



# Buddhist International Travel Mart (BITM) 2019

10-12 Jan 2019

Lumbini, Nepal

## BITM 2019 introduction

BITM is organized in Nepal to promote Nepal through BUDDHIST travel mart exploring Buddhaland, the birthplace of Gautam Buddha, at **Lumbini**, Nepal. It will highlight the Buddhist sites of Nepal spreading the message that Nepal is center for world peace and a gateway to the Buddhist Circuits. It will create the opportunity for niche market of pilgrimage in Nepal and help to expand travel product. It will help to develop Lumbini as the most important travel destination.



## Who will be benefitted?

The main intension of organizing this event is to develop Lumbini as a must visit destination for all spiritual human being in the world. The local people get economic benefit by selling their local products in and around Lumbini. The tourism entrepreneurs will have expanded product in Nepal with spiritual theme in addition to Buddhist pilgrimage theme. Local hotels, restaurants, transport operators and airlines companies will have additional opportunities with this event.

## Who are involved?

Ministry of Culture, Tourism and Civil Aviation is involved as Chair of the main organizing committee. Nepal Tourism Board is working as organizing partner, whereas Natta is working as implementing partner, together with all tourism related stakeholders. There are other travel related government, non-



government, semi government and international non-governmental organizations in the main organizing committee.

### **How can be part of it?**

All tourism entrepreneurs in Nepal can participate, as sellers in the Buddhist International Travel Mart (BITM). Sellers will have the opportunity for business deal directly with the hosted and paid buyers from around the global travel market. Tour operators from abroad can participate as buyers. The buyers will get direct approach to meet the sellers in the mart. Registered participants and sponsors will get access to conference and mart venue but not in B2B session. Volunteer will have access according to their schedule.

### **Venue:**

Inauguration is scheduled at Lumbini, the sacred garden; the birthplace of Gautam Buddha as well as the conference will be followed by B2B session.



### **B2B event**

This is the key platform where buyers meet sellers as per their schedule and prefix meeting. Each buyer and seller have time to talk the real deal.



## Inauguration ceremony

There will be spiritual preaching and motivational speech from spiritual gurus immediately after the inauguration program and the conference at Lumbini will be addressed by travel gurus.

There will be participation from national and international travel media, travel bloggers, travel writers, TV journalist and media to highlight the mart.

## EXPECTED OUTCOMES

Buddhist International Travel Mart (BITM) is expected to establish Nepal as a premium Buddhist pilgrimage destination as well as spiritual destination. The event will have following outcomes:

This event will help to increment in total tourist arrivals in the country. BITM will acquaint leading tour operators with Nepali tourism products and services. This event will develop Buddhist pilgrimage tourism as a niche tourism product in Nepal. It will help to diversify Nepalese tourism activities that centered in few areas of the country. This will be beneficial to generate new business opportunities for tourism enterprises. It will support in the livelihood of people living in and around Buddhist heritage sites by offering them a viable sources of income generation. Ultimately, it will establish Buddhist Pilgrimage and spiritual tourism as a niche product where Nepal has comparative advantage among other countries. Another expectation from this event will be promotion of hidden Buddhist heritage sites and monuments.



The Secretariate office,  
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