



NATTA WEEKLY NEWSLETTER



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BEAUTY OF JANAKPUR



NATTA GRIEVANCES FOCUSED IN NATIONAL TOURISM STRATEGIC PLAN (2015-2024)



Tourism Strategic Plan. On behalf of the consultant team SAMARTH, Mr. Sumit Baral presented a summary report of the planning and President NATTA Mr. D.B Limbu, President TAAN Mr. Ramesh Dhamala and President NMA Mr. Ang Tshering Sherpa commented on the contents of the Plan. President Limbu expressed his profound satisfaction over the completion of the 10 year Tourism Plan of GON and thanked the consultants to have highlighted on the need of Tourist Bus Terminal in Kathmandu and other major cities of Nepal. He also

A discussion Program on National Tourism Strategic Plan (2015-2024) was held in the lecture hall of NTB under the aegis of Ministry of Tourism and Civil Aviation on Thursday, March 12 from 8:30 am till noon. The program was graced and addressed by UNWTO Executive Director Mr. Zhu Shanzhong and Director Dr. Harsh Varma. Mr. Mohan Krishna Sapkota, Jt. Secretary, MOCTCA welcomed the participants and thanked the Consultative Team for having prepared the National

envisaged on consolidating National Flag Carrier (NAC) and immediately go for an alternative airport keeping in mind the safety and security in aviation. Strong and adequate infrastructure alone can make our efforts to uphold tourism industry in Nepal, he added. Prof. Dr. Hari Sarmah, CEO NATTA was also present in the program.

NATTA IN BAGMATI CLEANING CAMPAIGN

A meeting was convened by Chief Secretary, Government of Nepal, Mr. Lilamani Poudel on 09th March 2015 to prepare for the 100th Week Celebrations of Bagmati River Cleaning Campaign at Dr. Harka Gurung Hall of Nepal Planning Commission. The meeting participated in by about 150 representatives including the community leaders and officials from various associations decided to celebrate the 100th week of Bagmati Cleaning Campaign with greatest participation ever and continue the same even in the future with greater effectiveness.



NATTA was represented by Mr. Binay Basnet an Executive Member of the Board and Coordinator of NATTA Sports & Entertainment Sub - Committee.

MALAYSIA FAMILARISATION TRIP



National Flag Carrier (NA) and Galileo Nepal had jointly organized a 5 Day Familiarization Trip to Kuala Lumpur, Malaysia for the top 10 agents of NA. The FAM Trip also included representatives of NAC Mr. Saroj Kasaju, Commercial Director, Mr. Daraz Mahmud, Country Director of Galileo Nepal along with 2 delegates. A group of private sector tourism stakeholders participated in the trip. The FAM Trip team visited various interesting places such as Genting Highland, Sunway Lagoon, Royal Palace and many more.

NATTA President Mr. D.B Limbu, Executive Member Mr. Chitra Bahadur Gurung along with a few more NATTA members were included in the FAM group.

Fam Trip was very successful and everyone seemed to enjoy with the excellent arrangement.

NATTA EXECUTIVES AT WASHINGTON D.C

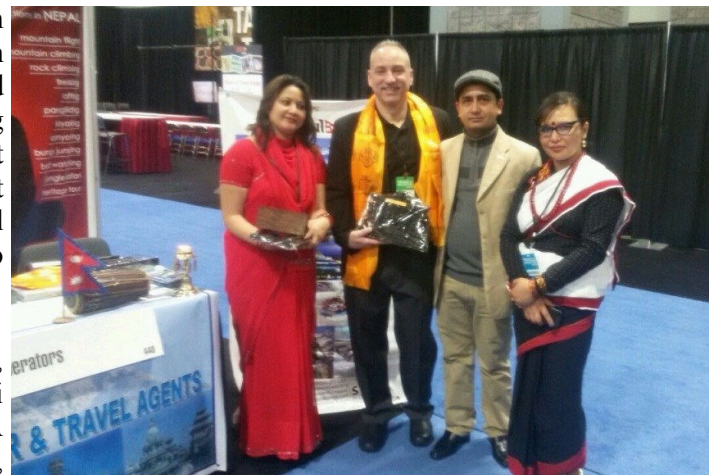


The 11th Annual Washington D.C. Travel & Adventure Show took place at the Walter E. Washington Convention Center on March 7 till March 8.

Participation from Nepal as exhibitors in the Fair showed prominence attracting numerous visitors. It has been hoped that this participation will

go a long way to make tourism heritage of Nepal known to the cross Atlantic Tourism market.

NATTA Jt. Treasurer Mrs. Jiswan Tuladhar Shrestha, MD, Swaa Travels and Executive Member, Mrs. Sabita Bhattarai K.C, MD, Arrow Travels participated in the event. A souvenir from NATTA was presented to Mr. John Spooner, Vice President– Sales, Travel Show by NATTA officials.



ITB Berlin sets new records with sales volume of 6.7 billion Euros

ITB Berlin sets new records. ITB Berlin, which came to an end on March 8, was able to cement its position as the world's largest travel trade show. From 4 to 8 March 2015 10,096 exhibitors from 186 countries, more than two-thirds of whom were from abroad, were represented in 26 display halls which were fully booked. Overall, some 115,000 trade visitors (2014: 114,000) travelled to Berlin. The share of trade visitors from abroad increased to 43 per cent (2014: 40 per cent).

Trends at ITB Berlin 2015 included the massive rise in the use of mobile devices to book trips, a phenomenon that has now

become the norm. Improved software means that travel websites are becoming more attractive and easier to use. Hotels are also witnessing the impact of digital trends. Smartphone functions are increasingly taking over from room keys. Travel apps are developing rapidly and becoming evermore widespread with the use of latest-generation smartphones.

The next ITB Berlin will take place from Wednesday, 9 to Sunday, 13 March 2016. The Maldives will be the official partner country of the show.- ITB Berlin ,March 9, 2015.

**CAPTURED SNAP**

Trishuli River : A major rafting river of Nepal

**Figures of Visitors
March 11, 2015**

The figures released by the Immigration Office, Tribhuvan International Airport, reveal that visitor arrivals in the year 2014 by air decreased by 0.3 %, compared to the year 2013. A total of 585,981 international visitors were recorded to have arrived in Nepal in the year 2014 which is less by 1,861 as compared to the year 2013. In the year 2013, a total of 587,842 tourists were recorded to have entered Nepal by air.

Nepal observed a sustained growth in international tourist arrival in the early months of January, February, April and May but suffered a decline from June. The decline suggests that Nepal needs to promote its tourism products in the international market more aggressively in order to increase the tourist arrival.

काठमाण्डौ विश्वको नवौं सस्तो सहर

विश्वका सबैभन्दा सस्तो सहरको सूचिमा नेपालको राजधानी काठमाण्डौ नवौं स्थानमा परेको छ । इकोनोमिस्ट इन्टेलिजेन्स युनिट (इआइयु) ले सार्वजनिक गरेको विश्वका कुल १ सय ३३ वटा सहरको सूचिमा काठमाण्डौ १ सय २५ औं स्थानमा पर्दै नवौं सस्तो सहरका रुपमा सूचिकृत भएको छ । गएको वर्ष सातौं सस्तो सहरको रुपमा रहेको काठमाण्डौमा पछिल्लो एक वर्षमा महंगी केही बढेको र दुई स्थान माथि चढेर नबौं स्थानमा पुगेको तथ्यांकले देखाएको छ । अमेरिकाको न्युयार्कलाई आधार मानेर इआइयुले तयार पारेको कस्ट अफ लिभिङ इन्डेक्स अनुसार पाकिस्तानको कराँची विश्वको सबैभन्दा सस्तो सहरको रुपमा देखिएको छ । यो सूचकांक तयार पार्ने क्रममा खाद्यान्न, लत्ताकपडा तथा दैनिक उपभोग्य सामाग्रीहरूको खर्च लगायतका १ सय ६० वटा वस्तु तथा सेवामा हुने खर्चको तुलनात्मक अध्ययन गरिएको थियो ।

एसिया सबैभन्दा सस्तो सबैभन्दा महंगो

जीवनयापनको खर्च सूचकांकले एसिया महादेश विश्वको सबैभन्दा महंगो र सबैभन्दा सस्तो ठाउँ रहेको देखाएको छ । पाकिस्तानको कराँची र भारतको बँगलोर विश्वको सबैभन्दा सस्तो सहरको रुपमा संयुक्त रुपमा पुछारमा रहँदा सिँगपुर भने लगातार दोश्रोपटक विश्वको सबैभन्दा महंगो सहरका रुपमा दहिरिएको छ ।

विश्वका सबैभन्दा सस्ता १० सहरमा दक्षिण एसियाका ६ वटा सहर परेका छन् । पाकिस्तानको कराँची र भारतको बँगलोर संयुक्त रुपमा सबैभन्दा पुछारमा रहँदा तेश्रो स्थानमा भारतकै मुम्बई रहेको छ । पाँचौं स्थानमा भारतकै चेन्नई, छैटौंमा नयाँदिल्ली रहेको छ । नबौं स्थानमा नेपालको काठमाण्डौ रहेको छ । सस्तो सहरको सूचिमा चौथो स्थानमा भेनेजुयलाको काराकास, सातौंमा सिरियाको दमास्कस, आठौंमा इरानको तेहेरान र दशौंमा अल्जेरियाको अल्जियर्स रहेका छन् ।

विश्वको सबैभन्दा महंगो सहरको पहिलो नम्बरमा लगातार दोश्रोपटक सिँगपुरले स्थान सुरक्षित गर्दा अन्य पाँच महंगा सहर समेत यथावत रहे । अघिल्लो वर्षजस्तै टप फाइभ महंगा सहरका रुपमा दोश्रोमा फ्रान्सको पेरिस, तेश्रोमा नर्वेको ओस्लो, चौथोमा स्विजरल्याण्डको जुरिच र पाँचौमा अस्ट्रेलियाको सिड्नी रहेका छन् । त्यस्तै छैटौं महंगो सहरका रुपमा अस्ट्रेलियाकै मेलबर्न, सातौंमा स्विजरल्याण्डको जेनेभा, आठौंमा डेनमार्कको कोपनहेगन, नवौंमा हङकङ र दशौंमा दक्षिण कोरियाको सिओल रहेका छन् ।

WORLD TRAVEL EVENTS FOR THE MONTH OF APRIL

Azerbaijani International Travel & Tourism Fair

2-4
April

Baku Expo Center,
Baku, Azerbaijan
Website: www.aitf.az

Aitf



Routes Europe 2015

12-14
April

Aberdeen Exhibition & Conference Centre,
Aberdeen, United Kingdom
Website: www.routesonline.com

ibtm africa 2015

13-15
April

Cape Town International Convention Centre,
Convention Square, 1 Lower Long Street Cape Town, South Africa
Website: www.ibtm africa.com

ibtm



CHINA OUTBOUND TRAVEL & TOURISM MARKET

New Hall, National Agricultural Exhibition Center,
Beijing, China
Website: www.cottm.com

14-16
April

IT&CM CHINA 2015

14-16
April

Shanghai World Expo Exhibition & Convention Center,
1099 Guozhan Rd. Shanghai, 200126 China
Website: www.itcmchina.com



world travel market

15-17
April

Cape Town International Convention Centre (CTICC),
Cape Town, South Africa
Website: www.wtmafrica.com

LATO 2015

17-19
April

Warsaw Trade Fair and Congress Center Mt Polska,
56, Marsa Street Warsaw, Poland
Website: www.targilato.pl



WTM Latin America

22-24
April

The Expo Center Norte,
Rua José Bernardo Pinto, 333, Sao Paulo, Vila Guilherme 02055-
000 Brazil
Website: www.wtmlatinamerica.com





We've just celebrated the 105th International Women's Day.
Here are some of the amazing facts on women:

<<Women speak about 20,000 words a day. That's 13,000 more than the average man.>>

<<There are currently 17 countries with women as head of government, head of state, or both, which, according to the UN, has more than doubled since 2005.>>

<<The sign sometimes used to represent the female (♀) is also the symbol for the planet Venus, and is believed to be a stylized representation of the Roman goddess Venus's hand mirror.>>

<<In nearly every country, women work longer hours than men and are paid less.>>

<<Men are ten times more likely than women to be employed in skilled trades (19 per cent compared with 2 per cent) and are also more likely to be managers and senior officials. A fifth of women in employment do administrative or secretarial work compared with 4 per cent of men.>>

<<In Great Britain, men are more likely than women to exceed the recommended daily limits for consumption of alcohol.>>

<<Among young adults (aged 16-19) more women (26 %) smoke than men (23 per cent)>>

<<The first computer programmer was a woman (1842: Ada Lovelace (1815–1852), analyst of Charles Babbage's analytical engine and described as the "first computer programmer")>>

<<Gender-based violence causes more deaths and disabilities among women aged 15 to 44 than cancer, malaria, traffic accidents and war >>

<<Two-thirds of children denied school are girls, 64% of the world's illiterate adults are women, 41m girls are still denied a primary education >>

Some Quotes:

"Forget about the fast lane. If you really want to fly, just harness your power to your passion." - **Oprah Winfrey**

"Women who seek to be equal with men lack ambition." - **Marilyn Monroe**

"The most courageous act is still to think for yourself. Aloud." - **Coco Chanel**

Nepal Association of Tour and Travel Agents

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