

Nepal Tourism Board

E-Newsletter

February 11, 2005

Message of stable tourism operation in Nepal conveyed in India

Nepal Tourism Board in collaboration with PATA Nepal Chapter and Nepal Association of Tour Operators organised a press conference in New Delhi, India on February 9, 2005 as a part of its ongoing effort to promote Nepalese tourism in India focussing on different gamut of Nepalese tourism products and to inform the Indian media and tour operators about the smooth and stable tourism operations in Nepal. The press conference was also intended to create the atmosphere of confidence among Indian tour operators to sell Nepal without any hindrance and also to assure Indian tourists that it is as safe as in the past to travel Nepal.

During the press conference, the Chief Executive Officer of Nepal Tourism Board Mr. Tek Bahadur Dangi briefed the Indian media about the present situation of Nepal pertaining to tourism industry. Addressing the press conference Mr. Dangi said, "The life in Nepal has geared towards greater normalcy with the restoration of better sense of peace, safety and security throughout the kingdom and tourism industry is now prepared to welcome the tourists in Nepal enthusiastically." Mr. Dangi also answered the volley of questions put forward by the Indian media in regard to tourism industry of Nepal and its future prospect.

The Board Member of Nepal Tourism Board Mr. Ashok Pokharel, President of PATA Nepal Chapter Mr. Prabin Pandey and General Manager of Hotel Yak & Yeti Mr. Bhiswajit Chakravarti also shared their views on the prospect of Nepalese tourism industry from private sector assuring the Indian tour operators and tourists that it was their collective responsibility to look after the safety of tourists while they are in Nepal.

The Press Conference was attended by more than 50 journalists from leading media houses which include The Statesman, NDTV, The Times of India, The Hindu, The Economic Times, Doordharsan, The Asian Age, Zee News, Aaj Tak, Star News.

The press conference was followed by Nepal Showcase jointly organised by Nepal Association of Tour Operators (NATO) and PATA Nepal Chapter which was supported by Nepal Tourism Board (NTB). The Nepal Showcase was participated in by the 12 private companies participating in the event include Soaltee Crowne Plaza, Hotel Yak & Yeti, Hotel Annapurna, Hotel Everest, Shangri-La Hotel, Asian Trekking, Dharma Adventures, Himalayan Expedition, Natraj Tours and Travels, Shangri-La Tours, Yeti Travels and Cosmic Air.

Tourists are enchanted with beauty of Nepal

After the Royal Proclamation on February 01, 2005; Nepal is geared up to welcome tourists from all over the world. Tourists who have been in Kathmandu since last few days have found it safe to travel in Nepal. Expressing his view Nigel Gifford, a tour operator from UK said there is no country parallel to Nepal throughout the world in terms of Adventure Tourism. He further said Nepal is far better in terms of security and tourists don't have to face any form of hassles during their stay in Nepal. He was just back from trekking and was busy sharing his experience of the

trekking with his friends terming it as unforgettable experience of the lifetime.

Gino Tamari from Italy found everything normal in Nepal. He said he was here to enjoy enchanting beauty of Nepal, and he did it without being disturbed by internal and external sequence of events.

Another tourist from Belgium Mr. Lucas Berkuems who has been travelling in bicycle said that he did not face problem while cycling through Tribhuvan Highway. He is now in Langtang for trekking. He has travelled more than 20 countries in bicycle and will be flying to Bangkok next week to continue his bicycling tour.

Nepal participates in TTF Chennai 2005

Nepal Tourism Board along with Royal Nepal Airlines Corporation and six Nepalese travel companies participated in Travel and Tourism Fair and Outbound Travel Mart (TTF-OTM) held from February 5-7, 2005 in Chennai, India. Organized by Fair Fest Media, TTF is India's leading travel and tourism exhibition providing an annual opportunity for travel and tourism companies to showcase their services and products to a large cross section of travel trade and consumers across the major cities in India.

During the three-day fair, the Nepal stand crowned with Mt. Everest range and decorated with diverse tourism attraction and services was able to attract almost ten thousand visitors including trade, media and public. According to the organizers 16,000 visitors visited the fair. The fair was an ideal platform for the contingent of Nepalese private travel trade participants to expand and enhance their business. The Nepalese participants during the fair were able to convey the message that Nepal still remains safe, attractive and value for money next-door destination for Indian travellers. As the recognition of effective group participation by Nepalese travel trade, the fair organizer awarded Nepal stand with the Award of Excellence for Effective Group Participation.

The fair was a success in terms increasing interest and big response of Tamil Nadu consumers towards Nepal. The response further reinforces the need for direct air connection between Kathmandu and Chennai.

The NTB officials participating in the Fair were: Mr. Sumit Baral, Asst. Manager & Mr. Gobinda Oli, Officer. The other participating Nepalese travel trade companies were: Heritage Travels & Tours, Explore Nepal Rich Tours & Travels, Samrat Tours & Travels, Satyam Tours & Travels, Sunny Tours & Travels and Hotel Maharaja Palace.

NTB participates in Outbound Travel Road Show in India

Nepal Tourism Board along with Nepalese travel trade participated in the 2nd multi destination multi city travel trade workshop (OTR) held in Chennai, Bangalore, Mumbai and Delhi from January 17-25, 2005. The Outbound Travel Road show 2005, in the major metros of India was a run away success.

The travel trade event organized by Travel Media Networks, India succeeded in gathering 5 destinations together under one roof to collectively market their countries to the Indian Travel Trade. Sri Lanka Tourism Board, Mauritius Tourism Board, Dubai Tourism Board, British Tourist Board along with their respective contingent of tour operators, luxury resorts and hotel chains were Nepal Tourism Board's co-participants at the OTR. Nepal Desk with its prominent location and the highlighted display of Nepal's major tourist attractions received an overwhelming response from the Indian travel trade.

The road show held in the 4 major commercial and business metros of India, Chennai, Bangalore, Mumbai and Delhi attracted over 400 of the leading tour operators and travel agents of India at a one stop travel shop in their cities during the course of two days at each city. Over 40 suppliers, some independent and some under the umbrella of the National Tourism Boards interacted with Indian travel trade. The format and the locations chosen for the workshop provided the participants with the cost effective and advantageous conditions to meet prospective buyers from India and to secure the maximum amount of business.

Without doubt India is perceived to be one of the fastest growing economies of the future and there has been a phenomenal growth in India's outbound market in the past 5 years. Indian travelers have proven to be resilient and adventurous and more and more destinations are becoming aware of this. At OTR 2005, Nepal Tourism Board and its private participants successfully promoted Nepal as the closest, value for money, holiday destination so as to cash in on this increasing travel trend from India for the coming season.

OTR has the format of a cocktail evening followed by a full day workshop in each city. The evening session which is an informal gathering provided the opportunity to interact with the top decision makers from the Indian Travel Trade in a social atmosphere, thus enabling the participants to have a brief introductory meeting with the buyers and the chance to arrange appointments for the following day where the show case takes the format of a free flow workshop.

The versatility of the workshop enables the suppliers to cover the most prominent metros in short span of time, hence reaching out to the maximum of trade buyers in a very cost effective manner.

From NTB's desk, Indian travel trade at all the cities was well informed about the increased air accessibility to Nepal as well as updated on Nepal's new destinations, new products and increasing soft adventure options etc. Many new and upcoming travel agents were made aware of Nepal's tourism potential and provided with the latest promotional collaterals of NTB.

Nepal Desk at OTR was represented by Mrs. Ujjwala Dali from Nepal Tourism Board, Mr. Bikrum Pandey from Himalaya Expeditions, Mr. Samba Bikrum Shah & Mrs. Neeru Prdhanang from Hotel Soaltee Crowne Plaza & Mrs. Bachhu Shakya from Nepal Recreation Centre as well as by RNAC's Marketing & Sales officials at the respective cities.

Upcoming Events

Saraswati Puja

(Worshipping day for Goddess of learning and knowledge)

Date: February 13, 2005

Places to Visit: Swayambhunath, Neel Saraswati Temple-Lazimpat
and all Saraswati temples

The Solitude of Colour

Paintings by Binod Pradhan

Date: Until February 18, 2005

Venue: Siddhartha Art Gallery, Babar Mahal Revisited

Tel: 4411122, 4218048

Peaceful Breathing

Exhibition of ceramic works by Jang Moosik

Date: Until February 15, 2005

Venue: Buddha Gallery, Thamel

Tel: 4441689

Exhibition of Japanese Kites and Tops

Date: February 8-17, 2005

Time: 9.30-4.30 PM

Venue: Nepal Art Council

Sama Theatre Festival

Date: Till March 13, 2005

Venue: Gurukul, Maitidebi

Tel: 4466956

Pokhara Marathon

Date: February 18, 2005

Venue: Pokhara

Organised by The Ex-Sportsmen Forum

Tel: 061 520 751

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