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*Lifetime
Experiences!*



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Government of Nepal
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Bhanu Bhakta Dhakal
Minister

MESSAGE

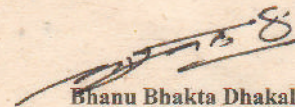
First of all, I extend my congratulations to Nepal Tourism Board (NTB) on its 22nd Anniversary and am delighted to learn that it is bringing out "In Focus", a souvenir that documents all the activities performed during the whole year. Established as a model of public private partnership (PPP), NTB has accomplished a number of works and set an example of professionalism. It has played an instrumental role to develop and promote Nepal's tourism products and activities internally as well as internationally. We are gradually noticing the presence of Nepalese tourism in various international platforms through various promotional tools and measures. The Executive Board, Chief Executive Officer and staff of NTB deserve appreciation for their relentless efforts to stabilize and strengthen this institution despite different obstacles.

The 2020 experienced one of the biggest setbacks in the history of Nepal's tourism due to COVID-19 pandemic that stalled all our tourism activities and severely damaged the whole industry rendering hundreds of thousands of people jobless and the loss of billions of rupees. We are still in the middle of the crisis and trying to resuscitate the ailing tourism industry with possible revival packages. NTB has performed some exemplary works during the hour of crisis like its leading role in evacuating and repatriating the stranded foreign tourists in/from Nepal, in bringing out Health, Hygiene and Sanitation Protocol and in suggesting revival packages working closely with tourism private sector and many others.

Despite all these ordeals, tourism is going to be the mainstay of Nepal, thanks to its rich Natural and cultural heritages, products and activities which are inexhaustible treasures for the sustainability of this industry. Government of Nepal has given high priority to develop and promote tourism, enhance human resources and distribute its benefits to grass root level as well. We must fight and defeat obstacles and must learn from the experiences of the past. Our industry is resilient and will revive shortly once COVID-19 crisis subsides and life becomes normal. To keep the industry going and to promote domestic tourism, we have taken the policy of "Desh-Darshan". I appreciate private sector and all tourism professionals for their relentless efforts and request all concerned stakeholders to follow safety protocol.

Once again, I congratulate NTB family and wish them all success in their future endeavors.

29 December, 2020



Bhanu Bhakta Dhakal



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MINISTRY OF CULTURE, TOURISM & CIVIL AVIATION



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Singhadurbar,
Kathmandu, Nepal

It gives me immense pleasure to congratulate Nepal Tourism Board (NTB) for the release of its annual publication "InFocus 2020" on the occasion of its 22nd Anniversary. The book is an annual report useful for those who are interested to know different activities conducted by NTB in 2020.

For Nepal, 2020 would have been a year of prosperity and growth in tourism sector. With the global pandemic, we were in the threshold of the biggest crisis in the history of world tourism. We are now navigating against new waves to survive and sustain through these trying times. The ongoing COVID-19 pandemic has affected every part of economy and it has left the global tourism sector amongst the most affected ones.

Nepal's tourism sector stood prepared and responsive right from the beginning of the crisis. The Government, private sector and NTB in coordination with Kathmandu-based diplomatic missions worked round the clock during the early days of lockdown to ensure safe evacuation and repatriation of thousands of international tourists. Similarly, timely release of the "Safety and Hygiene Protocol for the Tourism Industry" has helped to guide the industry towards recovery.

I heartily applaud the NTB's diligence and continuous communication in an effort to restart tourism and facilitate the tourism sector during the crisis. Similarly, I extend appreciation for the exemplary cooperation and collaboration among the Government, NTB and the private sector for revival and recovery of tourism.

Sustainable development of the country is the chief agenda of the Government of Nepal for which it has given prime importance to tourism as it is the main pillar for foreign currency income. I take this opportunity to reiterate Government's commitment to tourism. Once again Congratulations to NTB on its 22nd Anniversary and a Happy and Safe New Year to all!

Yadv Prasad Koirala
Secretary



Nepal Tourism Board



Message

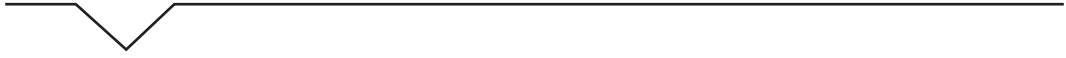
The year 2020 was a time of great patience and perseverance for the world. The global pandemic of COVID-19 brought the world tourism to a standstill like never before; and this has been a year of tremendous patience, learning, unlearning and evolving. Nepal too has borne the brunt of the pandemic with a yearlong lull in the industry, never seen before.

Nevertheless, the industry has stood together despite the hard times, looking for every possible solution to survive and recover. In a bid to reopen Nepal's tourism industry, the Government has opened trekking and expeditions since October with set rules of health and safety protocols recommended for every sector. The current crisis, has indeed changed travel in ways that will endure in the future. The "new normal" will be that holiday destination must compete on basis of health and safety.

With hope and anticipation for better days we welcome 2021 waiting for tourism recovery and revival with influx of tourists and Nepal-loving adventurers. For now, let us synergize our efforts through cooperation and collaboration to build back our tourism industry and the communities for sustainability and resilience. Till then we are together in this as Nepal Awaits.

I take this opportunity to wish all my colleagues in NTB a Happy 22nd Anniversary! Wish each one and the institution successful years to higher milestones in the future. I also wish all our partners and colleagues in Nepal and worldwide a Happy & Healing New Year 2021!

Dr. Dhananjay Regmi
Chief Executive Officer



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TOURISM MARKETING AND PROMOTIONS

NEPAL PROMOTED AS A DESTINATION FOR 'LIFETIME EXPERIENCE' IN CMT 2020, GERMANY



Nepal Tourism Board in coordination with Nepal German Chamber of Commerce and Industry (NGCCI) along with 6 travel trade companies from Nepal showcased Nepal's

diverse range of tourism endowments as 'Lifetime Experiences' in Caravan, Motors & Tourism (CMT) Fair; a world's largest consumer show for holiday makers, travel professionals, travel agents and caravan providers from 11 to 19 January 2020 in Stuttgart, Germany.

The 9 days holiday exhibition enthralled 2,50,000 plus visitors with 2000 exhibitors from more than 100 countries. Nepal stand at CMT highlighted the golden roof of Swayambhunath cut-out and was most visible and centre of attraction for the visitors.

Nepali cultural dance was performed by the Nepalese students living in Stuttgart and nearby places on 19th Jan at the Nepal pavilion creating a gathering of visitors. Inquiries from the visitors varied from the best places to visit in Nepal to the best season, trekking/hiking along with the offers in Visit Nepal Year 2020. Participating companies offered attractive packages to the visitors and sponsored a holiday package to the lucky draw winner at the event. Most of the visitors at Nepal pavilion expressed their concern regarding Visit Nepal Year 2020 campaign and wished for it success.



NEPAL PROMOTED AS A DESTINATION OF LIFETIME EXPERIENCES IN VIENNA

Nepal Tourism Board (NTB) along with five travel companies from Nepal namely Ojha Holidays Tours & Treks Pvt. Ltd., One Himalayan Adventures Pvt. Ltd., Aavash Feel The Mountain Travels & Treks Pvt. Ltd., High Spirit Treks and Expedition Nepal Pvt. Ltd. and Mountain Buddha Holidays Pvt. Ltd participated in four days long fair Ferien Messe Wien 2020 at Messe Wien Exhibition & Congress Center, Vienna, Austria, from 16 to 19 January 2020. More than 800 exhibitors including national tourism organizations and travel trade companies from around the world

participated in the fair.

Many visitors and local tour operators visited Nepal stall and had enthusiastically raised queries about air connectivity to Nepal, getting visa, best season to visit, trekking destinations in Nepal among others. NTB officials at the stall disseminated first-hand information about tourism attractions and activities that Nepal offers to the tourists. The officials tried to satisfy the visitors by answering their questions. Efforts were also focused on highlighting Visit Nepal Year 2020 with the tagline of Lifetime Experiences.

The participating travel companies from Nepal had many travel offerings of Nepal especially trekking packages. They were able to capture the opportunity by establishing their business contacts. Many visitors were found interested to visit Nepal in upcoming season.



HE Ambassador Mr. Prakash Kumar Suvedi at Nepal Stall

Visitors at Nepal Stall in Ferien Messe Wien, Vienna



Ambassador at the Embassy of Nepal in Vienna Mr. Prakash Kumar Suvedi visited Nepal stall on the first and third day of the fair. His presence at the stall helped to boost confidence among the visitors at Nepal stall. NTB was represented by Manager Mr. Khadga Bikram Shah, Officer Mr. Saroj Maharjan.

Europe is major tourist generating market for Nepal. In 2019, Nepal received 4,862 Austrian tourists. Based on past observations, Austrian tourists to Nepal are hard adventurers, mountaineers and leisure explorers, most interested in mountaineering, trekking, adventure activities, heritage tours and human engagement.

The fair has created an ideal platform to reach out to Austrian market especially the potential travelers and operators with fresh communication and updates of Nepal.

VISIT NEPAL 2020 PROMOTED IN FITUR 2020

Nepal Tourism Board in coordination with Nepal Association of Travel & Tour Agencies (NATTA) and 18 private companies participated in FITUR 2020. The international tourism fair organized by IFEMA from 22-26 Jan was held in Feria de Madrid and inaugurated by Her Majesty Queen Letizia of Spain.

FITUR is the global meeting point for tourism professionals and the leading trade fair has once again become the international benchmark event in the tourism industry. With 1358 exhibitors from over 165 countries, the trade fair was orderly showcased by countries throughout 10 halls. The first 3 days, the fair was open exclusively to trade visitors and the weekend for general public. It was the epicenter of tourism activities with more dynamic and

innovative programs to celebrate the four decades of excellence at the world's third biggest tourism and travel show. Sustainability, technology, and specialization were the main attractions at FITUR. Promotion of B2B meetings, MICE and Business Travel were also key objectives of the fair. To make the event more inclusive, a separate pavilion was also designated for LGBT tourism.

FITUR participants from Nepal also attended the VN2020 launch program on 24th Jan held in Hotel Novotel, in Madrid. Her Excellency Dawa Futi Sherpa addressed the program and shared highlights of the national campaign of Govt. of Nepal. A presentation by Ms. Ranu Shah, Manager from Nepal Tourism Board, to the audience, a mix of media and travel trade gave an insight on Nepal as an exclusive tourist destination. Ms. Begona Valderrama, a breast cancer survivor who travelled 300 km through Nepal gave a

very passionate and emotional presentation on Nepal and the Nepalese people. Likewise, Mr. Enrique Gonzalez who has been visiting Nepal for the last 23 years also shared his experience on his travels to Nepal. The audience thoroughly enjoyed the Nepalese Cultural program performed during the event. The program was attended by around 100 international tour operators & media.

During FITUR, Nepal stall was visited by many enthusiastic and prospective travelers with queries on Visa facilities, VN2020 promotional offers, air connectivity and best itineraries. The Selfie Point at Nepal Stall with Mt. Everest on the background attracted a lot of visitors.

Mr. Shree Ram Pandey was the coordinator of the event from NATTA and NTB was represented by Ms. Ranu Shah and Mr. Kundan Sharma.



NEPAL STALL SHOWCASES #LIFETIME EXPERINECES

02 February 2020, Istanbul, Turkey

The 24th edition of East Mediterranean International Tourism and Travel Exhibition (EMITT), held at Istanbul Turkey between 30 January 2020 and 2 February 2020 ended with fruitful business networking sessions wherein Nepal made its strong presence showcasing the tourism products that serve the need of Turkish visitors. Nepal bagged “Best Stand of EMITT 2020” award in the fair.

Mr. Mehmet Nuri Ersoy, Minister of Culture and Tourism of Turkey, visited Nepal stand. He was presented a memento and was invited to visit Nepal by Mr. Diwakar B. Rana, Senior Manager of Nepal Tourism Board.

Turkey, with growing outbound, and backed by strong land connections, has emerged as a good source markets for many Asian destinations in recent years and Nepal is one of these. Nepal Tourism Board is putting its all efforts to tap the potential of this market. Participation in the EMITT is one of such effort Nepal Tourism Board has been putting in the last few years. In the year 2019 Turkish arrival was recorded as 6100.

Selfie booth in Nepal stand attracted many visitors. People from all age were seen interested to take pictures in Nepal stand. They also enquired on different tourism product and connectivity along with visa formalities.

At EMITT, NTB made its presence in destination marketing workshops and B2B networking sessions so as to make the participation more effective in terms of establishing the business contacts with the outbound sellers. Efforts were put in to include Nepal in the itineraries of these sellers.

Nepal is well known amidst the visitors and the perception towards the destination has



been found to be very positive. Nepal stall alone received nearly about 500+ trade visitors and 1000+ consumers. With 5 times a week direct flights between Kathmandu and Istanbul, tourist visitors to Nepal are on the rise. Nepal needs to cater as per the brand promise so that the expectations are met.

Participating Nepali travel trade companies in EMITT with NTB were Himalayan Guides Nepal Treks & Expeditions, Swornim Tours & Travels, Crystal Adventures and One Himalayan Adventures.

NEPAL SALES MISSION INDIA CLOSING ON A HIGH NOTE !

Nepal did its best to promote brand Nepal in the Southern cities of India starting from 28th January, Trichirapalli, 30th January, Trivandrum on 1st February in Kochi as the Nepal Sales Mission India that started on January 6th from Chandigarh comes to a close in Kochi on 1st February on a high note covering nine second tier cities of India.

A team of 9 tourism trade fraternity led by Nepal Tourism Board successfully concluded the South India Sales Mission in three prominent Southern cities of India. The presence was much appreciated by the buyers and media from all three cities. There were about 280 buyers and nearly 40 media groups all together including all three cities. The companies were in rigorous B to B meetings for nearly 2 and half hours in each cities with the nine trade companies that accompanied Nepal Tourism Board in the sales mission. Destination promotion was the other important part of the program where the participants would be wooed with the important personalities from the source market talking about their Nepal experience. Experience Nepal theme and Visit Nepal

2020 were the major issues discussed in the presentation.

The sales mission was a good platform for Nepal to have interactions with the local travel and tour partners and understand the recent sentiment of traveler from the south. The major attractions as picked from the South market is mountains and lush green forest, Pashupatinath, Muktinath, Naryanthan (Budhanilkantha temple) and Pokhara valley. The concerns from the Indian side was better connectivity and the central heating system in the hotels.

India which boast of sending largest number of travelers to Nepal i.e more than 2.5 million in a year is a lucrative market for Nepal. It needs regular interventions to make our potential of 2 million tourist by the end of this year. The Nepal Sales Mission South was led by Nepal Tourism Board's Senior Manager Sunil Sharma and officers Janaki Prasad Upadhaya and Prem Prasad Bhattarai with nine trade companies including Apoorva Tours & Travel Pvt. Ltd., Explore Vacations Pvt. Ltd., Muktinath Yatra Pvt. Ltd., Ojha Holidays Tours & Treks Pvt. Ltd., Outdoor Expeditions Pvt. Ltd, Palettee's Holiday Pvt. Ltd., Samrat Tours & Travels Pvt. Ltd., Soham Journeys Pvt. Ltd., and White Stone Holiday Nepal Pvt. Ltd.





NEPAL PROMOTES VN 2020 : LIFETIME EXPERIENCES IN SATTE 2020

Nepal Tourism Board along with NATTA Far-West in Province 7 and 37 private sector companies made a successful participation at the 27th edition of South Asian Travel and Trade Exchange (SATTE), 2020. The event held in India Expo Center in Greater Noida (UP) from 8th to 10th January, 2020 is the South Asia's leading travel and tourism show supported by the Indian Ministry of Tourism and United Nations World Tourism Organization (UNWTO). SATTE, a leading B2B travel event, had an outstanding participation of 1050 Exhibitors, Buyers from over 50+ countries, 28 Tourism Boards and 500 + domestic hosted Buyers from 104 Indian cities.

The Expo was inaugurated by Chief Guest, Shree Prahalad Singh Patel, Minister of State for Tourism and Culture, Government of India. With a focus on building new business

partnerships, the 3-day Expo had networking on the current trends in the industry. Keeping up with their usual performance, SATTE 2020 delivered an exciting line-up of conferences to enlighten the industry. It hosted a series of sessions and workshops presented and led by high profile speakers and industry stalwarts covering topics and trends from all aspects of the industry. Global Economic Scenario, Tourism Trends and India; Accommodation Outlook and Technology Innovations; Dream Merchant's- Pitch of the Tourism Board were of the many enticing topics. NTB's erstwhile CEO, Mr. Deepak Raj Joshi also made his presentation on Adventure Tourism: Unlocking New Avenues". Other conferences on MICE tourism, discussions on tourism and jobs, corporate travel, simplification of E-visas, destination weddings etc were also the crowd pullers. All in all, it was a forum for decision makers, the largest global travel and tourism companies and their peers in South Asia region as well as representatives of Government Agencies and the Indian tourism market; all under one roof with an aim of promoting their tourism offerings and establishing commercial

and business partnerships.

His Excellency Nilambar Acharya, Ambassador, Embassy of Nepal in India paid a visit to the Nepal stall on the second day and visited every participant. He emphasized in Nepal's participation on such fairs to maximize the Indian arrivals.

Nepal stall saw overwhelming queries on Visit Nepal 2020 and its offers, Government incentives on MICE activities, new destinations apart from the regular ones, cross borderland movement, etc. India is the largest source market for Nepal. Direct flight by Nepal Airlines Corporation (NAC) to major cities like New Delhi, Mumbai and Bangalore, better air/ land connectivity have led to the steady growth of Indian tourists every year. Nepal's participation this year with more companies has been exceptional where the event is hoped to promote more networking to achieve the target of 2 million tourists for VN 2020.

NEPAL BAGS TOP HONOUR AT TTF CHENNAI

Nepal bagged best decoration award at a recently concluded Chennai Travel and Tourism Fair (TTF), from 24-26th January 2020. TTF is the biggest travel show network in India being organised since the last 30 years.

Nepal Tourism Board participated in Chennai TTF with 11 travel-trade sectors. Mr. Sanjay Shreevats, Regional Director, Ministry of Tourism, Government of India, inaugurated the fair and visited Nepal stall where he was given Nepalese souvenir and was apprised

about Nepalese tourism products by Nepal Tourism Board officials. He personally took interest in Muktinath and Pashupatinath and showed more interest in spiritual journeys of Nepal. Also, Mr. Kadakampally Surendran, Hon. Minister for Tourism, Government of Kerala visited Nepal stall and inquired about Nepal's current tourism status and Nepalese Tourism products. Visit Nepal Year campaign



(VNY) 2020 was also promoted. Visitors took interests and inquired about upcoming products in VNY 2020. Lifetime Experiences, the theme of VNY 2020, were also explained to visitors. Nepal's promotional bag were distributed to all travel-trade sectors and visitors at Chennai TTF.

Over 1,000 trade visitors and more than 10,000 trade visitors and consumers' walk-in at this edition. joined as the partner country. The first half of the day was reserved for travel-trade people so that there is extensive networking between buyers and sellers. B2B was the main highlight as Nepalese sellers could showcase the unique products of Nepal.

The TTF series is trusted in facilitating the

travel trade to meet and market their travel products to the relevant audience in India. The three-day travel trade show has been joined by 150+ exhibitors from 10 countries and 18 states and union territories this year.

Nepal pavilion provided an excellent opportunity for travel enthusiasts and holidayers to look out the best destination options and deals in tour packages and hotels and book on the spot for their next holiday.

NEPAL IN TRAVEL FAIR UTFORSK VERDEN

Non- Resident Nepalese Association (NRNA) Norway in cooperation with Nepal Tourism Board, Nepalese Embassy in Denmark and Norway Nepal Association, participated in travel fair Utforsk Verden (Explore the World) from 25th to 26th January 2020 at Radisson Blue Scandinavia Hotel in Oslo. In the fair the association had Nepali booth. The rental cost of the booth was covered by Nepal Tourism Board while other costs and resources were handled jointly by NRNA-Norway and Norway Nepal Association. In the travel fair, the campaigning of visit Nepal was done through different activities.

Nepal stall was decorated with Nepal's flag and colorful banner of Visit Nepal 2020 on the wall. The Visit Nepal 2020 promo video clips and pictures received from Nepal Tourism Board was visualized on screen. In the booth visit Nepal badges, brochures about attractive places in Nepal and tourist destinations, and pictures of the Mount Everest and Rara lake were distributed to the visitors. Both Nepali and Norwegian volunteer in the stand disseminate information to the visitors about different places, climate and cultural setting of Nepal. Norwegians who have visited and

lived in Nepal were solicited to share their experience to visitors to familiarize and be preparing before travelling to Nepal. The promotional materials and the souvenirs sent by NTB were distributed to the visitors at Nepal booth.

Visitors are very much interested on Nepali pictures of Mount Everest, Lakes and Lumbini Monastery known as Buddha's birthplace, Kathmandu with its World Heritage and Pokhara with all its offerings, from the sight of Annapurna to dining experiences at the many restaurants. Many brought along maps and leaflets. In addition, many were interested and took Adventures of Nepal book. Nepalese cultural dances and music performed by local artists were unique, entertaining and effective on drawing attention to the visitors.

In the fair, there were representation from 40 different countries, travel agencies and airlines stand. It has documented that about 2000 peoples were visited in the travel fair. Nepalese booth has successfully delivered information about Nepal. Nepalese dance and music performance, however, was successful to give glimpses of Nepalese taste and a warm hospitality to the visitors.





LIFETIME EXPERIENCE HIGHLIGHTED IN THE NETHERLANDS

Nepal made its colourful presence in this year's *Vakantiebeurs 2020*, a travel fair organized in Jaarbeurs, Utrecht, the Netherlands from 15 to 19 January 2020. *Vakantiebeurs*, one of the prominent travel fairs in Europe, witnessed its 50th anniversary this year. According to the organizer the show was attended by 1106 exhibitors from 124 countries. In the 5-day long fair the first day was allocated for the travel trade participants whereas the rest of the four days were open for the consumers.

Nepal's participation in the fair was led by Nepal Tourism Board along with the seven travel trade companies from Nepal. Along with the showcase of the products and the destinations, the major highlight of the Nepal was *Visit Nepal 2020* campaign. Besides the exhibition, some other sideline events were also organized in the program venue to give additional visibility to Nepal.

In cooperation with the Consul General of Nepal in the Netherlands and the Nepalese community, some typical Nepali cultural performances were also organized in the Nepal stall and in the program hall of the venue in the fourth day of the fair. The cultural performance including the dance into the tune of Sarangi, Madal and flute attracted a number of visitors. The cultural troupe with the Banner of *Visit Nepal 2020* visited many other countries' pavilions as well where they cheered for Nepal. In the evening of the same day, *Meeting and Greeting* was also held in the Nepal stall serving the Nepali food items and beverages.

The program was attended by the Consul General of Nepal in the Netherlands Mr. Cas de Stoppelaar, representatives from the Nepal Embassy in Brussels, the leaders and the members of the Nepalese community in the Netherlands and a significant number of the Dutch nationals.

In the series of the sideline events, a renowned Dutch photographer Pim Horvers screened a presentation on *Photographic Journey through Nepal*, highlighting Nepal's natural treasures. Rene de Bos, a Dutch Summiteer and adventurer presented on *Remote Area Trekking in Nepal* among the audience. Similarly Mr. Cas de Stoppelaar, Consul General of Nepal gave his presentation on *Wildlife in Nepal* where he shared his own experience about the wildlife in Nepal amidst a crowd in the last day of the fair.

Throughout the entire fair period of 5 days, the Nepal stall was successful to draw a steady stream of visitors and disseminate the information about the Visit Nepal 2020 campaign to the target audience.



Mr. Khem Raj Timalsena, Sr. Officer and Mr. Jayshakti Sarraf, Officer represented NTB in the program. The private sector companies participating under Nepal banner were Satori Adventures, Well Nepal Travel and Tours, Himalayan Guides Nepal Treks and Expedition, Actual Sdenture, Hotel Manaslu, Expedition Hmalaya.com and Trekker Nepal.

NEPAL AS ‘LIFETIME DESTINATION’ GARNERS HIGHLY POSITIVE RESPONSE IN WEST INDIA

Nepal reached out to showcase and promote itself as a Lifetime Destination to the highly potential West India market through Sales Mission in Surat, Gujarat, on Jan. 20, and in Pune, Maharashtra, on Jan. 22, 2020. The third in a series of Sales Mission in India since early January, 2020, 10 Destination Management Companies (DMC) participated in the programs at Surat and Pune, led by Nepal Tourism Board and attended by almost 100 local tour operators in each city. The programs were ideal one to reach out to West

India market especially the local travel trade with fresh communication and updates.

At evening program at the Grand Bhagwati (TGB) in Surat, the program included B2B sessions among the private sector tour operators from Nepal with the local counterparts, destination presentation highlighting Nepal's unique products for Indian travelers by NTB Manager Ms. Archana KC Rana, lucky draw and interaction with the audience. President of South Gujarat Association of Travel Agents (SATA) Mr. Minesh Naik, spoke on behalf of the local tourism fraternity appreciating the program and the presentation on Nepal, and expressed his full support for promotion of Nepal in Surat city as well as Gujarat.

Similarly, program at The Westin Pune scheduled for afternoon, proceeded with B2B among the Nepali tour operators and the local travel trade, followed by presentation showcasing Nepal as a destination offering lifetime experiences by NTB Manager Ms. Shradha Shrestha, followed up by lucky draw and interaction with the audience. At the program, representative of the Pune travel fraternity, Mr. Santosh Khawale, Chairman of Enterprising Travel Agents Association of Western India Region, expressed full

cooperation and support from the Pune travel trade for the promotion and success of Visit Nepal 2020.

The programs focused on showcasing Nepal as a lifetime experience for travelers around the world and particularly for the Indian travelers. Easy accessibility, value for time and money, and a wide variety of options offered by Nepal including luxury, soft adventure, spiritual getaways, entertainment were focused on during the presentations at both the cities. Both programs included interaction sessions with the audience and lucky draw through Nepal Quiz. Winners were presented with gift vouchers of “4-nights 6-days package for couple” to Nepal. Private sector tour operators from Nepal at the Surat and Pune programs expressed confidence in the market and were positive about the turnover at both the events which they said would yield desirable results.

Around 205,000 Indian tourists visited Nepal by air in 2019, 17.17 percent of the total tourist arrival to Nepal by air in 2019. Air arrival number from India has increased dramatically over the years, with around 90,000 in 2004 to about 100,000 in 2014 and a hundred percent growth in 2018. Growing Indian outbound, increased air connectivity in the India-Nepal

sector, rising Indian economy, as well as Nepal's increasing visibility as a destination, diversified products and customized packaging, are said to have played positive role in increasing the arrivals from India by air. Increasing the arrival numbers further from India is Nepal's major priority for 2020.

Upgrade of the Tribhuvan International Airport, operation of Bhairahawa International Airport and the Pokhara Airport in 2020, are expected usher in a surge in tourist arrival from India in 2020 and the new decade. Similarly, air connectivity is growing in the sector; five-star properties are increasing in the capital valley, Pokhara, Chitwan, Lumbini and the border cities of Nepal; tailor-made packages are curated by the innovative private sector of Nepal to cater to the market specific preferences; and mega events are planned in 2020, so that travelers from India can enjoy more of Nepal when they visit the country.

The Sales Mission in Surat and Pune, was the third leg of the Nepal Sales Mission in India which started early January 2020, from Amritsar and Chandigarh as the first in the series, Indore and Jaipur as the second, and to be followed by Trichy, Thiruvananthapuram and Kochi in South India the upcoming week.





NEPAL PROMOTED AT TEL AVIV, ISRAEL

IMTM is the largest annual professional tourism fair of its most important tourism fair organized in Mediterranean area. Seven years after the "Opens Skies" agreement bringing a wave of new airline companies operating in Israel (Cathay Pacific, Ryanir, Wizz Air, Hainan Airlines and Air India) more than 20 million travelers passed through Ben-Gurion, The Israeli market confirming a steady growth in Israeli Incoming and Outbound travel, 2019 was another breaking record year hitting unprecedented 5 million incoming tourists and over 8 million overseas departures by air. IMTM 2020 is a unique opportunity to reach an exceptional market of Tour Operators, Travel Agents, Corporate and Business new partners as well as individual travelers.

As a national tourism organization, Nepal

Tourism Board (NTB) has been playing crucial role to promote Nepal in the international arena. Hence, IMTM can be an important platform to exchange business activities between tour operators. Furthermore, as a point view of destination promotion, it is most important platform. Israel itself is an important strategic source market for our tourism but Nepal is not able to lure hi-end outbound travelers from Israel. More, who expressed wishes to visit Nepal were young with lower income therefore, it is more challenge to attract tourist with higher income.

Nepal's participation in IMTM was followed by Nepal Evening to promote the Visit Nepal Campaign 2020.

The Embassy of Nepal, Tel Aviv in coordination with Nepal Tourism Board (NTB) organized "A Nepal Evening" to promote the Visit Nepal 2020 campaign in Tel Aviv, Israel on 13th February 2020.

NTB & NAC SIGN MOU FOR JOINT COLLABORATION

In an effort to consolidate and cooperate for all tourism promotional work, National Tourism Organization Nepal Tourism Board (NTB) and National Flag Carrier Nepal Airlines Corporation (NAC) signed Memorandum of Understanding (MoU) on Oct. 17, 2020.

As per the MoU, the two will join hands in partnership for international promotional programs abroad and in Nepal, familiarization trips, branding, digital promotion etc. NTB CEO Dr. Dhananjay Regmi and NAC Managing Director Mr. Dim Prasad Poudel signed the MoU on behalf of the respective organizations.



NEPAL STALL WON BEST STALL AWARD AT OTM, MUMBAI

Nepal Tourism Board along with 19 private companies participated at Outbound Tourism Market (OTM) Mumbai from Feb. 3-5, with special focus on Visit Nepal Year 2020.

Nepal stall won Best Stall Award for thematic execution of destination brand image along with pagoda and traditional style.

In order to make more publicity and awareness for Nepal, specially designed cotton bags with VNY logo were distributed from organizers desk to trade visitors, the advertisement was carried out in a trade magazine, billboards were displayed at the premise of the venue and Nepal was accorded one of the partner country status.

Nepal stall was also visited by Tourism Minister of Uttarakhand Mr. Satpal Maharaj and Tourism Minister of Greece Mr. Harris Theocharis among other visitors.

The fair is considered to be one of the largest trade exhibition in Asia pacific which not only opens a network with trade visitors, corporate houses but also provide immense

avenues for updates on latest trends and practices with parallel sessions on digital marketing, cinema tourism, wedding, MICE and sustainable tourism practices.

NTB officials interacted with trade visitors and updated them about places, services road distance, and travel documents among others as part of destination orientation for tourism professionals. NTB also invited media fam trips for destination coverage, interacted with advertising agencies and PR agencies for organizing business events and promotional programs for consumers.

Attending the show, there were more than 20,000 buyers including corporate houses and incentive tours, 1100 sellers from 55 countries as well as other travel companies from different states of India as per data provided by OTM organizer.

Highlighting Nepal as a special filming destination, "We are ready to cooperate with you for clearing government formalities and providing necessary cooperation" said NTB Manager, Mr Bimal Kadel to a gathering of Indian Film Production Houses including Dharma Productions, Eros International, Ajay Devgan Film at the special program during the event.

NTB officials participating at the event were Mr. Bimal Kadel, Manager, Mr. Santosh Bikram Thapa, Senior Officer and Mr. Rajeev Jha, Officer.

NTB has been organizing a series of business events in more than a dozen cities which has led to rise of Indian visitors by 25% in 2019 compared to previous year.



NEPAL PARTICIPATED AT PATA ADVENTURE TRAVEL CONFERENCE AND MART 2020 IN KOTA KINABALU, SABAH, MALAYSIA

Nepal Tourism Board in coordination with PATA Nepal Chapter along with 4 different travel trade companies successfully participated in PATA Adventure Travel Conference and Mart organized by the Pacific Asia Travel Association (PATA) from 12 to 14 February 2020 in Kota Kinabalu, Sabah Malaysia.

The program was hosted by Tourism Malaysia and supported by Sabah Tourism and Malaysia Airlines which brought international experts together at the forefront of the adventure travel industry to explore the nuances, trends and dynamics of one of the fastest growing tourism sectors.

On 12th February, Complimentary Tours were organized for the international delegates. First complimentary tour was to Kinabalu Park and Poring Hot Spring and second one was to Rural Tourism Products visit to Tagal Tinopikon Park.

One day conference held on 13th February, 2020 was initiated by YB Datuk Mohamaddin Bin Ketapi, Minister, Ministry of Tourism, Arts and Culture, Malaysia. The conference was under the theme "Ahead of the Curve: Authenticity and Sustainability in Adventure." The innovators and pioneers, who are shaping

the emerging landscape of the adventure travel industry, examined various conference topics that covered 'State of Adventure Tourism', 'Who are Our Adventure Tourists?', 'Creating Meaningful Adventures', 'Sustainable Elephant Experiences', 'How to Use Responsible Travel Initiatives to Attract Adventure Tourists', and 'Starting Small: How to Integrate Adventure Elements into Your Tour'. The conference also featured two concurrent hands-on workshops one on Sustainability, led by Natasha Martin,



Adventure Tourism Expert; Raj Gyawali, Founder, Social tours; and Jessica Yew, Co-Founder & Director, Sticky Rice Travel; and next on Authenticity which was led by Dan Moore, CEO of Pandion Consulting & Facilitation.

The Travel Mart held on February 14 focused on B2B Sessions (51 seller organization from 9 destinations and 45 buyer organizations from 21 source market) with interested buyers finding compatible Destination Management Companies. Buyers from different countries of the world such as USA, UK, Canada, Japan,

Italy, Russia, Romania, Turkey, Australia, etc. visited Nepal Stalls and showed their keen interest to include Nepal's best Adventure Activities in their tour package in collaboration with Nepal's tour operators. Travel trade companies of Nepal actively participated in this global networking platform were Expedition Himalaya.Com Pvt. Ltd., Himalayan Guides Nepal Treks and Expedition Pvt. Ltd., Hiking Adventure Treks Pvt. Ltd. and Luxury DMC.

Despite the effect of global pandemic caused by Corona Virus, the program concluded successfully. It was a great opportunity for the global tourism industry including Nepal Tourism Board to enhance and promote adventure tourism products on respective countries.

NTB'S FIRST VIRTUAL PARTICIPATION IN TRAVEL & TRADE SHOW

NTB participated in the Virtual PATA Travel Mart 2020 organized by Pacific Asia Travel Association (PATA) from September 23-27. The mart was held in conjunction with Sichuan International Travel Expo (SITE) with Leshan in Sichuan (China) as its featured destination. The official record of PATA states the mart was attended by more than 1,000 delegates from 60 global destinations. The delegate numbers embraced 208 sellers from 199 organisations and 40 destinations, along with 152 buyers from 147 organisations and 39 source markets.

The event offered two full business days from September 24-25, with a possibility of 50 appointments across all time zones including two trade visitor days on September 26-27. In addition to the business-to-business travel contracting, the event also included two PTM Forums on "The Current State of Travel Media"

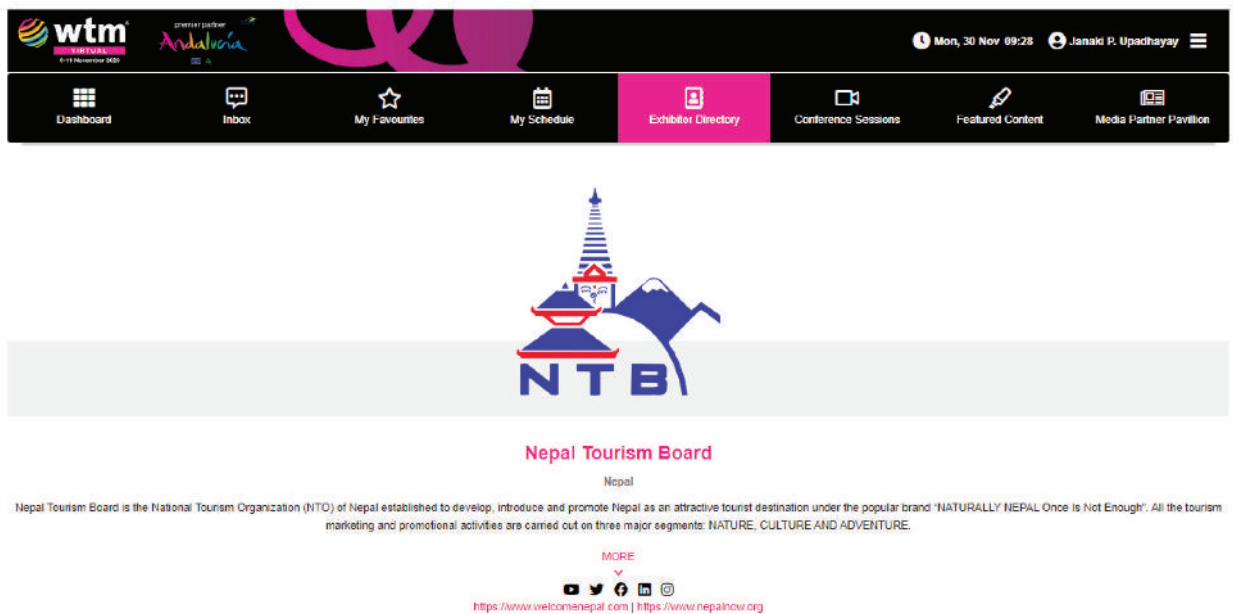
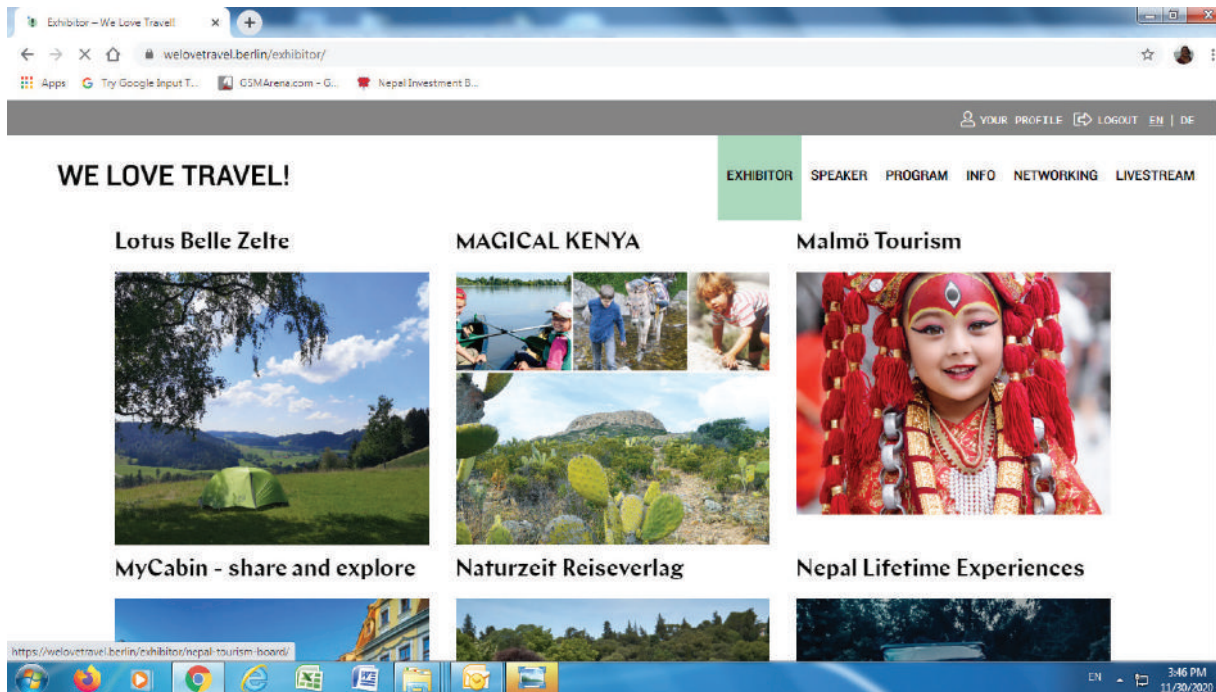
and "The Impact of Health and Hygiene on Post COVID-19 Destination Competitiveness in the Asia Pacific"; quick fire presentations on "Future Travel on Destinations, Aviation, Hospitality and Industry", and group chat sessions during the networking break on Innovation, Sustainability, Technology and Marketing.

The Virtual PTM was a good platform to get connected with the tourism stakeholders from source markets. NTB's participation in the event was very helpful in re-establishing the connections with updated information on visa documentation and tourism health, hygiene and safety protocols.

NEPAL TOURISM BOARD MADE ITS PRESENCE IN WE LOVE TRAVEL! A TOURISM RECOVERY POP-UP

With the theme Corona can't stop the desire to travel, We Love Travel a virtual B2B event took place from 16-18 October 2020. The event was jointly organized by ITB Berlin and the Berlin Travel Festival. The We Love Travel! Networking platform enabled virtual meetings in the form of online networking sessions. Over 650 participants participated in the event. exhibitors, buyers, speakers, trade visitors and media representatives arranged around 1,000 individual meetings among themselves.

Nepal Tourism Board also made its presence in the event to spread the message that Nepal is ready to welcome guest. Participants enquired about the opening of border and what health protocols one has to follow while visiting Nepal. We were pleased to update them that Nepal is going to open its border for expeditions from October 17, 2020 and the



do and don't one has to follow while in Nepal.
Nepal Awaits video was highly appreciated

in the Live stream as it matched the concept
of the event.

NEPAL TOURISM BOARD MADE ITS PRESENCE IN WTM VIRTUAL 2020

This year due to global pandemic World Travel Market (WTM) took place virtually from 9-11 November 2020. over 200+ exhibitors exhibited in the WTM Virtual event and about 90 companies and destinations exhibited as Premium Exhibitors and showcased their tourism products and services virtually.

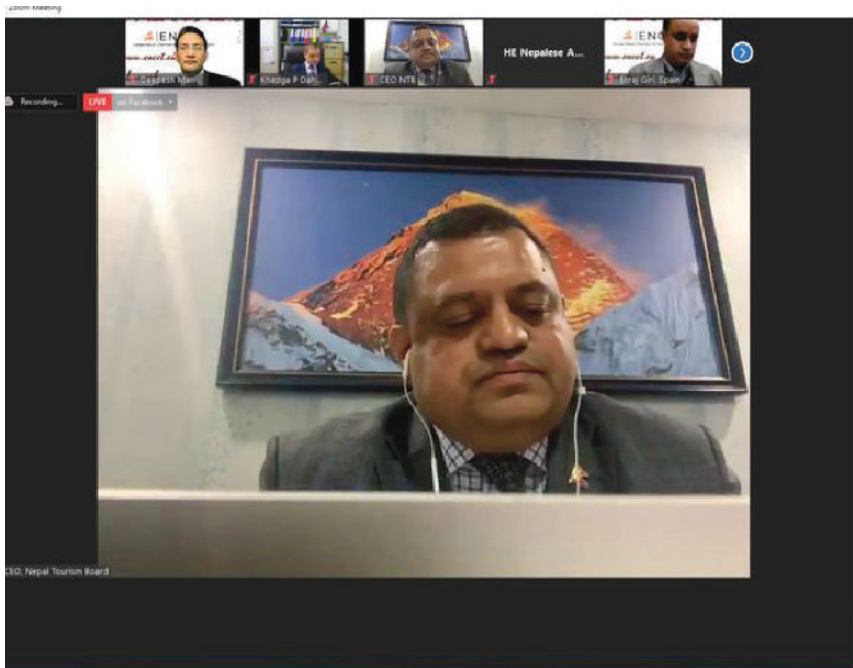
Nepal Tourism Board also participated in the event virtually to spread the message that Nepal is ready to welcome guest. NTB officials attended the conference sessions. NTB had very fruitful meetings with some of the DMCs, Nepal lovers, PR companies who are interested to promote Nepal as destination. Nepal had one to one meeting with 17 buyers/ EMC/Journalist. In the meeting most of them enquired whether Nepal is open for visitors and what safety protocols one has to

follow while visiting Nepal and so on. Some of the companies medias requested to send the update about Nepal so that they can plan and organize the tour package for their clients. Media persons and bloggers were keen to know about the FAM trips.

Faced little technical problems during the event yet by participating virtually in the fair, we were able to spread the positive message about the Nepal's tourism.

EUROPE-NEPAL CHAMBER OF COMMERCE FOR TOURISM LAUNCHED & NTB CEO APPOINTED AS ADVISOR

1st Dec 2020. Europe-Nepal Chamber of Commerce for Tourism (ENCCT) was officially launched today by HE Nepalese Ambassador to the UK and Ireland Dr Durga Bahadur Subedi in a Zoom conference call, participated by more than 80 dignitaries and guests from various parts of Europe and Nepal. Mr Deepesh Man Shakya has been elected as the Chairman of the inaugural Committee of ENCCT. All HE Nepalese Ambassadors in Europe have unanimously agreed to be patrons of ENCCT. The advisory board consists of the CEO of Nepal Tourism Board Dr Dhananjay Regmi, Former British Ambassador to Nepal and Chairman of Britain-Nepal Society H.E.Mr. Andrew J. Sparkes and H.E.



Former Nepalese Ambassador to Germany Mr Ramesh Prasad Khanal.

In his inaugural speech, HE Ambassador Dr Durga Bahadur Subedi said the formation of ENCCT is the timely decision, especially when the need to jump-start the flow of tourists to Nepal immediately after the current pandemic is of paramount importance to Nepal's economy. He assured that the Embassy of Nepal London will work closely with ENCCT, provide necessary guidance, help and support for the promotion of Nepal's Tourism in the UK and the rest of Europe. This was also echoed by HE Nepalese Ambassador to Germany Mr Ram Kaji Khadka, HE Nepalese Ambassador to Switzerland Mr Mani Prasad Bhattarai, HE Nepalese Ambassador to Cyprus and Israel Dr Anjan Shakya and HE Nepalese Ambassador to Spain Ms Dawa F Sherpa and Deputy Chief of Mission at Embassy of Nepal, Paris Mr Khadga Prasad Dahal during their respective speeches at the launching ceremony.

The newly appointed chairman of Europe-Nepal Chamber of Commerce (ENCCT) said the preparation for the establishment of this networking platform has been in the making since 2017, with the Visit Nepal Europe 2017 campaign. He added that the main objective of ENCCT is to create a comprehensive and unified network of businesses, government entities, organizations and associations related to tourism in Europe and Nepal to bring growth in the number of European tourists visiting Nepal, and hence foster commercial stakeholders' business with minimal investment. Mr Shakya, along with the team of 22 executive members, has vowed to develop ENCCT as a one-stop centre for all information related to Nepal's tourism and provide necessary guidance and resources, where possible, for activities related to Nepal Tourism Promotion in Europe.

HE former Ambassador to Germany Mr Ramesh Prasad Khanal who has been supporting the establishment of ENCCT, also during his tenure as the Ambassador to Germany, said he will be on standby to help the ENCCT whenever needed. Nepal Tourism Board's CEO Dr Dhananjay Regmi, in his keynote speech, reiterated his commitment to help ENCCT in all of its future activities.

At the event, Dr Ronald Dahlmann (Nepal Honorary Consul General for Sweden), Mr Paolo Nugari (NTB HPRR for Italy), Mr Leonid Myasnikov from Russia, Mr Vicente Garcia from Spain and Mr Abdallah Tuncer Kececi (Turkish Airlines Country Manager for Nepal) also spoke and provided their thoughts on the importance of ENCCT and how it can contribute in increasing the number of European tourists to Nepal in the post-pandemic era.

The 22 member executive team has Mr Som Sapkota (Malta) as the General Secretary and Chief Operating Officer, Ms Sapila Rajbhandari (Russia) as the Director of Finance, Mr Ekraj Giri (Spain) as the Director of Networking and Public Relations, Mr Santosh Bhattarai (Germany) as the Director of Tourism Trade and Investment, Mr Kamal Bhatta (Switzerland) as the Director of Membership Management, Mr Kamal Raj Adhikari (France) as the Director of Event Management, Mr Prithvi Raj Rai (UK) as the Director of Government Relations and Mr Rabindra Shrestha (Belgium) as the Director of International Relations.

The executive members are as follows: Mr Shiva Kumar Baruwal (Belgium), Mr Dipak Sapkota (Denmark), Mr Hari Budha Magar (UK), Mr Cian O'Brolchain (Ireland), Mr Dwarika Maharjan (Norway), Mr Nishan Sapkota (Netherlands), Mr Leonid Myasnikov (Russia), Mr Gosai Ram Kaji (Hamburg, Germany), Mr Chaitya Kansakar (Frankfurt,

Germany), Mr Koshish Raj Maharjan (Alicante, Spain), Mr Roshan Pathak (Real Madrid, Spain), Mr Vicente Garcia (Spain) and Mr Takdir Maharjan (Belgium).

ENCCT Directors Mr Ekraj Giri welcomed the guests at the start of the event and Mr Santosh Bhattarai gave a vote of thanks. The detailed objectives of ENCCT, the work charter, examples of activities that it will be doing in future and different types of memberships are available in its website www.encct.eu.

NTBWECHAT REGISTRATION IN CHINA

NTB has officially registered a Wechat account in China to make the digital presence of Nepal in the largest social media of the world. WeChat is the world's 3rd largest social media application behind Facebook and WhatsApp and ranked higher than Instagram and Tiktok in terms of monthly average users. It is the most popular messaging and payment app in China, Bhutan and other Asian markets with over a billion active users every month. The app will be helpful in promoting Nepalese tourism in the Chinese market digitally.

Account Name : 尼泊口旅游局
(NepalTourism Board)

QR Code :



A NEW GUINNESS WORLD RECORD TITLE FOR NEPAL

Nepal is proud to create history by organizing the first ever The Mount Everest Fashion Runway as it holds a new Guinness World Record for The Highest Altitude Fashion Show on Land ever. The show was held at 5340 mts (17515Ft) elevation at KalaPathar, Nepal on 26 January 2020 and was organized by RB Diamonds, KASA Style in support of Nepal Tourism Board and Visit Nepal2020 Campaign. The show had participants from models from various parts of the world including Nepal, Finland, Italy Sri Lanka and Singapore.

The main objective of holding the fashion show in the highest altitude was to raise awareness about climate change and also to give the message to the World that Nepal is the destination for all activities. This event is one of the first highlight events of VisitNepal202 Campaign.

The designs, patterns and the materials used during the Fashion show were all natural, organic and all Nepali product line from KASA. The clothing line was made of Nepali Pashmina, Felt and Yak Wool ideal for winter wear. The show also had beautiful display of jewelries especially designed by RB Diamonds each depicting a significant Nepali Culture theme the exclusive Kainite stone jewelries were the highlight of the show.

A team of 48 people started their trek from Lukla on 18th of January 2020 towards Kala Patthar. Besides the models, the team comprised of a video crew, makeup artists, medics, the clothing and jewelry designers, and the organizers themselves.

Apart from the Guinness World Records title, the entire journey of the models in the

Everest Base Camp route is being made as reality show which will be telecasted in MTV USA & Canada during April/May 2020. This is another strong publicity Nepal would receive internationally for tourism promotion.



NEPAL'S PARTICIPATION IN VIRTUAL GULF TRAVEL SHOW 2020

Nepal Tourism Board participated in Virtual Gulf Travel Show held on 23rd -24th November (10 AM – 4 PM UAE Time). This was a virtual event where NTB got opportunity to introduce people, help grow brand and build connections. GTS 2020 focused on restarting travel Post COVID-19. As part of virtual exhibition, NTB participated on several talks, panel discussions, product updates and business recovery sessions.

With presence in this show we captured the entire Middle East market and the MENA region. Local Arabs being great adventure enthusiasts, this was an excellent opportunity to showcase Nepal and keep in the public eye for attracting more to come to Nepal and educate them about exciting adventures and

different products to offer in Nepal.

In this ongoing amidst pandemic, NTB got the opportunity to see how the other countries are facing and operating their Tourism sector with safety protocols. NTB conducted several meetings with other Tourism Board, NTOs, Media, Top Nepal Lovers and Quality Buyers through video chat, audio and chatbox. GTS 2020 was a resounding success.

Benefits of Participation

- Engage the travel trade
- Gather quality database and build new connections
- Take advantage of the media mileage and coverage that you will get in Travtalk, Tourism Breaking News and TravelTV. News
- Help grow brand and introduce Nepal through Digital Platform

DASHBOARD STATUS OF NTB CUSTOMIZED VIRTUAL BOOTH



NEPAL PROFOUNDLY STAYS IN HEARTS OF SOUTH INDIAN VISITORS

Nepal yet again wooed the target audience and potential travellers in the green city of Bangalore during the Travel and Tourism Fair, TTF, 2020 held from 7 to 9 February. Nepal presented itself as one of the country partners in one of the India's leading travel trade shows. TTF Bangalore has provided the right opportunity and the platform to showcase Nepal's varied attractions and range of service and to update the potential visitors from the South India about the Visit Nepal Year 2020 campaign and the Government of Nepal's efforts and ambitions to attract multifold Indian visitors.

Nepal Tourism Board led 35 member delegates from Nepal including 16 travel trade companies. The three day event facilitated business to business and consumer interactions and up-close with the travel media in briefing

and updating the programs, plans and priorities of Nepal Government and collaboration with the private sector in attracting more visitors from India to Nepal. Muktinath, Pashupatinath and pilgrimage to Kailash via Nepal particularly top the query chart in South Indian states and cities.

The event provided opportunity for the sixteen participating travel trade companies from Nepal for networking, negotiating and conducting business during the dedicated hours of sessions with counterpart agencies and general consumers. The event saw a footfall of more than 1500 agencies and 5000 general visitors. With 68 million populations in Karnataka and 12 million in Bangalore, Nepal tourism undoubtedly can position itself in the market as premier pilgrimage and holiday destination. India tops the chart of annual visitors' arrival to Nepal. Currently, Nepal Airlines operates three direct flights per week between Kathmandu and Bangalore and vice versa.



NTB SUPPORTS NATIONAL CYCLE TOUR

Nepal Tourism Board supports the East-West National Cycle Tour led by Mr. Pushkar Shah, a renowned Nepali Cyclist, a peace and democracy activist and adventurer held from 2nd of November 2020 to 28th November 2020.

Amidst the ongoing pandemic of COVID-19, the cycle tour aims at promoting domestic tourism of Nepal sensitizing people specially youths to travel inside Nepal, building network & friendly ties between the aspiring cyclists from various parts of the country along East-West Highway & disseminating message of Nepal Tourism Board regarding health & hygiene safety protocols .

The tour was accompanied by cycling enthusiasts from major cities sparking confidence among the people to explore the beauty of the country. The cyclists also made a brief interaction with city mayors & locals along the tour regarding importance of tourism, preservation & conservation of natural & cultural heritages.

The 26 days exclusive cycle tour started from west of Nepal i.e. Mahendranagar to Dhangadi, Birendranagar, Nepalgunj, Tulsipur, Ghorai, Swargadwari, Bhalubang, Taulihawa, Bhairahawa, Butwal, Tansen, Waling, Pokhara, Narayanghad, Sauraha, Hetauda, Birgunj, Janakpur, Gaighat, Dharan, Itahari, Biratnagar, Damak, Birtamod, & competed at Shree Antu, Ilam.

“UNLOCKING NEPAL: UNDERSTANDING TOURISM OPPORTUNITIES”

Nepal Tourism Board in collaboration

with BUZZ Marketing India organized a webinar on 18th December, 2020 on the contemporary tourism issues regarding UNLOCKING NEPAL during Covid-19 and after COVID-19 scenario. Addressing the program and giving the opening remarks to the webinar, the CEO of Nepal Tourism Board, Dr. Dhananjaya Regmi highlighted on the new philosophy and practices that our tourism should be looked and developed with now and now onwards . Mr. Laxman Gautam, Officiating director of Tourism Marketing and Promotion Department, did a candid presentation and answers the queries regarding diverse issues raised in the program by diverse tourism fraternities in India . Mr. Gautam updated the tourism scenario in Nepal and presented ideas regarding viable tourism activities and destinations in , those should be done for recovery and revival of tourism in Nepal at the current situation. Mr. Gautam further highlighted major destinations and activities those can be done in Nepal. The webinar was presented among the tourism fraternity especially in India and Nepal. The program was moderated by the officials from BUZZ Marketing, India.

BRANDING OF BUDDHIST CIRCUIT AND ITS TOURISM PROMOTION:

Committee has been formed for Buddhist Circuit Tourism Development. Committee members include tourism experts from private sectors, representatives from Lumbini Development Trust, provincial governments, local business communities along with representative from Nepal Tourism Board. At least 4 meetings have been held till date with the members of Buddhist Circuit Tourism Development Committee to identify the

market need and discuss on ideas for brand development, product development and marketing to the relevant markets. All the meetings were conducted through digital media. As suggested by the committee to develop a unique brand image of Lumbini branding unit has initiated a project for creation of logo, unique taglines and brand image of Lumbini. Approval memo along with cost estimation and ToR has been prepared and forwarded for further process.

MOU BETWEEN NTB AND WORLD ENGINEERING COMPANY LTD

An MOU between NTB & World Engineering Company Ltd of South Korea has been signed on 17th December 2020, to establish Nepal- Korea Cultural Exchange Center in Seoul with the technical and financial support from the company. The company has agreed to promote Nepali tourism through cultural activities and mutual relations by organizing promotional events and programs of Nepalese tourism in various cities of South Korea. Along with this, the company will also facilitate in organizing FAM trips of prominent Korean celebrities, media personalities, influencers, tour operators, travel agents and business entrepreneurs to Nepal.

NTB WELCOMES MISS TOURISM NEPAL 2020 SUNDAY, DECEMBER 20TH, 2020

Nepal Tourism Board welcomed Miss Tourism – Nepal 2020, Ms. Riya Shrestha at a program in NTB premises on Dec. 20, 2020. Ms. Shrestha, a 2019 graduate in environment science from Kathmandu University, was one of the top contenders in the Miss Nepal 2020 contest organized by Hidden Treasure earlier this month.

Ms. Shrestha clinched the title of Miss Tourism – Nepal with her graceful presentation, strong interpersonal skills, knowledge of Nepal and her passion for environmental sustainability, an important component of tourism.

Chief Executive Officer of NTB Dr. Dhananjay Regmi congratulated Ms. Shrestha and shared ideas on collaboration with the newly appointed Miss Tourism – Nepal for the promotion of Nepal both domestically and internationally.

Similarly, Ms. Shrestha expressed eagerness and optimism in working closely with NTB for impact on revival of tourism sector in the post pandemic period. NTB Directors and officials were also present at the program.





PUBLIC RELATIONS & PUBLICITY

NEPAL PROMOTION THROUGH WEBSITE AND SOCIAL MEDIA

In keeping with the changing trends in the global tourism market, NTB in 2020 laid a special emphasis in promotion through digital marketing through NTB DMO website for international promotion www.welcomenepal.com and trade website dedicated to private sector stakeholders www.trade.welcomenepal.com. 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. All trekking routes of Nepal are available through the NTB website through the www.greathimalayantrails.com.

Similarly, all current news and positive stories pertaining to the destination are put up on www.nepalnow.org. Similarly, NTB photo blog website Photonepal.travel was useful to create more content online through crowd sourcing.

NTB is also promoting Nepal through its social media like Facebook, Twitter, Instagram, LinkedIn and Youtube. NTB is also going to launch official TikTok account and campaign on it for promotion of new destinations among domestic tourists. Similarly, NTB has started wechat to reach the huge number of potential travelers in China and communicate to them directly about the destination.

Digital campaigns targeting specific markets were also run by Nepal Tourism Board in 2019 and 2020. These campaigns were

targeted to specific audience for more effective online promotion.

With the ultra-digital age during the COVID-19 times and with movement outdoors restricted, NTB is working toward repositioning the image of the country most exclusively through digital application, and has prioritized digital promotion as one of the most important tools for communication.

PROMOTION OF NEPAL THROUGH NEPALNOW

As a part of the digital campaign to create visibility and showcase Nepal as an inspiring destination, NepalNOW was revamped with new design and layout, search engine optimization and regular release of content including stories, photos and messages. Total number of positive stories released on NepalNOW since August 2020 is almost 70, while there was a marked increased in viewer reach and engagement with page speed: 94, audience: 5223 /month, page view: 10,127, new users: 4,770, total impression: 14.6 K (3 month project), SEO page speed Score: 96 .

- Websites hosting, maintenance & management
- NTB DMO website: www.welcomenepal.com
- NTB Trade website: trade.welcomenepal.com
- NTB Tender website: tender.welcomenepal.com
- Trekking website: www.greathimalayantrails.org
- Blog site: www.nepalnow.org

- German website: de.welcomenepal.com
- Russian website: ru.welcomenepal.com
- French website: fr.welcomenepal.com
- Spanish website: es.welcomenepal.com
- Chinese website: welcomenepal.cn
- Japanese website: ja.welcomenepal.com
- Photo blog site: www.photonepal.travel

S.No.	Website	Users	Sessions	Page Views	Top 5 Countries
1	Destination page (welcomenepal.com)	535.2 K / year	659.3 K / year	1.059 M / year	Nepal India United States United Kingdom Australia
2	Trade page (trade.welcomenepal.com)	54.3 K / year	73.2 K / year	139.8 K / year	Nepal India United States United Kingdom United Arab Emirates
3	NepalNOW (nepalnow.org)	5.2 K / month			
4	Great Himalayan Trails (www.greathimalayantrails.com)				
5	PhotoNepal (Photonepal.travel)				

SOCIAL MEDIA SITES

- NTB DMO FB page: www.facebook.com/nepaltourismboard
- NTB Trade FB page: www.facebook.com/nepaltourismboard.trade
- NTB Instagram: www.instagram.com/nepaltourism
- NTB Twitter: www.twitter.com/nepaltourismb
- NTB Youtube: https://www.youtube.com/channel/UC2SJQgLTp-whF6M4K_m7XAA
- NTB Linked In: www.linkedin.com/company/nepal-tourism-board-official

S.No.	Social Media	Followers	Page Likes/ Followers per month	Ave. People Reached per month	Ave. Post Engagement per month
1	Facebook (Destination)	153.5 K	1.3 K Likes	500 K	36 K
2	Facebook (Trade)	6.99 K	71 Likes	17.8 K	2.1 K
3	Instagram	35.8 K	187 Followers	30.2 K	4.1 K
4	Twitter	37.9 K			
5	Youtube	7.69 K			

NTB has also started Wechat and LinkedIn accounts and is also starting TikTok account from January 2021.

Virtual Tours on NTB Facebook page

- “Virtual Tours” courtesy Story Cycle
- Lumbini – Birthplace of Buddha on Buddha Purnima 2077, May 7, 2020, by Mr. Anil Chitrakar
- Mt. Everest – Highest Peak in the World on Everest Day - May 29, 2020, by Mr. Kami Rita Sherpa
- Dhe: A Moving Story, a village in Mustang on June 19, 2020, by Dr. Fidel Devkota
- Saipal: A Cultural Story by July 17, 2020, by Mr. Bhojraj Bhat
- Seven Summits on Aug. 28 by Shailee Basnet
- Bhaktapur: A Cultural City on Sept. 22, 2020, by Rita Suwal
- Dharche in Gorkha on Dec. 24, 2020, by Alija Gurung

“Walkabout With Anil” courtesy Nepali Times & presenter Mr. Anil Chitrakar

- Gai Jatra I & II on Aug. 4, 2020
- Hiti: Kathmandu Valley’s Ancient Water Supplying System on Aug. 18, 2020
- When there were no planes on Sept. 27, 2020

- Indra Jatra, the Tale of Two Flowers on Sept. 1, 2020
- Kwa: Baha, Patan, on Oct. 22, 2020

Videos released on NTB SM since Jan. 1, 2020

- NAC Resumes Ktm-Delhi Flights – Dec. 14, 2020, Source: Nepal Airlines
- Glacier Fed River in Gandaki Province – Dec. 7-8, 2020, Source: NTB Gandaki Province
- Everest Region in Nepal Reopens for Trekking – Oct. 30, Source: Nepali Times
- Manaslu Circuit & Tsum Valley, Oct. 7, 2020, Tsum Valley
- Reconstruction of Rani Pokhari, Oct. 1, 2020, Mr. Laxmi Prasad Ngakhusi
- East West on 4-Wheel Scooter, Oct. 1, 2020
- Nepal Awaits, Sept. 28, 2020
- Constitution Day – 2077, Sept. 19, 2020
- Indigenous Crafts of Nepal, Sept. 16, Revati Gurung
- Haritalika Teej – Festival of Nepali Women, Aug. 20
- Annapurna Region, Nepal, Aug. 5, 2020, guidelakpa
- Gai Jatra: A Festive Commemoration, Aug. 4
- Kwati: Nepal Heritage Cuisine, Aug. 3
- TIA Safety Protocols, July 31, 2020
- Birdwatching in Nepal Broadbill, July 8, Chungba Sherpa
- Phoksundo River, Dolpa, July 7, xandip_messi on Instagram
- Phoksundo Lake, June 28, 2020, anujgoenka23 on Instagram
- Birdwatching in Nepal, Oriental Pied

Hornbill, June 16, Sagar Giri

- Inception: A Collection of Nepali Masterpieces, June 6, Museum of Nepali Art (MONA)
- Mustang, Annapurna Region, May 22, 2020, Prasesh Shiwakoti
- Birdwatching in Nepal, Baya Weaver Birds, May 18, Laxmi Prasad Ngakhusi
- Boudhanath Stupa on Buddha Jayanti, May 8, 2020, Gorakh Bista
- Tourists in NepalNOW, March 11, 2020
- Holi, March 10, 2020
- Nature & Adventure, March 7, 2020
- Tourists in NepalNOW, March 4, 2020
- Update on COVID-19, March 4, 2020
- Itihane Samyak Mahadan, March 2, 2020
- Mahashivaratri, Feb. 24, 2020
- Nepal – Destination Video, Feb. 14, 2020
- Chitlang, Jan. 10, 2020
- Nepal – Destination Video, Jan. 8, 2020
- Everest Base Camp Trek, Jan. 6, 2020
- Wildlife in Nepal, Jan. 3, 2020
- COVID Safe Mountain Tourism (7 parts in series), Oct 15 – Dec. 20, 2020

Social Media Campaigns

- Nepal From Your Window on photonepal.travel
- Festival campaign on photonepal.travel
- Dharche campaign on photonepal.travel
- Sindhuli campaign on photonepal.travel
- Gandaki Province Photo Competition on Photonepal.travel
- Tiktok video campaign to be released soon

GTS PARTICIPATION

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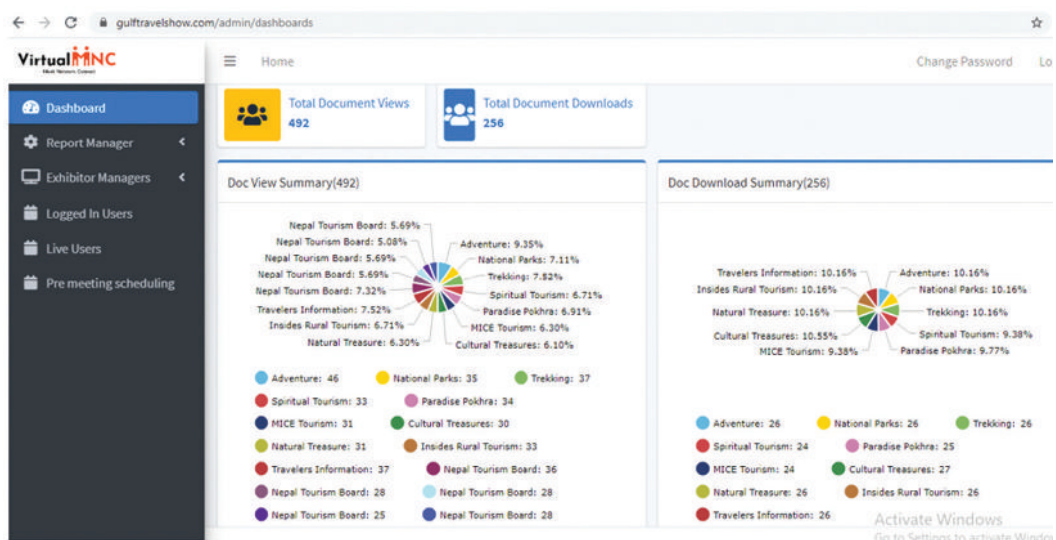
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the opportunity to see how the other countries are facing and operating their Tourism sector with safety protocols. NTB conducted several meetings with other Tourism Board, NTOs, Media, Top Nepal Lovers and Quality Buyers through video chat, audio and chatbox. GTS 2020 was a resounding success.

Benefits of Participation

- Engage the travel trade
- Gather quality database and build new connections
- Take advantage of the media mileage and coverage that you will get in Travtalk, Tourism Breaking News and TravelTV. News
- Help grow brand and introduce Nepal through Digital Platform

DASHBOARD STATUS OF NTB CUSTOMIZED VIRTUAL BOOTH





Buddhnath - PC Adeep Shrestha

BRIEFING MEETING ON COVID19

A briefing meeting on Novel Corona Virus was held on 1st February 2020 at Nepal Tourism Board in the presence of Minister for Culture, Tourism and Civil Aviation Hon. Yogesh Bhattarai. Present in the meeting were Tourism Secretary Mr. Kedar Bahadur Adhikari, NTB CEO Dr. Dhananjay Regmi, high level Government officials, presidents and representatives of tourism and airlines associations of Nepal.

Senior Public Health Administrator of Ministry of Health Mr. Sagar Dahal gave a presentation on the latest updates of the symptoms, spread of the virus in China and other parts of the world and the measures taken by Government of Nepal to contain the disease. On the occasion, Minister Bhattarai informed that a high level coordination team had been formed of Mr. Ghanashyam Upadhyay, Joint Secretary of Tourism Ministry; Mr. Dandu Raj Ghimire, Director General of Department of Tourism and Dr. Dhananjay Remi, Chief Executive Officer of Nepal Tourism Board. This team would coordinate with concerned agencies and embassies on regular basis to share updates and take necessary actions regarding the corona threat on tourism industry. Minister Bhattarai instructed all concerned to make awareness campaigns among tourism stakeholders and general public about this threat.

SOUTHEAST ASIAN REGIONAL SYMPOSIUM ON MICROBIAL ECOLOGY

The Southeast Asian regional symposium on microbial ecology promoted by NTB and

organised by Microbial Ecology Network Nepal was held Pokhara on February 12-14, 2020. The event brought together 160 participants, including 80 delegates from 12 different countries.

The symposium was organised with an objective to strengthen microbial ecology research network in Southeast Asia by laying focus on the integrated sustainability of environment, biodiversity and the microbes. Southeast Asian regional symposium on microbial ecology

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ICEVI WA CONFERENCE

West Asian Conference of International Council for the Education of persons with Visual Impairment (ICEVI WA) and Sense International India International Conference was organized on 16-18 February, 2020.

The three days conference was designed to provide us maximum opportunity to share our learning and experiences. 350 delegated participated in the conference from different countries. Promotional video made by NTB was played during inauguration program and participants were given promotional collateral. Altogether, more than 70 professionals from Nepal, India, Bangladesh, Sri Lanka, United

Kingdom, United States of America and other Asian countries have made presentation and deliberations.

International Council for Education of People with Visual Impairment (ICEVI) is a global association of individuals and organizations that promotes equal access to appropriate education for all children and youth with visual impairment so that they may achieve their full potential.

NEPAL PHOTO CONTEST 2076

Nepal Tourism Board presented much awaited photo contest of the year. Organized by Photo Journalists' Club the contest was organized for the seventh edition. There was massive submission of 6225 photos in different categories. Selected 176 pictures were exhibited in the Nepal Art Council on February 27-March 3, 2020.

Photography is an essential part of mass media. This competition has provided a strong platform to flourish photography. The winner of Photo of the year received 1 Lakh rupees. All submissions were done through photonepal.travel. Nepal Tourism Board has been partnering with PJ Club for the contest since its inception.

45TH KIWANIS ASPAC 2020 CONVENTION

The 45th edition of the Asia Pacific Conference (ASPAC) of Kiwanis International was held at Hotel Hyatt Regency Hotel in Kathmandu Nepal on March 5-7, 2020, promoted by Nepal Tourism Board and hosted by the Nepal District of Kiwanis International. Over 365 delegates attended the program.

Kiwanis International is a global organization which has been working in developing a safe and secure world for children.

NEW VIDEOS IN NTB'S OFFICIAL YOUTUBE CHANNEL

New destination promotional video with nature, culture and adventure mix was released through official youtube channel of Nepal Tourism Board.

Video Link <https://www.youtube.com/watch?v=j4lDDQTKN8s>

All are requested to share and help promote Nepal. Video can be live played in any occasion.

Also video on Everest Base Camp Trekking and Wildlife also were added to our YouTube archives.

TAKING FORWARD INDO-NEPAL TOURISM AFTER COVID CRISIS

Dr. Dhananjay Regmi-Chief Executive Officer, Nepal Tourism Board had a virtual meeting on 30th April 2020 with India's leading Travel Trade Associations' Presidents to discuss on the possible way forward for Nepal Tourism amidst COVID-19 Crisis.

The meeting was attended by notable leaders of Indian Travel Fraternity including Ms. Jyoti Mayal- President TAAI (Travel Agents Association of India), Mr. PP Khanna-President, Association of Domestic Tour Operators of India, Capt. Swadesh Kumar-President, Adventure Tour Operators of India (ATOI), Mr. Pradeep Lulla-President, Travel Agents Federation of India (TAFI) and Mr. Mahendra Vakharia-IPP, Outbound Tour Operators Association of India. Mr.

San Jeet, CEO Buzz Travel Marketing India coordinated the meeting.

Dr. Regmi briefed the Indian counterparts about the activities NTB conducted after the crisis like the rescue of the stranded tourists, economic surveys of the trade, lobbying with Nepal Government for relief packages to the Industry, formulation of new Health, Hygiene and Sanitation Protocols for the Nepalese trade, development of new destinations as hill stations in the mid hills of Nepal with entertainment factors especially targeting the Indian market with easy accessibility and so on.

The discussions brought in various insights on how Nepal should move ahead to gain back the confidence of Indian Travelers after COVID. All the speakers emphasized on the fact that the Indian travelers after crisis shall be very cautious in choosing the destinations to travel putting things like Social Distancing and the safety factor at first. Everyone also reflected on the point, that, Nepal's success in containing the COVID with no deaths at present, could be the major Element to create Desire for the destination and will get Prominence among the Regional Destinations for Indians.

The Indian leaders stressed that both Nepali and Indian travel trade fraternity should collectively work to win back the lost confidence of the many Indian Travelers by re-building the country's brand image as friendly and welcoming. This will include joint marketing and promotion in India in collaboration with each Association to reach their members and consumers in wide.

A proposal of creating "Nepal-India Tourism Task Force Committee" was proposed by NTB CEO which is likely to be endorsed in the upcoming meeting. NTB will continue the dialogues for recovery with the Indian Counterparts and shall start a series of

Destination Briefing Webinars jointly for the members of the Association as the next step.

COVID-19 SAFETY AND HYGIENE PROTOCOL FOR THE TOURISM INDUSTRY

al Tourism Board, after a series of consultations and a string of discussions with the Industry Associations and Professionals, has finally introduced an operational guidelines manual bearing the name "Covid-19 Safety and Hygiene Protocol for the Tourism Industry" with the main intention of making tourism operation safe, hygienic and reliable during Covid 19 pandemic times.

The protocol covers sectors like Hotel, Restaurants, Tourism Office Management, Transportation Providers, Tour and Adventure Activities and how each of these will follow safety guidelines in work place area, employees orientation, tourists concern, sight-seeing places and outdoor activities.

The safety protocols contain comprehensive guidelines focusing on all the operational modality, be it eating out in a restaurant, going on a sight-seeing, moving in a vehicle or participating in other outdoor activities like trekking or rafting to name a few.

The Protocol also has a special chapter devoted to Green Tips which covers area of sustainable tourism with focus on local products and environment friendly practices.

The introduction of the Protocol comes at a time when tourism destinations is likely to compete with safety standards rather than anything else.

Tourism will slowly start beginning with most essential travels first, then followed by

leisure travel depending on the outcome of the situation and the future of the pandemic

Since COVID 19 is not likely to end soon, the need to be prepared to make our life normal living along with the COVID, is the prime focus of the Protocol.

“NEPAL FROM YOUR WINDOW” PHOTO CONTEST

Considering the limited mobility during the lockdown, Nepal Tourism Board (NTB) launched a photo contest entitled: “Nepal from Your Window”. The contest, which was open to all the people staying in Nepal, provides an opportunity for all the photographers, aspiring/ established to communicate visually the beautiful sceneries of Nepal, as well as share ideas to reflect how beautiful Nepal is.

The contestants were asked to click a photo of their village, their surrounding, or a view and share it with us. The five winning photos that have been entitled to cash prize of Rs 10,000 each are:

1. <https://photonepal.travel/photo/3007/rolwaling-himal-range-with-kathmandu-valley>, captured by Samde Sherpa
2. <https://photonepal.travel/photo/2424/serene>, captured by Susil Paudel
3. <https://photonepal.travel/photo/3513/the-serenity-from-the-window>, captured by Kamal Kandel
4. <https://photonepal.travel/photo/3259/khasti-chaitya-boudha>, captured by Umesh Sthapit
5. <https://photonepal.travel/photo/2690/nepali-conversation>, captured by Prabin Shrestha

The winners have been evaluated 50 percent on the basis of judge's selection and the remaining 50 percent on online voting. Senior photo journalist Mr. Narendra Shrestha was the judge for the contest that is based on originality, technical excellence and artistic merit. The photo contest was launched on April 29, 2020 to provide an opportunity for all the photographers, aspiring/ established to communicate visually the beautiful sceneries of Nepal, as well as share ideas to reflect how beautiful Nepal is. Photo submissions were accepted from the date of announcement till May 31st, 2020, whereas online voting session started from June 1-15, 2020. The contest saw a huge volume of participation, with more than 500 approved photos.

KIRTIPUR BRAND NEWS(TMP)

PATA Dream to Travel festival

Nepal Tourism Board NTB has participated in Dream to Travel Festival, launched by The Pacific Asia Travel Association (PATA). The festival that ran for four weeks is an online event that brings together travel trade businesses worldwide to learn network, and celebrate the power of travel during these challenging times. NTB hosted the VISIT Nepal programme in the festival, exhibiting Nepal as a touristic destination for wellness and rejuvenation of body, mind and soul in the new normal. The Nepal special session continued from July 6-10.

The first day of the program saw Nepal destination Briefing presented by Mr. Bimal Kandel, Manager, NTB. Followed by Question Answer Session. On the same day in the live experience session, NTB presented a momo making session, where a master chef

demonstrated the cooking of the delicacy, which is a very popular food in Nepal.

On July 7, PATA Dream to Travel Forum shed a spotlight on the importance of spiritual healing and rejuvenation in tourism. Honorable Minister for Culture, Tourism and Civil Aviation Yogesh Bhattarai shared insights on the topic during a live BBC News fireside chat. He was then joined by Dr Dhananjaya Regmi, NTB CEO and other officials from Nepal Tourism Board, European Travel Commission, the Government of Nepal, and ACE Hotels in a panel discussion about ways to strengthen the healing and happiness for all tourism stakeholders.

In the Knowledge Session at PATA Dream to Travel, Ms Nandini Lahe Thapa, Senior Director Tourism Marketing & Promotion at Nepal Tourism Board shared a presentation on Body, mind and soul: rejuvenation and Spiritual Tourism in the age of COVID-19. The presentation emphasized that the new normal is not only going to be a visiting place or any random touristic destinations, but also a place to rejuvenate and spiritual healing saying how we are digitally connected, still being unconnected. She was joined by travel experts in a discussion panel about how Nepal could be positioned as one of the healing destinations for the body, mind, and soul. The discussion dwelt on the exciting new opportunities in the tourism industry, brought about by the mass change in health and wellness behavior.

On the final day of the VISIT Nepal programme, Nepal Tourism Board and Mr Anil Chitrakar, Founder of the Environmental Camps for Conservation Awareness and Co-Founder of Himalayan Climate Initiative conducted a live show session on the Lumbini, Nepal i.e. Birthplace of Buddha. Explaining the master plan of the Lumbini infrastructures, Gautam Buddha International Airport, and

other historical heritages in the destination, Mr. Chitrakar explained how the Lumbini is not only the place to visit as Lord Buddha's birthplace, but it has a lot to offer.

NTB officials also participated in various discussions. The virtual event- Dream to Travel Festival, unifying the travel trade through the infinite possibilities of the digital experience, will run for four weeks across time, space and borders from June 22-July 17, 2020.

Interaction on drafting operational guideline for tourism related provision in monetary policy 2077/078

An interaction program was organized by Ministry of Culture, Tourism and Civil Aviation in coordination with Nepal Tourism Board to discuss the drafting of the operational guidelines for the implementation of provision made for tourism industry in the recently released monetary policy on July 21, 2020.

Speaking at the program, Minister for Culture, Tourism and Civil Aviation Mr. Yogesh Bhattarai highlighted on the importance of joint-collaboration among the government, tourism entrepreneurs and laborers' for the formulation of policy aimed at focusing on the revival and survival of the tourism industry so that those working in the tourism sector have their job retained.

Minister Bhattarai informed that the hotels and domestic airlines will open their businesses by adopting the World Health Organization (WHO) protocol and precautionary measures.

He further emphasized on the importance of strictly abiding by the health guidelines by the tourism industries to combat the COVID-19 pandemic as prescribed by the World Health Organizations (WHO) so that the industries operate their businesses in a safe manner maintaining health and hygiene standards.

Similarly, Deputy Governor Mr. Chinta Mani Siwakoti said, the priority of the investment of the banks and financial institutions should be for the development of big infrastructure and tourism industry. Deputy Governor Mr. Siwakoti further added that the concessional loans to the tourism industry has been provisioned with a sole intention of revival and survival of tourism industry hoping that the employment will be generated and the jobs of laborers will be retained.

Secretary at the Ministry of Culture, Tourism and Civil Aviation Mr. Kedar Bahadur Adhikary said that the government is focused on the revival of the tourism sector in a phase wise basis. Secretary Mr. Adhikary emphasized on the survival of domestic tourism at the federal, provincial and local levels through the promotion, selection and branding of unique domestic tourism products in the international market

Chief Executive Officer (CEO) of Nepal Tourism Board Dr. Dhananjaya Regmi made a presentation on the impact made by the COVID-19 in the tourism sector, investment, jobs. CEO Dr. Regmi presentation also incorporated how the NTB worked in collaboration with the government and tourism stakeholders to address the crisis and loss incurred by the tourism industries at the present time

Likewise, the presidents and representatives of Hotel Association Nepal (HAN), Trekking Association of Nepal (TAAN), and Mountaineering Association of Nepal, Tourist Guide Association of Nepal TURGAN among others urged the government to expedite the process of launching of the operational guidelines so that the monetary policy will be implemented benefitting the tourism industry.

- Protocol Training in Pokhara (GP)
- Tourism Recovery Task Force (TMP)
- Buddhist Tourism Promotion Committee (TMP)

FESTIVAL PHOTO CONTEST

Festival photo series contest was called on August 11, 2020 thru photoNepal platform. The main objective of the photo competition was to bring hopes into the lives of Nepali people and spread positivity by making them engaged in creative work of arts so that they feel optimistic, become encouraged to overcome the present COVID-19 crisis and embrace the new normal scenario.

On the launching of the competition, Chief Executive Officer (CEO) of NTB Dr. Dhananjay Regmi expressed his hope that organizing such competitions will give a platform for the people to engage, interact and explore their talents of art and creativity and promote Nepal's tourism in the national and international fronts through the domestic culture, traditions and festivals.

Participants posted seven different pictures depicting the festivals, festive activities or any relevant pictures online on our photo campaign website <https://photonepal.travel> till November 25, 2020.

The outstanding five participants will be handed-over a cash prize of 10 thousand rupees each as a token of love and inspiration.

NTB has been organizing the photo campaign giving it a name #photonepal with an objective of promoting Nepal's tourism since last four years. The first photo exhibition displayed some incredible photos of Nepal

taken by Tony Hagen on February 2016.

- World Tourism Day (PD)
- NTB NAC Agreement (TMP)
- Cycle Rally, Pushkar Shah (TMP)

NEPAL TOURISM BOARD BAGS THE REPUTED “SKAL” INTERNATIONAL PRESIDENT’S AWARD

Nepal Tourism Board has been awarded with the SKAL by SKAL International, an organization working in the tourism sector, based in Spain.

The selection of NTB in the best corporate category comes at a time when Nepal has been chosen as the best tourism destination of the year 2020.

On his remarks on NTB’s selection for the award, Chief Executive Officer of NTB Dr. Dhananjay Regmi expressed his happiness as this sort of recognition by an international organization will further motivate the employees to perform at the best of their capacity in the development and promotion of Nepal’s tourism in the domestic as well as international market.

Acknowledging the role of private sector in tourism sector, Dr. Regmi further added that the successful conduction of NTB’s tourism promotional campaigns and tourism trade fair in the domestic and international fronts has become possible only with the active partnership and collaboration of private sector.

The international award is bestowed to the best performing organization which organizes tourism campaigns with an intention

of transferring positive messages for the promotion of tourism sector and inspiring tourism entrepreneurs around the world annually.

The reputed International President’s Award has been distributed annually by SKAL since 1983.

NEPAL TOURISM BOARD AND KEY TOURISM STAKEHOLDERS DISCUSS SURVIVAL AND REVIVAL OF THE TOURISM INDUSTRY

Nepal Tourism Board (NTB) held an interaction program to discuss survival and revival of the tourism industry with key tourism stakeholders including Minister for Culture, Tourism and Civil Aviation Mr. Yogesh Bhattarai, Secretary of MoCTCA Mr. Yadav Prasad Koirala, Association Heads, and Senior Tourism Professionals at NTB premises on Nov. 25, 2020.

CEO Dr. Dhananjay Regmi presented to the audience the steps taken by NTB, currently and in the recent past, to overcome the crisis caused by the global COVID-19 pandemic. He also called for a unified voice to move further with momentum towards tourism revival.

Representatives from the private sector requested for restart of tourism with clarity in communication and facilitation in entry protocol, for speedy recovery of the industry.

Secretary Mr. Koirala requested for joint effort with action plan to overcome the crisis. Meanwhile, Tourism Minister Mr. Bhattarai assured all that intense efforts are being made to open the country up for tourism and also expressed commitment for full support from



the Ministry for sustenance and revival of the industry.

ONLINE PHOTO EXHIBITION OF DHARCHE, GORKHA

An online photo exhibition was organized in photonepal.travel, official photo crowd sourcing/promoting platform of Nepal Tourism Board from December 1-10, 2020. The pictures showcased nature, culture, and tourist attractions around Dharche.

The online photo exhibition was organised by NTB in collaboration with Dharche Village, Story Cycle and British Council Nepal. The exhibition featured 40 photos from more than 100 entries received through the portal.

Chief Executive Officer of NTB Dhananjaya Regmi said, the exhibition that the Board had been organizing under #photonepal — with an objective of promoting Nepal's tourism since last four years — had been able to reach a widespread audience.



PROSPECTIVE PROMOTION THROUGH COLLABORATION ON DIGITAL CONTENT

NTB CEO Dr. Dhananjaya Regmi and PRP Head Ms. Nandini Lahe-Thapa met Friday, Dec. 25, 2020, with Ms. Mannsi Agrawal to discuss the promotion of Nepal in the current context. Mannsi is a persuasive storyteller and an extremely articulate presenter with a passion for Nepal and Nepali culture.

She has shared some compelling stories on Nepal in the recent months which have made her celebrity on social media. With its rich heritage and culture, Nepal is full of powerful and inspiring stories and we must share them with the world, she says, while discussing story ideas for promotion of Nepal.

NTB looks forward to working with this beautiful and talented lady in 2021!



LIST OF FAM TRIP

S.N.	Name	Email address	Country	Date
1	Periasamy MUNISAMY		Malaysia	31st Dec - 6Jan-2020
2	Mohd Farkhan Abdul	mohdfarkhan@gmail.com	Malaysia	31st Dec - 6Jan-2020
3	Mr. Mouhab Fouad Alawar			23rd Dec - 01st Jan 2020
4	Mr. Wickramage Don Dhammika	wddhammika84@gmail.com	Sri Lanka	31st Dec – 6 Jan 2020
5	Mr. Sami N A Alrashed	shreekrishna.silwal@gmail.com	Kuwait	27th Dec - 3 Jan 2020
6	Mr. Marwan Garbu		Kuwait	27th Dec - 3 rd Jan 2020
7	Mrs. Mona Adwan		Kuwait	27th Dec - 3 rd Jan 2020
8	Mr. Ahmad D M A ALshammari	;	Kuwait	27th Dec - 03rd Jan 2020
9	Mr. Ajay Sood		India	31st Dec - 4th Jan
10	Mr. Jitendra Girishbhai Gohil		India	31st Dec – 4 th Jan
11	Ms. Ruchi Juneja	ruchi@buzzindia.in	India	31st Dec – 4 th Jan
12	Ms. Seema Datt		India	31st Dec – 4 th Jan
13	Mr. Vartik Sethi	vartik.sethi@ddppl.com	India	31st Dec – 4 th Jan
14	Mr. Joydeep Sen Gupta	joydeepsengupta06@gmail.com	India	31st Dec - 4 th Jan
15	Mohit Kumar	mohit.shukla.k@gmail.com	India	31st Dec - 3rd Jan
16	Sanjay Biswakarma		India	31st Dec – 3 rd Jan
17.	Manas Ranjan Banerjee		India	31 st Dec -3 RD Jan
18.	Mr. Anil Kuttamathiathu Joseph		India	January 23-26, 2020
19.	Mr Shubhajit Roy		India	January 23-26, 2020
20.	Mr. Rezaul Hasan Laskar		India	January 23-26, 2020
21.	Ms. Devirupa Mitra		India	January 23-26, 2020

22.	Ms. Devirupa Mitra		India	January 23-26, 2020
23.	Mr. Siddhant Sibbal		India	January 23-26, 2020
24.	Mr. Sanjeet Raut		India	January 23-26, 2020
25.	Mr Shastri Ramachandaran		India	January 23-26, 2020
26.	Mr. Kallol Kanti Bhattacharjee		India	January 23-26, 2020
27.	Mr. Ashokeraj Bachan Yadav		India	January 23-26, 2020
28.	Mr. Gerender Singh		India	January 23-26, 2020
29.	Mr.Syed Ashfaquul Haque	eondhaka@dhaka.net	Bangladesh	30th Dec – 2 nd Jan
30.	Mr.Saiful Alam	eondhaka@mofa.gov.np	Bangladesh	30th Dec – 2 nd Jan
31.	Ms. Ngai wing Yan		Chinese	31st Dec – 5th Jan
32.	Mr.To tak kee		Chinese	31st Dec – 5th Jan
33.	Ms.Hou Yongmei		Chinese	31st Dec – 5th Jan
34.	Ms. Liangyun		Chinese	31st Dec – 5th Jan
35.	Mr Zhang Menglong		Chinese	31st Dec – 5th Jan
36.	Ms. Mu Yan		Chinese	31st Dec – 5th Jan
37.	Ms. Zou Jun		Chinese	31st Dec – 5th Jan
38.	Ms. Yang Zixi		Chinese	31st Dec – 5th Jan
39.	Ms. Wang Shuo		Chinese	31st Dec – 5th Jan
40.	Ms. Liu Zijian		Chinese	31st Dec – 5th Jan
41.	Mr. Dumrongkiat Mala	lekh_nath9@yahoo.com	Thailand	31st Dec – 4 th Jan
42.	Ms. Nattachar Kijmoke	lekh_nath9@yahoo.com	Thailand	31st Dec – 4 th Jan
43.	Mr. Marten Paul Constantijn van Haren		Dutch	31st Dec – 6th Jan
44.	Ms. Charlotte Alexandra Rabin	charlotte.rabin@diplomatic-world-institute.com	Belgium	31st Dec – 6th Jan

45.	Christophe Noel		USA	8 th March - 18 March 2020
46.	Sean Starr		USA	8 th March - 18 March 2020
47.	Jennifer Baker		USA	8 th March - 18 March 2020
48.	Daniel Driensky		USA	8 th March - 18 March 2020
49.	Sarah Reyes		USA	8 th March - 18 March 2020
50.	Mouhab Alawar		Saudi Arabia	23 rd Dec 2019 - 1 st Jan 2020
51.	Yang Yuanxing		China	3 rd Jan - 10 th Jan 2000
52.	Wang Jianqi		China	3 rd Jan - 10 th Jan 2000
53.	Zhang Xiaosu		China	3 rd Jan - 10 th Jan 2000
54.	Nie Ruisheng		China	3 rd Jan - 10 th Jan 2000
55.	Zhu Hongyu		China	3 rd Jan - 10 th Jan 2000
56.	Yu Zhixin		China	3 rd Jan - 10 th Jan 2000
57.	Wang Wenyang		China	3 rd Jan - 10 th Jan 2000
58.	Zeng Yi		China	3 rd Jan - 10 th Jan 2000
59.	Zhou Jianzhi		China	3 rd Jan - 10 th Jan 2000
60.	Cheng Qi		China	3 rd Jan - 10 th Jan 2000
61.	Xie Yunmei		China	3 rd Jan - 10 th Jan 2000
62.	Zhong Li		China	3 rd Jan - 10 th Jan 2000
63.	Lihuan		China	3 rd Jan - 10 th Jan 2000



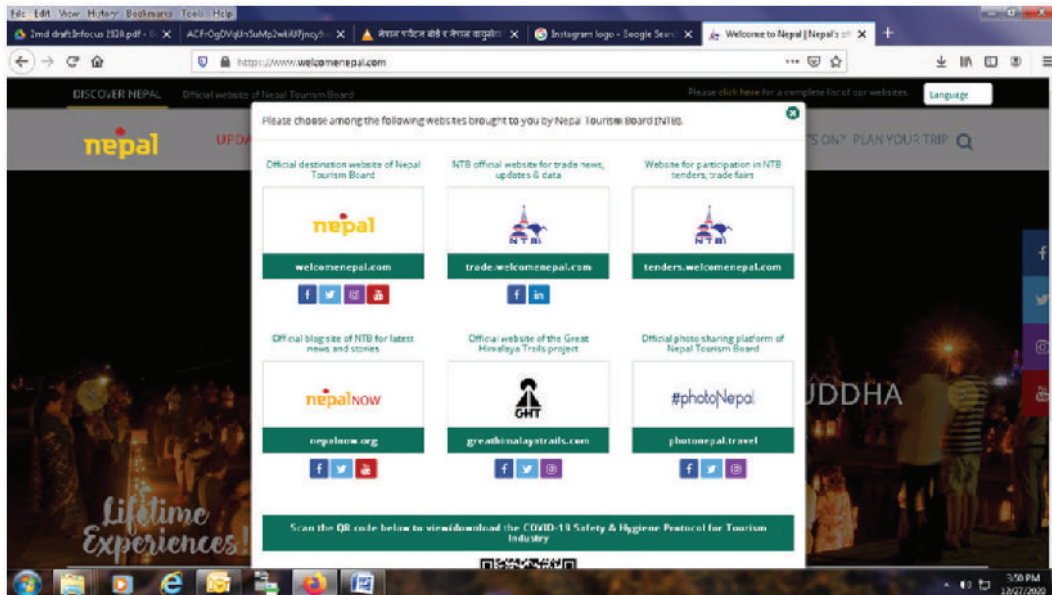
Fam Trip

A Srilankan Journalist visiting Lord Pashupatinath Temple

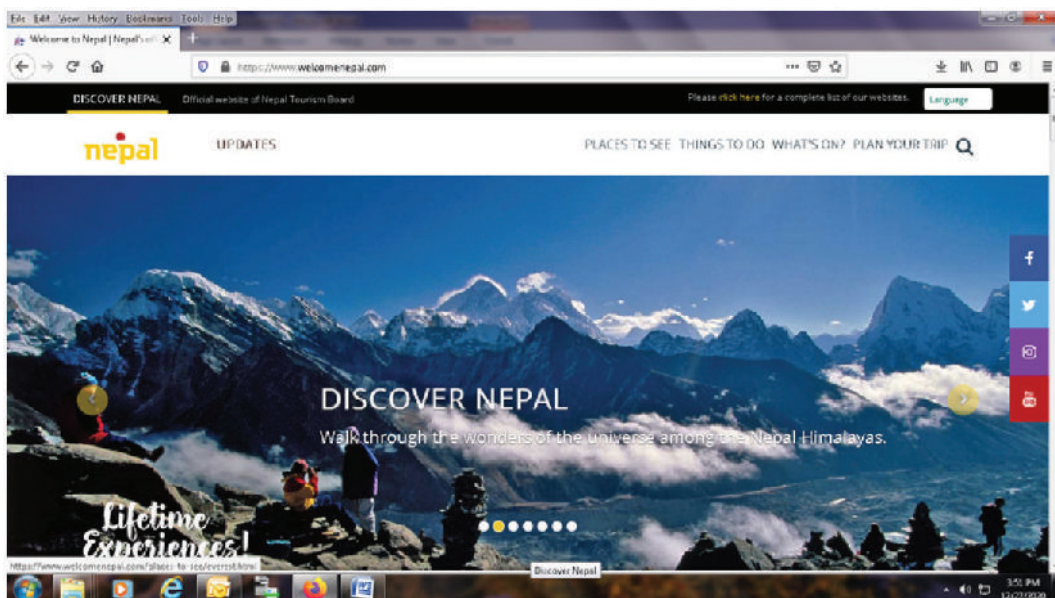


Lumbini, is hallowed ground as Shakyamuni Buddha was born here in southern Nepal more than twenty-five hundred years ago. As a sacred birthplace, it is an important pilgrimage site for Buddhists from around the globe.

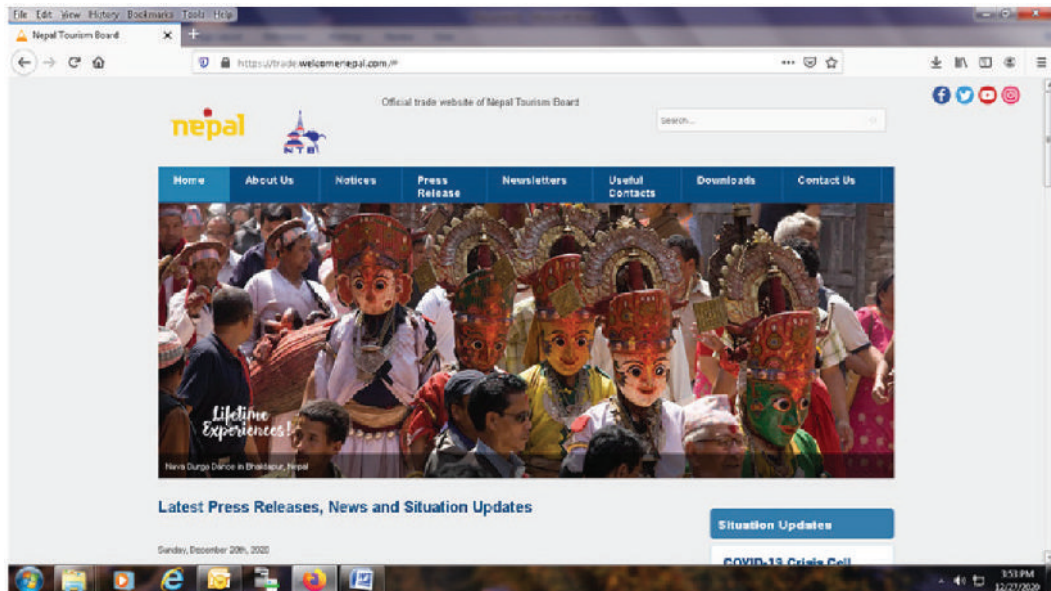
NTB DIGITAL ASSETS



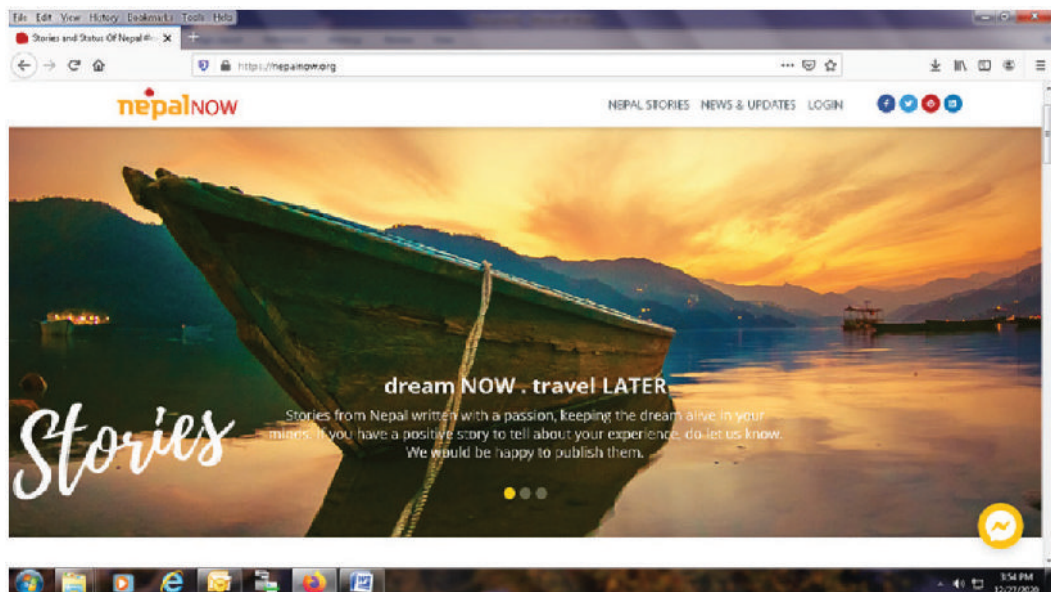
NTB DESTINATION WEBSITE



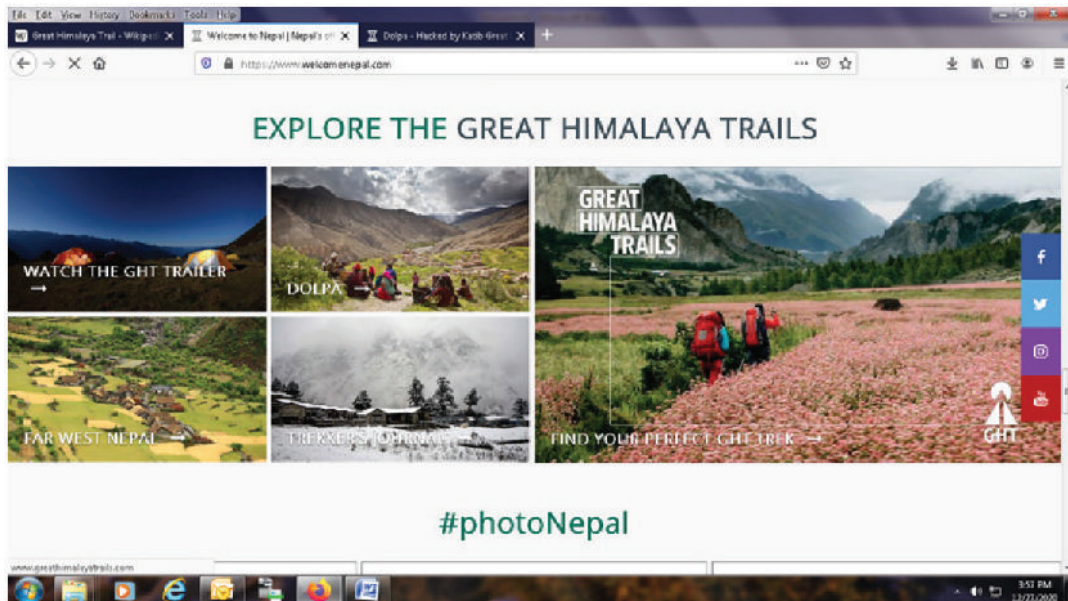
NTB TRADE WEBSITE



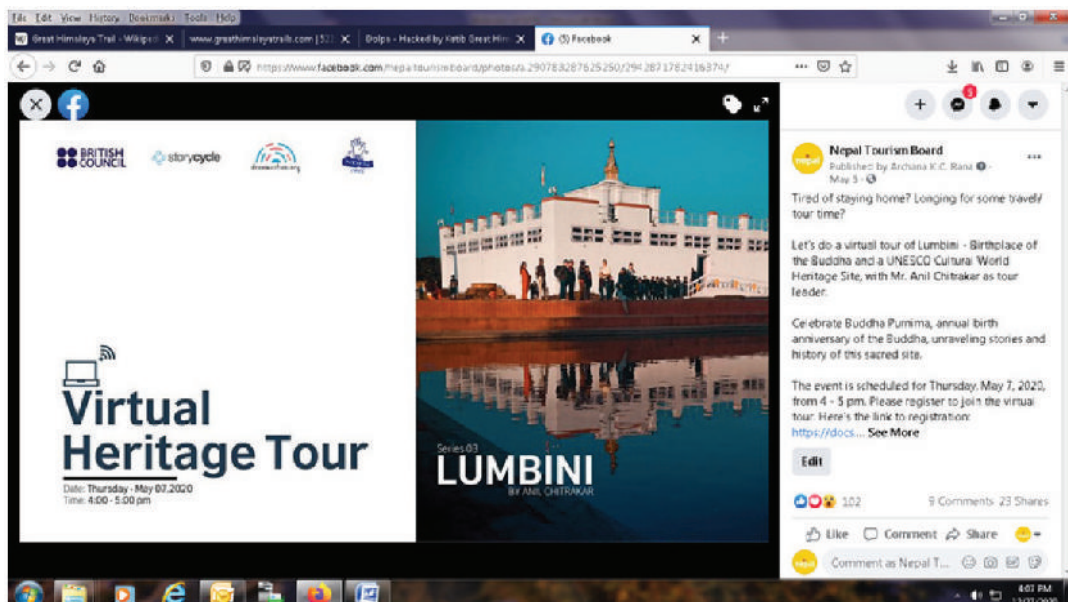
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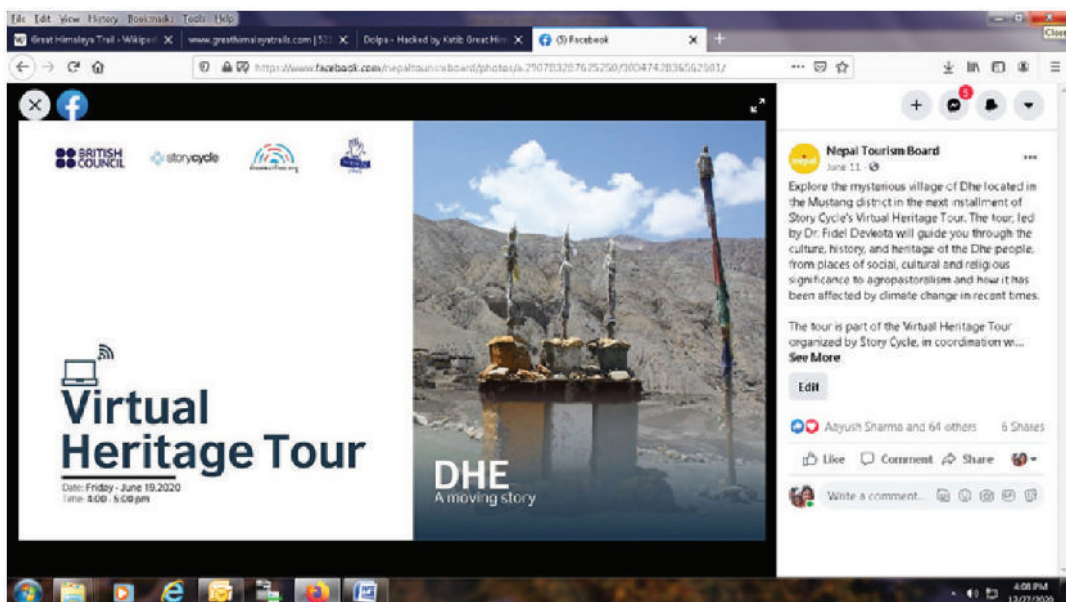
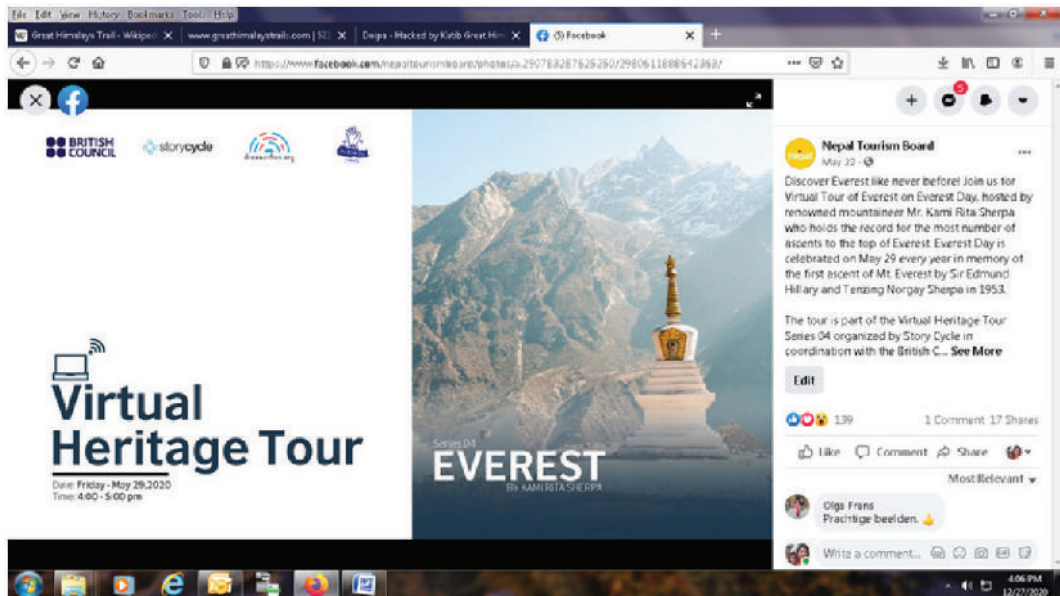


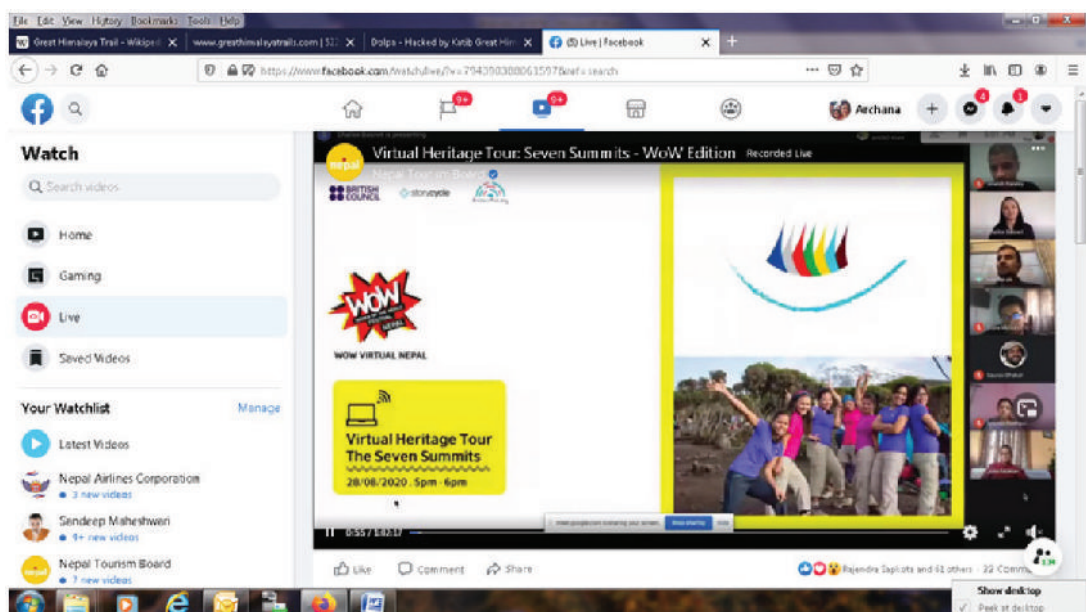
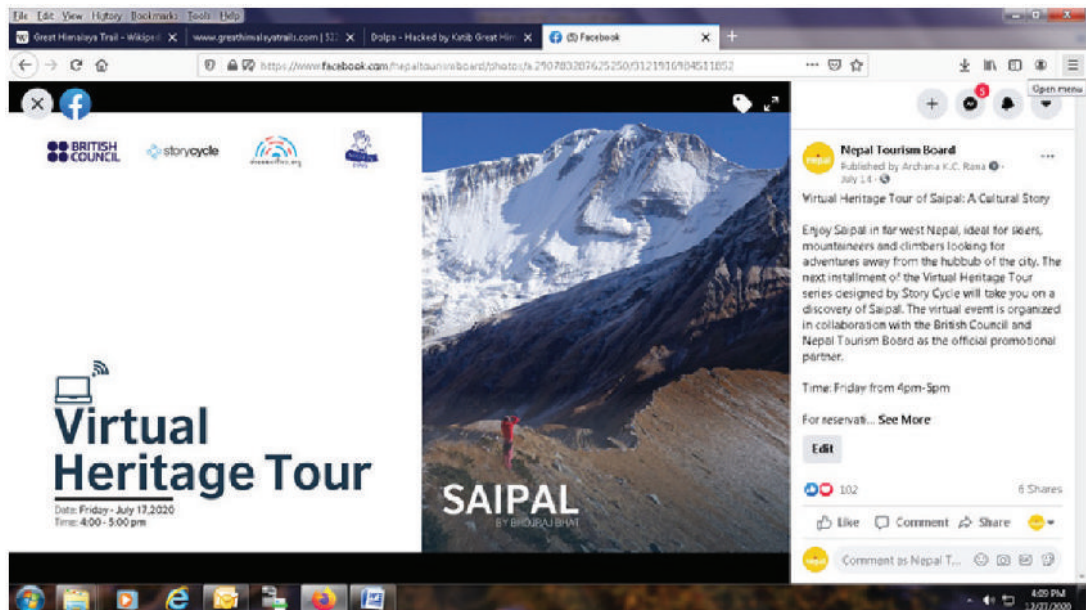
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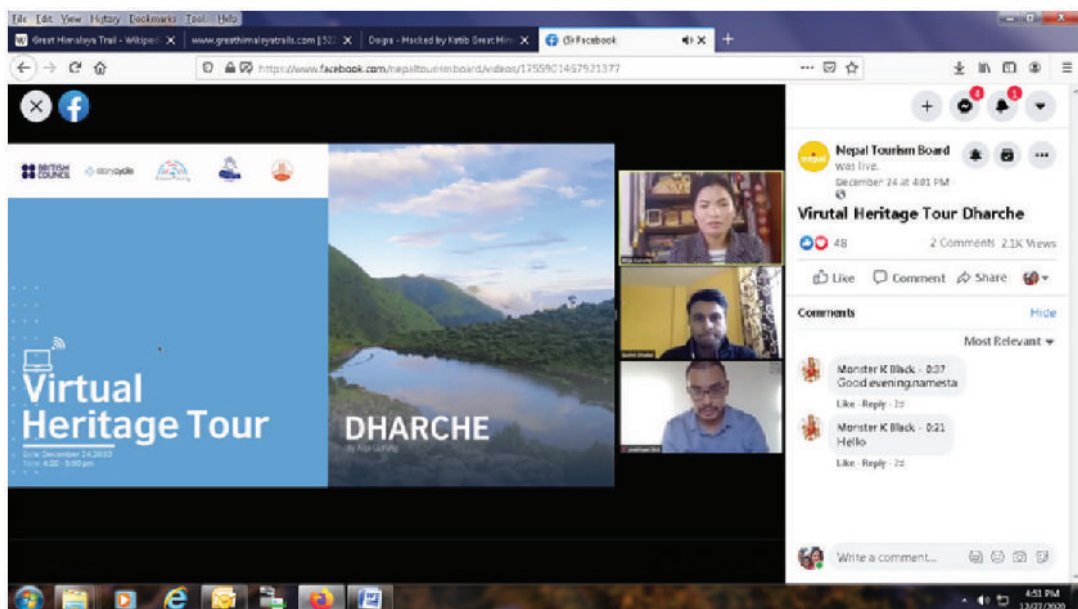
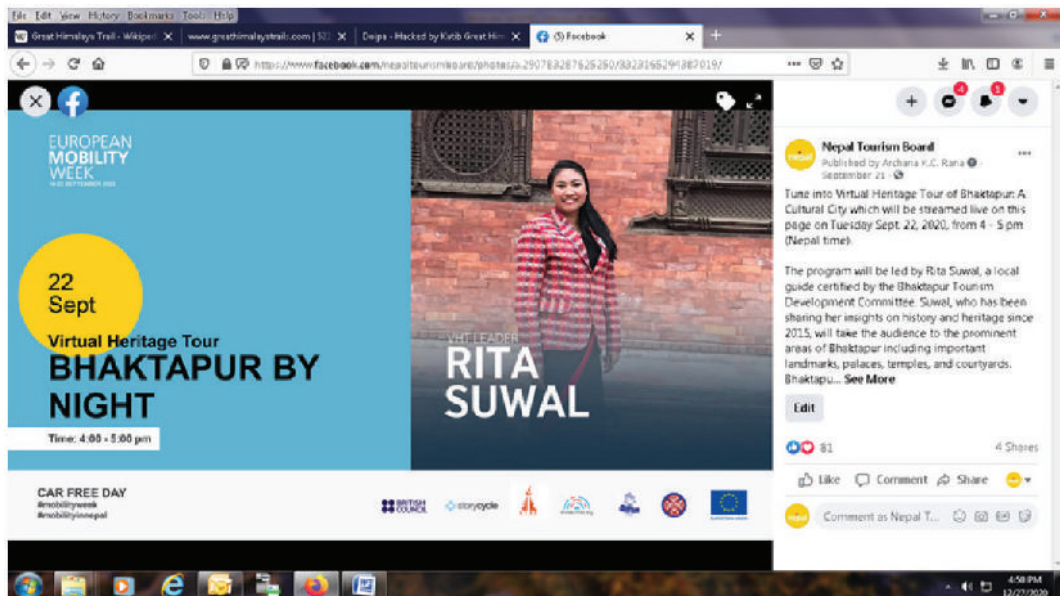


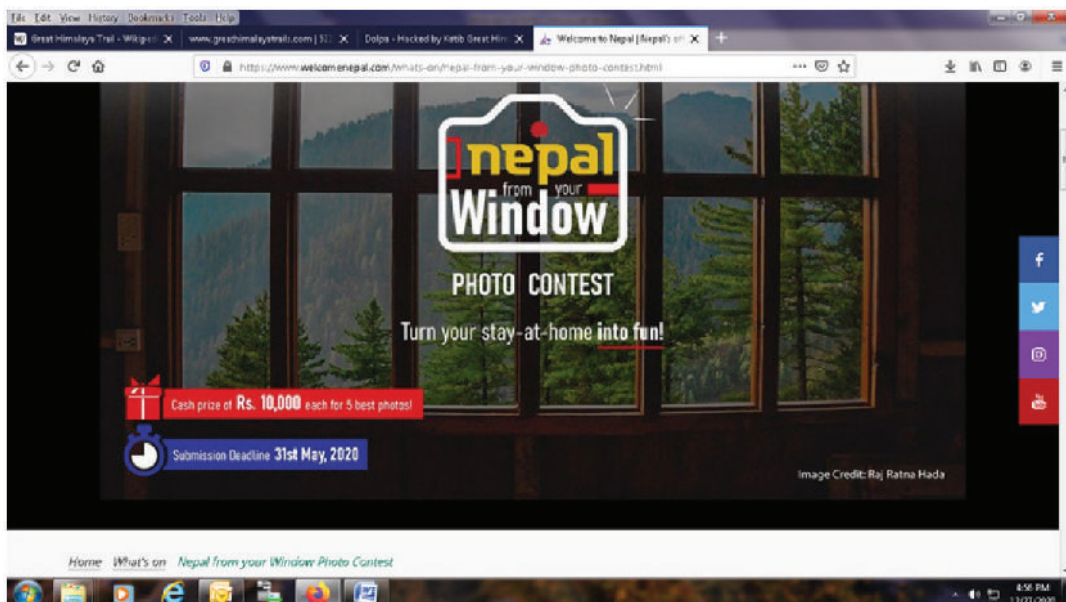
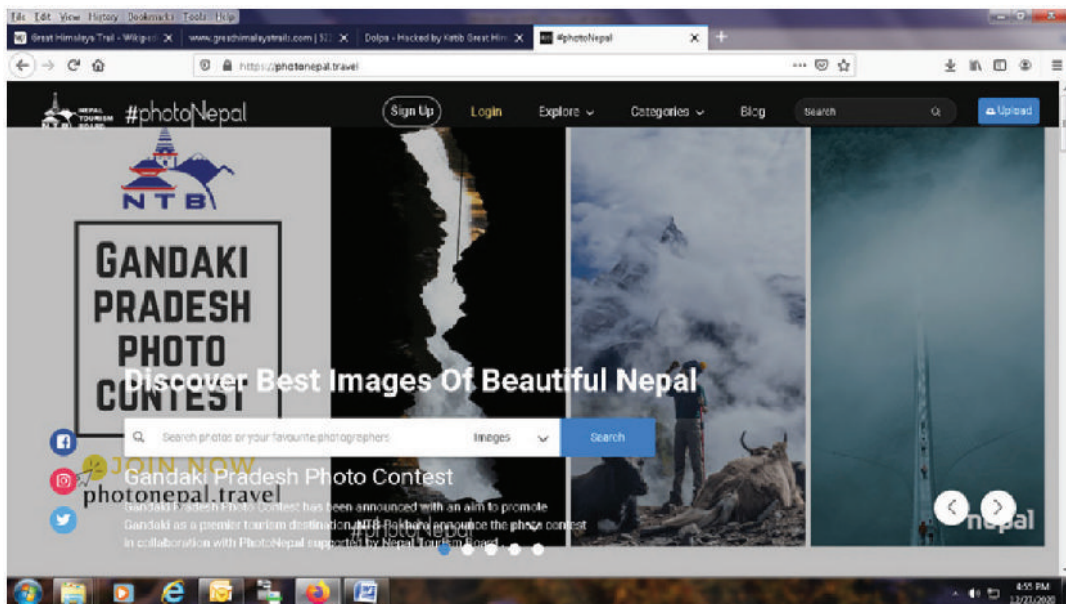
VIRTUAL TOURS

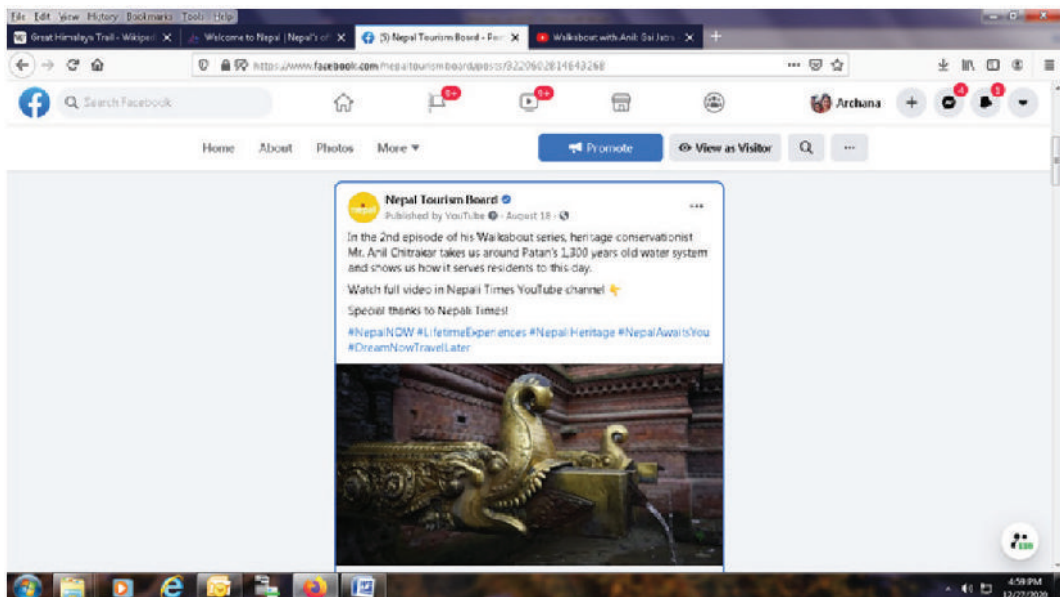
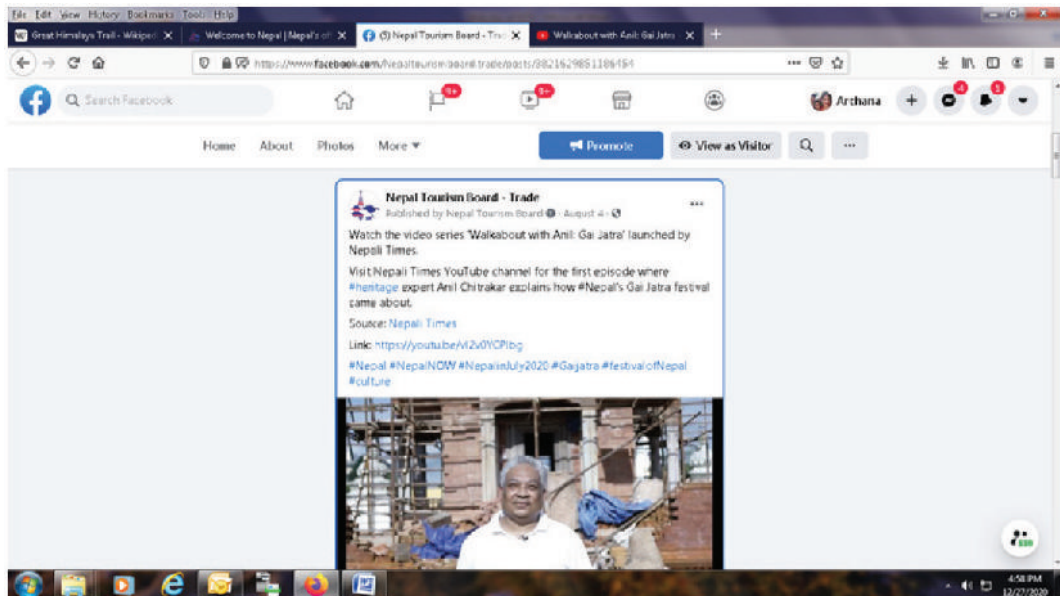


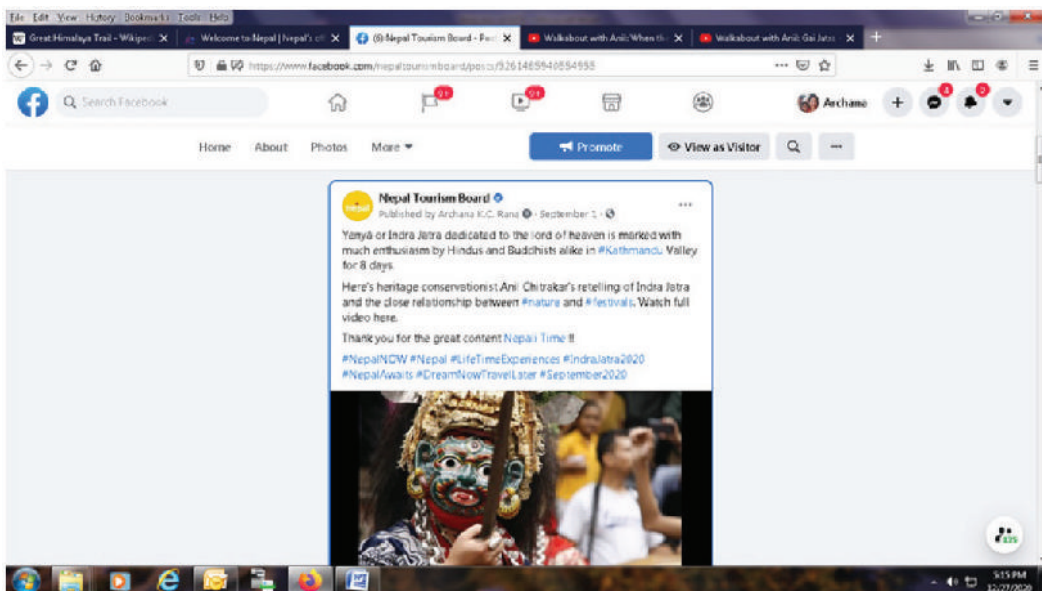
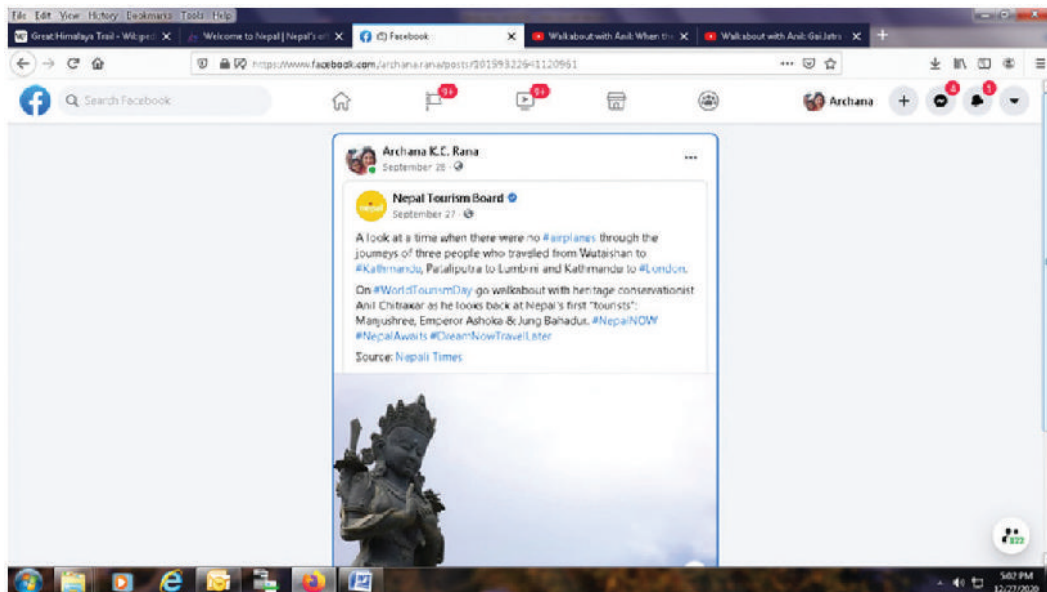


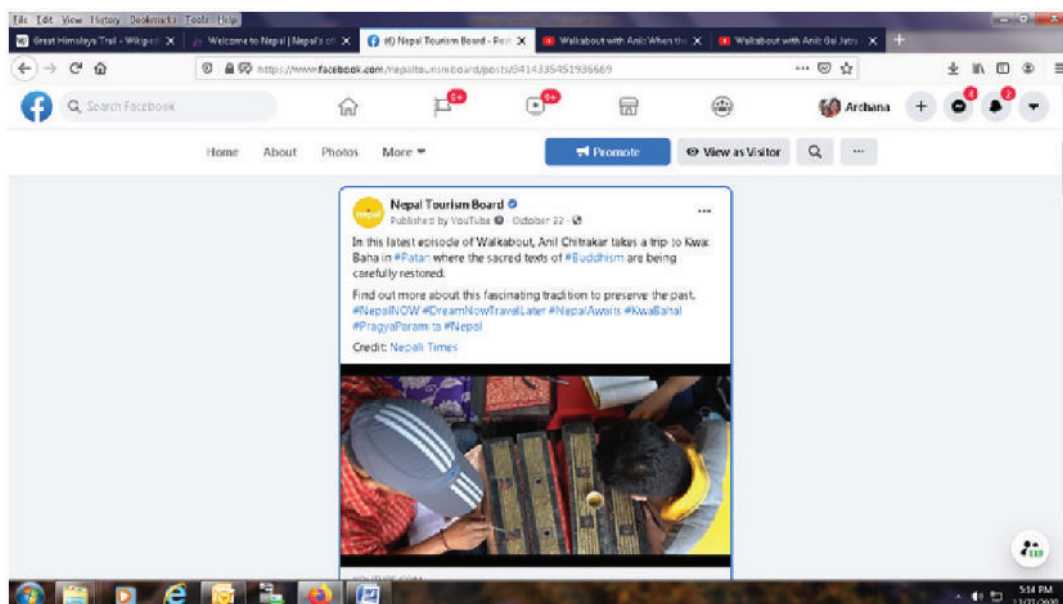












S.No.	Website	Users	Sessions	Page Views	Top 5 Countries
1	Destination page (welcomenepal.com)	535.2 K / year	659.3 K / year	1.059 M / year	Nepal India United States United Kingdom Australia
2	Trade page (trade.welcomenepal.com)	54.3 K / year	73.2 K / year	139.8 K / year	Nepal India United States United Kingdom United Arab Emirates
3	NepalNOW (nepalnow.org)	20.5 K / year	26.4 k / year	41.54k / year	Nepal United States United Kingdom India Australia
4	Great Himalayan Trails (www.greathimalayantrails.com)				
5	PhotoNepal (Photonepal.travel)	24.2 K / year	41.7 k / year	242.7 k / year Nepal	Nepal United States India Australia United Kingdom

NTB PRINT COLLATERALS





PhotoNepal







RESEARCH, PLANNING AND MONITORING

Major activities carried out by Research Planning and Monitoring Department is as follows:



UNIFICATION TRAIL PROGRAM/ ACTIVITIES WITH NEPAL ARMY

In order to revive the glory of Nepal Army's role during unification of Nepal, NTB and Nepal Army jointly coordinated to study the Unification Trail. The Unification Trail encompasses strategic prowess shown by the Gorkha Army, Forts and Castles used during the war, along with preserving battle ground and trails enroute Gorkha to Kathmandu.

Unification Trail Seminar was organized on Magh 2-5, 2076 at Army Headquarter by Nepal Army amidst historians, scholars, intellectuals, officials from local level, and travel-trade sector. NTB participated in the seminar making a presentation regarding the potentialities of turning Unification Trail into tourism products. NTB along with other travel-trade associations also showcased Nepal various products through NTB stall at Army Headquarter.

Similarly, a comprehensive study of Historical Forts of historical value was also conducted by Nepal Army in support with NTB.

Aforementioned activities were highly appreciated as Military Civilian joint institutional initiatives for streamlining the Historical Tourism in Nepal.



(Source: Nepal Army)



NTB INITIATIONS FOR EXPERIMENTAL TOURISM SATELLITE ACCOUNTS (TSA) OF NEPAL

Nepal Tourism Board in close coordination with Ministry of Culture, Tourism and Civil Aviation (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.

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

- High-level TSA Steering Committee headed by Secretary of MoCTCA along with the members of CBS, NRB and NTB has been formed to expedite the process. Similarly, to prepare the ground works and facilitate the process, TSA Technical Committee is formed, where

the representatives from MoCTCA, NRB and CBS together with coordination from NTB, serve as expert members.

- Stock Analysis of TSA is 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 visitors overland has been completed.





- Two different UNWTO Missions has been completed. First UNWTO TSA Mission, (Evaluation of Statistics System of Nepal) and Second UNWTO TSA Mission (Sample and Survey Design) were completed in Technical Assistance with UNWTO.
- In order to update the Supply and Use (SUT) Table for the year 2017/18 and to disaggregate the data of Labor Force Survey implemented by Central Bureau of Statistics, a separate study is ongoing, which is the most important tool to complete the TSA table.
- Survey manual (draft) and Final Questionnaire for Domestic Tourism Survey and has been developed in support with Central Bureau of Statistics and MoCTCA. Similarly, a micro level model survey has been completed in 4 districts (Nuwakot, Chitwan, Nawalparasi and Tanahu) to verify the Questionnaire.
- Regarding the Visitors Expenditure Survey, Survey manual and Questionnaire and has been developed in coordination with Nepal Rastra Bank.
- Preparation for Domestic Tourism Survey and Visitors Expenditure Survey and other Mission of UNWTO is going on. It will be started as soon as the situation for the data collection becomes feasible in Post Covid Context.



TOURISM STATISTICS MANAGEMENT

Despite of 2 million tourist arrival target of Visit Nepal 2020 Campaign, the global COVID19 pandemic affected the tourist arrivals worldwide. Although the arrival trends in January, February and Mid-March was somehow stabilized, the border closure and impact of countrywide lockdown, recorded lowest numbers in tourist arrivals. However, the Government's decision to open Nepal for trekking and Mountaineering activities

through group travels has somewhat restarted tourist momentum in the country.

The current tourist database system does not have mechanism of recording the Indian Overland Arrival trend. Hence to make a systematic mechanism for recording the Indian Overland Visitors, NTB had implemented the Survey of Indian Visitor in 2018/19 by using the data of inter-border vehicular movement. Hence, NTB has developed a Methodological concept note for development of Mechanism of recording Indian Visitors in coordination with Department of Customs.

VISITORS ARRIVALS BY NATIONALITY

Calendar Year: 2020 (January- December)

Country of Nationality	January	February	March	April	May	June	July	August	September	October	November	December	Total
	Air and Land	Air and Land	Air	Air	Air	Air	Air	Air	Air	Air	Air		
ASIA (SAARC)													
Bangladesh	2285	2323	330	0	2	2	0	1	8	4	18		4973
India	16882	16604	6793	2	7	26	41	23	41	107	123		40649
Pakistan	412	451	130	0	0	4	1	0	19	14	24		1055
Bhutan	1596	365	127	0	0	0	0	4	1	21	18		2132
Srilanka	292	7374	2733	0	0	0	0	1	1	50	21		10472
Sub-Total	21467	27117	10113	2	9	32	42	29	70	196	204		59281
ASIA (OTHER)													
China	13303	3501	1640	0	0	0	6	1	56	114	209		18830
Japan	2004	3005	507	0	2	0	4	2	6	47	37		5614
Malaysia	1179	1671	623	0	0	0	0	0	1	2	9		3485
Singapore	581	624	359	0	0	0	0	0	1	-	3		1568
S. Korea	4559	2056	275	0	0	0	3	0	10	15	35		6953
Chinese Taipei	1077	870	75	0	0	0	0	0	0	1	1		2024
Myanmar	4447	12131	2079	0	0	0	0	0	0	1	6		18664
Thailand	4010	12957	1862	0	0	0	1	0	0	10	1		18841
Sub-Total	31160	36761	7420	0	2	0	14	3	74	190	301		75925
EUROPE													

Austria	164	337	202	0	0	0	0	1	0	2	6		712
Belgium	366	499	254	0	0	0	0	1	6	26	28		1180
Czech Republic	94	130	92	0	0	0	0	0	0	3	1		320
Denmark	265	425	253	0	0	0	1	0	1	6	4		955
France	1108	2104	1079	0	1	4	10	20	18	40	33		4417
Germany	1404	2661	281	0	0	2	1	10	9	38	27		4433
Israel	166	265	239	0	0	0	0	1	0	4	5		680
Italy	655	699	235	0	0	0	1	0	1	11	8		1610
The Netherlands	591	1159	698	0	0	1	1	0	4	25	12		2491
Norway	131	271	99	0	0	0	3	2	1	-	2		509
Poland	270	562	332	0	0	0	0	0	0	19	7		1190
Russia	513	576	384	0	0	0	0	0	1	52	102		1628
Switzerland	303	474	318	0	0	1	19	4	2	12	13		1146
Spain	570	681	336	0	0	0	0	1	8	10	11		1617
Sweden	154	278	136	0	0	0	0	1	1	4	11		585
U.K.	3589	4905	2168	5	7	19	12	42	79	276	295		11397
Sub-Total	10343	16026	7106	5	8	27	48	83	131	528	565		34870
OCEANIA													
Australia	3026	2643	1020	2	4	2	9	11	11	46	34		6808
New Zealand	252	289	159	0	0	0	0	0	0	4	-		704
Sub-Total	3278	2932	1179	2	4	2	9	11	11	50	34		7512
AMERICAS													
Canada	965	1289	661	0	2	4	14	9	9	45	58		3056
U.S.A.	6386	6936	2820	0	0	8	24	55	124	387	447		17187
Sub-Total	7351	8225	3481	0	2	12	38	64	133	432	505		20243
OTHERS	6087	10339	4726	4	5	27	44	75	163	478	338		22286
Total	79686	101400	34025	13	30	100	195	265	582	1,874	1,947		220117

Source: Immigration Department

Analyzed & Compiled by: Nepal Tourism Board

STUDY ON BIRD WATCHING TOURISM (BIRD CONSERVATION NEPAL)

Special Interest Tourism, bird watching in particular, is gaining popularity in Nepal. This calls for an in-depth study and for this NTB has initiated a study named Bird Watching Tourism in coordination with Bird Conservation Nepal initially focusing in Siraichuli (Chitwan), Ranibari (Bandipur), and Rara area (Mugu). The overall aim of study is to establish bird watching as new tourism products in aforementioned areas. The study outlines importance, barriers and way out to establish aforementioned areas as prominent spot for bird watching.

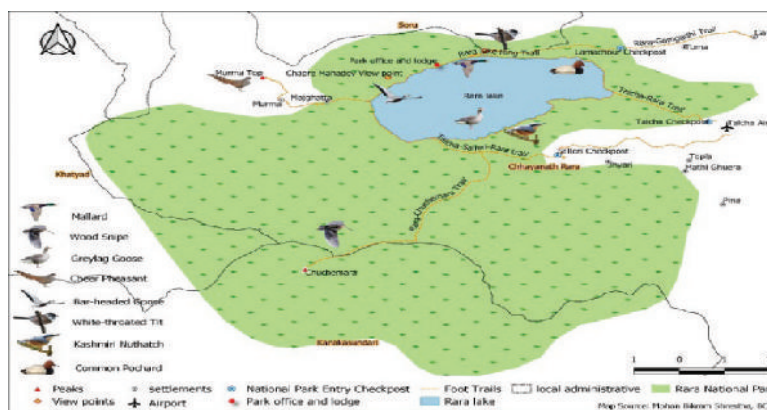
Regular webinar were conducted with key informants and stakeholders to seek out detail information. The study strongly advocates for marketing and promotion of Bird Watching Tourism in Nepal.



EXPLORATION OF FIKURI TRAIL

As trekkers are looking for new trekking trail, NTB has been exploring new trekking routes. Recently, NTB in coordination with RasuwaNuwakot Tourism Society has explored Budhanilkantha-Gosainkunda Trekking Trail. This is third trekking route linking to Gosainkunda besides Dhunche-Gosainkunda and Sundarikal-Gosainkunda.

The trail starts from Budhanilkantha (Shivapuri) and moves to Sikre-Manebhanjyang-Samundratar-Baghmaa-Sagarkunda-Rauchuli finally ending at Gosainkunda. The Trail comprises of three districts: Kathmandu, Rasuwa and Nuwakot. It starts from 1,400 mt reaching maximum elevation of 4,600 mt. In coming days, the trail will be major attractions for trekkers. NTB organized an interaction with travel-trade sector to apprise them and sought suggestions for further development.



(Photo: BCN)



(Photos: Rasuwa Nuwakot paryatan Samaj)

OTHER TOURISM RELATED STUDIES

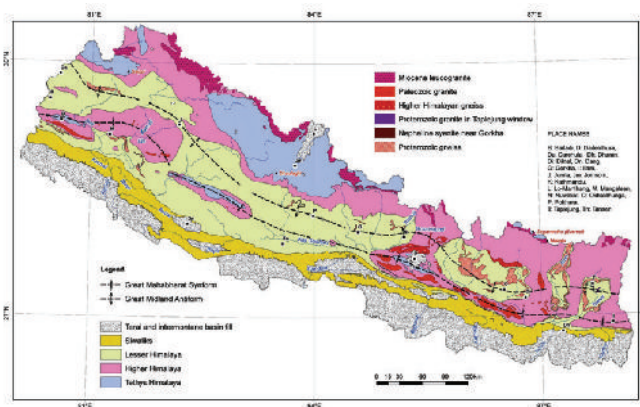
Sustainable Tourism Observatory

NTB is intending to conduct a research for establishment of Sustainable Tourism Monitoring System under the UNWTO International Network of Sustainable Tourism Observatory (INSTO) framework for a specific and reliable sustainable tourism destination of Nepal. As a pilot project, preliminary research initiatives has been started in Bardiya, Sagarmatha (Everest Region) and Janakpur. A concept paper is developed and preparation for the feasibility study is going on.

Preparation for Geo Park Establishment

A Geopark is a unified area that advances the protection and use of geological heritage in

a sustainable way and promotes the economic well-being of the people who live there (UNESCO). As a startup project, NTB in close coordination with academicians and related stakeholders is planning to establish a geo park. To streamline the process, a concept note and terms of Reference has been developed. Similarly, possible locations and feasibility for its establishment is on process.



(Source: Dhital, 2015)

Development of Concept note on Sports, Agro and Medical Tourism

Nepal exhibits an enormous potential on Sports, Agro and Medical Tourism. As an initiation for diversification of Tourism in Nepalese Context, Concept note on Sports, Agro and Medical Tourism has been developed. These concept notes can be explored further through specific research and studies in order to streamline it in policy development and planning process.

Responsible Tourism Framework



Nepal Tourism Board in coordination with WWF Nepal has initiated a process for development of Responsible Tourism Framework in Post COVID Context. Furthermore, NTB is also planning to diversify the nature based tourism and wildlife tourism in close coordination with WWF Nepal.

TOURISM PLANNING AND DPR RELATED ACTIVITIES

Nepal Tourism Board signed an exclusive agreement with Central Department of Geography under Tribhuvan University for the Development of Digital Database for Tourism Development Planning. The application of GIS is anticipated to facilitate not only in the choice of location but also in various aspects of tourism like distribution, marketing, tourist and traffic analysis, project development for investment, tourism product development etc. The output of the project will include 30 different maps based on GIS technology that would help overall tourism planning on real time data basis.





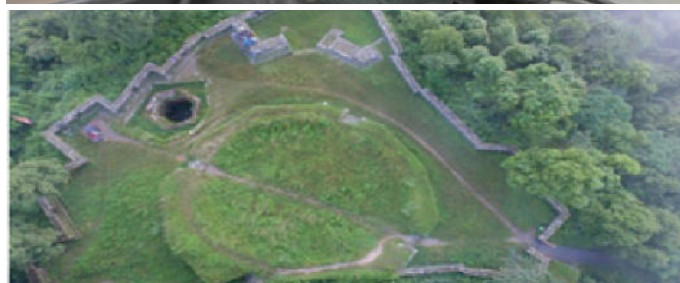
(Source: Sisne Rural Municipality)

DPR of War Museum

Nepal Tourism Board in coordination with Bhume and Shisne Rural Municipality of Rukum District has supported to develop the Detail Project Report (DPR) for the establishment of War Museum.

Master plan of Sindhuligadhi Area

As a part of Unification Trail Programme of Nepal Army, NTB has supported to develop the master plan of Sindhuligadi Area. NTB also coordinated with the Tourism related private sector organization for the process.



(Photo: Nepal Army)

TOURISM RELATED INTERACTIONS, MEETINGS AND SEMINARS

Regular interaction Seminar and Meetings were conducted with travel-trade stakeholders, intellectuals and tourism planners.

- NTB in coordination with Ministry of Culture, Tourism and Civil Aviation organized an interaction programme on Federal Tourism Act. The programme sought ideas from travel-trade sector who are both at policy and implementation level. The main aim was to make suggestions to government for further amendment of Tourism Act that is commensurate with federal government and relevant with current time.
- Issues on intellectual property rights in tourism sector are gaining popularity. However, very limited light have been



shed on the issues. A meeting was organized by NTB on Preparation of Resources and Management for National Intellectual Property Offices (from tourism perspectives) in coordination with experts from World Intellectual Property Organization (WIPO). The WIPO experts were apprised about difficulties faced by tourism sector in Nepal.

- Planning experts and officials from National Planning Commission (NPC) were briefed about Covid-19 and its impact on tourism sector at. NTB strategy regarding survival and revival of tourism sector were also briefed to NPC officials. Similarly members of International Relations Committee of Federal Parliament were also briefed about functions of NTB and its strategies of survival and revival during Covid-19 pandemic.



DRRM/COVID response. This initiative was coordinated by NDRC Nepal in close collaboration with the Nepal Tourism Board and technically supported by Asian Disaster Preparedness Center (ADPC).

SEVERAL COVID -19 RELATED MICRO STUDIES

- Series of Interactions with travel-trade sectors were held at NTB regarding newly released Monetary Policy by Nepal Rastra Bank for FY 2020-21. Monetary policy has announced the provision of long-term repo facility to provide additional resources for the recovery of the economy affected by Covid-19. Policy has focused on expanding credit on tourism so as to revive the economy affected by Covid-19. The interaction mainly concentrated on how to streamline the credit process as provisioned to tourism sector so as to voice these problems and related solutions to the government authorities.
- An interaction dialogue program was organized to explore the agreement for a consolidated approach of Private Sector Engagement in Disaster Risk Management in Nepal as part of the project aim to enhanced Private Sector Engagement in
- NTB initiated several studies/researches during pandemic. Twelve task forces were constituted to study impact of pandemic on 12 major generating markets of Nepal. Market Situation Analysis and way forward for new marketing strategy in the present context was highlighted.
- Onslaught of pandemic has put more emphasis on domestic travel. NTB developed new district wise itineraries for seven provinces. These new itineraries will help travel-trade sector to create new packages to domestic tourists. Along with it, NTB has developed Situation Analysis Report of 77 districts of Nepal to document the tourism potentialities, resources and development planning in each district.
- Online survey was conducted to study impact of Covid-19 in tourism sector and expectations from travel-trade sector to cope Covid-19.



**NEPAL
TOURISM
BOARD**



IFC

**International
Finance Corporation**
WORLD BANK GROUP

Creating Markets, Creating Opportunities

NTB & IFC JOIN HANDS FOR TOURISM RECOVERY THROUGH DIGITAL PROMOTION

Nepal Tourism Board (NTB) and IFC joined hands in an effort to revive tourism, a key pillar of Nepal's economy, as the sector was hard hit by COVID-19 pandemic since March 2020.

NTB in coordination with IFC worked on developing a more effective marketing and communication strategy going forward, and reviewed guidelines for health and hygiene protocols for tourism, to ensure they were aligned with global best practices and Nepal's requirements.

With support from IFC, NTB will be leveraged two platforms for crises communication and recovery measures aimed at potential visitors including the nepalnow.org website for disseminating positive stories from Nepal, and Friends of Nepal network to support the private sector to reach out to foreign operators.

The tourism industry in Nepal is the worst hit sector by the ongoing crisis, resulting in an estimated loss of US \$ 460 million to the GDP and put 234,000 jobs at risk.

"Reviving tourism is critical to jumpstarting the economy as about a million people directly or indirectly rely on tourism for livelihood," said Dr. Dhananjay Regmi, Chief Executive Officer at NTB. "We thank the IFC for their willingness to support us in these challenging times." for their willingness to support us in these challenging times."

IFC will also collaborate with NTB in promoting targeted popular tourist spots like the Annapurna Conservation Area. This is all part of NTB's overarching vision for its "Nepal Awaits You" campaign, planned to be launched in response to the crisis.

"Tourism is hugely important for Nepal," said Ms. Wendy Werner, IFC Country Manager for Bangladesh, Bhutan and Nepal. "We remain committed to support the Government of Nepal and partners in welcoming tourists back into the country." IFC – a sister organization of the World Bank and member of the World Bank Group – is the largest global development institution focused on the private sector in emerging markets.



NEPAL
TOURISM
BOARD



NTB/UNDP JOINT INITIATION

Immediate Livelihood Support for the Most Vulnerable Workforce in Tourism Sector

As a response to the severe impact of the pandemic COVID 19, United Nation Development Programme supported Nepal Tourism Board to support most vulnerable frontline workers of tourism industry. The project was designed as an immediate livelihood support for the most vulnerable workforce in tourism sector by engaging them in cleaning and beautifying trekking routes and tourist sites of Pokhara Metropolitan City, Madi Rural Municipality, Annapurna Rural Municipality of Gandaki Province; Khumbu Pasang Lhamu rural Municipality of Province 1; and Janakpurdham of Province 2.

Nepal Tourism Board collaborated with local bodies of the respective sites for the effective and fast implementation of the project. The Board duly signed MoU with respective local bodies and local bodies selected the beneficiaries based on pre-set criteria by the Board. Gender and Social Inclusion was ensured in the selection of the beneficiaries. More than 250 workers have been working in the project sites. The project has helped the most vulnerable workers whose livelihood was directly dependent on Tourism and who were workless since the start of the Pandemic. It is anticipated that the project has helped them remain in the same profession even during the time of pandemic.



SUSTAINABLE TOURISM FOR LIVELIHOOD RECOVERY (STLRP)

Nepal Tourism Board (NTB) and the United Nations Development Program (UNDP) have jointly launched a new project “Sustainable Tourism for Livelihood Recovery” to support the recovery of Nepal’s tourism, one of the sectors hardest hit by the COVID-19 pandemic. The US\$ 2.05 million project to be co-funded by NTB and UNDP will create short-term jobs for the affected communities, particularly women and people from disadvantaged groups, whose livelihood is dependent on tourism. NTB and UNDP signed Memorandum of Understanding (MoU) on Friday, December 11, 2020, to collaborate on the project.

Dr. Dhananjay Regmi, CEO of NTB, and Ms. Ayshanie Medagangoda-Labe, Resident Representative of UNDP – Nepal, signed the MoU on behalf of their respective organizations. The project aims to create 1,600 jobs through construction and improvement of small tourism infrastructures, including trekking trails, tourism information center, waste management system and renovation of cultural heritage sites in selected tourist hotspots, including the Everest and Annapurna regions.

NTB CEO Dr. Regmi appreciated the support and partnership with UNDP during the current crucial juncture of global crisis of COVID-19. He reiterated the importance of the program in creating opportunities and momentum for speedy recovery of the tourism sector in the post crisis period. Similarly, RR of UNDP Ms. Medagangoda-Labe expressed optimism on the partnership in tourism sector crucial for the recovery of Nepal’s economy. “UNDP is very happy to be

a part of the program”, she said.

To be implemented through NTB, the two-and-a-half-year project will also initiate activities to support the long-term revival of the tourism sector by creating sustainable jobs and livelihood opportunities in partnership with the private sector; developing human resource capacity; supporting the creation of tourism-based enterprises; strengthening sector-related data and information management and digitalization; and articulating a comprehensive tourism recovery strategy. The project will help in strengthening the institutional capacity of the NTB through the formulation of a comprehensive tourism recovery strategy, as well as through increased digitization and other efforts for future disaster risk management.

The project 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).

Project Summary	
Project Title	Sustainable Tourism for Livelihood Recovery
Implementation Modality	National Implementation Modality (NIM)
Implementation Partner	Nepal Tourism Board, MoCTCA, Provincial and local governments, Tourisms Associations/ Private sector
Time frame	2021 January to 2023 June (two and half years)
Total Budget	USD 2.05 million (UNDP – 1.05 M, NTB - 1M)

FORMATION OF BUDDHIST TOURISM PROMOTION COMMITTEE

With the prime objective to establish Nepal as the premium spiritual and religious destination for the Buddhism followers, Nepal Tourism Board along with renowned personalities and influencers working in Buddhist Tourism promotion, travel trade has formed the "Buddhist Circuit Tourism Promotion Committee". The committee comprising of esteemed tourism experts and champions of Nepal would recommend NTB the best possible way forward to establish Nepal as the best destination for Buddhist around the world. The Committee's is exclusively working towards positioning the Lumbini Brand by creating a Brand identity for greater Lumbini. The Committee shall also work in creating new packages, program and interlinking Lumbini through various national and international platforms.

BUDDHIST TOURISM PROMOTION COMMITTEE

CHAIRMAN



Dr. DHANANJAY REGMI
CEO, NTB

COORDINATOR



BIKRAM PANDEY
buddhistcircuit.com

COMMITTEE MEMBERS



KARNA SHAKYA
Founder,
KGG Group



Dr. SANDUK RUIT
Chairman,
Barbara Foundation



AMBICA SHRESTHA
President,
Dwarika's Hotels and Resorts



GYANIN RAI
CAO,
Lumbini Development Trust



Prof. Dr. RAMESH DHUNGEL
Executive Chairman, Lumbini College of
Buddhism and Himalayan Studies



ACHYUT GURAGIN
President, NATTA



C P SHRESTHA
President,
Siddhartha Hotel Association



ASHOK POKHAREL
President, NATO



CHIRAN SHAKYA
Tourism Development Strategist



LAXMAN GAUTAM
Off. Director, NTB



SHRADHA SHRESTHA
Manager, NTB



SECRETARY
MOITFE, Province 5

TOURISM PRODUCT AND RESOURCES DEVELOPMENT



MARK YOUR DESTINATION 2020

Nepal Tourism Board organized Mark your destination campaign starting from 1st January 2020 with it's opening at Thamel, Kathmandu by Minster for Culture Tourism and Civil Aviation Mr. Yogesh Bhattarai. The program placed Nepal's banner map in different strategic points and outlets in the

Kathmandu valley. This was an open invitation of thousands of possible domestic tourist to mark their bucket list of travel in Nepal. The program was focused on arousing the travel sentiments among the people of Kathmandu and change the mentality of people for travel to Nepal's exotic places. People thronged to these areas in large numbers and expressed their interest through marking their wishful destination.



PROJECTS COMPLETED UNDER TOURISM INFRASTRUCTURE DEVELOPMENT UNIT

Nepal Tourism Board in partnership with Local Government has carried out the projects of **Tourism Infrastructure Development** with the objective of diversifying the destinations and extending the tourism facilities at the identified places. 18 projects in total have been completed in 14 districts throughout the country in the fiscal year 2076/77. Some of the major works of tourism infrastructure development include:

- Community Lodge Construction Project in Tadi Rural Municipality 4, Baghmara, Nuwakot,
- Janayuddha Museum, Bhume Rural Municipality -9, East Rukum,
- Om Park Beautification, Barhabise Municipality-7, Sindhupalchowk,
- Infrastructure Development in Suryagadhi, Suryagadhi Rural Municipality, Nuwakot,
- Infrastructure Development in Manjushree Park, Kirtipur-6, Kirtipur Municipality, Kathmandu,
- Infrastructure Development in Ajayameru Fort, Ajayameru Rural Municipality, Dadeldhura.

TRAININGS AND ORIENTATIONS

FY 2076-77 (2020)

Human capital development is the process of improving performance, capabilities and resources. It is one of the apex necessities

in developing tourism dynamically. Human development is inseparably linked with quality tourism with enhanced competitiveness, and professionalism in delivery of services. In this context, different training programs were organized this year in different sectors of human capital development in different parts of the country.

With the objective of enhancing the skills together with quality service delivery of Nepalese tourism industry, Nepal Tourism Board (NTB) in collaboration with local government, sectoral organizations and other institutions conducted ten different trainings and orientation programs in various subjects. Women Entrepreneurship Training in Dharan and Capacity Enhancement Training in Jhapa were organized in coordination with the local governments. Around 300 taxi and rickshaw drivers of tourist areas were trained on Road Safety, Communication and Good Behavior in collaboration with Tourist Police Unit. NTB has collaborated with Department of Immigration for the enhancement of Immigration Capacity and Infrastructure Development. An orientation session was conducted in association with Management Association of Nepal on Role of Managers on Tourism Promotion and Visit Nepal Year 2020. Department of Food Technology and Quality Control, Nepal Tourism Board and NESTLE India jointly organized an orientation program to the Street Vendors of Kathmandu Valley regarding safe hygiene in street food.

Due to the worldwide effect of COVID-19 pandemic, different training and orientation programs were postponed. To minimize the effect of transmission of this pandemic, NTB conducted different online training programs. Altogether 520 participants from different tourism organizations such as HAN, NATTA, TAAN, NARA, TBAN were benefitted from the digital training on **Operational Guideline**

with Health Protocol for Tourism Sector. First group of twenty persons from different tourism associations are participating in "**Digital Marketing Training**" commenced from 2nd December 2020 in collaboration with PUM Netherland.

S.N.	Name of the Program	Place	Organizing Institution	Date	Participants
1	Women Entrepreneurship Training	Dharan	Dharan Sub-Metropolitan City & EDTCC	11-13 February 2020	36
2	Capacity Enhancement Training	Jhapa	Mechinagar Municipality & EDTCC	9-10 February 2020	45
3	An orientation Program to the Taxi and Rikshaw Drivers of Tourist Areas on Road Safety, Communication and Good Behaviour	Kathmandu	Tourist Police Unit, Nepal		300
4	Digital Training to tourism entrepreneurs regarding HHS Protocol	Kathmandu	Glocal Pvt. Ltd., Lalitpur	2-12 July 2020	530
5	Digital Marketing Training	Kathmandu	SOTTO	15 th March 2020	70
6	Immigration Capacity and Infrastructure Development		Department of Immigration		
7	An Orientation on Role of Managers on Tourism Promotion and Visit Nepal Year 2020	Kathmandu	Management Association of Nepal (MAN)	9 th February 2020	300
8	Tourist Behavioral Training for Drivers and Conductors	Kathmandu	NATHM, MOCTCA		932
9	An Orientation program to the Street Vendors of Kathmandu Valley regarding safe hygiene in Street food.	Kathmandu Valley	NESTLE India, Department of Food Technology and Quality Control		500
10	Online Digital Marketing Training		PUM, Netherland	2 nd November 2020 (ongoing...)	20



An orientation program for Street Food Vendors of Kathmandu Valley on how to Serve Safe Food



An orientation program to Taxi and Rickshaw Drivers of Tourist Areas on Road Safety, Communication and Good Behaviors



Capacity Enhancement Training, Jhapa



Women Entrepreneurship Training, Dharan



An unveiling
of portray of
Street Vendor
on training
program

WORLD TOURISM DAY OBSERVED VIRTUALLY

Nepal Tourism Board organized a virtual webinar jointly with Ministry of Culture, Tourism and Civil Aviation on Sunday 27th September. In the program, Minister for Culture, Tourism and Civil Aviation Mr. Yogesh Bhattarai emphasized on transforming tourism for the rural development as stated in

the chief executive officer of Nepal Tourism Board urged the tourism industry to walk together hand in hand through cooperation and collaboration to overcome the challenges as and build back our communities as well as the global tourism industry for a sustainable and resilient future.

At the meeting, an expert on the tourism sector Mr. Ravi Jung Pandey presented a paper on the opportunities and challenges faced by



the slogan of this year. 'Generating employment and earning foreign currency by implementing the tourism strategies in a planned and sustainable manner was the need of the time', said the minister. Secretary at the ministry of Culture, Tourism and Civil Aviation Mr. Kedar Bahadur Adhikari shed light on the importance of working in joint collaboration of federal, provinces, and local levels for lunching the strategies in order to revive the tourism sector hit hard due to COVID-19. Similarly,

the tourism industry in the present time. The virtual meeting moderated by Senior Director of NTB Hikmat Singh Ayer was participated in by the representatives of the private Sector, working in the tourism sectors such as the Hotel Association of Nepal (HAN), Travel and Trekking Association of Nepal (TAAN), Nepal Association of Tours and Travel Agents (NATTA) and Nepal Mountaineering Academy (NMA), among other members from the tourism sector.

EVENTS AND FESTIVALS:

The Events and Festival unit under TP&RD department has been hit by the outbreak of COVID- 19. Thus the unit could only complete few of its mentioned program in the budget. The list includes the following.

Events Completion FY 2076/77				
S.N.	Name of the Events	Name of the Co- organizers	Venue	Completion date
1.	Tharu Sanskritik Karyakram, Sukkhad	Ghodaghodi Media Sanchar Samuha	Kailali	12/04/2076
2.	Ram Janaki Bibaha Mahotsav	Brihatar Janakpurchettra Bikas Parishad	Jankpurdham, Dhanusha	08/16/2076
3.	Saptarangi Karyakram	Grishma Broadcasting Pvt. Ltd	Seven Provinces	11/23/2076
4.	PK- Solu Marathon (Khiji Demba Full Ultra Marathon)	Okhaldhunga Tourism Development Committee	Solukhumbu	11/3/2076
5.	Goru Judhaune Pratiyogita	Rasuwa Nuwakot Paryatan Samaj	Nuwakot, Dhading, Rasuwa	10/10/2076
6.	Amazing Motor Rally (7th Edition)	The Amazing Motor Rally	Pokhara	10/23/2076
7.	Kusti Competition, Tilathi, Saptari	Tilathi Koiladi, ward no. 1	Saptari	10/19/2076
8.	Elephant Festival Sauraha, (Chitwan Hatti Mahotsav)	Regional Hotel Association, Chitwan	Sauraha, Chitwan	2/22/2077
9.	14 th Sauraha Food Festival	Restaurant and Bar Association Nepal,	Sauraha	03/11/2076
10.	Damak Food Festival	Hotel Association Nepal, Jhapa	Damak	11/11/2076
11.	Pathivara Mahotsav	Pathivara Marathion & Mechi Paryatan Mahotsav, Mul Ayoza Samiti, Taplejung	Taplejung	11/13/2076
12.	Fam Trip to Rasuwa Nuwakot	Rasuwa Nuwakot Paryatan Samaj	Rasuwa, Nuwakot	2/22/2077
13.	Fam Trip to Bethanchowk Community Homestay	VITOF (Village Tourism Forum Nepal)	Thamel, Kathmandu	10/12/2076
14.	Tourism Promotion Program (video making, talk show and travel log)	Nepal Television	Kathmandu	03/31/2077
15.	World Tourism Day 2020	MoCTCA, NTB and other associations	MoCTCA	06/11/2077

NEPAL CELEBRATES WORLD TOURISM DAY

The 41st World Tourism Day 2020 was observed with the slogan “Tourism and Rural Development” emphasizing on the tourism sector’s huge potentiality of steering the economic development to bridge the gap between the people who come from small communities and big cities on September 27th, 2020.

park. Speaking at the program, Minister for Culture Tourism and Civil Aviation Bhattarai said that the Chobar hill can be developed as one of the attractive tourism destinations in Kathmandu so that the people living in the valley and nearby surrounding areas get engaged in recreational activities and enjoy the nature and environment.

He expressed his commitment to working in joint collaboration and coordination with the federal government and local stakeholders



To observe the day, the Nepal Ministry of Culture, Tourism and Civil Aviation and Nepal Tourism Board (NTB) jointly organized a tree plantation program in the Manjushree Park in Chobar hill, Kathmandu in the early morning on September 27. Inaugurating the program, Minister for Culture Tourism and Civil Aviation Mr. Yogesh Bhattarai planted various species of tree saplings on the premises of the

for the development of Chobar hill and integrating it along with the development of other tourism sites in the valley. Minister also shared his plan of launching strategies for the survival of the tourism industry on a phase-wise basis so that the negative impact of COVID-19 and losses incurred by the businesses can be recovered. Minister Bhattarai added that the promotion of domestic tourism

is one of the strategies to be adopted for the survival of the industry by the year 2021. The program was attended by the Secretary at the Ministry of Culture, Tourism and Civil Aviation Mr. Kedar Bahadur Adhikary, high-ranking officials of the Ministry, representatives of NTB among others.

The STDU (Sustainable Tourism and Development Unit) unit under TP&RD department conducted the following programs in the year 2020.

S.N.	Name of Program	Partner Organization	Remarks
1	Partnership with Nepal History Association	Nepal History Association	Supported for organizing interation program on the importance of History & Culture for Tourism Promotion and for the publication of HISAN Journal.
2	Religious Text Translation	Buddhavacana Translation Committee Nepal	Two Buddhist religious books of Tibetan language were translated into Nepali & English. 1. Astasahasrika Pragyaparamitasutra to Nepali 2. Pragyaparamita Hridayasutra to Nepali and English.
3	Partnership with Dhaulagiri Samaj	Daulagiri Samaj	Support in interation prgram of Dhaulagiri Samaj & publication of book on Tourism Destinations in Dhaulagiri Area and about Gandaki Civilization.
4	Promotion of Madhesh Tourism	Visit Madhesh Nepal	Airing of Radio Jingle for promotion of VN2020 in Radio Birgunj 99 MHZ and Radio Today Janakpur for 2 Months
5	Afforestation Program	Jalabinayak Community Forest Users' Group	On the occasion of World Tourism Day 27th Sep. 2020, NTB in joint coordination with Jalabinayak Community Forest Users' Group organized an afforestation program where Hon'ble Minister for Culture Tourism and Civil Aviation - Mr. Yogesh Bhattarai was chief guest.



Minister for Culture Tourism and Civil Aviation Mr. Yogesh Bhattarai inaugurating Pathivara Marathon and Tourism Mahotsav 2076



A glimpse of Pathivara Marathon and tourism Mahotsav 2076.



Sr. Director TP& RD Mr. Hikmat Singh Ayer with Minister for Culture Tourism and Civil Aviation Mr. Yogesh Bhattarai at Pathivara Marathon and Tourism Mahotsav 2076.



A glimpse of Pathivara Marathon and Tourism Mahotsav 2076



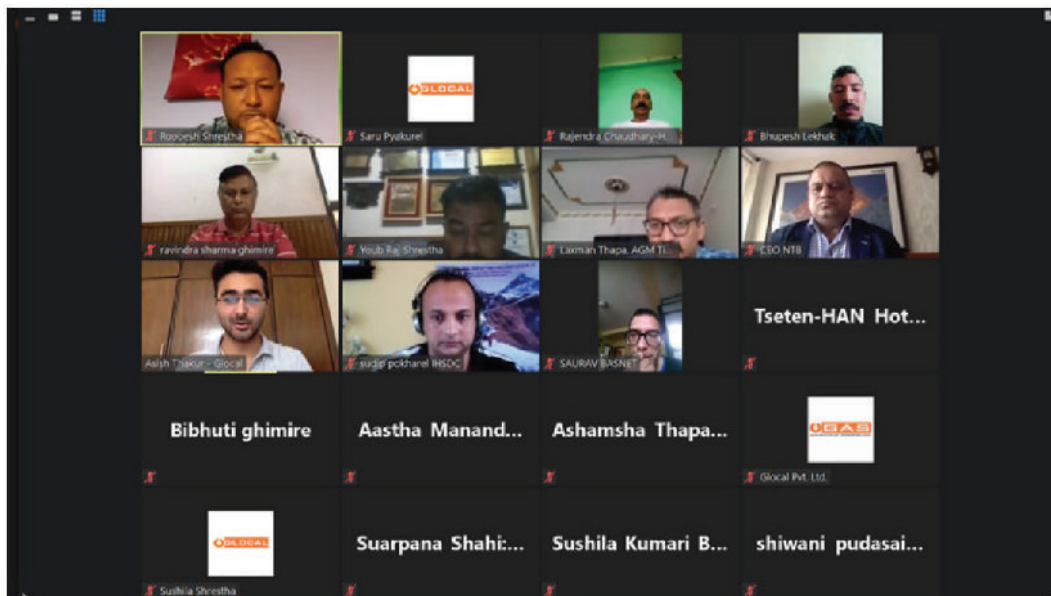
Glimpses of digital celebration of 13th International Sagarmatha (Everest) day at Ministry of Culture Tourism and Civil Aviation



Sr. Director Mr. Hikmat Singh Ayer addressing press conference at YalbangMahotsav 2019.



The glimpses of Nestle India and NTB Partnership program



A digital display of online training on HHS protocol conducted by Nepal Tourism Board



Gahana Pokhari Jatra, Hadigaun, Kathmandu - PC Hari Gopal Shrestha



NTB, GANDAKI PROVINCE

LIST OF PROGRAMS CONDUCTED BY NTB GANDAKI PROVINCE OFFICE IN POKHARA IN 2020

S.N.	Date	Program	Partnering Organization	Status	Remarks
A. Promotion and Publicity					
1	Dec 8-11, 2020	Fam Tour to Birgunj, Chitwan, Janakpur, and Biratnagar	Hotel Association Nepal (WRA)	completed	Promotional Theme is "JauHaiPokhara"
2	Dec 7-9, 2020	Familiarization Trip of pilgrimages places Kaski, Palpa, Rupandehi, Nawalpur, Chitwanetc	Nepal Tourism Vehicle Association (Gandaki)	completed	Tourism Revival
3	Dec 2 to 5, 2020	Familiarization tour to places of tourists' interest in Tanhaun, Gorkha, Lamjung	NATTA- Gandaki Province and Media Representatives	completed	Tourism Revival
4	Nov 29 to Dec 5, 2020	Exploration and Familiarization Tour to North Annapurna Base Camp	TAAN-Western Regional Association (WRA), Pokhara, Annapurna Rural Municipality and Media	completed	20 Member group
5	Nov 2020	Signage installed at Talchowk for promotion of Begnas and Rupa Lakes; Hoarding Board at Mugling	NTB	Completed	Signage and Highway Hoarding for Destination Publicity
6	Nov 15 2020 to Jan 15, 2021	Gandaki Province Photo Contest	NTB	Ongoing	Online Crowd Sourcing campaign
7		Street Numbering for Lakeside, Pokhara	Pokhara Tourism Council	completed	
8		Branding of Pokhara City	Pokhara Metropolitan City and Various Tourism Associations	Ongoing	Tourism Branding
9		Gandaki Promotion Videos (Two)	NTB	Ongoing	Digital Campaign
10		Mobile App of homestays in Gandaki Province	VITOF, Gandaki	Ongoing	Online Booking App
11		e-Newsletter publication	NTB	July 2019- March 2020	Information Dissemination
12	Dec 2019 to Jan 2020	Familiarization tour of Annapurna Base Camp, Bandipur, Kathmandu and other areas to 4 Bloggers from India	NTB and private sector	completed	Consumer publicity in India

13		Homestay Promotion in Betini, Gorkha	Shahid Lakhan Rural Municipality	Completed	
14	January 2020	Pokhara City Map Design and Publication (5000 copies)	NTB	completed	For free distribution to tourists
B. Tourism Fairs and Events					
1	Dec 2019 and Jan 2020	21 Pokhara Street Festival	REBAN Pokhara	completed	Regular Annual Event
2	Sept 27, 2020	41th World Tourism Day	TAAN- WRA	completed	Regular Annual Event
3	Feb 7-8, 2020	9 th Huchil Festival in Rangbang of Syangja	Millenium Trek Management Committee	Completed	Unique event to conserve endangered Owls
4	Feb 1-9, 2020	2 nd Ice Climbing Festival, Humde Manang	NMA	Completed	To promote ice climbing in Manang
5	Jan 15, 2020	Goru Judhai Festival, Batase, Gorkha	Shahid Lakhan Rural Municipality	Completed	To promote traditional event
6	Feb 23-29, 2020	Paragliding World Cup- Asian Tour 2020 & 19th Nepal Open Paragliding Championship	Nepal Airports Association	Completed	Int'l event promoted in Pokhara
C. Tourism Infrastructure Development & Training					
1		Safety and Hygiene Protocol Training provided to various tourism service providers	<ul style="list-style-type: none"> a. A Nepal Tourist Vehicle Association, Gandaki Province b. NATTA, Gandaki Province c. TAAN, WRA d. Western Hotel Association, Pokhara e. Lodge Operators of Mardi Himal Trail f. Lodge Operators of Ghandruk, Ghorepani, Chomrong (Virtual Training) 	Completed	Through Health Professionals and Experts, training provided to Travel, Trekking, Transport, Hotel and Lodge Owners
2		Completion of Accessible Trekking Trail near Kaskikot	Annapurna Rural Municipality	Completed	
3		Maintenance of DevikoThumko Temple and Parbati Temple at Shiva Village and footpath repair at NimalPokhari, Pokhara Metropolitan City- 21	Pokhara Metropolitan City	completed	
4		Trekking Trail : Ghairung-Namjung-Baklung-Manakamana-Gorakhkali Temple, Gorkha	Shahid Lakhan Rural Municipality	completed	

5		Foot Trail along Phewa Lake, Anadu	Pokhara Metropolitan City	Completed	
6		Memorial Park at Sarangkot, Pokhara Metropolitan City-18	Pokhara Metropolitan City	Completed	
7		Support to preserve house of Kabi Shiromani Lekhnath Poudel, Archale, Kaski	Pokhara Metropolitan City	Completed	
8		Support to upgrade Nuri Hanife Masjid	Vyas Municipality, Tanahun	Completed	
9		Sirubari Panchamul Trekking Trail Upgradation	Andhikhola Rural Municipality, Syangja	Completed	
10		Support for Community Museum in Panchamu	Andhikhola Rural Municipality, Syangja	Completed	
11	Jan 8-9, 2020	Seminar on the "Role of Women for Business Development" organized	Women Of Tourism Entrepreneurs Forum (WOTEF) in Pokhara	Completed	
12		Refresher Training to Paragliding Pilots in Pokhara	Nepal Airports Association	Completed	
D. Crisis Coordination					
1	Jan to May 2020	Coordination and facilitation for Search and Rescue of trekkers along ABC route where a team of trekkers had gone missing due to Avalanche in Deurali	Local Administration, TAAN-WRA, Labor Union, and South Korean Embassy	completed	4 Nepali support staff and 3 South Koreans had perished
2	March 24 to April 24, 2020	Around 1500 stranded International Tourists in Pokhara were evacuated during lockdown due to Covid-19 pandemic	Local Administration, Tourist Police, Kaski and tourism stakeholders	completed	
E. Visit Nepal Year 2020					
1	Jan 1, 2020	a. Secretariat of VNY 2020 Gandaki Province Committee Formed, b. Inaugural Ceremony c. Essay Competition for students d. Photo Exhibition e. Rally in Lakeside to Promote VNY 2020	MolTFE and tourism stakeholders	completed	VNY Promotional Programs

F. Others Visit Nepal Year 2020					
1	August 5, 2020	Interaction program on Panchase in presence of Rt. Hon. Chairman of National Assembly, Mayor of Pokhara Metropolitan City and NTB CEO Dr. Dhananjay Regmi	NTB	Completed	
2	Sept to Dec 2020	Repair, Maintenance and up-gradation of NTB Building and Premise in Pokhara	NTB	Completed	

21ST REBAN STREET FESTIVAL

Restaurant and Bar Association of Nepal, Pokhara Chapter had successfully organized the 21st edition of Street Festival between December 28, 2019 to January 2, 2020 at Lakeside in Pokhara. The festival was inaugurated by the then Hon'ble Minister for Culture, Tourism and Civil Aviation Mr. Yogesh Bhattarai in Komagane Park in Lakeside on 28th of December, 2019. This festival has become a distinct brand as it consistently showcases cultural and culinary delights and festivities of Gandaki Province and attracts thousands of domestic as well as international visitors. NTB Gandaki Province was the promoter of the event.



Musical Rendition at the Festival

GNY SECRETARIAT AT NTB GANDAKI PROVINCE OFFICE

Visit Nepal Year 2020 Gandaki Province Committee and NTB Gandaki Province had jointly established the Secretariat in order to carry out the administrative and promotional activities of Visit Nepal Year 2020. The VNY 2020 was being celebrated as a national campaign with a target of 2 million tourists and the determination to establish tourism sector as the major foundation of Nepal's economic prosperity.



'VISIT NEPAL YEAR 'INAUGURAL SESSION

Grand Inauguration of Visit Nepal Year 2020 in Gandaki Province

Visit Nepal Year 2020 kicked off in Gandaki Province on January 1, 2020 at the sports ground in Lakeside, Pokhara with a grand inauguration by Hon'ble Chief Minister of Gandaki Province Mr. Prithvi Subba

Gurung. Addressing the gathering he said, "Gandaki Province is the leader and pioneer in tourism and hence this occasion has a great significance to tourism in Nepal".

A procession consisting of private sector tourism associations and entrepreneurs, various ethnic and cultural groups, Aama Samuha, Tourist Police and other wide range of tourism stakeholders had marched from Fishtail Gate



Flying balloons at the Inaugural Ceremony

to the sports ground in Lakeside. Cultural performances pertaining to various ethnic groups of Gandaki Province, photo exhibition, screening of music videos of Lo Manthang, Mustang, demonstration of hot air balloon and VNY 2020 banner-display by ultra-light aircraft in the sky were the major attractions of the inauguration ceremony. The venue was aesthetically decorated with colorful banners depicting various tourism attractions of Gandaki Provinces and self boards.

Earlier in the morning, a team led by Mr. Yam Prasad Pokharel, Secretary at Ministry of Industry, Tourism, Forest and Environment of Gandaki Province welcomed the visitors

who had arrived by the first flight at Pokhara Airport and offered Nepali caps to them.

An essay competition was also organized among the students studying at the schools of Gandaki Province. Participating schools were requested to send two best essay for province level completion. The winners of the essay completion were declared after the event.

On the occasion, CM Mr. Gurung also announced appointment of popular singer Mr. Prakash Saput as a Goodwill Ambassador of Gandaki Province for Visit Nepal Year 2020



Inaugural Rally



Hon. CM of Gandaki Province Mr. Prithvi Subba Gurung at the Inaugural Session



Hot Air Balloon during Inaugural of VNY 2020 in Pokhara



Photo Exhibition during VNY 2020 inauguration in Pokhara



Four-member Indian Bloggers Visited Annapurna Base Camp and other places



Liked by **the_punjabi_wanderer** and **325 others**

ravenouslegs Nepal - once is not enough.

The first time i ever stepped on the Himalayas in Nepal, i knew i would be in a long term relationship with this country.

Bouddhanath Stupa in Kathmandu is a World Heritage Site. It is a major attraction for the Buddhist pilgrims as it's known as the Stupa of Enlightenment. Also a favourite hangout place for locals and tourists with various rooftop restaurants overlooking the Bodhi Stupa. This place definitely spreads peaceful vibes 😊

SKILL DEVELOPMENT TRAINING TO WOMEN ENTREPRENEURS

Women Tourism Entrepreneur Forum (WOTEF) conducted a training program to enhance skill and empower the women entrepreneurs working in the field of tourism in Pokhara. WOTEF conducted the training

program for 140 women entrepreneur from Poush 23-24, 2076. The program aimed to facilitate women entrepreneurs towards self-development and bring positive changes in tourism industry. As the government had announced VNY 2020 this training is believed to help promote tourism and encourage more participation of women in the tourism business.



NTB Gandaki Province promoted a seminar on the "Role of Women for Business Development" organized by Women Of Tourism Entrepreneurs Forum (WOTEF) in Pokhara.

TOURISM STATISTICS

Nepal Tourism Board (NTB), Gandaki Province and Ministry of Industry, Tourism, Forest and Environment (MoITFE) of Gandaki Province have started to jointly collect and disseminate monthly tourist arrivals data to Gandaki Province. The tourist arrival data are collected with the help from Anbu Khairani Police Posts in Tanahun, Galyan and Syangja and Pokhara Airport Office.



2nd Ice Climbing Festival in Humde of Manang Feb. 19, 2020
Photo: NMA



2nd Ice Climbing Festival in Humde of Manang Feb. 19, 2020
Photo: NMA



NTB Pokhara and Pokhara Tourism Council jointly organized and participated in Bengal Travel Mart from 22-24 Feb 2020 and Sales Mission in Siliguri and Kolkatta.



BTM 2020 and Sales Mission in Northeast India

PARAGLIDING WORLD CUP- ASIAN TOUR 2020 & 19TH NEPAL OPEN PARAGLIDING CHAMPIONSHIP CONCLUDED

NTB Gandaki Province supported Nepal Airsport Association to organize Paragliding World Cup- Asian Tour 2020 and 19th Nepal Open Paragliding Championship in Pokhara. The event kicked off in 23 February 2020 and concluded on February 29, 2020. 94 paragliding pilots from U.S.A., Hong Kong, Switzerland, France, Germany, Austria, Russia, Belgium, Nepal, Ukraine, Bangladesh, Japan, India, Korea, Iran, Vietnam, Chinese Taipei, Indonesia and Kazakhstan participated at the championship.

Four different categories of competitions were organized where Nepali pilots Yukesh Gurung, Bishal Thapa, Bijaya Gautam and Bor Bahadur Gurung won the completion in the team events. Female single title went to a participant from USA, overall single title to South Korea and Bishal Thapa won the title of the champion among Nepali participants.



A Glimpse of the event



Closing Ceremony of Nepal Open Paragliding Championship

EVACUATION OF STRANDED INTERNATIONAL VISITORS

Around 1500 international tourists who were stranded due to Covid 19 pandemic lockdown, between March 24 to April 24, 2020, were evacuated from different parts of the province and brought to Pokhara while others who were in Pokhara and who wanted to leave for Kathmandu for onward journey to their respective destinations were also evacuated in coordination with Local Administration, Tourist Police and Tourism Stakeholders.



Glimpse of evacuation





Rt. Hon. Chairman of National Assembly, Mayor of Pokhara Metropolitan City and NTB CEO Dr. Dhananjay Regmi during an interaction program in Panchase on Aug 5, 2020




World Tourism Day Event was held in Pokhara on 27 Sept. under the theme 'Tourism and Rural Development'. Among other things, recce tour of Phewa trail was carried out by NTB, Gandaki Province with participation from TAAN, Western Regional Association (WRA), Pokhara, Executive Members.



Shahid Memorial Park at Sarangkot, Pokhara Metropolitan City-18

नागरिक पारदर्शिताको लागि सार्वजनिक लेखा परीक्षण	
पो.म.न.पा. वडा नं.१८ सराङ्कोट जामुनबोटमा शहिद स्मृतीपार्क निर्माण कार्य सम्पन्न गर्दा भएको आम्दानी तथा खर्चको व्यहोरा सरोकारवालाहरु सबैको जानकारीको लागि यो सार्वजनिक सूचना जारी गरिएको छ।	
योजनाको नाम	: शहिद स्मृतीपार्क निर्माण (रविव्र स्मृती पार्क)
उपभोक्ता समिति	: राष्ट्रिय विभूति तथा पार्क निर्माण उपभोक्ता समिति
सम्भौता रकम	: रु. २७,४२,०३०/-
योजना सम्भौता मिति	: २०७६/०४/१०
योजना शुरु मिति	: २०७६/०४/११
योजना सम्पन्न मिति	: २०७७/०३/२१
पर्यटन बोर्डबाट	: रु. १५,००,०००/-
पो.म.न.पा.बाट	: रु. ६,३१,०००/-
जम्मा मूल्यांकन रकम	: रु. २१,३१,०००/-
सन्तोष शर्मा तिमिल्सिना अध्यक्ष तथा राष्ट्रिय विभूति तथा पार्क निर्माण उपभोक्ता समिति पोखरा-१८, सराङ्कोट	

NTB, Gandaki Province supported for the construction of Shahid Memorial Park at Sarangkot 18, Pokhara.



मोदी गाउँपालिका
गाउँ कार्यपालिकाको कार्यालय
पातिचौर, पर्वत

आयोजना सूचना पार्टी

आ.व. ०७६/०७७

आयोजनाको नाम: लाङ्दी भमरकोट पदमार्ग निर्माण
वडा नं.: मोदी गा.पा. ३, देउराली, पर्वत

उपभोक्ता समितिको अध्यक्षको नाम: मनबहादुर खड्का क्षेत्री
जम्मा सदस्य संख्या: ११
महिला सदस्य संख्या: ०४
योजना शुरु मिति: २०७६/०८/२६

कुल लागत: ७,७०,४६६।५७
लागत ब्यहोर्ने निकाय
नेपाल पर्यटन बोर्ड: ७,००,०००।-
जनश्रमदान: ७०,४६६।५७
अन्य:

योजना भौतिक उपलब्धी: पदमार्ग निर्माण हुने ।
योजना सम्पन्न मिति: २०७७/०१/२९

Laangdi Bhamarkot Trekking Trail Construction carried out in Deurai, Ward 03, Modi Rural Municipality, Parbat District supported by NTB, Gandaki Province.



Foot Trail along Phewa Lake, Anadu



Homestay Training Program in Narethanti, Baglung



Homestay Training Program in Narethanti, Baglung

DEAR TREKKERS

For your own safety

**GROUP TREKKING IS
HIGHLY RECOMMENDED.**

Ensure Service of Authorized Trekking
Agencies for your own benefit.

Use only those trekking guides and porters
who are authorized by a registered trekking agency.

Thank you for your co-operation & understanding.

TOURIST POLICE, POKHARA

Tel: 061-462761 | Mob: 985682761 | Email: touristpolicepokhara@nepalpolice.gov.np

'Safety First', NTB Regional Office in Pokhara, ensuring Safety for Trekkers in collaboration with TAAN, WRA.



World Tourism Day Event was held in Pokhara on 27 Sept. under the theme 'Tourism and Rural Development'. Among other things, recce tour of Phewa trail was carried out by NTB, Gandaki Province with participation from TAAN, Western Regional Association (WRA), Executive Members, Pokhara

ON THE ROAD TO RECOVERY

JAUHAIPOKHARA PRESS MEET AND INTERACTION



"JauHaiPokhara" program supported by NTB Gandaki Province and organized by Paschimanchal Hotel Association

With the slogan "Jauhaipokhara" a series of special program were successfully conducted at Birgunj, Janakpur, Biratnagar and Chitwan from 9-12 Dec. 2020 by group of 15 members from Pokhara who participated in this program and conducted a press meets too. This program was organized by Paschimanchal Hotel Association, Gandaki province and supported by NTB, Gandaki Province for encouraging potential visitors to come and visit Pokhara as part of revival and promotion of domestic tourism.

During the program air connectivity between Simra, Janakpur and Biratnagar to Pokhara was also discussed for tourism growth between the cities.

PILGRIMAGE FAM TOUR

NTB, Gandaki Province supported a niche program organized by Nepal Tourism Vehicle Association (NTVA) to pilgrimage places like

Syangja, Palpa, Ramagram, Balmiki Ashram, Saswatdham and Devghat conducted on Dec 7-9, 2020 for the promotion of pilgrimage tourism in the region.

FAM TOUR TO GORKHA, LAMJUNG AND TANAHUN

Revival Fam Tour which was started from 02 Dec to 05 Dec 2020 had successfully been completed. A 4 days trip to Gorkha, Lamjung and Tanahun district was organized by NATTA Gandaki Province and supported by NTB, Gandaki Province. This initiative is expected to bring positive responses for better movement after COVID-19 and promotions of new tourism destinations.



Fam Tour supported by Nepal Tourism Board and organized by NATTA Gandaki Province



NTB, Pokhara supported a special program organized by WOTEF providing training to tourism entrepreneurs for safety of their clients and employees.



NTB Pokhara supported a training program for Trekking Agencies at Pokhara focusing on safety and hygiene organized by TAAN, WRA, Pokhara.

HOME-STAY APP TO BE LAUNCHED SOON

NTB, Gandaki Province is building a Mobile App in partnership with VITOF, Gandaki Province with option of direct booking of Homestay facilities of Gandaki Province. The main aim is to facilitate the visitors as well as the homestay service providers by creating a platform that links the buyers and sellers.

All state-of-the-art features shall be used with appropriate filters to trace information along with images of lodging and dining facilities, other relevant facilities and activities available for the visitors.

The effort is expected to help the guests match their budget and preferences before they arrive at the homestays.

MR. MAURICE HERZOG TREKKING TRAIL EXPLORED

Following the footsteps of pioneer French mountaineer Mr. Maurice Herzog

a 20-member team comprising of officials from NTB Gandaki Province and Annapurna Rural Municipality, TAAN, Pokhara and media people have recently revisited the North Annapurna Basecamp located at an elevation of 4200m. Termed as Exploration and Familiarization Tour and organized from November 29 to December 5, 2020, it was an attempt to re-enact history created by Maurice Herzog, who successfully conquered the summit of Annapurna I becoming the first human to set foot in the mountain above 8000m in 1950. His book 'Annapurna' not only created sensation in the adventure world but also popularize Nepal as the home of the Himalayas and haven for outdoor adventure.

There is no electricity, no internet, no human settlement above the village of Narchyang near Tatopani of Myagdi district and the starting point of the trekking route. Therefore, the trail and its surrounding remain untouched by modernity and represent a classical example of wilderness.

Rushing rivers, gently descending waterfalls, chirping birds in the pine forest, parting clouds, whirling wind and the revolving sun, all set in motion, stood in contrast to the quiet peaks and pinnacles, silent eternal sky and peaceful stars, all culminating into a moment of self-awakening.



Photo taken at North Annapurna Base Camp Fam Trip on Dec 3, 2020 Jointly organized by NTB, Gandaki Province in Pokhara and TAAN, WRA, Pokhara and supported by Annapurna Rural Municipality.



Special Picture of a pictures que Waterfall, Phutphutey Jharna (3157 Meter),
Exploring a new trail enroute to North Annapurna Base Camp

POKHARA CITY BRANDING

NTB, Gandaki Province is developing a fresh tourism brand for Pokhara Metropolitan City in order to position in domestic as well international tourism markets featuring unique tourism attractions of Pokhara. The need to have a new brand identity is imperative taking into consideration similar strategies adopted by tourism cities around the world encompassing core values and principal identities of the place.

A public discourse has been initiated and in-depth research and intense consultation is going on to develop consensus and solidarity for the upcoming brand which shall truly represent the city and adhere to the core values of the experience.

Several sub-brands shall be developed that represent a plethora of tourism endowments of Pokhara. Both public and private sectors shall be invited for interaction and adoption of the Tourism Brand assets to promote business in a concerted and unified approach.

PHOTO CONTEST ANNOUNCED

Photo Context for Gandaki province was announced commencing from Nov 15, 2020 to Jan 15, 2021 in order to involve interested photographers, amateurs and upcoming photographers to share their travel experiences and contribute to the photo portal (photonepal.travel) created by the Board. This campaign was declared to enrich the photo bank of the Board by recognizing the effort and involvement of contributors for the promotion of tourism in the region.



Banner of the ongoing Photo-Contest



CEO'S SECRETARIAT

MAJOR PROGRAMS CONDUCTED BY THE SECRETARIAT OF THE EXECUTIVE COMMITTEE AND THE CHIEF EXECUTIVE OFFICER FROM JANUARY-DECEMBER 2020.

NATIONWIDE VIRTUAL INTERACTION TO CONSOLIDATE RECOVERY EFFORTS

In an effort to keep communication on with the private sector tourism industry in the provinces and to consolidate all recovery efforts, a nationwide virtual interaction was organized by Nepal Tourism Board (NTB) with key tourism stakeholders from Mechi in the east to Mahakali in the west on May 5, 2020.

Private sector representatives from the provinces shared their views on the best ways to take the tourism of the respective provinces forward post COVID 19. Suggestions were given regarding the position to be taken by NTB to support tourism during this period when tourism is one of the worst-hit business sectors. Similarly, inclusion in relief/ survival package was discussed with emphasis on decrease in loan interest / rescheduling of repayment, discount in rent/ utility charges, support in retention of employees etc. They also shared thoughts regarding revival and recovery of tourism in the aftermath of the crisis, suggesting focus on domestic tourism and promotion in India and China.

Tourism representatives from the region also requested NTB to prioritize the provinces through steady budget, tangible plan and execution for long-term sustainable tourism development of the region. Ideas were forwarded regarding establishing NTB presence in the provinces, developing required infrastructure in key and potential tourist areas of the respective provinces.

Similarly, NTB CEO Dr. Regmi updated the travel fraternity regarding NTB's rescue efforts in the crisis period, ongoing work with the private sector through series of meetings and online surveys for collection of data and feedback, for revival of the tourism industry. He expressed optimism and committed support from NTB for tourism development of the potential places of all the provinces.

INTERACTION ON PROCEDURES/ MECHANISM FOR IMPLEMENTING JOB RETENTION AND REFINANCING FUND

Nepal Tourism Board held a discussion/ interaction on 29th of Jestha 2077 to discuss with the concerned stakeholders about possible mechanism for the retention of job of the workforce in the tourism sector of the country. Following the uncertainty of the crisis of the COVID-19, a serious problem of leaving the job was witnessed in the tourism industry of Nepal. It was also assumed that tourism would face a serious scarcity of work force post COVID Crisis.

In the interaction the representatives of the trade showed their concern about this issue and urged the Government to announce some special packages to retain the workforce in the tourism industry. Similarly, most of the participants of the interaction program requested the government to work out for the refinancing facility to save the tourism industry.

INTERACTION ON RECOVERY OF NEPALESE TOURISM

Nepal Tourism Board (NTB) met with the Tourism Associations on 21 Baishakh 2077 to discuss about tourism recovery in the post COVID 19 period. In the program, NTB CEO Dr. Dhananjay Regmi presented summary of the recent industry survey conducted by NTB and shared tentative survival plan seeking industry feedback on the same. Similarly, representatives from the private sector and Former Member of NTB Executive Committee Mr. Yogendra Shakya, made a presentation on how the industry could survive until 2022. The President of HAN Ms. Shreejana Rana requested the Government for support to the private sector tourism industry in terms of concessions in basic amenities that would reduce operating cost and employee relief package.

Representatives from Trekking Agencies' Association of Nepal (TAAN), Nepal Association of Tour & Travel Agents (NATTA), Nepal Association of Tour Operators (NATO), Society of Travel & Tour Operators (SOTTO), Restaurant & Bar Association of Nepal (REBAN), Nepal Mountaineering Association (NMA), Nepal Association of Rafting Agents (NARA), Pacific Asia Travel Association (PATA – Nepal Chapter) Nepal Tourist Vehicle Association (NTVA) were present at the interaction program. The Heads of Departments of NTB were also present at the meeting.

A DISCUSSION ON THE DRAFT BILL OF TOURISM ACT 2035

A two-day interaction was organized by

Nepal Tourism Board on 31-32 Jestha 2077 to discuss and collect the suggestions and recommendations to be incorporated in the amendment of Tourism Act, 2035.

The CEO of NTB Dr. Dhananjay Regmi assured the trade representatives in the program that he would carry their voice to the government. Dr. Regmi also requested the Association representatives to hold necessary discussion among the executive members of the respective associations and submit their suggestions and recommendations to NTB.

The representatives of the Tourism Associations offered their suggestions in the program and further said that they would submit their suggestions to NTB within the time frame.

INTERACTION ON THE IMPACT OF COVID-19 IN TOURISM

Nepal Tourism Board conducted yet another interaction on 17 Ashad 2017 with all the concerned stakeholders to discuss about the impact of COVID-19 in tourism sector of Nepal. The program was attended by the Presidents of all major travel associations. The Minister for Culture, Tourism and Civil Aviation Hon'ble Yogesh Bhattarai also made his presence in the program to interact with the industry leaders to discuss about the plans to cope up with the pandemic.

Dr. Dhananjay Regmi, CEO of NTB highlighted all the efforts that NTB carried out for the survival of Nepalese tourism during the crisis in the first phase. He further reiterated NTB's efforts for revival of Nepalese tourism in the second phase. He urged the private sector to work collectively to come out of this crisis.

In the program, the industry representatives

presented their views and requested the Government to announce some special relief packages to save the sinking tourism sector of the country.

Honourable Tourism Minister assured the private sector that the Government was working seriously to address the situation. He further remarked that some relief packages for the tourism industry would be announced soon.

INTERACTION ON DRAFTING OPERATIONAL GUIDELINE FOR TOURISM RELATED PROVISION IN MONETARY POLICY 2077/078

An interaction program was organized by Nepal Tourism Board to discuss the drafting of the operational guidelines for the implementation of provision made for tourism industry in the recently released Monetary Policy on 06 Shrawan 2077.

Speaking at the program, Minister for Culture, Tourism and Civil Aviation Hon'ble Yogesh Bhattarai highlighted on the importance of joint-collaboration among the government, tourism entrepreneurs and laborers for the formulation of policy aimed at focusing on the revival and survival of the tourism industry so that those working in the tourism sector have their job retained.

Hon'ble Minister Bhattarai informed that the hotels and domestic airlines will open their businesses by adopting the World Health Organization (WHO) protocol and precautionary measures.

He further emphasized on compliance of the health guidelines by the tourism industries to combat the COVID-19 pandemic as prescribed by the World Health Organizations (WHO) so that the industries operate their businesses in a safe manner maintaining health and hygiene standards.

Similarly, Deputy Governor Mr. Chinta Mani Siwakoti said, the priority of the investment of the banks and financial institutions should be for the development of big infrastructure and tourism industry. Deputy Governor Mr. Siwakoti further added that the concessional loans to the tourism industry has been provisioned with a sole intention of revival and survival of tourism industry hoping that the employment will be generated and the jobs of laborers will be retained.

Secretary at the Ministry of Culture, Tourism and Civil Aviation Mr. Kedar Bahadur Adhikary said that the government is focused on the revival of the tourism sector in a phase wise basis. Secretary Mr. Adhikary emphasized on the survival of domestic tourism at the federal, provincial and local levels through the promotion, selection and branding of unique domestic tourism products in the international market

Chief Executive Officer (CEO) of Nepal Tourism Board Dr. Dhananjaya Regmi made a presentation on the impact made by the COVID-19 in the tourism sector, investment and jobs. CEO Dr. Regmi's presentation also incorporated how the NTB worked in collaboration with the government and tourism stakeholders to address the crisis and loss incurred by the tourism industries at the present time

Likewise, the presidents and representatives of Hotel Association Nepal (HAN), Trekking Association of Nepal (TAAN), and Mountaineering Association of Nepal, Tourist

Guide Association of Nepal (TURGAN) among others urged the government to expedite the process of launching of the operational guidelines so that the monetary policy will be implemented benefitting the tourism industry.

The interaction was mainly aimed at collecting the suggestions from the trade and making the recommendations to the Nepal Rastra Bank to incorporate the suggestions in the proposed Procedure of the package provisioned in the Monetary Policy 2077. The interaction was participated by the major industry leaders in the presence of the Minister for Culture, Tourism and Civil Aviation Hon'ble Yogesh Bhattarai, the Deputy Governor of the Nepal Rastra Bank Mr. Chinta Mani Siwakoti and the Secretary of the Minister of Culture, Tourism and Civil Aviation Mr. Kedar Bahadur Adhikari.

INTERACTION ON THE INTEGRATED TOURISM DEVELOPMENT OF PANCHASE AREA

To discuss and work out the plans for the integrated tourism development and promotion of Panchase area, an interaction was organized in Pokhara by Nepal Tourism Board on 21st of Shrawan 2077 amid the presence of the Chairman of the National Assembly of Nepal Right Hon'ble Ganesh Prasad Timilsina, the Minister for Industry, Tourism, Forest and Environment of Gandaki Province Hon'ble Bikash Lamsal, Hon'ble Members of the Provincial Assembly of Gandaki, the Mayor of Pokhara Metropolitan Mr. Man Bahadur GC, the representatives of the local bodies of Panchase Area, Representatives of Tourism Associations, Media people and other concerned stakeholders.

The CEO of Nepal Tourism Board Dr. Dhananjay Regmi highlighted on the objectives of the program. Similarly Dr. Regmi shed light on the potential of the Panchase area with special focus on the integrated development calling for the collective efforts of all concerned including the private as well as the government sector.

The chairman of the National Assembly of Nepal Hon'ble Ganesh Prasad Timilsina remarked Panchase being the national property and urged Provincial Government, NTB, other local bodies to work collectively to make Panchase a prime tourism destination of Nepal.

The other invitees of the program also highlighted on the touristic importance of Panchase and assured of their best possible support for the integrated development of Panchase Area.

The same day another interaction program with the Pokhara based entrepreneurs was also organized by NTB to discuss about the survival of tourism in Pokhara. The CEO of NTB Dr. Regmi briefed about the efforts carried out by NTB in the crisis of COVID-19. The entrepreneurs present in the program requested NTB to lobby with the Government to announce relief packages to the entrepreneurs.

NEPAL TOURISM BOARD AND KEY TOURISM STAKEHOLDERS DISCUSS SURVIVAL AND REVIVAL OF THE TOURISM INDUSTRY

Nepal Tourism Board (NTB) held an interaction program to discuss about the revival of the tourism industry with key tourism

stakeholders including Minister for Culture, Tourism and Civil Aviation Hon'ble Yogesh Bhattarai, Secretary of Ministry of Culture, Tourism and Civil Aviation Mr. Yadav Prasad Koirala, Association Heads, and Senior Tourism Professionals at NTB premises on 10 Mangshir 2077.

NTB CEO Dr. Dhananjay Regmi presented to the audience the steps taken by NTB, currently and in the recent past, to overcome the crisis caused by the global COVID-19 pandemic. He also called for a unified voice to move further with momentum towards tourism revival.

Representatives from the private sector requested for restart of tourism with clarity in communication and facilitation in entry protocol, for speedy recovery of the industry.

Secretary Mr. Koirala requested for joint effort with action plan to overcome the crisis. Meanwhile, Hon'ble Tourism Minister Mr. Bhattarai assured all the intense efforts to open the country up for tourism and also expressed commitment for full support from the Ministry for sustenance and revival of the industry.

LIST OF THE PROGRAMS PARTNERED BY CEO'S SECRETARIAT FROM JANUARY-DECEMBER 2020

- Partnership with Sindhu Tourism Development Committee for the organization of *1st Sukute Mahotasab* 2076, 17-20 Falgun 2076.
- Partnership with Jana Chetana Nepal for the organization of *Srastamaya Prastuti*, 17 Falgun 2076.

- Partnership with Meghauli Tourism Development Committee for the organization of *5th Meghauli Tourism Festival* 2076, 18-24 Falgun 2076.
- Partnership with MOCTCA for the *Interaction on Prospects and Integrated Plans to Develop Tourism in Province-1*, 05 Chaitra 2076.
- Partnership with MOCTCA for the *Interaction on Integrated Tourism Development of Kakani Area*, 02 Shrawan 2077.
- Discussion on the *Problems of Tourism Labour Force During COVID-19*, 19 Ashad 2077.

NEPAL TOURISM BOARD INITIATES ITS' EXPANSION AT PROVINCIAL LEVEL

In a bid to address the demand of travel trade fraternity of various provincial parts of Nepal and make tourism development programs of Nepal Tourism Board more effective and result oriented, Nepal Tourism Board has initiated the establishment and operation of NTB Provincial Offices in Biratnagar- Province 1, Janakpur- Province 2, Butwal- Lumbini Province, Birendranagar Surkhet- Karnali Province, Dhangadi in Far West Province in co-ordination with respective provincial Ministry of Industry, Tourism, Forest & Environment. MoU for the joint collaboration and co-operation for the establishment of NTB in provinces and joint programs was signed by the CEO of Nepal Tourism Board, Dr. Dhananjay Regmi with the respective provincial ministries. Similarly, NTB has taken the initiatives to establish and operate Tourist Information Centers effectively in Indo-Nepal

Border Cities of Nepal so as to facilitate the incoming and departing byland travelers. NTB CEO Dr. Dhanajay Regmi signed MoU with Local Level Municipalities and Sub-Metropolitan cities for joint collaboration.















Chhath - PC Mithun Kunwar



Tourist enjoying the view from Sarangkot, Kaski — PC CSK

MINISTERIAL MEETING

TOURISM MINISTERIAL MEETING

2020

Background

Tourism is an important economic sector in Nepal. Nepal has a comparative advantage in tourism due to Its Natural, Cultural, Historical, Religious, Ethnic products and its geo-political location. Over the last few decades its importance has been realized at various sections of Nepali society. Tourism is appearing in Nepal as a fertile sector for employment generation. In addition, it helps in distribution of its revenue yield to wider circles of society including far flung villages and backward communities. It threads together diverse people and communities for a unified economic activity. It can also cater to business as a small enterprise and that of big international investment.

However, climate change and over exploitation of certain tourist destinations has posed some threats on sustainable tourism. Nepal has made efforts in preserving natural and cultural resources. Conservation of forty four percent land area as national park or protected area and doubling the number of tiger population over few years are some of the success stories of Nepal in the area of conservation of natural heritage and products. Nepal wants to share its efforts and initiatives in global forums and join hands in promoting sustainable tourism.

Government Policy and Priority

Government of Nepal has designated tourism as a priority industry and is committed to formulating and improvising laws and rules conducive to investment in tourism sector. It has adopted liberal sky policy, has encouraged

foreign direct Investment (FDI) and has sensitized all people about the Importance and benefits of tourism. Local and Provincial governments have also prioritized tourism sector in their plans and policies. 15 " Five Year Plan projects the contribution of tourism to national GDP by 10%.

National campaign, Visit Nepal Year 2020 has been announced with a goal of two million international arrivals per annum.

1.2 Ministerial Meeting 2020

High-level gathering of tourism ministers in Nepal from around the world to coincide with the Inaugural Ceremony of Visit Nepal Year 2020 on 1st January 2020.

1.3 Rationality of Meeting

The historic agreement among world leaders at the United Nations in 2015 on a universal 2030 Agenda for sustainable Development committed all countries to pursue a set of 17 Sustainable Development Goals (SDGs) that would lead to a better future for all. The bold agenda sets out a global framework to end extreme poverty, fight inequality and injustice, and fix climate change until 2030. As the 17 SDGs and the corresponding 169 SDG targets offer the world a new direction, tourism can and must play a significant role in delivering sustainable solutions for people, the planet, prosperity and peace.

Tourism as an economic powerhouse is the third highest world category in export earnings, representing 10% of world GDP, 30% of services exports and 1 out of every 10 jobs in the world. Tourism has the potential

to contribute, directly or indirectly to all of the goals. In particular, it has been included as targets in SDG Goals No 8, 12 and 14 on decent jobs and inclusive and sustainable economic growth, sustainable consumption and production (SCP) and the sustainable use of oceans and marine resources, respectively.

The Resilience Council was created following the success of the International Travel and Tourism Crisis Management Summit, which hosted its first event in London in 2016. ITCMS grew from 2016, becoming a yearly event and paving the way for the Resilience through Tourism Summit, held in Amman, Jordan in 2018.

The Resilience Council, as a “go-to resilience expert” for anyone in the travel and tourism industry, provides a platform for professionals from various industries to share information and best practices regarding resilience, crises and disasters - both man-made and natural - in the context of tourism.

The Resilience Council for 2019 is to engage with not only the corporate travel and tourism industry, but also the leisure sector, proactively partnering with industry suppliers in order to become the quintessential resilience strategy platform. The success of Asian Resilience Summit, 2019 in Kathmandu has provided the specific orientation and direction towards Tourism Resilience.

1.4 Theme for the Meeting

The theme of the conclave is as follows:

“Sustainable Tourism through Preservation of Natural and Cultural Heritages”

1.5 Objectives of the Meeting

Specific objectives of the Ministerial meeting are as follows:

Share initiatives taken by respective countries for sustainable tourism

Make joint initiatives to fight against climate change and preservation of Natural/Cultural heritages/products

1.6 Expected Outcomes

Following are the expected outcomes of the Ministerial Meeting

To disseminate the initiatives taken by the participating countries and make a visible initiatives for sustainable tourism, achieving tourism resilience and combat against climate change promoting preservation of Natural and cultural heritages.

To streamline the participants respectful commitment for the success of Visit Nepal 2020 in achieving 2 million tourist.

ACTIVITIES PERFORMED

High level gathering of Tourism Ministers and distinguished delegates from seven different countries gathered together for a common theme of Sustainable Tourism through preservation of Natural and Cultural Heritage, which was organized on the auspicious occasion of Inauguration Ceremony of Visit Nepal 2020 in the gracious presence of Rt. Hon' Prime Minister of Nepal *Mr. K P Sharma Oli*.

The august meeting was moderated by Hon' Minister for Culture, Tourism and Civil Aviation *Mr. Yogesh Kumar Bhattarai* along with the Welcome Remarks. He begun with the introductory session of the His Excellences' and distinguished guest. Special remarks from Hon' Minister for Foreign Affairs, *Mr. Pradeep Kumar Gyawali* streamlined the theme of the meeting generalizing the Sustainability in Nepalese Context, prioritizing the essence of

Upcoming SagarmathaSambad that is being planned in 2020.

A key note presentation on the theme of Meeting was done by *Mr. Deepak Raj Joshi*, Former CEO of Nepal Tourism Board, highlighting the global and national scenario of the Sustainability, Sustainable Tourism and Tourism Resilience along with indication of the Nepalese initiatives.

Delegation Head from the participating countries, Bhutan, Cambodia, Qatar, India, China, Myanmar and India, highlighted the issue of Sustainable Tourism and Natural and Cultural Preservation citing the examples from their national context. Also the commitment for the support in Visit Nepal 2020 was really admirable.

Finally, a Special closing remark was forwarded by Rt. Hon' Prime Minister of Nepal highlighting the aspiration of "Prosperous Nepal, Happy Nepali". He highlighted on the importance of Mountains in the Global context. Similarly, he streamlined the tourism with the message of peace and prosperity to the different aspect of the community.

Special Remarks by Rt. Hon' Prime Minister of Nepal, Mr. K P Sharma Oli

Rt. Hon' Prime Minister of Nepal **Mr. K P Sharma Oli** providing special attention to the political struggle and transition period, highlighted the new era of good governance and aspiration of "Prosperous Nepal, Happy Nepali". Similarly, he emphasized the happiness of the people for each level of community and urged the necessity for fulfillment of the basic needs.

Admiring the basic character of Nepalese Society, "*AthitiDevoBhava*", he highlighted the diversity and tolerance between the communities.

He highlighted on the importance of

Mountains in the Global context. Similarly, he importantly linked the mutual relationship between Mountains and Small Island countries and provided special attention on the holistic approach to understand the mountain. He streamlined the tourism with the message of peace and prosperity to the different aspect of the community.

CONCLUSION

The Ministerial Meeting 2020 on the occasion of Inaugural Ceremony of Visit Nepal Year 2020 was successfully organized jointly by Ministry of Culture, Tourism and Civil Aviation in coordination with Nepal Tourism Board and Visit Nepal Year 2020 Secretariat on 1st January 2020 on the theme of "Sustainable Tourism through Preservation of Natural and Cultural Heritage".

Rt. Honorable Prime Minister of Nepal **KP Sharma Oli**, Hon' Minister for Culture, Tourism and Civil Aviation **Mr Yogesh Kumar Bhattarai**, Hon' Minister for Foreign Affairs **Mr. Pradip Gyawali** along with the Hon' Ministers and Distinguished High level Delegation led by **Mr. Dorji Dharadhul**, Director General, Tourism Council of Bhutan; **Seila Hul**, Advisor to the Ministry of Tourism of Cambodia; **Mr Wang Xiaofeng**, Assistant Minister, Ministry of Culture and Tourism, China; **Mr. Prabhad Singh Patel**, Minister of State (independent) Charge of Tourism, India; **Mr. Edmund Curtis Bartlett**, Honorable Minister from Jamaica; **Mr. Ohn Maung**, Minister, Myanmar and **Mr. Rashed Saeed A A Al-Marri**, Chief Marketing and Promotion Officer, National Tourism Council, Qatar participated in the august gathering.

Realizing the need of commitment for adoption of Sustainable Tourism initiatives through conservation and preservation of Natural and Cultural Heritages and Products

and streamlining the urgency for the initiatives of Tourism Resilience, the Tourism Ministerial Meeting 2020 hereby concludes as follows:

Share the initiatives taken by respective countries for the Sustainable Tourism and establish a mechanism of knowledge transfer for Sustainable Tourism development.

Make joint initiatives to fight against

Climate Change and Preservation of Natural and Cultural Heritage and products.

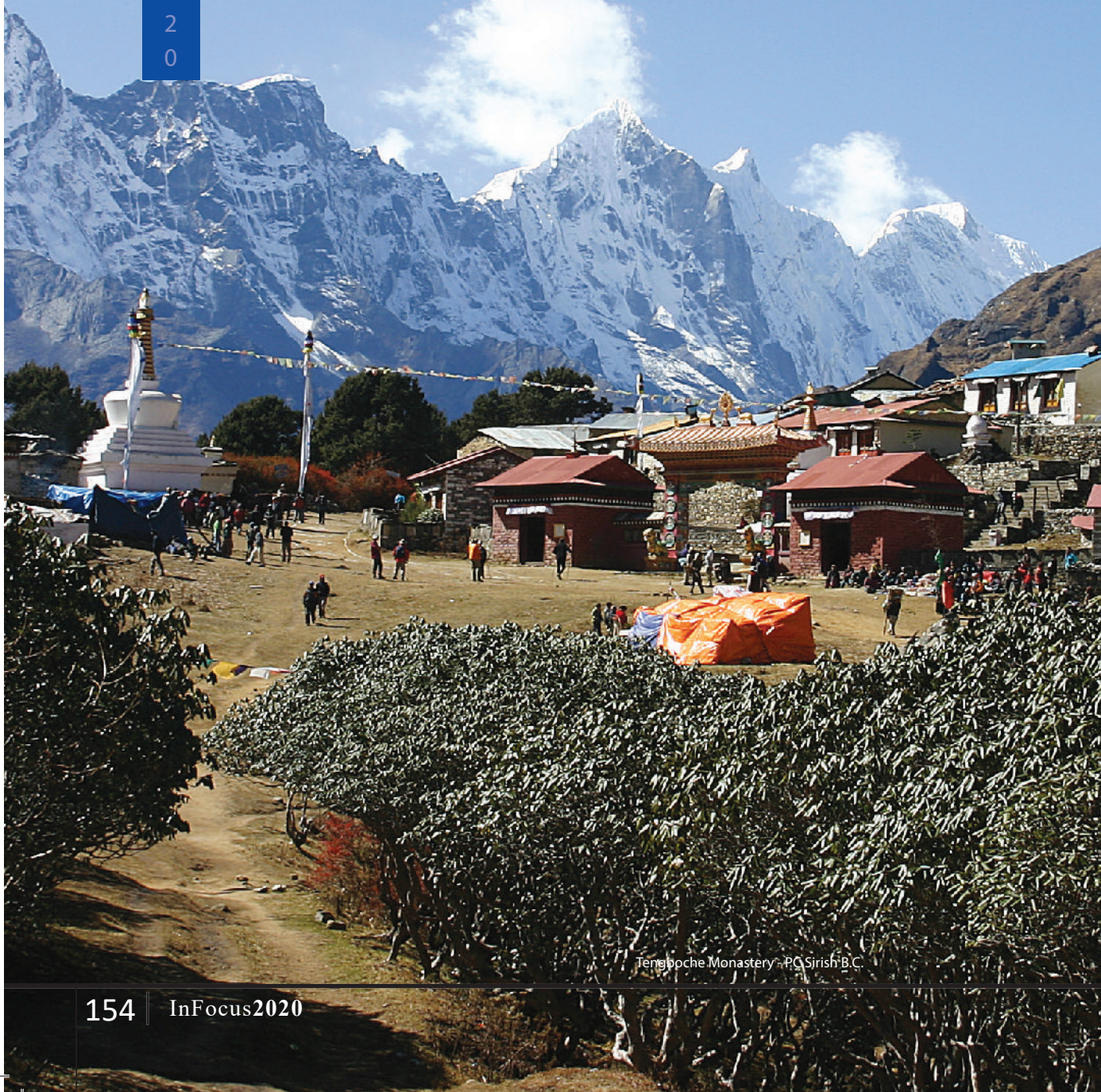
Establish a Asian Resilience Center (Regional Resilience and Crisis management Center) in Kathmandu, Nepal.

Well-wishing Commitment for successful conduction of Visit Nepal 2020 Campaign.









Tengboche Monastery - PC Sirish B.C.

EVACUATION OF FOREIGN TOURISTS DURING COVID-19 CRISIS

INTRODUCTION

This report is being made amidst the global crisis of pandemic caused by Novel Coronavirus (COVID 19) which has gripped the entire world. As of now, according to Johns Hopkins University Coronavirus Resource Center, 205 countries and territories have more than 1.2 million confirmed COVID 19 cases, over 60,000 people have lost their lives while around 250,000 people have recovered from the illness. All these figures are changing minute by minute. This new virus infection was first reported in the Chinese city of Wuhan, Weibei Province, in the late December 2019. According to news reports around the world, global economy is devastated, hundreds of millions of people are rendered jobless, several thousands are at the brink of starvation, the humanity has been experiencing one of the most difficult and painful times in its history. Terror of the invisible enemy is looming large and no clear remedy has been found to get rid of it except for precautionary and preventive measures and auxiliary treatments.

In Nepal, the total confirmed cases of COVID 19 are 9 as of now, and one person has already recovered. The first case of COVID 19 was reported in Nepal on 13th January of 32 year old Nepali student who was studying at Wuhan University of Technology, Wuhan China. After treatment as per WHO guidelines, he recovered and was discharged from the hospital. Tests of suspected cases are undergoing, along with other measures like

quarantines and isolations of the needy people put in place. Nationwide Lockdown has been put into effect since 23rd March.

NEPAL TOURISM BOARD AND CRISIS RESPONSE UNIT: A BRIEF HISTORY

Nepal Tourism Board (NTB), national tourism organization established as a statutory body in 1998 in public private partnership model, has been developing tourism of Nepal and promoting our rich Nature, Culture, Adventure, pilgrimage, cuisine and people globally from the beginning. During the hour of crises, NTB has always been at the forefront to safeguard tourism image of Nepal in all adverse circumstances like insurgency; various political strikes, *bandas*, and *chhakkajams*; royal massacre and the most poignantly in the wake of 2015 earthquake. In all situations, NTB has made its full effort to keep intact Nepal's tourism image as a premiere holiday destination. The graph of the tourist arrivals over these two decades demonstrates the resilience and recovery picture of Nepalese tourism. When the devastating earthquake hit Nepal in 2015 killing over 8000 people, injuring hundreds of thousands and destroying thousands of houses and archeological and historical monuments, Nepal's tourism image was severely damaged. People had started losing hope about the future of Nepal's

tourism. Notwithstanding all the speculations, NTB steadfastly came up with recovery plans and battled to clear the confusion through all possible promotional strategies in coordination and partnership with Government, private sector, I/NGO and all stakeholders. As a result, 2016 witnessed a robust growth in the arrival and we reached the pre-earthquake situation. The following year recorded even a remarkable increase in the arrivals, tourism sector of Nepal recovered fully and started moving in its full capacity.

First official Tourism Crisis Response Unit (TCRU) consisting of 15 members was formed at NTB with cabinet decision in 2003 with Minister of Culture, Tourism and Civil Aviation (MoCTCA) as Chairperson and Chief Executive Officer of NTB as Member Secretary. That unit remained dormant since then. However, a Crisis Response Unit at NTB has always been activated as and when required and it works in coordination with MOCTCA, Tourist Police and other private sector stakeholders.

OBJECTIVES OF NTB CRISIS RESPONSE UNIT IN THE PRESENT CONTEXT

To mitigate with the present COVID 19 crisis, Crisis Response Unit at NTB was revived on 2nd March 2020 to function under the supervision of CEO of NTB Dr. Dhananjay Regmi with following objectives:

- Update the status of the traditionally established markets, emerging markets and potential markets of Nepal's tourism and the number of arrivals from each of them
- Explore new market segments and work out strategies to penetrate those markets

if required keeping in view the growing crisis caused by COVID 19

- Communicate perpetually about the status of crisis in Nepal and around the world to all the tourism stakeholders and make necessary informative materials for precautionary and preventive measures
- Set crisis plan for marketing and promotion, product development and research
- Develop a modality to track the tourists stranded across the nation and keep record
- Formulate evacuation plan for those tourists who are in desperate need
- Formulate recovery plan
- Way forward

HOPE AND DESPAIR IN THE FIRST MONTH OF NEW YEAR

Due to conducive environment in political and socio-economic sectors and improved infrastructure across the nation, Government of Nepal along with private sector launched a national tourism campaign, Visit Nepal Year 2020 by setting a target of two million international tourists a year. Launch of the VNY2020 campaign was made on first of January in Kathmandu and all Provinces simultaneously amidst huge gatherings and gusto. Similarly, all diplomatic missions of Nepal abroad launched the campaign in their respective countries. The whole nation was galvanized into the collective mission of tourism promotion and development. The trend in growth of arrival number was encouraging. Promotional programs were designed with specific targets from each market and things were gaining momentum.

Unfortunately, in the middle of January, some countries, especially China started facing an unanticipated crisis of COVID 19 that gripped the whole world within few weeks and turned everything upside down. Nepal was put in the high risk zone by WHO due to its proximity to China, the then epicenter of the disease. As the epidemic advanced into pandemic, tourism sector appeared to be the first victim with hotels and restaurants remaining empty, airlines grounded, entertainment activities closed and movement curtailed. Tourism, one of the important sectors of foreign currency earnings in Nepal succumbed to the global tragedy.

EVACUATION WORKS

When the nation-wide lockdown came into effect, free movement of the people and tourists was totally curtailed. Then it led to the inconvenience for the tourists stranded in various parts of the country to come to the respective district headquarters and to Kathmandu. A total of 215,111 international tourists had entered Nepal in the months of January, February and March of 2020 and around 10,000 tourists (according to Immigration Department) were reported to be in Nepal by the time the international and domestic flights in Nepal were closed followed by nation-wide lockdown made effective from 23rd of March. As a result, quite a large number of tourists were found stranded in various parts of the nation in desperate need of being evacuated

for the repatriation to their respective countries.

Keeping in mind the urgency of the matter, a high level meeting held on 27th March 2020 under the coordination of Home Secretary, assigned NTB to expedite evacuation of the stranded tourists as urgently as possible in close coordination with concerned foreign diplomatic missions in Kathmandu and Delhi, Chief District Officers, local bodies, airlines and tourist vehicle service providers.

NTB, with the support and coordination with the above mentioned agencies and institutions, could successfully evacuate 1,721 tourists of various nationalities from more than 21 places of the country from March 27 to April 3, 2020 and brought them safely to Kathmandu. Most of the evacuees have already gone back homes.

This report illustrates some of the major activities and initiatives Nepal Tourism Board and Crisis Unit undertook for information dissemination and networking among tourism fraternity of Nepal and all concerned stakeholders regarding the crisis caused by COVID 19, evacuation works of the stranded tourists, and way forward for the future course of action.

CRISIS RESPONSE UNIT

The Team Members of the Crisis Response Unit formed to address the COVID 19 crisis.

Kathmandu:

Dr. Dhananjay Regmi- CEO, NTB

Ms. Nandini Lahe Thapa- Sr. Director, NTB

Mr. Lila Bahadur Baniya- Off. Director, NTB

Mr. Laxman Gautam- Sr. Manager, NTB

Ms. Shradha Shrestha- Manager, NTB

Mr. Kabindra Bhatta- Officer, NTB

Ms. Roshni Poudel- Officer, NTB

Ms. Smithu Ghising- Media Consultant

Ms. Asmeeta Kapali- Inspector, Tourist Police

Mr. Ashok Pokhrel- Rep, Private Sector

Mr. Raj Gyawali- Rep, Private Sector

Pokhara:

Mr. Kashiraj Bhandari- Sr. Director, NTB- Gandaki Province

Mr. Biden Chhetri- Sub-Inspector- Tourist Police, Pokhara

Mr. Bikal Tulachan- President, Hotel Association Nepal

Crisis Response Unit Activities:

- Right after the formation of the Crisis Response Task Force, the Unit started updating and disseminating the latest information on immigration, flight operations and Government's decisions related to COVID-19 through Press Releases under NCOVID-19| Nepal Tourism Status Update.

- The same was shared extensively by Nepal Tourism Board's social media channels.
- The Unit also immediately operated 24 hours NTB Crisis telephone: 9851254666 and email: crisiscell@ntb.org.np, through which all the stranded tourists could communicate directly with the NTB team regarding information or any other issues pertaining to crisis.
- Similarly, a pocket card "Just-In-Case" was brought out and distributed to all. The Card had important COVID hotline number and other emergency contact numbers in Kathmandu. The same was distributed from the Tribhuvan International Airport's arrival lounge and other places like hotels and restaurants.
- A total of 786 emails have been received and responded from crisis cell email from 4th March to 3rd April 2020.
- On 23rd March 2020, the Unit launched "Stranded in Kathmandu, Stranded in Pokhara, Stranded in Chitwan" to collect information on the tourists stranded at these places. A local person was designated as a focal person in each place who communicated and coordinated the issues with the central team in Kathmandu.
- After the Government of Nepal announced lockdown across the whole nation, the Crisis Unit came in more action. As per the decision at Home Ministry on 14 Chaitra 2076 (27th March 2020), Nepal Tourism Board was given authority to lead the Rescue of Stranded Tourists and bring them to Kathmandu from all over Nepal.



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 (Teku) ☎ 014253396
Gandaki Hospital (Pokhara) ☎ 061520067





Nepal Tourism Board

NCOVID-19 Threat | NEPAL TOURISM Status Update

Kathmandu | 26th February, 2020

This is to bring you all the updates on the current status of Nepal regarding the threat of the **Wuhan Coronavirus (COVID-19)**.

- Ministry of Health & Population, Government of Nepal has confirmed the only "positive" case registered so far has been a Nepali national, who is now fully recovered. He has been discharged from the hospital within the week since the last observation on the test results were done. (Source: Ministry of Health & Population, Government of Nepal)
- To date, besides the above-mentioned case no other Nepali or citizen of another country has been identified as being infected by the virus. (Source: Ministry of Health & Population, Government of Nepal)
- The 174 university students and Nepali nationals who were brought to Nepal on 14th of February 2020, from Wuhan, China, were sent to the special quarantine unit away from human settlements with all modern testing and monitoring facilities. They will remain in quarantine for 2 weeks before their discharge. So far none of them have shown signs of the infection nor confirmed as being infected by the virus. (Source: Ministry of Health & Population, Government of Nepal)
- The security measures taken at the Airports, Borders and Hospitals are still active in the same manner and a special Task Force team is actively overseeing the measures taken, under the direct supervision of the Ministry of Health & Population. The Ministry is also furnishing a daily SITREP to the World Health Organization (Source: Ministry of Health & Population) - Civil Aviation Authority of Nepal (CAAN)
- Sukraraj Tropical and Infectious Disease Hospital (STIDH) - Kathmandu is now equipped with a special unit with all the required medical & staffing facilities and is ready to serve the public in any situation that might occur. Other hospitals under the instruction of the Ministry of Health & Population have certain sections isolated and kept ready for any emergency should that arise. (Source: Ministry of Health & Population, Government of Nepal)
- Steps are already been taken to create awareness on the outbreak among tourism industry and general. Accordingly Ministry of Health & Population, Ministry of Culture, Tourism & Civil Aviation and Nepal Tourism Board are working closely to combat the spread of the Coronavirus within all tourist hotspots of the country. The Government is vigilant to ensure the safety of everyone.

As such, we are pleased to inform that we are doing our best to keep Nepal safe with whatever available resources we have from the COVID 19 threat. Should there be any changes on the ground we will keep you updated.

As of now, no cancellations or alterations are required for travel to Nepal.

Please visit the World Health Organization (WHO) link below for safety tips while travelling
<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/advice-for-public>

COVID-19 Situation Update #4

Date: March 11, 2020

Nepal Tourism Board is continuously monitoring the information updates regarding COVID-19 for Nepal to maintain the official information dissemination. The latest updates are:

- Department of Immigration, Nepal has included 3 more countries Spain, Germany and France to the list of countries for which there will be temporary suspension of On-Arrival Visa. The total number of listed countries is now 8 including China including Hong Kong, Japan, South Korea, Italy, Iran, France, Germany and Spain. They are as per the global recommendation and measures of World Health Organization. (Source: <http://www.nepalimmigration.gov.np/>)
- The suspension of On-Arrival Visa facility shall be effective from 10th March for China including Hong Kong, Japan, South Korea, Italy, & Iran. Whereas, for Germany, Spain and France, the rule will be applicable from 13th March 2020. (Source: <http://www.nepalimmigration.gov.np/>)
- However, nationals from these countries and all travellers coming from these countries, willing to visit Nepal can obtain visa beforehand from the respective Nepali Missions abroad. These applicants including the nationals transiting from these countries bound to arrive Nepal are required to submit a recently issued health certificate stating that they are not infected by COVID-19 along with their visa applications. This document will be scrutinized both at the immigration counter at Tribhuvan International Airport and land border entry-exit points of Nepal. (Source: <http://www.nepalimmigration.gov.np/>)
- The above rule shall be applicable to **everyone** coming to Nepal from the 8 listed countries.
- Also, all Nationals of these 8 countries are required to produce the Health Certificate despite the region or country they are currently living at or coming from. (Source: <http://www.nepalimmigration.gov.np/>)

NTB has introduced a "Just in Case" card with all the important numbers and email id for queries regarding COVID-19. This will be distributed from the Immigration Counter at TIA and from all entry points to Nepal.



Update on COVID-19 (Wuhan Coronavirus)



Date: March 3, 2020

Nepal Tourism Board (NTB) would like to appraise all concerned about the series of measures implemented by the Government of Nepal to reduce imported cases and the community transmission of the COVID-19 (Wuhan Coronavirus) in Nepal.

1. The Government of Nepal is monitoring the spread of Coronavirus (COVID-19). Taking into account the global recommendations and measures of the WHO, the Government of Nepal has decided to temporarily suspend visa-on-arrival for the nationals of the following countries, effective from March 15, 2020 until the date of further notice:

1. People's Republic of China, including Special Administrative Regions
2. Islamic Republic of Iran
3. Italy
4. Republic of Korea
5. Japan

However, those wanting to travel to Nepal can obtain visa beforehand from the Nepal Mission abroad. Applicants in these countries are required to submit a recently issued health certificate with the visa application. (Source: www.nepalimmigration.gov.np)

2. The Tribhuvan International Airport, which is the only international point of entry by air, has stepped up screening measures using additional thermal scanners, thermal guns, sanitizing spray and an increase in the number of health assistants. (Source: Ministry of Health and Population)
3. A new provision of announcement has started at the arrival section in TIA for necessary screening for all passengers.
4. Travellers experiencing symptoms (discovered through checks or via self declaration) are immediately quarantined and more tests are to be conducted by the Sukraraj Tropical and Infectious Disease Hospital, which is equipped with a special unit and trained medical staff. A quarantine facility has also been established and is on standby just on the outskirts of the city of Bhaktapur. (Source: Ministry of Health and Population)
5. The Health Ministry has requested the public to temporarily suspend all major gatherings in order to reduce the risk of community spread. (Source: Ministry of Health and Population)

At the Nepal Tourism Board, the Crisis Response Unit will be posting regular updated advisories on the COVID-19 threat on our official website and social media channels.

Official Reference Websites:

Nepal Tourism Board: www.seelcomenepal.com
Department of Immigration: www.nepalimmigration.gov.np/
Ministry of Health and Population: www.mohp.gov.np
Sukraraj Tropical and Infectious Disease Hospital: www.stidh.gov.np/
Health Emergency Operation Center: www.hoec.mohp.gov.np

COVID-19 Update #5



Contact details of

NEPALESE DIPLOMATIC MISSIONS ABROAD (8 listed countries)

China

Embassy of Nepal, Beijing

No 1, Xi Liu Jie, San Li Tun, Beijing 100600
Visa & General Enquiry: +86-10-6532 1795
Passport & Consular matters: 6532 1795 Ext. 18
Office of the Ambassador: 6532 5728, 6532 1795
Email: beijing@nepalembassy.org.cn
Web: cn.nepalembassy.gov.np

Honorary Consulate of Nepal, Shanghai

16A, No.669 Beijing Road(W), Shanghai 200041
Tel. No: 021-6272 0259
Email: ncshanghai@hotmail.com
Web: www.nepalconsulatehanghai.org.cn

Consulate General of Nepal, Hong Kong

Unit 715, China Aerospace (North) Tower, Concordia Plaza,
1 Science Museum Road, TsimShaTsui (East) Kowloon
Tel. No: +852-2369 7813
Email: cghk@hkmtraveltour.com
Web: www.hkg.nepalconsulate.gov.np

Consulate General of Nepal, Lhasa

Norbuldingka Road 13, Lhasa, Tibet
Tel. No: 0891-6815744, 6822 881
Email: cglhasa@mofa.gov.np
Web: www.lxa.nepalconsulate.gov.np

France

Embassy of Nepal

45 bis, Rue des Acacias 75017 Paris
Tel. No: +33 (0) 1 4622 4867
Tel. No: +33(0) 1 7716 5257 (For passport and consular service)
E-mail: nepalparis@roos.fr
compas@mfra.gov.np

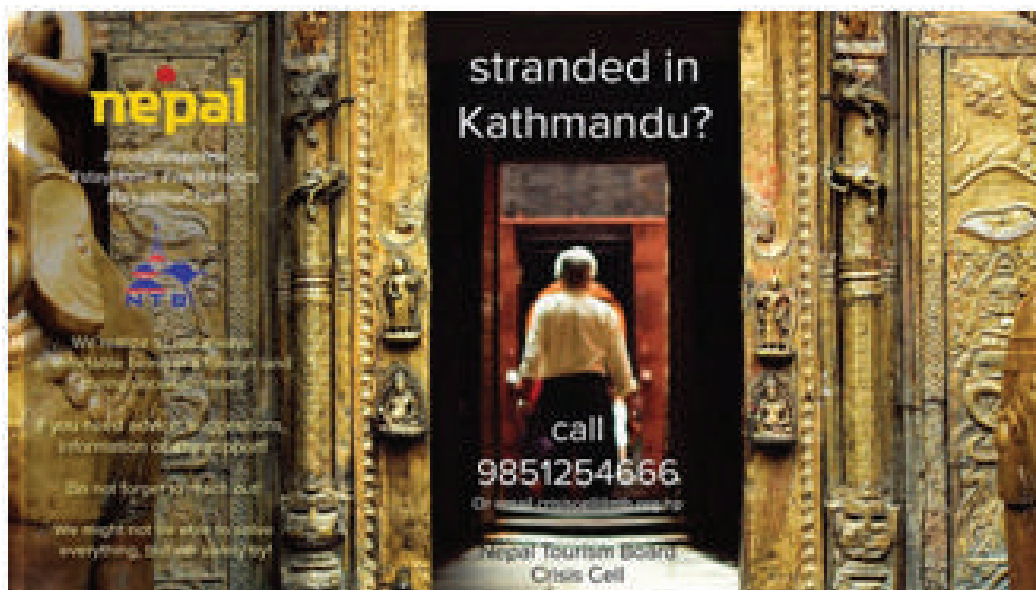
Iran

Embassy of Nepal

House No. 6, Gomal Road, E-7
Islamabad, Pakistan
Tel. No: (+92-51) 2610317, 2610318
Email: ncpcom@comsats.net.pk
emissionah@mfra.gov.np

Nepal Honorary Consulate, Tehran

Suit # 17, No 10 26th St., Quem Magam
Farshani St., Minshari St.
Tehran 1553954513 IRAN
Tel. No: +98 21 88845658
Email: info@nepaliran.com





 **Nepal Tourism Board**
www.welcomenepal.com

Date: 27 March 2020

IMPORTANT NOTICE!
#strandedinnepal

All the tourists stranded in Pokhara and willing to fly back to Kathmandu are hereby advised to send us the following details to our email address crisiscell@ntb.org.np as early as possible:

1. Name
2. Nationality
3. Contact Address (Hotel and Cell Number)
4. Date of Entry to Nepal

Hurry up and send us your details as the seats are limited in number. Please note that passengers need to pay the airfare themselves.

We are trying our best to help you.

Nepal Tourism Board

 **Nepal Tourism Board**

Important Notice

It has come to our notice that some Associations have started announcing fixed overland departures without consulting NTB who has the sole authority to issue the permission. NTB has to follow certain strict health guidelines and conditions as laid down by the Government. We request you to strictly instruct your members NOT make such provisions without the prior written permission and coordination from NTB.


All arrangements will be made by NTB in coordination with the respective CDO Office. Any association/agency found going against this rule shall be liable for the prosecution from the Government of Nepal

 **Nepal Tourism Board**
www.welcomenepal.com

IMPORTANT NOTICE FOR STRANDED NEPALI IN LUKLA

There will be total of 8 flights scheduled for 29th March 2020 from Lukla to Kathmandu specially for Nepali Tourists, Guides and Support Staffs stranded in Lukla.

For more details please contact **Mr. Ang Phurba Sherpa**, Ward Chairman of Khumbu Pasanglhamu Rural Municipality (9851096380) or the Tourist Police.

 **Nepal Tourism Board**

Important Notice

The NTB Crisis Cell is working relentlessly for the stranded tourists by arranging boarding, lodging and rescue flights. We would like to express our gratitude and appreciation to the many tourism entrepreneurs especially in Pokhara, Kathmandu and other places who are offering free accommodation and meals to the stranded tourists.

However, it has come to our notice that unfortunately some Travel Operators are charging overpriced rates to the tourists for domestic flights and overland travel. This is totally against the principle of Nepal's Tourism industry and we request the entrepreneurs not to charge the tourists more than the regular established prices.

Kindly note that discrepancy in the above fares will lead to official action against the Agency. Now is the time to help our stranded guests. Business will come later.

LAUNCH OF WWW.STRANDEDINNEPAL.COM WEBSITE

This document highlights the efforts made in relation to the www.strandedinnepal.com website that aligned itself with the Nepal Tourism Board Crisis Cell and assisted the rescue of stranded travellers post the lockdown in Nepal in relation to the Covid19 Crisis.

Timeline

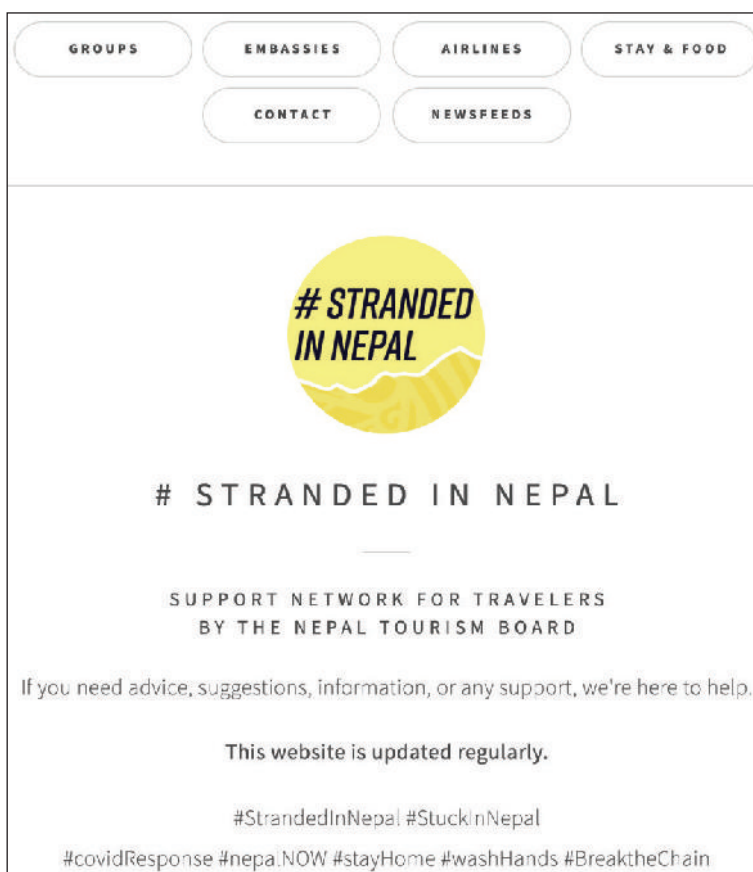
21st March 2020 - The Stranded in Nepal posters with the Crisis Cell Hotline were launched via the social media channels of Nepal Tourism Board and the Nepal Tourism Think Tank. It became viral immediately as per need.

22nd March 2020 - The Crisis Cell Hotline started getting inundated with requests from stranded travelers from all across the nation.

23rd March 2020 - One of the members of the crisis cell reached out to Ian Cumming, who was part of the initiative in Berlin www.strandedinBerlin.com. Within an hour and a half, Ian purchased, designed the website, developed groups on WhatsApp and Telegram and had a twitter account ready to go.

NOTE: the website included links to the self help groups, link to lists of embassies, a map of hotels and restaurants still open, and a messaging system to stranded travelers.

24th March 2020 - The website was launched in the morning, and immediately started getting traction and bringing together different travelers from all over Nepal into the repository.



RESULTS AS ON 03 APRIL 2020

Followers on Twitter - 200+ including Al Jazeera Correspondents, Ambassadors, Journalists

No. of Informational tweets - 300+

Followers on Instagram - 80+

Website visitors - 4800

Unique clicks on Website - 7100

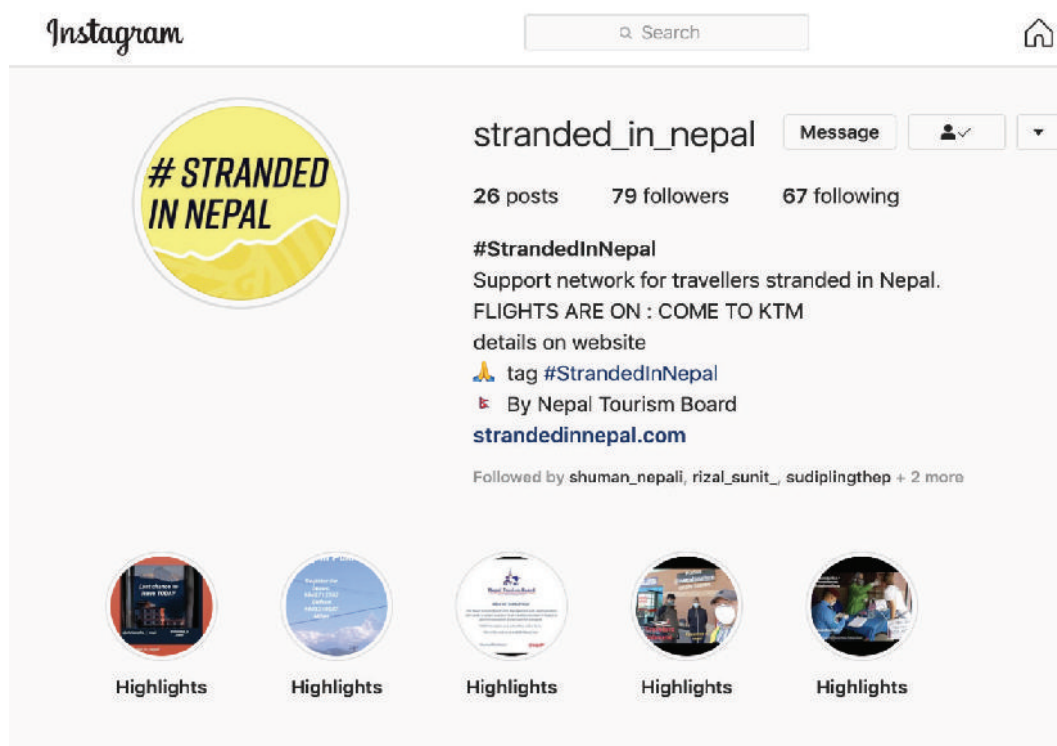
Total number of members on the various whatsapp self help groups (some might be repeat)

#strandedinnepal in the media

TTR Weekly: [https://www.ttrweekly.com/.../stranded-in-nepal-network-res.../...](https://www.ttrweekly.com/.../stranded-in-nepal-network-res.../)

Resilient Destinations: <https://www.resilientdestinations.com/blog-database/stranded-in-nepal-covid-coronavirus-traveller-recovery-network>

CNN: <https://edition.cnn.com/travel/article/nepal-trekkers-stranded-coronavirus-scli-intl/index.html>





EVACUATION OPERATIONS

Nepal Tourism Board assigned to coordinate evacuation works

As per the understanding of high level meeting held on 27th March 2020 (14 Chaitra 2076) under the chairmanship of Home Secretary regarding “Rescue of stranded Tourists in various parts of Nepal”, NTB was authorized to issue permission for all air and surface rescues. A direct request letter/email from NTB to all District Administration Offices, Civil Aviation Authority Nepal would facilitate for permissions for the movement of flights and four wheelers.

Upon receiving a valid request letter/email from respective Embassy/Diplomatic mission, NTB would forward the flight/vehicle request permission to the concerned departments and offices. NTB worked in close coordination with Ministry of Foreign Affairs, Ministry of Home Affairs and Ministry of Culture, Tourism and Civil Aviation, District Administration Offices, local bodies, communities, tourism associations, airlines operators, vehicle services, social workers, tourism entrepreneurs and local stakeholders.

This important responsibility granted by the Government of Nepal to NTB played a pivotal role in carrying out rescue operations without any delays.



EVACUATION THROUGH CO-ORDINATION WITH CONCERNED OFFICES AND STAKEHOLDERS

Apropos of the responsibility entitled at the meeting at Home Ministry, NTB wrote letter to all Chief District Officers of 77 districts inquiring whereabouts of the tourists stranded in their respective districts. The CDO offices of all the districts promptly responded to the rescues once they received the request from NTB. The total land rescues made in co-ordination with various District Administration Offices as per the request of Diplomatic Agencies and Embassies were of 807 passengers from Pokhara, Taplejung, Jomsom, Annapurna Base Camp, Muktinath, Langtang, Gorkha, Chitwan, Salleri, Jhapa, Kande, Lete, Sankhuwasabha, Gulmi, Beni etc. The land rescues started from 27th March

till 3rd April 2020. The total number of vehicle permission letters/emails requested from Crisis unit was 22.

Similarly, CrisisUnit also worked directly with the Flight-Permission Department of Civil Aviation Authority of Nepal for operating rescue flights from all over Nepal especially from Lukla, Pokhara, Taplejung, Pangboche and Phaplu. The total number of tourists rescued by air was 844. The total number of flight permission letters/emails requested from Crisis unit was 29. As a member of the Crisis Unit, the Tourist Police also had an important role in managing the rescues in both Kathmandu and Pokhara.

Pokhara Tourism Council (PTC), Hotel Association Nepal –Pokhara and Restaurant and Bar Association Nepal (REBAN)-Pokhara facilitated Nepal Tourism Board by motivating local hotels and restaurant owners to cater necessary services to foreign tourists stranded

in Pokhara. Tourist Police in Pokhara facilitated and monitored foreign tourists' movement from Pokhara to Kathmandu. Likewise, Pokhara Metropolitan City and CIWIC clinic provided medical team to monitor the health condition of the travelers moving towards Kathmandu. TAAN –Gandaki Province also helped to track and facilitate foreign travelers in and around Annapurna. District Administration Offices in Manang, Mustang and Myagdi helped Nepal Tourism Board by issuing necessary land transportation permit to the stranded tourists in Annapurna Region. Likewise, Annapurna Rural Municipality Ward Chairman and Annapurna Conservation Area Project (ACAP) were also involved in tracking, reporting and facilitating evacuation of foreigners stranded in various parts of Annapurna Region.

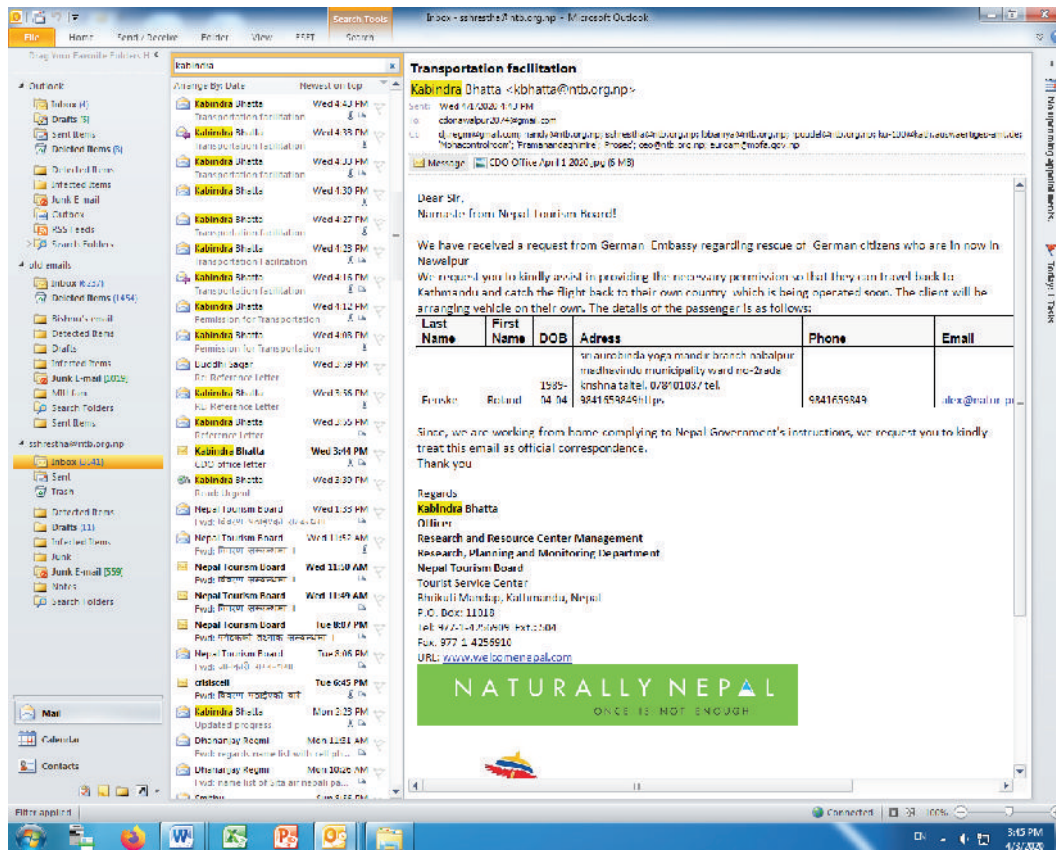
Similarly, DharcheManaslu Rural Municipality in Gorkha was actively involved in facilitating evacuation of foreigners stranded in Manaslu Region. District Administration Office provided vehicle permit to the foreigners being rescued. National Trust for Nature Conservation (NTNC) in Manaslu extended necessary help for the evacuation efforts by tracking, reporting and monitoring trekkers in Manaslu region.

Many trekkers stranded in Sagarmatha Region were evacuated to Kathmandu in active co-ordination with KhumbuPasangLahmu Rural Municipality, Lukla Ward Chairman and Hotel Association Lukla. Local body and Hotel Association in Lukla announced free lodging and food to the foreigners stranded at Lukla. Likewise, Lukla Ward Chairman Mr. AangPhurba Sherpa actively coordinated with NTB to record all the foreigners stranded in Lukla and facilitate their evacuation flights to Kathmandu.

Nepal Airlines Corporation promptly addressed the crisis call to operate evacuation

flights from Lukla to Kathmandu. Other airlines: Tara Air, Sita Air and Summit Air also operated their frequent evacuation flights from Lukla to Kathmandu. District Administration Office in Solukhumbu helped to rescue foreigners by issuing necessary land transportation permit to the foreigners stranded in SoluSalleri. Makalu Barun National Park Office kept in contact with foreigners and facilitated for their movement to Kathmandu. District Administration Offices in Sankhuwasava, Jhapa, Gulmi also facilitated for providing necessary land transportation passes to the stranded foreigners in their respective districts.

Many stakeholders were actively engaged in Kathmandu for necessary arrangements for the foreigners to be evacuated from various parts of Nepal. Tourist Police wholeheartedly supported all the efforts of NTB for effective evacuation of foreigners in Nepal. Thamel Tourism Development Committee (TTDC) facilitated NTB to receive the evacuated foreigners and arrange them the accommodation in Kathmandu. Likewise, Hotel Association Nepal (HAN) also requested its member hotels to cater services to the foreigners stranded in Nepal. Trekking Agencies Association of Nepal (TAAN) also helped to track and report foreigners stranded in various parts of Nepal. Likewise, Bhaktapur Tourism Development Committee (BTDC) also coordinated to facilitate the passage of the stranded foreigners in Bhaktapur.

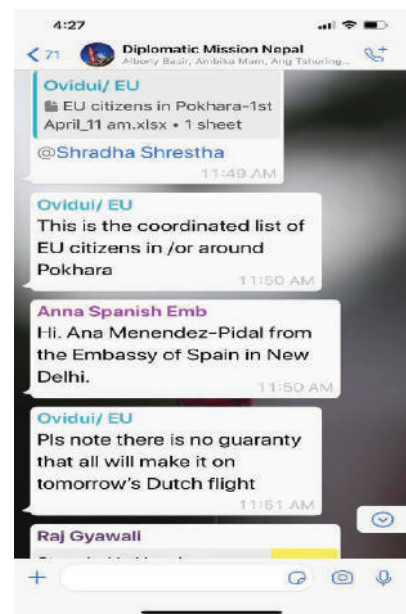


CO-ORDINATION WITH INTERNATIONAL AGENCIES:

After the announcement of Nepal Lockdown on 23rd March, Nepal Tourism Board started working with various Embassies and Diplomatic Missions on how to get the stranded passengers who were all over Nepal to Kathmandu and safely get them back to their homes. NTB facilitated the transfers and passage of their respective nationals both by air and land in coordination with DAOs and CAAN. NTB worked as the focal point for all information and communication related to rescue for all the Embassies and Diplomatic Missions.

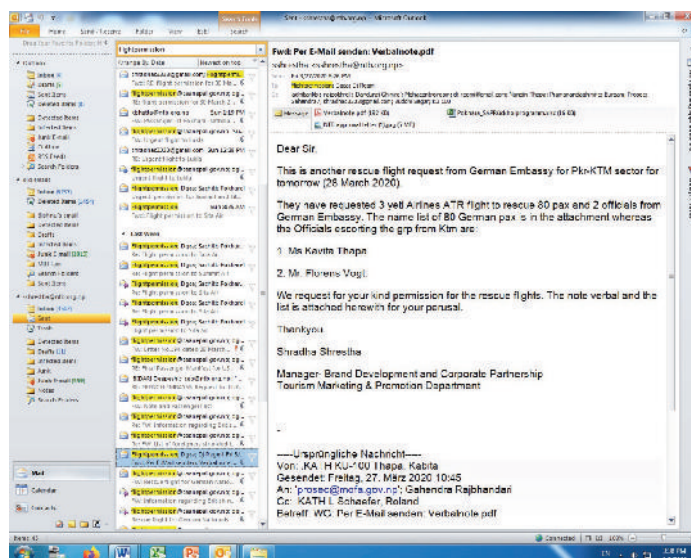
NTB not only operated the rescue flights and vehicles for the Embassies but also facilitated in arranging the shuttle service for their citizens once they landed/arrived in Kathmandu and assisted them for their lodgings as well.

For better and instant communication, NTB has also opened a WhatsApp group consisting of all Embassies and Diplomatic Mission representatives.



The Permission process:

After receiving a valid request letter/email from respective Embassy/Diplomatic mission, NTB then forwarded the flight/vehicle request permission to flight-permission department in CAAN or respective District Administration Office. Email correspondence would be copied to designated officials of Ministry of Foreign Affairs, Ministry of Home Affairs and Ministry of Culture, Tourism and Civil Aviation as in the following mail.



RESCUE SUMMARY

Nepal Tourism Board Crisis Management and Communication Unit Summary of Detail Rescue												
Date: 4 th April 2020												
S. N.	Location	Airline/ Road	27 Mar	28 Mar	29 Mar	30 Mar	31 Mar	1 Apr	2 Apr	3 Apr	4 Apr	Total
1	Lukla	Tara	28									28
		Royal Airlines	28									28
		Site	24									24
		Tara	56									56
		Summit	57									57
		Kathmandu	10									10
		Tara		56								56
		Summit		51								51
		Site		51								51
		Nepal Airlines			27							27
		Summit			32							32
		Site			17							17
		Tara			18							18
		Summit			17							17
		Site			14							14
		Tara			16							16
		Summit			14							14
		Site			10							10
		Total	28	177	158	75	32	84	0	10		525
2	Pokhara	Yell	50									50
		Shree		114								114
		Road		160								160

Crisis Management and Communication Unit Summary of Detail Rescue												
Date: 4 th April 2020												
S. N.	Location	Airline/ Road	27 Mar	28 Mar	29 Mar	30 Mar	31 Mar	1 Apr	2 Apr	3 Apr	4 Apr	Total
1	Lukla	Tara	28									28
		Royal Airlines	28									28
		Site	24									24
		Tara	56									56
		Summit	57									57
		Kathmandu	10									10
		Tara		56								56
		Summit		51								51
		Site		51								51
		Nepal Airlines			27							27
		Summit			32							32
		Site			17							17
		Tara			18							18
		Summit			17							17
		Site			14							14
		Tara			16							16
		Summit			14							14
		Site			10							10
		Total	28	177	158	75	32	84	0	10		525
2	Pokhara	Yell	50									50
		Shree		114								114
		Road		160								160

S. N.	Location	Airline/ Road	27 Mar	28 Mar	29 Mar	30 Mar	31 Mar	1 Apr	2 Apr	3 Apr	4 Apr	Total
14	Deokshahar											
15	Bani		1									1
16	Thapa											
18	Chitwan							20				20
19	Jalleri				2							2
20	Kailali	Road						2				2
21	Phayli	Air (Site)	302	662	201	135	45	75	141	84		1721

Summary till 3rd April		
Total Rescue Air	806	
Total by Road	853	
Total	1721	
Attachments of Name of Tourist	Total No of Rescues	
ANNEX I	27-Mar	504
ANNEX II	28-Mar	662
ANNEX III	29-Mar	291
ANNEX IV	30-Mar	135
ANNEX V	31-Mar	45
ANNEX VI	1-Apr	75
ANNEX VII	2-Apr	141
ANNEX VIII	3-Apr	80
Total		1721

Note: These data are only on the basis of formal and informal communication with NTB officials

* It is not available due to various circumstances

Crisis Management and Communication Unit Summary of Detail Rescue												
Date: 4 th April 2020												
S. N.	Location	Airline/ Road	27 Mar	28 Mar	29 Mar	30 Mar	31 Mar	1 Apr	2 Apr	3 Apr	4 Apr	Total
1	Evacuated in Nepal											1721
2	Evacuated out of Nepal											1721
3	Evacuated out of Nepal											1721
4	Evacuated out of Nepal											1721
5	Evacuated out of Nepal											1721
6	Evacuated out of Nepal											1721
7	Evacuated out of Nepal											1721
8	Evacuated out of Nepal											1721
9	Evacuated out of Nepal											1721
10	Evacuated out of Nepal											1721
11	Evacuated out of Nepal											1721
12	Evacuated out of Nepal											1721
13	Evacuated out of Nepal											1721

Note

* There might be some duplication in the number.

* It is subject to continuous updates on the basis of data availability.

AWARENESS AND OUTREACH CAMPAIGNS

Awareness and Outreach Programs by Nepal Tourism Board (NTB) during COVID 19:

Nepal Now Videos:

With the sudden outbreak of COVID-19 in China and its rapid spread in various parts of the world, there was ongoing panic and confusion among the domestic and international tourists visiting Nepal. With an aim of portraying the real scenario of Nepal and to answer to the queries from across the world regarding the situation here after one confirmed case of COVID-19 in Nepal, four situation update videos were produced and released through social media platforms of NTB. The main objective of the videos was to highlight the preventive measures taken by the Government of Nepal to control and contain the spread of Corona Virus in Nepal and to convey the message of safety among tourists who were then visiting Nepal.

Situation Updates and Press Releases:

Situation Update notices were released every other day by NTB on its website and social media sites to disseminate official information on COVID 19 in reference with the information released by the Government of Nepal. Similarly, tourism related information and notices were also released to facilitate tourists in Nepal.

A visible tab on COVID-19 Update was put up on NTB's official destination website www.welcomenepal.com which linked to all the news, notices and updates on the same on the official trade website of NTB.

Various situation updates and press releases regarding COVID-19 were prepared and released through this platform.

NTB weekly E-newsletter dispatched to more than 2,500 users in Nepal and different parts of the world disseminated all information related to COVID 19 in its issues since the outbreak. NTB Chat box was updated to include information about COVID 19 so that users who asked about COVID 19 situation were given official information and referred to the Crisis and Communication Unit of NTB and the hotline. Queries on COVID 19 were on NTB official e-mail and NTB official social media sites were responded to promptly with official information with coordination and facilitation in rescue if needed.

Solidarity Message:

Solidarity Message with China was published in Chinese language on NTB website and social media handles. The message was published to extend the goodwill of Nepal to the People's Republic of China in their fight against COVID-19. The solidarity message was also shared by CCTV, a leading national television of China.

Information Leaflets Printed and Distributed

Information Leaflets on COVID 19 (5000 pieces) with information about symptoms of Corona Virus and frequently asked questions (FAQs) were printed in English and Nepali and were distributed through NTB's Information Center and TIM Counter, and were dispatched to the private sector for dissemination of the information through hotels, restaurants, travel agencies and trekking companies to raise awareness among the tourists and employees in the service sector.

Just In Case Card

Nepal Tourism Board published a 'Just In Case' card with contact information and hotline numbers to facilitate tourists in case of any queries or problems related to COVID-19. The cards were distributed through NTB's Information Center at Tribhuvan International Airport and through hotels and lodges of Kathmandu.

Hygiene Guidelines and Self-Quarantine Guidelines Printed and Distributed:

After the decision of the government asking all the inbound travelers to Nepal for a compulsory self-quarantine and home quarantine provision, there were many ongoing confusions and queries among the travel trade industry. Many were not aware of the guidelines to be followed while providing rooms and services for the self-quarantined guests in their hotels/lodges. To address this issue, Nepal Tourism Board with reference to the Self quarantine guideline developed by the Ministry of Health and Population, developed a self-quarantine guidelines that hotels, lodges and homestays should follow while attending to the guests kept under self-quarantine in their properties. Also, detailed Hygiene Guidelines were developed for the better operation of all the hotels, restaurants, eateries, lodges and cafes amidst the threat of COVID-19. 10,000 pieces each of the hygiene guidelines and self-quarantine guidelines were printed and distributed to various hotels, lodges, restaurants, cafes and homestays of Nepal.

Conducted an Awareness Campaign 'Fight Against Corona Virus'

Nepal Tourism Board coordinated with

Hotel Association Nepal (HAN), Nepal Association Nepal Association of Tour and Travel Agents (NAATA), Trekking Agencies' Association of Nepal (TAAN), Society of Travel and Tour Operators Nepal (SOTTO), Bhaktapur Tourism Development Committee (BTDC), Restaurant and Bar Association of Nepal (REBAN) and various regional and national tourism associations in dispatching the Hygiene and Self quarantine guidelines among various hotels, lodges, restaurants, and homestays all over Nepal. Employees of NTB volunteered by participating in an awareness campaign 'Fight Against Corona Virus' where the team of 3-4 members visited various hotels, lodges and restaurants of the Kathmandu valley and personally inspected the safety and preventive measures taken by these places in preventing the spread of COVID-19. During these site visits, they also handed over the hygiene guidelines and self-quarantine guidelines to the staffs and guests and also made them aware of the basic hygiene and sanitation guidelines that the must follow to protect themselves and their community from the spread of the disease.

#Stranded in Nepal

"Stranded in Nepal" digital campaign with website, social media handles and #strandedinNepal was launched by NTB to create a platform where stranded tourists in Nepal could share their real-time stories and voices online among themselves as well as the concerned organizations.

TOURIST LOCATION SURVEY

The image shows a screenshot of a web-based survey form titled "#STRANDED IN NEPAL". The form is presented on a yellow background. At the top, there are tabs for "Questions" and "Responses" with a count of "1000". Below the title, the "Nepal Tourism Board" logo is displayed, followed by the text "Crisis Management and Communication Unit". A section titled "Stranded in Nepal? Tourist Survey" explains the purpose: "This is an inventory of all the Travelers stranded in Nepal. Please fill it up so that you can help the Nepal Tourism Board Crisis Management and Communications Unit keep track of all the Travelers and support the Embassies in the safe and quick evacuation and management." It also states, "This data is being collected by the Nepal Tourism Board in our ongoing effort to ensure that all travelers in Nepal are safe, and accounted for. We shall keep your data safe, and will not spam you." The form ends with the text "Thanks for your support. Stay Safe!"

BACKGROUND

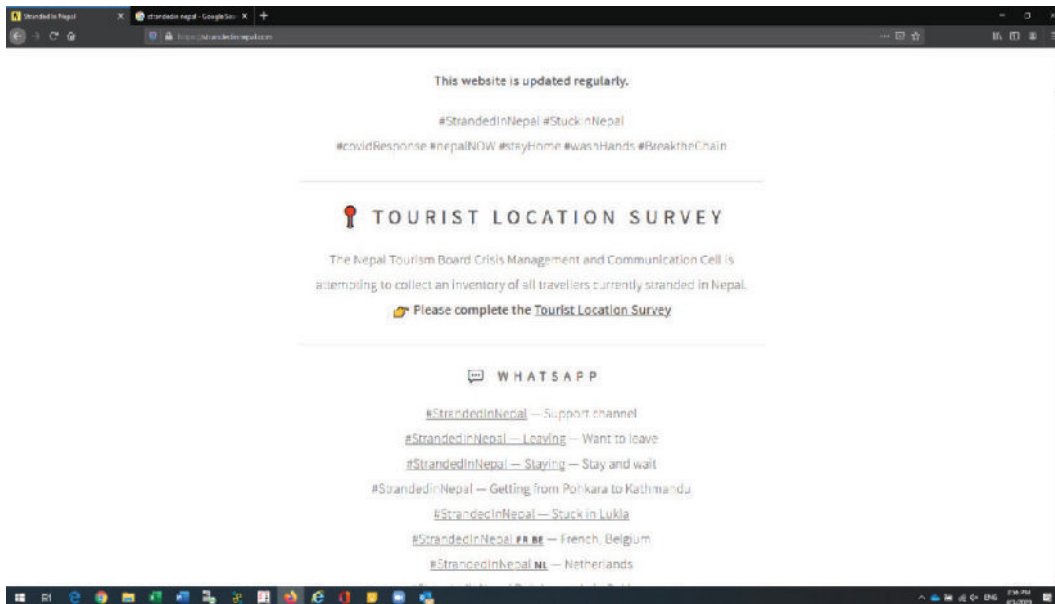
When the lockdown was effective with statement of “stay where is” condition, including the tourists, no one could simply move out of the houses, travel in any vehicle whether in short or long distance, further aggravated the problem to contact tourists for possible rescue from any kind of situation. Onsite and physical contact could not be used for data collection, analysis and then act upon basis the data / scenario. This gave rise to an initiative for creating an online system / mechanism to account for tourists so that who can access internet at any point in a day, can update their details online. Further, a complicated and sophisticated system was not possible in a single day or two that too in this scenario. Hence, Nepal Tourism Board team decided to build a simple online form and create maximum visibility of the form to enable and encourage tourists to update their situs.

EXPECTATION

The expectation / result out of the record keeping system is to enable any individual tourists anywhere within Nepal seeking support during this COVID-19 lead lockdown period to update his/her location and requirement and make the details available to NTB Crisis cell for necessary coordination.

NEED IDENTIFICATION AND DEVELOPMENT OF ONLINE RECORD SYSTEM

An online form was developed by inhouse team of NTB Crisis cell on evening of 29th March, 2020 and circulated through www.strandedinnepal.com website by the name “Tourist Location Survey” as the website was already visible through different social media. All the required data points / fields were identified based on another requirement from Ministry of Home Affairs and assessment by NTB teams of those fields which may be useful in future.



DATA COLLECTION AND STORAGE METHOD

The online form is developed by inhouse team of Nepal Tourism Board under the Google Form platform under Nepal Tourism Board's own existing gmail account (ntbwelcomenepa@gmail.com). Google form is always online as it is hosted in Google's cloud and anybody can reach the form if he/she has internet access.

The following data fields are built into the form to capture general information of individual tourists.

Timestamp – this is the time of entry by any individual, it is automatic

Full name of tourist

Nationality – country

Passport number

Contact number in Nepal

Email ID

Visa number

Visa valid till

Date of arrival in Nepal

Name of hotel

Phone number of hotel

Current address in Nepal

Any other details

The above fields are made mandatory except for the last remarks such that applicant do not leave any field unattended.

Once the data is submitted by a tourist, the data is saved in the google sheet (kind of database). The system is always online. The access of system database is limited to Crisis cell and NTB persons.

The input collection was made effective from 29th March 2020 evening once the form was developed and completed on the same day.

The screenshot shows a Google Form titled "# STRANDED IN NEPAL" created by the Nepal Tourism Board. The form is for collecting information from tourists stranded in Nepal. It includes a title, a description, and several input fields for personal details.

STRANDED IN NEPAL

Nepal Tourism Board
 Crisis Management and Communication Unit

Stranded in Nepal (Tourist Information)
 This is an inventory of all the Travelers stranded in Nepal. Please fill it up so that you can help the Nepal Tourism Board Crisis Management and Communications Unit keep track of all the Travelers and support the Efforts in the safe and quick evacuation and management.
 This data is being collected by the Nepal Tourism Board to not only assist in evacuation of all travelers in Nepal but also, and foremost, to ensure your data safety, and we are not spam you.
 Thanks for your support (stay safe)!

Full Name of Traveler *
 Please enter name of your first and last name.

Nationality *
 Please enter country of your personal passport.

DATA CONTROL AND CLEANING

Since Google form is a simple input collection system and does not include any kind of sophisticated data / input control systems, the inputs received have following kinds of issues:

Non-mentioning of the details

Wrong mentioning of the details

In order to address non-mentioning, the fields are made mandatory such that every applicant has to attend each field and with atleast some inputs. In order to address issue (b), in some cases control for minimum number of details required are mandated through form system as well as soft description mentioning what is expected as the input. Nevertheless, starting from 29th March 2020, the data collection hygiene / discipline has been improved and individuals located at different locations in Nepal have found time to update one.

Few tourists did not provide the passport number, visa validity date and Nepal arrival date correctly, where for some, separate and individual emails were sent to update the details. Few emails were replied and corrected while in some cases, the date was corrected using the common sense as it was not possible every time to throw email individually for correction.

Every day, the data updated in the sheet is reviewed by coping the same in different Excel sheet for data cleaning and analysis.

DATA ANALYSIS

Once the form was gone live in 29th March 2020, starting from 7pm onwards the entries started to get updated in the sheet. On the first day (29, March 2020) itself, we could obtain the unique details of more than 237 tourists from different locations and from different countries.

Standing as at 12 noon, 3rd April 2020, the 965 unique records were updated in the system. The inventory included people from just more than 58 countries, from 38 different major locations in Nepal, staying at more than 300 different accommodation providers.

are 38 while 1 of the tourists did not disclose the location. From the record it has been seen that the people are aware of the survey and very keen to update their location for the want of support as soon as possible. The major 5 locations of tourists are as below:

ANALYSIS BY NATIONALITY

The nationality details help different stakeholders including embassies, agents etc. to plan rescue activities / coordination. Out of 965 records, the total countries accounted for were 60 where some individuals had specified that they had two valid countries for residencies. The major 5 countries which have provided their location updates are as follows:

Nationality	Tourists#
UK	138
CANADA	113
GERMANY	100
NETHERLANDS	85
FRANCE	82

The details of number of tourists by country / nationality is attached in the annexure.

ANALYSIS BY MAJOR LOCATION

The current location of tourists would help coordination and operation team to plan logistics facilities better for effective evacuations. Total known locations recorded

Cities	Tourists#
Kathmandu	638
Pokhara	184
Lalitpur	23
Bhaktapur	22
Chitwan	18

The details of number of tourists by location is annexed in the annexure.

ANALYSIS BY STAY PERIOD IN NEPAL

There was a requirement from Nepal Government to be in 14 days of self-quarantine for those who have arrived in Nepal, after a ban of incoming tourists. The tourist should complete the period before any tourism activities or return to country. The number of days would help to assess whether the tourist could be allowed to return or travel elsewhere before completion of stipulated 14 days. Based on the Nepal arrival date provided by the tourists, and as on 3rd of April, all of 965 tourists have completed more than 14 days in Nepal.

ANALYSIS BY SPECIAL CIRCUMSTANCES

While planning for regular evacuation / rescue activities, there can be special circumstances which can prevail or come on priority over others. Such circumstances are recorded as part of other details from individuals. Based on the individual responses / notes, the responses have been categorized into 5 different circumstances namely, (a) Medical urgency, (b) No issue noted (c) No urgency, (d) Old aged (e) Urgent.

As on 3rd April 2020, the following status has been observed under different circumstances:

Noted Issues	Tourists#
Medical urgency	30
No issue noted	806
No urgency	53
Old aged	12
Urgent	64
Grand Total	965

30 of the tourists have expressed medical reason for urgency like pregnancy period restrictions for flying, suffering from critical illness (heart/asthma/diabetes etc.) and doubt on shortage of medicines or timely and correct medical facilities. While 64 of the applicants have expressed urgency to return their home country for different reasons.

ANALYSIS BY NAME OF ACCOMMODATION

Since Crisis Unit at NTB is closely working in coordination with different associations including the association of hotels / accommodation facilities, details on stranded tourists by hotels / accommodation facility would be very helpful to work on scale in coordination with hotel associations for efficient disseminating of information or communication.

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Link of online datasheet (privacy: share only if required): <https://docs.google.com/spreadsheets/d/1MTlr8OV4B6PsQLXeIX7T2Lxi3rzKkmfQXfee22cOsGg/edit?usp=sharing>

The link of online form is available under “www.strandedinnepal.com”

CONCLUSION AND RECOMMENDATIONS

Summary of the Rescue operation by Nepal Tourism Board Crisis Response Unit

Between the period of 27th March-03rd April 2020, NTB in coordination with different Government Agencies : Ministry of Foreign Affairs, Home Ministry, Ministry of Culture Tourism and Civil Aviation, Embassies and Diplomatic Missions, Civil Aviation Authority of Nepal, Tourist Police Unit, Local Municipality / Private sectors (Different Airlines in Nepal, Tourism Associations) and individuals managed to successfully complete rescue operations as follows:

Rescue operation period : 27th March to 3rd April 2020

Total No of Tourist rescued : 1721

By Land: 868 (50.4 %)

By Air : 852 (49.6 %)

Aerial Rescue: 35 sorties

Major evacuation flight sector : Lukla / Phaplu / Pokhara/ Suketar

No. of Helicopter Charter : 3 (Lukla -1 / Sankhuwasabha 1)/ Pangboche

Airlines involved in the operation : NAC/ Sita/ Yeti/ Summit/ Dynasty & Kailash Helicopter

Surface Transportation Rescue: Sectors: Pokhara / Chitwan /Jhapa/Jomsom etc

No. of Rescued Tourists: Pokhara: 550

Chitwan: 29

Other areas: 289

Crisis Cell Phone/ Email Response:

Email received and responded : 768

Number of phone call received : over 1550

The Crisis cell also requested and coordinated with travel trade associations, hotels small and big and restaurants to provide services – paid and free according to need for the tourists during this time in Kathmandu, Pokhara, Chitwan and other places.

Listed in Kathmandu : 28 hotels and 10 restaurants

Listed in Pokhara : 2 hotels and 3 restaurants

The Moondance Restaurant in Pokhara provided free lunch to the tourists in Pokhara during the entire period of Lockdown. Khumbu Pasang Lhamu Rural Municipality

provided free food to the stranded tourists and guides at Lukla before they were safely evacuated to Kathmandu. Some hotels in Kathmandu made commitment to provide free accommodation for the tourists when needed.

Pokhara Metropolitan City Office and CIWIC Hospital facilitated to establish health post monitor temperature and general health in Pokhara for the tourists before departing to Kathmandu.

One of the most effective communication tools, locally and globally was the www.strandedinnepal.com website with its multiple language chat groups and one-stop—all-you-need information for the stranded tourists. SiN also became a reference point for the Diplomatic Missions and many used it to communicate their updates on it.

NTB's social media platform was particularly active in disseminating real time information to all.

The turning point in the Crisis Unit's efforts was the empowerment by the Government of Nepal to NTB to directly coordinate and facilitate land and air rescues in coordination with Local Governments and the Diplomatic Missions. This enabled seamless operations of the same and helped facilitate the rescue operations with minimal delays. The role of the Crisis Unit was crucial to keep the Diplomatic Missions of over 60 countries whose citizens were stranded in Nepal updated about their whereabouts.

The CC also carried out a nationwide online database survey of the stranded tourists here both individually and through hotels to pinpoint exact whereabouts.

To conclude, the NTB Crisis Unit was successful in discharging its duties in a very efficient, coordinated and professional manner. In the coming days, this Unit should be more empowered with trained man-power,

technical know-how to handle any unforeseen emergency that may arise in the Tourism sector.

Now, the focus should turn to a pragmatic and achievable Revival and Recovery Tourism Strategy in cooperation with the Ministry of Culture, Tourism and Civil Aviation, the Travel Trade Fraternity and Experts in this field.

WAYS FORWARD

The National Tourism campaign, Visit Nepal Year 2020 had been announced with a goal of two million international arrivals. Although the Campaign was formally inaugurated on January 1, the domestic and international promotional activities had been carried out aggressively for the last one year. The campaign was actively adopted and supported by all sectors and we were looking at a good outcome. However, the outbreak of Corona Virus and its devastating effect on the global and local economy compelled the Government and private sector to first put on hold and then cancel this national campaign until the global situation stabilizes. In the meanwhile, we are working towards minimizing damage control and developing a strategy for revival and recovery efforts.

Hence under the initiation of Hon. Minister Yogesh Bhattarai, Ministry of Culture, Tourism and Civil Aviation, a 12 Market wise task force assessment teams have been formed with representation from Nepal Tourism Board, VNY Secretariat (now defunct but members active) and Private Sector to the deal with the market scenarios and to recommend the way forward to deal with the crisis.

Specific objectives are as follows:

- To visualize the tourist arrival trend of

the existing and probable markets and to explore the status of their direct and indirect connectivity with Nepal: FOCUS ON ONE-STOP MARKETS.

- To recommend different ways of interventions for penetration to these market in the complex situation after the Corona Virus outbreak.
- To amplify the diplomatic presence together with identification of various travel and trade affiliated organizations, travel lovers, influencers, tour operators and so on
- To explore the various NTB activities and initiatives conducted in those markets

On the Domestic front, a Pan-Nepal Tourism product situation analysis study is progress.

Within the preview of Tourism Policy and the Tourism strategy 2016-2025 of Government of Nepal, both priority and focus have been shifted to need assessment in terms of infrastructure and accessibility, exploration and development of the potential new tourism area and products of Nepal. Focusing on diversification of tourism products, developing new tourism products in all the seven provinces and linking the new products to the mainstream Nepalese tourism markets. This study will be a robust reference document for all three levels of Government: federal, provincial and local. The challenge lies mainly in attracting new investment of Private sector in creating new tourism products and services all over the country and the facilities and concessions the Government will have to look into to attract such investments.

The Government of Nepal had to call off the Visit Nepal 2020 year due to Corona virus pandemic and proposes to be replaced with a decade long Tourism campaign year 2020 -

2030 as a Decade for tourism development in Nepal. The quantified objectives can only be achieved through result oriented public-private partnerships which has become the guiding mechanism in tourism development practices.

This pandemic will have a devastating effect on our Tourism Industry with many cash strapped businesses closing down, jobs lost and unlike after the Earthquake, when tourists still come, the CV fear psychosis is going to be a big deterrent to global travel long after it is over. But in the meanwhile, we need to focus on the issue on hand: Revival and Recovery and for that a few suggestions are listed out below:

MAJOR AREAS TO BE CONSIDERED

For the survival and recovery of the industry, following areas shall be considered to work upon:

- 1) Survival of the industry by not letting die businesses especially most affected ones like small scale and medium scale businesses
- 2) Restoring Confidence and providing assurance to Domestic and International Tourists
- 3) Rallying stakeholders to participate and support in recovery effects
- 4) Developing Recovery strategy to differentiate Nepal from its competitors

PROPOSED PLAN OF ACTION

Actions during Crisis

These are the strategies based on the best practices of different tourism boards and

governments of different countries. However, to implement the possible strategies, we must consider our ground reality. Some of the possible strategies for the survival of the industry are:

1) Recovery Action Task Force

It won't be wrong to say that Nepal's Tourism is highly dependent on private sector, and at this critical hour, the tourism industry needs intervention and support from government as well. Therefore, a working task force is needed which shall represent public and private sectors. Some of the countries like Singapore Tourism Board, Malaysia Government have set up some action task force to develop and implement strategies to aid the tourism industry and ensure speedy recovery. In our context, we can form such working task force in the leadership of private sector with full representation from different sectors (Tourism, Travel, Aviation, Hotel etc.); professional committees (HAN, TAAN, NATTA, NATO, NARA etc.), different scale of businesses and with representation from MoCTCA and public institutions under its umbrella with NTB as member secretary.

2) Short Term Cash Flow needs

To ensure that the businesses are operational and will be operational post crisis, we must ensure that there is flow of needed cash. As we are aware that many businesses have already started on cost cutting by lessening the number of staff, cutting their areas of services. In this context, we can support the industry by

- Ease of loan repayments. Impose moratorium on interest payment. Delay principal payments.
- Easier and lower cost of credit
- Tax filing delay or tax holiday/ subsidies for few months.

- waiving license fee for hotels, renewal fees of travel agencies, trekking and tour guides, rafting agencies and alike.
- Focus on human capacity enhancement

3) Sharing Great Stories for Present and Future

Crisis is not an appropriate time for marketing. However, we can share our stories, stories about how Nepal Tourism fraternity came together to rescue stranded tourists, stories about why and how hotels operated, stories about our brave health workers, stories about the rescued tourists and alike, stories about what our tourist guides/ taxi drivers doing during the crisis. To ensure our presence in the market and to get noticed among the potential travelers, we should share great stories via email, newsletter, website, social media pages etc.

4) Playing other roles

During SARS, For example, one of the mid-tier hotels in Hong Kong offered cleaning services for their corporate clients at a reasonable cost. In addition, it also turned guest rooms into temporary offices and rented these to corporate clients. This was an opportunity caused by banks and financial services companies attempting to arrange staff to work in teams at different locations and on different shifts to avoid possible cross-infection.

ACTIONS POST CRISIS

1) Building Confidence among Nepalese Trade and Travelers about health, hygiene and sanitation of the visitors

Since COVID 19 is a pandemic, all the destinations of the world will work hard to

revive after the crisis which will make difficult for the small destinations like Nepal. However, we will have opportunity to build confidence that Nepal is safe and we care about health and hygiene of the visitors at the quickest. Even after the ending of the crisis, the fear among travelers will not go, consequently, they will opt for the safest destinations.

2) Getting best out of potential spheres

For the recovery, we must target the less affected tourism strata. As we can anticipate that different countries will promote internal / domestic tourism for at least year after the pandemic, we might not get usual tourists who come for Leisure/ Holidays.

Some spheres of tourisms like Pilgrimage, religious-cultural, spiritual tourism will restart with a bang after the crisis. We need to get the best out of pilgrim tourism from India and religious / spiritual tourism from

3) Domestic Tourism at its best

Different countries have already started campaign with slogans requesting their citizens to visit different parts of their country after the pandemic which is a logical action. We also shall promote domestic tourism at its best. Government of Nepal can also practice forced leave for the government employees/ Bank staff/ Corporate staff to motivate domestic tourism.

4) Blended Package for the visitors

Collaboration and collective partnership shall be the ultimate strategy for the recovery. Different associations need to work in collaboration and even packages need to be revised so that visitors can be offered the best deals of different products be it of places or activities (rafting, bungy, trekking, adventures)

or be it of requirements like combined deal of hotel-travel-activities-entertainment etc. For instance: during SARS, some of the hotels also worked with local tour operators to offer accommodation or meals to some of the local tours mainly targeted at domestic tourists.

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Nepal rescues over 1200 tourists as coronavirus lockdown continues
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<https://www.aa.com.tr/en/asia-pacific/nepal-rescues-900-foreign-tourists-amid-virus-lockdown/1783942>

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Emergency flights to evacuate tourists stuck in Nepal, Lanka
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<https://www.usatoday.com/story/travel/news/2020/03/27/coronavirus-nepal-tourists-stranded-trekking-trails-amid-covid-19/2924169001/>

ANNEX XIII

Photographs



Caption 1: NTB CEO Dr. Dhanajay Regmi briefing Deputy Prime Minister and CCMC Coordinator Hon'ble Ishwor Pokharel regarding the stranded tourist rescue.



Tourists evacuated from Lukla at the Domestic Airport in Kathmandu on March 29.



Caption 6: NTB CEO Dr. Dhananjay Regmi interacting with tourists who were evacuated.



Tourist Police interacting with tourists in Pokhara before evacuating them to Kathmandu on April



Tourists evacuated from Pokhara give a "thumbs up" to Nepal for all the effort being put to prioritize the safety of tourists in Nepal on March 29.



Tourists waiting for boarding pass at Pokhara Airport for flight to Kathmandu on March 28.



Caption 5: Tourists evacuated from Pokhara by air being transferred to their hotels in Kathmandu on March 28.



NTB officials distributing hotel isolation and quarantine protocols in different hotels



FROM STAFF WRITERS

 रोहिणी खनाल २५४८ जेठ ३२ को १२:५० मा प्रकाशित

[illegible]

નિર્માણ કરાવે મગાસાના સ્વચ્છ પીણીના ટાંકડાની સગવડ રજાઓ મળતી હોયપછી મેં જોઈ લીધીને કાંઈ વાંચવાનું પૂત મને નિર્માણ થઈ હતાં સાચાં । જા, સદમ સજ્જાનો મગસ, મુઠાસ રસાનુકુલ હોયપછી જોઈ લીધીને મગાસ પાક મને સમજી આવ્યો ।



THE KATHMANDU POST

Turning villages into tourist hotspots

A shift towards rural tourism is helping to give local people a better life.



Small Village

A shift towards rural tourism is helping to give local people a better life.

The tourism industry is doing up destinations which offer and sell better, but now have the potential to become the next big thing in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector.

Every year, the World Tourism Organization (WTO) holds the World Tourism Day which is on September 27. It is a day to celebrate the tourism industry. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector.

Small has also seen development in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector.

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The Tourism for Rural People Initiative (TRPI) is a project of the Ministry of Tourism. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector. The shift is towards rural tourism, which is the new hot spot in the tourism sector.

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Small Village

A shift towards rural tourism is helping to give local people a better life.

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पर्यापर्यटन र नेपालको सन्दर्भ

पर्यटनका विभिन्न प्रकारहरू हुन्छन् । तिनीहरू मध्ये पर्यापर्यटन, साहसीक पर्यटन, सांस्कृतिक पर्यटन, ग्रामिण पर्यटन, दिगो पर्यटन, स्वास्थ्य पर्यटन, धार्मिक पर्यटन, खेल पर्यटन, व्यापार का सिलासलामा हुने पर्यटन, दिगो पर्यटन, कृषि पर्यटन, यौन पर्यटन, खोज अनुसन्धान संग सम्बन्धीत पर्यटन, पहुँचयोग्य पर्यटन, वन तथा जंगल क्रियाकलाप संग सम्बन्धीत पर्यटन, सभा सम्मेलन पर्यटन, शिक्षा सम्बन्धी पर्यटन, जलजन्य पर्यटन लगायत विकसित मान्यता र प्रविधि संग सम्बन्धीत अन्य कैयौ पर्यटनका प्रकारहरू हुने गर्दछन् र यी पर्यटनहरू आपसमा एक-अर्कासँग अन्तर सम्बन्धीत समेत हुन सक्दछन् । पर्यटनका विभिन्न प्रकारहरूको बारेमा उल्लेख गर्ने सन्दर्भमा पर्यापर्यटन लाई पर्यटनको एउटा महत्वपूर्ण अंश मान्न सकिन्छ । पर्यापर्यटन दुईश्रोटा शब्दहरू पर्या र पर्यटनहरू मिलेर बनेको हुन्छ । यी शब्दहरू मध्ये पहिलो शब्द पर्याको अर्थ पर्यावरण अर्थात जन्तु, वनस्पति वा यी दुवैको संयोजन अथवा यी जैविक तत्वहरूको अस्तीत्व तथा यस्ता जैविक तत्वहरूलाई उनिहरूकै मौलिक अवस्थामा रहन सहयोग गर्ने अन्य जैविक तत्व तथा अजैविक तत्वहरू यिनीहरूको विभिन्नता, प्रकार, तिनीहरूको जम्मा संख्या, तिनीहरूबीचको संयोजन तथा अन्तरसम्बन्ध संग सम्बन्धीत छ वा भने प्रकृति र प्रकृतिमा रहे का प्राणी र वनस्पतिहरूको विविधता, संयोजन तथा अन्तरसम्बन्ध नै पर्यावरण हो भने अर्को दोस्रो शब्द पर्यटनको अर्थ आफ्नो बसोबास गरिरहेको स्थान भन्दा अन्यत्र स्वदेश वा विदेशमा कम्तीमा एक रात देखि बढीमा एक वर्ष सम्म कुनै काम विशेषले वा फुर्सदको समय व्यतित गर्ने गरी निश्चित हिसाबले रहनु वा बस्नु भन्ने अर्थात्, पर्यटन शब्द घुमफरी संग सम्बन्धीत छ । यसरी उल्लेखित दुई शब्दहरूको संयोजन बाट पर्यापर्यटन शब्दले संकुचित अर्थमा प्रकृतिको काखमा प्राकृतिक तवरले प्रकृतिका जैविक तथा अजैविक तत्वहरू संग सन्नीकट रहेर मौलिक हिसाबले गरिने घुमफरी तथा नवीन अनुभवहरूको समिश्रण भन्ने बुझिन्छ भने विकसित र वृहत मान्यतामा प्रकृतिका जैविक तथा अजैविक तत्वहरूलाई उनिहरूको मौलिक र प्राकृतिक अवस्थालाई कमभन्दा कम क्षतिहुने गरी उनीहरूको उचित संरक्षण, संवर्द्धन

र दिगो उपयोग गदै स्थानीय तथा सरोकारवालाहरूको आवश्यक हिसाबमा प्रत्यक्ष तथा परोक्ष प्रभावकारी सहभागितामा पर्यटनका बान्छीत गतिविधिहरू संचालन गर्ने तथा यसप्रकारको पर्यटनका क्रियाकलापहरूबाट प्राप्त विविध तवरको लाभको समुचित बाँडफाँडमा स्थानीय तथा सम्बन्धीत सरोकारवालाहरूलाई नै प्राकृतिक न्याय तथा सामाजिक न्याय र समानताको मान्यता अनुरूप आवश्यकता अनुसार अग्रधिकार प्रदान गदै सार्थक र अर्थपूर्ण सहभागिता सहितको समतामूलक समाजको निर्माण र प्रकृतिको दिगो संरक्षण तथा सदुपयोग दुवैमा उत्तरदायी र सहयोगी रहने पर्यटन गतिविधिहरूको समग्रतालाई बुझिन्छ ।

सर्वप्रथम पर्यापर्यटन शब्दको प्रयोग मेक्सिकन आर्किटेक्ट ईन्जिनियर तथा संरक्षणवादी अभियान्ता ल्यास्कुरेनले सन् १९८३ मा गरेका थिए भने पर्यापर्यटन शब्दलाई प्रथमतः ल्यास्कुरेनको अर्थ भन्दा परिस्कृत र विकसित स्वरूपमा परिभाषित गरी संस्थागत उपयोग आई. यु. सी. एन. (विश्व संरक्षण संगठन) ले सन् १९९६ मा गरेको देखिन्छ । पर्यापर्यटनका केही आधारभूत मान्यता र सिद्धान्तहरू रहन्छन् । यसका केही खास चरित्रमा सामाजिक, भौतिक, मनोवैज्ञानिक स्वरूपमा सकेसम्म न्यून नकारात्मक असर पर्नेगरी पर्यटकीय गतिविधिहरू संचालनगर्नु, स्थानीय, सरोकारवाला तथा पर्यटकहरूमा आवश्यक मात्रामा वातावरणीय, सामाजिक तथा सांस्कृतिक चेतना र शिक्षाको विकास र विस्तार गर्नु, पर्यटकहरूलाई सकारात्मक र गहन मौलिक-प्राकृतिक अनुभव प्रदान गर्नु तथा गराउनु, प्रकृति र पर्यावरणको संरक्षणका निम्ती आवश्यक स्रोत पहिचान, संकलन र सदुपयोग गरी प्रकृतिको दिगो उपयोग लाई प्रवर्द्धन गर्नु, स्थानीय बासिन्दा, सरोकारवाला तथा लगानी कर्ताहरूलाई न्यायोचित र सार्थक आर्थिक लाभप्राप्त गराउनु, विकसित जलवायु परिवर्तन तथा विश्वव्यापी उष्णता बाट अनुकुलित रहने खालका संरचना निर्माण गर्नुका साथै सोही बमोजिमका पर्यटनमूलक क्रियाकलापहरू संचालन गर्नु, पर्यटन गतिविधिहरूका निम्ती तयार गरिने पूर्वाधार निर्माणमा न्यून प्राकृतिक क्षति र अधिक संरक्षण हुनेगरी व्यवस्थापन गर्नुका साथै प्रकृति मैत्री तवरले संचालन तथा उपयोग गर्नु, गराउनु र स्थानीय जातजातीहरूको मान्यता, आस्था, प्रथा-परम्परा, धर्म, विशिष्टता लगायतका मौलिक र सांस्कृतिक पक्षहरूको संवेदनशीलता तथा गाभिर्यतालाई प्रष्टरूपमा मननगरि सम्मान गदै सोहि अनुकुलको सुव्यवहार प्रदर्शन गर्नु तथा गराउनु लगायतका विषयहरू पर्दछन् ।

पर्यापर्यटनका निम्ती सर्वप्रथम कृतिम तथा मानवनिर्मित काल्पनिक विषयहरु बाट सम्भव रहेसम्म बान्धीत दुरीमा रहेर वनावटी भन्दा फरक मुलतः मौलिक पर्यावरण सहितको खास प्राकृतिक क्षेत्र आवश्यक पर्दछ । नेपालको परि प्रेक्ष्यमा पर्यापर्यटनको अवस्था र सम्भावनाको चर्चा गर्ने हो भने हामिकहाँ प्रसस्त मात्रामा प्राकृतिक, समाजिक-सांस्कृतिक, प्राचिन-पुरातात्विक, ऐतिहासीक तथा मौलिक धरोहरहरु प्रसस्त मात्रामा छन् । यहाँ सर्वोच्च शिखर सगरमाथा लगायत विश्वका ८,००० मीटर भन्दा अग्ला १४ मध्ये ८ हिमालहरु सहित ६००० मीटर भन्दा अग्ला २५० वढि हिमालहरु छन् । ११ किलो मीटर भन्दा लामा १००० नदीहरु र १६० किलो मिटर भन्दा लामा १०० वढि नदी तथा अने कौ खोलानालाहरु हामीकहाँ अवस्थीत छन्, कोशीटप्पु क्षेत्र, वीसहजारी ताल क्षेत्र, जर्गादेशपुर ताल क्षेत्र, गोक्थो क्षेत्र, गोसाईकुण्ड क्षेत्र, रारा ताल क्षेत्र, शे-फक्सुण्डो ताल क्षेत्र, माईपोखरी क्षेत्र, घोडाघोडी ताल क्षेत्र तथा पोखराका विभिन्न स्थानहरु गरी १० क्षेत्रहरु रामसार सूचीमा सूचीकृत सिमसारहरु छन्, नेपाल जलस्रोत र जमिनको अनुपात तथ्याङ्कमा विश्वको दोस्रो धनी मुलुक पनि हो । वन मन्त्रालयले सञ्चालन गरे को वन स्रोत सर्वेक्षण सन् २०१४ अनुसार कुल जमिन १,४७,१८१ वर्ग किलोमिटर मध्ये नेपालमा ४४.७४ प्रतिशत वनजंगल छ भने २३.६ प्रतिशत संरक्षित वन क्षेत्रको रुपमा राज्यसँग सुरक्षित छ, ६०० ओटा रैथाने वनस्पतीहरु, विश्वका फुलफुल्ले वनस्पतिहरु मध्ये २ प्रतिशत र विश्वमा पाईने १५ प्रजातीका पुतलीहरुमध्ये ११ प्रजातीहरु नेपालमा पाईन्छन् । यहाँ

१२ राष्ट्रिय निकुञ्जहरु, ६ संरक्षित क्षेत्रहरु, एक शिकार आरक्ष तथा एक वन्यजन्तु आरक्ष छन्, विश्वमा जम्मा ९ प्रजातीका बाघ रहेकोमा ३ प्रजातीहरु लोप भई हाल ६ प्रजाती जीवित रहेकोमा नेपालमा रोयल बङ्गाल प्रजाती मात्रै पाईन्छ, नेपालमा हाल २३५ ओटा बाघहरु छन् र यो संख्याका आधारमा बाघ पाईने १३ र

ाज्य मध्ये चौथो शीर्ष राज्य र तीव्र बाघको संख्या वृद्धि गर्ने राज्यहरुमा शीर्ष तर्फ पर्दछ, सन् २०१५ मे ५ को गणना अनुसार नेपालमा ६४५ ओटा गौडा पाईन्छ, विश्वमा पाईने ५ प्रजाती मध्ये १ प्रजाती (एक सिंगे) हामिकहाँ पाईन्छ, हामी यो प्रजातीमा संख्याका आधारमा दोस्रो स्थानमा समेत छौं । यसैगरी विश्वमा पाईने दुई प्रजातीको हाती मध्ये एक प्रजातीको हाती करीब २०० को संख्यामा नेपालमा पाईन्छ भने लोपोन्मुख हिँड चितुवा करीब ३०० को संख्यामा तथा अति दुर्लभ रातो पाण्डा पनि केही संख्यामा लगायत हामिकहाँ कैयौ वन्यजन्तुहरु रहेका छन् । विश्वमा रहेका करीब ११,००० चराका प्रजातीहरु मध्ये ८८६ प्रजातीहरु नेपालमा पाईन्छन् जसमध्ये विश्वमा दुर्लभ मानिएका चराहरु मध्ये ४४ प्रजातीका चराहरु पनि यहाँ पाईन्छन् । विभिन्न खोज अनुसन्धानहरुबाट नेपालमा ११८ ओटा परिस्थीतिकप्रणालीहरु अस्तित्वमा रहेका र यी मध्ये ८६ पारिस्थीतिक प्रणालीहरु संरक्षित क्षेत्रमा रहेका तथ्य समेत विद्यमान छ ।

वि.सं. २०६८ को जनगणनाअनुसार नेपालमा १२५ जाती र १२३ भाषाभाषीहरु रहे कामध्ये ५९ जनजातीहरु छन्, यी जनजाती र जातजातीहरुको आ-आफ्नै मौलिक विशेषता तथा विशिष्टताहरु छन् । यस्तै १० विश्व सम्पदा सूचीमा सूचीकृत धार्मिक, साँस्कृतिक तथा प्राकृतिक सम्पदाहरु, १० विविध धर्ममा आस्था राख्ने नागरिकहरु तथा यीनिहरुका बीचमा पर्याप्त धार्मिक सहिष्णुता र विविधताबीचको एकता सँगै विविध मठ, मन्दिर, गुम्बा, चैत्य, मस्जिद लगायतका अने कौ प्राचिन, धार्मिक तथा पुरातात्विक महत्वका सम्पदाहरु समेत प्रसस्त मात्रामा पाईन्छन् । यस हिसावमा नेपालमा प्राकृतिक, सामाजिक-साँस्कृतिक, धार्मिक, ऐतिहासिक लगायतका मौलिक प्राकृतिक विविधता र विशिष्टता विद्यमान रहनु तथा यही बीचमा रहेर पर्यापर्यटन सँग सम्बन्धीत विविध क्याकलापहरु कतिअवस्थामा संचालन गरिनु र बाँकी कतिपयमा पर्यटनको प्रचुर सम्भावना रहन आउँछमा पर्यापर्यटनका

निम्ती वलियो आधार देखिन्छ ।

नेपालमा पर्यापर्यटनका निम्ती कैयौ गन्तव्यहरु नमूनाकै रुपमा परिचित छन् भने अरु अनगिन्ती स्थानहरु पर्यापर्यटनका निम्ती प्रचुर सम्भावना बोकी जीवनकै मनमोहक दृश्य तथा अनुभवहरु प्रदान गर्न अवसर खाज्दै पर्यापर्यटनको गतिविधिका निम्ती प्रतिक्षारत छन् । नेपालमा पर्यापर्यटनका निम्ती महत्वपूर्ण पर्यटकीय गन्तव्यहरुमा कोशीटप्पु क्षेत्र, चितवन राष्ट्रिय निकुञ्ज क्षेत्र, बर्दिया राष्ट्रिय निकुञ्ज क्षेत्र, लाङटाङ राष्ट्रिय निकुञ्ज क्षेत्र, शे-फक्सुण्डो राष्ट्रिय निकुञ्ज क्षेत्र, रारा ताल तथा राष्ट्रिय निकुञ्ज क्षेत्र, खप्तड राष्ट्रिय निकुञ्ज क्षेत्र, मकालु वरुण राष्ट्रिय निकुञ्ज क्षेत्र, शुक्लाफाँटा राष्ट्रिय निकुञ्ज क्षेत्र, सगरमाथा र राष्ट्रिय निकुञ्ज क्षेत्र, शिवपुरी राष्ट्रिय निकुञ्ज क्षेत्र, कञ्चनजंघा संरक्षण क्षेत्र, अन्नपूर्ण संरक्षण क्षेत्र, मनास्लु संरक्षण क्षेत्र, गौरी शंकर संरक्षण क्षेत्र, धोरपाटन आरक्ष क्षेत्र साथै महाभारत क्षेत्र, चुरे क्षेत्र तथा गण्डकी, कोशी तथा कर्णाली लगायतका नदीहरुको आसपासको क्षेत्रहरु महत्वपूर्ण मानिन्छन् । नेपालमा पर्यापर्यटनको माध्यमबाट पर्यटनको व्यापक वृद्धि र विकास गर्न सकिने प्रसस्त सम्भावना र आधारहरु छन् भने पर्यटनको माध्यम बाट आर्थिक वृद्धि र आर्थिक विकास हुदै राष्ट्र निर्माण र राज्य निर्माण गर्न सकिने उत्तिकै सम्भावना छ । अन्ततः पर्यापर्यटनको माध्यम बाट समुदाय र पर्यावरण दुवैले दिगो लाभ प्राप्त गर्दै दिगो शान्ती, सुशासन, विकास र समृद्धि प्राप्त गर्नु आजको हाम्रो अभीष्ट रहेको छ ।

(यस सामग्रीमा समावेश गरिएका दृष्टिकोणहरु लेखकका निजी विचार हुन्, यस विचारले लेखकको पदीय हैसियत तथा संस्थागत अवधारणाहरु प्रतिनिधित्वगर्ने सुनिश्चितता गर्दैनन् ।)



A message to our community!!

PREM BHATTARAI

Hope is strong;
 I'm pretty sure, this'll not go long!
 We will come along, once again
 To the path of our community,
 The tourism fraternity!
 For now, stay home
 Built self-immunity
 Nature's taken a break,
 Staying home is what we take!
 Don't forget;
 Insurgency so long
 We did overcome.
 The earthquake
 Made us strong!
 This time will pass;
 We'll not break
 Together we can;
 Surely make !
 Something better, something for all,
 At our fraternity's call;
 Again, we'll stand tall!
 Travel will prevail
 Business' ll not fail.
 Airlines will fly again,
 Hotels will forget the pain
 Time heals all;
 Before we are ready
 to welcome our guest
 Time to reflect,
 Amenities to test
 So, that we are the best
 To welcome our guest!
 Post corona crisis;
 Let's compete for quality,
 Standardize in service to humanity.
 Job for our fraternity,
 Be the foremost priority!
 Maintain personal distance
 But, support social equality.
 Through our tourism fraternity!
 We are a bigger community
 For now, stay home build immunity!!
 If possible, support our community!
 Otherwise, stay home, built immunity!!



Saipal Himal Base Camp - PC Lokesh Saud

CORPORATE SERVICES

COMMENTARY

The beginning of year 2020 saw a looming threat of disruption in tourism sector both in terms of tourist arrivals and revenue generation. In the eventuality of the circumstances attributed to COVID 19 crisis, Government of Nepal imposed the very first lockdown on 24 March, 2020 that brought a complete standstill in domestic and international tourism activities. In the chaos of stagnation and total business shutdown, Nepal Tourism Board, however, still needed to up the ante for its own presence in the need of the hour and thus took the lead to manage the frenzy arising due to zero activities of the sector.

Corporate Service Department took over the baton to manage and provide the resources to facilitate the optimal movement of employees considering maximum health safety measures. Much of it was possible only due to wonderful cooperation from all staffs who were visibly committed to take the lead in encouraging the industry at tough times.

ADMINISTRATION

S.N	Activities	Output
1	Farewell to outgoing CEO with Token of appreciation	Recognition and appreciation of work done by outgoing CEO
2	Recognition of employees for continuous long service who have serviced for 20 years	Employee motivation through recognition of long and dedicated service
3	Arrangement and coordination with staffs for office visits including shuttle/vehicle service during lockdown	Facilitation for urgent and important office work during the pandemic
4	Microsoft Excel Training to NTB employees	Enhancement in use of MS Excel in day to day operation
5	Insurance cover of COVID-19 for all staffs including contract staffs	Mitigation of some financial risk associated with infection from COVID-19
6	Election administration for selection of new executive committee of Nepal Tourism Board Staff's Union	Successful conclusion of Union election
7	Implementation of software for document digitization, storage and retrieval	Digital copy of paper / documents for easy accessibility, availability and safety
8	Biometrics attendance system finalised and implemented	Automated attendance system with storage and quick reporting
9	Digital and online Leave management system installed and is under implementation	Online leave application, approval and recording
10	Disinfecting office premises 4-8 times a month for mitigating possible surge of infection	Mitigation of COVID-19 and other communicable disease infection of staffs and stakeholders

FINANCE & ACCOUNTS

S.N	Activities	Output
1	Improved return on idle fund from periodic fixed deposit plans through competitive proposals	Reduction of opportunity cost through efficient use of idle cash
2	Completed Internal Audit for Financial year 2076/77	Annual Internal Audit
3	Completed Full Audit of Tax for FY 2072/73 and defended three tax charge cases by appealing for Administrative Review to IRD	Full Audit from Inland Revenue Office
4	Defended five tax charge cases of FY 2071/72 and FY 2074/75 by filing appeal to Revenue Tribunal	Full Audit from Inland Revenue Office
5	Full Audit of Tax for FY 2073/74 in progress	Full Audit from Inland Revenue Office

REVENUE, ASSETS AND STORES

S.N	Activities	Output
1	Issued visa recommendation of more than 300 trekkers	Visa recommendation to requesting trekkers
2	Taken-over assets and stores items from VNY2020 secretariat after termination of VNY2020 program with recognition in NTB asset record.	Conclusion of asset transfer as per VNY 2020 Financial procedure
3	Presented report to past & present committee members of TAAN and NTB on historical transactions related to TMS	Settlement of TAAN payables with respect to MoU
4	TAAN in process of completing balance internal audit upto FY 2076/77 as per advice from NTB	Settlement of TAAN payables with respect to MoU
5	Concept and prototype design validated for software for online registration of TMS card (development in process)	Online Registration of TMS in process
6	Setup Tourist Information Center at newly constructed arrival tunnel in TIA	Tourist Service Centre in TIA
7	Creditor's claims submitted to Jet Airways' liquidators for outstanding bills. Confirmation of more than 50% of the claim by liquidator as per website record of Jet Airways	Increased probability of recovery of outstanding from Jet Airways

PROCUREMENT

S.N.	Procurement Category	Procurement Method	Nos
1	Consultancy Service for ERP Implementation	QCBS (via eGP)	1
2	Security Service	Sealed Quotation (via eGP)	1
3	Development of Software for Online Registration of TIMS	Consultancy Service (Direct Procurement)	1

OTHERS

S.N.	Activities	Output
1	Assisted for database maintenance of stranded tourist and data analysis	Database and analysis for helping stranded tourists
2	Assisted for database maintenance of tourism trade financial and operational details and data analysis	Database and Analysis for tourism business relief packages
3	Assisted for analysis of Leave Travel Concession concept for submission to Government	Policy suggestion to Government with concept & cost-benefit analysis
4	Assisted in preparation and analysis of required amendments or additions to the provisions in Refinancing procedure issued by NRB	Improved Refinancing procedure for supporting impacted tourism businesses

TIMS AND TSF DETAILS

TIMS Card

TIMS Card is issued to foreign nationals for visiting the designated trekking routes.

Period: 2020

Month	FIT(Individual)		GT(GROUP)		Total
	Non SAARC Nationals	SAARC Nationals	Non SAARC Nationals	SAARC Nationals	
January	1270	520	4300	-	6090
February	1887	220	2000	-	4107
March	2148	231	2600	-	4979
April	-	-	-	-	0
May	-	-	-	-	0
June	-	-	-	-	0
July	-	-	-	-	0
August	-	-	-	-	0
September	-	-	-	-	0
October	-	-	-	-	0
November	-	-	-	-	0
December	-	-	-	-	0
Total	5305	971	8900	-	15176

Note: FIT (Free Individual Trekker), GT (Group Trekker)

TOURISM SERVICE FEES (TSF)

TSF is dependent on number of non-Nepalese passengers departing from International Airport of Nepal (TIA as of now). TSF of Rs.1000 (and VAT 13%) is charged as part of ticket per non-Nepalese passenger departing from TIA. Details of outgoing non-Nepalese passengers below:

Period: 1-Jan-2020 to 30-Nov-2020

Month	Non-Nepalese Passengers (Nos)
January	76206
February	70398
March	20684
April	9687
May	1796
June	1799
July	1116
August	1114
September	3038
October	2440
November	1370
Total	189648

Note: TSF is Rs.1000 per non-Nepalese passenger departing from TIA.

Executive Committee Board Members



MR. YADAV PRASAD KOIRALA

Chairman, Executive Committee,
Nepal Tourism Board
Secretary, Ministry of Culture,
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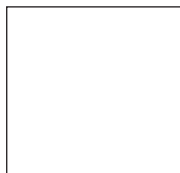
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