



**NEPAL ASSOCIATION
OF TOUR & TRAVEL AGENTS**



NATTA WEEKLY NEWSLETTER

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Outdoor Advertising of Nepal at FITUR -2017(Madrid, Spain)

NATTA enews

Sixth AGM of NATTA Eastern Regional Association



The Sixth Annual General Meeting of NATTA Eastern Regional Association was held in Kakarvitta Thursday, the 26th January 2017. A nine-member delegation from NATTA Central Executive Committee was led by President Mr. Madhu Sudan Acharya, the Chief Guest of the Meeting. Representatives from NATTA Western, NATTA Far-Western and NATTA Palpa Chapter also participated in the NATTA Eastern AGM. The details are yet to be received here.

NATTA Focus on Nepal Investment Summit - 2017

NATTA Coordination Meeting on Foreign Investment in Tourism Sector was held at NATTA Secretariat on 23rd January, 2017 in the presence of Past Presidents Madam Ambica Shrestha, Mr. RR Pandey and Hony. Life Member of NATTA Mr. Prachanda Man Shrestha. The meeting was chaired by President Madhusudan Acharya. Others present in the meeting were 1st VP Mr. CN. Pandey, Secretary Mr. Sudhir Kumar Upadhyay, Executive members Mr. Laxman Lamsal and Mr. Ram Barakoti including NATTA CEO Prof. Hari Sarmah.



The meeting focused mainly on the proposed Nepal Investment Summit-2017 going to be held on 2nd and 3rd March this year in Kathmandu. After a long hiatus, the Government of Nepal has incorporated certain reforms in the Investment Act and that reformation has necessitated the establishment of new provisions in the existing investment policy of Nepal. As such, the Investment Board has called upon the vital sectors of Tourism viz., Aviation, Travel Trade and Hotels to present their views on how the said proposition could be best capitalized in the context of Nepal.

The meeting concluded with a unanimous view that Mr. RR Pandey and Madam Ambica Shrestha would start working on NATTA's views on FDI in tourism.

Digital Marketing by NTB



A meeting was held at Nepal Tourism Board in regard to the promotional campaigns of Nepal through international media.

NTB had enlightened on the meeting regarding the publicity of Nepal via foreign media platforms such as BBC, CNN and TripAdvisor.

NTB has formed a committee to address the concerns that could arise in digital promotion. Nepal Tourism Board (NTB) will be conducting consumer publicity programmes through popular global media outlets like CNN International and BBC World, Trip Advisor to attract a larger number of tourists to Nepal. The promos on BBC and CNN television channels will aim to lure sightseers to visit Nepal during the autumn, which is the peak tourist season in the country with stunningly clear scenery and pleasant weather.

Various associations' representatives, government personnel and media were present in the meeting organized at Nepal Tourism Board. NATTA was represented by 1st Vice President Mr. CN Pandey.

New Member welcomed at 28th Board Meeting



Four travel agencies were welcomed as NATTA Member at its 28th Board Meeting held on 20th January 2017. Newly welcomed members were handed over new NATTA Membership Certificate & Khada by President Mr. Madhusudan Acharya and Executive members. New Members are:

1. Nebula Travels & Tours Pvt. Ltd.
2. Footmark Travel & Adventures Pvt. Ltd.
3. Master Himalaya Int'l Tours & Travels Pvt. Ltd.
4. Going Nepal Pvt. Ltd.

View News in Website (<http://natta.org.np>

/news/new-member-welcomed-in-28th-board-meeting)

Meeting with Domestic Airlines

NATTA Chairman for Domestic Airlines' Coordination Committee Mr. Hari Bhakta Shrestha called a meeting with the Marketing Chiefs of eleven domestic airlines' at NATTA Secretariat on 19th January, 2017 primarily to appraise the airlines regarding the complaints of agents in regard to their price (air fare) discrimination, online fares and commissions. It was agreed that the airlines would take the suggestions of NATTA seriously and get ready to work in tandem with agents for better promotion of domestic tourism in the country.

The meeting also decided to sit together with NATTA Domestic Airlines Coordination Committee every off and on for effective implementation of the decisions taken together with the agents and always act in the perspective of win-win atmosphere.

NATTA's Participation in BTTF - 2017

In an aid of promotion of Nepal, Nepal Association of Tour & Travel Agents (NATTA) is participating in the Tourism Fair BTTF - 2017 to be held from 20th -22nd April 2017 at Dhaka, Bangladesh in coordination with Nepal Tourism Board (NTB).

A notice requesting to participate in the fair has already been circulated among NATTA members. Interested travel stakeholders can contact NATTA for registration of participation by first week of February. The registration is taking place on the basis of First Come First Serve Basis. Executive Member, Mr. Haribhakta Shrestha has been designated as Coordinator for Nepal Participation in BTTF – 2017.

Information & Communication

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