



## CONTENT AND INFLUENCER MARKETING WORKSHOP

NATTA, in collaboration with USAID Trade & Competitiveness and Uptrendly Media, successfully organized a two-day Content and Influencer Marketing Workshop on December 6th and 7th, 2024, at MIT College. The workshop, attended by over 65 enthusiastic participants, provided valuable insights and advanced strategies to enhance marketing efforts. The sessions focused on empowering local tourism businesses to attract and engage luxury travelers through impactful content creation and influencer partnerships.

The event commenced with an inspiring opening ceremony led by Secretary General Ms. Yubika Bhandari and concluded with a certification ceremony officiated by Mr. Kumar Mani Thapaliya. The entire program was seamlessly coordinated by Ms. Shradha Joshi, ensuring its success.

The workshop concluded with all particip-

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participant receiving certificates in recognition of their active engagement and commitment.

# MEETING WITH JAPANESE EMBASSY



On December 5th, 2024, NATTA President Mr. Kumar Mani Thapaliya, accompanied by board members, welcomed Mr. Takahiro Tamura, Deputy Chief of Mission, and Mr. Tadashi Sato, Second Secretary, from the Japanese Embassy, for a strategic meeting at the NATTA Secretariat. The discussions centered on exploring opportunities for collaboration in tourism development.

During the meeting, NATTA Secretary General Ms. Yubika Bhandari delivered a presentation highlighting NATTA's key initiatives and proposed avenues for strengthening mutual cooperation to foster sustainable tourism growth and cultural exchange between the two nations.

A major point of discussion was disaster management collaboration and information sharing, where both parties explored ways to enhance cooperation in addressing disaster risks and ensuring better preparedness and response mechanisms for tourism stakeholders in both countries.



# MEETING WITH INDIGO AIRLINES



On December 5th, 2024, NATTA President Mr. Kumar Mani Thapaliya, accompanied by board members, engaged in a productive discussion with representatives from Indigo Airlines at the NATTA Secretariat. The meeting focused on exploring key challenges and opportunities within the aviation sector, aiming to strengthen collaboration and enhance connectivity for the benefit of the tourism and travel industries. A key point of discussion was Indigo Airlines' commitment to being more travel industry-friendly, along with the decision to eliminate group fare options.



# 7TH (ABTO) INTERNATIONAL CONVENTION



From December 10th to 12th, 2024, the 7th ABTO International Convention was held in Vaishali, Bihar, India, bringing together prominent professionals and stakeholders from the global Buddhist tourism sector. Representing the Nepal Association of Travel and Tour Agents (NATTA), Executive Member Mr. Bijaya Rijal actively participated in discussions focused on advancing Buddhist tourism.

During the event, the prestigious Mitra Award was conferred on the President of NATTA Mr. Kumar Mani Thapaliya and Token of Love given to NATTA with Mr. Rijal accepting the honor on the President's behalf. In his address, Mr. Rijal highlighted Nepal's rich cultural and spiritual heritage, reaffirming its significance as a premier destination for Buddhist tourism. He also extended an open invitation to attendees to visit Nepal and collaborate in driving innovation and sustainable growth in the tourism industry.



# COLLABORATION FOR PROMOTING NEPAL TOURISM



On December 5, 2024, the NTB organized an interactive session with the proposed Nepali ambassadors from various countries to discuss strategic collaborations aimed at promoting Nepal's tourism on the international stage. The session emphasized the importance of leveraging the resources of embassies, the Nepal Tourism Board, and tourism businesses to promote Nepal's diverse offerings, including its rich cultural heritage, scenic beauty, and adventure tourism. The ambassadors were encouraged to actively engage in global promotional efforts, bringing attention to Nepal as a top-tier destination for both leisure and spiritual tourism.

NATTA General Secretary Ms. Yubika Bhandari, participated in the session, contributing valuable insights into how tourism businesses can collaborate with the NTB and embassies to strengthen Nepal's tourism presence globally. The proposed ambassadors expressed strong support for Nepal's tourism sector, highlighting their commitment to facilitating promotional efforts and enhancing Nepal's global tourism image. The session emphasized the importance of collaboration to promote sustainable growth in Nepal's tourism sector. Ambassadors committed to working with the board and tourism organizations to support the industry's development.

# BENGAL TRAVEL MART (BTM) 2024



The Bengal Travel Mart (BTM) 2024 was held from December 17-19, where NATTA President, Mr. Kumar Mani Thapaliya, was invited as a special guest for the inauguration event. In his address, Mr. Thapaliya highlighted Nepal as a premier tourist destination, showcasing its diverse offerings—from the majestic mountains, including the iconic Mount Everest, to its vibrant cultural heritage, ancient temples, and unique wildlife. He spoke about Nepal's rich history, breath taking landscapes, and renowned hospitality, warmly encouraging Indian tourists to visit and explore the wonders of Nepal. Mr. Thapaliya emphasized that Nepal caters to all kinds of travelers, offering opportunities for adventure, spiritual growth, cultural discovery, and unforgettable experiences. He invited the audience to experience Nepal's beauty and connect with its extraordinary blend of nature and culture.



# STORYTELLING IN NEPAL'S TRAVEL INDUSTRY



On December 22nd, 2024, a 12-hour workshop on "Storytelling in Nepal's Travel Industry" was successfully organized by NATTA and STLRP in collaboration with NTB and UNDP Nepal at Jhamsikhel, Lalitpur. The workshop aimed to promote sustainable tourism by leveraging the power of storytelling.

The event was inaugurated by NATTA President Mr. Kumar Mani Thapaliya and NTB CEO Mr. Deepak Raj Joshi, who congratulated the 30+ participants for their commitment to enhancing their skills. The workshop featured insightful sessions led by distinguished experts, including Mr. Vinaya Shakya, Mr. Anil Ghising, Dr. Pashupati Neupane, and NTB Senior Manager Mr. Sunil Sharma. The program concluded with participants receiving certificates of completion, signifying the workshop's success in equipping them with advanced storytelling techniques to promote tourism in Nepal effectively.



# WELCOME AND FACILITATION CEREMONY AT NATTA

# 18TH CHITWAN ELEPHANT AND TOURISM FESTIVAL



On December 24th, 2024, NATTA organized a welcome and facilitation program at its Secretariat to honor Mr. Bhakta Bahadur Bhandari, the newly appointed Chief Officer of the Valley Tourism Office, Bagmati Province. NATTA President Mr. Kumar Mani Thapaliya, along with board members, extended a warm welcome to Mr. Bhandari and engaged in meaningful discussions on advancing tourism in the Bagmati region.

NATTA had the honor of participating in the 18th Chitwan Elephant and Tourism Festival, a significant celebration of Nepal's rich culture, wildlife, and tourism potential. NATTA President Mr. Kumar Mani Thapaliya attended the festival as a distinguished guest, where he shared valuable insights on the importance of promoting Nepal's tourism industry. In his address, he emphasized the crucial role of events like this in attracting both domestic and international tourists, highlighting the positive impact they have on Nepal's tourism sector. NATTA extends its congratulations to the organizers for hosting such a successful and impactful event.

The meeting provided a platform to address key initiatives and opportunities for promoting sustainable tourism, preserving cultural heritage, and enhancing infrastructure development. Additionally, the discussion included addressing grievances of the travel industry and identifying actionable steps to alleviate challenges faced by stakeholders. Both parties expressed their commitment to strengthening collaboration for the growth and success of tourism in the province.



## JOINT INTERACTION PROGRAM



On December 29, 2024, a collaborative interaction program was organized by ten leading tourism organizations, including NATTA, TAAN, HAN, and NMA, to gather concrete suggestions on the Draft Tourism Policy 2081 BS. The event brought together key tourism associations, ethnic community-based organizations, and government officials to discuss and refine the proposed policy.

NATTA President Kumar Mani Thapaliya played a central role in the program, delivering a powerful address that underscored the importance of inclusivity and actionable solutions in shaping the tourism policy. Alongside other industry leaders, he presented key recommendations from the private sector to government representatives, including officials from MoCTCA, NTB, DoI, and NTNC. His leadership highlighted NATTA's commitment to addressing sector-specific issues and fostering collaboration between stakeholders.

This program underscored NATTA's proactive role in shaping tourism policies and its dedication to promoting sustainable growth in Nepal's tourism industry. The finalized recommendations from the event will be submitted to the Ministry of Culture, Tourism, and Civil Aviation for further consideration.

## NEPAL ACADEMY OF TOURISM AND HOTEL MANAGEMENT - ANNUAL GENERAL MEETING

The Annual General Meeting of the Nepal Academy of Tourism and Hotel Management (NATHM) took place on 14th Poush, bringing together prominent figures from the tourism and hospitality sectors. NATTA President Kumar Mani Thapaliya participated in the event and delivered an insightful speech focusing on pressing tourism-related issues, opportunities for growth, and the importance of collaboration among stakeholders. His address highlighted NATTA's ongoing commitment to fostering sustainable development and professional excellence within Nepal's tourism industry.

## EVENT ORGANIZED BY THAMEL TOURISM DEVELOPMENT COUNCIL

On December 31, 2024, the Thamel Tourism Development Council organized an event to promote tourism and highlight Thamel's role as a vibrant hub for travelers. NATTA President Kumar Mani Thapaliya graced the occasion with his presence and delivered an inspiring speech emphasizing the importance of Thamel in Nepal's tourism landscape.

In his address, President Thapaliya discussed strategies for enhancing the visitor experience, fostering sustainable tourism practices, and strengthening collaboration among stakeholders to ensure Thamel continues to thrive as a premier destination. His participation underscored NATTA's dedication to advancing Nepal's tourism sector and supporting key initiatives aimed at promoting its cultural and economic significance.