



InFocus 2023

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A Journey from 1999 to 2023



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Nepal Tourism Board

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Kathmandu, Nepal

Prime Minister

Message

I am delighted to know that Nepal Tourism Board (NTB) is celebrating its Silver Jubilee to mark 25th Anniversary of its establishment on 31st December 2023. First of all, I extend my congratulations to NTB family, the members of NTB Executive Committee, past and present, ministers and the whole Nepalese tourism fraternity on successfully steering this institution, established on public private partnership model, through tumultuous phases of history.

Tourism is not only just a reward for Nepal due to rich nature, culture, history, adventure and people of this beautiful nation; it is also a sustainable means of earning foreign currency and foreign direct investment (FDI), generating employment, empowering women and backward community, and connecting Nepalese people to the global community. Therefore, Government of Nepal attaches high importance to tourism industry and prioritizes on the construction and expansion of its infrastructures. Recently completed two international airports: Gautam Buddha International Airport at Bhairahawa and Pokhara International Airport Pokhara, are the testimony of the government's priority to tourism. Operating both the airports in full capacity and strengthening national flag carrier are two major priorities of the government now.

Resilience trend of tourism industry in Nepal in the post COVID pandemic scenario is an encouraging indication of tourism revival activity. I appreciate Nepal Tourism Board for its daunting efforts to revive tourism amidst different adversities caused by natural disasters like 2015 earthquake, pandemic like COVID19 and many other hitches over the span of 25 years. NTB's role in evacuation and repatriation of stranded tourists in the first phase of the COVID pandemic is praiseworthy.

However, NTB, established to function as a promotional institution, to promote Nepalese tourism products in the international markets, must focus on neighboring markets like India, China and Bangladesh; yet by not losing the traditional high value long haul markets to maintain the equilibrium in the demand and supply chains over the diversified tourism products and activities of our nation. It must comply with the indicators set by the periodic five year plans of the government and the sustainable development goals harnessing all the resources at the optimum level in close collaboration with private sector because of which Nepal's tourism industry has evolved till now.

Finally, I wish Nepal Tourism Board all the best for the future endeavors.

27 December 2023

Pushpa Kamal Dahal 'Prachanda'



Government of Nepal
Ministry of Culture, Tourism and Civil Aviation

Singhadurbar, Kathmandu, Nepal



Ref. No. :

Sudan Kirati
Minister

Message

It gives me immense pleasure to be a part of the Nepal Tourism Board's Silver Jubilee Celebration with 25 successful years of exemplary leadership in public-private partnership.

Through the years NTB operated dynamically to promote Nepal as a **"Premier Holiday Destination"** representing Nepal at mega international events to catch the eyes of the global tourism industry. It has also set an excellent example in promotion among domestic and international consumers through major campaigns and digital media. NTB's reach in different parts and provinces of Nepal for product development and diversification through in depth research, strategic planning and execution are much needed and appreciated.

Even during times of unprecedented crisis like political conflicts, major transitions, natural disasters, and global pandemic, NTB has stood steady and worked relentlessly to carry on with innovative programs to sustain and revive the tourism industry. Most recent was the global pandemic during which NTB coordinated crisis management for tourists and industry, garnering applause from global tourism leaders for effective crisis response. Today, we stand on more firm ground as the pandemic is behind us and International Tourist Arrival of more than 9 Lakhs tourists till November 2023 indicate recovery to 1 M by year end accomplishing Nepal Government target this year.

In addition to revival and recovery, focus on quality, sustainable and resilient tourism is the right way ahead in the wake of the pandemic. NTB has adopted **"community based, eco friendly"** sustainable tourism development approach since its inception. It must continue to expand and evolve through the noble approach which is crucial and the need of the hour. Product development and diversification, and benefit of the private sector and the community must be at the center of all tourism work and activities by NTB.

Tourism is among the top priorities of Nepal Government, and we believe that **"sustainable tourism"** can be the ideal tool for major economic development for Nepal and Nepali people. On behalf of the Ministry of Culture, Tourism and Civil Aviation and on my own, I assure our full support to facilitate NTB and the industry where policy matters are concerned.

Once again, I thank NTB for playing an exemplary role in leading Nepal's tourism industry and I extend my **"Congratulations and Best Wishes"** to the entire team at NTB and the Tourism Industry of Nepal for the successful execution of public-private partnership in the last 25 years!

December 2023


Sudan Kirati
Minister

Sudan Kirati
Minister



Government of Nepal
Ministry of Culture, Tourism and Civil Aviation

Singhadurbar, Kathmandu, Nepal

Ref. No. :



Sushila Serpali Thakuri
State Minister

Message

It's a great pleasure to wish Nepal Tourism Board a momentous *Silver Jubilee celebration*. I take this opportunity to thank all the stakeholders who have contributed in growth and development of an exemplary public private institute in Nepal. This institute is a different type of institute compared to many other. Its functions and activities are directly related with foreign citizen's wellbeing while they are in Nepal for their vacations or any other travel. Praiseworthy works during the covid and conflict times for crisis management related to free and easy movement of tourist is well appreciated by the government as well private sector. There are issues with policy in promotional efforts of the organization. I am hopeful on the Executive Committee to take steps that facilities in execution of the tourism promotion related programs.

As expectations are growing bigger and bigger day by day we need to enlarge our service delivery. prompt services to tourist with the support of government, trade and private sector is the need of the time. Nepal Tourism Board needs to increase the promotional activities in neighboring countries. This will surely help to increase the flow of tourist in our country. Further, empowering the trade with trainings and orientation towards better service delivery is the need of the hour. I am sure Nepal Tourism Board stands on its strength to deliver the promotional part of tourism in Nepal much better in coming days. My wishes are always there for tourism and betterment of tourism stakeholders in Nepal.

With much expectations from Nepal Tourism Board in future I wish all the best for all its future endeavors. At the end of the year 2023, while wishing a happy 25th anniversary to Nepal tourism board, let me end the note with a happy and a prosperous year 2024.

Sushila Serpali Thakuri
State Minister
Ministry of Culture, Tourism and Civil Aviation



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



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Message from the Chairman


It gives me immense pleasure to extend my heartiest congratulations to Nepal Tourism Board (NTB) for its Silver Jubilee celebration.

NTB has been in the forefront to promote Nepal's tourism in domestic and international tourism market since 1999. Established as a promotional body for tourism for more than two decades, NTB has established itself as a model institution of public private partnership. Since its inception it has succeeded to establish itself as a leading institution in the field of tourism and the 25 years of its journey marks a milestone.

NTB has also played a major role in tourism revival and recovery after every major crisis since its inception. It is encouraging to see the growth of tourism statistics reviving to pre pandemic numbers of 2019 when Nepal recorded the highest number of tourist arrival, and the current arrival numbers is a source of refreshed enthusiasm and zeal to us in the tourism industry.

NTB must continue to evolve through this journey developing and implementing new ideas with focus on contemporary marketing strategies to promote Nepal globally as a "must visit destination". Tourism being a dynamic field, I hope NTB will use the experience and expertise collected in the last 25 years to bring about a resilient and sustainable tourism industry that will lead to major economic development in the country.

On behalf of the Government of Nepal, I wish the best to NTB for creating history with much success and many more milestones in its near future.


2023/12/28

Dr. Dipak Kaphle

Chairman – NTB Executive Committee

Secretary – Ministry of Culture, Tourism and Civil Aviation



नेपाल पर्यटन बोर्ड Nepal Tourism Board

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

Message from the Vice Chairperson

Congratulations! Nepal Tourism Board on reaching the Silver Jubilee milestone. This exemplary organization of Public Private Partnership reaches 25 years of service to nation today. The day it was envisioned by our veterans from the tourism fraternity. I, pause a moment..... to remember all who have passed away dedicating their life for betterment of Nepal's Tourism. Let me also thank all the stakeholders who have partnered and contributed in promoting Nepal's tourism.

Though we have reached 25 years' landmark, there are still plenty to do in promoting Nepal as a destination for really a life time experiences. Mere slogan does not help if we do not work towards empowering destinations and branding them. New challenges have evolved with financial crisis and other world of disorder. Along with challenges come's opportunities. We must grab them with all our long years of skill and abilities and experiences in promoting Nepal's tourism. It's high time we make our policies strong towards standardization of service delivery, longer stay for tourist, better service delivery and strengthening of tourism essentials.

Representing private sector, I believe Nepal's tourism is solely saved by tourism stakeholders from company owners to skilled and unskilled human resources in different field of tourism. The hard work and effort of entrepreneur is duly recognized and rewarded by o Nepal Tourism Board in the past. We know and will always be humble towards all the stakeholders who have directly or indirectly supported us in all our endeavors.

Wish you all a very happy New Year 2024.

Chandra Prasad Rijal
Vice Chair, NTB Executive Committee



नेपाल पर्यटन बोर्ड Nepal Tourism Board

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

Message from the CEO

We have reached a milestone in promoting Nepal's tourism this year. It's our Silver Jubilee. I take a moment here to thank all the team members (staff) of NTB from its inception till today for all they have given for making of this institution. Without the support of trade, we would have lost our path somewhere. Our line ministry has always been with us in difficult times. We have reached this milestone with direct or indirect support, guidance and trust from all our stakeholders. We, NTB family are collectively grateful to one and all on this auspicious occasion.

Reflecting upon our journey, I joined this organization to carry forward the legacy of various prominent CEOs from the day one until the latest Deepak Raj Joshi's tenure. I have had time to talk and reflect upon the good and trying times for us. This organization has gone through thick and thin in the past. From revenue shortage for promotion to policy loopholes to natural hazards all played their part in obstructing us from promoting Nepal in the international arena. Nothing could stop us as we delivered our promises to trade and stakeholders at large. We have been awarded with many prestigious awards in tourism promotion. Recognition by governments of different countries from Europe to America to Asia and Middle East. Support and collaboration from international organizations like UNWTO, PATA, UNDP etc. have been phenomenal in empowering and establishing Nepal's Tourism in the world's map.

Our promotional efforts have made us join hands with international PR agencies, HP RR from different countries, fabricators, diplomatic missions, different ministries, Parliamentary committees, constitutional bodies, political parties, local bodies, tourism trade and people at large. Every individual, organization and institutions has played its part in partnering with us to showcase what Nepal has and what it can offer to visitors. We also have been pushing through digital content throughout our promotional efforts. We have been publishing In Focus from the beginning. The current one in your hand is a manifesto of our annual progress that can be taken as a reference by both private and government stakeholders.

We have received compliments and feedbacks from all of our stakeholders every time we needed them. We welcome many such feedbacks and compliments in future as well. Once again, let me thank one and all for this milestone of public private partnership. Wish you all a happy New Year 2024.

Dr. Dhananjay Regmi
Chief Executive Officer

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Executive Committee of Nepal Tourism Board



DR. DIPAK KAPHLE

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

**MR. CHANDRA PRASAD
RIJAL**

Vice Chairman,
Executive Committee,
Nepal Tourism Board



MR. BAL SAGAR GIRI

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

MR. RUDRA SINGH TAMANG

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



MR. PRADIP ADHIKARI

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

DR. SINDHU PRASAD DHUNGANA

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

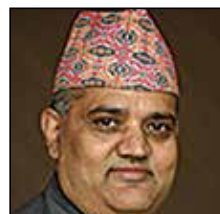


MR. KRISHNA KUMAR SHAH

Member, Executive Committee,
Nepal Tourism Board

MR. NGAWA NGIMA SHERPA

Member,
Executive Committee,
Nepal Tourism Board



MR. MADAN KUMAR ACHARYA

Member, Executive Committee,
Nepal Tourism Board

MS. MILAN DEVKOTA

Member, Executive Committee,
Nepal Tourism Board



DR. DHANANJAY REGMI

Member Secretary,
Executive Committee,
Nepal Tourism Board
Chief Executive Officer (CEO),
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Tourism Marketing & Promotion





Paragliding, Pokhara – Pic : Shree Baidya



Nepal Reaches Out to Europe & Global Market at FITUR 2023



NTB participated in FITUR in Madrid, Spain, in association with NATTA along with 20 private travel trade companies from Nepal from Jan. 18 to 22. More than eight thousand exhibitors from the globe participated in the fair. NTB officials interacted with visitors at Nepal stall and disseminated information on Nepal's tourism products and activities. Similarly, travel trade companies from Nepal had business interactions with the operators and buyers at the fair. Nepali cultural "Lakhey" dance was performed and singing bowl music was played at the Nepal stall to attract more visitors.

Destination Promotion in Madrid, Spain



Embassy of Nepal in Madrid and NTB jointly organized "Connecting Nepali Tourism Industry with Spain" on Jan. 22, 2023. The event was organized to highlight Nepal's offer to Europe market and maximize travel tourism business networking between Spanish and Nepali travel tourism sector. In the program, Her Excellency Ambassador of Nepal to Spain Dr. Sarmila Parajuli Dhakal welcomed the tour operators, famous summiteers of mountain peaks in Nepal and

media people from Madrid. She encouraged the travel professionals to send tourists to Nepal and assured them for every possible assistance from Nepal Embassy. Senior Director of NTB Ms. Nandini Lahe Thapa had a presentation on attractions, activities and strengths of tourism in Nepal. Chairperson of NATTA Mr. Ramesh Thapa appealed to the local operators to include Nepal in travel packages. There was a networking meeting among the operators from Nepal and buyers from Spain.



Cross Border Sales Mission in North India



In a bid to update the key Indian outbound tour operators in border cities and promote Nepal's tourism products, NTB in association with NATTA organized Cross Border Sales Mission in Varanasi, Gorakhpur and Lucknow on Jan 24, 25 and 27, 2023, respectively. The programs aimed at exploring the market and cashing in on the tourism potentiality of the densely populated state of UP in India, having close proximity to Nepal. The programs in each city primarily focused on showcasing Nepal's tourism attractions along with direct B2B networking with Indian travel trade counterparts.

Fam Tour of TAAI Regional Chapter to West Nepal



With the objectives of promoting tourism and creating tourism market linkage of West Nepal with major Indian cities, NTB in coordination with NATTA (Banke Chapter) organized familiarization tour of TAAI Regional Chapter to Nepalgunj and Bardiya from Jan. 29-31, 2023. The program provided an ideal platform for B2B opportunities among Indian and Nepali tour operators and to promote Nepal's tourism products and destinations.

Almost 350-375 guests participated at the program inauguration that included cultural performances, B2B sessions, knowledge and experience sharing, followed by networking lunch and gala dinner. Seventy representatives of TAAI, local government, Indian travel trade sector and media participated at the program. Participants from Nepal included officials from NTB, NATTA and members of the private sector.



Nepal at OTM 2023 Mumbai to Reach Out to India Market



NTB in coordination with Nepal Airlines and 20 tour operators participated at the OTM 2023 at Jio World Center in Mumbai, India, gearing to reach out to the market and attract more Indian tourists to Nepal. Nepal's participation in the 3-day fair concluded successfully on Feb 4, creating a significant impact garner's market interest of Nepal and its presence in India market.

The representatives from Nepal interacted with travel/trade counterparts, media, potential travelers and visitors providing fresh and relevant information to facilitate travel plans to Nepal. NTB received a large number of queries from Indian tourism fraternity regarding preparation for India market in the forthcoming season.

With post Covid travel nuances, Indian travelers were looking at short-haul destinations and Nepal reaped benefits of new trend, with participation at OTM 2023 in Mumbai providing the much-needed impetus. Participants at OTM Mumbai 2023 included 1100 exhibitors, 55 countries and 29 Indian states with more than 30,000 visitors.

Nepal Promotion at SATTE 2023, Delhi

With the aim of revitalizing presence in India market, NTB in coordination with Nepal Airlines and 25 tour operators participated at SATTE 2023 at India Expo Mart, Greater Noida, Delhi NCR from Feb. 9 to 11.

The 30th edition of the SATTE saw presence of all Indian states, over 50 countries and more than 600 hosted buyers. The





event organized by Informa Markets was conceptualized around theme of “Inclusive and Sustainable Tourism” and was organized in the sidelines of G20 Summit. The outbound market from India is expected to reach \$32 billion by 2027.

NTB Collaborated for "Nepal Cinema Fest 2023"



NTB collaborated with Film Development Board in organizing Nepal Cinema Fest held in Dubai from Feb. 12-15 2023. The event was organized to promote Nepal as one of the best destinations for filming and shooting movies. The collaboration was also successful in encouraging Nepali artists and cinema community. Nepali films and documentaries were screened among Nepali diaspora and international audience as a part of the program.

Nepal Promotion at TTF Bengaluru 2023



NTB in coordination with Nepal Airlines and 15 travel trade companies participated at the TTF from Feb. 17-19 at Palace Grounds, Tripuravasini, Bengaluru, India. The fair provided an ideal platform to regaining momentum of the travel industry in the post-Covid pandemic era. Nepal officials and representatives reached out to the market with communication updates and tourism information, renewing contacts and creating presence and visibility of the destination.





The inauguration program took place in the presence of Hon'ble Ananda Singh, Minister for Tourism of Karnataka, and Mr. Kapil Mohan, IAS and Additional Chief Secretary of Karnataka. Market prospects reflected positivity with robust growth as the travel trade sector reported optimal performance in terms of business. More than 120 exhibitors from 4 countries and 20 Indian states participated at the show. The outbound travelers from India are on the surge and it is estimated that the outbound trip count from India will reach 29 million by 2025.



Interaction on Collaborating for Tourism Promotion



NTB in collaboration with Europe Nepal Chamber of Commerce for Tourism (ENCCT) and NRNA participated in program “Advancing Nepal’s Tourism Industry: Collaborating for Success” organized by Tourism Promotion Committee on Feb. 20, 2023. The event aimed at effective discussions for global promotion of Nepal’s tourism and brought together all key players of tourism industry, including former ambassadors and tourism stakeholders.

Nepal Promotion at TTF Chennai 2023



NTB along with 16 private sector companies participated, promoted and highlighted Nepal in TTF, Chennai 2023. The 3-day TTF Chennai edition concluded on February 26 with strong and productive participation of 150 exhibitors from 5 countries and 15 Indian states and union territories. This edition of TTF Chennai is 50 percent bigger than the one held in 2022 – a clear projection that the industry is now on a strong upward curve.



“Nepal Evening - Lumbini & Beyond” in Myanmar and Thailand



NTB in collaboration with Nepal Embassies successfully organized “Nepal Evening - Lumbini & Beyond” destination promotion event in Yangon and Bangkok on March 12 and 15, 2023, respectively. This event was a part of Buddhist Tourism Promotion in BIMSTEC region.

The main objective of the event done jointly with Ministry of Foreign Affairs, Nepal, was to promote Greater Lumbini, spiritual tourism and other lifetime experiences Nepal has for the visitors. Addressing the august gathering of representatives from travel, trade, hospitality, aviation and media from

both Myanmar and Thailand, respected Ambassadors of Nepal highlighted the strong diplomatic relations shared between the countries defined by shared traditions, religion, culture and linguistic linkages since decades.

NTB CEO Dr. Dhananjay Regmi emphasized on the need of direct connectivity between the countries and Nepal. Highlighting the new Gautam Buddha International Airport, Dr. Regmi requested direct flights to Lumbini and assured necessary support to facilitate the process for possible flight connections and required for chartered flights.



Interaction on Prospects of Direct Flights between Yangon and Lumbini



NTB hosted a high-level meeting attended by top officials of Myanmar and Nepal to discuss prospects of direct flights between Yangon and Lumbini. Excellencies Ambassador of Myanmar to Nepal, Ambassador of Nepal to Myanmar were present at the meeting. Participants also included: Vice Chairperson of LDT, CEO of Myanmar National Airlines, officials from the MoCTCA, President of Nepal Myanmar Chamber of Commerce and Industries, and NTB CEO and officials. (Date/ place/ venue)

There was general consensus and positivity among the participants about connecting Yangon to Lumbini via the Gautam Buddha International Airport (GBIA). Direct flights in the sector is expected to boost movement between the two countries, thereby, increasing arrival numbers of Buddhist pilgrims from



Yangon to Lumbini. The meeting also discussed arranging for chartered flight from Yangon to Lumbini to facilitate devout Buddhist pilgrims from Myanmar to visit the Birthplace of Buddha during Buddha Purnima on May 5, 2023. The delegates from Myanmar also met with Hon'ble Minister of Culture, Tourism and Civil Aviation Sudan Kirati after the meeting to discuss the same.

Collaboration for "Art and the City"



NTB collaborated with Centre for Advanced Study in South Asia (CASSA) Pvt. Ltd. for obtaining the documentary "Art and the City". The documentary based on the rich culture of Kathmandu Valley explores the art in relation to the aesthetics of the city, its myth and its historical dynamism reflecting the profound tradition of the art of the Valley. Further the documentary can be a tool for promoting Nepali culture, tradition, and tourism; forwarding innovative view of the valley and its long tradition among the tourists and cultural enthusiasts.



Hertfordshire Senior Cricket Tour 2023 to Nepal



NTB collaborated with Himalayan Sports Management Pvt. Ltd. regarding Hertfordshire Senior Cricket Tour to Nepal for Veterans Cricket Festival, a 2 one-day match with veteran's cricket team of U.K. vs Kathmandu Veterans at TU Cricket Ground being organized on 18th and 20th Falgun 2079 (English date). The tournament comprises four matches between Hertfordshire 60+, a team of British players who played cricket in the 1980s and 1990s, and Nepal Veterans, a team of former senior Nepali players.

Wellness Tourism Visit to Nepal by Japanese Students



A group of 25-member Executive MBA students of mid and senior level from Keio Business School in Yokohama, Japan, visited Nepal for a week to explore the possibilities of Wellness and Spa in Nepal. Nepal is gaining popularity as a holistic wellness destination, while “wellness tourism” - an experience of healing of the mind, body and soul - is gradually thriving in today's world as people have a very busy and stressful life.

Nepal has immense possibility for wellness tourism and could develop as one of the best destinations in



the world. Nepal offers best experiential activities of lifetime experiences through nature, culture, yoga, meditation, ayurvedic medicine and more.

The students' team visited NTB, District Ayurveda Health Center in Kavre, Dwarika's Resort in Dhulikhel, National Ayurveda Research and Training Center in Kirtipur among others to observe and learn the current practices of this new blend of tourism and develop wellness packages accordingly for Japanese people.



Multi Stakeholder Interaction on Trans-Border Tourism Promotion

Maijogmai Rural Municipality in joint collaboration with Nepal Tourism Board successfully concluded “Multi Stakeholder Interaction on Trans-Border Tourism Promotion”. The 3-day program held from March 20-22, 2023, in Ilam brought together around 300 participants that included tourism stakeholders from Nepal and India, majority of who were hoteliers, tour guides, tourism experts, content creators. Participants also included local government and law makers, researchers, journalists, economists, members of the local community. The program mainly focused on “Indo- Nepal Tourism Meet” for sustainable cross border tourism promotion in Kanchenjunga area. NTB supported the event as tourism partner encouraging sustainable, responsible and environment friendly tourism in the Ilam and surrounding areas.



Purnea Expo 2023



NTB participated in Purnea Expo 2023 from March 25-26, as promotional partner in joint collaboration with Regional HAN, Biratnagar. This Expo provided excellent platform for promotion of Nepal’s eastern tourism sector to build and improve business networking and direct B2B opportunities for Nepal’s tourism delegates, especially in cross border tourism segment.

Nepal Promoted at ITB Berlin 2023 with Message of Recovery & Resilience

NTB in coordination with 24 companies from travel tourism and hospitality participated in the first post-pandemic ITB Berlin 2023 with slogan “Mastering Transformation” in Germany from March 7 to 9, 2023. The fair which is the world’s leading travel trade show, provided an ideal platform for destination promotion and visibility of Nepal brand in the global tourism market.

Nepal delegation was led by Secretary of MoCTCA and Chairman of NTB Mr. Suresh Adhikari. Ambassador of Nepal to Germany HE





Ram Kaji Khadka and CEO of NTB Dr. Dhananjay Regmi also represented Nepal at the fair.

Around 5,500 exhibitors from 161 countries participated at ITB Berlin 2023. The show also hosted exclusive B2B event. Total of 90,127 attendees from more than 180 countries with around 3,000 media members, 333 travel bloggers and high-profile international political figures were in Berlin for the show.

Destination Promotion in France



Further to Nepal's participation in ITB Berlin, a high-level delegation led by Secretary of MoCTCA and Chairman of NTB Mr. Suresh Adhikari, visited different cities in France to reach out to the French market for destination promotion and connection. Members of the team visited famous French cities Morzine, La Clusaz, Thon-les Baines and Southern France. Interactions were held with mayors and municipality officials in the cities garnering support for Nepal's tourism. There were considerations on establishing sister-city

relations between famous ski destinations Morzine and La Clusaz of France with similar cities in Nepal. Similarly, discussions were held on possibilities of learning and adopting technicalities of "ski tourism" in potential destinations in Nepal's mountains. CEO of NTB Dr. Dhananjay Regmi, Under Secretary of PMO Mr. Gokul Basnet, Head of TM&P of NTB Mr. Laxman Gautam, were also part of the delegation. The visit was coordinated by Nepal France Friendship Society (Collectif France Nepal).

Nepal Promotion in Vietnam International Travel Mart 2023



With objective of promoting Nepal as a premier holiday destination in Buddhist market in South East Asia, NTB participated at Vietnam's iconic travel fair VITM 2023 from April 13-16, in Hanoi, the capital of Vietnam, along with four companies from travel and trade. Nepal's presence at this 12th edition of VITM



was successful in reaching out to the Buddhist population of the region seen as a key market by NTB since 2016. Organized by Vietnam Society of Travel Agents (VISTA), the fair is one of a kind in the outbound travel. Among the South Asian region, Nepal is the only country to participate in the travel mart as NTO.

Nepal Sales Mission in Singapore and Malaysia



NTB in coordination with NAC and SOTTO-Nepal organized Sales Mission with B2B programs in Singapore and Malaysia participated by more than 65 major tour operator of the region. Destination promotional presentations were showcased at the programs. MOU was signed between SOTTO-Nepal and NATAS-Singapore to establish a long-term cooperation framework for promotion of tourism between Nepal and Singapore. (Date/ Place)

Welcome of the First Post Pandemic Chinese Travelers at TIA, Kathmandu



The first group of Chinese tourists arrived in Nepal on April 13, 2023, after a hiatus of almost 3 years due to the restrictions set by global pandemic since March 2020. The 180 Chinese tourists who arrived by chartered flight of Himalayan Airlines were welcome at the TIA in Kathmandu by Tourism Minister Hon'ble Sudan Kirati, HE Ambassador of China to Nepal Chen Song, and CEO of NTB Dr. Dhananjay Regmi. China is an extremely important value market for Nepal tourism. Chinese tourist arrival had increased to more than 100 K before the pandemic in 2019.



Nepal Promoted in Istanbul, Turkey

NTB along with (how many) Nepali tourism companies participated in 26th EMITT in Istanbul, Turkey from April 12-15, 2023.

EMITT-2023 opened business platform providing new business and cooperation opportunities to the Turkish and global travel sectors. Inviting more than 230 hosted tourism buyers, the exhibition showcased country pavilions of 33 countries, holiday destinations, summer and winter tourism, outdoor tourist destinations, hotels and tourist centres, tour operators, travel agencies and much more. The show was organized by Hyve Fuarcilik A.S. with the help and support of ICA Group, Ministry of Culture and Tourism in Turkey, Turkish Airlines and Istanbul Metropolitan Municipality,



Nepal Sales Mission in 3 Cities in China



With objective of reaching out and reconnecting Nepali tour operators with China market, NTB in collaboration NATTA and support from Embassy of Nepal in Beijing, conducted Nepal Sales Mission in Chengdu, Kunming and Beijing on April 15, 17 and 19, 2023, respectively. During the programs in different cities, representatives of 25 travel trade companies from Nepal interacted with their Chinese counterparts.



and Tourism Administration, Beijing Tourism Industry Association, Travel Agency Branch, local travel trade and media.

Representatives from Yunnan Travel Agency Association, Kunming Travel Agency Industry Association, Kunming Business Department of Air China, local travel trade and media were present during the program in Kunming. (No details about program in Chengdu.)

Addressing program in Beijing, HE Bishnu Pukar Shrestha, Ambassador of Nepal to China, expressed his commitment to provide full support on behalf of the Government of Nepal, to promote bilateral tourism between Nepal and China. Participants at the program included representatives from Beijing Municipal Culture

Manager of China Market at NTB Ms. Ranu Shah expressed optimism about the outcome of the programs and said the first sales mission post-pandemic was highly effective in creating business opportunities for the private sector for prompt recovery from China market.



Nepal at ATM 2023, Dubai



NTB along with the five private stakeholders participated in the 30th edition of the 30th Edition of ATM themed “Working Towards Net Zero” from May 1–4, in Dubai. ATM is one of the largest travel and tourism events in the Middle East that provides a platform for inbound and outbound tourism professionals, gives information on tourism destinations, accommodation options, tourism attractions, and the aviation industry, and eventually helps exhibitors increase their brand awareness, generate new business to get ahead of the competition with sponsorship, branding, and promotional opportunities.

Promotion at International Day of Vesak (Buddha Jyanti) in Oman

NTB in coordination with Nepal Embassy in Oman, Muscat, organized Nepal promotion program on the occasion of International Day of Vesak (Buddha Jayanti) on Friday, May 5, 2023. HE Ambassador Dornath Aryal, welcomed and hosted 140 high-level guests comprising of top officials from the government and private sector in Oman. Representatives from NTB Mr. Jayshakti Sarraf and Mr. Kabindra Bhatta made destination presentation of Nepal at the program garnering the audience’s interest in Nepal. Guests were entertained with traditional Nepali music of “Panche Baja” and a lucky draw was conducted with sponsorship by Al Jazeera Airlines for Muscat-Kathmandu round tickets for two pax for winner. The program was conducted by Mr. Somesh Thapa, First Secretary of the Embassy.



Nepal Sales Mission 2023 in South Korea

NTB in coordination with KTTOAN organized sales mission programs Seoul and Busan in South Korea (SK) on May 8 and 9, respectively. Ten Nepali companies from the private sector participated in the interactions and B2B sessions during the programs.



More than 70 national tourism trade of SK participated at the Commodore Hotel, Busan. Mr. Taesup Lee, Chief Executive Officer of Busan Tourism Association participated in the program and urged companies from Busan to materialize the opportunities. More than 80 SK companies participated at the Seoul program. In both the programs, CEO of NT Dr. Dhananjay Regmi made destination presentation on Nepal and also expressed hope and positivity regarding

connecting with Korea market. The sales missions and PR interactions were facilitated by Nepal Cultural Center (NCC) in Seoul. The programs were covered and broadcast by local and national media of SK.

SK is an emerging market for global outbound tourism, and is considered one of the top three markets in Asia Pacific region. In the year 2019, the total expense by the Korean tourists was 13.85 billion USD.

Nepal Promotion in Madrid on 55th Anniversary of Diplomatic Relations With Spain

To promote and celebrate Nepal on the occasion of the 55th Anniversary of establishment of Diplomatic Relations between Nepal and Spain, NTB in coordination with the Embassy of Nepal in Madrid organized “Horse Race Program at Hipodromo de la Zarzuela” on May 13, 2023. Eight horses named after 8,000 m mountain peaks of Nepal, the highest peaks in the world, participated in the race during the program. The program aimed at promoting mountain tourism of Nepal and creating awareness regarding negative impact of climate change over the Himalayas. (where)





Nepal Tourism Board re-positions Nepal in South Korea Post COVID



With the prime objective of repositioning Nepal's tourism brand in South Korea, NTB made its first post-Covid presence in 38th Seoul International Travel Fair (SITF) in South Korea. NTB showcased Nepal with six co-exhibitors at the 4-day event that was followed by sales missions to Busan and Seoul in coordination with KTOAN. SITF is an annual travel fair where

different countries and their companies participate to showcase and promote tourism, and is regarded as one of the famous events in North East Asia for B2B and networking opportunities. Prior to Covid-19, South Korea was the third largest outbound tourism source market in the Asia – Pacific region with 28.7 million international departures.

Nepal Sales Mission in North India



NTB and Regional HAN - Chitwan Chapter, jointly organized Nepal Sales Mission in Patna and Varanasi from May 22-24, 2023, with aim of promoting Nepal, especially Chitwan as a “must go destination”, across Nepal's southern border in North India. Nepal's team consisted of 21 prominent hoteliers from Chitwan. The program was attended by a huge number of travel trade personnel and high-level government officials from India.



Nepal Sales Mission in North East India



In a bid to make strong inroads in North East States of India to add to volume of Indian tourists visiting Nepal, NTB organized Nepal Sales Mission comprising B2B sessions and destination promotion programs with 14-member delegation of tourism professionals from Koshi Province. The team from Nepal also had opportunities to meet with stakeholders, officials and tourism fraternity from the region. The program started

on May 26, 2023, from Siliguri moving to Guwahati and ended in Shillong, the three prime cities of North East India. The programs aimed to reach out to potential travelers in West Bengal and North East India that boast of approximately 15 crore population. It is anticipated that reaching the target group in the market with optimal promotions, facilitating travel and connectivity, could significantly increase arrival figures from India.

16-Year Chinese Summiteer Felicitated by NTB



NTB felicitated Ms. Xu Zhuoyuan, 16-year old native of Hunan Province of China, who climbed Mt. Everest – The Highest Peak in the World, 8,848.8 m, successfully on May 15, 2023. NTB awarded “Letter of Appreciation” to Ms. Zhuoyuan for her grand achievement at such young age, establishing herself as a source of inspiration to alpine enthusiasts all over the world and promoting Nepal as a “Top Destination for Adventure Lovers” of her age group in China.



Joint Packages of South Asian Countries Initiated to Promote Regional Tourism



NTB along with nine tour operators from Nepal participated in Mujib's Bangladesh Tourism Promotion and B2B Exchange Program held in Dhaka, Bangladesh from May 26 – 29, 2023. The regional tourism business exchange was participated by Nepal along with Bhutan, Sri Lanka, and Seven Sister States of India along with West Bengal.

Ninety-seven representatives of the participating countries interacted with more than 120 tourism stakeholders and officials from Bangladesh during the B2B session organized jointly by BTB in association with MoCAT, Bangladesh. The platform was ideal for interaction and networking between the participants of the different countries present.

Nepal Sales Mission in South India



NTB with participation of nine tour operating companies conducted Nepal Sales Mission programs in the South Indian cities of Kochi, Coimbatore and Madhurai on June 7, 9 and 12, 2023, respectively. The primary objective of program was to create platform for B2B sessions for private sector to enhance their business opportunities. The platform was also ideal for destination promotion, presentation of product and communication updates among the Indian travel trade and media. A total around 200 Indian tour operators and media were briefed about the Nepal's tourism.



Nepal Sales Mission in West India



NTB conducted Nepal Sales Mission in prime cities of West India ie Ahmedabad, Vadodara and Surat on June 14, 16 and 19, 2023, respectively. The third and last leg of the program concluded successfully in Surat on June 19, 2023. The focus of the program was on destination promotion and B2B meetings between Nepali and Indian tour operators. Fourteen private sector companies participated in the B2B sessions. The program created opportunities for business recovery from the market for the private sector and also created destination visibility among the travel trade and media of the region. A total of 250 Indian tour operators and media were present during the programs.

Nepal Promotion at ITE 2023 Hong Kong



Nepal's participation at 37th ITE 2023 HK was led by NTB with NAC and five Nepali private sector companies. The show started June 15 at HK International Convention and Exhibition Center at Wanchai. Consul General of Nepal in HK Mr. Udaya Bahadur Rana visited and interacted with officials at the Nepal Stall during the fair.

The 4-day fair provided an ideal platform for fresh communication and enhanced market presence for Nepal's tourism. HK is a high-end market for Nepal,

while China is an extremely important value and volume market. ITE 2023 was the first post pandemic tourism show of HK. Nepal's participation at the Expo drew audience from the local tour operators and media. The first two days of the show ie June 15-16, were dedicated to trade and B2B sessions. The last two days of the show June 17-18 were reserved for consumers and drew in large crowds from the public. Potential travelers from HK had general queries about entry procedures ie visa and connections to Nepal.



Tourism Networking Program in Dhaka



NTB in coordination with the Embassy of Nepal Bangladesh and HAN jointly organized a “Tourism Networking Reception and B2B Exchange Program” in Dhaka on June 21. An exclusive event with B2B and networking sessions among hotel, travel, and tour entrepreneurs from Nepal and Bangladesh, was conducted to promote tourism exchanges between the two countries.

Speaking on the occasion, HE Ambassador of Nepal

to Bangladesh Mr. Ghanshyam Bhandari highlighted the need for collaboration and partnership to promote tourism and consolidate connections between the people, cultures, and societies of the two countries. Mr. Manoj Kumar Roy, Additional Secretary of the Ministry of Civil Aviation and Tourism of Bangladesh, emphasized the need of enhanced connectivity to harness the tourism potential and enrich people-to-people contacts.

First International Chartered Flight Welcomed at Pokhara International Airport



A chartered flight of Sichuan Airlines was the inaugurating international flight to the Pokhara International Airport on June 21, 2023. The flight carrying 84 mostly Chinese passengers including VIPs along with 13 crew members landed at PIA at around 9 am. The flight and VIPs were welcomed by NTB CEO, and top Gandaki Province officials including the Chief Minister, Minister of Tourism, Province officials from the Security, Government officials and PTC. Minister of Tourism, HE Chinese Ambassador, Board





Member of NTB and NTB CEO were also at the welcome program of the Chinese delegates that arrived by the chartered flight for the Nepal-China Friendship Dragon Boat Festival scheduled for June 23-24 in Pokhara.

Nepal Promotion Program in Hokkaido, Japan

NTB in coordination with the Embassy of Nepal in Japan and Hokkaido University, Faculty of Environmental Earth Sciences, Hokkaido Geographical Society and Japan Alpine Club, Hokkaido Chapter jointly organized seminar “Let’s Get to know Nepal: Tourism and Environment in Nepal” at Hokkaido University on June 24, 2023. The seminar started with the opening remarks by Ambassador of Nepal to Japan Dr. Durga Bahadur Subedi followed by welcome remarks by Mr. Shinichi Kurokawa, President of Japan Alpine Club, and Prof. Dr. Yoichi Tanimoto, Dean at the Faculty of Environmental Sciences of Hokkaido University.

Mr. Motoyuki Odachi, Former Vice- Minister of Finance and Chairman of Financial Affairs of the Government of Japan, addressed the ceremony as Guest of Honor. CEO of NTB Dr. Dhananjay Regmi made destination presentation on Nepal highlighting the products and potential of Nepal in terms of Japan market. Similarly, Prof. Dr. Teiji Watanabe presented on “Natural Environment and Tourism in the Nepalese Himalayas”. The seminar concluded with Nepali cultural performances and closing remarks by Mr. Takahashi Nobuyuki, President of Hokkaido Geographical Society.





Nepal Sales Mission in Sri Lanka

NTB with participation of 15 tour companies from Siddhartha Hotel Association conducted Nepal Sales Mission in the cities of Kandy and Colombo in Sri Lanka on June 27-July 1, 2023. The Sales Mission programs included destination promotion and presentation followed by B2B sessions for the private sector. The event provided opportunities for Nepal's tour operators to connect and explore business opportunities with travel trade professionals from Kandy and Colombo. The event was inaugurated by Mr. Suresh Adhikari,



Secretary of MoCTCA and NTB Chair. Venerable Dharamarathana Thero, former Chief Lumbini Guest, Venerable Reveran Saddha Thisa, and Mr. C. P. Shrestha, President of Siddhartha Hotel Association, also participated at the event. The sales mission provided ideal platform to promote the diverse tourism offerings including Lumbini and Buddhist tourism sites of Nepal. Nepali team met and interacted with more than 60 buyers and local media at the events in the two cities.

Health Tourism Promotion Program





In a bid to diversify the tourism portfolio and service differentiation in East Nepal, NTB organized Health Tourism Promotion Program in Birtamode, Jhapa, of Koshi Province July 1, 2023. Health tourism is an emerging and promising sub economy in the tourism sector. Holistic health and healing are major attributes for marketing and positioning Nepal as a “top wellness destination” in the post-Covid period. Dr. Dhananjay Regmi, CEO of NTB, emphasized on the need to focus on promoting and investing on health tourism to address the current shift of paradigm in travelers’ perception and behavior to increase arrivals from bordering cities of India. Birtamode, the major municipality bordering India boasts of impressive numbers of health service providers and tourism service providers.

700 Corporate Delegates Welcomed from Bangladesh



The first group of 200 Bangladeshi tourists were welcomed by NTB at TIA on Aug. 18, 2023, with traditional “Naumati Baja”. The team was the first among 700 corporate delegates arriving Aug. 18-19. The delegates attended “Achiever’s Summit” organized by Akij Group of Company, one of the largest conglomerates in Bangladesh with two hundred thousand employees. This was the largest number of Bangladeshi tourists arriving in Nepal in a single group. The event helped to promote and position Nepal as an ideal MICE destination in regional and international markets. Bangladesh remains the top seven source market for Nepal with the arrival of 25,384 in 2022.



Nepal-China Culture & Art Festival in Patan

NTB in association with China Association of Travel Services (CATS) and Nepal-China Friendship Forum organized Nepal-China Ethnic Customs, Culture and Art Festival on Sept. 15, 2023, at Patan Durbar Square. At the program artists from both countries put up cultural shows among an audience of Nepali and Chinese nationals. The program was also participated by:



Mayor of Lalitpur Mr. Chiri Babu Maharjan; Deputy Chief of Mission of Chinese Embassy Mr. Wang Xin; and NTB CEO Dr. Dhananjay Regmi. The program was also attended by 110 senior citizens over 60 years of age from China on visit to Nepal from Sept. 13-21. The Chinese guests also visited Nagarkot, Chitwan and Pokhara as familiarization tour.



Tiger Golf Club Team from Bangladesh Welcomed



NTB welcomed Tiger Golf Club delegates from Bangladesh at TIA on Oct. 5, 2023. The team was on a visit to Kathmandu to participate in the golf tournament at Gokarna Forest Resort on Oct. 6-7. NTB also organized cultural dinner in honor of the TGC delegates on Oct 5, 2023. The event was graced by the Ambassador of Bangladesh HE Salahuddin Noman Chowdhary, Ambassador of Indonesia HE Heru H. Subolo, Singapore High Commissioner Ms. Sheela Pillai and other dignitaries from along with members of the Nepali travel trade fraternity. The golf tournament a part of the GFR overseas programs, is a popular event among the golf community of the region and has been instrumental in positioning Nepal as a “sports and golf destination”.

Chartered Flight from Kunming, China, for International Marathon in Pokhara





NTB, Embassy of China in Nepal and PMC welcomed another chartered flight to PIA from Kunming, China, Nov. 23, 2023. The flight was carrying Chinese delegates including athletes, media personnel and technical teams visiting to participate in the International Mountain Cross Country Competition in Pokhara and Annapurna Region scheduled and held on Nov. 25, 2023. A dinner in honor of the delegates was hosted by NTB.



Delegates from Leshan City of China Meet With NTB



NTB hosted meeting with high-level delegation of Leshan city of Sichuan Province in China Dec. 11, 2023. The meeting was also attended by representatives from NATTA. The meeting focused on possibilities of tourism promotion and cooperation with Leshan. The delegation was headed by the Vice Mayor of Leshan Municipality Mr. Lei Jianxin, who expressed his optimism regarding cooperation with Nepal for mutual benefit.

Leshan shares a special bond with Nepal as it is the home of 1,500 year-old Leshan Grand Buddha that draws a large number of tourists every year. Likewise Lumbini, the Birthplace of Buddha is world renowned for peace and spirituality for people who highly regard the Buddha. Taking these common elements of Buddhism and tourism in account, the "Sister City" concept had been considered in 2017, when there had been several high-profile visits and interactions to promote Nepal among the Buddhist population in Leshan.





Mr. Ramesh Thapa, President of NATTA, who was present at the meeting emphasized the importance of sustainable bilateral relationship for the development of cultural, adventurous and religious tourism in both countries. He further highlighted the significance of Buddhism as the common cultural connection between Leshan and Lumbini and tourism factor being ideal in putting the two destinations together in the international market. Ms. Nandini Lahe Thapa, Senior Director of NTB, reiterated China as a prominent market for Nepal and conveyed the joint effort of both NTB and the Chinese Embassy in Nepal to promote different tourism aspects between the two neighboring countries.

High-level Russian Delegation Meet at NTB to Discuss Tourism Promotion



A high-level delegation of Russian Embassy officials visited NTB on Dec. 15 to discuss the collaborative initiatives for tourism promotion and cooperation for mutual benefits. The delegation headed by Mr. Alexander L. Rybas, deputed in India as Trade Commissioner of the Russian Federation for Nepal along with officials from Embassy of Russia in Kathmandu and Russian Export Center from India were present at the meeting. Mr. Laxman Gautam, Marketing Head of NTB, was at the meeting with officials from the Marketing Department.

The officials shared and discussed ideas on tourism and trade between the two countries. The meeting also focused on joint initiatives to substantiate direct flight connectivity, promotion of sports activities and adventure tourism in Nepal for maximum tourist arrival from Russia. There was a joint consensus on providing platforms for more people to people interaction between the two countries through networking and organization of familiarization tours, mega sports events etc.



Russian tourism fair MITT in Moscow before Covid-19 pandemic. The meeting ended with mutual consensus to initiate close collaboration and networking to increase the flow of tourists in both countries.





Nepal Participated in International Mountain Tourism Alliance Annual Conference 2023

The annual conference of International Mountain Tourism Alliance (IMTA) was held on 15-18 September, 2023 in Guizhou ,Xingyi City, China. Mr. Madan Acharya, Member of Executive Committee of Nepal Tourism Board (NTB) participated and represented NTB and the entire tourism fraternity of Nepal in the event. He was also the keynote speaker on the topic “Heal your body, mind and soul in the lap of the Himalayas” that helped to promote mountain and wellness tourism in Nepal. Shivapuri Peak Hiking Route of Nepal was awarded as the International

Mountain Hiking Tourism Demonstration Route in the program.

IMTA is a non-government, non-profit international organization established with the approval of the State Council of the People’s Republic of China, and voluntarily formed by destination management agencies, private tourism organizations, groups, enterprises and individuals of major mountainous countries and regions in the world. Nepal has been its member since 2019.



**International Fairs, Sales Mission and Destination Promotion Programs**

| S.N. | Program Name | Program Date (2023) | Place | Participating Companies | Remarks |
|------|---|---------------------|---|-------------------------|--|
| 1 | FITUR | Jan. 18-22 | Madrid (Spain) | 20 | Jointly organized by NATTA |
| 2 | Destination Promotion in Spain | Jan. 22-23 | Madrid (Spain) | | Jointly organized by Embassy of Nepal in Madrid |
| 3 | Cross Border Tourism Promotion in India | Jan. 23-29 | Varanasi Gorakhpur Lucknow (India) | 15 | Jointly organized by NATTA |
| 4 | OTM Mumbai 2023 | Feb. 2-4 | Mumbai (India) | 21 | |
| 5 | SATTE 2023 | Feb. 9-11 | New Delhi (India) | 26 | |
| 6 | TTF Bengaluru 2023 | Feb. 17-19 | Bengaluru (India) | 16 | |
| 7 | TTF Chennai 2023 | Feb. 24-26 | Chennai (India) | 17 | |
| 8 | Destination Promotion in Buddhist Market | March 12-15 | Yangon (Myanmar) Bangkok (Thailand) | | Jointly organized by Nepal Embassy Myanmar and Bangkok |
| 9 | ITB Berlin | March 7-9 | Berlin (Germany) | 24 | |
| 10 | Destination Promotion Program in France | March 9-11 | Paris (France) | | |
| 11 | VITM 2023 | April 13-16 | Hanoi (Vietnam) | 5 | |
| 12 | EMITT | April 12-15 | Istanbul (Turkey) | | |
| 13 | Nepal Sales Mission in China | April 15, 17, 19 | Chengdu Kunming Beijing (China) | 25 | Jointly organized by NATTA |
| 14 | Nepal Sales Mission (B2B) Program at Singapore and Malaysia | April 23-29 | Singapore City (Singapore) Kuala Lumpur (Malaysia) | | Jointly organized by SOTTO-Nepal |
| 15 | ATM | May 1-4 | Dubai (UAE) | 7 | |

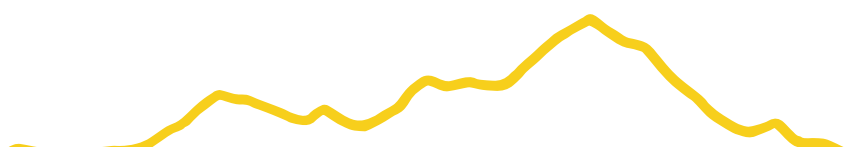
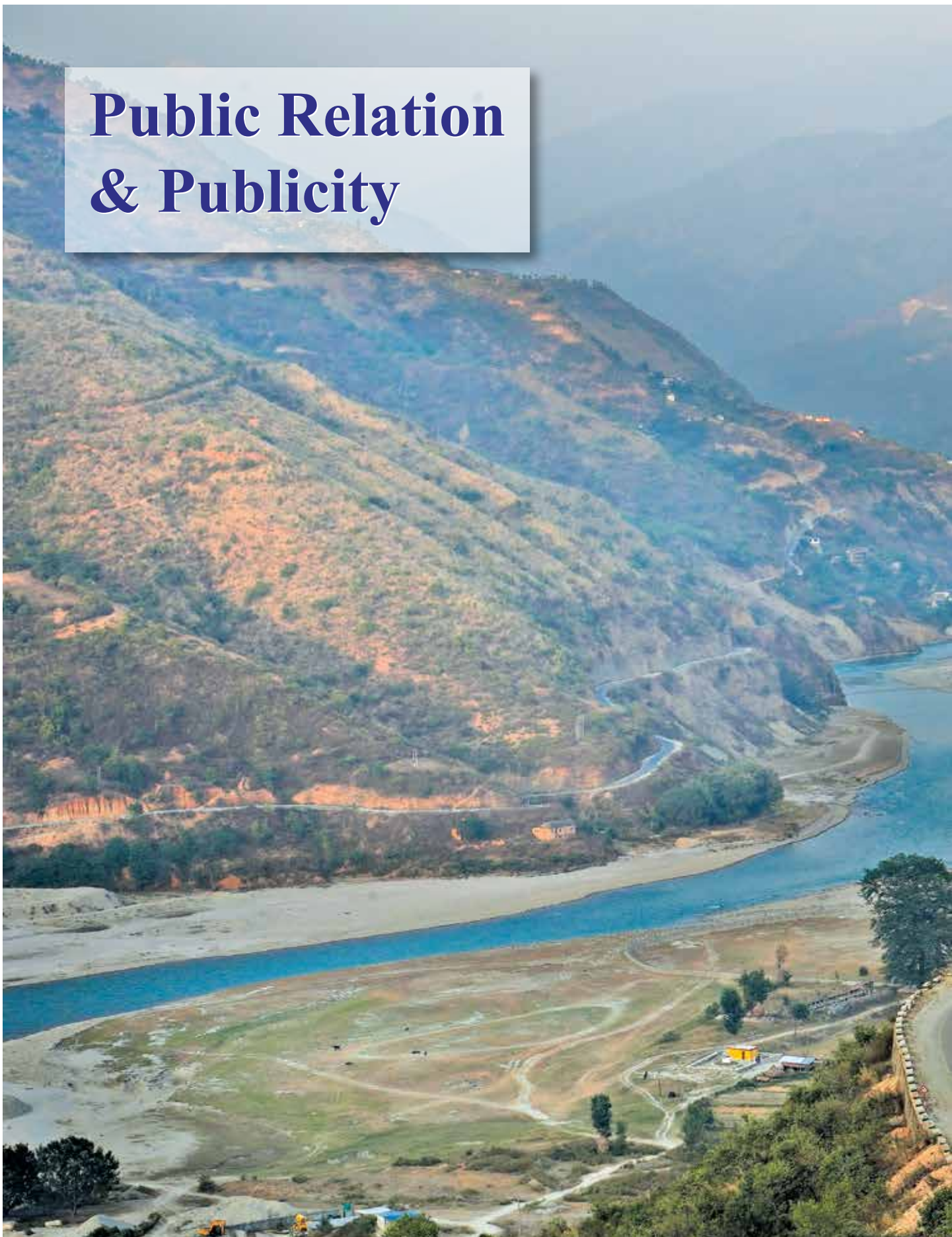


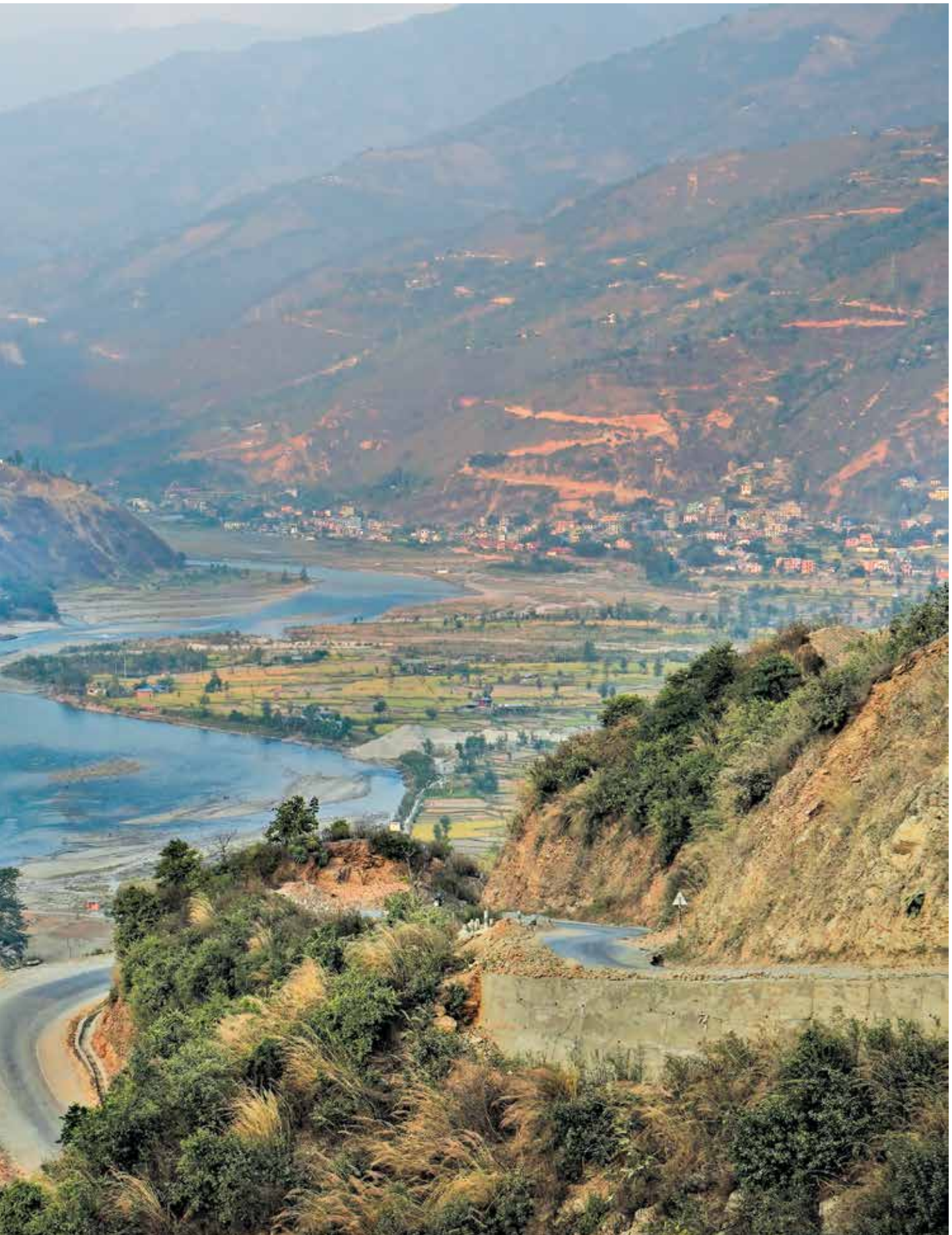
International Fairs, Sales Mission and Destination Promotion Programs

| | | | | | |
|----|--|----------------|--|----|--|
| 16 | Joint Tourism Promotion Program on International Day of Vesak/ Buddha Jyanti | May 5 | Muscat (Oman) | | |
| 17 | SITF | May 4-7 | Seoul (South Korea) | | |
| 18 | Nepal Sales Mission in the Republic of Korea | May 8-9 | Busan (Seoul) | 15 | Jointly organized by KTTOAN |
| 19 | Nepal Sales Mission in North East India | May 22-26 | Siliguri Guwahati Shillong (India) | 14 | Jointly organized by NATTA Koshi |
| 20 | Cross Border Sales Mission | May 22-24 | Patna Varanasi (India) | 26 | Jointly organized by HAN - Chitwan |
| 21 | Nepal Sales Mission in South India | June 7 -12 | Kochi Coimbatore Madhurai (India) | 9 | |
| 22 | Nepal Sales Mission in West India | June 14-19 | Ahmedabad Vadodara Surat (India) | 14 | |
| 23 | Mujib's Bangladesh Tourism Promotion and B2B Exchange Program in Dhaka | May 26-29 | Dhaka | 9 | |
| 24 | ITE | June 15-18 | Hong Kong (China) | 6 | |
| 25 | B2B in Bangladesh | June 20-24 | Dhaka (Bangladesh) | 22 | Jointly organized by HAN |
| 26 | Destination Promotion in Japan | June 24 | Hokkaido (Japan) | | Jointly organized by The Embassy of Nepal in Japan |
| 27 | Sri Lanka Sales Mission | June 28-July 1 | Kandy Colombo (Sri Lanka) | 15 | Jointly organized by Siddhartha Hotel Association |

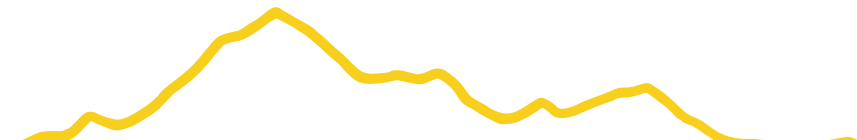


Public Relation & Publicity





The Tamakoshi river winds its ways, encircling villages in its path – Pic : Sunil Sharma





Production & Distribution of Table Calendar

Table calendar is not only helpful to get the ideas of date and month; it is also an effective tools for showcasing and promoting products and activities to the end customers. NTB has been publishing thematic table calendar every year in order to promote the various aspects of tourism. The NTB Calendar 2080 was published with the theme of “Festival”. Twenty-four stunning pictures of festivals celebrated in different parts of Nepal were published. The table calendars were distributed to the tourism stakeholders and officials.



Regular Updates & Publication of Promotional Materials

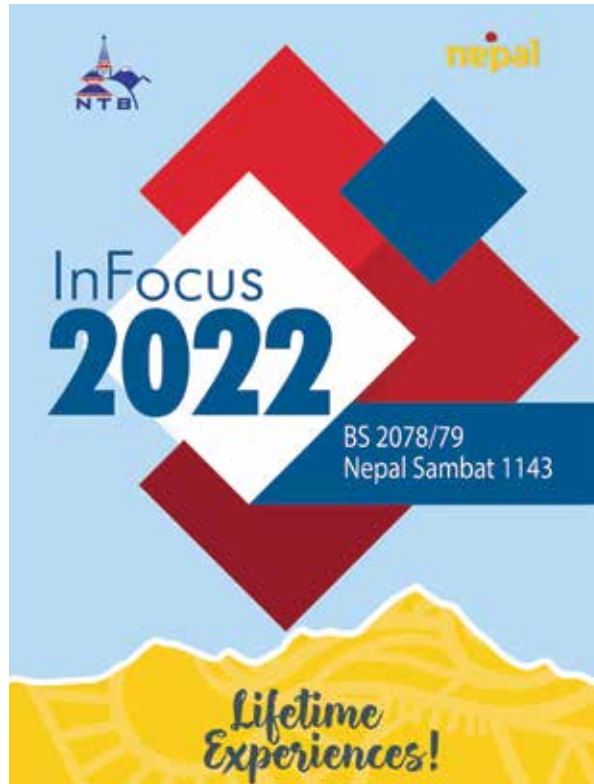
NTB has been doing regular updates of information and facts mentioned in its promotional collaterals. In addition, the digital content of NTB have been regularly updated. It has also published collaterals like posters, brochures, maps, carton boxes, carry bags etc. on regular basis.





Publication of InFocus 2022

A book entitled “InFocus 2022” comprising programs and activities of the year 2022 has been published. The book is an important report which documents NTB’s activities and progress carried out in the year 2022



“Itahari Darpan” Promotional Booklet on East Nepal

NTB collaborated with Hotel and Lodge Professionals’ Committee to publish promotional booklet “Itahari Darpan”. The booklet is written in Nepali language and contains all the touristic information of the places in and around Itahari district of East Nepal.

Dissemination of Information Through Tourist Information Center

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

Distribution of NTB Collateral

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

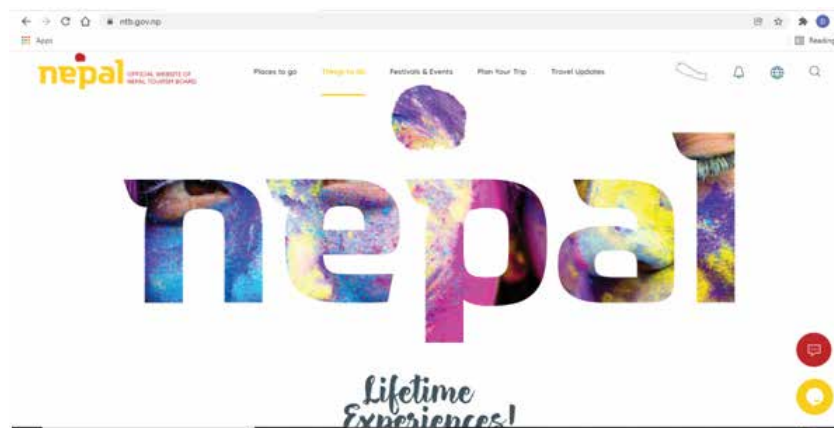


Digital Promotion

Promotion Through Official Websites

In keeping with the changing trends, NTB in 2023 laid a special emphasis in promotion through NTB destination website for international promotion and trade website dedicated to private sector stakeholders. Similarly, language websites in Chinese, Japanese, German, French, Russian and Spanish, were a part of the website to facilitate the different language market segments of destination Nepal.

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. Current news and positive stories pertaining to the destination were promoted through NepalNOW website while photo blog website Photonepal was useful to create more photo content online through crowd sourcing.



Promotion Through Social Media Sites

NTB has also actively used its official social media handles on Facebook, Twitter, Instagram, TikTok, Wechat and Youtube, for promotion of Nepal as a destination. The social media handles of NTB were used extensively to reach out to its digital audience worldwide to promote Nepal's nature, culture, festivals, events, food. Content was curated from the available resources at NTB to connect with the audience with the inspirational message. NTB has been posting 5-20 posts every week on each of its social media handles. Digital campaigns targeting specific markets were also run by Nepal Tourism Board in 2023.

NTB Official Social Media Handles

1. NTB DMO FB page: www.facebook.com/nepaltourismboard
2. NTB Trade FB page: www.facebook.com/nepaltourismboard.trade
3. NTB Instagram: www.instagram.com/nepaltourism
4. NTB Twitter: www.twitter.com/nepaltourismb
5. NTB Youtube: https://www.youtube.com/channel/UC2SJQgLtP-whF6M4K_m7XAA
6. NTB Wechat:

To ensure more engagement in the posts and to reach every strata of tourism, Digital Marketing team continues thematic posts as per the day of the week. Soothing Sunday, Mythical Monday, Trekking Tuesday, Wellness Wednesday, Thrilling Thursday and Foodie Friday are the themes being used to cover diverse areas of Nepal's Tourism. Further, relevant posts are being boosted to reach wide range of audiences.

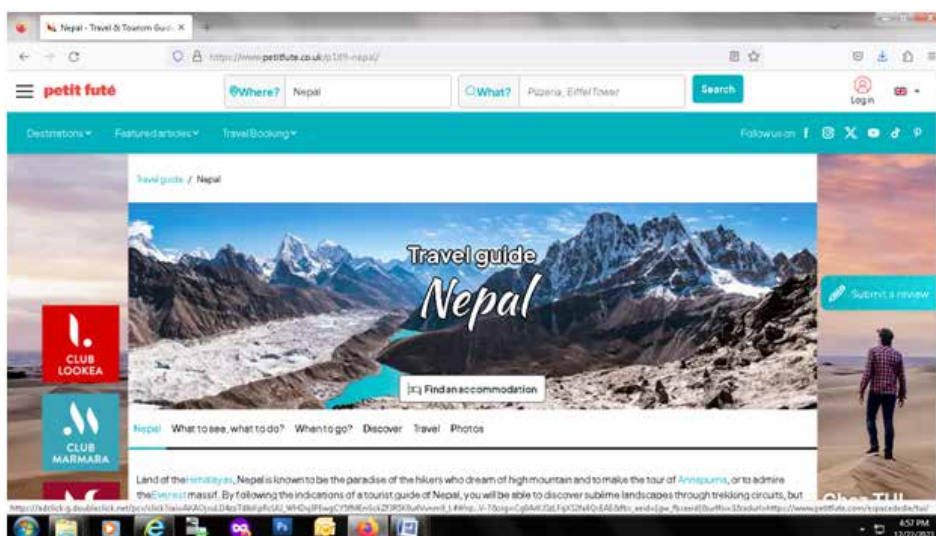
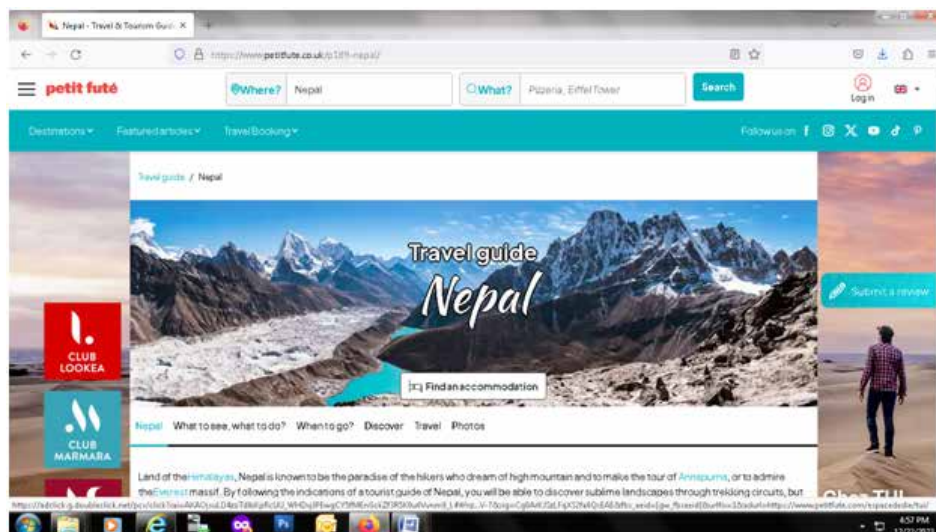


Brief Analytics of NTB Social Media Handles

| S.No. | Social Media | Followers | Impression per month |
|-------|------------------------|-----------|----------------------|
| 1 | Facebook (Destination) | 184 K | 224 K |
| 2 | Facebook (Trade) | 14 K | 17 K |
| 3 | Instagram | 51.7 K | 100 K |
| 4 | Twitter | 48.9 K | |
| 5 | Youtube | 9.6 K | |

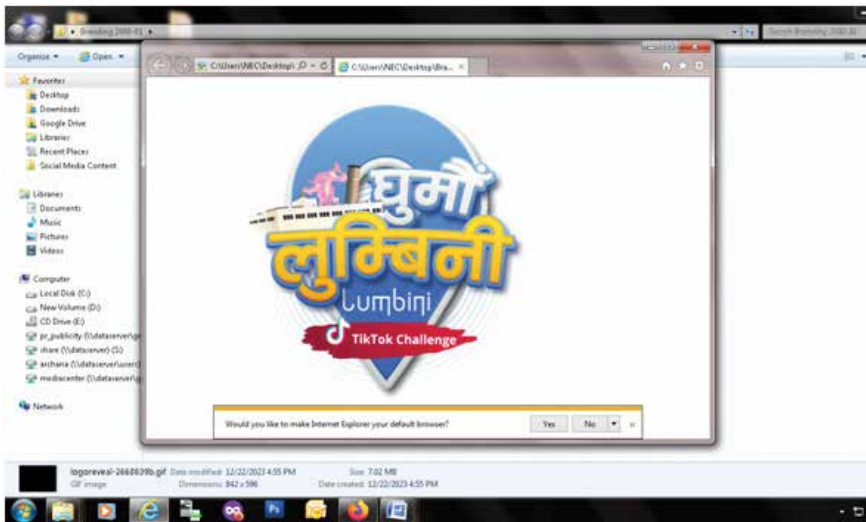
Promotion on Petit Fute

NTB collaborated with Petit Futé, one of the travel guide publisher, catering to the French speaking market in ie France, Belgium, Switzerland, Quebec (Canada), Luxembourg. The website www.petitfute.com is one of the Top 1 French travel portal and is now also available in 5 languages (French, Uk, Spanish, German, Chineses). The website has an audience of more than 5 million of visitors/month. The travel portal aspires to inspire the audience for their next holidays destination. Petit Futé Magazine is one of the most important travel magazines in France with a circulation of more than 110,000 copies. Content in the magazine and digital portals include selection of travel trend destination in France and all over the world. As per PF data 66 percent of readers read it in order to choose their next holidays destinations.





Promotion of Lumbini Through TikTok



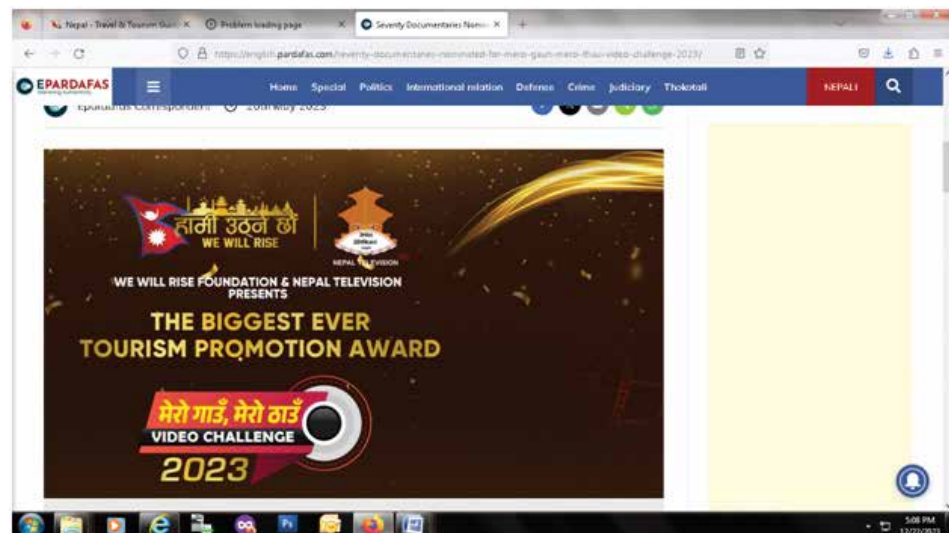
“Ghumau Lumbini” TikTok campaign was conducted in collaboration with LDT to promote the different aspects of Lumbini among youngsters and inspire them to visit Lumbini and surrounding areas. The campaign called for competition to Tiktok users asking them to highlight what they loved most about their trip to Lumbini and why others should visit. The best videos were shared on official tourism account and

winners were awarded during special event at NTB. Mr. Sachin Lodh (SA_CHIN661) was the winner of the campaign, while Mr. Bishnu Pandey (bishnupoudelpandey7) and Gokul Nakarmi (sozoseriestcut_official) were the runners up. Recognition was also given to the creators of “Top 10 Creative Videos” and “Selected Top 50”. The campaign was highly effective in content creation and promotion of Lumbini.

Throughout the competition, the official tourism account regularly shared best videos of Lumbini, provided updates and information, and encouraged users to engage with each other. The competition also offered a range of prizes, such as free accommodations or activities, as well as opportunities for the winners to be featured on the official tourism website or social media accounts. The campaign was managed by IruTech.

Promotion of Rural Destinations Through “Mero Gau Mero Thau”

NTB in supported and collaborated with “We Will Rise Foundation” promoted rural destinations of Nepal through the “Mero Gaun Mero Thau” Video Challenge 2023. Seventy documentaries were nominated in ten different categories for the ‘Mero Gaun, Mero Thau’ Challenge among total of 258 submissions received from all over the country. The nationwide documentary competition ‘Mero Gaun, Mero Thau’ was



organized with the aim of shedding light on important natural and cultural heritages, costumes, ethnic identities, food, art culture, and other aspects that are often overlooked from a tourism perspective.

Nominations were in the categories: Best Video of the Year, Judges’ Choice Award, Story Concept/Best Direction, Woman Video Maker of the Year, Future Star of the Year, Most Potential Destination, Most Energetic Video Maker, Best Script/Voice Over, Best Cinematographer, and Best Editor. Winners of the competition were awarded cash prizes in a mega event at National Auditorium, Kathmandu.



Support to Nepali Film Industry



NTB collaborated with Dream World of Film Makers Pvt. Ltd. as promoter in organizing “Social Media Film Awards 2078” aimed to provide platform of recognition and honor those who contribute to the film industry and the society of Nepal.

Support to CNI for Women’s Leadership

NTB supported the “Women’s Leadership Summit 23” organized by CNI - Women Leadership Forum organized with objective of creating opportunity for gender equality champions and women leaders to exchange ideas, share strategies, celebrate success, be encouraged and learn from each other. The summit was an ideal platform to debate, discuss, deliberate on core themes of women in leadership, women and economies and women as agents of social change.

Organization of “Nepal Hospitality Conclave”



NTB organized “Nepal Hospitality Conclave (NHC) 2022” in partnership with Water Communication. The conclave was first of its kind that brought together stakeholders from cross section of hospitality industry representing investors, operators, professionals, service providers, financial consultants, policy makers, influencers and value chain stakeholders for discussing, deliberating and exhibiting contemporary industry issues, innovation trends and business breakthroughs. The 2-day conclave was organized in association with HAN and BeanstalkAsia Nepalone with the aim to promote tourism of the country through preservation of religion, culture, tradition and environment.



Support for Promotion of Different Destinations in Gorkha

NTB produced a video documentary in partnership with Aarya Network Pvt. Ltd. on various tourism destinations of Gorkha district. The tourism destinations covered are: Liglig Kot, Manakamana trekking, Nagpokhari route, Gorkha Palace and Gorakhkali Temple. Further the documentary has covered religious, cultural, and historic significance of different destinations and promoted them to grab the attention of potential visitors.

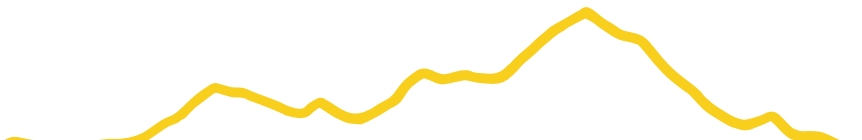
Fam Tour for Promotion of Langtang

NTB co-organized a “Media Familiarization Tour and Video Documentary for Tourism Promotion of Langtang” in partnership with Adway Media Pvt. Ltd. This tour introduced natural and cultural beauties of Langtang region to media persons based in Kathmandu. Video and content were also produced and broadcast through the various established visual media of the country including NTV.



Partnership with Athot Nepal for Promotion of Provinces

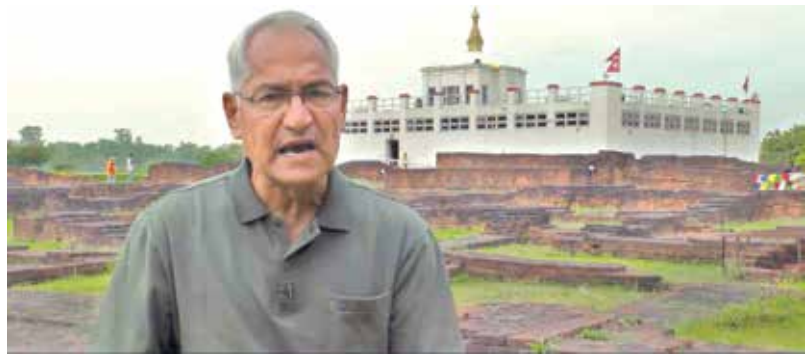
Partnered with Athot Nepal as co-organizer and promoter for “Media Familiarization and Interaction and Photo Exhibition Tour 2023” June 26 – July 4, 2023. This tour was the continuation of “Presenting Nepal Photo Competition and Photo Exhibition 2022”. This tour as the Phase II of the Photo Contest “Nepal First Then Abroad” covered the exploration to touristic destinations of Koshi, Madhesh and Bagmati provinces followed by the interactions with the representatives of local governments, media and stakeholders.





Partnership with Prof. Dr. Bidari for Promotion of Lumbini

NTB partnered with Development Communicators Pvt. Ltd. in producing a documentary “Lumbini through the Eyes of Professor Dr. Basanta Bidari”. Professor Dr. Bidari has been studying and researching on the Buddha and Buddha’s Birthplace Lumbini for a long time. The documentary was prepared in collaboration with the NTB with aim of imparting the knowledge of Dr. Bidari to the next generation. It was believed that through this documentary, we will be able to present a deeply authentic truth about the history and archeology of the Buddha around the world.



Tourism Promotion in Chitwan-Nawalpur

NTB co-organized and promoted “Tourism Promotion in Chitwan-Nawalpur and New Destination Search”. In line with recent trend of expansion of domestic tourism, Chitwan and Nawalpur are becoming the center of attraction for domestic and international tourists. In this regard Kendrabindu Online Media Pvt. Ltd. organized media familiarization and video making tour for tourism promotion in Chitwan-Nawalpur. The team also monitored for potential new destinations. The tour was conducted during the inauguration of Maulakalika Cable Car on May 1, 2023.



Summit for Promotion of Khaptad



NTB organized the 1st Khaptad International Spiritual Summit in partnership with Khaptad Area Tourism Development Committee with an objective of developing and promoting Khaptad Area as the center of ecotourism, spiritual tourism, meditation and culture. Following the same, a 3-day international spiritual conference was conducted in Khaptad, a beautiful high land area of far-western Nepal on June 6, 2023.



Inaugurating the function, Prime Minister Pushpa Kamal Dahal ‘Prachanda’ expressed his commitment of developing Khaptad as an international spiritual tourism destination. Renowned Spiritual and Yoga Guru Swami Ram Dev and his disciple Acharya Bal Krishna were also present during the program and assured that they would provide full support and cooperation for the development and promotion of Khaptad as an international spiritual tourism hub. The conference which showcased various cultural dances such as Gaura, Hudke among others.

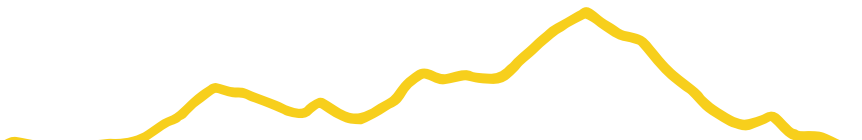
Promotion of Millennium Trek



“Promotional Tour of Media, Tourism Entrepreneurs and Stakeholders in the Millennium Trek” was organized by The Millennium Trek Management Committee in coordination with the respective tourism entrepreneurs, media houses and the local communities and in support from Nepal Government, Province Government, NTB and the development organizations.

Support for “Tourism Talk”

Supported the “Tourism Talk Program” Organized by Nepal Association of Tour and Travel Agents (NATTA). This program was organized with an objective of discussing and synthesizing on the urgent issues such as: building sustainable tourism in Nepal: A roadmap for Future. This program also outlined the strategies and initiatives necessary to develop a sustainable and resilient tourism industry in Nepal.





Support for Promotion of Dolakha

NTB co-organized and promoted promotional tour and video making of Dolakha. The tour was organized by Digo Bikas Nepal for exploring and introducing tourism destinations of Dolakha in Bagmati Province to media persons and videographers for covering major tourism destinations of Dolakha, Bagmati Province.

Day 5 (2080 Jeth 30)

Started trekking to Shailung (the highest point of mahabharat parbat) 3200 meter.



Support for Golf Tourism

NTB partnered with Nepal Golf Association as the co-organizer and promoter in “Nepal Amateur Open 2023”. This was the golf event in amateur series that provided opportunity to golfers to participate and compete with the players from different countries. The golfers from Bangladesh, Bhutan, Hong Kong, India Sri Lanka, South Korea, Thailand Malaysia, Singapore, UAE and Nepal, participated in the program.

Support to International Film Festival

NTB supported Nepal Film and Cultural Academy in organizing 6th Nepal International Film Festival 2023 (NIFF 2023). NIFF 2023 showcased and celebrated the film narratives, stories and the inspirational and social films from all over the world.

Support for Promotion of Sustainable Tourism Development

NTB supported “Media Introduction, Cleaning and Awareness Campaign 2022” organized by New Vision Nepal. The campaign disseminated information about destination promotion and the importance of sustainable development of destinations through different media. The campaign introduced the area to domestic media, in order to help promote not only the destination but also the entire process of sustainable waste management system to welcome domestic and international tourists.





Promotion of Movie on Late Pasang Lhamu's Summit to Everest

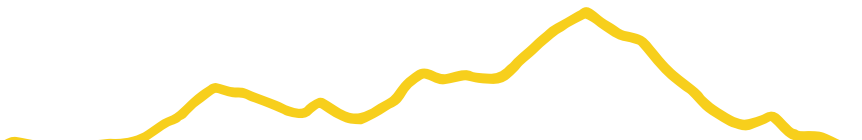
NTB partnered with Pasang Lhamu Mountaineering Foundation for premier screening of "Pasang : In the Shadow of Everest". The main objective of the screening was to highlight the life and work of Late Pasang Lhamu Sherpa especially with regard to her summit to Mt. Everest, the highest peak on earth, in 1993. Late Sherpa was the first Nepali lady to summit Mt. Everest. The movie which premiered in Europe as well as in Nepal promotes Nepal and Nepali culture and highlights the importance of women's leadership in the Nepal's society.

Partnership for Supranational Contest

As a part of its promotional support, NTB partnered with Sanurvi International Pvt. Ltd as in producing a Nepal introduction video for showcasing in Mister and Miss Supranational Contest in Poland.

Support to Nepal Tourism Festival/ Conclave

NTB supported in "Nepal Tourism Festival/Conclave (NTF/C)" organized by NTP Multimedia Group Pvt. Ltd. on April 14-15, 2023. The program was organized with the objective of creating an ideal platform to bring the policymakers together to promote Nepal's tourism policies. The program stressed on participation of local communities in policy formation process .





#Indo Nepal Wedding Summit 2023

The 1st Indo Nepal Wedding Summit 2023 has been successfully organized in #Kathmandu #Nepal. from Nov. 3 to 2, 2023.

The Wedding Summit is coordinated by Nepal Tourism Board (NTB) in partnership with famous Indian company “theball” (designer and manager) and Bull Everest Management Group Nepal (organizer).

More than 30 wedding business planners from India participated in the 3-day event where they will meet with Nepali sellers and top property owners.

B2B sessions, panel discussions, interaction and networking sessions were scheduled during the event to highlight Nepal’s prospects as ideal wedding destination for Indian couples.

NTB CEO Dr. Dhananjay Regmi said the Summit was launched as an annual event to position and establish Nepal as a Top Wedding Destination for India and potential markets across the world.



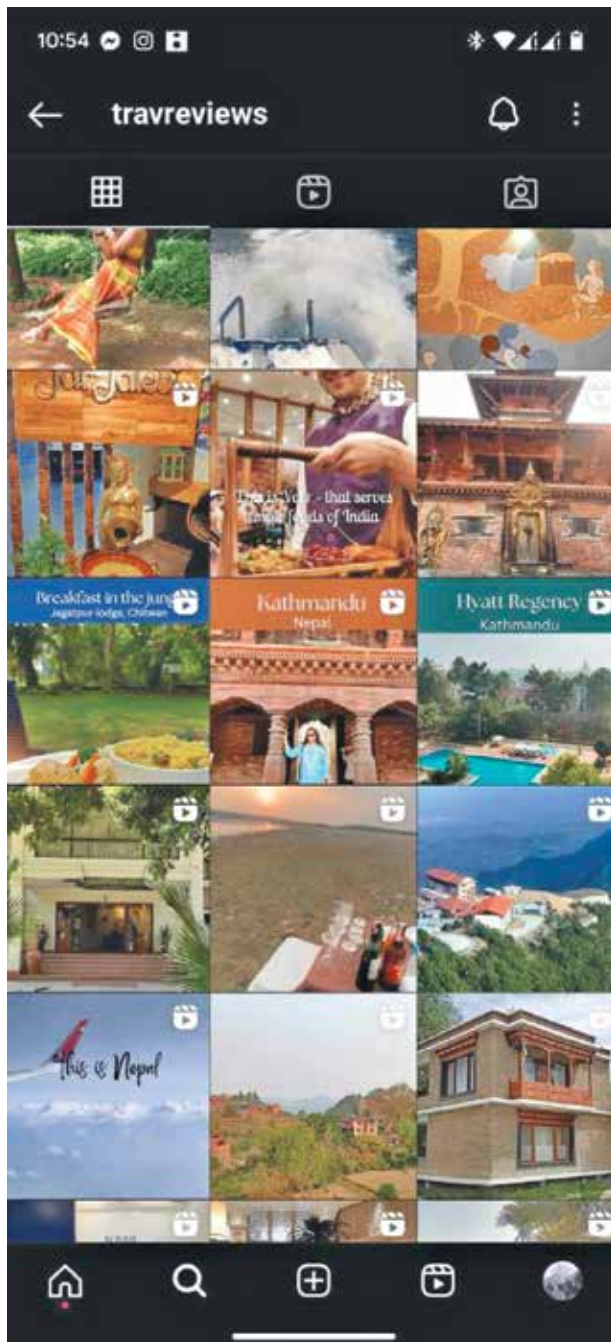




Familiarization Trips

1. Influencers from India

NTB organized a fam trip of Indian influencers: Ms. Reena Batra from TravReview in March 2023.



Social media coverage by the influencer

2. Chinese Influencer

NTB in collaboration with the Consulate in Ghonzhau, China, organized fam trip of the Chinese influencer Mr. CAI in March 2023.

3. Indian Media

NTB during the occasion of International Yoga day, organized a fam trip of media influential personnel of India media



Members of the Indian media in Pokhara

4. Hongkong Phoenix TV

NTB organized fam trip of Hong Kong based Phoenix TV during the occasion of first Nepal-China Friendship Dragon Boat Race Festival 2023.



5. Japanese Media

NTB organized Fam trip of Japanese media personnel and world famous mountaineer in December 2022.



Members of Japanese media in Chitwan

7. Influencers from Oman

NTB in collaboration with the Nepali Embassy in Oman organized fam trips of four different influencers from Oman. On the first familiarization trip, NTB hosted trips for journalists and on the second, two social media influencers visited Nepal.



Oman influencers in Chandragiri

6. Popular Korean Actor



*Picture of world renowned Korean actor
Mr. Kim Byoengman in Pokhara*

NTB organized a fam trip of world's renowned Korean comedian actor Mr. Kim Byoengman in April 2023.

8. 'This is America & the World' Visits Nepal

NTB in collaboration with Nepali Embassy in the US and USAID organized trip of famous TV personality of USA Mr. Dennis Wholey to shoot at five different episodes of "This is America & the World". Five different episodes shot in Nepal were broadcast through PBS Channel of USA.



Interview of Hon'ble Foreign Minister of Nepal



Hon'ble Tourism Minister of Nepal



*Interview of
Hon'ble Minister of Finance of Nepal*

*Interview
the CEO of NTB*

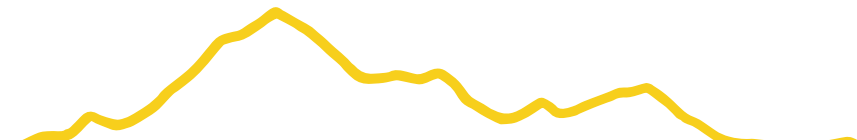


Ms. Christine Kaoloa

NTB partnered with US Embassy Nepal to organize a fam trip of social media influencer Ms. Chirstine Kaoloa in June 2023.

International Scientists

NTB Collaborated with Kathmandu University, IRCDC- India, and Pokhara Municipality, to organize fam trip of top international scientists who participated in the 2nd River Congress and Sustainable Mountain Tourism Development Conference in Pokhara in October 2023.



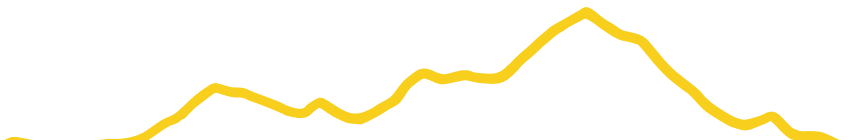


Collaboration for Fam Trips

1. Partnership with AIT

NTB partnered for the governing board meeting of Asian Institute of Technology (AIT) which was attended by the number of alumni members of renowned academic institution.

Guests in Chandragiri.





2. Collaboration with BARGEONS from Belgium

NTB partnered with the famous Belgium agency to host trip of renowned comedians from Belgium.



Guest from Belgium

3. Fabiola Productions from the Netherlands

NTB hosted a mountain flight to the crew of Fabiola Productions from the Netherlands during their Nepal visit.

4. Hungary Chamber of Commerce

NTB hosted media personnel from Hungary during their trip to Nepal in collaboration with Hungary Chamber of Commerce.



Hungary artists performing at NTB



5. 13th International Tattoo Convention

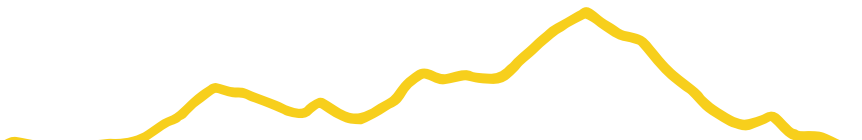
NTB organized a half day city tour and sponsored logistics for international guests of International Tattoo Convention.



International guests of Tattoo Convention during city tour.

6. Tourism Lawyers Forum Nepal

NTB partnered with Tourism Lawyers Forum Nepal to organize fam trips of high-level delegates from Vietnam representing Nepal - Vietnam friendship council and Nepal - Vietnam peace solidarity council to Lumbini in May 2023.





7. USAID- Trade and Competitiveness

NTB partnered with USAID – Trade and Competitiveness to organize fam trips of Stellar which manages social media influencer groups from USA and organized capacity building session in NTB for local Nepalese influencers and travel trade.



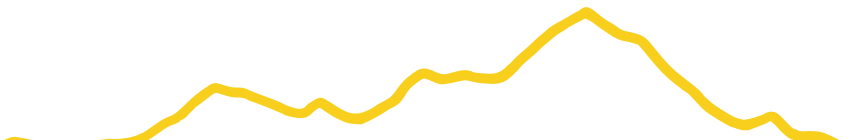


8. Wenzel and Co. for Photoshoot for Holiday Magazine

NTB supported the photoshoot of Holiday Magazine for the special edition on Nepal.

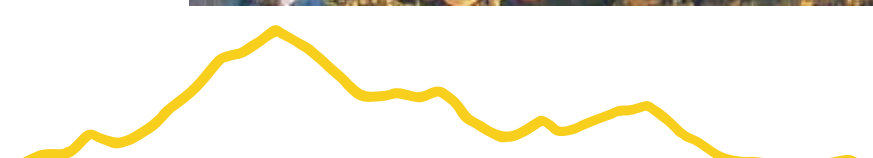


Supermodel of Holiday Magazine during photoshoot at Bhaktapur



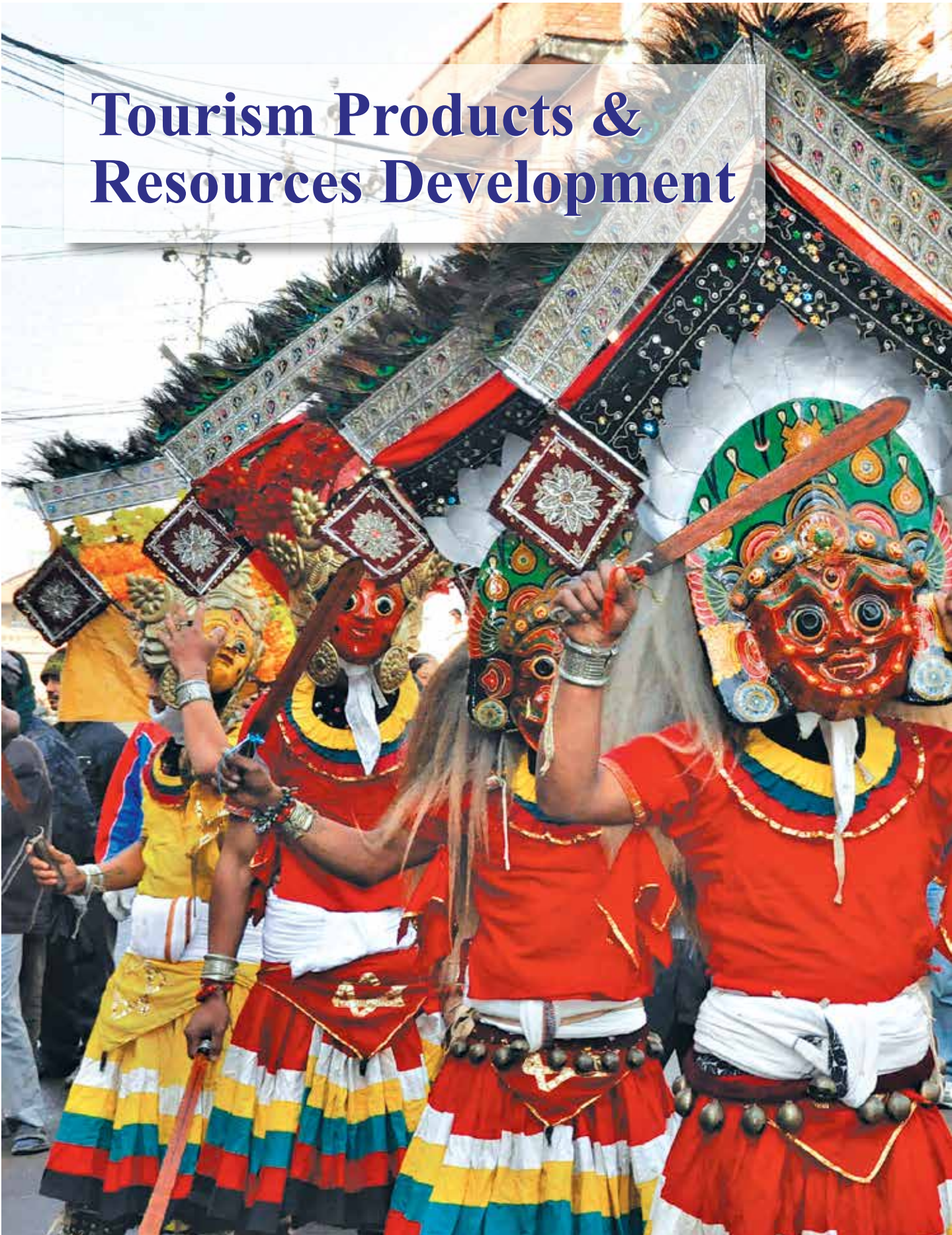


Swoyambhunath Stupa





Tourism Products & Resources Development





Bhairab Dance, Bhaktapur – Pic : Shree Baidya



Events and Tourism Activities completed in 2023

- 1.. The 44th World Tourism Day, held on September 27, 2023, was organized in collaboration with the Ministry of Culture, Tourism, and Civil Aviation, the Department of Tourism, representatives of tourism-related organizations, tourism associations, and professionals. The event was celebrated in Kathmandu and the tourist town of Pokhara under the theme “Tourism and Green Investment,” marked by various activities on September 27.



2. The 16th International Sagarmatha (Mount Everest) Day, organized by Nepal Tourism Board, took place on May 29, 2023, in Kathmandu. Co-hosted by the Nepal Mountaineering Association (NMA), the Government of Nepal (Ministry for Culture, Tourism, and Civil Aviation), and other tourism-related umbrella organizations, the event commemorated the 70th anniversary of Sir Edmund Hillary and Tenzing Norgay’s historic ascent of Mount Everest on May 29, 1953.





3. In collaboration with Nepal Tourism Board, significant events and festivals were coordinated with various tourism agencies, local governments, and stakeholders. Notable examples include promotional support for the 20th Himalayan Whitewater Challenge in 2022 organized by the Nepal Association of Rafting Agencies (NARA) on Trishuli River.



4. Promotional collaboration extended to events like the Third Newa Mahotsab and Tourism Mart organized by Jhi Pucha Biratnagar on Magh 6 & 7, 2079





5. Siddicharan Municipality, Okhaldhunga, received promotional support for Urban Downhill 2023, held from Magh 19-21, 2079
6. Collaboration with CNI Province No.1 supported CNI KOSHI EXPO 2023, held from Magh 19 to 28, 2079, in Biratnagar.
7. Paramparagat Khana Mahotsab, organized by Jilla Hotel and Paryatan Bebasahi Sangha, Sunsari, received promotional collaboration from Nepal Tourism Board, held from Chaitra 29, 2079, to Baishakh 7, 2080.
8. Hotel Bebasahi Sang Jilla Samiti Jhapa, Birtamode, benefited from promotional collaboration for the 2nd Food Festival and Cultural Tourism Promotional Program, held from Baishakh 11 to Baishakh 23, 2080.
9. Himali Rural Municipality, Bajura, received promotional support for Mathillo Karnali Jala Paryatan Mahotsav 2080, held from Baishakh 4 to Baishakh 6, 2080 (Himali Rural Municipality Dhualachaur to Swami Karti Khappar Rural Municipality Piluchaur).



- 10 Nepal Heritage Society received promotional collaboration for World Heritage Day 2023 in Patan, held from Baishakh 5 to Baishakh 18, 2080.
11. Ilam Municipality benefited from promotional collaboration for a Marathon competition at Maipokhari, Sukilumba, Ilam, held on Baishakh 1, 2080.
12. Bhimeswor Municipality received promotional support for Sokla Rock Climbing Mahotsab 2080, held from Jestha 18 to Jestha 19, 2080. • Promotional collaboration was done with Jitpur Simara Nagar Udhyog Baniyya Sangha for event Madhesh Conclave - Promoting Tourism and Industry dated June 9 (Jestha 26-27, 2080).





13. Jitpur Simara Nagar Udhyog Banijya Sangha received promotional collaboration for MADHESH CONCLAVE- PROMOTING TOURISM & INDUSTRY, held on Jestha 26 & Jestha 27.



14. Kirtipur Municipality received promotional collaboration for TOURISM BY NIGHT, held on Ashadh 08, 2080.





15. Kirat Rai YaYokha Jilla Karya Samiti Kathmandu received promotional support for Sakela Uvauli 2080, held at Kathmandu Pepsicola, Tokha, and Tinkune on Falgun 11 and Falgun 13, 2079
16. Promotional collaboration occurred with Sunsari Udhyog Banijya Sangha and Dharan Sub-Metropolitan City for the Dharan Expo-2079 event, held from Falgun 11 to Falgun 20, 2079.
17. Promotional collaboration was established with Naba Mithila Foundation for the Janakpur Literature Festival 2079 in Janakpur, taking place from Falgun 11 to Falgun 13.



18. Collaborative promotion was conducted with Tharu Mahila Sabha Upatyaka Karyasamiti for the Rastriya Jitiya Parba 2080 event on Asoj 20, 2080.





19. Promotion collaboration was also undertaken with Tharu Mahila Samaj, Nepal, for the Rastriya Jitiya Parba 2080 event on Asoj 20, 2080.
20. Collaborative promotion was organized with Lalitpur Metropolitan City for the Indra Jatra-2080 event, orchestrated by Lalitpur Metropolitan City Ward Number 1, on Ashoj 11 and Ashoj 12, 2080.



21. Nepal Tourism Board collaborated with KhijiDemba Rural Municipality for the Khiji Demba Ultra Trail Race 2023, held on Falgun 18, 2079. The race covered a 42 km route from Khijhiphalate to Demba, Taklung, Lamjhe, Fokse, Dorakharka, Tawar, ChuluBhanjyang, and back to Khijhiphalate, Okhaldunga.





Human resource and capital development unit

The Human Resource and Capital Development Unit conducted training and orientations for over 500 trainees in partnership with tourism associations and local bodies. The aim was to elevate service standards and enhance customer satisfaction for sustainable tourism businesses. These initiatives played a crucial role in shaping the human resource supply chain and demand generation in the market. The core training areas included hospitality, outdoor activities, language skills, sustainable livelihood, and gender inclusiveness in tourism.

1. Nepal Tourism Board, in collaboration with the Chinese Embassy in Kathmandu and the Nepal China Cultural and Educational Council, organized a training program for 40 tourism professionals at NTB in Kathmandu from February 10 to August 9, 2023. The focus was on developing language skills to provide enhanced hospitality by communicating with guests in their language in a professional environment.



2. NTB, along with the Hotel Professional Federation Nepal, conducted a training program for 116 Federation members in Kathmandu on April 28-29, 2023, for 57 members in Dhangadi on May 11-12, 2023, and for 65 members in Dhading and Chitwan on May 18-19, 2023. The training aimed to improve housekeeping, food hygiene and safety, customer satisfaction, hospitality service quality, and digital marketing for business promotion, benefiting a total of 238 hotel and lodge professionals.



3. NTB, in association with PATA, organized a half-day training on "Finance and Digital Skills, Cyber Security for Small, Medium, Micro Enterprise Companies (SMEs)" for the travel and tourism sector. The training, conducted on June 2, 2023, at NTB in Kathmandu, was attended by over 70 participants from the tourism fraternity.



4. NTB and the National Ethnographic Museum jointly organized Dhakiya (traditional small twigs basket) making training for 10 women from the Tharu Community in Chitwan from June 10-18, 2023, at Meghauli. The training aimed at capacity building for Tharu women while preserving their traditional skills for sustainable livelihood.



5. NTB, in collaboration with the Pasang Lhamu Foundation, organized a Female Trekking Guide Training for 39 female trekking guides in Kathmandu from June 11-13, 2023. The training focused on enhancing professional skills such as communication, map reading, wall climbing, safety guidelines in high-altitude areas, and generating employment for women in trekking tourism.



6. NTB and Kakani Rural Municipality jointly organized a field-based Canyoning Training at Fungfungey Waterfall in Kakani for 25 adventure professionals from March 18-25, 2023. The purpose was to develop the canyoning skills of local professionals, providing safe and reliable services to clients while generating employment for local youths.



7. NTB and Khaptad Rural Municipality jointly organized Homestay Training for 34 homestay operators of Khatyad Rural Municipality, Himali Rural Municipality and Swakartik Khapar Rural Municipality and Budhinanda Municipality held from June 20-24, 2023 at Kolti in Bajura. The purpose of the training was to improve housekeeping services, food preparation skills and hygiene and overall guests' services for business promotion in Karnali region.



8. Nepal Tourism Board and Illam Municipality jointly conducted the Danda Gaun Homestay Training at Danda Gaun, Illam, from June 25-29, 2023, benefiting 20 homestay professionals. The training aimed to enhance their service and hospitality for guests, with the primary goal of capacity building for homestay professionals, ensuring the provision of quality service in a neat, clean, and homely environment.
9. NTB and Badimalika Municipality collaborated in organizing the Homestay Promotion Training Program for 47 tourism professionals from June 26-30, 2023. The training's purpose was to augment capacity development for the management and operation of homestay services in the area



Tourism Product Development Section

In the fiscal year 2022/2023, the Tourism Product Development Section of the Nepal Tourism Board executed various projects to support the development and promotion of the tourism industry. These projects focused on beautification, development, and promotion, primarily targeting cultural and religious heritage, homestays, and trekking routes. The projects were successfully completed in the last year. Here are the details:

| S.N. | Product Development Project | Implementing Agency | Province | Project Site | Project Period | |
|------|--|---|----------------------|--|----------------|---------------|
| | | | | | Start Date | End Date |
| 1 | Kechna Kanchenjunga Tourism Promotion Programme | Kechna Kanchenjunga Tourism Development Committee, Ilam | Koshi Province | Kechana, Jhapa-Kanchanjangha Base Camp | May 25, 2023 | July 15, 2023 |
| 2 | Beautification of Bhagerchuli Temple | Neelkanth Municipality | Bagmati Province | Neelkanth Municipality-14, Dhading | May 25, 2023 | July 15, 2023 |
| 3 | Infrastructure Development of Ganesh Himal Trekking Route | Dharche Rural Municipality | Bagmati Province | Dharche Rural Municipality-1, Gorkha | May 21, 2023 | July 15, 2023 |
| 4 | Infrastructure Development of Bhangeri Danda Tamang Community Homestay | Changunarayan Municipality | Bagmati Province | Changunarayan Municipality- 1, Bhaktapur | May 21, 2023 | July 15, 2023 |
| 5 | Beautification of Bindrashaini Devi Temple (Chautara, Field and Road) | Chamunda Bindrasaini Municipality | Karnali Province | Chamunda Bindrasaini Municipality-8, Dailekh | May 21, 2023 | July 15, 2023 |
| 6 | Beautification of Kola Samaji Temple at Dadheldhura in Ajaymeru District | Ajaymeru Rural Municipality | Far Western Province | Ajaymeru Rural Municipality- 1, Dadeldhura | May 4, 2023 | July 15, 2023 |
| 7 | Garden Development in Rishikesh Temple | Tansen Municipality | Lumbini Province | Tansen Municipality-4, Palpa | May 21, 2023 | July 15, 2023 |
| 8 | Beautification of the complex of the historical Sri Cheden Choling Monastery | Khijidemba Rural Municipality | Koshi Province | Khijidemba Rural Municipality, Okhaldhunga | May 4, 2023 | July 15, 2023 |
| 9 | Beautification of Muktimandal and Chaitya, Khijidemba | Khijidemba Rural Municipality | Koshi Province | Khijidemba Rural Municipality, Okhaldhunga | May 4, 2023 | July 15, 2023 |
| 10 | Beautification of Chhath Pond (Construction of Railings and Trekking Route) | Ilam Municipality | Koshi Province | Ilam Municipality- 6, Ilam | May 21, 2023 | July 15, 2023 |
| 11 | Beautification of Oso Ashram | Nagarjun Municipality | Bagmati Province | Nagarjun Municipality- 1, Kathmandu | May 11, 2023 | July 15, 2023 |
| 12 | Beautification of Baba Tal | Karjanha Municipality | Madhesh Province | Karjanha Municipality- 2, Siraha | May 4, 2023 | July 15, 2023 |
| 13 | Deveopment of Hotel Booking Mobile Apps (Preparation and release of mobile apps) | Hotel Professional Federation Nepal, Koshi Province, Biratnagar | Koshi Province | Koshi Province, Biratnagar | May 4, 2023 | July 15, 2023 |



| S.N. | Product Development Project | Implementing Agency | Province | Project Site | Project Period | |
|------|--|-----------------------------------|----------------------|---|----------------|---------------|
| | | | | | Start Date | End Date |
| 14 | Beautification of Araniko Museum | Ilam Municipality | Koshi Province | Ilam Municipality- 7, Ilam | May 4, 2023 | July 15, 2023 |
| 15 | Bat Cave Conservation Programme | Ichchhakamna Rural Municipality | Bagmati Province | Ichchhakamna Rural Municipality-7, Chitwan | May 4, 2023 | July 15, 2023 |
| 16 | Conservation and Promotion of Nadiwan Lake | Chandranagar Rural Municipality | Madhesh Province | Chandranagar Rural Municipality, Sarlahi | May 4, 2023 | July 15, 2023 |
| 17 | Beautification of Dechen Choling Monastery in Mahakulung | Mahakulung Rural Municipality | Koshi Province | Mahakulung Rural Municipality- 5, Solukhumbu | May 21, 2023 | July 15, 2023 |
| 18 | Infrastructure Development for Installation of the Flags of the world | Sangurigadhi Rural Municipality | Koshi Province | Sangurigadhi Rural Municipality- 5, Dhankuta | May 16, 2023 | July 15, 2023 |
| 19 | Beautification of the historical Fensong Monastery of Lapcha communities | Suryodaya Municipality | Koshi Province | Suryodaya Municipality- 10, Ilam | May 21, 2023 | July 15, 2023 |
| 20 | Beautification of Sitaladevi Temple | Tripurasundari Rural Municipality | Bagmati Province | Tripurasundari Rural Municipality- 3, Dhading | May 4, 2023 | July 15, 2023 |
| 21 | Beautification of Nishan Devi Temple | Tripurasundari Rural Municipality | Bagmati Province | Tripurasundari Rural Municipality- 3, Dhading | May 4, 2023 | July 15, 2023 |
| 22 | Beautification of Bhairavi Temple | Neelkanth Municipality | Bagmati Province | Neelkanth Municipality- 6, Dhading. | May 25, 2023 | July 15, 2023 |
| 23 | Beautification of Kirat Rai Yaokkha Museum | Urlabari Municipality | Koshi Province | Urlabari Municipality- 3, Morang | May 21, 2023 | July 15, 2023 |
| 24 | Beautification of Bimkot Durbar, Achham | Mallekh Rural Municipality | Far Western Province | Mallekh Rural Municipality- 8, Achham | May 21, 2023 | July 15, 2023 |
| 25 | Support in the Infrastructure Development of Rock Climbing | Ilam Municipality | Koshi Province | Ilam Municipality- 8, Ilam | May 21, 2023 | July 15, 2023 |
| 26 | Beautification of Maisthan Temple | Ilam Municipality | Koshi Province | Ilam Municipality- 7, Ilam | May 21, 2023 | July 15, 2023 |
| 27 | Construction of the Stairs of Bratbandha Site of Prithvi Narayan Shah | Jamalukhi Rural Municipality | Bagmati Province | Jamalukhi Rural Municipality- 3, Dhading | May 21, 2023 | July 15, 2023 |
| 28 | Support to Hop on Hop off Bus Service | Sajha Yatayat, Lalitpur | Bagmati Province | | May 14, 2023 | July 15, 2023 |



Opening Programme of Hop on Hop off Bus Service in Kathmandu Valley



TRPAP 2003 -2005



World Flags Installation Project in Sangurigadi, Dhankuta



Surya Nepal Golf Tournament 2004



Ilam, Dharan Fam Trip 2005



The Opening of Manang Cultural Museum 2005



Khaptad Media Fam Trip 2006



Visit Pokhara year 2007 _ 100 years Celebration of Aviation in Pokhara



Coordinated 2nd NAATA HTM & 1st National Tourism Fair in BICC, Kathmandu, 2007



Presentation during Everest Marathon in Namche Bazar, 2009 along with German Ambassador and Grand Daughter of Sir Edmund Hillary



Nepal Tourism year 2011



NARA Annual River Festival, Trishuli



National Traditional Dance and Folklore Competition



Far West Travel Mart 2022 in Dhangadi



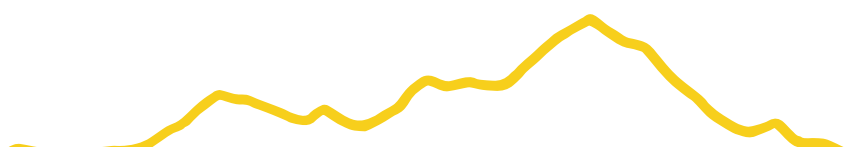
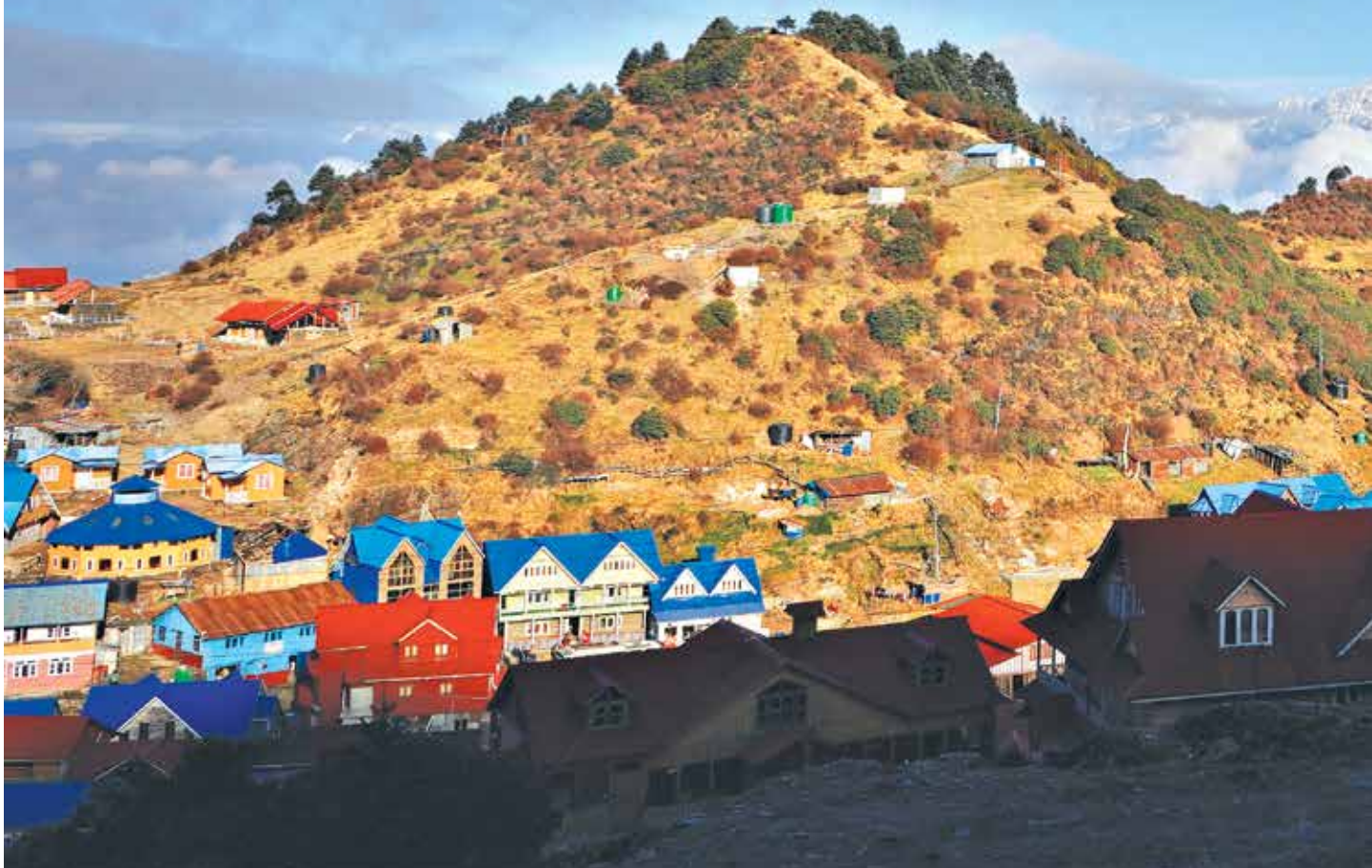
Visit Nepal Year 2020 Inauguration



Bungee Jumping - The Last Resort

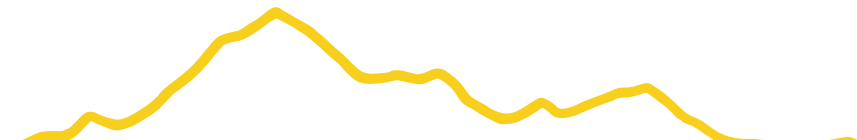


Research, Planning & Monitoring





Kuri Village – Pic : Sunil Sharma



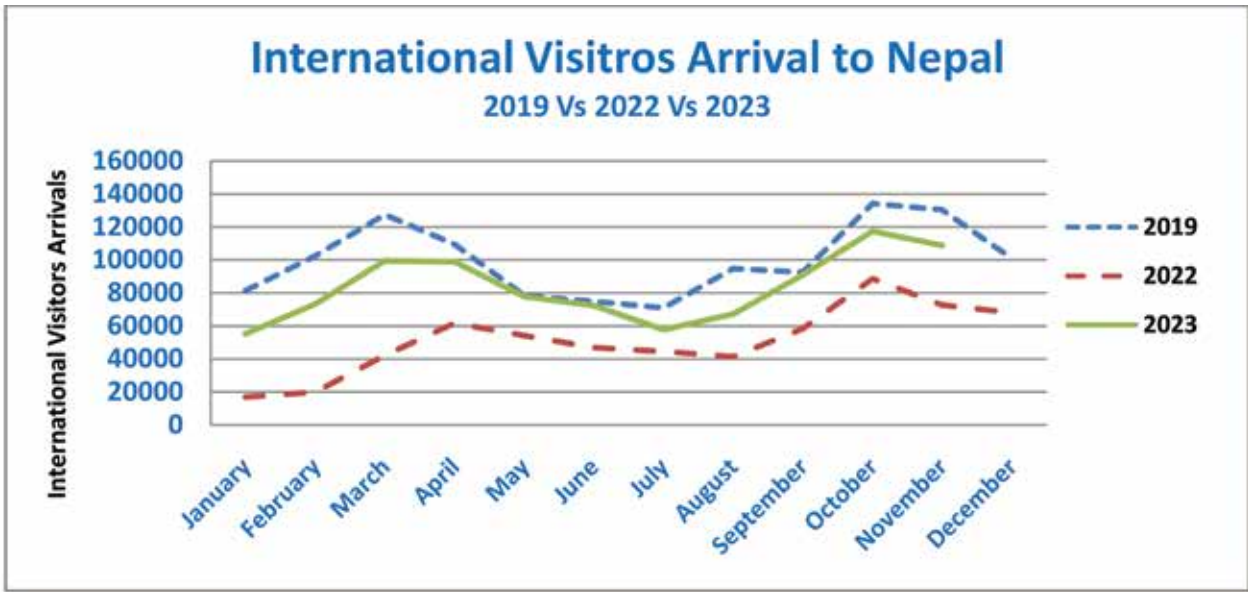


Research, Planning & Monitoring Department

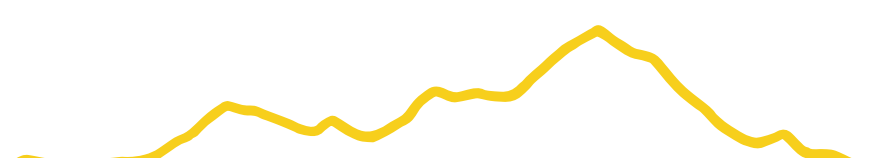
The Research Planning and Monitoring Department carried out the following primary activities:

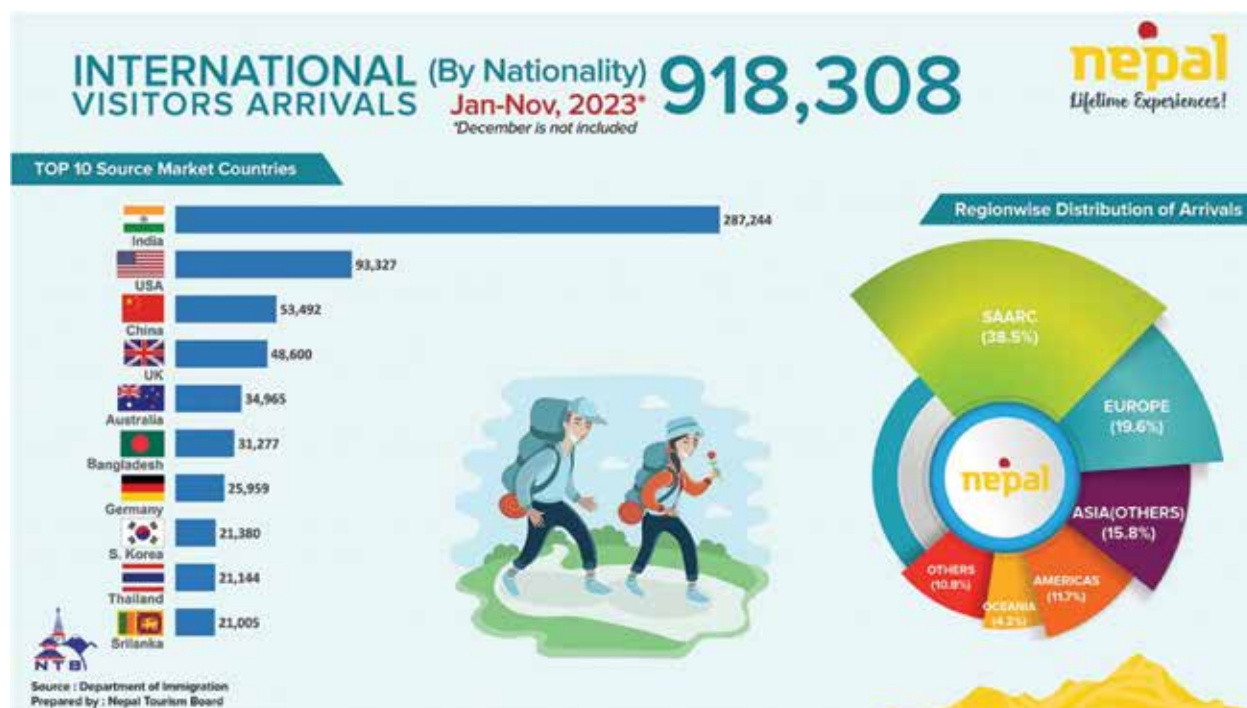
International Visitor Arrivals (2017-2023*)

| International Visitors Arrival's (Months) | | | | | | | |
|---|--------|---------|---------|--------|--------|--------|--------|
| Country of Destination: NEPAL | | | | | | | |
| Calendar Year: 2017-2023* *December not included) | | | | | | | |
| Months | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023* |
| January | 62632 | 73187 | 81273 | 79702 | 8874 | 16975 | 55074 |
| February | 84061 | 89507 | 102423 | 98190 | 9146 | 19856 | 73255 |
| March | 106291 | 124686 | 127351 | 42776 | 14977 | 42152 | 99426 |
| April | 88591 | 98650 | 109399 | 14 | 22450 | 61589 | 98773 |
| May | 62773 | 68825 | 78329 | 31 | 1468 | 54093 | 77703 |
| June | 55956 | 65159 | 74883 | 102 | 1143 | 46957 | 72250 |
| July | 42240 | 73281 | 70916 | 196 | 2991 | 44462 | 57726 |
| August | 73778 | 87679 | 94749 | 267 | 5917 | 41304 | 67153 |
| September | 68634 | 91874 | 92604 | 584 | 9898 | 58314 | 91012 |
| October | 112492 | 130745 | 134096 | 2025 | 23284 | 88582 | 117306 |
| November | 99804 | 147859 | 130302 | 1956 | 26135 | 72653 | 108630 |
| December* | 82966 | 121620 | 100866 | 4245 | 24679 | 67932 | |
| Total | 940218 | 1173072 | 1197191 | 230085 | 150962 | 614869 | 918308 |
| Source: Immigration Department | | | | | | | |
| Analyzed By: Nepal Tourism Board | | | | | | | |

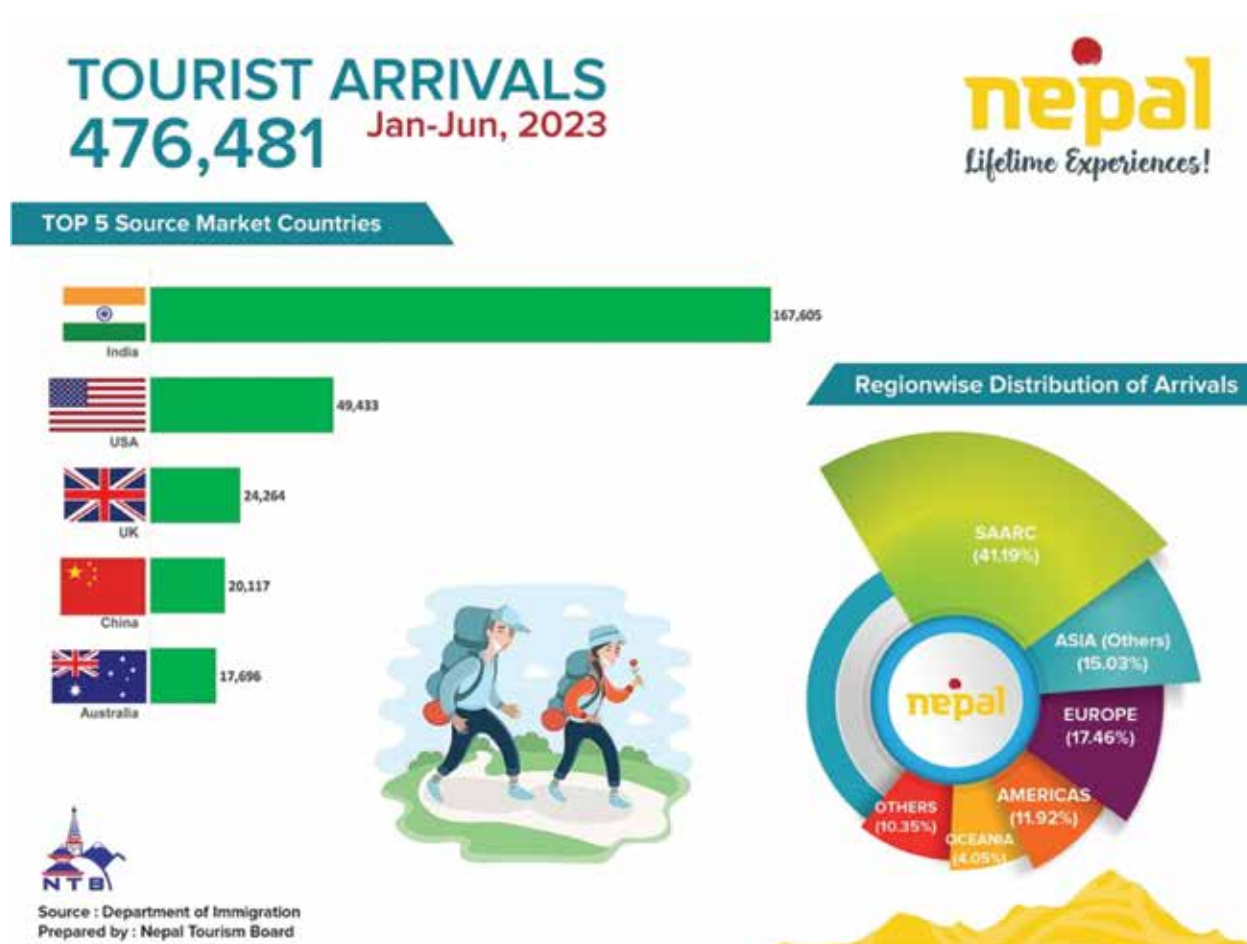


Arrival Statistics and Region Wise Distribution over an eleven-month period, 2023





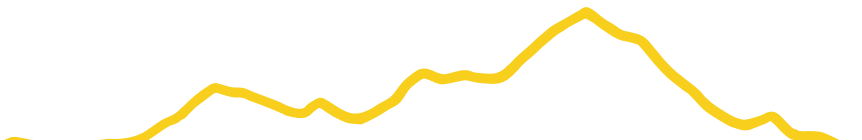
Arrival Statistics and Region Wise Distribution of First Six Months, 2023)





Tourism Statistics for 2023 (January to November)

| VISITORS ARRIVALS BY NATIONALITY | | | | | | | | | | | | | |
|---------------------------------------|--------------|---------------|------------|------------|----------|-----------|-----------|----------|-----------|----------|----------|------------|--------------|
| Calendar Year: 2023 January- November | | | | | | | | | | | | | |
| Country of Nationality | January 2023 | February 2023 | March 2023 | April 2023 | May 2023 | June 2023 | July 2023 | Aug 2023 | Sept 2023 | Oct 2023 | Nov 2023 | Total 2023 | % Share 2023 |
| ASIA (SAARC) | | | | | | | | | | | | | |
| Bangladesh | 2,468 | 1,907 | 2,466 | 2,217 | 2,164 | 2,402 | 2,694 | 3,190 | 3,716 | 4,292 | 3,761 | 31,277 | 3.41% |
| India | 16,436 | 18,401 | 25,911 | 31,437 | 36,575 | 38,845 | 21,357 | 26,665 | 28,694 | 18,480 | 24,443 | 287,244 | 31.28% |
| Pakistan | 380 | 314 | 344 | 423 | 392 | 378 | 372 | 413 | 448 | 502 | 394 | 4,360 | 0.47% |
| Bhutan | 1,035 | 920 | 835 | 619 | 760 | 702 | 807 | 1,043 | 983 | 941 | 1,108 | 9,753 | 1.06% |
| Srilanka | 307 | 2,175 | 3,898 | 747 | 471 | 319 | 484 | 3,858 | 3,011 | 2,507 | 3,228 | 21,005 | 2.29% |
| Sub-Total | 20,626 | 23,717 | 33,454 | 35,443 | 40,362 | 42,646 | 25,714 | 35,169 | 36,852 | 26,722 | 32,934 | 353,639 | 38.51% |
| ASIA (OTHER) | | | | | | | | | | | | | 0.00% |
| China | 1,436 | 2,266 | 2,635 | 4,770 | 4,667 | 4,343 | 5,693 | 5,027 | 8,174 | 6,880 | 7,601 | 53,492 | 5.83% |
| Japan | 643 | 1,066 | 1,677 | 1,312 | 913 | 764 | 871 | 1,520 | 1,436 | 1,850 | 2,072 | 14,124 | 1.54% |
| Malaysia | 675 | 1,819 | 1,663 | 2,000 | 1,321 | 1,079 | 998 | 1,188 | 1,666 | 2,020 | 2,388 | 16,817 | 1.83% |
| Singapore | 402 | 594 | 1,012 | 926 | 689 | 488 | 517 | 540 | 884 | 844 | 1,025 | 7,921 | 0.86% |
| S. Korea | 2,198 | 3,246 | 2,639 | 1,544 | 1,039 | 888 | 1,375 | 1,099 | 2,018 | 2,449 | 2,885 | 21,380 | 2.33% |
| Myanmar | 820 | 2,232 | 2,188 | 1,339 | 91 | 115 | 151 | 77 | 126 | 752 | 2,505 | 10,396 | 1.13% |

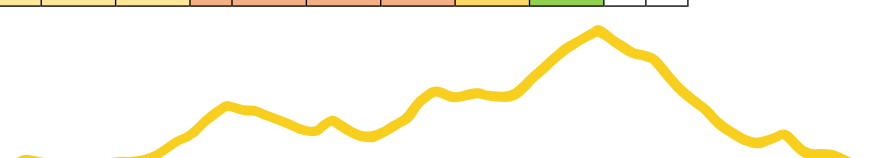




| | | | | | | | | | | | | | |
|-----------------|-------|--------|--------|--------|-------|-------|--------|-------|--------|--------|--------|---------|--------|
| Thailand | 2,419 | 4,802 | 3,829 | 2,102 | 517 | 443 | 578 | 483 | 720 | 1,289 | 3,962 | 21,144 | 2.30% |
| Sub-Total | 8,593 | 16,025 | 15,643 | 13,993 | 9,237 | 8,120 | 10,183 | 9,934 | 15,024 | 16,084 | 22,438 | 145,274 | 15.82% |
| EUROPE | | | | | | | | | | | | | |
| Austria | 133 | 261 | 678 | 471 | 161 | 71 | 100 | 180 | 302 | 959 | 571 | 3,887 | 0.42% |
| Belgium | 303 | 398 | 580 | 557 | 249 | 252 | 393 | 247 | 498 | 1,245 | 735 | 5,457 | 0.59% |
| Czech Republic | 44 | 131 | 474 | 658 | 153 | 66 | 115 | 97 | 350 | 1,113 | 407 | 3,608 | 0.39% |
| Denmark | 163 | 354 | 672 | 483 | 134 | 115 | 132 | 105 | 304 | 836 | 314 | 3,612 | 0.39% |
| France | 856 | 1,463 | 3,009 | 3,211 | 1,097 | 614 | 996 | 822 | 190 | 5,271 | 3,205 | 20,734 | 2.26% |
| Germany | 985 | 2,108 | 4,149 | 3,246 | 1,165 | 514 | 637 | 875 | 2,852 | 5,916 | 3,512 | 25,959 | 2.83% |
| Italy | 414 | 649 | 1,219 | 1,435 | 614 | 220 | 604 | 1,496 | 931 | 2,467 | 1,687 | 11,736 | 1.28% |
| The Netherlands | 437 | 805 | 1,403 | 1,285 | 542 | 220 | 602 | 563 | 891 | 2,081 | 1,301 | 10,130 | 1.10% |
| Norway | 150 | 203 | 420 | 330 | 114 | 100 | 84 | 86 | 179 | 514 | 332 | 2,512 | 0.27% |
| Poland | 184 | 380 | 668 | 849 | 298 | 148 | 96 | 156 | 524 | 1,625 | 764 | 5,692 | 0.62% |
| Russia | 608 | 754 | 1,551 | 2,663 | 894 | 482 | 361 | 474 | 950 | 1,664 | 1,044 | 11,445 | 1.25% |
| Switzerland | 252 | 350 | 554 | 871 | 330 | 124 | 240 | 177 | 606 | 1,498 | 782 | 5,784 | 0.63% |
| Spain | 463 | 540 | 1,183 | 1,172 | 590 | 372 | 826 | 1,588 | 1,217 | 2,356 | 1,404 | 11,711 | 1.28% |
| Sweden | 135 | 204 | 413 | 366 | 103 | 107 | 62 | 72 | 209 | 600 | 371 | 2,642 | 0.29% |



| | | | | | | | | | | | | | |
|---|--------|--------|--------|--------|--------|--------|--------|--------|--------|---------|---------|---------|---------|
| Ukraine | 103 | 92 | 159 | 241 | 139 | 70 | 87 | 88 | 141 | 237 | 126 | 1,483 | 0.16% |
| U.K. | 3,458 | 4,345 | 6,133 | 5,409 | 2,927 | 1,992 | 3,630 | 2,711 | 3,640 | 8,217 | 6,138 | 48,600 | 5.29% |
| Sub-Total | 8,688 | 13,037 | 23,265 | 23,247 | 9,510 | 5,467 | 8,965 | 9,737 | 13,784 | 36,599 | 22,693 | 174,992 | 19.06% |
| OCEANIA | | | | | | | | | | | | | |
| Australia | 3,441 | 2,969 | 3,635 | 3,828 | 2,184 | 1,639 | 1,102 | 1,347 | 3,685 | 6,075 | 5,060 | 34,965 | 3.81% |
| New Zealand | 191 | 231 | 323 | 394 | 298 | 143 | 111 | 133 | 441 | 543 | 451 | 3,259 | 0.35% |
| Sub-Total | 3,632 | 3,200 | 3,958 | 4,222 | 2,482 | 1,782 | 1,213 | 1,480 | 4,126 | 6,618 | 5,511 | 38,224 | 4.16% |
| AMERICAS | | | | | | | | | | | | | |
| Canada | 1,001 | 1,369 | 1,707 | 1,672 | 1,031 | 593 | 653 | 640 | 1,109 | 2,443 | 1,570 | 13,788 | 1.50% |
| U.S.A. | 6,561 | 7,887 | 9,557 | 8,413 | 8,545 | 8,470 | 5,561 | 4,629 | 7,364 | 14,879 | 11,461 | 93,327 | 10.16% |
| Sub-Total | 7,562 | 9,256 | 11,264 | 10,085 | 9,576 | 9,063 | 6,214 | 5,269 | 8,473 | 17,322 | 13,031 | 107,115 | 11.66% |
| MIDDLE EAST | | | | | | | | | | | | | |
| Isreal | 99 | 313 | 1,077 | 1,387 | 431 | 101 | 125 | 125 | 1,734 | 700 | 159 | 6,251 | 0.68% |
| Turkey | 275 | 311 | 390 | 268 | 228 | 271 | 248 | 255 | 457 | 343 | 527 | 3,573 | 0.39% |
| Sub-Total | 374 | 624 | 1,467 | 1,655 | 659 | 372 | 373 | 380 | 2,191 | 1,043 | 686 | 9,824 | 1.07% |
| OTHERS | 5,599 | 7,396 | 10,375 | 10,128 | 5,877 | 4,800 | 5,064 | 5,184 | 10,562 | 12,918 | 11,337 | 89,240 | 9.72% |
| Total | 55,074 | 73,255 | 99,426 | 98,773 | 77,703 | 72,250 | 57,726 | 67,153 | 91,012 | 117,306 | 108,630 | 918,308 | 100.00% |
| Source: Immigration Department | | | | | | | | | | | | | |
| Analyzed & Compiled by: Nepal Tourism Board | | | | | | | | | | | | | |





UNWTO REGIONAL WORKSHOP ON MEASURING TOURISM: Better data for better tourism in Asia and the Pacific March 15 – 17, 2023, Kathmandu, Nepal

UNWTO, along with Nepal Tourism Board and Ministry of Culture, Tourism and Civil Aviation, organizes a Tourism Data Workshop for Asia and the Pacific members:



Recognizing the importance of regional cooperation as destinations across Asia and the Pacific re-open to tourism, UNWTO organized the workshop alongside the Ministry of Culture, Tourism and Civil Aviation of Nepal and the Nepal Tourism Board and with the support of the Ministry of Culture, Sports and Tourism of the Republic of Korea. The World Tourism Organization (UNWTO) is the UN specialized agency mandated to collect, analyse, publish, standardize, improve the statistics of tourism and to promote the integration of these statistics within the sphere of the United Nations system. Tourism has an impact on the economy, the natural and built environment, the local population at the places visited and the visitors themselves. Approximately 200 participants from 9 Member States took part in the workshop, which began with a high-level discussion around the theme of “Measuring the Sustainability of Tourism for people, planet and prosperity”. Speakers emphasized the need for cooperation at the national and international levels in order to generate the reliable data needed to guide the economic, social and environmental aspects of tourism for sustainable development.

Interactive training sessions Following on from the opening discussions, UNWTO hosted a series of technical training sessions focused on tourism statistics, measuring the economic impact of tourism and measuring





the sustainability of tourism (MST), and offered an interactive platform for participants to learn and exchange good practices. Participants then reviewed fundamental basics on tourism statistics in relation to the UN statistical standard “International Recommendations for Tourism Statistics 2008”, before they explored the technical requirements for a successful TSA compilation. The final session introduced the MST Statistical Framework, which offered unique insights on the importance of using MST indicators for policy development and the compilation of official tourism SDG indicators.



Pan-Regional Participation

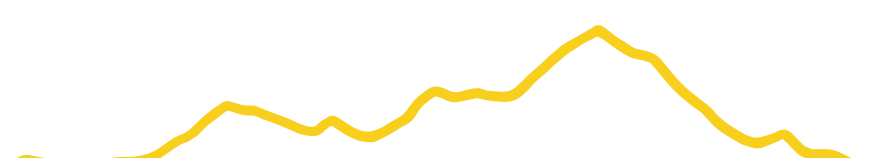
Taking part in the workshop were high-level representatives from the National Tourism Administrations and National Statistical Offices of Nepal, Bangladesh, Cambodia, India, Indonesia, Malaysia, the Philippines, the Maldives and Thailand, and the United Nations Development Programme (UNDP) Resident Representative of Nepal.

Considering the diverse range of positive and negative tourism impacts alongside the involvement of various stakeholders, there was a necessity for a comprehensive approach to managing, developing, and monitoring tourism. This approach was well supported by UNWTO in order to formulate and implement national and local tourism policies. Regarding workshop, it is believed that feasible, relevant, and reliable data are increasingly necessary to understand the economic, social and environmental aspects of tourism to foster sustainable development.

Workshop participants unanimously agree on the urgent necessity for a standardized approach across nations and destinations. This unified method is crucial to effectively communicate progress, set benchmarks for performance, identify best practices, and streamline the integration of tourism within sustainable development policies and funding mechanisms. Amid mounting requests from tourism stakeholders for enhanced data, there's a global initiative in progress. This effort aims to construct a comprehensive



measurement framework encompassing economic, social, and environmental facets of tourism. Its goal is to bolster international comparability and credibility in the field. The Statistical Framework for Measuring the Sustainability of Tourism complement the 2 existing standards for tourism measurement:





- The International Recommendations for Tourism Statistics that enables the measurement of visitors, their expenditure and the tourism industries;
- TSA that allows for the measurement of the economic contribution of tourism.

Main objectives of the Workshop

The main objective of the workshop was to enhance the statistical capacity related to tourism statistics for participating countries in the region, enabling them to effectively accomplish the following tasks:

- promote the development of the System of Tourism Statistics as a necessary condition in order to make progress in the measurement and analysis of tourism;
- begin the tasks contemplated in the different stages recommended by UNWTO for the development of a TSA;
- make the necessary steps towards the piloting of Measuring the Sustainability of Tourism.



Tourism Satellite Accounts

1, Experimental Tourism Satellite Accounts

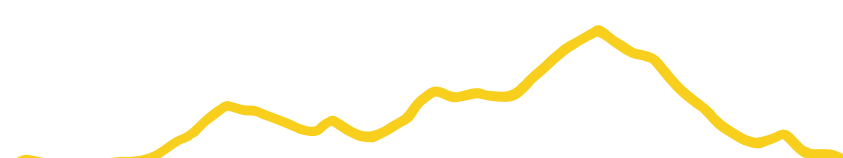
TSA is an internationally-accepted standard tool to accurately measure the contribution of tourism sector to the country's economy.



NTB in close coordination with MoCTCA, Central Bureau of Statistics (CBS) and Nepal Rastra Bank (NRB) and Technical Assistance with UNWTO and UNDP have initiated the process of developing the Experimental Tourism Satellite Accounts (TSA) Framework for Nepal. Post-pandemic, the survey was impacted as the tourism sector had not yet recovered, affecting its results.

Major Highlights of TSA framework Preparation till date are as follows:

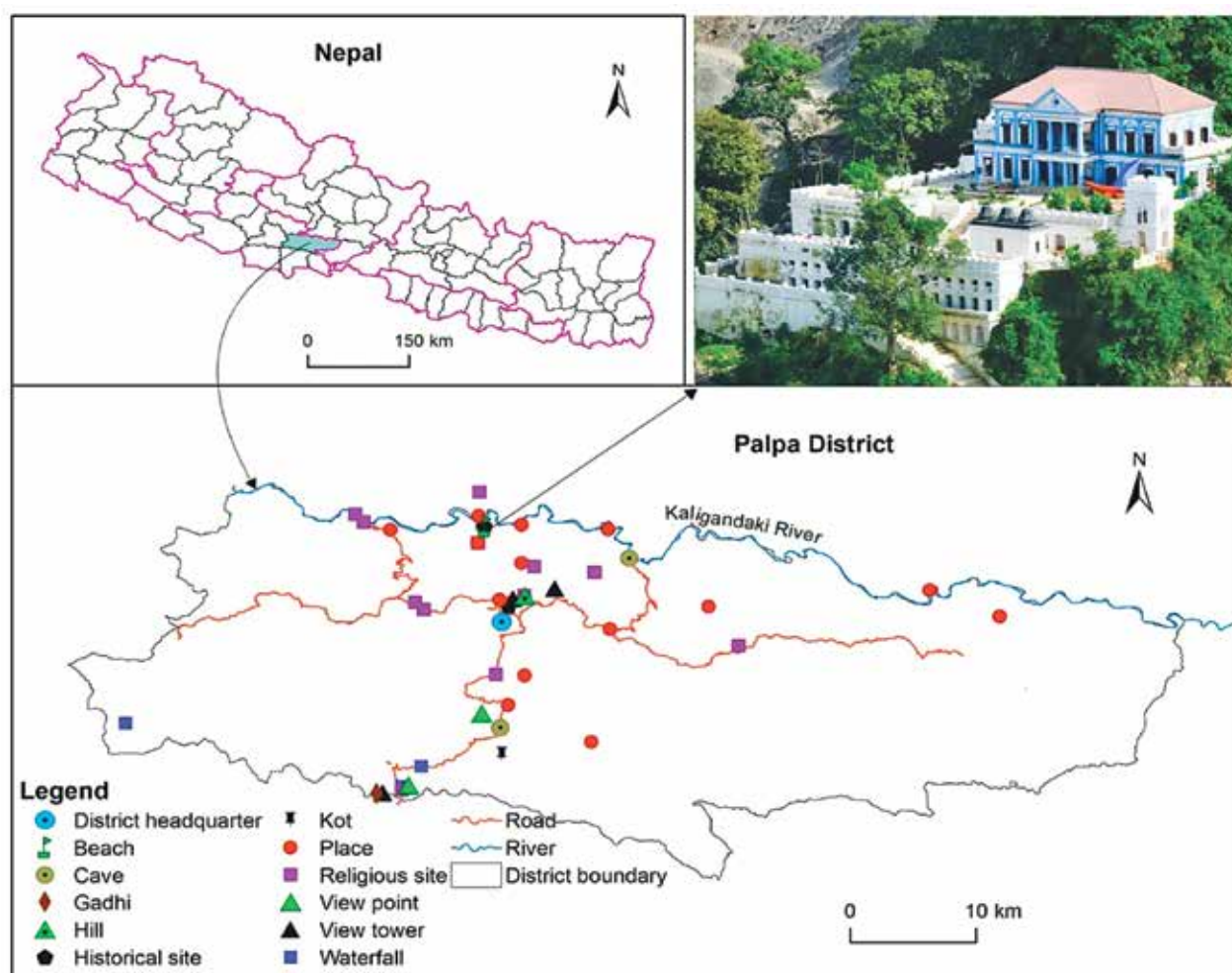
- Stock Analysis of TSA was completed to identify the availability of data in order to compile the Experimental TSA of Nepal. Similarly, Study of Investment in Hotel, Survey of Indian visitor overland has been completed.
- Two different UNWTO Missions (Evaluation of Statistics System of Nepal and Sample and Survey Design) have been completed in technical assistance with UNWTO.
- Survey manual (draft) and final questionnaire for Domestic Tourism Survey have been developed in support with MoCTCA and CBS. In this regards, a micro level model survey has been completed in four districts (Nuwakot, Chitwan, Nawalparasi and Tanahu) to validate the questionnaire. Sample design workshops are being conducted by CBS.
- In order to update the Supply and Use Table (SUT) for the year 2017/18 and to disaggregate the data of Labor Force Survey implemented by Central Bureau of Statistics, two different studies have been completed on the basis of Employment Surbvey conducted by CBS.
- Visitors Expenditure Survey (Exit Survey) has been completed in coordination with National Academy for Tourism and Hospitality Management.
- Regular meeting with UNWTO, UNDP, TSA Steering Committee, Technical Committee is being done
- Preparation for Domestic Tourism Survey is going on and Resources has been allocated to conduct the Historic Domestic Tourism Survey in coordination with CBS
- A roundtable session with UNWTO Experts and UNDO was done during the UNWTO Workshop





Feasibility study for integrated ecotourism development in Rani Mahal in Palpa and Biodiversity and Ecotourism Study on Forest Patches linking Solukhumbu and Okhaldhunga

- In order to diversify the concept of nature-based tourism and tourism related potentialities with adjoin destinations, NTB has conducted a feasibility study on integrated ecotourism in Palpa





NTB conducted a preliminary study to examine the biodiversity situation and assess the potential for Ecotourism activities and destinations within the Okhaldhunga and Solukhumbu Forest Area

Thade-Jantarkhani, Okhaldhunga

The area of pristine nature, biodiversity and rich Socio-culture.

How to reach the area?

Thade is easily accessible via road, locating 235 kilometers from Ratnapark- the center of Kathmandu. Upon will, one can get flight till Rumjatar from Kathmandu

What are the bests can be done during stay?

Birds and biodiversity is the best attraction of the area, thus birdwatching is the suggested recreational activity in parallel with nature and mountain view sighting walk.

One can see 25-30 species of bird in an hour

What is so special?

Geographically in the mid-hill, the area is rich in biodiversity, primarily bird diversity unique socio-culture, cuisine, migration story of indigenous Magar and their life-style, the weather and the spectacular view of mountain range included of the world's highest peak –the Mount Everest. It is the best location for visitors seeking area to explore nature, culture, and mountain view.

Jantarkhani—the historical hinterland

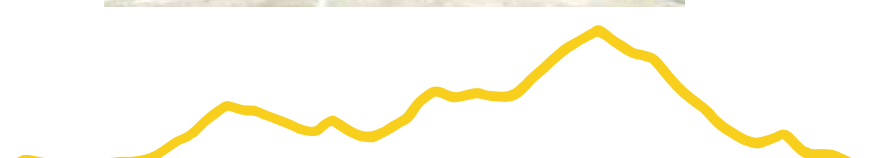
How about Terrain, Accommodation and Sanitation?

The area compose of gentle slope and flat land on the top of hill. While farmland at the down hill with indigenous Magar settlement. The area has good trail and road network. The area could be visited visitors of all age. Thade, Kattike, Jantarkhani, Singhane and Dhap are hinterlands in the area. Visitors can enjoy hospitality staying in resort or hotel; either staying in homestay in economic price. The area has well sanitation. One can enjoy local cuisine in homestay or of own choice in resort.

Geographic terrain

Partnership for Historical Tourism: Unification Trail with Nepali Army

In order to streamline the Historical Tourism in Nepal and revive glory of Nepalese Army role during the unification of the nation, NTB and Nepal army jointly coordinated to study the Feasibility of Unification Trail. The Unification Trail encompasses strategic prowess shown by Gorkha Army, Forts and Castles used during the war, along with preserving battle ground and trails that falls during the unification campaign of Nepal. Recently, NTB and Nepali Army has completed a study of unification trail in Central Nepal (Gorkha to Kathmandu), Far West Nepal starting from Amargadi to Khapad. Also, NTB and Nepali army is planning for the extension of the study in eastern Nepal. This trail is expected to integrate the historical prospective with the natural and spiritual aspects of Khaptad. Throughout the study, interaction occurred with local government representatives, Army personnel, the local community, media outlets, along with observational visits and the identification and validation of the trail route.





NTB Hosted Insightful Session on Tourism Opportunities

In a noteworthy development for Nepal's tourism landscape, NTB successfully hosted a knowledge and idea sharing session "Harnessing Tourism Opportunities for National Prosperity" event which was chaired by Mr. Shanker Das Bairagi, Chief Secretary, Office of Prime Minister and Council of Ministers. The program aimed to explore ways to tap into the potential of the country's tourism sector to drive economic growth and development.

The session successfully provided a platform for in-depth discussions and idea sharing regarding the potential of tourism in contributing to Nepal's national prosperity. With Mr. Bairagi's insightful contributions, travel-trade experts and stakeholders explored strategic plans and initiatives aimed at fostering sustainable tourism growth in the country. Overall participants emphasized on the need for collaborative efforts from the government, private sector as well as individuals for the overall development of the tourism sector.

The event underscores the proactive approach of the Nepal Tourism Board in engaging key stakeholders to collectively explore and capitalize on opportunities,



marking a milestone in shaping the future of Nepal's tourism sector. It also highlights the importance of promoting sustainable tourism practices and preserving the country's natural and tourism sites.

Review and Experience Sharing with the Post Disaster Tourism Recovery



The University of Waterloo organised the International Workshop on the Role of Tourism and Social Capital in Post-Disaster Recovery. This International Workshop on the Role of Tourism and Social/Cultural Capital in Post Disaster Recovery focused on collaborative exploration and understanding of the role that tourism and social and cultural capital play in disaster recovery in developing countries. The workshop comprised participants from Nepal, Indonesia, and the Philippines—the focal countries of the project— alongside researchers from Canada. The workshop featured six keynote addresses including several case studies, and

discussion panels which were relevant to Nepalese Context as well.

Dr. Dhananjay Regmi, CEO of the NTB, conveyed his congratulations and appreciation for the workshop. He also discussed the positive recovery of Nepal's tourism industry following the 2015 earthquake, citing a survey conducted by the Pacific Asia Travel Association (PATA) which revealed a 24.8% increase in tourism. He quoted his conversation with Professor Brent Doberstein, stating, "Never let a good crisis go to waste," emphasizing the importance of utilizing post-disaster situations to catalyze positive change.



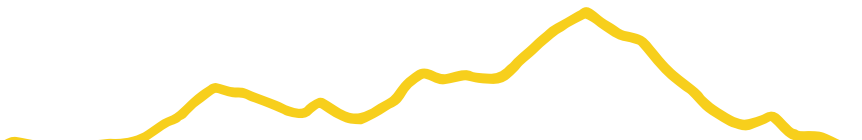
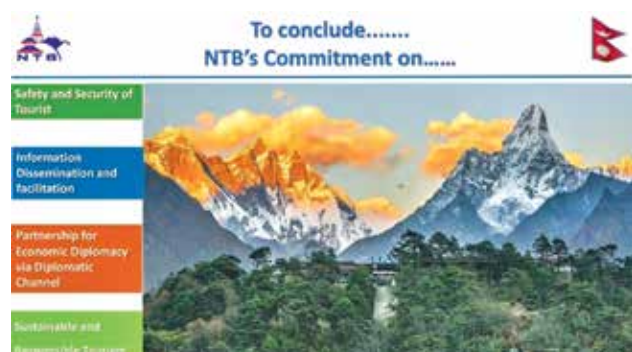
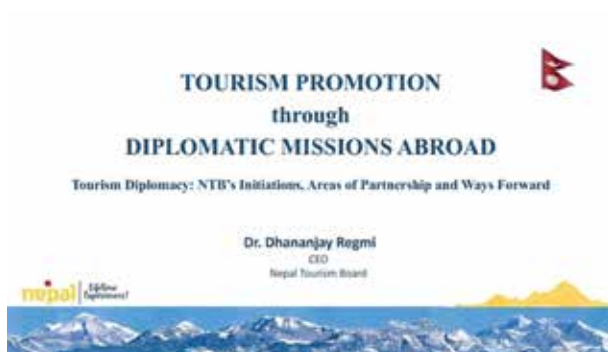
Tourism Orientation and knowledge sharing with Nepali Army

At the Nepali Army's behest, tourism orientation and knowledge sharing session took place at the Birendra Peace Operations Training Centre, Panchkhal on 3 Aug 2023. During this interactive session, Mr. Sunil Sharma, Senior Manager, presented Nepal's natural beauty, cultural richness, geographic wonders, and adventurous opportunities and NTB promotional activities to all ranks within the Pre-Deployment Training Unit of the Nepali Army, who are



assigned for peacekeeping missions. Approximately 175 personnel participated in the program. The coordination of this initiative involved the NTB with the objective of promoting Nepal's tourism through Nepali peacekeepers.

Tourism knowledge and experience sharing with Security Forces of Nepal and Orientation on Nepalese Tourism Development and Promotion to the UN Peace Keeping Force, Nepal Army and Tourist Police.





- Interaction and Sharing session on Role of Ambassador and Tourism Promotion through Diplomatic Missions Abroad NTB's Initiations, Areas of Partnership and Ways Forward for the newly appointed Ambassador.



- Interaction on Tourism for Prosperity of the Country: Addressing Mountain Tourism, Climate Change and Gender Perspective on the occasion of World Tourism Day 2023.
- Nepal Tourism Board supported Khadbari Shewa Samaj for the organization of Interaction on Tourism Promotion and Development of Sankhushabha District in participation with the representatives of Local Bodies of the district.



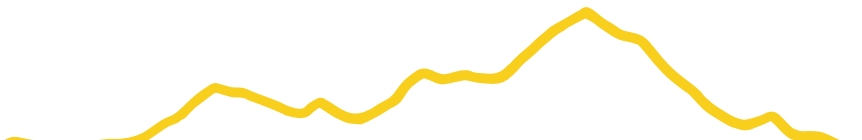
- Nepal Tourism Board presented an insightful session on Challenges of Mountain Tourism during the session organized by Mahathir Science Award Foundation.
- The 2nd International Sustainable Mountain Development and Tourism Conference and International River Congress concluded successfully on Oct. 8 in Pokhara. More than 200 delegates including scientists, scholars, researchers from 12 countries namely Nepal, India, Japan, Bangladesh, Poland, USA, UK, Spain, Bhutan, Australia, Chile, China, Pakistan, Vietnam and Korea participated in the Conference and more than 100 research-based papers and six key note speeches were presented. Dr. Ramesh Pokhriol Nishank, Member of Parliament, Former Education Minister of India, Former Chief Minister of Uttarakhand, spoke at the conference virtually congratulating on successful completion of the Conference and welcomed collaboration on sustainable and conservation initiatives for mountains and rivers in the region. Dr. Rijan Bhakta Kayastha of Kathmandu University closed the 3-day event with declaration that the Conference ratified the following:

- ☞ Identification of potential sites for geoparks and recommendation to Government of Nepal.
- ☞ Emphasis on the development of regenerative tourism to address the problem of out-migration.
- ☞ Clean and safe tourism development in high altitude areas with optimal use of sustainable means of energy.
- ☞ Enhancement of resilience of mountain community to cope with changing climate, cryosphere and eco-system.



- ☞ Use of eco and user-friendly technology with community involvement in tourism.
- ☞ Marketing and development of guided and planned tourism.

NTB facilitation for linking Government, Private Sector and Academia of Nepal with UNWTO Delegation in Nepal





The meeting made discussion on following issues:

- UNWTO presentation about the Tourism Trends and the Affiliate Member Programme
- International Code for the Protection of Tourists
- Mountain tourism – Towards a more sustainable path and Sustainable Mountain Tourism – Opportunities for Local Communities, Executive Summary
- Information on Private Sector Commitment to the UNWTO Global Code of Ethics for Tourism. The Private Sector Commitment is signed exclusively by private sector entities, i.e. tourism companies and associations.
- Motivation and Experience sharing to the Students and faculty of NATHM and other academia



Enduring Excellence through AI-based solution in tourism applications

Mr. Sunil Sharma, Senior Manager, NTB served as a judge on the panel for the HACKATHON supported by the Nepal Applied Mathematics and Informatics Institute for Research and UNDP Accelerator Lab. The event highlighted ideas for AI-generated solutions created by students, showcasing the limitless potential of the upcoming generation in influencing the development of AI-driven tourism applications. With 93 participants from various regions of Nepal, the event culminated in the selection of the top three AI-based applications, including in tourism sector.





GIS Database Distribution

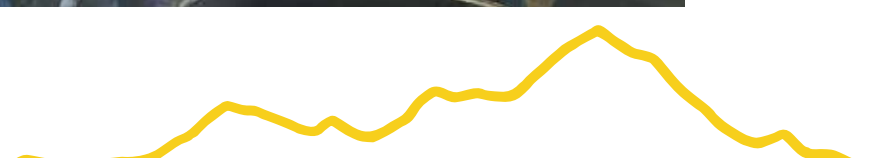
As per the approved budget and program by Nepal Tourism Board for the FY 2077/78 and 2078/79 Research, Planning and Monitoring Department signed the contract for GIS-mapping project with Tribhuvan University, Central Department of Geography (TU, CDG). The project has been accomplished in the FY 2078/79. Since the accomplishment of the GIS project, it was felt an intense necessity for sharing the gained knowledge among the tourism stakeholders working for the development of Nepalese Tourism. With the mandate of Nepal Tourism Board Executive Committee, the GIS data has been distributed among the diverse public and private stakeholders contributing the development of Nepalese tourism, since it was developed.

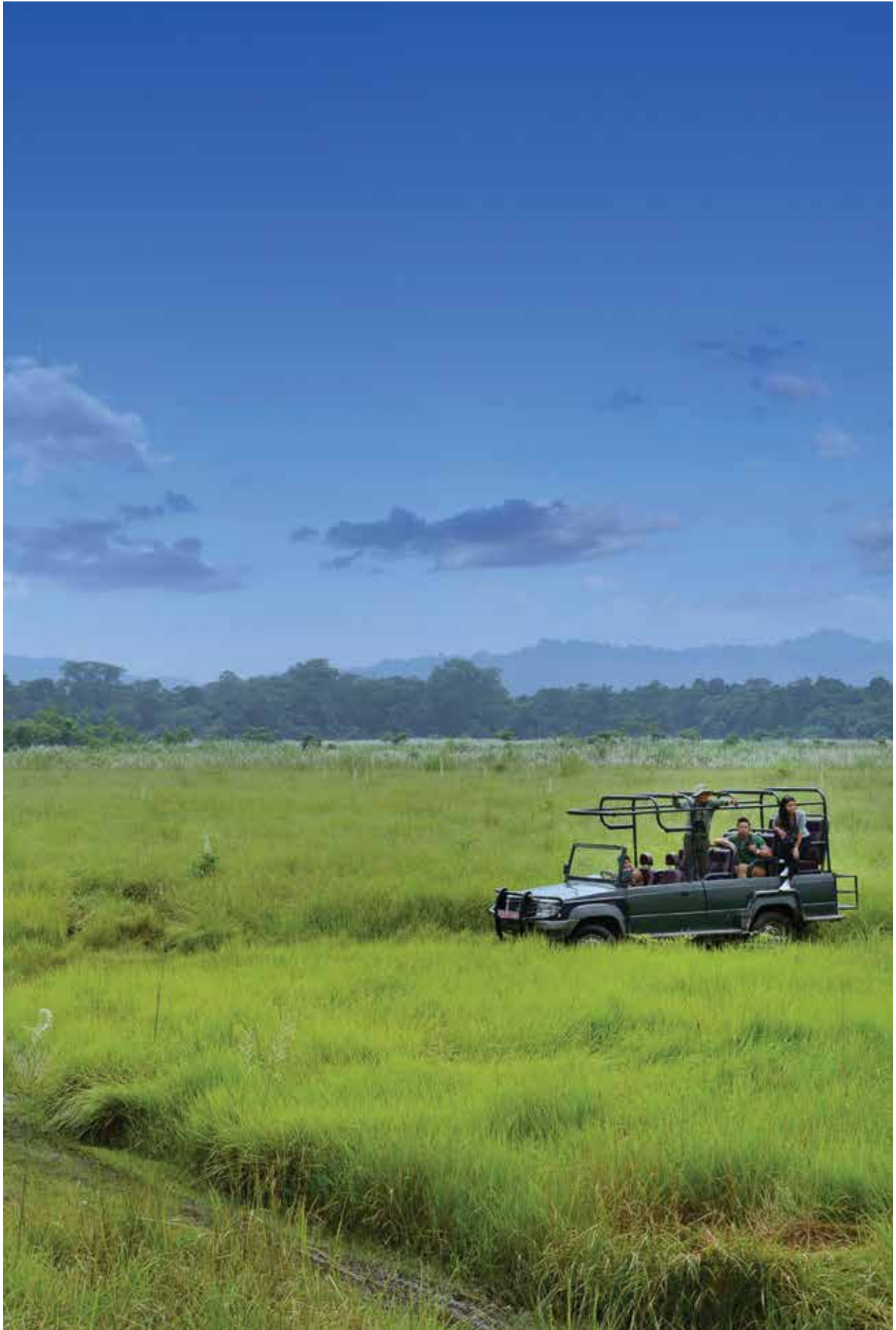
GIS maps includes spatially recorded information which will be useful in better analysis of tourism

database for the purpose to generate, compile and integrate tourism information comprehensively at the national level for investment, product and destination development and tourism diversification and preparation of publicity and marketing strategies. With this objective the database has been shared with the following major stakeholders: National Planning Commission, Ministry of Culture, Tourism and Civil Aviation- Singhadurbar, Provincial Planning Commission- Karnali and Lumbini Province and the Provincial Policy and Planning Commission- Sudur Paschim. The data sharing process is still continuous. To integrate the viable pursued plans and programs into the national programming the database has been, primarily provided to planning commissions at the national and the provincial level. In the days to come it will be shared with further more stakeholders contributing Nepalese tourism development.

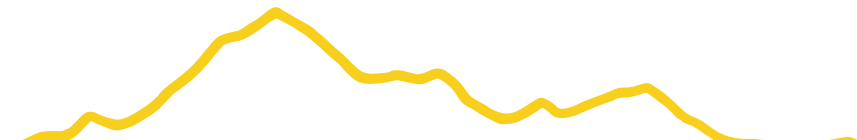
GIS Training to the NTB Staffs

Taking the ownership of its previous GIS- Database Development Project, conducted during the FY 2077/78 and 2078/79, Nepal Tourism Board organized a basic training titled “GIS in Tourism”, to its functional staffs working in different units, in FY 2079/80. The objective of the training is to integrate the GIS Mapping prospects and possibilities into tourism activities and programs. The enthusiastic response of the trained employees towards GIS in tourism has added a positive response to the overall programming of the institution.



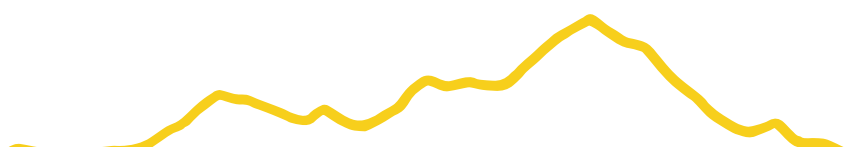


Jeep Safari



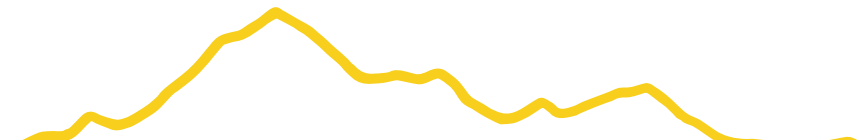


Gandaki Province Office





Pokhara – Pic : Shree Baidya





Tourism Activities of NTB, Gandaki Province Office, Pokhara

Pokhara Street Festival

On the occasion of the English New Year, NTB, Gandaki Province Office, supported Restaurant and Bar Association of Nepal (REBAN) Pokhara to organize 24th edition of the Street Festival, with the slogan “Eat on the road, enjoy on the road”. The program was held in Pokhara Lakeside from Dec. 28-Jan. 1, 2023 (Poush 13-17, 2079). During the 5-day festival, apart from the food festival different events and cultural programs were conducted.



Twelve Bhairav Dance Promotion

NTB supported Pokhara Tourism Council to organize 12 Bhairav Dance. The program was conducted on Jan 1, 2023, and helped to support local Newar community preserve their culture.





Support in Rastriya Audhogik Byapar Mela 2079

NTB supported Pokhara Chamber of Commerce and Industries (PCCI) for the successful organization of the fair. Pokhara Chamber of Commerce and Industries had allocated a stall for Tourism promotion of Gandaki Province.



Art Exhibition & Press Meet of Kamal Nepali

Mr. Kamal Nepali, a child himself, rescued a girl who fell in the Seti Gorge. An institution established in his name organized an art exhibition which was supported by NTB, Gandaki Province Office.

44th Tourist Police Day

NTB Gandaki Province Office supported Tourist Police, Gandaki Province, to organize cleaning campaign in Tal Barahi Temple to mark 44th Tourist Police Day.





Support for Training Programs:

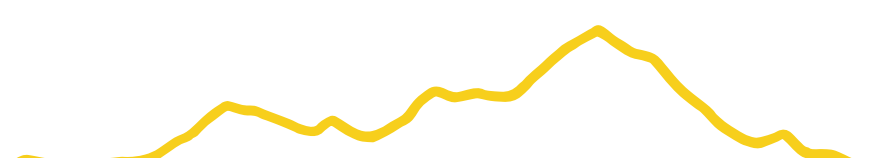
1. NTB Gandaki Province Office supported Women Tourism Entrepreneurs Forum to organize Digital Marketing Training.



2. NTB Gandaki Province Office supported Union of Trekking, Travel and Rafting Workers (UNITRAV) of Gandaki Province for Capacity Building Training.



3. NTB Gandaki Province Office supported All Nepal Tourism Workers Union for map reading and navigation training.





4. NTB Gandaki Province Office supported Hotel Byabasayi Mahasangh, Gandaki, to organize professional capacity building training in Gorkha.



5. NTB Gandaki Province Office supported tourism entrepreneur Women's Association Nepal to organize Legal Awareness Training Program.

6. City Tour Guide Training

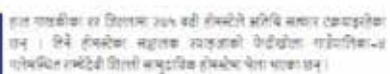
NTB Gandaki Province Office supported NATTA, Gandaki Province, to organize City Tour Guide Training.



7. Homestay Management & Agriculture Training

NTB Gandaki Province Office supported Deurali Community Homestay through Aadhikhola Rural Municipality to organize Homestay Management and Agriculture Training.





तबकी प्रयोग करके मात्र खुलेका होसने कहालक पाहुनको स्वागत ककार,
अपना व्यवस्थान र पैसा ले लुवाका प्रकार कहरी तबय परने लगात कुन
मिटर हाँसेको होसनेमा पैसा बाका हुन।

होमसे (घरबास) महानंद गणकी प्रदेशले विद्यालय पर्यटन बोर्डले पर्यटनसंगीतकी
सहकार्येने अद्यतन पर्यटन व घरबास तालिमकी तालिम विद्यापीठी हो।

તાલિબાની સત્તાધારી હકીકતો ઉપર આધારિત નથી. આ વાતને સ્પષ્ટ કરવા માટે તાલિબાની સત્તાધારી હકીકતો ઉપર આધારિત નથી. આ વાતને સ્પષ્ટ કરવા માટે તાલિબાની સત્તાધારી હકીકતો ઉપર આધારિત નથી.

જીવંતે મરુતાકર્ષણનો અનુભવ આપનારાઓને હેં કુરા મિઠાડમેઝ', એવી ખબરે । આંધિક સમુદ્રિકા તાણે જીવંતેનો પ્રચડઅન
ર વિકાસ આપાવક એકો વનકો બનજીશ ।

पैदाश्रीवा गणेशलिकाकी कार्यपालिका सदस्य पुनः गुरुकुले होमन्नेले उल्लङ्घिका गार्मा शिक्षकको तहले लगाउने बाइनु ।
'बमईलाउ अरिकाई' पनि होमन्नेले गर्दा पक्राईको छ, उनले भनिन् ।

- ## 9. Capacity Building Training for Tourist Police

NTB Gandaki Province Office supported Dharche Tourism Development Committee to organize capacity building training program and installation of signage in trekking route.





Support for Interaction Programs

1. NTB Gandaki Province Office, supported Women Tourism Entrepreneurs Forum to organize an interaction program between tourism entrepreneurs of Pokhara, Chitwan and Nawalpur.



2. NTB Gandaki Province Office, supported Tourism Entrepreneurs Women's Association Nepal to organize an interaction program between tourism entrepreneurs of Mustang and Myagdi.



3. Interaction with Hon'ble Minister Sudan Kirati

NTB supported and co-ordinated to have an interaction of tourism entrepreneurs of Pokhara with Hon'ble Minister Sudan Kirati, Minister of Tourism Culture and Civil Aviation. NTB CEO Dr. Dhananjay Regmi was also present in the program.





4. NTB supported Embroidery and Garment Association to organize interaction programs with owners and workers engaged in handicraft works in Parbat, Myagdi and Mustang.



Transfer of Devshila from Myagdi to Ayodhya

NTB Gandaki Province prepared a video of the transfer of Devshila from Myagdi to Ayodhya. NTB also facilitated journalists to take part in the program to cover the news.

Yomari Competition

NTB Gandaki Province Office supported in Yomari Competition 2079. The program was organized by NewaMishaPucha, Kaski.





18th Fewa New Year Festival

NTB Gandaki Province Office, supported HAN, Pokhara, to mark and celebrate Nepali New Year 2080.



Annapurna Day Celebrated

To mark the important day when Late Maurice Herzog and his team summited Mt. Annapurna 1st the first mountain to be summited above 8,000 m, NTB Gandaki Province Office supported TAAN, Gandaki Province, to organize a hiking program to Astham.



Welcome & Farewell to Province Tourism Ministers

NTB supported in the farewell program of Gandaki Province Tourism Minister Hon'ble Manibhadra Sharma and also supported in the welcoming of new Tourism Minister Hon'ble Resham Bahadur Jugjali.

17th Pokhara International Marathon

NTB Gandaki Province Office extended promotional assistance for the sports activities related to Pokhara International Marathon organized by ex-sportsmen forum.





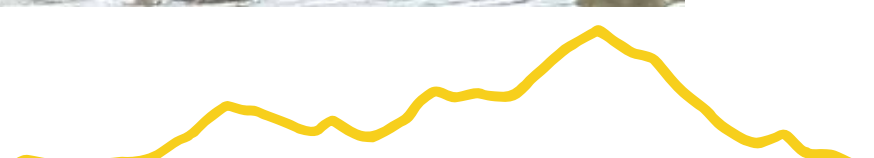
Annapurna Marathon

NTB Gandaki Province Office extended promotional assistance for successful organization of Annapurna Marathon.



Ropain Mahotsav

The Paddy Plantation Festival (Asare or Ropain Mahotsav) was observed with fun games and competitions at Kaseri of Kaski district on (June 30) Aasadh 15, 2080. The festival was organized by PTC. International visitors from different parts of the world enthusiastically participated at the event.





Rajat Mahotsav Sirubari Homestay

To commemorate the 25th Anniversary of Sirubari Homestay NTB Gandaki Province Office supported the program by helping to make booklets, brochures and Sirubari Darpan magazine. Minister for Tourism Culture Hon'ble Sudan Kirati and NTB CEO Dr. Dhananjay Regmi were present in the program.



Support for Waste Management

NTB Gandaki Province Office supported Begnastal Mahila Samuha to install dustbins around Begnas Lake area.



Liglig Cycle Race

NTB Gandaki Province Office supported Liglig Village Sports to organize Liglig Bicycle Race.



Lekhnath Mahotsab

Nepal Tourism Board Gandaki Province Office provided promotional support to Organize Lekhnath Mahotsav 2079 and 2080.





Promotion of “Pokhara Pure as Paradise”

Pokhara brand promotion was done by NTB Gandaki Province Office through Padmawati Media Pvt. Ltd.

Infrastructure Development

NTB Gandaki Province Office conducted the following infrastructure development programs in coordination with local government:

| S.N. | Infrastructure | Local Government |
|------|--|-----------------------------|
| 1. | Jarebar- Methlang – Sarangkot Hiking Trail | Pokhara Metropolitan City |
| 2. | Fewa Dam– Peace Pagoda Foot Trail | Pokhara Metropolitan City |
| 3. | Maharudra Temple Beautification | Pokhara Metropolitan City |
| 4. | Tourist Buspark Beautification | Pokhara Metropolitan City |
| 5. | Manipal- Kahu Danda Walking Steps | Pokhara Metropolitan City |
| 6. | Begnas Lake Foot Track | Pokhara Metropolitan City |
| 7. | Bindhyabasini – Khadga Mai Temple Foot Trail | Bandipur Rural Municipality |
| 8. | Bangi Tedi Trekking Trail | Bandipur Rural Municipality |
| 9. | Hot Spring Beautification | Beni Municipality |

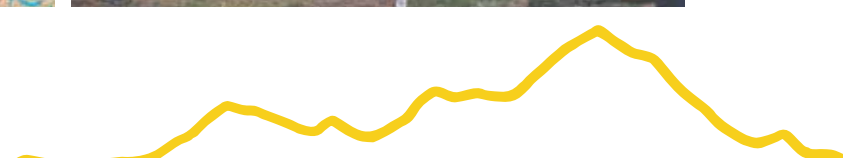
Adventure Tourism Promotion & Interaction Program

NTB Gandaki Province Office supported Nepal Patrakar Mahasangh, Kaski, to promote adventure tourism destinations in Parbat and create linkage between adventure tourism destinations between Parbat and Kaski to increase the length of stay in Gandaki Province.



LigLig Race

NTB Gandaki Province Office supported Ligligkot Bikash Avaiyan to organize the LigLig Race.





44th World Tourism Day Baglung

NTB Gandaki Province Office supported the local government and local tourism entrepreneurs to celebrate 44th World Tourism Day. The Slogan for this year was “Tourism and Green Investment”. It was first of its kind in Baglung and the program was successful in creating positive awareness of Tourism in Baglung.



Bhaitika Celebration

NTB Gandaki Province Office supported HAN, Pokhara, to organize Bhaitika celebration with foreigners.



Rastriya Audhyogik Byapar Mela 2080

NTB Gandaki Province Office supported Pokhara Chamber of Commerce and Industries (PCCI) for successful organization of the industrial fair.



Lok Dohori Mahotsav Gorkha

NTB Gandaki Province Office supported Rastriya Lok Tatha Dohori Geet Prathisthan to organize grand Lok Dohori Mahotsav in Gorkha.



Deusi Bhailo by Pokhara TV

NTB Gandaki Province Office supported Pokhara Television to organize Deusi Bhailo Program comprising different ethnic groups of Gandaki Province.

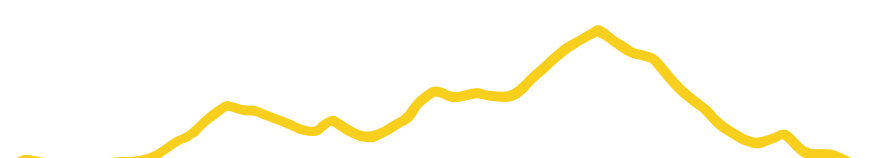


Damside Youth Club

NTB Gandaki Province Office supported Damside Youth Club for the cultural program in the festival of Tihar 2080.

World Peace Worship Program

NTB Gandaki Province Office supported Baidam Tamang Sewa Samaj to organize a week-long chanting of special Buddhist religious texts for world peace. Many Buddhist monks from Nepal and different countries participated in the event.





Lawn Tennis Competition

NTB Gandaki Province Office supported Kasti District Lawn Tennis Association to organize Lawn Tennis Competition recognized by International Tennis Federation. Different players from around the world participated in the event.



“Gaja Daha Mela”

NTB Gandaki Province Office supported Jaimini Municipality, Baglung to organize Baikuntha Chaturdashi (Gaja Daha) Mela



Jomsom Mahotsav

NTB Gandaki Province Office supported Gharapjhong Rural Municipality to organize Agriculture and Tourism Festival in Jomsom.





Support to Tourist Police

NTB Gandaki Province Office supported Tourist Police in Pokhara with various administrative assistance including office equipment, communication, fuel, stationery etc. as part of tourism facilitation.

Digital Documentation

Important documents pertaining to procurement, accounting and other inter-office communication in connection with office operation of NTB Gandaki Province Office have been scanned and recorded digitally for future reference and easy retrieval.

Record Keeping and Auditing

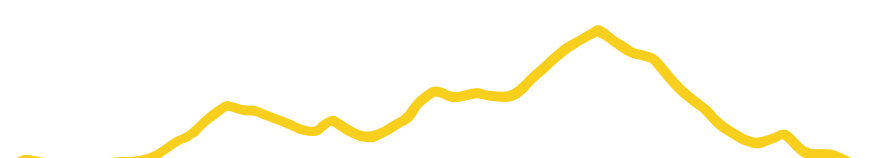
NTB Gandaki Province Office office duly maintains all the records of monetary transactions as well as other activities both electronically and manually. Records of fixed and current assets and bank reconciliations have been duly maintained till the end the fiscal year 2079/80. Similarly, NTB Gandaki Province Office facilitated the Head Office of NTB to conduct internal as well as final auditing of NTB Gandaki Province Office till the end of fiscal year 2078/79. Internal Audit of FY 2079/80 has also been completed.

Jau Hai Pokhara Program

The Jau Hai Pokhara campaign has successfully concluded in Western and Far Western Nepal, marking a significant achievement. This six-day initiative was collaboratively organized by Nepal Tourism Board (NTB) Gandaki Province Office and Hotel Association Pokhara Nepal (HAPN) to promote domestic tourism.



Jau Hai Pokhara Bhairahawa





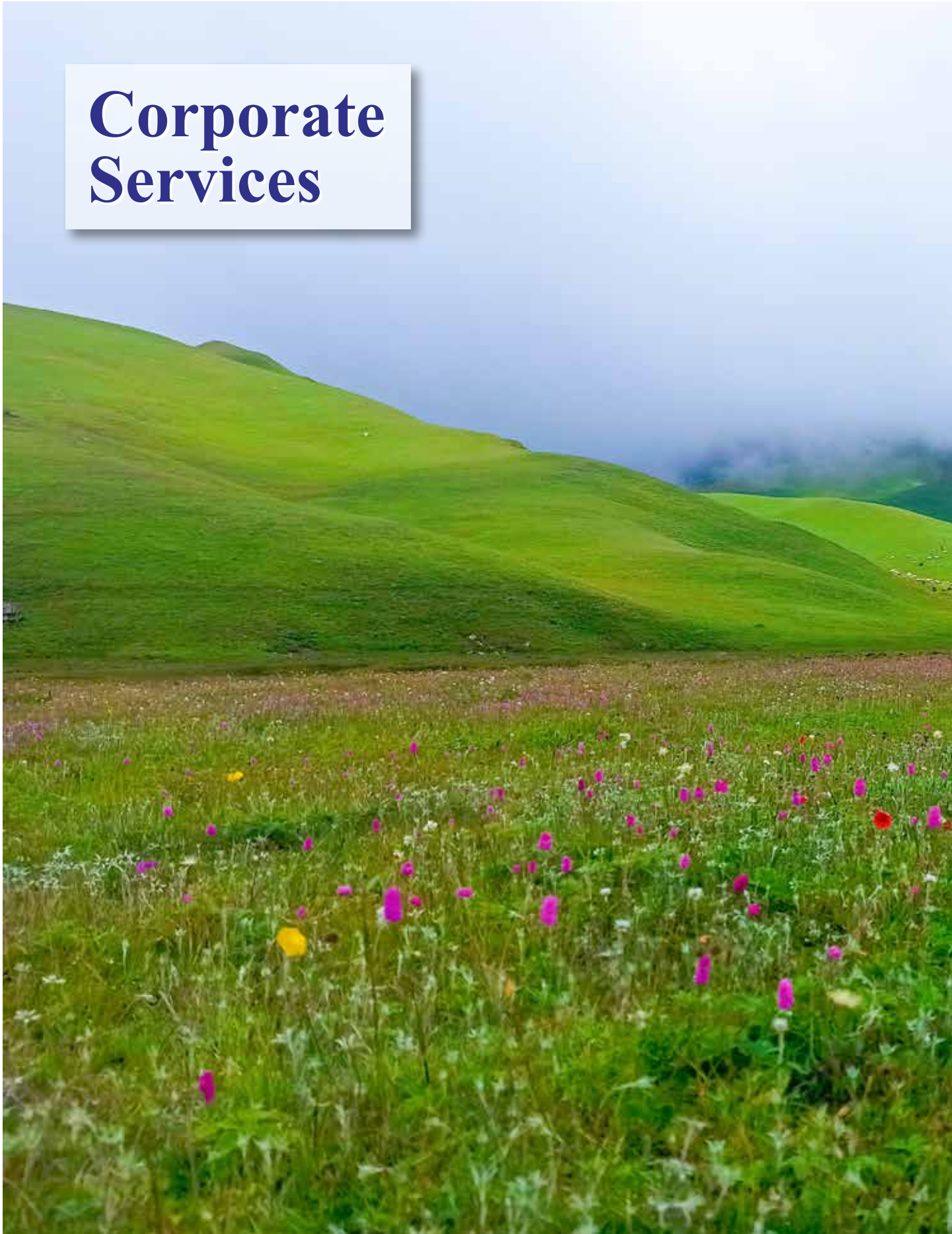
Jau Hai Pokhara Nepalgunj



Jau Hai Pokhara Dhangadhi



Corporate Services





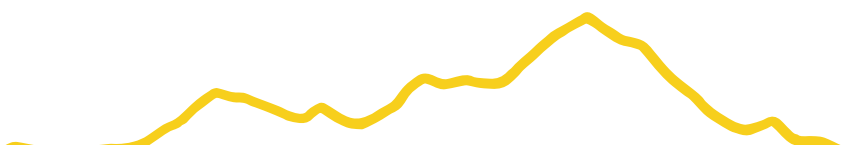
Badimalika – Pic: Arjun Kumar Thapa



Corporate Services & Administration Department

Major Activities by HR & Administration Unit

| S.N. | Activities | Output |
|------|---|--|
| 1 | Installation of filing cabinets in NTB Head Office for filing of Accounts related documents | Increased capacity of filing and storage system |
| 2 | Internship opportunities to the students of management, travel and tourism studies | Availing the opportunity to students to learn about the working modality/ environment of NTB |
| 3 | Asar 15 celebration | Culture preservation and staff motivation |
| 4 | Sports events on the occasion of 24rd Anniversary for NTB staffs | Team building |
| 5 | Dashain and Deepawali celebration at NTB | Culture preservation and team building |
| 6 | Holi and Christmas celebration for tourists visiting TSC building | Culture preservation and tourist entertainment |
| 7 | Participation of 2 NTB officials in PATA Destination Experience Forum in Kuching, Sarawak, Malaysia | Exposure and capacity enhancement of the participating officials |
| 8 | Training on “Developing and Managing Muslim- friendly Healthcare and Wellness Tourism Destinations and Products” to 1 NTB official organized by ITC Malaysia and facilitated by MOFA, Nepal | Exposure and capacity enhancement of the participating official |
| 9 | Participation of 1 NTB official on “GSTC Sustainable Tourism” online course | |
| 10 | Participation of 5 officials in “Leadership Excellence Program for Women Managers” organized by NASC | |
| 11 | Participation of 1 NTB official on NFRS online course | |
| 12 | Participation of 2 NTB officials on “Procurement Management Training” | |
| 13 | Conducted training on GIS in tourism for 8 NTB officials | |
| 14 | Training of accounts section officials on “Basic in Tax Assessment and Drafting Appeals” | |
| 15 | Arrangement for unconventional operating of Revenue Office from TSC Building | Regularity of revenue billing and collection processes |





| TIMS Card Details | |
|-------------------------|--------------------|
| Jan. 1 to Nov. 30, 2023 | |
| Months | Number of Trekkers |
| January | 945 |
| February | 1821 |
| March | 5912 |
| April | 6883 |
| May | 1490 |
| June | 251 |
| July | 244 |
| August | 514 |
| September | 2071 |
| October | 5556 |
| November | 2145 |
| Total | 27832 |

Source: NTB TIMS Desk

Tourism Service Fees (TSF) Details

TSF is dependent on number of non-Nepali passengers departed from international airport of Nepal (at TIA as of now). TSF of NPR 1,000 (and VAT 13%) is charged as part of ticket per non-Nepali passengers departing from TIA. Details of outgoing non-Nepali passengers below:-

| Period: Jan. 1 to Oct. 30, 2023 | |
|---------------------------------|-----------------------------|
| Month | Non-Nepali Passengers (No.) |
| January | 49603 |
| February | 48059 |
| March | 71587 |
| April | 86689 |
| May | 80204 |
| June | 64225 |
| July | 53447 |
| August | 58699 |
| September | 58869 |
| October | 87164 |
| Total | 668546 |

Note: TSF is NPR 1000 per non-Nepali passengers departing from TIA.



Participation at Training on Developing and Managing Muslim-friendly Healthcare and Wellness Tourism



*Participation in Leadership
Excellence Program for
Women Managers organized
by NASC*





NTB in PATA Destination Experience Forum 2023

Sporting Events Organized on the Occasion of 24th Anniversary

Sports competitions took place within NTB commemorating the 24th Anniversary, engaging employees from various roles such as permanent, outsourcing, consultants, interns and STLRP project members. These activities notably uplifted the team spirit among the staff. The major sports activities arranged in this occasion were as follows:

1. NTB Futsal Cup (Men & Women Categories)

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

Winner of NTB Futsal Cup (Men)- CS Department

Runner Up NTB Futsal Cup (Men)- TM & P Department

Most Valuable Player- Mr. Umesh Khatri, CS Department

Winner of Tourism Futsal Cup (Women)- Support Staff NTB

Runner Up NTB Futsal Cup (Women) - Core Staff NTB





2. Table Tennis Competition

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

1. Table Tennis Men

Winner- Mr. Shree Vaidya

First Runner Up - Mr. Sujit Shrestha

Second Runner Up - Mr. Umesh Khatri

2. Table Tennis Women

Winner - Ms. Srijana Nepali

Runner Up - Ms. Sakina Miya

Second Runner Up - Ranu Shah





| S.N. | Activities | Output |
|------|---|--|
| 1 | Internal Audit of FY 79/80 completed | Audit and compliance |
| 2 | External Audit from Office of Auditor General executed upto FY 2079/80 with issue of Preliminary Audit Report. NTB is in process of generating and furnishing reply. | Audit and compliance |
| 3 | Interest Revenue of NPR 9.80 Crores earned from systematic deployment of time idle funds in FY 2079/80 | Additional revenue for NTB |
| 4 | ERP for NTB in final phase and integrated Accounting, Budgetary Control, Inventory, Asset, Reporting, Bill Register, Travel Administration Modules for all offices in operation from FY 2080/81 | Digitalization of processes Integrated accounting, reporting and record keeping |
| 5 | Full Audit from MLTO for FY 2074/75 executed and completed with additional charge (comparatively lower than previous years) | Tax compliance |
| 6 | Online payment process with approved SOP for budget expenditure payments implemented and running successfully (with nil transfer cost, previously cheque required bank transfer charges) | Elimination of payee visit to office, nil cheque float intervals, eliminated cheque default cases, online record of payments, elimination of BRS process |

NTB ERP





NTB-ERP 2080 DBI

Billing Received - Entry

Vendor * -- Select -- Vendor PAN Invoice Date * 12/14/2023 Bill type * -- Select --

Invoice No. * Invoice Number Currency type * -- Select -- Exchange Rate Vatable Amt * 0

Invoice Amt 0 VAT Amt * 0 Department * -- Select -- Upload File No file chosen

Description

Description

Account - Report - Budget Report

Generate Excel

| Budgets | Budget Amount | Actual Amount | Remaining Amount | Spent(%) |
|--|-------------------|----------------|-------------------|----------|
| NTB | 1,36,57,60,045.00 | 6,58,10,561.33 | 1,29,87,06,138.15 | 4.82 |
| E1 TMP | 41,42,00,000.00 | 5,83,500.00 | 41,36,16,500.00 | 0.14 |
| 1.1 Europe and America | 8,75,00,000.00 | 0.00 | 8,75,00,000.00 | 0.00 |
| 1.2 Asia and Oceania | 5,75,00,000.00 | 0.00 | 5,75,00,000.00 | 0.00 |
| 1.3 North East Asia | 6,55,00,000.00 | 0.00 | 6,55,00,000.00 | 0.00 |
| 1.4 South Asia | 7,10,00,000.00 | 0.00 | 7,10,00,000.00 | 0.00 |
| 1.5 Branding and Corporate Partnership | 4,82,00,000.00 | 5,12,550.00 | 4,76,87,450.00 | 1.06 |
| 1.6 Various Promotional Program | 8,45,00,000.00 | 70,950.00 | 8,44,29,050.00 | 0.08 |
| E2 PRP | 18,90,00,000.00 | 5,66,783.40 | 18,84,33,216.60 | 0.30 |
| E3 RPM | 9,40,50,000.00 | 1,72,411.29 | 9,32,77,588.71 | 0.18 |
| E4 TPRD | 14,45,00,000.00 | 12,41,250.00 | 14,45,58,750.00 | 0.86 |
| 4.1 Sustainable tourism heritage development | 10,86,00,000.00 | 0.00 | 10,86,00,000.00 | 0.00 |
| 4.2 Event and tourism activity development | 3,29,00,000.00 | 12,29,750.00 | 3,29,70,250.00 | 3.74 |
| 4.4 Inspection Expenses | 30,00,000.00 | 11,500.00 | 29,88,500.00 | 0.38 |
| E5 GANO | 11,63,90,000.00 | 12,48,827.61 | 11,51,11,172.39 | 1.07 |
| E6 CSA | 23,35,26,974.00 | 5,16,08,356.30 | 18,00,64,672.18 | 22.10 |
| E7 E CCE O | 1,76,00,000.00 | 8,80,069.59 | 1,67,19,930.41 | 5.00 |
| E8 LUMO | 0.00 | 0.00 | 0.00 | NaN |
| Pre-Advance Budget | 10,00,000.00 | 0.00 | 10,00,000.00 | 0.00 |
| E17 Payable Of FY 7580 | 7,41,43,671.00 | 92,94,758.14 | 6,48,48,912.86 | 12.54 |

Travel Order - List

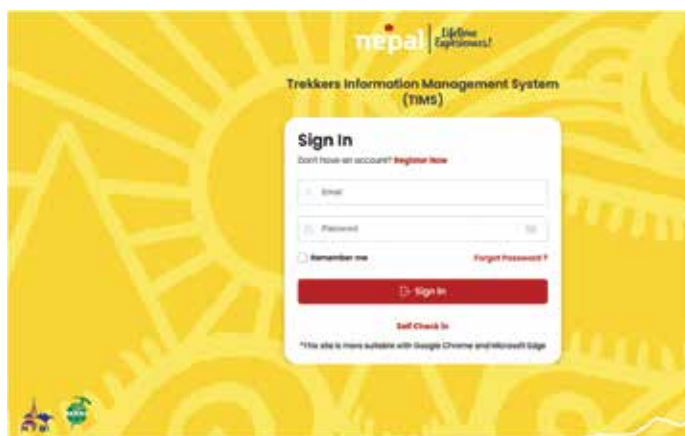
Program Name From Date 12/14/2023 To Date 12/14/2023 Search Download

| S.N. | Program | Is Domestic | Days no. | Staff | Department | Date | Other | Action |
|------|--|-------------|----------|---------------------|--|------------|----------------------|--------|
| 1 | Financial Support and Inauguration of the event. | 1 | 3.5 | Sagar Shrestha | Pokhara Regional office | 10/03/2023 | event inauguration | |
| 2 | Inspection visit for the ladder construction work at the Bratabandha site of Prithvi Narayan Shah at Dhading | 0 | 12.5 | Jayshakti Sarraf | Tourism Product and Resource Department (TPRD) | 09/29/2023 | Training at malaysia | |
| 3 | LTC program for FY 80/81 | 1 | 8.5 | Sushila Kuman Baral | Corporate Services Department (CSD) | 10/27/2023 | Itinerary Attached | |



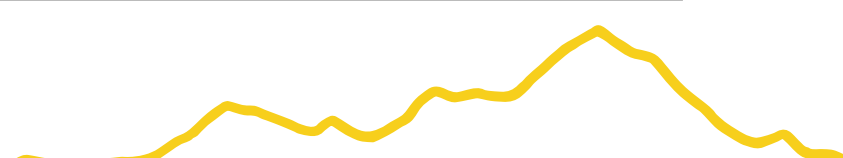
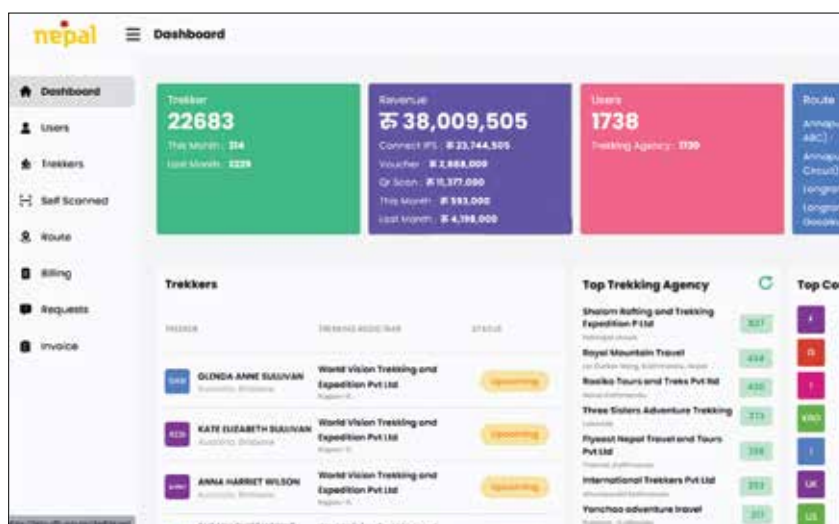
Major Activities: Revenue and Assets /Stores

| S.N. | Activities | Output |
|------|--|---|
| 1 | Trekkers Information Management System (TIMS) revisited to issue TIMS online through TIMS Standard 2079 | New system of TIMS |
| 2 | Online registration and payment system designed, developed and implemented for TIMS System running under AMC | Digitalization Computerised TIMS issue system with online payment. Information of trekkers' in realtime for promotion plannings. |
| 3 | Computerised billing system as part of NTB ERP developed, approved from Inland Revenue Department and running with integration of accounting | Compliance, integration and digitalization of process |
| 4 | Revenue operation running from TSC building instead of regular office in TIA | Business continuity process of important operation |
| 5 | Renovation of TIC operation desk in TIA in progress | Improved TIC office |



Landing screen of
TIMS online

TIMS system dashboard
with plethora of
information that can
support trekking and
tourism promotion
plannings

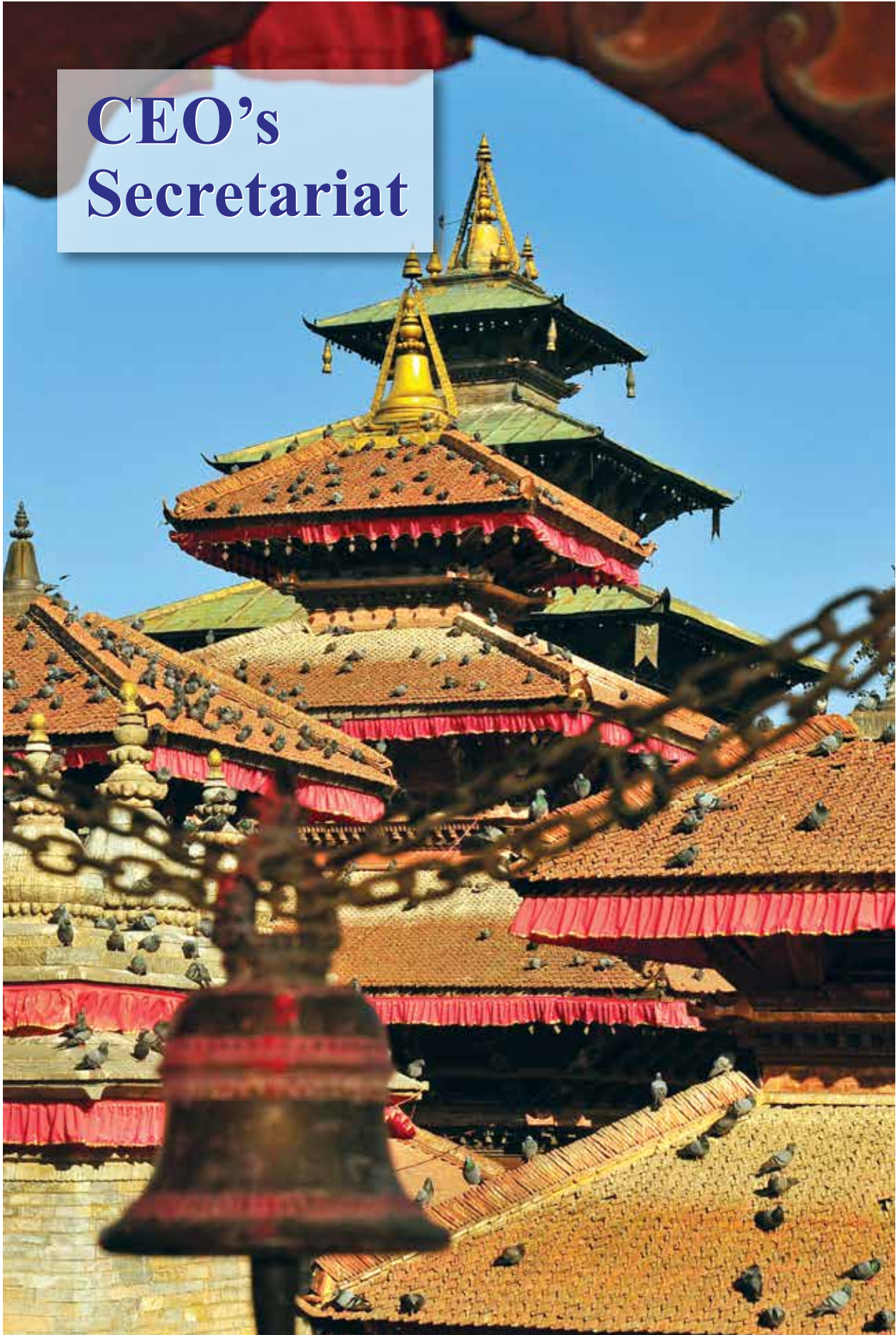




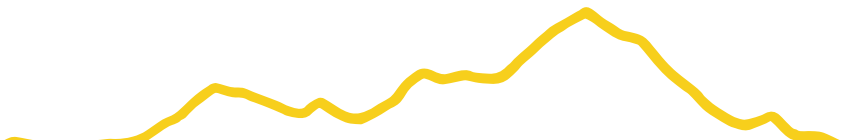
Nyatapola, Bhaktapur – Pic : Shree Baidya



CEO's Secretariat



Kathmandu Durbar Square, Pokhara – Pic : Shree Baidya





CEO's Secretariat

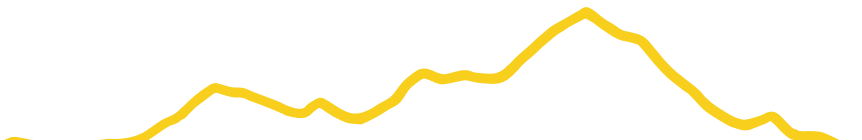
In the FY 2079/80 there were regular and immediate meetings of the NTB Executive Committee based on needs for formulation, approval and execution of NTB Budget and Program and tourism promotion activities. Executive Committee had formed different sub committees for different tasks in the board such as working procedure sub committee, finance sub committee, monitoring and evaluation sub committee, TIMS management related different subcommittee and working committee. For TIMS implementation a final draft of agreement between NTB and TAAN has been finalized. The budget for FY 2080/81 was prepared by budget and program sub committee with series of meetings with tourism stakeholders in the process of execution. Likewise, the program implementation guidelines were approved and is in practice.

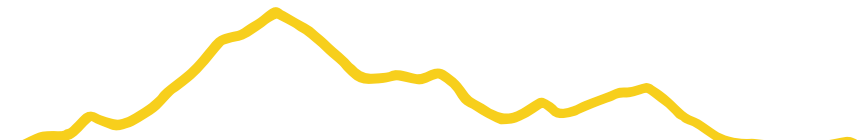
Likewise, for protection, security and management of tourist reroute to different trekking routes, the FIT TIMS Card distribution in person has been stopped with the initiation of online TIMS Card distribution from April 1, 2023, after approval of TIMS Mapdanda 2079. EC and CEO Secretariat also carried out different programs based on their urgency and importance directly through CEO's decision as approved by NTB Executive Committee. Different stakeholders were benefitted directly or indirectly from the programs carried out by EC and CEO Secretariat.





Special Events/Programs





BITM 2023 Highlights Lumbini as “Top Destination for Spiritual Tourism”



BITM 2023 was conducted successfully from May 11-13, 2023, by MoCTCA and NTB in coordination with NATTA and LDT. The fair had participation of more than 28 travel and tour companies from India, Malaysia, China, South Korea, Bangladesh, Myanmar, Thailand and Sri-Lanka. The fair was inaugurated by VC of LDT Bikshu Matteya (Awadesh Kumar Tripathi) on May 11, 2023.

The program was an ideal platform for connection with the international market for Nepali tour operators promoting Lumbini. The business networking was complemented by insightful presentations by Buddhist scholars.



BITM 2023 concluded issuing “7 Point Lumbini Declaration” that included commitment to organize 3rd edition of BITM on March 24, 2024; make Lumbini the starting point of Buddhist Circuit; promote Lumbini as peace destination; connect Lumbini to other Buddhist pilgrimage sites and develop network; promote international pilgrimage packages; expand BITM to other Buddhism destinations; promote Gautam Buddha International Airport in Bhairahawa and Pokhara International Airport.

NTB CEO Dr Dhananjay Regmi was highly positive about the role of the high-profile international program to promote Lumbini internationally. He added that the buyers’ and sellers’ presence in Lumbini added value making the Lumbini more dynamic and vibrant as a destination. Dean of Lumbini University Dr. Manikratna Shakya said BITM had helped to promote the Buddhist philosophy.

During the valediction ceremony, tourism expert Prof. Dr. Himlal Ghimire, NATTA President Mr. Ramesh Thapa, Senior VP of NATTA Mr. Pramod Dahal emphasized on making Lumbini the top destination of Nepal. The fair was participated by representatives and officials from Lumbini Province, LDT, NTB, NATTA and the travel trade related associations. BITM was started in 2017 to promote and position Lumbini – Birthplace of the Buddha, among global Buddhist population and travelers longing for spiritual experience.

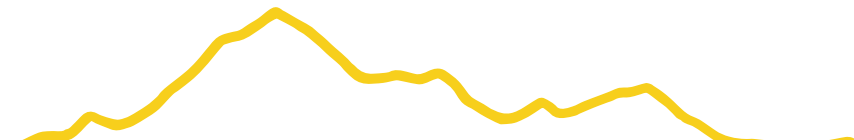




PATA Annual Summit and Adventure Mart 2023 (PASAM 2023)

The PATA (Pacific Asia Travel Association) Annual Summit and Adventure Mart 2023 (PASAM 2023) took place in the picturesque city of Pokhara, Nepal. The event brought together industry leaders, tourism professionals, government officials, and travel enthusiasts from around the world. The summit aimed to foster collaboration, innovation, and sustainable development in the tourism and hospitality sectors. The event was organized by the Pacific Asia Travel Association (PATA) and hosted by the Nepal Tourism Board (NTB) from May 30 to June 2 with support from Event Patron, the Pokhara Municipality, and Local Partner, the Pokhara Tourism Council, the event encompassed various activities over the four-day program.

- The event comprised of conference presentations, workshops, a B2B mart, and the PATA Executive Board and Board meetings and Annual General Meeting.
- The theme of the event was “Sustainability through Tourism” and it focused on topics such as industry forecasts and market trends, crisis management, social media marketing, responsible tourism, community partnerships, and emerging markets such as China and India.
- The event attracted 222 delegates from 115 organizations and 22 destinations. (Source-PATA HQ Press Release).
- The event also featured a ‘PATA Youth Symposium’ and a complimentary Destination Experience for the delegates to explore the natural and cultural attractions of Pokhara.
- PATA internal meetings for PATA members only (Executive Board & Board Meeting, Chapter Congress, and Government Meeting) took place, which focused on matters of the Association and Chapters respectively. The day ended with



the Inauguration Ceremony and PATA Awards Presentation, presided over by the Chief Minister of Gandaki Province Honourable Surendra Raj Pandey.

- **Conference; Keynote Speeches and Panel Discussions:** Esteemed speakers and thought leaders from the travel industry delivered enlightening keynote speeches, sharing their expertise and knowledge on various topics. The discussions covered subjects such as sustainable tourism practices, destination marketing, digital transformation, and the future of adventure tourism. These sessions provided valuable insights and stimulated meaningful conversations among the participants.
- **Networking Opportunities:** The event provided abundant networking opportunities for participants to connect with industry professionals and establish valuable partnerships. Networking sessions were strategically incorporated into the agenda, enabling attendees to engage in fruitful discussions, exchange ideas, and explore potential collaborations. Participants had the chance to build relationships and expand their professional networks.
- **Adventure Travel Mart:** The two days Mart segment of the event showcased a wide range of tourism products and services. Exhibitors from different regions along with Nepali tourism companies presented their offerings, including adventure tour operators, accommodation providers, and destination marketing organizations. The Mart provided a platform for businesses to promote their products, generate leads, and connect with potential buyers and partners.
- **Cultural & Local Sightseeing Experiences:** As Pokhara is known for its natural beauty and cultural heritage, the event incorporated cultural experiences and activities. Participants had the opportunity to explore the stunning landscapes, engage in local traditions, and immerse themselves in the rich Nepali culture. These experiences showcased the unique charm of the host destination and provided a deeper understanding of Nepal's tourism potential. The final day of the event allowed delegates the opportunity to explore the beauty of Pokhara and included visits to Phewa Lake, Davis Falls, Gupteshwor Cave, the Peace Stupa and Shiva Temple.
- **The PATA Annual Summit and Adventure Mart 2023** was generously hosted by the Nepal Tourism Board with support from Event Patron, the Pokhara Municipality; Local Partner, the Pokhara Tourism Council; Event Partners, the Asian Development Bank (ADB), Everest Bank Limited, Machhapuchhre Bank Limited, Nabil Bank and the Nepal Investment Bank; Event Tech Partners, Cvent and the Thailand Convention and Exhibition Bureau (TCEB); National Carrier, Nepal Airlines; Official Domestic Carriers, Buddha Air and Yeti Airlines, and Youth Sponsors, the Global Peace Foundation, the Guam Visitors Bureau, and the PATA Thailand Chapter.





First Nepal-China Friendship Dragon Boat Festival 2023 Successfully Held in Pokhara



The first Nepal China Friendship Dragon Boat Race Festival was successfully held in Pokhara in June 23 and 24 at Phewa Lake, Pokhara. Tourism Minister Hon'ble Sudan Kirati and Ambassador of China to Nepal HE Chen Song inaugurated the festival jointly. The program was organized by NTB, Embassy of China in Nepal, and PMC. The event was co-organized by PTC and Overseas Chinese Association of Pokhara.

Team Sichuan China won the first place in the finale

of the Boat Festival on June 24. The runners up was Team NARA followed by Team Yunnan from China and Team NRCA. The event had 160 participants including representatives from the seven states of Nepal and Chinese visitors.

The teams were awarded by Hon'ble State Minister for Tourism Mrs. Sushila Shripali Thakuri, His Excellency Ambassador of China to Nepal Chen Song, National Assembly Member Mr. Ganesh

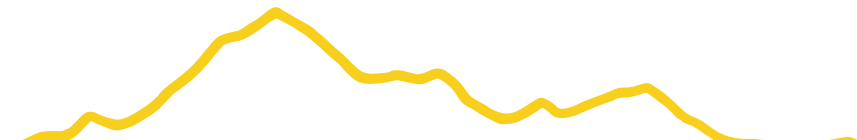




Prasad Timilsina and Mayor of Pokhara Mr. Dhanraj Acharya. Similarly, tokens of appreciation were presented at separate program to officials from the Embassy of China in Nepal and all partners of the event, by Secretary of MoCTCA and Chairman of NTB Mr. Suresh Adhikari, Member of NTB Executive Committee Mr. Madan Acharya and Sr. Director of NTB Ms. Nandini Lahe-Thapa.







International Mountain Cross Country Competition in Pokhara & Annapurna Region



Nepal-Pokhara International Mountain Cross Country Competition in Pokhara and Annapurna Region was successfully conducted on Nov. 25, in the tourist city of Pokhara. The event was jointly organized by NTB, Embassy of China in Nepal and PMC and was co-organized by HAN Pokhara and Yunnan Mountaineering and Outdoor Sports Association. The function was inaugurated by CM of Gandaki Province Hon'ble Surendra Raj Pandey.

The event held with the theme "Run for Prosperity" had four categories including Group (40 km) and Individual (38 km) competition along with Students

Race (5 km) and Love Run : For All (3 km). The Group comprising 3 individuals, covered the distance by running (22km), cycling (17km) and boating (1km) in Phewa Lake.

Prize distribution and closing ceremony was organized in the same evening followed by dinner hosted by NTB. During the program NTB CEO Dr. Dhananjay Regmi appreciated the support of the Embassy of China to promote Pokhara and Nepal as a hub for sports tourism. The program was attended by officials the Chinese Embassy and top district and province officials.





Glimpses of Other Programs



Annual Retreat by Staff Union in Dhulikhel



CEO-NTB felicitating DCM-Embassy of China Nepal



Interaction of NTB with Mayor of Kathmandu Metropolitan City Mr. Balendra Shah



Nepal Culture Centre-Korea, NTB-CEO with Honourable Minister Mr. Jeevan Ram Shrestha



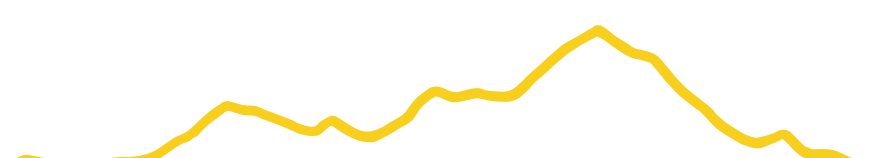
NTB Agreement with Jazeera Air



Promotional Agreement in Korea for Tourism Promotion

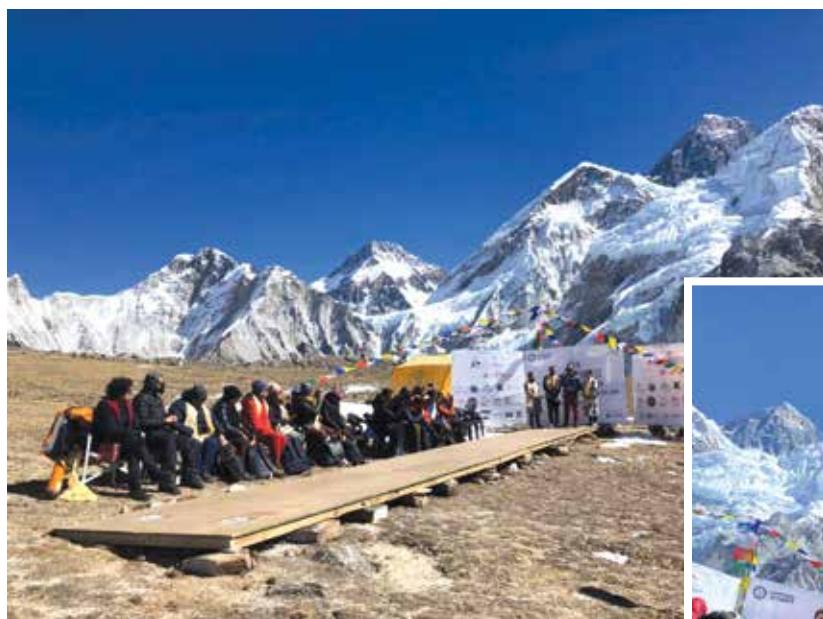


Submission of Brief Conceptual Framework on Nepal Tourism Decade to Honourable Minister of Culture Tourism and Civil Aviation

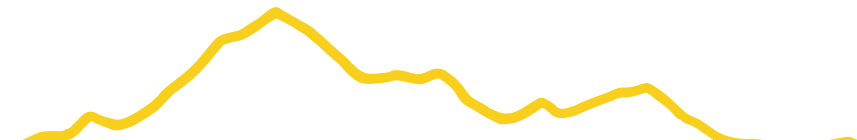




UN Assistant Secretary General Ms.Kanni and UNDP-RR Ms. Ayshanie M Labe visit to NTB with Secretary, MoCTC Mr. Maheshwar Neupane, CEO-NTB Dr. Dhananjaya Regmi and NTB Team



Everest fashion runway (Guinness World Record Holder Event for fashion show at highest altitude)

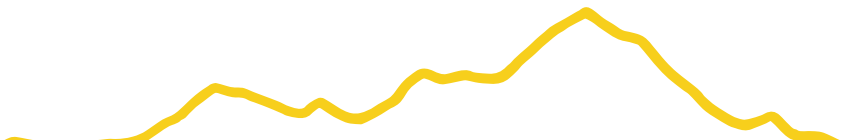




NTB in CoP - 28, UAE

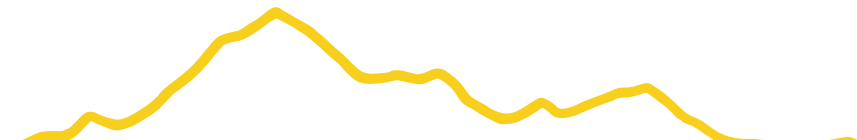


NTB's Representation in Delegation invited by Vietnam-Nepal Friendship Association



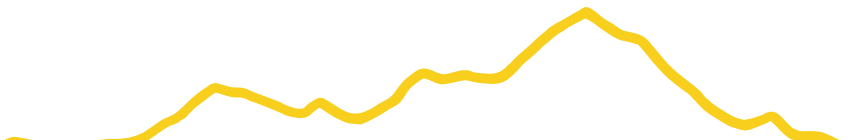
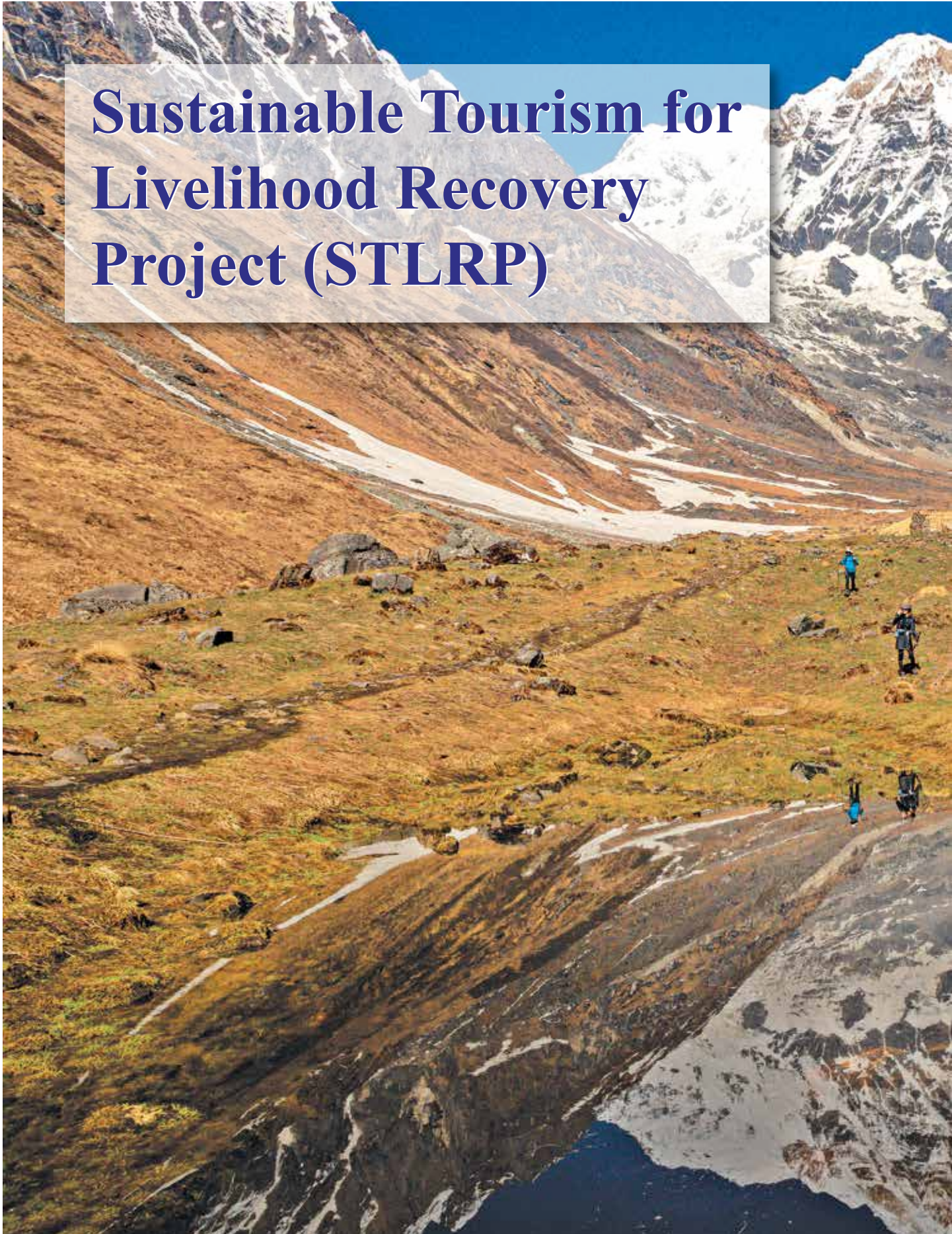


National bird of nepal Danfe, Solukhumbu district



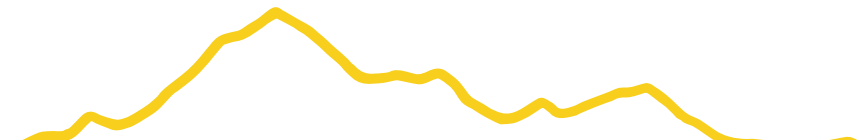


Sustainable Tourism for Livelihood Recovery Project (STLRP)





Annapurna Base Camp – Pic : Nitesh Shilpakar



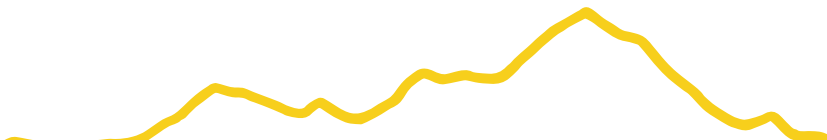


SUSTAINABLE TOURISM FOR LIVELIHOOD
RECOVERY PROJECT (STLRP)



Project Information:

| | |
|----------------------------|--|
| Project Number | 00111755 |
| Duration | 01/01/2021 to 31/08/2023 (Extended till July 2024) |
| Implemented by | Nepal Tourism Board (NTB) |
| Collaborating Institutions | Local Governments, Private Sector Tourism Associations |
| Total Budget | USD 3,275,385.00 |
| UNDP TRAC | USD 1,700,000.00 (52%) |
| NTB | USD 1,575,385.00 (48%) |





The “Sustainable Tourism for Livelihood Recovery Project (STLRP)” comes after the success of a similar initial micro program between NTB and UNDP, which started earlier in March 2020 as the global pandemic created worldwide threat and traveling had come to a standstill. The micro program already implemented in five different tourism areas across the country has employed 250 local people from the tourism workforce for upgrade and maintenance of major popular tourism trails and sites. The partnership between NTB and UNDP after a gap of almost 13 years, has brought enthusiasm and anticipation on both sides to further the goal of Sustainable Tourism Development. Earlier, NTB had worked with UNDP from 2002 till 2007 on Tourism for Rural Poverty Alleviation Program (TRPAP).

In December 2020, Dr. Dhananjay Regmi, Chief Executive Officer (CEO) of Nepal Tourism Board (NTB), and Ms. Ayshanie Medagangoda-Labe, Resident Representative of UNDP – Nepal, signed the MoU for STLRP to support the recovery of Nepal’s tourism, one of the sectors hardest hit by the COVID-19 pandemic. The STLRP aims to contribute to the revival

STLRP partnered with Jagdulla Rural Municipality, Dolpa to promote Bhalu Tirtha-a freshwater spring source at 4400 masl, and Jagdulla Lake-a pristine and hidden freshwater lake of Dolpa at 4700 masl, both of which are equally potential tourism destinations after Shey Phoksundo in Dolpa. Both sites provide amazing views of the terrain and snow-capped peaks, as well as quiet and historic villages, plentiful wildlife, beautiful Buddhist temples, and stunning lakes with fascinating Tibetan culture and traditions. We hope this attraction will draw thousands of visitors and help the local economy.

of tourism sector by supporting livelihoods recovery of the most vulnerable tourism workers by providing short-term employment as well as enhancing the capacity of the NTB and other relevant stakeholders to accelerate recovery efforts including supporting formulation of the National Tourism Recovery Strategy after COVID-19.

Progress towards the outcome

STLRP contributed to the revival of tourism sector by supporting the livelihood recovery of most affected workers by providing short term employment opportunities to retain the critical tourism workforce associated with this sector, as well as enhancing the capacity of tourism stakeholders to accelerate the





recovery efforts.

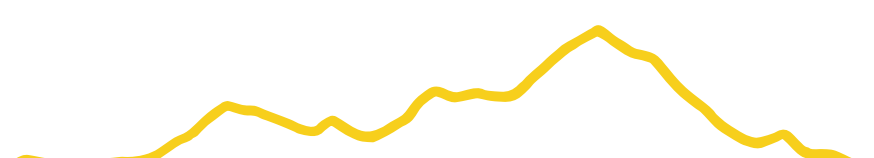
STLRP provided immediate livelihood opportunities for 8,154 people (6087 men and 2067 women (25.35%)) (cumulative data as of 15 Dec 2023) those who have already lost their jobs or income partially or fully due to the COVID crisis including local tourism workers.

Project focused on development of numerous small scale tourism infrastructures and tourism products like hiking routes, cycling routes, foot trails which will be key driver for the local economic development in the respective sites, might be new attractions for the local visitors offering income opportunities for the local people.

resulting in support to eliminate poverty of local community.

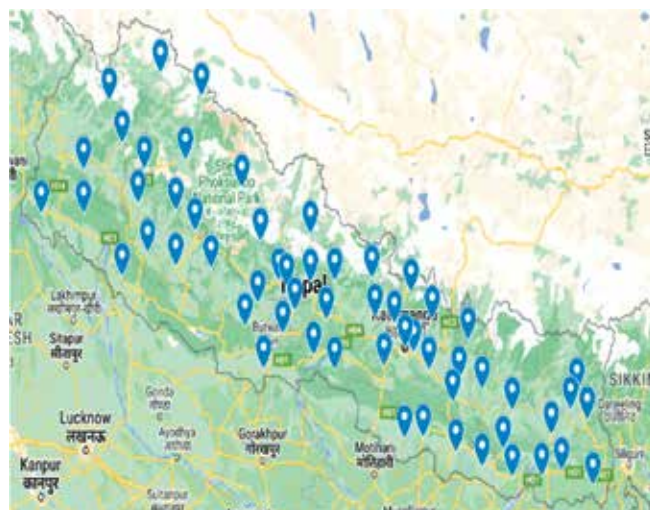
Similarly, numerous capacity-building training have been conducted in collaboration with the public (local government) and private sector (travel trade association) tourism stakeholders benefiting

2,757 tourism sector workforces. The skill improvement program beneficiaries were 1,096 females (40%), 3.5% Dalit, 52.5% Janajati, and 44% others respectively. The skill improvement training helped to polish their skills and capacities, increased competitiveness and supported to increase the quality of services in the industry.

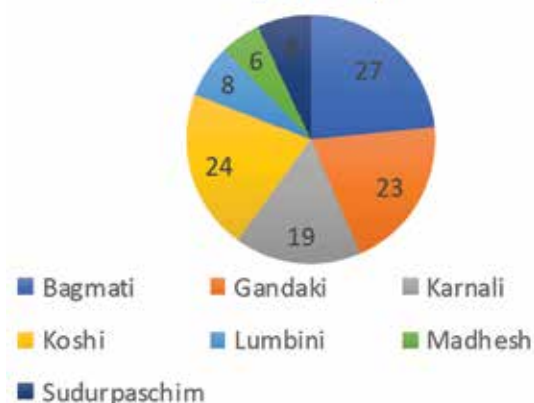




Project coverage: The project reached almost all districts while implementing small scale tourism infrastructure and capacity building of the tourism stakeholders.



Total no of municipalities across all provinces (2021-2023)



From its initiation in 2021, the project has collaborated with 115 local governments in 53 districts spanning all provinces in Nepal. Its focus has been on generating short-term employment and fostering the development of small-scale tourism infrastructure. Simultaneously, in collaboration with diverse private-sector tourism stakeholders, the project remains committed to enhancing the capacity of workers in the tourism sector.

The table below shows the name of the district covered by the project and the number of municipalities.

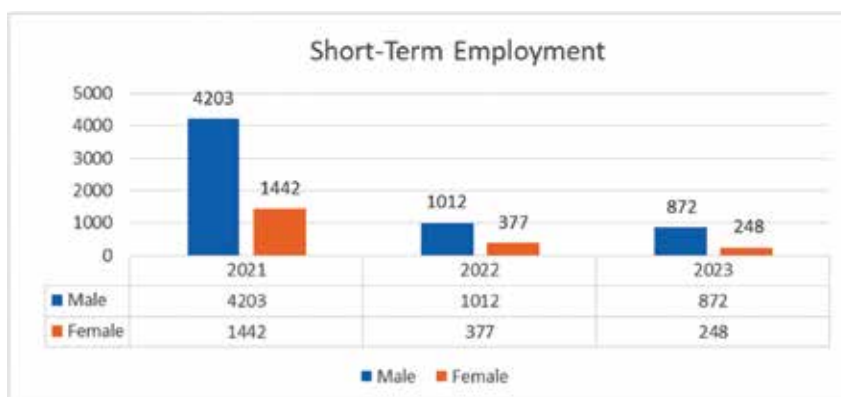
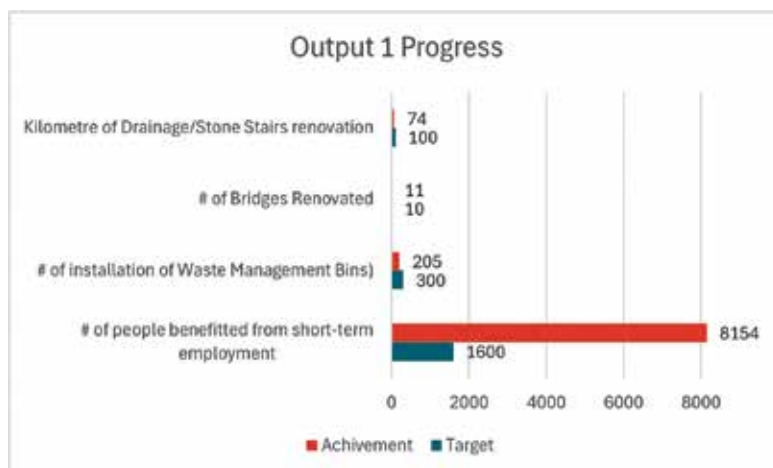
| Province | District | No. of Municipality |
|---------------------|---|---------------------|
| Sudurpaschim | Achham, Bajura, Bhajang, Darchula, Doti, Kanchanpur | 8 |
| Madhesh | Bara, Janakpur, Parsa, Siraha | 6 |
| Lumbini | Dang, Gulmi, Palpa, Pyuthan, Rukum East, Rukumkot, Rupandehi | 8 |
| Karnali | Dailekh, Dolpa, Humla, Jumla, Kalikot, Rukum West | 19 |
| Bagmati | Bhaktapur, Chitwan, Dhading, Kathmandu, Kavrepalanchowk, Lalitpur, Nuwakot, Rasuwa, Sindupalchowk, Solukhumbu, Makawanpur | 27 |
| Gandaki | Baglung, Gorkha, Kaski, Lamjung, Manang, Mustang, Myagdi, Nawalparasi, Parbat, Syanjga, Tanahu | 23 |
| Koshi | Dhankuta, Illam, Jhapa, khotang, Okhaldhunga, Shankhuwasava, Solukhumbhu, Taplejung | 24 |

Progress on Output 1

Workers facing vulnerability, especially women and individuals from disadvantaged backgrounds within the tourism sector, who have suffered job losses or income reduction due to COVID-19, have been provided with short-term employment opportunities to address immediate livelihood challenges.

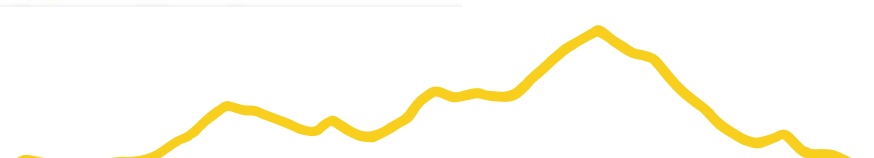
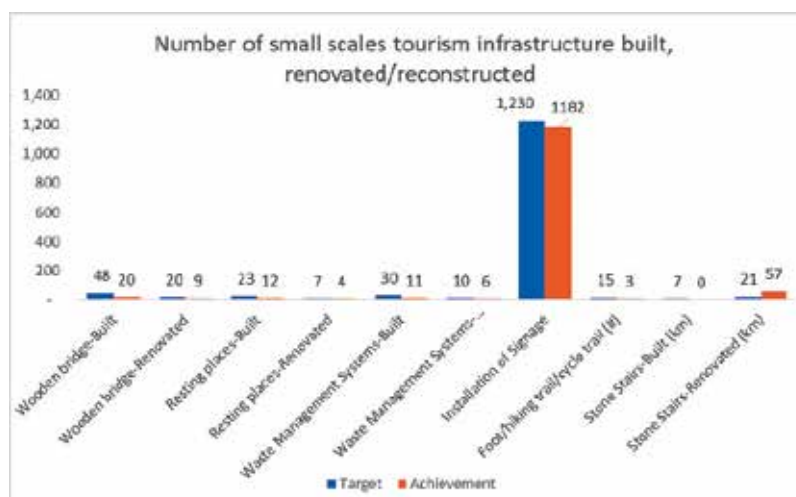


To date, the project has successfully engaged over 8,154 individuals for various short-term employment. Among the total workers, 6,087 (74.65%) were male, and 2,067 (25.34%) were female. These individuals were engaged in diverse tasks, including the construction of small-scale infrastructure such as wooden bridges, stone stairs, installation of waste management bins, and the development of foot trails and cycle trails, among other tourism-related projects. Many of the employed workers were originally from the tourism sector but lost their jobs due to the pandemic. Participation in short-term employment not only helped them sustain themselves during the pandemic, but many also acquired new skills that could be applied in different sectors when needed.



Progress on Output 2

Entrepreneurs and other workers in the tourism sector have enhanced opportunities for employment and income generation through the renovation and development of tourism products in major tourist destinations.





Output 2.1 Construction of small-scale tourism infrastructure

For the medium to long-term recovery, the project solely focused on job creation for the local economic development to revive tourism activities through construction of small-scale tourism infrastructure in major tourist destinations.

The project supported the tourism-related small-scale infrastructure projects, including the building or improvement of wooden bridges, resting places, waste management systems, signage, stone stairs, and tourism information centers, etc. Projected constructed altogether 263 small scale tourism infrastructure as of 15 December 2023 in partnership with local government.



The bridge constructed at Sinse Rura, Rukum East. It is part of the small-scale infrastructure development under STLRP project in partnership with local government.



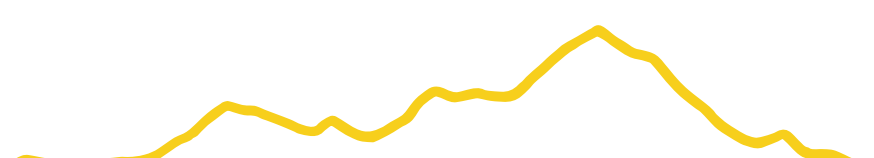
In Shey Phoksundo Dolpa, a tourist rest shelter is currently being built. Through collaborative efforts with local rural/municipal authorities, the Sustainable Tourism and Livelihood Recovery Project (STLRP) has successfully constructed 12 new resting shelters and renovated four existing ones at different locations across Nepal.



In collaboration with the local government, STLRP has effectively installed more than 1,530 signs across Nepal. Additionally, the project has constructed 20 new wooden bridges and refurbished 9 existing ones. Furthermore, 12 new rest shelters have been constructed, and 4 have undergone renovation. One of the newly constructed rest shelters shown in the picture above is located in Nechasalyan, Solukhumbu, aiming to directly assist tourists, especially during the monsoon season, by providing a refuge for resting and avoiding heavy rainfall.



STLRP collaborated with Jitpur Simara Sub-Metropolitan to conduct a five-day homestay training aimed at fostering entrepreneurship development within the marginalized Musahar Community.





Output 2.2 Capacity Building (Skilling/Reskilling) Training

STLRP partnered with a major tourism association for the capacity building of the tourism sector workforce where the project focused on skilling, reskilling, and refresher courses. Altogether as of 15 December 2023 project enhanced skills of 2,757 tourism sector workforces including 1096 females (3.5% Dalit, 55.5% Janajati, and 44% others) via different skill-based trainings across the country (40 districts) in public-private partnership modality.

Out of 2,757 people, 704 people (347 women and 24 LGBTIQ people) are now eligible for jobs with their certified guide license, 128 women became homestay entrepreneurs, one received an international job and 1,797 people received upscaling training, especially



in hotel, travel, and tour sectors, river base industry; out of which more than 50% returned to their jobs with improved skills.

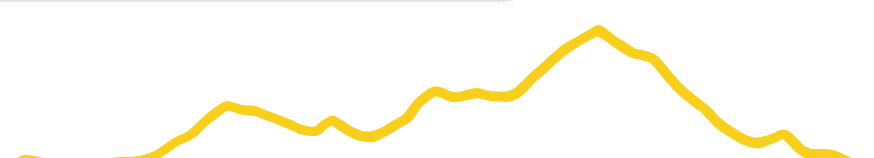
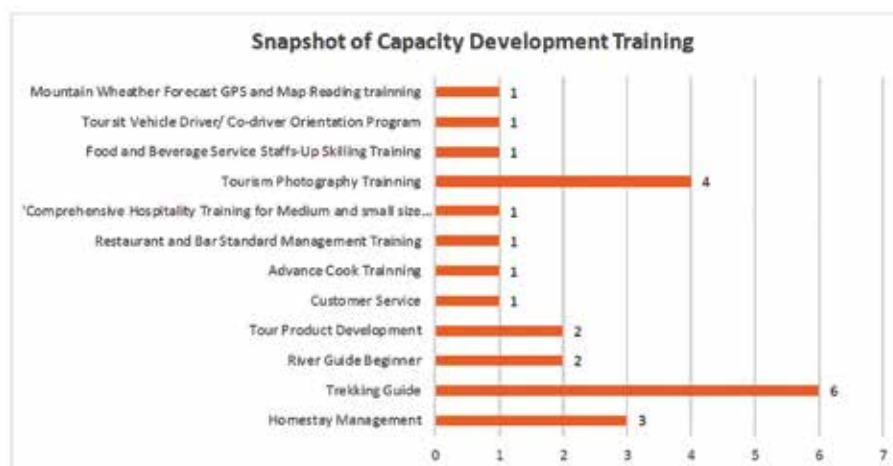


This photograph captures a moment from a trekking guide training session held at Kakani, Kathmandu, organized by Nepal Mountain Academy in collaboration with STLRP. Participants are actively engaged in a hands-on session aimed at enhancing their map reading skills. Developing a skilled human resource is crucial for advancing the tourism sector.

In another image, a group of participants from a tour guide training specifically organized for members of the LGBTIQ community poses during practical training sessions. This unique training initiative was tailored to the needs of the LGBTIQ community. As Nepal is recognized as a liberal and LGBTIQ-friendly destination, the expectation is that the number of tourists from this community will increase in the future. Having tour guides from the same community could enhance the appeal of Nepal as a destination, adding significant value for potential tourists.



Progress on Output 3



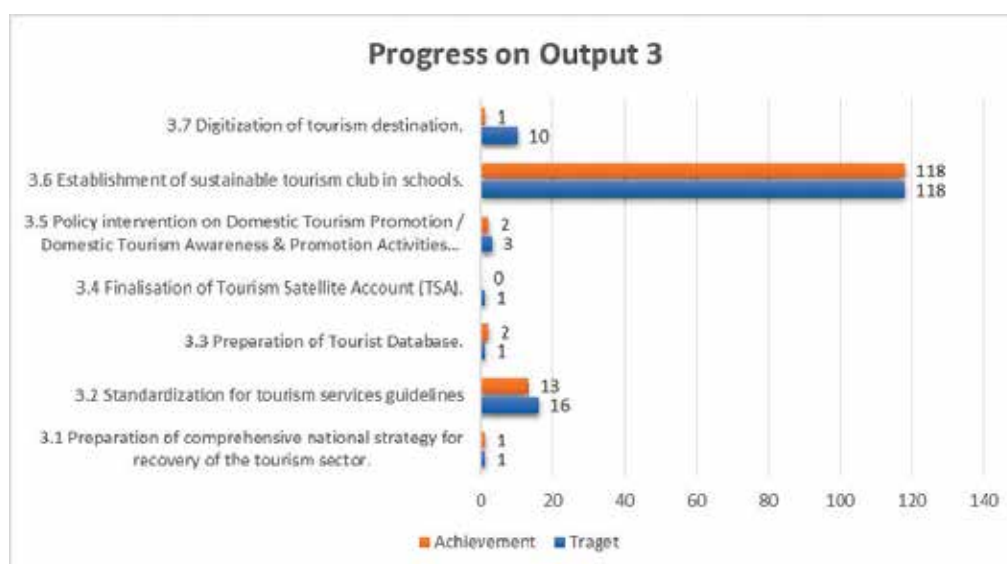


The institutional capacity of the NTB is strengthened through the formulation of a tourism recovery strategy, as well as through increased digitization and other efforts for future disaster management.

Under output3, project developed a national tourism recovery strategy and domestic tourism promotion strategy, developed tourism service standards and guidelines that support the tourism stakeholder's capacity in various aspects, provide technical support on policy intervention on Domestic Tourism Promotion / Domestic Tourism Awareness & Promotion Activities including international conferences.



Sandakpur Rural Municipality presented the Sandakpur photo gallery (coffee table book) to the recently appointed Secretary, Mr. Bishal Ghimire, of the Ministry of Tourism, Forest, and Environment in the Koshi Province. This gesture took place at the local government's workshop for formulating tourism promotion strategies and action plans, held in Koshi Province.



This picture was captured during the consultation meeting held at Suryadaya Municipality, Illam. STLRP a joint project of NTB/ UNDP held consultations meeting across all seven provinces of Nepal. The aim is to collaboratively engage with local government, private sector, and tourism stakeholders in shaping the national tourism strategy and road map formulation.





The STLRP project collaborates with NTB to formulate a comprehensive National Tourism Promotion Strategy and road map, engaging a team of expert consultants. As a crucial step in this strategy development, a consultant meeting was scheduled with tourism stakeholders from the provincial, local government, and private sector in Koshi and Lumbini province of Nepal. The primary aim of the consultation was to engage in discussions with stakeholders, exploring the opportunities, challenges, priorities, and plans of local government and the private sector pertaining to tourism development at the local level.

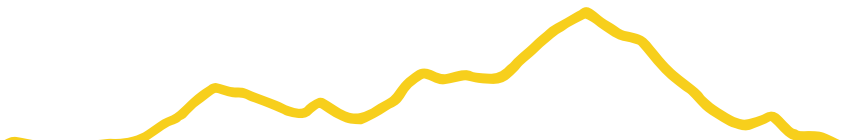


(Left) Captured during the consultation meeting at Koshi Province, Biratnagar; with the Ministry of Tourism, Forest, and Environment, this photo highlights the crucial feedback and suggestions from the ministry. (Right) Captured during the consultation meeting with the private sector tourism stakeholders. These inputs play a vital role in shaping the development of the national tourism strategy and roadmap.



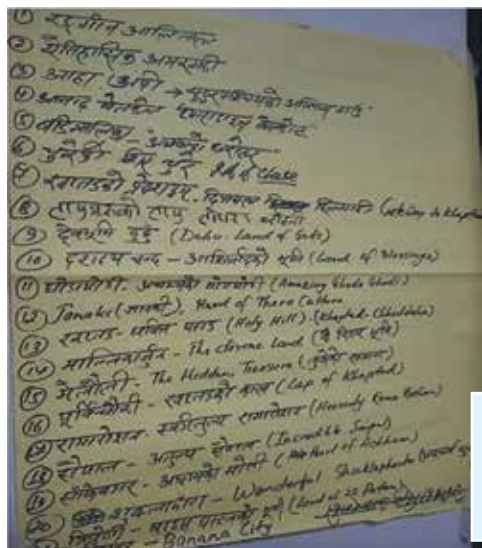
The Sustainable Tourism for Livelihood Recovery Project recently conducted a 2-day Collaborative Workshop in partnership with the Ministry of Tourism, Culture, and Civil Aviation of Nepal across five provinces. The workshop's focus was on formulating an effective tourism promotion strategies and action plans for over 100 local levels throughout Nepal.

The primary goal of the workshop was to strengthen the capacity of local governments in developing comprehensive tourism promotion strategies and tailored action plans for their specific regions. Many local governments didn't have a dedicated tourism promotion strategy, and although some had plans for tourism sector





development, these plans weren't reflected in their annual budgets, leading to limited implementation. Consequently, during the workshop, all participating rural/municipalities crafted customized tourism development strategies with corresponding action plans. While a draft version was formulated, participants pledged to share the acquired skills in their palikas and collaborate to finalize the strategy for their municipalities.



The tagline/slogan in the picture was the developed by the participating palikas as the brand for their local level. It was one of the major outcomes of the consultative workshop on the formulation of local government's tourism development.

Formation of the Sustainable Tourism Club at Schools



Supported by the Sustainable Tourism for Livelihood Recovery Project (STLRP), a joint project of Nepal Tourism Board (NTB) and the United Nations Development Programme (UNDP) Nepal, TRTI, as a consulting service provider, established the National Sustainable Tourism Club in 118 schools. The club boasts over a thousand student members scattered across Nepal.

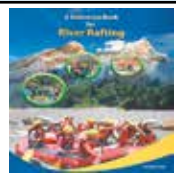
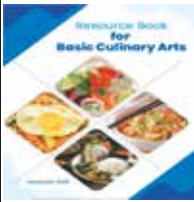



The primary aim of founding the club is to foster awareness about tourism at the grassroots level. By forming these clubs, students can identify local tourist destinations and collaborate to champion sustainable tourism practices.

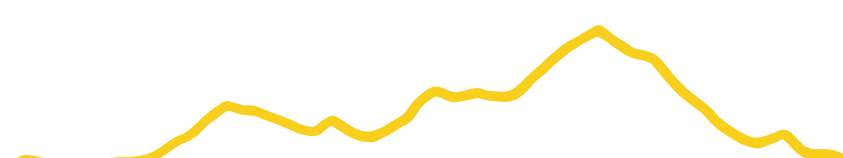




The club's mission encompasses the initiation of annual tourism awareness activities and campaigns. These include tourism speech competitions, tourism quiz competitions, tourism content writing, exploration and promotion of domestic tourism destinations, organization of tourism rallies and campaigns, creation of tourism blogs and stories, and more. The overarching goal is to cultivate sustainable tourism activities throughout the nation.

Support to Develop Tourism Industry Level Service Standard and Development of Resources

| S. N | Tourism service standards | Collaborations | Key features | |
|------|---|--------------------------|---|---|
| 1 | Cookbook | HAN and Chef Association | Major contents: Cook roles and responsibilities/JD, Kitchen operations and cooking methods, Inventory management, Food Safety, hygiene, and Cleanliness, menus and recipes, Preservation and storage, Dish preparation, Safety at Work, and cooking methods. |  |
| 2 | Food and Beverage Service Standards | HAN and Chef Association | Major contents: Human resources guidelines, General hygiene, and sanitation guidelines, Waste management guidelines, Safety and security guidelines, Environment guidelines, SOP for food production, SOP for food and beverage service, and Food Safety Standards for Hotel and Restaurant operations developed by DFTQC. |  |
| 3 | A Reference Book for Trekking Guides | NMA | Major contents: Tourism, geography, and geology of the country, environment, history of the religion of Nepal, cross-cultural tourism behaviors, trekking and mountaineering, safety and security in trekking, risks associated with trekking; snow and avalanche, communication skill, conflict management, leadership skill, financing and accounting, ropes and knots, equipment ETC. |  |
| 4 | A Reference Book for River Guides | NARA | Major contents: Rafting guide eligibility and basic requirement, Rafting Terminology, Rafting overview, types of rafts, and equipment, Rafting handling and operational techniques, River hydrology and features, Rapid scouting and assessing the difficulties, Safety & emergency awareness, Campsite management, safety, and sanitation, Rope and knot tying (practice on the river), Basic knowledge of photography & social media, Duty & responsibility of river guide, Basic map reading, Trip leadership, Nara membership, Rafting knowledge and resource links, A short synopsis of Nepal association of rafting agencies. |  |
| 5 | Training Manual for Travel and Tour Tourism | NATTA | Training manual for tour product development, online ticketing, and customer service Major contents: Tour Product Development, GDS/ Airlines Ticketing, Customer Service | |
| 6 | Refresher training manual of Tour Guides | TURGAN | Major contents: Theoretical and practical content of History, Culture, Iconography, Religion, UNESCO Heritage, Guiding Technique, Legal Issues, and Contemporary Issues. |  |





Gender Equity, Women Empowerment and Social Inclusion



In Janakpur's major cultural destinations like Ram Janaki temple, Ganga Sagar area poor and marginalized women were engaged in short-term employment, utilizing their Mithila Art skills for the beautification of a wall. STLRP, in collaboration with over 57 municipalities, is dedicated to generating short-term employment opportunities for tourism sector workers impacted by COVID. Additionally, the project is aiding local levels in building small-scale tourism infrastructure.

Gender Equity and Social Inclusion (GESI) takes precedence in all project interventions. From 2021 to 2023, a substantial impact was made as 2067 women, constituting 25.35% of short-term tourism workers involved in the project, directly benefited.

Furthermore, 1096 women underwent diverse tourism sector training, with 26 participants from the LGBTQ community—representing 40% of all training attendees during the specified period. Notably, the project dedicated a specific training session for LGBTQ individuals focusing on trekking guidance, aiming to provide alternative job opportunities and foster a better quality of life. Participants expressed optimism, viewing this initiative as a gateway to new possibilities and the first step towards a different profession.

Additionally, the project exclusively offered

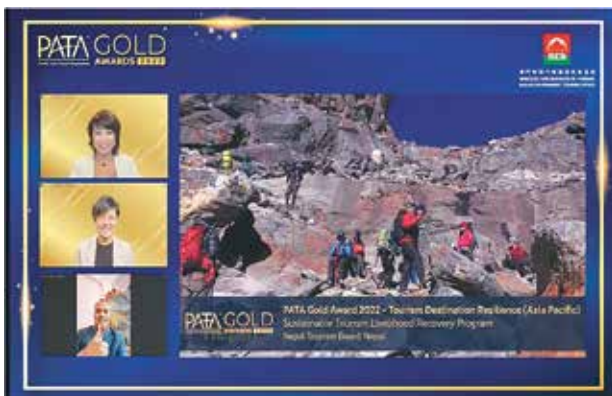


rafting guide training to 53 women and trekking guide training to 163 women (three sessions), ensuring a minimum of 40% women participation in skilling and reskilling programs.



Awards, Recognition/Felicitation

PATA GOLD Award on Tourism Destination Resilience (Asia Pacific) and PATA Gold Award for the category “Women Empowerment Initiatives- Sustainable and Social Responsibility”.



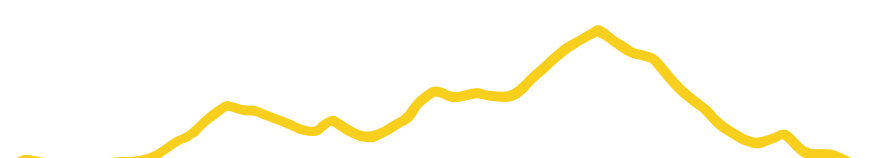
Building upon the project’s previous recognition with the PATA GOLD Award on Tourism Destination Resilience in the Asia Pacific, this year marks yet another pinnacle moment as STLRP seals the prestigious PATA Gold Award for “Women Empowerment Initiatives- Sustainable and Social Responsibility.”

The award underscores the project’s commitment to fostering social and inclusive practices within the tourism industry. A key pillar of the STLRP has been its dedication to social inclusion, evident in the fact that over 25% of individuals engaged in short-term employment through the project were female. Furthermore, more than 40% of participants in our capacity development training and workshops were women, reflecting our unwavering commitment to empowering women in the tourism sector.

Notably, the project went above and beyond by

exclusively organizing training sessions tailored for individuals from the LGBTQ community and women. In an era where female travelers are on the rise, and adventurous tourism activities are gaining popularity, having skilled workers from diverse backgrounds adds immense value. STLRP recognizes the importance of inclusivity in the tourism workforce and actively contributes to bridging this gap.

In the context of Nepal’s national priority to generate more revenue from the tourism sector, the STLRP addresses a pressing issue—the departure of young Nepalese talent for foreign employment, creating a void in the hospitality and tourism sector. Particularly crucial in the post-COVID era, the project focuses on developing skilled human resources, emphasizing that skilled personnel are vital for the growth and sustainability of the tourism sector.





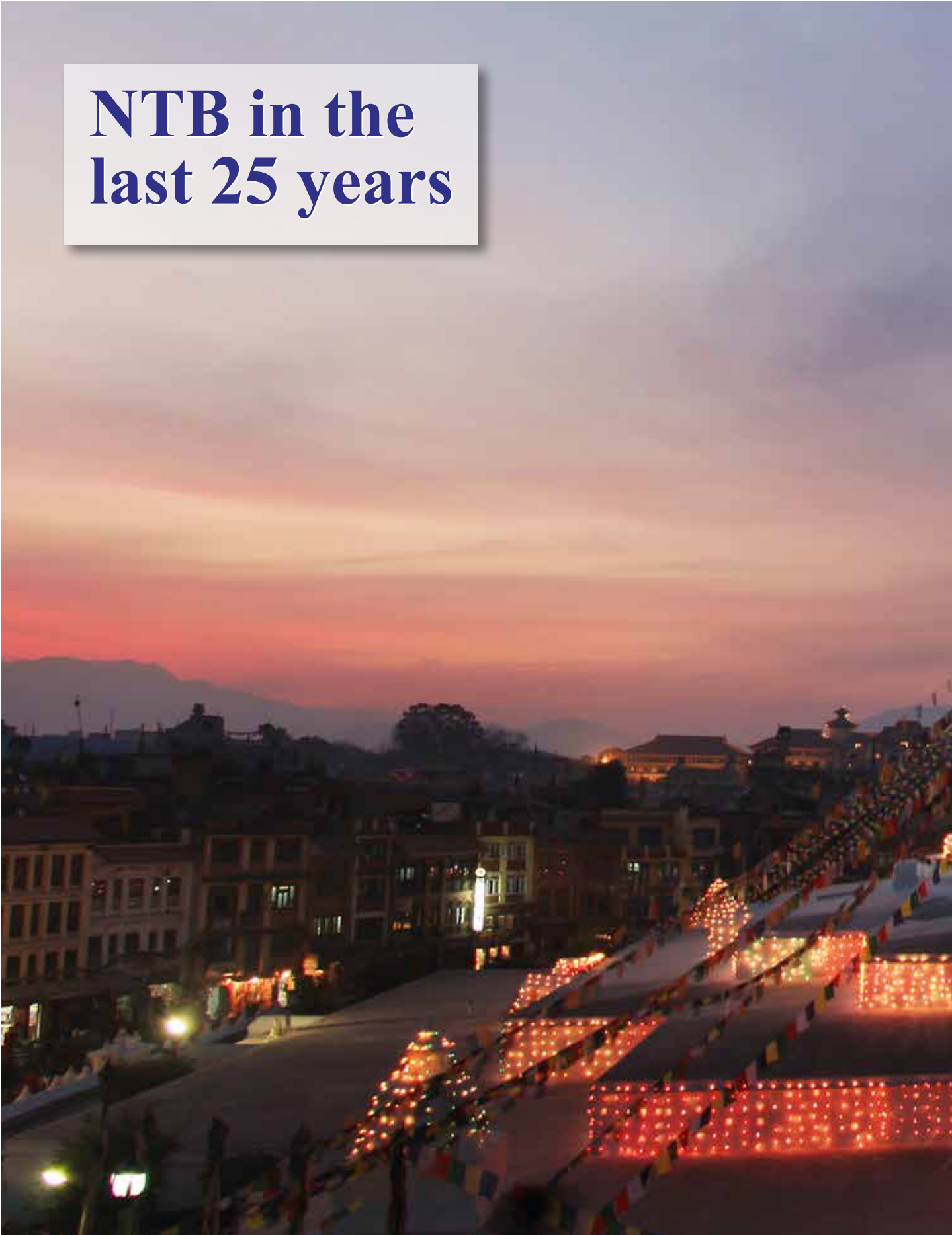
Recognition / Felicitations from local government

STLRP has been felicitated by Khumbu Pasanglhamu Rural Municipality for its contribution to generating short-term employment (for more than 100 local tourism workers) and developing infrastructure in Chhukung and Pheriche Area. The project-built gabion walls in the area could protect the community from anticipated disasters from GLOF. Similarly, the project received recognition from NARA Nepal for providing huge support for the capacity building of the river base tourism industry in the country.





NTB in the last 25 years

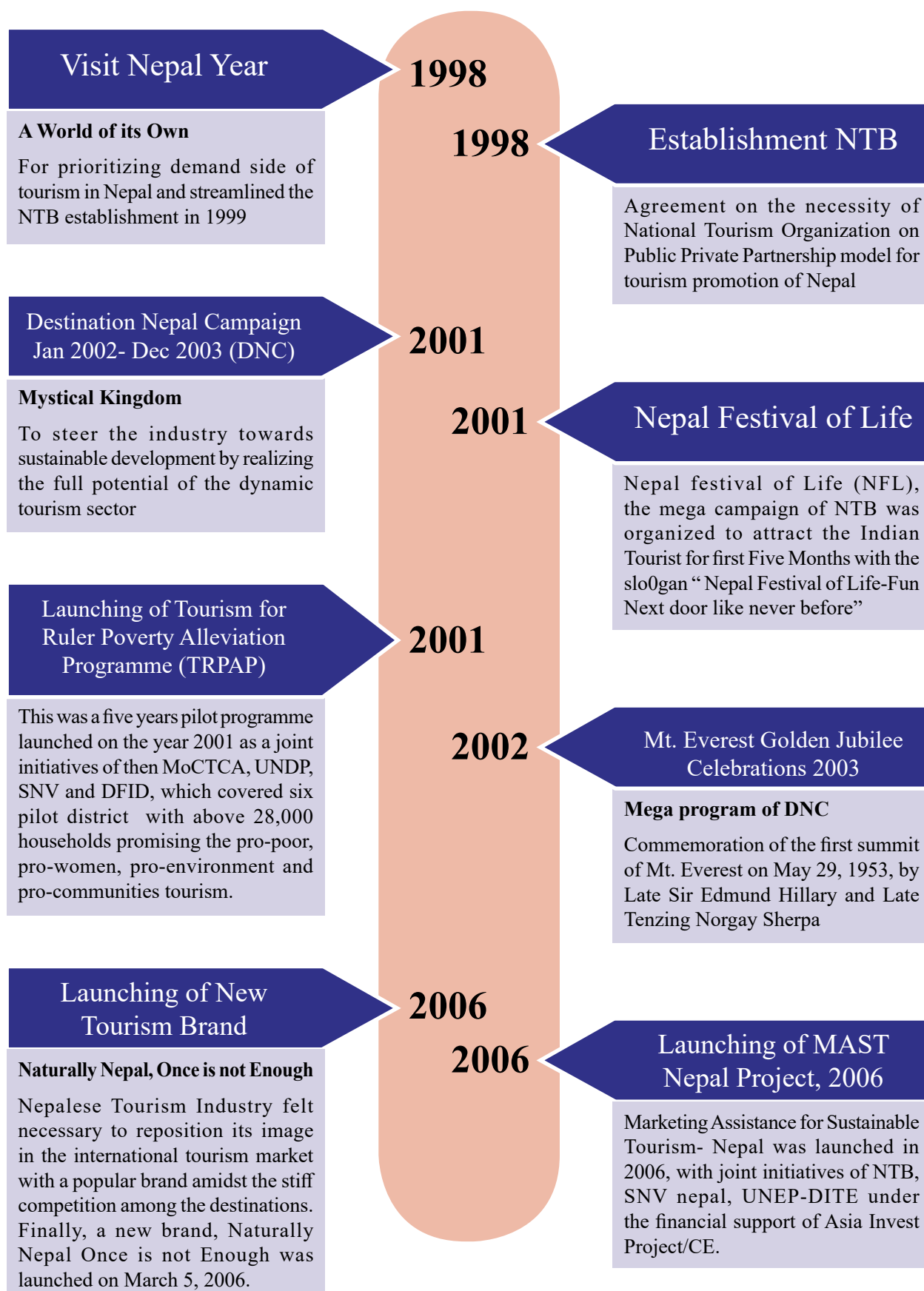


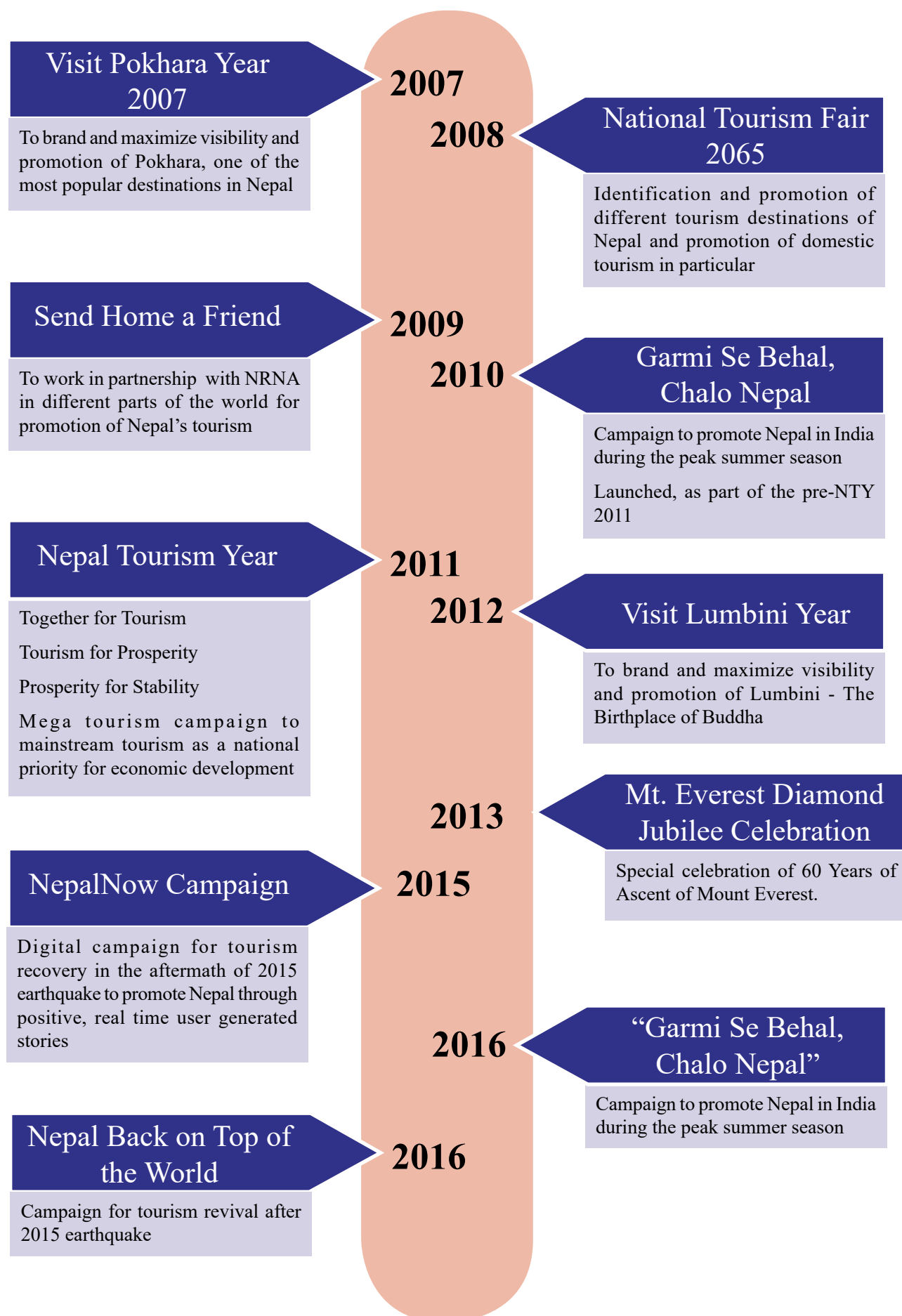


Boudhanath. Pic : Shree Baidya



Timeline of Major Tourism Campaign Since 1998

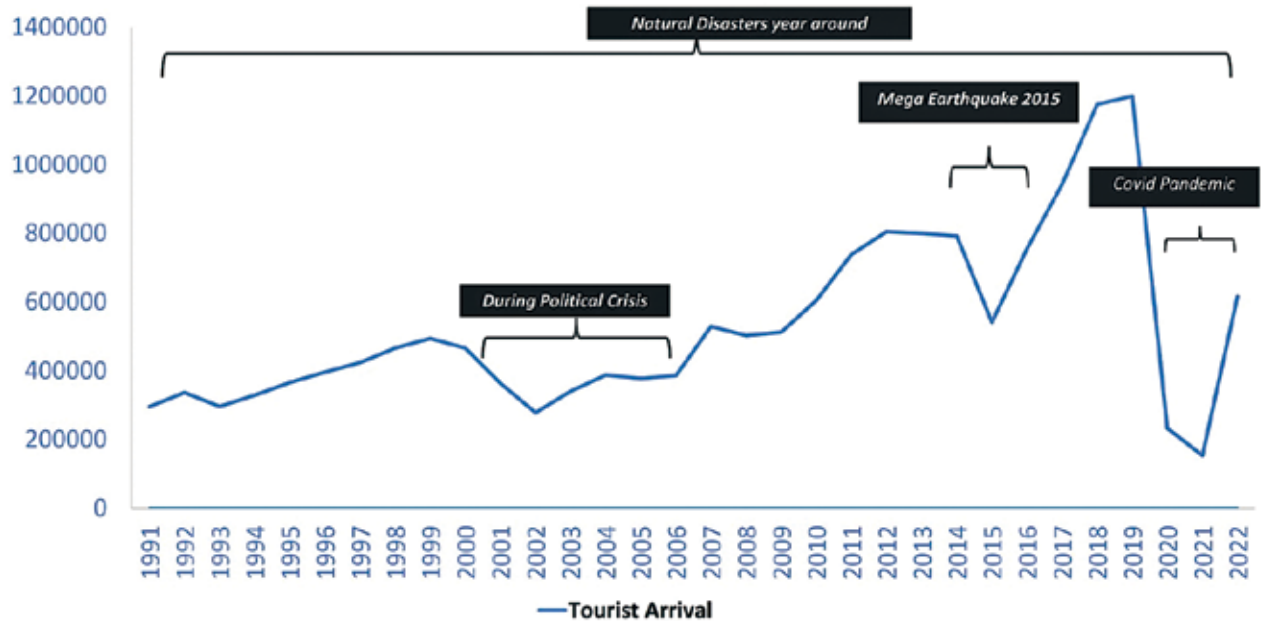






Timeline Major Tourism Campaigns since 1998





nepal | Lifetime Experiences!

Visit Nepal 1988 NTB Establishment

- Visit Nepal 1998 was launched with message “A world of its own” for prioritizing demand side of tourism in Nepal and streamlined the NTB establishment in December 31, 1998, realizing the concept of tourism promotional body prioritizing the innovative concept of public private partnership (PPP).
- On Nov. 17, 1998, 1st Board Meeting of the Executive Committee of NTB was conducted, formalizing the official establishment.





Destination Nepal Campaign 2002-2003 (DNC)

- The Tourism Council, with representation from the Government as well as the travel trade sector, in its 5th Meeting held on Nov. 19, 1999, decided to launch Destination Nepal Year 2002, later renamed as **Destination Nepal Campaign 2002-2003 (DNC)**.
- One of the major program incorporated with the DNC was “Mt. Everest Golden Jubilee Celebrations 2002-2003” commemorating the first ascent of Mt. Everest on May 29, 1953 by Late Sir Edmund Hillary and Late Tenzing Norgay Sherpa. Various festivals /events, religious and other celebrations were featured during the DNC.



Launching of New Tourism Brand, 2006



- Nepalese Tourism Industry felt necessary to reposition its image in the international tourism market with a popular brand amidst the stiff competition among the destinations. Finally, a new brand, Naturally Nepal Once is not enough was launched on March 5, 2006.
- The thrust of the New Tourism Brand is to reinvent Nepal’s diversity, modernity and cultural heritage while keeping in the view the sustainability and environmental aspect.

Visit Pokhara Year 2007

- To sub-brand a destination within Nepal by visitors psychology and expectation.
- This year-long promotional campaign aimed to enhance the image of Pokhara as one of the important tourist destinations of Nepal.



Send Home a Friend (2008-2010)

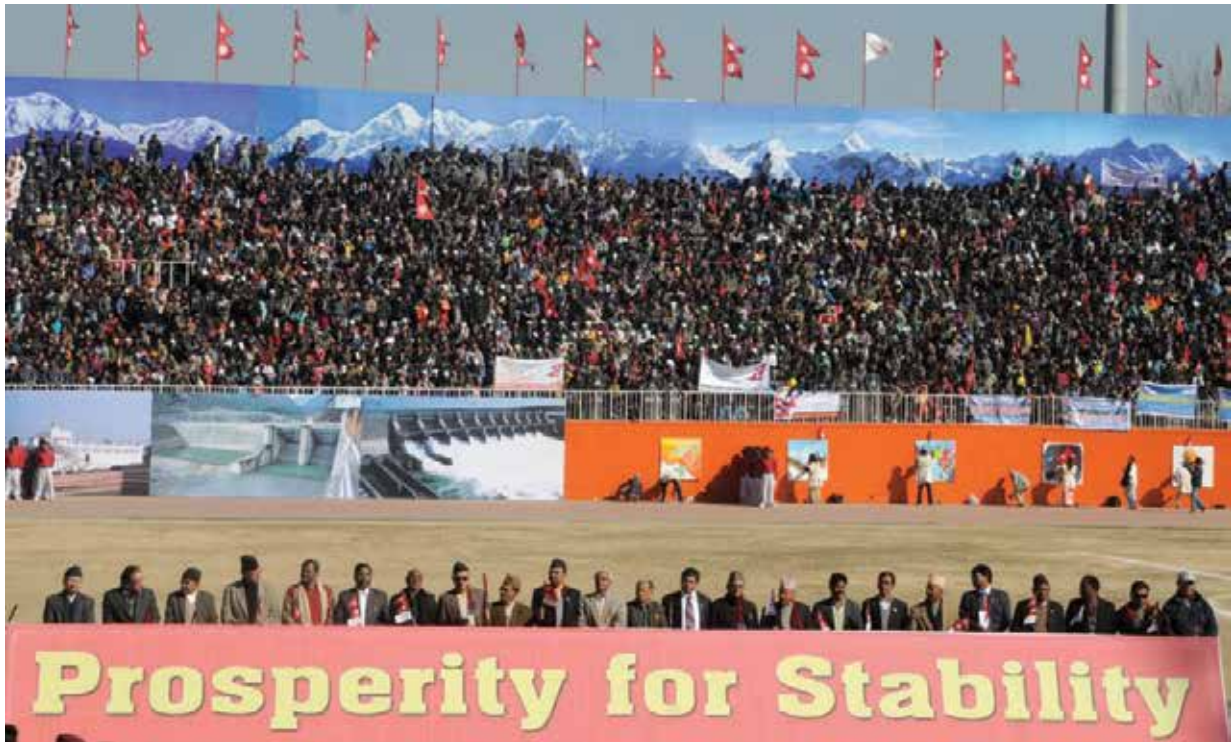
- The campaign “Send Home a friend” was conducted throughout 2009 and 2010 to garner support from the vast network of NRNs and Nepali embassies abroad.





Nepal Tourism Year 2011

- Nepal Tourism Year 2011 was a successful campaign to mainstream and consolidate support for tourism for economic development with slogans “Together for Tourism” “Tourism for Prosperity” “Prosperity for Stability”.



“नेपालको आर्थिक विकास र नेपालीको सम्पन्नताको प्रमुख आधार पर्यटन उद्योगको प्रवर्द्धन गर्ने उद्देश्यले आयोजित अभियान “नेपाल पर्यटन वर्ष २०११” लाई सफल पार्न यो समस्त नेपाली राजाभाई विही बहिनीलाई आ-आफ्नो ठाउँबाट सहयोगी र सकारात्मक भूमिकाको लागि आह्वान गर्दछु।

आर्थिक समृद्धि र समुन्नतिबाट मात्र सामाजिक न्याय र दीनो शान्ति हासिल गर्न सकिन्छ। उच्चमुक्त उद्देश्य हासिल गर्न “पर्यटनका लागि संगसँगै” भन्ने मूल मन्त्रलाई सार्वक रुप दिन पर्यटन उद्योगलाई प्राथमिकता प्रदान गरी पूर्वाधार निर्माण, लगानी प्रवर्द्धन र सुशासन प्रति नेपाल सरकारका सम्पूर्ण निकाय तथा अग्रह पुर्णरूपमा परिचालन गर्न प्रतिबद्धता व्यक्त गर्दछु।”

श्री ५५
प्रधानमन्त्री
नेपाल सरकार

पर्यटन क्षेत्रलाई नेपालको आर्थिक विकास र नेपालीको सम्पन्नताको प्रमुख आधार बनाउने उद्देश्यले आयोजित नेपाल पर्यटन वर्ष २०११ अभियान सफल पार्न पर्यटक तथा पर्यटन सेवा प्रवाहमा प्रतिकूल असर पर्ने बन्द, हट्टालाग लगायतका कार्यहरू हुन नदिने तर्फ पूर्ण प्रतिबद्धता व्यक्त गर्दछौ। साथै मुलुकको मुहार फेर्ने आर्थिक कान्तिको यो अभियान सफल पार्न सम्पूर्ण नागरिकहरूलाई हार्दिक आह्वान गर्दछौ।

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पर्यटनका लागि संगसँगै

NATURALLY NEPAL
ONCE IS NOT ENOUGH

NEPAL
TOURISM
YEAR
2011
NATURALLY NEPAL

Together for Tourism
Tourism for Prosperity, Prosperity for Stability
पर्यटन कालागि संगसँगै
पर्यटन समृद्धि कालागि, समृद्धि स्थायित्व कालागि



“Commitment from all political parties for not doing any political strikes, closure, demonstration and activities affecting the services for tourist for the successful celebration of Nepal Tourism Year 2011.”



Everest Diamond Jubilee Celebration, 2013

- Special celebration of 60 Years of Ascent of Mount Everest was celebrated in 2013





Nepal Tourism Recovery After Mega Earthquake 2015 & Onwards

- According to PATA, in 5 years between 2014 to 2018, Nepal had collective increase of nearly 24 percent of tourist arrival.
- Top rate of recovery aftermath of earthquake 2017-2018 with tourism growth rate: 24.5 percent.



Ghumphir Barsha 2073

- NTB celebrated 2073 as 'GhumphirBarsha', which means travel year, in order to promote domestic tourism of Nepal.
- Rt. Hon'ble Prime Minister KP Sharma Officially declared 2073 as Ghumphir Barsha, or travel year, urging domestic and international travelers to explore Nepal.
- NTB encouraged private sector to develop the special domestic packages to the private sector.



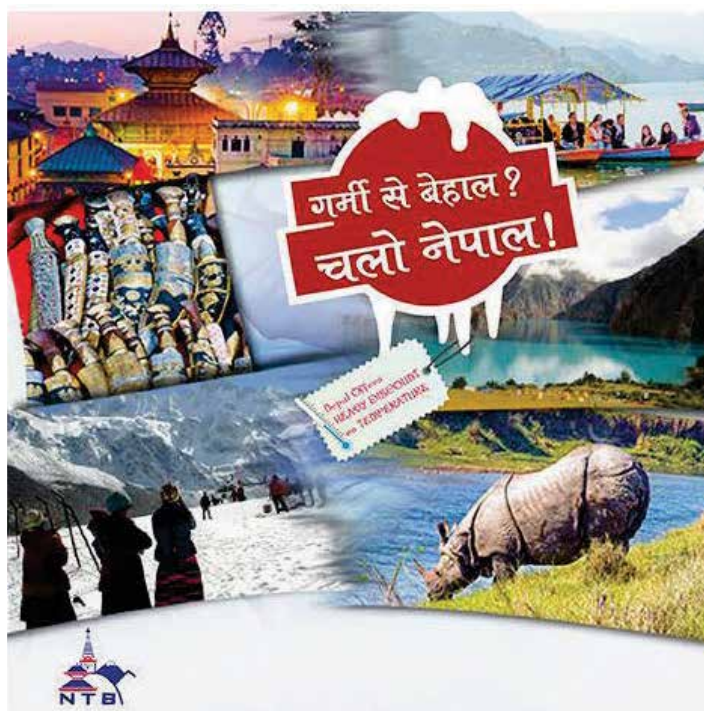


Visit Nepal Europe 2017

- Promoting Nepal as a tourism destination and with the aim of bringing maximum number of tourists from European countries.
- The campaign's primary goal is to increase the number of tourists visiting Nepal in 2017 from Europe by 30 to 40 percent compared to 2016.



Garmi Se Behal Chalo Nepal



**Athiti Devo Bhava
Bhavo in coordination
with NRNA**



Globalization of Nepal Heritage Cuisine 2018

- The initiative of Globalization of Nepal Heritage Cuisine emerged as the idea of promoting Nepali heritage dishes, which is not only a living culture as a more popular reason for tourism, but also an opportunity for recognizing ethnic diversity as a strength in the country. Focusing on this aspect of Nepal's tourism, NTB in coordination with HAN launched the campaign in 2018.
- The campaign provided an ideal platform for public-private partnership and directly responded to the Nepal Government's slogan for tourism as "Experience Nepal - Cuisine and Culture". The initiative brought together shared abilities and skills, combining food with tourism and a holistic approach of preservation and respect for traditional culture and values, promotion of authenticity, sustainability of the concerned industries, socio-economic development and entirely an entertaining experience.





Visit Nepal 2020, Lifetime Experiences



nepal

Lifetime
Experiences!



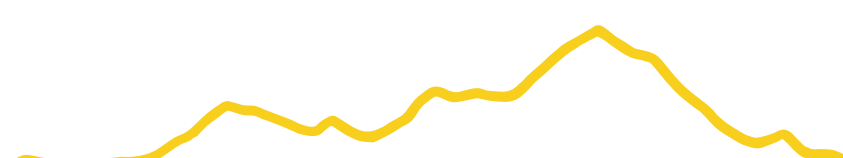


Destination Brands



लुम्बिनी
Lumbini
लुम्बिनी

P  KHARA
PURE AS PARADISE





Formulation of Nepal Tourism Decade Brief Conceptual Strategic Framework Task Force Committee and Declaration of Nepal Tourism Decade

NTB, as a secretariat of Nepal Tourism Decade Brief Conceptual Strategic Framework Task Force Committee, has developed the Conceptual Strategic Framework under the Chairmanship of Prachanda Man Shrestha. The committee was formed by Minister for Culture, Tourism and Civil Aviation.



This Conceptual Strategic Framework was released by the Hon Minister for Culture, Tourism and Civil Aviation Mr Jeevan Ram Shrestha.

The synopsis of the framework is as follows:

Vision: Tourism for Sustainable Economic Development of Nation

Mission: “Tourism for All”

Objectives:

- i. To promote, market and reposition the Tourism of Nepal in new normal.
- ii. To conserve and preserve Natural and Cultural Heritages of Nepal to streamline as unique resources to Nepalese Tourism
- iii. To upgrade and extend basic infrastructures of Nepal (Aviation, Road Connectivity, Hotel and Accommodations, Information Technology, Utilities, Safety, Security, Health etc.)
- iv. To establish federal, provincial and local level engagement to strengthen Tourism Governance
- v. To strengthen the coordination of private sector with government in product and tourism infrastructure and motivate private sector investment in Tourism Facilities.
- vi. To enhance the benefit sharing of tourism through the multidimensional and multi-sectorial engagement through Rural Tourism, Ecotourism, Agro-tourism, Community based tourism, Responsible Tourism in various geographical locations all over the nation.
- vii. To enhance effective and efficient human resource management capacity in Tourism Industry
- viii. To reassure the confidence of Tourists during the visit in Nepal

Major Target

| Major Indicator | Current Status | Nepal Tourism Decade | Remarks |
|--------------------------------------|--------------------|---------------------------|------------------------------------|
| Tourist Arrival | 1.2 million (2019) | 3.5 million (End of 2032) | Excluding Indian Overland Visitors |
| Average per capita tourist spending: | 48 | 125 | In USD |
| GDP Contribution: | 2-3% | 10% | Data Strengthening |
| Job Creation: | 3 Lakhs | 10 Lakhs | Direct jobs from tourism |



Awards & Recognition Received

1. Overall Winner of Greening of Business Tourism Awards, 1999
2. PATA Gold Award 2000 and 2006 for Interactive CD Rom
3. PATA Gold Award 2001 to Sirubari for Heritage and Culture
4. First Position in the Asian Country Category & Second Position in the Top Country Category (Out of 180 Countries) in a survey carried out by Wonderlust Publications 2001 UK
5. Annapurna Trail in Nepal declared one of the 12 best walks in the world by Modern Maturity, USA's largest circulated magazine
6. Wonderlust Travel Awards 2001, UK, Second Position in Top Country Category
7. Observer Travel Award 2002-UK Favorite Long Haul Destination, Second Position
8. Best Eco Tourism Destination in the World by 'Tourism Market Trends: World Overview & Tourism Topics 2002'
9. BBC Holiday- 50 places to see before you die
10. iExplore, website based UK's Tour Operator voted Nepal as Top Ten World Travel Destination in 2003
11. Everest Base Camp listed in the 7th category in 20 Journeys of a Lifetime by The Observer, sister publication of Guardian UK, January 2004
12. Climbing Mt. Everest among BBC's 50 things to do before you die
13. iExplore voted Annapurna Circuit as No. 1 in iExplore's Hiking & Trekking Trips 2003
14. Nepal won the first prize in the Best Service & Hospitality Category in 2003 conducted by Tourism Network, a German tourism PR company
15. NTB's Naturally Nepal Montage received Jury Prix Award at Tourfilm 2006
16. NTB's CD ROM got Third Ranking Award at Tourfilm 2007, Czech Republic
17. PATA Gold Award 2012 for Marketing Media DVD
18. Best International Destination Award at IITM in Pune, India, Nov. 23-25, 2012
19. Mustang, Best Travel 2013- Top 10 Regions by Lonely Planet, 2012
20. Everest Base Camp, The Last 10 Best Treks in the world by Lonely Planet, 2012
21. Best Decorated International Stall Award at IITM in Maharashtra, India, Nov. 22-24, 2013



Awards & Recognition Received

22. Best Exhibit in Adventure Travel Expo in Melbourne, Australia, Feb. 23-24, 2013
23. 9th Best Exhibitor in Asia/ Australia Oceania in ITB Berlin, Germany, March 6-10, 2013
24. Best Print Promotional Award at TTF Ahmeabad, Aug. 16-18, 2013
25. Kathmandu, Top 10 Destinations on the rise in the world by the Trip Advisor, 2013
26. Nepal, Places to go in 2014 by New York Times, 2014
27. Nepal ranked 6th in National Geographic Traveller Magazine's 'Cool List 2016' & was also featured in Fodor's Go List 2016, & Forbes' 14 Coolest Places to Visit in 2016
28. First and Best Appearance Award at 21st EMITT in Istanbul, Turkey, Jan. 26-29, 2017
29. National Geographic placed Pokhara on the Best Spring Trips 2017 & ranked Nepal the Number 5 country to visit in 2017
30. Best Stall Decoration Award in Busan Internatioal Travel Fair, Busan, South Korea, Sept. 7-10, 2018
31. Best Decoration Award at TTF Ahmedabad, India, Sept. 7-9, 2018
32. Most Popular Tourist Destination at GITF , Guangzhou, China, March 1-3 2018.
33. Best Decoration Stall Award at TTF Bangalore, India, Feb. 23-25, 2018
34. Best Booth Operation Award at 33rd KoTFA, Seaoul, South Korea, June 14-17, 2018
35. 10 Cities to Visit in 2019 by Lonely Planet
36. Kathmandu was among the top 25 destinations in the world by Trip Advisor
- 37.. Best Decoration Award at TTF Ahmeabad, India, Aug. 30 to Sept. 1, 2019
38. Best Stall Award at OTM Mumbai, India, Feb. 3-5 2020
39. International President's Award by SKAL, 2020
40. Wanderlust Gold Award 2021 – Best Response to the Pandemic (Tourist Board) Award, November 2021
41. PATA Gold Award for Destination Resilience (Asia) 2022 to STLRP (joint program of NTB/ UNDP)
42. PATA Gold Award for Women Empowerment Initiative 2023 to STLRP (joint program of NTB/ UNDP)



Prioritizing Sustainable Practices & Green Tourism

Nepal has been prioritizing sustainable tourism since Partnership for Quality Tourism in 1999. Similarly, NTB has also always accepted wholly and abided by the ethos and etiquette of sustainable tourism for healthy evolution of nature and culture and pro community business development.

One of the major programs to introduce sustainable tourism development to Nepal was Tourism for Rural Poverty Alleviation Program (TRPAP) a joint program of UNDP, DFID and SNV.

The program ran successfully in the midst of conflict period and major political and cultural transitions in Nepal from 2002 till 2007. It focused on 5 pilot program areas: Kanchenjunga, Lower Solu, Langtang, Rupandehi and Dolpa; to develop rural tourism through pro community, pro environment, pro poor and pro women initiatives.

The program was handed over to the newly formed Sustainable Tourism Development Unit (STDU) of NTB as per earlier agreement. STDU was solely formed for the purpose of prioritizing and mainstreaming sustainable tourism development initiatives of TRPAP and other

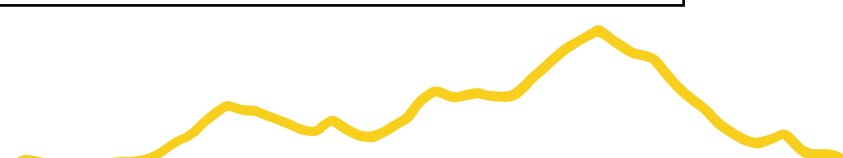
initiatives into all tourism promotion and development work by NTB and the tourism sector.

Since then NTB has been carrying on sustainable tourism activities through its STDU established to internalize sustainable tourism knowledge and modality inside NTB.

NTB also ran the Sustainable Tourism Network (STN) a network of private sector entrepreneurs conducting business following sustainable practice and community-based approach to help and encourage private sector towards the sustainable path.

NTB has also been part of big sustainable projects like: GHT, Mast Nepal, initiated by international donors. Recently, we started the Sustainable Tourism Livelihood Recovery Program (STLRP) in partnership with UNDP. The program was started in the midst of the pandemic to initiate conservation work at trekking trails and heritage sites to engage and support tourism workforce. STLRP is ongoing and has since reached out to support and incorporate sustainability practice in other areas of Nepal's tourism.

Logo of UNDP, TRPAP, NTB, DFID, SNV Nepal





Major International & National Crisis Management

Nepal's tourism industry stood firmly against all odds, warding off setbacks with home grown solutions and adaptive measures.

Introduction

As stated by World Trade Organization (WTO) tourism comprises the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

In the context of Nepal, it is known to the world as an attractive, adventurous, exciting and safe tourism destination with the majestic mountains, spectacular landscape, diverse and exotic cultures of Nepal catering services as per the demand of all age groups since many years.

Tourism is considered to be an integral part of Nepal's economy in terms of revenue generation, earning of foreign currency and employment opportunities in the service sector among others.

The World Bank's 2022 report cites that the tourism sector contribution to the gross domestic product (GDP) is about 6.7 percent in Nepal. According to the National Tourism Strategy 2022, the number of tourist arrival via air, land was recorded over 6 hundred thousand. This number is comparatively higher than the year when COVID pandemic struck the world and a year later.

However, natural disasters, outbreak of diseases and pandemic, major national, regional and international incidents making a global impact can bring catastrophic consequences with serious impact on tourism as it destroys and damages the natural environment, physical infrastructures which the industry relies on.

Some of the major highlights of incidents that made adverse impact on Nepal's tourism are as below:

2015 earthquake in Nepal and NTB's initiatives for tourism's recovery, resilience and survival initiatives in 2015 and beyond

The catastrophic earthquake of 7.6 magnitude in April 25, 2015 and subsequent numerous aftershocks severely caused damage to the physical infrastructures and loss of many lives. The tourism business and livelihoods based on tourism along with other businesses faced the adverse impact of earthquake for long. In this backdrop, the government of Nepal formed a high-level national committee, National Tourism Promotion Committee (NTPC) on June 14, 2015,

under the chairmanship of the then Hon'ble Minister of Tourism Kripa Sur Sherpa for the recovery, revival and survival of tourism industry.

NTPC carried out the joint efforts of public and private sector for the recovery, rebuilding and promotion of tourism in the aftermath of earthquake. As its initiation to revive the tourism industry in the wake of the devastating earthquake NTPC launched a logo and slogan "Nepal: Back on Top of the World" as a part of National Tourism Recovery Campaign. Besides, the international travel and trade organizations such as Pacific Asia Travel Association (PATA) submitted a report with recommendations for revitalizing the country's tourism industry and pointed out urgency for launching of initiatives for their enforcement soon.

NTPC also requested international community to give priority to Nepal while choosing venues for international-level events like meetings, assemblies, conferences, exhibitions and fairs as this helps to rebuild the country's tourism sector affected by the devastating earthquake.

Nepal NOW Campaign

As part of tourism revival initiatives in the wake of earthquake, NTB launched NepalNOW in coordination with CBI of the Netherlands, and members of the Nepali private sector. The tourism revival campaign ran with the objective of promoting Nepal through real time, authentic, user generated positive content from different parts of Nepal. The campaign focused on providing facts and figures of the situation of Nepal after the earthquake along with the update on the trails of trekking routes of the country. The campaign mainly focused on user generated contents to tell the world that people were traveling to Nepal and the country is open for business.

NepalNOW campaign provided the latest updates on status of trekking routes, news on the location along with various events happening within the territory of the country. In the initial phase, three consecutive campaigns were launched following the NepalNOW. They are as follows



#IaminNepalNOW “#IaminNepalNOW”: it was used by diplomats international media and travelers who were currently traveling or staying in Nepal. The placards were used to click pictures while all pictures were updated and shared massively on social media channels.

#IwishIwasinNepalNOW- this campaign was designed for the people who wished they were in Nepal in the aftermath of earthquake. #IamgoingtoNepal – this campaign evolved from the former campaigns which was adapted by people who planned on traveling to Nepal for carrying out humanitarian works, businesses, travel and tourism or general purpose. These hashtags were promoted extensively in international travel fairs like WTM, ITB, FITUR etc and sales missions organized by NTB.

Besides those campaigns, NTB then decided to focus more on status updates, infographics and travel stories.

Crisis Communication & Management by NTB Pokhara After 2015 Earthquake

In a bid to minimize and mitigate the negative impacts of devastating earthquake on tourism sector at a regional level, NTB Gandaki Province Office in association with the Pokhara tourism industry partners launched Pokhara Tourism Revival Committee (PTRC). The office massively held campaigns with sole intention of lessening the negative impact of earthquake on local tourism businesses, generating awareness on the importance of building resilience, joining hands to bring back businesses that bore the brunt of earthquake in track, adopting innovative measures for doing businesses and catering services to customers, boosting their morale and confidence to do businesses.

British Ambassador HE John Rankin and Head of Department of International Development (DFID) Dr. Gail Marzetti along with other foreign diplomats expressed their solidarity for NTB's efforts and strategies towards the revival and “building back better activities” of tourism sector. As a result of such interactions and campaigns DFID invested in various tourism recovery projects through Samarth Project in the country.

The media familiarization trips were organized in which the prominent journalists from India and China participated and showed their support in terms of disseminating the positive news and spreading positive messages of Nepal in the international fronts. #nepalbouncesbackbetter was introduced for the Indian

and Chinese journalists, tour operators, social media users and enthusiastic individuals to get involved in the campaign.

Survival, Revival, Recovery, Resilience During & Post Covid

Nepal's tourism industry faced the most challenging period in the past couple of years since the outbreak of Covid -19 wreaked havoc in the global health and economy in 2020.

NTB played a proactive role during the pandemic especially for rescue and evacuation of tourists; repatriation of the tourists to their countries; coordination between stakeholders for prompt outreach and communication; timely release of “Health and Hygiene Protocol” to ensure safety for all; partnerships with international organizations like UNDP, IFC, World Bank etc. to pioneer productive tourism preparations for revival.

Undoubtedly, the crisis has changed travel and tourism in ways that will endure for the foreseeable future. The “new normal” creates that the holiday destinations must compete on the basis of health and safety. In this context, NTB in coordination with MoCTCA and private sector tourism associations and scholars aboard launched “Operational Guidelines with Health Protocol for Tourism Sector” which includes various sectors and sub sectors on smooth operation of services in the tourism industry in the post pandemic period. The protocol meticulously covered a wide range of guidelines from a big behavioral change on the part of service providers as well as service receivers to new global standards of hygiene and sanitation. The protocol includes detailed guidelines for the operation of hotels, restaurants, tourism offices, transportation, packaged tour and adventure activities, is supplemented with environment-friendly recommendations for sustainable and responsible tourism practices. The compiled protocol was widely distributed to the concerned stakeholders. Different educational trainings were conducted for the better implementation of this protocol within the industry.

Also, NTB played a crucial role for the crisis communication and management during the COVID -19 situation. Some of the activities completed by NTB for the crisis management are as follows:

- For the communication management, the Crisis Communication Cell and Management Unit at NTB was reactivated.
- #StrandedinNepal Portal (www.strandedinnepal.com) was activated to create an online community



of stranded tourists for discussion of issues and facilitation.

- Social media mobilization for information dissemination was done on regular basis. Periodic situation updates were generated and circulated through digital media
- Activation of NTB hotline services (answering more than 1,000 telephone calls and 200 emails).

Quarantine Management

- Facilitation for listing and updating the hotels for quarantine service in coordination with private sector and government was done by NTB.

Travel Locator Portal

- Tracking of around 1,200 foreign travelers in different parts of Nepal in coordination with diplomatic missions, embassies and private sector.

Facilitation to Rescue Foreign Tourist

- NTB facilitated and coordinated to rescue more than 6,000 tourists in various trekking trails, and other destinations with the commitment for mandatory 5-day quarantine in Kathmandu, before flying back to respective countries in coordination with respective embassies and diplomatic missions, local administration, local bodies, Tourist Police and private sector.

Quarantine Monitoring for Air Bubble Passengers

- Daily monitoring of the arrival and quarantine management for the air bubble passengers arrived from NAC was done by the NTB and was reported to MoCTCA and CCMC on daily basis.

nepal ENTRY PROTOCOL
UPDATED JANUARY 21, 2022
FOR INTERNATIONAL TRAVELLERS (except Indians)
Employers, Returnees, Non-Resident Nepalis, Students & Officials
Visit link: nepalvisa.gov.np or nepal.gov.np

VISA ON ARRIVAL & NO QUARANTINE FOR FULLY VACCINATED
VISA FROM EMBASSY & 5 DAY QUARANTINE FOR UNVACCINATED

STANDARD ENTRY PROTOCOL

| FULLY VACCINATED* | VISA BEFORE ARRIVAL | VISA ON ARRIVAL | QUARANTINE | ESSENTIAL DOCUMENTS |
|-------------------|---|---|--|---|
| YES | Get recommendation from your travel/embassy agent in Nepal. | YES, granted at land or air entry points. | No Quarantine | <ul style="list-style-type: none"> Vaccination Certificate Hotel Booking Ministry/consent letter/other permits of appropriate Proof fully vaccinated Recommendation letter from travel/embassy agent in Nepal CCMC form |
| NO | Get recommendation from your travel/embassy agent in Nepal. | NO, you must get visa from Nepal's Diplomatic Mission prior to departure. | 5-days Hotel Quarantine COVID-19 Test** on Day 5 | |

BEFORE YOU FLY

COVID-19 Test Report (ideally with photo)**
72 hours of test before 72 hrs

Vaccination Certificate in English

For children below 3 yrs
3-14yrs

Hotel Booking
Fully vaccinated: As per itinerary
Not fully vaccinated: 5 days Quarantine + as per itinerary

CCMC Online Form
nepalvisa.gov.np and keep confirmation with barcode handy

IMPORTANT
LOCAL DESTINATIONS may have their own entry protocols. Check with your agent or read up before you go into the destinations. They are not restricted, but best to be updated.

IF YOU DEVELOP SYMPTOMS
Get yourself tested, self-isolate, or seek medical treatment. Important: Check that your travel insurance covers COVID-19 related medical and treatment. All insurance claim to be paid yourself.

Start planning your Lifetime Experience in Nepal!
As our guests, you have a new way to pay. Please request local purchases, travel, accommodation and transportation. Visit nepalvisa.gov.np or nepal.gov.np for more details.

Compiled by: NEPAL TOURISM BOARD and Nepal Tourism Think Tank

COVID-19 STATUS UPDATE
May 01, 2021

Kathmandu Valley is under lockdown since April 28 till May 5, 2021, with the surge of second wave of COVID-19 as per directive given by the Government. Lalitpur, Bhaktapur and several districts across the country are under lockdown to stop the spread of COVID-19. With many tourists in and around country, there are concerns about their discomfort during lockdown. In this period of crisis, Nepal Tourism Board (NTB) is committed to ease access to information and facilitate tourists and private sector partners, through its Crisis Management and Communication Cell.

Key Issues

Entry Procedure
As per information released by the Department of Immigration (DOI) regarding visa services provided to tourists arriving to Nepal as final destination and departing from Nepal will be continued as usual. However, arrival of foreigners intending to travel to third countries via TIA is restricted from April 28, 2021.

Protocol for Visitors
As per latest instructions by the Government all visitors/ travelers to Nepal must present the following to ensure entry:
- COVID-19 Negative Report of swab taken within 72 hours*
- (Travelers check with airlines too regarding the time period for the COVID-19 Negative Report).
- Proof of hotel booking for 10 days hotel quarantine for visitors.
- Proof of hotel booking for 14 days hotel quarantine or confirmation of home quarantine for Nepal people entering by air.

Indian Visitors
- COVID-19 Negative Report of swab taken within 72 hours
- Proof of hotel booking for 10 days hotel quarantine
- Provision from local self-administration

Chinese Visitors
- Visa of travel document forthcoming
- COVID-19 Negative Report of swab taken within 72 hours
- Proof of hotel booking for 14 days hotel quarantine

Movement in Kathmandu Valley
- Access to the valley is restricted. - Persons are to move within valley
- Access for urgent conditions to be limited hours (8am-11pm) Administration Office (DAO)
- Domestic and international flights are available to enter the valley
- Green pass authorized pre-paid cars are available for the airport transfer

Transfer to/ from Airport
- Valid air ticket/ passport was required
- Authorized pre-paid taxi service available
Please Call: 9803253253, 9803246722, 9803253153 (for international)
9841206653, 9841281279 (for domestic)
0144891138, 0144891134 (for Chinese)

Departure for Tourists
- Allowed from land to airport for those in Nepal
- Suspended for all traveling to third countries from Nepal

** Due to the continuously changing situation, the release may have to be quickly revised. All information is accurate as per Government source at the time of release of the Status Update - 1st May 1, 2021. Any change will be updated immediately in the subsequent release. We welcome your input in case of error or lack of clarity.

Stay in Nepal
NTB Check Call & Email: info@nepaltourism.gov.np
COVID Hotline: 9803253876, 9803253853, 9803253834
Tourist Police: 144-9142979403
Subway Hospital, Nepal: Kathmandu 01-4253396
Gandaki Hospital, Pokhara: 9803209042

@nepaltourism
#nepaltourism
nepaltourismboard
nepaltourism



nepal

#covidResponse
#stayHome #washHands
#breaktheChain

NTB

We realize it's not always
comfortable being in a foreign land
during uncertain times.

If you need advice, suggestions,
information or any support!

Do not forget to reach out!

We might not be able to solve
everything, but we surely try!

stranded in nepal?

call
9851254666
Or email crisiscell@ntb.org.np


Nepal Tourism Board
Crisis Cell

 **Just in Case**

NTB Crisis Cell ☎ **9851254666**
✉ crisiscell@ntb.org.np

COVID-19 Hotline ☎ **9851255839**
(8:00-20:00 hrs) ☎ **9851255837**
☎ **9851255834**

Tourist Police ☎ **1144 / 014247041**
Nepal Police ☎ **100 / 014228435**
Sukraraj Hospital ☎ **014253396**
(Teku)
Gandaki Hospital ☎ **061520067**
(Pokhara)



nepal

namaste!

#beTraditional #NepalNOW #greetLocal



nepal

#covidResponse
#stayHome #washHands
#breaktheChain

stranded in nepal?

We realize its not always
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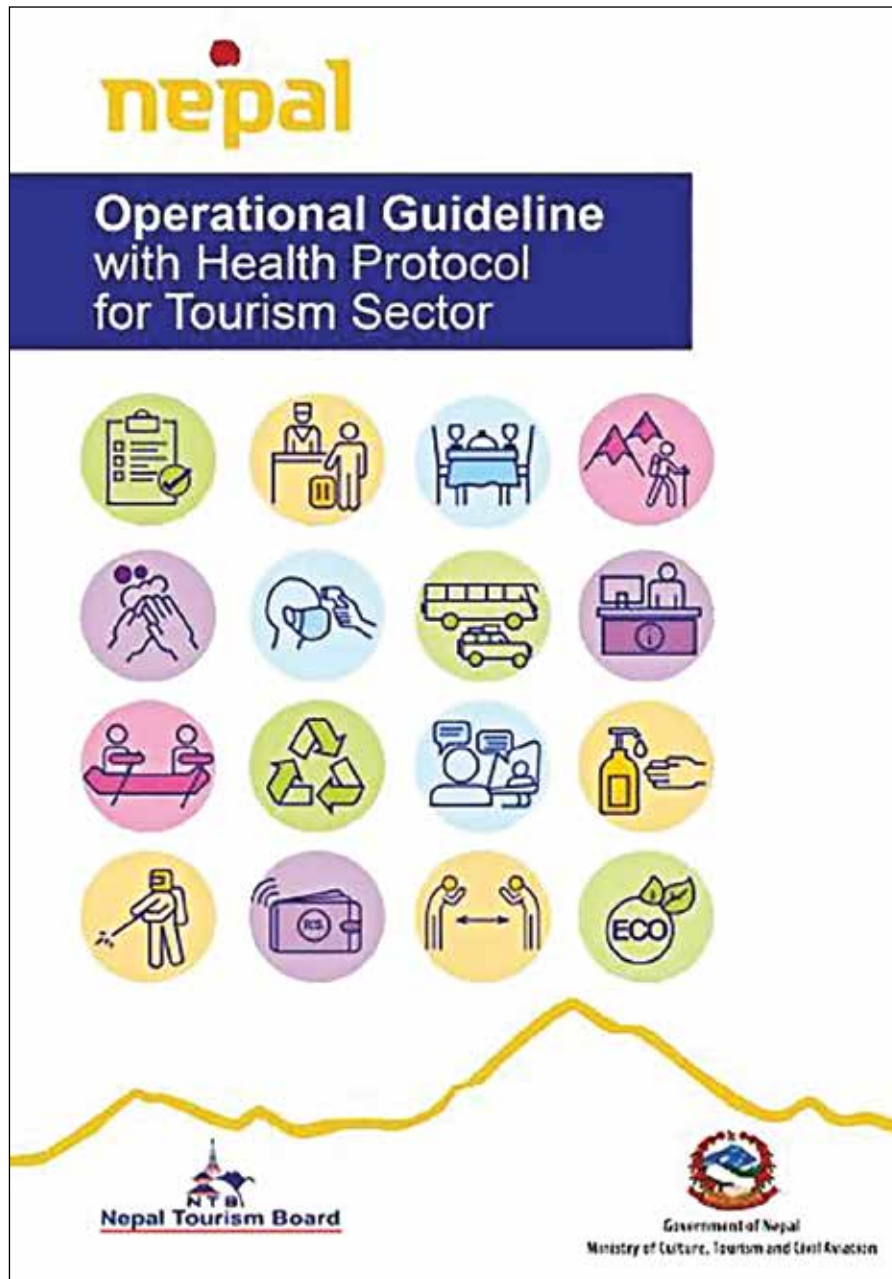
call
9851254666
Or email crisiscell@ntb.org.np

**Nepal Tourism Board
Crisis Cell**

Photo: Fritu Sherpa, photo Nepal Travel



Nepal - 1 of the 1st Countries to Release Health & Safety Protocol for Tourism Industry



“Operational Guideline with Health Protocol for Tourism Sector” was released by NTB in coordination with the MoCTCA and the private sector and as per the guidelines of Ministry of Health and Population, with the purpose of making tourism operation safe and reliable during COVID-19 pandemic.

It covers information for the different tourism sectors such as Hotels, Restaurants, and Tourism Offices, and how each shall follow safety hygiene and sanitation guidelines, as well as the operational modality for a smooth transition of the reopening of the tourism industry post Lockdown.



Koshi Tappu - Pic : Uday Raj Dhami



Group Photo



Sagar Upadhyay-Officer, Srijana Nepali-Officer, Ranu Shah-Manager, Laxman Gautam-Officiating Director, Suman Ghimire-Manager, Archana KC Rana-Manager & Sushila Kumari Baral-Officer (Left to right)



Pratik Dhakal-Intern, Gopal Bhandari-Officer, T.P. Bhusal-Media Consultant, Binata Ghimire-Office Assistant, Shradha Shrestha-Manager, Nandini Lahe Thapa-Sr. Director, Janaki Upadhyay -Officer, Nidra Chhetri-Office Assistant, Sitaram Dahal-Officer & Jitendra Bhattacharai-Manager (Left to right)



Rohini Prasad Khandl-Manager, Pradip Basnet-Officer, Robin Regmi-Officer & Sunil Pathak-Intern (Left to right)



Siddhartha Vishwakarma-Officer; Uday Bhattacharai-Manager; Bimal Sharma Kandel-Manager; Rikhi Maya Rai-Officer; Hikmat Singh Ayer-Sr. Director; Samir Bajracharya-Manager; Santosh Bikram Thapa-Sr. Officer; Sudhan Subedi-Sr. Officer & Rajeev Jha-Officer (Left to right)



Pragya Ghimire-Officer, Sunil Sharma-Sr. Manager, Mani Lamichhane-Director, Kabindra Bhatta-Officer, Jayshakti Sarraf-Officer & Santosh Ghimire-Manager (Left to right)



Surendra Dheke-Driver, Promish Bhandari-Office Assistant, Ram Prasad Lamichhane-Messenger, Khem Raj Timala-Sr. Officer, Pradip Gaire-Officer, Umesh Khatri-Office Assistant, Gokul Bhandari-Officer (Top Row from Left)

Manish Paudel-Office Assistant, Naresh Singh Saahu-Security Head, Narayan Prasad Basyal-Officer, Saroj Maharjan-Officer, Jhamak Narayan Ghimire-Messenger (Second Row from Left)
T.P. Bhusal-Media Consultant, Subash Bhattarai-Messenger, Ram Prasad Bhatta-Office Helper, Gobinda Raj Oli-Manager, Santosh Panta-Director, Narayan Panta-Driver, & Shiv Raj Pandeya-Officer (Third Row from Left)

Juna Karki-Office Helper, Kalyani Gautam Lamichhane-Messenger, Roshani Poudel-Officer, Rita Dhungana-Office Assistant, Dhanu Maya Tamang-Office Helper, Sakina Mitya-Office Assistant, Rama Dahal-Office Helper & Prerana Lama-Office Helper (Last Row from Left)



Ambika Khatriwada-Office Assitant, Khadga Bikram Shah-Manager & Prem Prasad Bhattarai-Officer (Left to right)



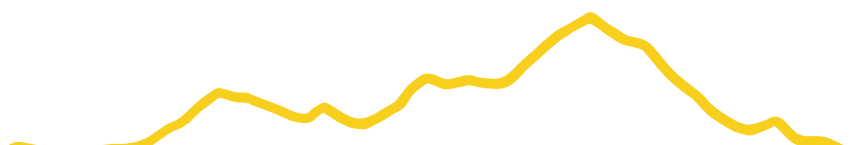
Padam Subedi-Driver; Tanka Bista-Security, Urmila Lamichhane-Office Assistant, Sunita Devi Lamichhane Bista-Helper; Raghu Nandan Chaudhari-Messenger (First Row from Left)
Kundan Sharma Mishra-Sr. Officer; Nabin Pokharel-Manager & Sagar Shrestha-Officer (Second Row from Left)



*Ranjit Ghimire-Driver, Prijam Jang Thapa-Intern, Khagendra Khadka-Admin/Finance Officer,
Dharma Raj Dawadi-Acting National Project Manager, Amit Bista-Infrastructure Support Engineer,
Sashi Thapa-Communication and Monitoring Officer (Left to right)*

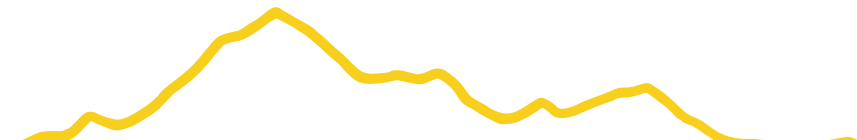


NTB Creative Minds





Numbur Himad Pic - Sunil Sharma





Mountains of Solid Wastes in the Everest Region: Is Trekking Tourism Really Sustainable?

By Sitaram Dahal, Nepal Tourism Board

(Published in <https://www.nf-int.org/en/info-mail/infomail-wissenschaft-nr-11-english-version-may-2023#nepalEN>)



Photo: Amrit Bhadgaonle/Nepal Tourism Board

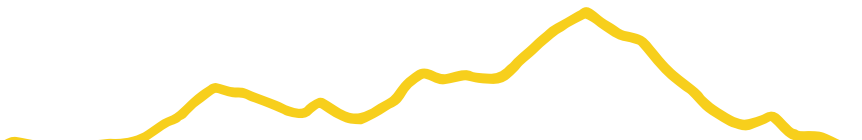
Mount Everest, the highest summit of the planet was on news all over the world in 2019, however, not for a good cause. The picture taken by Guinness World Record holder climber Mr. Nirmal Purja went viral which exposed the huge traffic of the Summiters in the Everest. Another similar incident was when the Everest was portrayed as "the mountain of the wastes" by the National Geographic which posed a serious threat to the UNESCO World Heritage Site. So, what are the major causes of it? Mountain itself, natural resources of the region, or native population of the region (which is very low)? Obviously, the visitors who visit the region for trekking and expedition are the main contributors.

Trekking Tourism is widely regarded as one of the forms of Sustainable Tourism. Scholars like Rozycki and Dryglas (2014) opine that trekking is done in unexplored region where flow of visitors are usually low. It is a nature-based tourism. However, data of Everest region show contradictory picture. In the year

2019, Mountain Cleaning Campaign which is usually conducted annually in the region, collected 10,000 Kilograms of solid wastes from the region. These solid wastes are usually wastes left by the trekkers and climbers of Mount Everest.



Waste in Sagarmatha (Photo: Sitaram Dahal)





Multiplier impacts of Tourism in Khumbu

Tourism came as a gamechanger in the Everest region where there were minimal opportunities for livelihood. The region is a mountainous region where there is less fertile land suitable for commercial agriculture. Lack of infrastructures hinder the region for other alternative source of economy.

Scholars like Mahato et al. (2020) shared that mountain tourism, especially expedition in Everest could be regarded as the first tourism activity in the country. The country was open to very limited people especially invited delegates of the rulers prior 1950. After the formal opening of the tourism in 1951, the sector has been one of the top contributors of

national Gross Domestic Product. World Tourism and Travel Council estimated that tourism industry contributed approximately 7% of total GDP in 2019. The figure would be far more if we consider associated contributions.

To be specific to Everest region, the Sagarmatha National Park collected more than 950 million Nepali Rupees as revenue. The contribution of tourism in the form of employment and businesses of local tea houses/ lodges are more. In addition to this, Tourism has worked as an icebreaker in the field of education and health facilities in the region, as schools and health facilities are established after flourishing of tourism in the region.

Wastes in the Everest: multiple causes and multiple outcomes

There are many causes of the wastes in the Everest. Lack of proper implementation and monitoring of the Waste management rules in Khumbu by the stakeholders, lack of timely transfer of the generated and collected wastes from the region, frequent incidents of cases induced by poor hygiene are also drivers.

Similarly, there are multiple impacts of the wastes. From environmental deterioration, Green House Gas emission, climate change to affecting tourism factors which is directly related to economy of the region; wastes have multiple direct and associated impacts.

How wastes are managed in the region?

It is not like that no initiations are being done to manage the wastes in Khumbu region. There is a designated body Sagarmatha Pollution Control Committee which works on Solid Waste Management as well. Multiple stakeholders are also working on it. For instance: Federal and local government have put waste management as a priority work; Nepali Army run annual program of Mountain Cleaning Campaign where wastes in the mountains are collected, transferred and managed; different civil societies are also working on waste management in the region. Further, rules have been made for the Waste management in the region by the Government.



Waste collection point in Khumbu region (Photo: Sitaram Dahal)

Blame game among stakeholders

Major actors of the region agree on the threat rising quantity of solid wastes have posed to the region. However, there is a usual debate on who is the most responsible for the scenario. For instance: Mr. Pasang, a local guide was prompt to indicate the cause to the visitors when asked about the causes of those wastes. Similarly, a fellow trekker indicated the overflow of the garbage in the designated areas of waste collection when asked about the wastes. There is law on solid waste management, however, weak implementation is visible on the quantity of generated wastes.

Solid wastes in the Everest: a perfect example of ‘Tragedy of the Commons’

Garrett Hardin presented theory of tragedy of the commons (1968) on how the common resources are being overexploited and deteriorated. The theory suggests that a human tends to make a rationale decision while overexploiting the resources as the benefits from the resources will be enjoyed solely, while the consequences would be experienced in a fraction. Similarly, while trekkers go for the trekking, they equip themselves with enough portable foods and other accessories which they usually leave while returning and after consumption. That comforts them while the consequences will be experienced by all. It is the rationale decision of the visitors that is the main driver of the generation of Solid wastes in Everest region. However, the decision is totally irresponsible.

Leave only Footprints, Take only Memories: The Only solution for the Solid Waste

The best way of solid waste management in places like Everest region is to not produce any waste. Visitors take lots of food (usually imported) citing the reasons of health and hygiene which not only generate solid waste but also contribute to carbon emission due to food miles. Therefore, wholistic and multi-sectoral actions are needed for the effective solid waste management in the greatest sculpture of nature: Mount Everest.

The author:



SITARAM DAHAL works as Public Relations and Publicity Officer at Nepal Tourism Board, National Tourism Organization of Nepal. He is a trainer for Sustainable Tourism at CESTour. He holds a Masters degree in Environment and Sustainable Development and a Master in Rural Development. Currently, he is pursuing a PG Diploma in Climate Friendly Travel at ITS, Malta / SunXMalta. The article is based on his research work about the Trekking Tourism and Sustainability Dillema (in appearance).

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Nepal to showcase tourism potential

India is a significant source market for Nepal, thanks to cultural affinities and accessible borders. Participation in the PATA Travel Mart offers valuable insights into global tourism trends for Nepal, particularly in Indian markets. The country benefits from PATA's continuous support and expects more opportunities in the future.



Suhani Sood

For economic growth and success, potential of tourism in Nepal needs to be tapped fully. **Srijana Nepali**, Officer, South Asia Unit, Nepal Tourism Board (NTB), says, "Nepal is putting a lot of efforts to attract new potential visitors from all around the globe. Nepal is an 'all season destination' and 'all niche-tourism destination' for all age groups and genders. The country is also doing well in terms of soft adventure tourism and MICE and wedding segment."



Srijana Nepali
Officer, South Asia Unit,
Nepal Tourism Board

Therefore, the future of Nepal in relation to India appears favourable in terms of tourism.



Nepal is an 'all season destination' and 'all niche-tourism destination' for all age groups and genders

regimen, which has significantly boosted tourism. Similar cultural inclinations, language and food choices have also made Nepal a preferred destination for Indian tourists."

Nepali stated that a focussed market like India is always a priority for Nepal's presence and marketing promotion.

India's big support

India has been a strong support for Nepalese tourism and will continue to be a significant source market for Nepal. She mentioned, "Nepal has always been a top destination for Indian travellers. It is easily accessible for Indian tourists due to an open border and a visa-free



Nepal benefits from insights and intelligence regarding upcoming trends in the Indian market. "PATA has consistently provided us with great support, regardless of the situation we find ourselves in. Our expectations are high," she further adds.

Sustainable tourism

Pointing out a project named

the Sustainable Tourism for Livelihood Recovery Project (STLRP), Nepali emphasised on the importance of sustainable tourism for Nepal. She mentioned that NTB and UNDP have jointly collaborated to work on the STLRP, which is progressing smoothly to promote sustainable tourism.

Though Nepal is gaining momentum in various types of tourism, it is indeed an adventure paradise for adventure lovers. She mentioned that Nepal offers a once-in-a-lifetime experience, even though it is often perceived as a mountainous country. There are plenty of adventure opportunities, especially in softer adventure activities.

Prospects of Muslim Friendly Tourism in Nepal

Jayshakti Sarraf
Officer (Level 8)
Nepal Tourism Board



Post COVID-19, there is a strong and growing will for travel with people's changed travel habits. Today's travel landscape is increasingly complex, requiring new thinking and strategies to uncover solutions that meet the needs of both the leisure and business travelers. People want to explore how airports, airlines, hotels, policymakers has reformed and how other service provider's meet the needs of tourists while catering to the needs of diverse global market travelers.

In recent context one of the niche market of tourism segment is Muslim-Friendly tourism or Islamic Tourism. Islam which is the second largest religion in the world after Christianity, with over 1.8 billion people practicing the religion which accounts for nearly 24% of the global population. The term Muslim-Friendly tourism or Islamic tourism is defined as any activity, event and experience undertaken in a state of travel that is in accordance with Islam and Muslim friendly tourism is basically the activities of Muslim

travelers who do not wish to compromise their faith-based needs while travelling for a purpose, which is permissible.

In 2022, Muslim international arrivals reached 110 million, capturing 68% of the 2019 pre-pandemic levels. This indicates a strong rebound and shows the willingness and ability of Muslim travelers to resume international travel as conditions permit. The growth trend is set to continue, with projections for 2023 expecting the arrivals to reach 140 million. By 2024, a full recovery is projected, with the total Muslim arrivals matching the 2019 figures of 160 million. This return to pre-pandemic levels signifies a recovery and revival of the Muslim travel market. Looking further into the future, the outlook remains positive. By 2028, the Muslim travel market is projected to reach unprecedented heights, with Muslim arrivals expected to hit 230 million. This represents a significant increase from the 2019 levels, indicating that the growth of





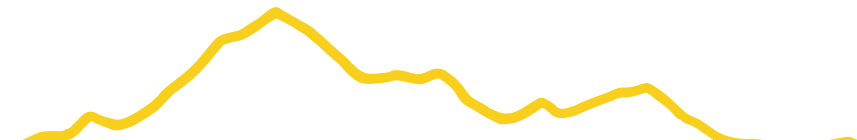
the Muslim travel market is not just a recovery but an expansion. Moreover, the expenditure by Muslim travelers is projected to be USD 225 billion by 2028. This underlines the economic significance of this market segment and its potential to contribute to the global travel industry's recovery and growth (Data source: MasterCard Crescent rating GMTI 2023).

The concept of Muslim-Friendly tourism initially emerged when the issue of 9/11 began worldwide. After this incidence many countries including Muslim and non-Muslim countries aspired and tapped this niche segment to cater Muslim tourists. Countries such as Japan, South Korea, Taiwan, China, Turkey, Malaysia and Gulf Cooperation Council (GCC) countries are able to grab this opportunity and also using the term halal tourism or halal travel in promoting their tourism market to the Muslim travelers. Halal is one of the most popular Arabic words in Islamic word which means lawful. Islamic Council of Victoria define halal as free from any component that Muslim are prohibited from consuming and processing, making, producing, manufacturing and/or storing by using utensils, equipment and/or machinery that have been cleansed according to Islamic law (Islamic Council of Victoria, 2019). However, the concept 'Halal' is not only limited to Muslim consumers only, although the prime target is the Muslim consumers. Halal industry is the fastest growing industry in the economy globally having an annual growth rate of 20 percent. As of 2016 the global halal market size was estimated to be US\$5.73 trillion and projected to reach US\$6.53 trillion by 2024 (Data source: www.reportbuyer.com).

In context of Nepal there is still dilemma in developing Muslim-Friendly tourism and lagging concrete data regarding the arrivals and expenses made by this community. In Nepal Muslim is minority community and around 5% of the total population of Nepal is Muslim. Muslim community being as one of the minority religion in Nepal can also be one of the reason, why travel-trade stakeholders lacking

behind the interest in this business segment where there is huge revenue generating possibilities. Nepal as an Asian country which also has a huge potential in tourism having Nature, Heritage, Culture, Adventure, Spirituality and Hospitality can attract Muslim travelers from the countries like Bangladesh, Pakistan, India, Indonesia, Malaysia and Gulf Cooperation Council (GCC) countries. In Muslim-Friendly market segment there are some of the obligations, needs and requirements that are needed to cater for Muslim tourists such as Halal dietary needs, Alcohol free environment, modest dress codes, Educational and Cultural experience, Prayer facilities, Cultural Sensitivity and Family friendly environment. Nepal is already known as one of the most breathe taking travel destination in the world which has lifetime experiences to offer for every type of tourists. In order to attract more prospect Muslims tourists some of the initiative and strategies that can be helpful are: Establishing accreditation body for Halal certification, Hotels and Restaurants providing halal certified food, Airports, Hotels and Resorts providing dedicated prayer room, Qibla(the direction of the Kaaba shrine in Mecca toward which all Muslims turn in ritual prayer) signage in the bedrooms, Separate timing for swimming pool, Spa and gym for men and women, prayer time notification, Spacious and comfortable vehicles for travelling, Multilingual staffs and tourist guides for facilitation and most importantly including some mosque visits in the travel itinerary.

As we know today's world is very competitive, it is said that "if you snooze, you lose; you have to pay attention to the new trends otherwise you'd be left behind". Taking this golden opportunity to benefit from the Muslim-Friendly tourism industry which will ultimately bring more Tourists, Students, Investors, International chain hotels, Halal certified restaurants, Healthcare and Wellness sector to improvise and provide support to country's overall development through diversifying tourism activities.



An Intangible CULTURAL HERITAGE TOUCH

The richness of Nepal's World Heritage Sites has been well recognized by the international community and has been the mainstay of tourism. Intangible Cultural Heritage (ICH), despite having significant resources, has been lost in obscurity, and the time has come to give it equal importance. Simply put, ICH refers to the local traditions, indigenous knowledge, local practices, and skills that communities, groups, and individuals recognize as part of their cultural heritage. ICH can be viewed as a type of cultural heritage that lacks physical manifestation and is difficult to comprehend.

The potential of ICH is to enrich and diversify tourism products. First and foremost, the government must collaborate with tourism stakeholders, academics, historians, and cultural experts to develop a concrete plan. It must also show its true intent to leverage the true potential of ICH and generate employment-intensive growth in the country.

In 2003, UNESCO (the United Nations Educational, Scientific and Cultural Organization) General Conference adopted an international treaty, the Convention for the Safeguarding of the Intangible Cultural Heritage, which it made an attempt to be specific and present a more understandable definition of ICH, which is stated as follows:

The ICH' means the practices, representations, expressions, knowledge, and skills—as well as the instruments, objects, artifacts, and cultural spaces associated therewith—those communities, groups, and, in some cases, individuals recognize as part of their cultural heritage. This intangible cultural heritage, transmitted from generation to generation, is constantly recreated by communities and groups in response to their environment, their interaction with nature, and their history, and provides them with a sense of identity and continuity, thus promoting respect for cultural diversity and human creativity. For the purposes of this Convention, consideration will be given solely to such intangible cultural heritage as is compatible with existing international human rights instruments, as well as with the requirements of mutual respect among communities, groups, and individuals, and sustainable development.

Mr. Sunil Sharma

Senior Manager
Nepal Tourism Board



UNESCO has categorized ICH into:

- a) oral traditions and expressions, including language as a vehicle of the intangible cultural heritage;
- b) performing arts;
- c) social practices, rituals and festive events;
- d) knowledge and practices concerning nature and the universe; and
- e) traditional craftsmanship.

Furthermore, the Intangible Heritage Convention describes intangible culture as a living force that is "transmitted from generation to generation" and "constantly recreated by communities and groups" in response to their social and physical environment. Intangible heritage is an essential aspect of community identity and "promotes respect for cultural diversity and human creativity."

According to UNESCO, the core functions of the Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage are to promote the objectives of the convention, provide guidance on best practices and make recommendations on measures for the safeguarding of the intangible cultural heritage. UNESCO established its List of Intangible Cultural Heritage in 2008 with the aim of ensuring better protection of important intangible cultural heritages worldwide and awareness of their significance. The United Nations World Tourism Organization (UNWTO) in its report on Study on Tourism and Intangible Cultural Heritage published in 2012 has highlighted various benefits accruing from ICH including alleviating poverty, curbing rural flight migration among the young and marginally-employed, and nurturing a sense of pride among communities. UNWTO stresses that academics' limited interest in the relationship between tourism and intangible cultural heritage remains a major challenge.

Nepal has ratified the Convention, and by ratifying it has committed itself, at the international level, to safeguard the rich and diverse living heritage of the country. It binds governments to acknowledge their roles in international



cooperation and their responsibilities towards implementing the provisions of the Convention through the adoption of necessary legislative, regulatory, and other appropriate measures.

Around the world, there is an increasing focus on ICH. With a rich cultural heritage, there is increasing scope for Nepal to attract visitors looking to elevate their incredible cultural experiences. Undoubtedly, Nepal is full of cultural richness. Cultural heritage remains one of the most powerful driving forces for travel. Much attention has been paid to tangible cultural heritage sites, while ICH has received less attention primarily due to challenges in understanding local cultural values and related behavior patterns, which makes it too challenging to convert it into tourism products and marketing and promote it accordingly. For the practitioners of tourism, a strong linkage has to be identified between local material heritage (tangible) and the cultural attributes (intangible) associated with it.

The introduction of ICH can boost a destination by introducing new tourism products, which requires a deeper understanding and awareness of cultural heritage management practices, and comprehend the complex phenomenon of tourism and its modus operandi among policymakers, planners, practitioners, and many others associated with Intangible cultures, one has to come on board. UNWTO further stresses that through mutual understanding, tourism stakeholders can build on their shared interest in cultural assets, in close consultation with local communities, the ultimate bearers of mankind's intangible cultural legacy. Among the ICH that makes lists are Singapore's vibrant street hawker culture, Durga Puja, Kumbha Mela, and yoga; Finland's sauna culture; Turkey's endangered whistled language, etc.

In Nepal, nature and humans coalesce to give unparalleled experiences in the rich cultural traditions. Communities living around the Himalayas are also rich sources of ICH as their cultural value is directly linked with the Himalayas, which eventually become a rich repository of oral tales,

legends, myths, etc. The renowned Tiji festival is celebrated in Upper Mustang featuring colorful masked dances and rituals that depict the mythological story of the battle between the deity and the demons and is appreciated around the world. Equally, festivals like Gai Jatra, Indra Jatra, Rato Machindranath Jatra, and other festivals and rituals with rich histories and legacies hold promise to be inscribed in the ICH. These festivals encapsulate spirituality, ritualistic traditions, and social and cultural customs and practices, making them extremely rich in knowledge and highlighting the best of Nepalese traditions and ethos. Inscribing various cultural festivals and rituals in the ICH list means opening up this thriving festival to the world. Once these are under the intangible cultural heritage tag, it will give a certain brand value, and the tourism sector will get a major boost.



Nepal is endowed with innumerable intangible cultural heritages in the form of indigenous craftsmanship, music, art, festivals, and so on, which must be inventoried or will be lost forever. To take

advantage of ICH, inventories in the categories of handicrafts and visual arts; gastronomy and culinary practices; social practices, rituals, and festive events; oral traditions and expressions; and knowledge and practices concerning nature and the universe must be developed. In fact, the richness of Nepalese heritage has helped to understand the past glory of local art and architecture, which has helped to reconstruct Nepalese cultural history. In a nutshell, tangible heritage sites are interlinked and interrelated with ICH.

People see value in ICH and are willing to pay a premium price for it. The recognition gives Nepal brand value and will see an increase in footfalls of international tourists to Nepal, and the traditions and culture find a prominent space on the global map. Getting listed in the 'Lists of Intangible Cultural Heritage' tag will help brand the festival and its rituals on the world stage.

Dragon Boat Race Festival Held In Nepal For The First Time

Ranu Shah
Manager, TM&P



Tourism in Nepal is one of the main source of income for the country. Besides hydropower, agriculture and forestry; tourism plays a major role in generating resources for the country. In ancient times, Nepal prospered through agriculture and trade, specifically to Tibet. Back then Nepal used to export wool and variety of grains to Tibet and in return imported salt and gold mainly into the country.

History shows that Tourism in Nepal has evolved from pilgrimage to adventure, mainly mountain tourism, wildlife and leisure. Tourism formally began its journey from the early 1950s and shaped into the current scenario that has a major share of 6.7 % contribution in the country's GDP. Tourist arrival in Nepal in 1955 started from 60 people brought in by Thomas Cook and Sons to its highest 1197191 in 2019.

The diplomatic relation of Nepal and China has spanned over 68 years now that started from 1st August 1955. In between these times, a lot of high level delegations took place from the previous Kings to the recent Prime Ministers Hon'ble Mr. Pushpa Kamal Dahal, Hon'ble KP Oli and Chinese President Xi Jinping to other high level political dignitaries from the Chinese side.

China was closed to the outside world before 1990s. Only a few selected people like Government officials, businessmen, religious leaders, monks, students etc were allowed to travel abroad. But it gradually started

to change once China's Approved Destination Status (ADS) policy was introduced; but it still did not allow Chinese people to travel to the choice of destinations. Nepal officially made its way through the ADS list in 2002 only. With the start of a few thousand tourists of 8026 (3.5% of the total tourist arrival) in 2002 to the highest 1,69,543 in 2019 and occupying 14.2% of the total tourist arrival in 2019, the figure is gradually picking up after the pandemic, Covid 2019. Acknowledging the surge of Chinese travellers to Nepal, the Government started waiving off the visa fees for Chinese counterparts since 1st January 2016. And this has proved beneficial over the years with the increase in Chinese arrival to Nepal.

Nepal China friendship relation stands today on the basis of the strong people to people relations that has flourished with the regular cultural exchange programs, exhibitions, culture and food festivals, friendly visits, film shows, sister city policies and many business and state visits. The visits between the two countries every now and then also speaks volumes of the rapport they share amongst themselves.

Tourism thrives on the basis of state of the art infrastructure and accessibility. In this connection, Nepal has now additional two new international airports in Bhairahawa and Pokhara and ready for operation since 2021. Prior to the pandemic, just before Covid 2019, Nepal had direct air connectivity to 11



destinations through 53 flights a week by 8 carriers; Nepal Airlines, Himalaya Airlines, Air China, China Southern, China Eastern, Sichuan Airlines and Cathay Dragon. With the airports ready now, Nepal is hoping to receive as many tourists possible from these airports.

Nepal Tourism Board since its inception has been promoting Nepal in the international markets. In the Chinese market, it has also participated in tourism fairs, Sales Mission, Road Shows, exhibitions etc like any other markets. Apart from this, NTB has also been vigorously promoting the country through digital marketing, FAM Tours of trendsetters, influencers, celebrities and its diplomatic missions abroad.

\This year, as celebration of the Nepal-China friendship and a milestone event of tourism promotion of Nepal, Nepal Tourism Board, The People's Republic of China and Pokhara Metropolitan City organized Nepal China Friendship Dragon Boat Race Festival in Phewa Lake, Pokhara. The age old relationship, cultural ties and the goodwill for each other between the two countries has fostered many initiatives of mutual cooperation and undertakings. Following suit, Dragon Boat Race Festival held is one such, that manifests the culmination of strong and cordial relationship between the two countries shared from historical times.

Dragon Boat festival originated in China has history of more than 2000 years. It is a folk festival that integrates worship of gods and ancestors, praying for good luck and warding off evil spirits, celebrating, entertainment and eating. Now the Dragon Boat Festival has become a worldwide cultural phenomenon and celebrated widely in more than 50 countries and regions which has been loved by and attracted extensive attention from people around the world. The Dragon Boat Race has also made its way to the international

sports games. It became an official event of the Asian Games in 2010 and performed for the first time in Tokyo 2020 Olympic Games.

The event was formalized through an official tripartite agreement between Nepal Tourism Board, Embassy of the People's Republic of China and Pokhara Metropolitan City held on 23rd and 24th June 2023 in the Phewa Lake of Pokhara, a popular destination among Chinese visitors. Nepal Tourism Board, Embassy of The People's Republic of China in Nepal and Pokhara Metropolitan City were the main organizers of the event, whereas Pokhara Tourism Council and Overseas Chinese Association of Pokhara Nepal were the co-organizers of the event.

A total of 120 participants from Nepal, China and Singapore participated in the festival, competing in 8 boats, specifically brought in from China. The first day saw the qualifying rounds of 200m and 500m where the winning teams competed for the trophy the next day. The competition was won by Sichuan Dragon Boat Team from China followed by Nepal Association of Rafting Agencies (NARA) Dragon Boat Team from Nepal and Yunnan Dragon Boat Team from China in second and third position of both categories. A cash prize of Rs 5,50,000.00, Rs 3,50,000.00 and Rs. 2,00,000.00 was awarded to the winning teams of both the categories respectively where each team also received the participation award of Rs 1,00,000.00 as consolation prize in addition.

There were series of preparations and programs before the final race where the players trained and rehearsed for a week. As per the Embassy, the 2nd edition of the event will be performed in a grander manner next year. We all hope this will be a milestone in Pokhara's tourism as a new product.

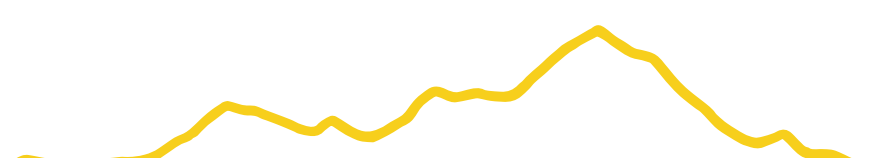




Abbreviation

Full Form

| | |
|--------|--|
| B2B | Business to Business |
| BITM | Buddhist International Travel Mart |
| CNI | Confederation of Nepalese Industries |
| EMITT | East Mediterranean International Tourism and Travel Exhibition |
| FDB | Film Development Board |
| GSTC | Global Sustainable Tourism Council |
| HAN | Hotel Association of Nepal |
| IFC | International Finance Corporation |
| ITE | International Travel Expo |
| KOTFA | Korean World Travel Fair |
| KTTOAN | Korea Travel and Trekking Operators Association of Nepal |
| MOCTCA | Ministry of Culture, Tourism and Civil Aviation |
| NAC | Nepal Airlines Corporation |
| NASC | Nepal Administrative Staff College |
| NATO | North Atlantic Treaty Organization |
| NATO | Nepal Association of Tour Operators |
| NATTA | Nepal Association of Tours and Travel Agents |
| NMA | Nepal Mountaineering Association |
| NRNA | Non-Resident Nepali Association |
| NTB | Nepal Tourism Board |
| NTO | National Tourism Organization |
| NTV | Nepal Television |
| OTM | Outbound Travel Mart |
| PATA | Pacific Asia Travel Association |
| PBS | Public Broadcasting Service |
| SITF | Soul International Travel Fair |
| SOTTO | Society of Travel and Tours Operators Nepal |
| STLRP | Sustainable Tourism Livelihood Recovery Programme |
| TAAN | Trekking Agencies' Association of Nepal |
| TIA | Tribhuvan International Airport |
| TRPAP | Tourism for Rural Poverty Alleviation Programme |
| TTF | Travel and Tourism Fair |
| TURGAN | Tourist Guide Association of Nepal |
| UNDP | United Nations Development Programme |
| VISTA | Vietnam Society of Travel Agent |
| VITM | Vietnam International Travel Fair |



Former CEOs of NTB



Pradeep Raj Pandey
Jan. 1999 - Jan. 2003



Tek Bahadur Dangi
Mar. 2003 - Mar. 2007



Prachanda Man Shrestha
Oct. 2007 - Oct. 2011



Deepak Raj Joshi
Dec. 2015 - Dec. 2019

Current CEO



Dr. Dhananjay Regmi
Jan. 2019 - Till Date

25th

ANNIVERSARY

of

NEPAL TOURISM BOARD

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