



BEAUTY OF
NEPAL

NATTA WEEKLY NEWSLETTER

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MEETING WITH SAMARTH

A joint meeting was held at NATTA Secretariat on 21st March 2016 between the team of SAMARTH and Executives of NATTA.

Discussion was held on particular issues pertaining to the promotion of tourism in China Market. SAMARTH delegates suggested NATTA to form a core committee to work on formulating appropriate marketing strategies. NATTA agreed to it and requested SAMARTH to depute at least two marketing experts in the proposed committee, so that things could be carried out properly.



NATTA President Madhusudan Acharya, Secretary Sudhir Kumar Upadhyay, Treasurer Chitra B. Gurung, Executive Member Binay Basnet, Prof. Dr. Hari Sarmah were present in the meeting.

HONOR AND INTERACTION PROGRAM WITH NATOJ



NATTA had organized a honor and interaction program with newly executive committee of NATOJ (National Tourism Journalist Association) on Thursday, 24th March at NATTA Secretariat.

President Madhusudan Acharya felicitated the President of NATOJ, Shiva Adhikari and the members of the NATOJ executive body.

During the interaction, NATTA President Acharya focused that news that is being published should be fair and realistic. Adding to it, President Acharya highlighted that media has a great role in upholding the tourism industry. Therefore, news of Nepal should be disseminated in a positive way so that people become more concerned with Nepal and the happenings in Nepal.

Also, emphasizing the contribution of media, this time President Acharya announced that the Awards which are given to the media since 2007 by NATTA now onward will be increased to 5.

NATOJ President Mr. Shiva Adhikari highlighted that this newly formed team of tourism journalists will always work for the betterment prosperity of tourism in Nepal.

NATTA Executive Member, Mr. Binay Basnet thanked the NATOJ new Executive Committee for their meaningful participation and expressed that NATTA & NATOJ will work in tandem for better tourism in the days to come.



PROMOTION OF NEW DESTINATION

SOTTO Nepal organized a FAM Trip in coordination with NTB from 18th March to 23rd March 2016. The FAM group visited including Lumbini, Palpa, ReshRunga, SupaDeurali and Swargadwari for the promotion of internal tourism. Certain spots have been identified as spots of touristic attraction and they will be included in the tour packages offered by tour operators in the days to come.

Speaking during a formal program at Swargadwari, NATTA 1st V.P CN Pandey said that the development of tourism mainly depends on the number of days spent by tourists at the destination and how comfortable are the infrastructure required for the mobility of the tourists in the areas they visit.



MEDIA PICK OF THE WEEK

KATHMANDU 23RD IN TRIPADVISOR'S TOP DESTINATIONS LIST

Popular travel review portal TripAdvisor has listed Kathmandu as one of the world's 25 best destinations under '2016 Travelers' Choice Awards'. The portal has ranked Kathmandu in the 23rd position ahead of Sydney (Australia) and Budapest (Hungary).

TripAdvisor has said the award winners were determined using an algorithm that took into account the quantity and quality of reviews and ratings for hotels, restaurants and attractions in destinations worldwide, gathered over a 12-month period, as well as traveler booking interest on its website.

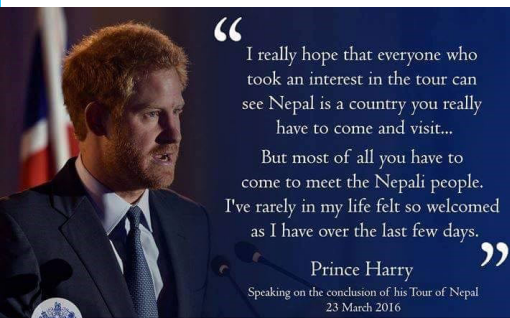
Along with top 25 best destinations, the travel website company has also identified top-rated hotels as well as popular tours, iconic attractions and upcoming events to offer. However, Nepal did not appear anywhere in other lists.

"The Travelers' Choice Destination awards recognize the world's most beloved travel spots, based on feedback and booking interest from the TripAdvisor community," a TripAdvisor statement quoted Barbara Messing, chief marketing officer for TripAdvisor, as saying.

Kathmandu is the only South Asian destinations in the TripAdvisor's list which features London as the most favorite destination. Bangkok, Hong Kong and Tokyo, among others, are other Asian destinations in the list. Similarly, Istanbul, Paris, Prague, Rome, New York City and Dubai are the other top destinations in the list.

"Nepal's capital is surrounded by a valley full of historic sites, ancient temples, shrines, and fascinating villages. Mingle with locals and animals amid Durbar Square's monuments, or join mountain trekkers in the bustling Thamel district," reads the brief intro of the city posted on TripAdvisor. "Explore shops for exquisite work by local artisans-carpets and paper prints are specialties."

The recognition by TripAdvisor has elated tourism entrepreneurs whose confidence was weakened by the devastating earthquakes of 2015 that battered the service industry. "This is a very big achievement for Nepal's tourism industry," Ram Kaji Koney, former president of Nepal Association of Tour and Travel Agents (NATTA), said. "It has indicated that there will be a marked improvement in tourist arrivals in the coming year. The recognition has made us optimistic," he added.



An artist at work during the World Woodcraft Festival held at the Nepal Academy in Kathmandu.

Rebound in Chinese arrivals cheers up Nepal's tourism

Chinese arrivals to Nepal shrank sharply following the 2015 killer earthquake and India's trade embargo, dampening the enthusiasm of tourism entrepreneurs who had got their hopes up because of the fast rising market.

Visitors from the northern neighbor are valued as they have helped to pull up Nepal's tourism industry after arrivals from the traditional European markets started trailing off due to political instability and a wobbly economy.

The earthquake and embargo coming one after the other led to arrivals from China dropping to a four-year low of 66,984 individuals in 2015, down 45.89 percent from the previous year. The freefall had spread concern among travel traders about a possible sustained downturn in tourism.

However, the figures for March have cheered up gloomy faces in the industry.

"Chinese tourists are coming back to Nepal," said Hari Sarmah, CEO of the Nepal Association of Tour and Travel Agents (Natta). *View Full news: [Click Here](#)*



Source: Republica/hekathmandupost



NEPAL CHINA SALES MISSION -2016



As in the previous years, in conjunction with NTB, NATTA is organizing B2B and Sales Mission in China's four main cities: Beijing, Hangzhou, Shanghai and Chengdu starting from 10 - 19th April 2016.

Sales Mission has been organized in its bid to promote Nepal in the booming Chinese market. Coordinator for Nepal China Sales Mission 2016 is Mrs. Shital Kumari Sharma Poudel, Chairperson for NATTA Regional Tourism Development Committee.

Participation Fee has been fixed at Rs. 1,42,000/- per person that comprises of to and fro Airfare, accommodation in 4 star hotel on BB basis, rail tickets, charges of guide and other government tax.

Tourism stakeholders interested to participate in this mission are requested to register their names at NATTA Secretariat asap. *(Priority to Participants is on the basis of "First Come First Serve")*

For further details, Itinerary has been linked below.

[Click Here to View Itinerary for Nepal China Sales Mission- 2016](#)

China Sales Mission preparation is on full swing. In conjunction with NTB, NATTA is organizing B2B Sales Mission in China's main cities: Beijing, Hangzhou, Shanghai and Chengdu starting from 10 - 19th April 2016.



Here are some brief description on China's main cities:

Beijing

Beijing, China's massive capital, has history stretching back 3 millennia. Yet it's known as much for its modern architecture as its ancient sites such as the grand Forbidden City complex, the imperial palace during the Ming and Qing dynasties. Nearby, the massive Tiananmen Square pedestrian plaza is site of Mao Zedong's mausoleum and the National Museum of China, displaying a vast collection of cultural relics.

Area: 16,801 km² **Population:** 11.51 million (2000)

Hangzhou

Hangzhou, the capital of China's Zhejiang province, is known as the southern terminus of the ancient Grand Canal waterway, originating in Beijing. Its West Lake, celebrated by poets and artists since the 9th century, encompasses islands (reachable by boat), temples, pavilions, gardens and arched bridges. On its south bank is 5-story Leifeng Pagoda, a modern reconstruction of a structure built in 975 C.E.

Area: 16,847 km²

Population: 2.451 million (2000) **Province:** Zhejiang

Shanghai

Enormous Shanghai, on China's central coast, is the country's biggest city and a global financial hub. Its heart is the Bund, a famed waterfront promenade lined with colonial-era buildings. Across the Huangpu River rises Pudong's futuristic skyline, including 632m Shanghai Tower and the Oriental Pearl TV Tower, with distinctive pink spheres. Sprawling Yuyuan Garden has traditional pavilions, towers and ponds.

Area: 7,037 km² **Population:** 14.35 million (2000)

Chengdu

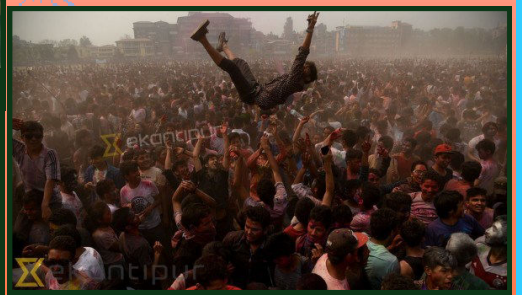
Chengdu is the capital of southwestern China's Sichuan province. The city is famed for its cuisine, defined by the spicy Sichuan peppercorn, which flavors hot-pot dishes and other regional specialties. The city is also home to the famous Chengdu Research Base of Giant Panda Breeding, a conservation center where visitors can view endangered giant pandas in a natural habitat.

Population: 4.334 million (2000) **Province:** Sichuan

Festival of colors celebrated in every part of Nepal, enjoying smearing one another with different colors.

Happy Faces of Holi 2072

FUN AND ENTERTAINMENT



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