only).



PTM Buyers' Lounge



Nepal's Stall in PTM 2018



The Buyer's Lounge

PRE-BRAND AUDIT WORKSHOP

On November 29, 2018, Nepal Tourism Board (NTB) hosted a half day workshop titled "Pre-Brand Audit Workshop" at YalamayaDhokaima Cafe, Patandhoka, Lalitpur, Nepal. The workshop was a preparatory exercise of "Brand Audit, Development and Provincial Branding", which is one of the major activities planned for the fiscal year 2075/76 by NTB.

The workshop was attended by fifty renowned personalities of different sectors. Besides tourism industry, the workshop had

also participation from advertising media, banking sector, manufacturing industry and others.

The purpose of the workshop was to interact and discuss with major stakeholders of tourism industry and branding professionals regarding the need in the field of branding of Tourism of Nepal. To assess the efficacy of present brand and to find out the way forward to establish Nepal's brand at par to the brands of other countries, the workshop had three main sessions. After briefing of the objectives of the workshop, the organizer shared the history of branding of Nepal, current status and the challenges being experienced.





PATA HUMAN CAPACITY BUILDING WORKSHOP: AN ART OF STORY TELLING

Nepal Tourism Board organized a two- day workshop on An Art of Story Telling in the support of Pacific Asia Travel Association on August 13-14, 2018. Sixty tourism professionals were oriented about the importance and role of good story telling in tourism promotion and development by panel of renowned international tourism experts including Mario Hardy, CEO of PATA; David Fieldler ; Stu Iloyd. The workshop helped the participants develop capacity of story -telling.

POLISH HIMALAYA 2018

Poland celebrated its “100 Years of Independence” by organizing a unique project- The Polish Himalayas 2018 in Nepal which consisted of two elements i.e. Trekking from

Lukla to Everest Base Camp for 350 Poles (each day 1 or 2 groups of 12 people will depart during the month of October 2018) from 3rd-24th October 2018 and Super Marathon in, Kathmandu city (run for 100km) from 13th – 22th October 2018. Nepal Tourism Board collaborated for organizing the event.

Approximately 500 Polish participated the program including renowned Sportsman, Celebrities, Polish Embassy Officials, Political influencers and Media.



Launching of First Accessible Trail and International Conference on Accessible Adventure (ICAA 2018)



Signage

Nepal's first accessible trail was inaugurated by Minister for Culture, Tourism and Civil Aviation Rabindra Adhikari amid a programme in Pokhara on March 05, 2018. The 1.3 Km long Deurali-Nauudanda trail forms an attractive section of a 14-km-long hiking path on the ridge connecting Sarangkot to Nauudanda, and offers a magnificent view of Annapurna, Fishtail and Manaslu range, as per a media release. It was built by Nepal Tourism Board (NTB) under the management understanding with the local trail development committee. NTB has built the trail to enhance the prospect of attracting a strong segment of accessible tourists' population.

Similarly, Nepal Tourism Board in joint collaboration with International Development



Accessible Trail

Institute (IDI) organized "Three Day International Conference on Accessible Adventure (ICAA 2018)" from March 29-31, 2018 at the Shangri-La Village Resort in Pokhara, Nepal. The conference focused on international best practices in inclusive tourism for "slow-walker" seniors, and travelers with different abilities leading to improved tourism facilities, services, and marketing that will also promote Nepal as the destination for seniors and people with different abilities. The conference highlighted the newly launched Accessible Trail of Kaski.



Differently abled hikers in Accessible Trail

HIMALAYAN TRAVEL MART 2018

Nepal Tourism Board in joint collaboration with different professional associations and tourism industry of Nepal organized 2nd Himalayan Travel Mart 2018 with the theme "Nepal, Gateway to the Himalaya". The Himalayan Travel Mart, primarily a B2B event for the Himalayan Tourism Industry witnessed remarkable gathering of Global Buyers, Himalayan Sellers, Travel Bloggers, National and International Media, Travel Industry Professionals and Delegates.

The three day Travel Mart started with HTM Conference on June 1, and ITBM Conference on June 2 followed by B2B sessions on June 2 and June 3, 2018.

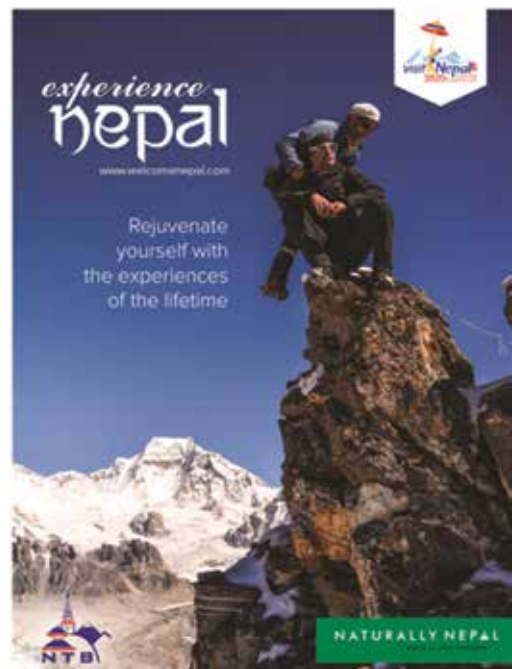
Membership of Association of Touring and Adventure Suppliers (ATAS) and Participation in ATAS Conference 2018

Nepal is renowned as one of the best travel destinations for travellers who seek for different kinds of adventures. The diversity of the country offers diverse kinds of adventures for different kinds of people. Therefore, Nepal Tourism Board became an associate member of ATAS.

Being an associate member, NTB had an opportunity to represent the country at the ATAS Conference 2018, where Nepal had an opportunity to learn and exchange best practices of different adventure destinations of the world.



Renowned Movie stars of Nepal and Bollywood in panel discussion on "Cinematic Tourism"



Nepal promoted in ATAS Conference



Gandaki Province Brand Development Workshop

Nepal has established itself as one of the best travel destinations all over the world because it offers unbelievable diversity, be

it geographical or ethnical, cultural or biological, within very small area it occupies. After promulgation of the constitution, Nepal is now a federal democratic country with seven states. Each of the seven state of Nepal has something unique tourism product and/or experience to offer to the tourists. We have scope and an opportunity to capitalize that by branding each state uniquely and in line with the Nepal Brand.

To begin with, NTB decided to start branding exercises of the states which have its own name, i.e. Gandaki, Karnali and Sudupaschim States. Therefore, in coordination with the Ministry of Industry, Tourism, Environment and Forest- Gandaki State, Gandaki Province Brand Development Workshop was recently organized at NTB Gandaki Province Office on December 11, 2018.



RESEARCH PLANNING & MONITORING





Programs Executed by Research, Planning and Monitoring Department in 2018

The activities related to tourism, research, planning and monitoring carried out by Research, Planning and Monitoring Department of Nepal Tourism Board in 2018 are as follows:

Stock Analysis for Tourism Satellite Accounts (TSA):

Nepal Tourism Board in close coordination with MoCTCA, Central Bureau of Statistics (CBS) and Nepal Rastra Bank (NRB) has initiated the process of developing the Tourism Satellite Accounts (TSA) framework for Nepal.

Development of TSA framework is a prioritized program of Nepal and accordingly a high-level TSA Steering Committee

headed by Secretary of MoCTCA has been formed. To prepare the ground works and expedite the process of developing TSA, the head of Research, Planning and Monitoring Department of NTB has been assigned as the convener of TSA Technical Committee where the representatives from MoCTCA, Nepal Rastra Bank (Central Bank of Nepal) and Central Bureau of Statistics (CBS) serve as expert members.

The TSA Technical Committee has completed Stock Analysis Report which assesses availability of the data required to develop TSA framework. The report is the outcome of the three-day workshop that was organized in Dhulikhel between July 29 and 31, 2018 by Nepal Tourism Board.

To expedite the process of developing TSA framework in line with international standards and practices, the officials of Nepal Tourism Board paid a visit to the UNWTO headquarters in Madrid, Spain and requested for necessary Technical Assistance. NTB is seeking approval from the Government of Nepal to obtain Technical Assistance from UNWTO.



Meeting of TSA Steering Committee



TSA Stock Analysis Workshop in Dhulikhel

Identification of 100 New Destinations:

Nepal Tourism Board has extended necessary support to MoCTCA in identifying and selecting 100 new Tourism Destination of Nepal with at least 10 new destinations in each of 7 province of Nepal. Those new tourism destinations have been selected which met the criteria as stipulated by MoCTCA and the proposals received at MoCTCA and NTB in response to the public notice.

Nepal to host World Trails Network in 2020

Nepal Tourism Board also attended the 7th World Trails Conference of World Trail Network held in Santiago de Compostela of Spain between 26-29 September and bagged the opportunity to host the next edition of



Mr. Kashi Raj Bhandari, Sr Director of RP&M, speaking at the World Trails Conference

World Trails Conference in Kathmandu in 2020. Subsequent to the presentation on the Great Himalayan Trails, and several rounds of discussions the Board of World Trails Network has decided to host the next conference in Nepal. The Chairman of World Trails Conference and Mayor of Santiago de Compostela jointly handed over the flag of the next conference to Mr. Kashi Raj Bhandari, Senior Director of Nepal Tourism Board.



Survey of Indian Overland Visitors to Nepal:

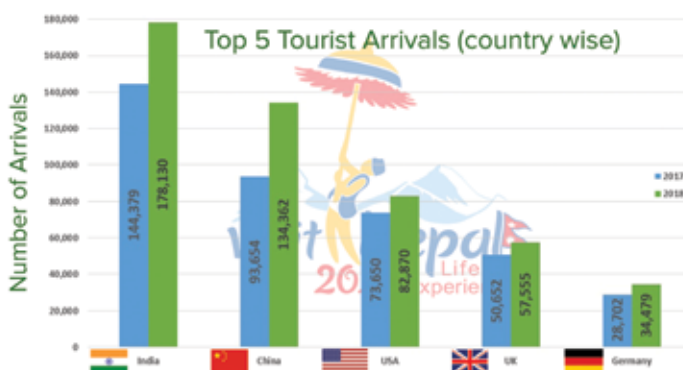
Nepal Tourism Board is conducting surveys on the Indian visitors who travel to Nepal overland in FY 2074/75. A number of enumerators have been assigned to collect data of vehicular movement through nine different checkpoints along the Nepal-India border. Similarly, another survey is being administered to gather data on profile of visitors, expenditures and other vital information.



NTB Official at Custom Offices at Birjung and Jaleshwar to collect data on Indian Overland Visitors

Tourist Arrivals January-November, 2018

Total No. of Arrivals crossing 1 Million



Total No. of Arrivals in Jan-Nov, 2018 : 1,001,930
Growth Rate (Jan-Nov in comparison to 2017) : 16.9%



Analysis of International Tourist Arrival to Nepal:

On the basis of data provided by Department of Immigration, NTB regularly analyses and disseminates monthly tourism statistics related to international visitors' arrival to Nepal to the wide range of stakeholders. This helps government and private sectors to observe monthly fluctuations in tourist arrivals and to estimate the future trends. One million+ visitors have already visited Nepal in January-November period of 2018, and NTB has celebrated this as a historic achievement.

Support in Drafting Tourism Policy Documents

Tourism Policy 2075

Research, Planning and Monitoring Department has supported MoCTCA in drafting Tourism Policy 2075 of Government of Nepal. The new employees of NTB have been assigned to study tourism policy documents of several tourist destination countries and to provide feedback to MoCTCA. Research, Planning and Monitoring Department has prepared the first draft of the policy document and submitted to MoCTCA for further discussion with stakeholders.



Mr. Kashi Raj Bhandari, Sr Director of RPM, presenting the draft Tourism Policy of Gandaki Pradesh in Pokhara

Federal Tourism Bill 2018

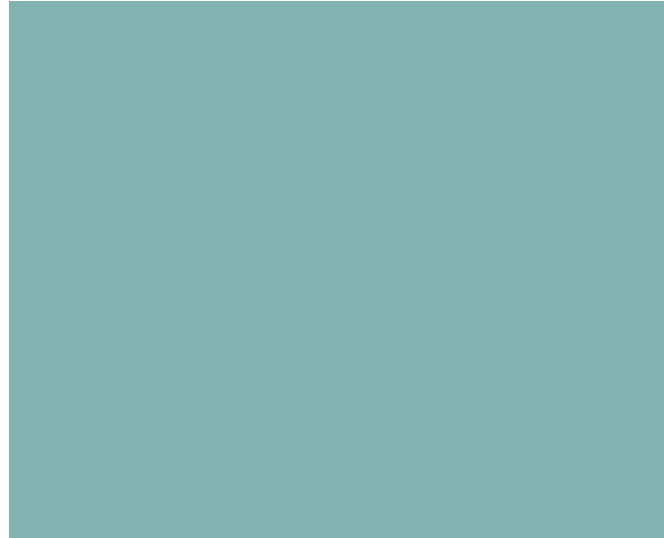
Similarly, an interaction program was organized by MoCTCA and NTB to collect feedback and suggestions from the private sector travel trade and media on Federal Tourism Bill 2018 of Nepal. Hon'ble Minister Rabindra Adhikari interacted with the stakeholders and assured that series of similar interactions will be organized and appropriate suggestions will be incorporated.



Hon' Minister for Culture, Tourism and Civil Aviation reflecting the views on federal tourism Bill, 2018

Tourism Policy of Gandaki Pradesh

Research, Planning and Monitoring Department has extended support to the Ministry of Tourism, Industry, Forest and Environment of Gandaki Pradesh in preparing pioneering tourism policy document at the province level. The preliminary draft policy paper was presented to the team of ministry including Hon'ble minister Bikash Lamsal and Secretary Bishu Prasad Bhandari in Pokahra. The policy document has been circulated to the private sector and all the local government bodies within Gandaki Pradesh to solicit feedback and suggestions.



Glimpses during the Capacity Building Training

Research Capacity Building

In close association with Continuing Education Division (CDE) of Institute of Engineering (IOE), Pulchowka 10-day long quantitative data analysis training on KOBO Tool Box, SPSS and Stata was organized for 11 staff of Nepal Tourism Board. The training was facilitated by the resource person and experts on KOBO Tool Box, SPSS and Stata.

Feasibility Studies

Nepal Tourism Board has carried out a number of feasibility studies of several new trekking routes to assess the status of infrastructure, tourism potential and possibilities. Similarly, itineraries, route maps and photographs of the new trekking routes and sites have been collected during the study. The followings are the major studies undertaken by NTB in close coordination with partner organizations and associations in 2018.

- The Study of Alternative Route to Kanchanjunga Base Camp in coordination with MechiPahadi Tourism Development Promotion Center,
- Exploration of Seven Pass Annapurna Circuit Exploration in coordination with Manang Youth Society,
- Trekking Trail from Namobuddha, Kavrepalanchok to Fikkaldanda, Udayapurin coordination with NTNC,
- Mundhum Trail in coordination with MaiyumTemkeSaplaSilchung Tourism Promotion Center,
- JugalHimal Trail Exploration in coordination with Sindhu Tourism Council.
- Rani Cannoning, Dhadingin coordination with Nepal Cannoning Association.



Glimpses during exploration and field visit in Mundhun Trail, Namobuddha-Fikkaldanda Trail and Alternative trail to Kanchanjunga base Camp

Tourism Research Studies

NTB has conducted several research studies on tourism related issues. The prominent studies of 2018 are as follows:

- NTB and Hotel Association of Nepal has carried out the study on Assessing Relationship between Investment on Hotels and Tourist arrivals in Nepal and its overall impacts on Hotels and Tourism Sector of Nepal
- Study on Identification of Season Specific Destination of Province No 1 and 3
- Tourism Profile of Karnali Province
- Study of Festivals of Thami Community of Dolakha District.

Tourism Planning

NTB has rendered financial and technical support to prepare local tourism plans as below:

- Support on drafting of local level tourism plan of Thaha Municipality of Makawanpur and Indrawati Rural Municipality of Sindhupalchok
- NTB has prepared Terms of References to develop Strategic Tourism Plan of Province 3 and Gandaki Pradesh

Tourism Think-Tank Secretariat

NTB has facilitated the Tourism Think-Tank Group formed by MoCTCA as its secretariat in organising interaction programs and in collecting feedback and suggestions from the group members on 5-Year Priority Programs of MoCTCA (2075-2080) and on proposed Federal Tourism Bill, 2018.

Meeting, Interactions and Seminars

Research, Planning and Monitoring Department has organized, coordinated and supported several interactions and meetings to identify the issues and problems as per the requirement and demands from MoCTCA, the industry, and the stakeholders. Some of these were as follows:

- Interactions with Parliament Members, Ministry of Forest, Environment, Tourism and Industry of Province No 3, and private sector trade on tourism planning and development issues of Province No.3
- Interaction with District Coordination Committee and local government bodies of Gorkha district regarding review of past Tourism Plans of Gorkha district,
- Interaction with Policy and Planning Commission of Province No.3 on periodic planning of Province No 3
- Consultation Workshop with Tourism Stakeholders to Understand Climate Change induced Disaster including Potential Glacier Lake Outburst Floods Risk for safeguarding lives and livelihood,
- Support to Gorkha Tourism Development Council to organize interaction on Tourism Policy and Infrastructure Development,
- Seminar on Buddhist Philosophy and Prospects of Tourism in Kapilbastu in coordination with Buddhist Philosophy Study Center.
- Budget interactions with Tourism stakeholders for the preparation of annual budget and program for the fiscal year 2075/75.



Glimpses of several interactions conducted in the support of NTB



CORPORATE AFFAIRS



New Payroll Software

A new payroll software has been introduced in the Finance Section which has made the payroll processing easier and flawless, saving time and effort of account officer. It is now easier to draw desired data related to employ salary, benefit and loan in a few clicks.

HR Management at NTB

Mr. Santosh Panta has been appointed as the Director of Corporate Service Department after an open competitive examination conducted by Public Service Commission. Similarly, Mr. Mani Raj Lamichhane has been promoted as a new Director for NTB Pokhara Provincial Office through internal examination facilitated by Public Service Commission. Furthermore, Ms. Archana KC Rana, senior officer of NTB has been appointed to the vacant post of Manager based on the criteria of seniority as per NTB staff Bylaw.

Ms. Nandini Lahe Thapa, Sr. Director, Mr. Aditya Baral, Sr. Director, Mr. Kashi Raj Bhandari, Director, Mr. Hikmat Singh Ayer, Director, Mr. Diwakar Rana, Sr. Manager, Mr. Lila Bahadur Baniya, Sr. Manager and Mr. Laxman Gautam, Sr. Manager have resumed the office after getting clearance of Special Court.

TIMS Card Details

1-Jan-2018 to 30-Nov-2018

TIMS	FIT(Individual)		GT(GROUP)	
Months	Non SAARC Nationals	SAARC Nationals	Non SAARC Nationals	SAARC Nationals
January	614 Nos	211 Nos	3000 Nos	
February	1464 Nos	117 Nos	6300 Nos	200 Nos
March	3163 Nos	247 Nos	12800 Nos	1700 Nos
April	3506 Nos	784 Nos	12600 Nos	4700 Nos
May	1427 Nos	1081 Nos	3900 Nos	9100 Nos
June	419 Nos	647 Nos	1600 Nos	1600 Nos
July	538 Nos	221 Nos	2600 Nos	300 Nos
August	1515 Nos	267 Nos	2900 Nos	700 Nos
September	3621 Nos	843 Nos	10500 Nos	2200 Nos
October	4548 Nos	578 Nos	21000 Nos	2600 Nos
November	2591 Nos	332 Nos	11000 Nos	1500 Nos
Total	16267 Nos	4418 Nos	56200 Nos	20500 Nos
Total	20685 Nos		76700 Nos	

FIT: Free Individual Trekkers

GT: Group Trekkers

Executive Committee Board Members - 2018



MR. KRISHNA PRASAD DEVKOTA
Chairman, Executive Committee,
Nepal Tourism Board
Secretary, Ministry of Culture,
Tourism and Civil
Aviation (MoCTCA)



MR. UTTAR KUMAR KHATRI
Member, Executive Committee,
Nepal Tourism Board
Secretary,
Ministry of Finance (MoF)

MR. ISHWARRAJ POUDEL
Member, Executive Committee,
Nepal Tourism Board
Director General, Department of
Immigration (DoI)



MR. SANJIV GAUTAM
Member, Executive Committee,
Nepal Tourism Board
Director General, Civil Aviation
Authority of Nepal (CAAN)

MR. MAN BAHADUR KHADKA
Member, Executive Committee,
Nepal Tourism Board
Director General, Department of
National Parks and Wildlife
Conservation (DNPWC)



MR. KRISHNA KUMAR ARYAL
Member, Executive Committee,
Nepal Tourism Board

MR. PURNA BAHADUR KUNWAR
Member, Executive Committee,
Nepal Tourism Board



MR. DEEPAK MAHAT
Member, Executive Committee,
Nepal Tourism Board

MR. KRISHNA BAHADUR MAHARA
Member, Executive
Committee, Nepal Tourism Board



MR. AWADHESH KUMAR DAS
Member, Executive Committee,
Nepal Tourism Board

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







NATURALLY **NEPAL**
ONCE IS NOT ENOUGH