

**Issue is
Double**



In this Issue

WELCOMING NEW BOARD OF SOTTO

NEPAL OUTSHINING IN FITUR 2019



52ND AGM of NATTA ACCOMPLISHED



WELCOMING NEW BOARD OF SOTTO

NATTA organized an honor and interaction program with newly elected members of SOTTO Nepal at NATTA Secretariat on 25th January 2019.

NATTA President CN Pandey and Executive Members felicitated the President and the members of the SOTTO executive body. During the interaction, both NATTA and SOTTO team expressed their commitment for collaboration with each other for the promotion of Nepalese tourism as both organizations share common

interest in working for tourism.

SOTTO President Mr. Madhusudan Upadhyay highlighted that this newly formed team of SOTTO will always work for the betterment prosperity and will work in tandem for better tourism in the days to come.

In conclusion, NATTA President Mr. Pandey entrusted on full support to and fro of the associations and wished the team of SOTTO a successful tenure.





NEPAL OUTSHINING IN FITUR 2019

Nepal showcased in FITUR which started from 23.01.2019 till 27.01.2019 at capital of Spain, Madrid.

Bouddhanath structured Nepal Pavilion was admired by all the participants and visitors and has been assumed to be best Stand.

Since the very first day the Nepalese Exhibitors experienced good response from the visitors and media persons in FITUR. At the FITUR, First Secretary and Acting Ambassador of Nepal to Spain, Mr. Harihar Kant Poudel visited Nepal Pavilion and interacted with participants of FITUR. While it also had presence of various tourism dignitaries from Nepal and dignitaries residing in Spain as Trade Visitors.

Like in the past years, NATTA has been regularly coordinating Nepal's participation in FITUR in conjunction with Nepal Tourism Board showcasing tourism products of Nepal. This year, Nepal's participation is coordinated by NATTA 2nd Vice President Mrs. Sangita Jirel Bade.



The participation comprises of 16 Nepalese travel companies and hotels.

1. Vista Travels & Tours P. Ltd.
2. Royal Mountain Travel Nepal Pvt. Ltd.
3. Sampurna Adventure Pvt. Ltd.
4. Asian Adventure Treks & Expedition Pvt. Ltd.
5. Fishtail Tours & Travels Pvt. Ltd.
6. Mountain Adventure Trekking Pvt. Ltd
7. Himalayan Yogi Adventure Pvt. Ltd.
8. Makalu Adventure Travel & Tours Pvt. Ltd.
9. Sapphire Tours & Travels Pvt. Ltd.
10. Walk Mountain Pvt. Ltd.
11. Annapurna Treks & Expeditions Pvt. Ltd.
12. Hotel Manaslu P. Ltd.
13. AK. Holidays Tours & Travels Pvt. Ltd.
14. Hotel Heritage
15. Alpine Kailash Trek Pvt. Ltd
16. Shangri-la Hotel P. Ltd.

NATTA Secretary General Mr. Ramesh Thapa, Secretary Mrs. Sabita Bhattarai KC, Executive Members Mr. Furi Geljen Sherpa and Mr. Sudarshan Nepal also participated in FITUR in support to make the Nepal's participation a success. Mr. Gobinda Oli, Manager and Ms. Archana KC Rana, Manager of NTB also participated representing Nepal Tourism Board.

The gratefulness also goes towards Embassy of Nepal in Spain, Turkish Airlines, ECS Magazine for their support in making the event an achievement.

FITUR in Madrid is one of the leading international trade shows for tourism. The fair is held every year in IFEMA- Feria de Madrid. The recently concluded FITUR exceeded the impressive figures of the previous editions welcoming exhibitors and visitors from around the globe despite the internal protest of taxis in front of IFEMA.

Nepal's Participation in FITUR is believed to be supportive for Visit Nepal Year (VNY) 2020 and relatively be more effective and a propitious one in terms of luring a greater number of potential European travelers to Nepal.





For Further pictures, please view:
<https://www.facebook.com/nattapage/>

Participants of FITUR also had an opportunity to visit in Embassy of Nepal in Spain.





52nd AGM of NATTA accomplished

NATTA honored tourism dignitaries in contributing to the promotion and development of tourism sector.

The 52nd AGM of NATTA was successfully accomplished on the 15th January 2019 at Hotel Yak & Yeti. The program was inaugurated by Hon'ble Parliament Speaker Mr. Krishna Bahadur Mahara.

During his speech, Hon'ble Speaker expressed his full support for bringing the required legal reforms for the development of the tourism sector and expressed that the tourism sector has made a significant contribution to the nation's overall economic development. Hon'ble Mr. Mahara also praised the role of NATTA through its active works towards promoting Nepal as a major tourist destination and encouraging tourists from across the world to visit Nepal.

Similarly, Former Minister Mr. Gyanendra Bahadur Karki stressed the need of making the tourism sector dignified and systematic. He stressed on the development of tourism infrastructures for attracting quality tourists in the country.

Tourism Secretary, Ministry of Culture, Tourism and Civil Aviation Mr. Krishna Prasad Devkota urged the tourism entrepreneurs to promote religious tourism along with other sectors while stressing on the development of the overall tourism sector.

Likewise CEO of Nepal Tourism Board, Mr. Deepak Raj Joshi, said joining hands with the private sector was necessary for the development of the tourism sector. He also appreciated the government for its initiatives for tourism promotion.

NATTA President Mr. CN Pandey said Nepal's tourism would be boosted if it can bring maximum number of tourists from its immediate neighbors China and India, the two most populous countries of the world, in addition to other countries. The government should invest in the infrastructure development for drawing two million tourists in 2020. This would be possible only through the development of the airports and air transport," he said in his felicitation speech.







On the occasion of 52nd Annual General Meeting, NATTA honored tourism dignitaries in contributing to the promotion and development of tourism sector. Former President of NATTA, Ms. Ambica Shrestha has been honored with the 'NATTA Tourism Lifetime Achievement Award'. Chairman of Buddha Air, Mr. Birendra Bahadur Basnet, has been conferred with the 'NATTA Sagarmatha Award' and tourism entrepreneur Mr. Yogendra Shakya has been honored with the 'NATTA Bhaskar Award'.

NATTA Media Award 2019 was also given to deserving contenders. Republica Daily Correspondent Ms. Arpana Ale Magar, Nepal Television Journalist Mr. Pradip Chapagain, Sub editor of tourismmail.com, Mr. Prashant Pradhan, Editor of dauniknepal.com, Mr. Madhav Tiwari, Rastriya Samachar Samiti (RSS)'s reporter and editor of navoditnews.com Mr. Achyut Regmi, and Travel Writer Mr. Sudhan Subedi were awarded with NATTA Media Award on the occasion. They were also honored with cash prize. 25 years of Excellence Award was

given to five NATTA members; Four Season Travel and Tours Pvt. Ltd., Kathmandu Experience Travel and Tours Pvt. Ltd., Shakti Travel and Tours Pvt. Ltd., Sitara Travels Pvt. Ltd., Sungava Int'l Tours & Travels Pvt. Ltd. for their twenty five years of continued affiliation with NATTA & also for significant contributions towards the promotion of Nepalese Tourism.

Also in the occasion, Winners and Runner Ups of NATTA Futsal Tournament were awarded which was held on last September on the occasion of World Tourism Day. A guys Team bagged the 2nd Runner Award with Cash prize of Rs. 10,000, Turkish Airlines bagged 1st Runner Up Trophy with Cash Prize of Rs. 15,000 and Liberty Holidays hold the Trophy as a Winner of NATTA Futsal Tournament along with cash prize of Rs. 20,000.

Similarly, Galileo Team hold the Trophy as Winner from the ladies team along with Cash Prize Rs. 10,000. Best Player Award to Mr. Amod Subedi and Highest Scorer Award Mr. Man-

jil Maharjan were also given.

Also on the occasion, NATTA also felicitated the NTB Futsal Cup Winners who had played representing Team NATTA in the NTB Futsal Tournament on last December.

After the inaugural ceremony, NATTA members' closed session was held in which the report presented by NATTA Secretary General Mr. Ramesh Thapa and Joint Treasurer Surendra Bhattarai were passed.

The circular of minutes of 52nd AGM of NATTA will be circulated to NATTA Members soon.

Buddhist International Travel Mart (BITM 2019)



In Nepal, tourist arrival has shown a rapid recovery after the earthquakes of 2015. Total arrivals neared the one-million mark for the first time. Buoyed by the growth in tourist arrivals in recent years, Nepal has already set a target of welcoming 1.5 million international visitors by 2020.

Tourism sector holds immense potentials for Nepalese economy that can provide stimulus to other sectors through backward and forward linkages. The best part of tourism revenue is that it trickles down to the grassroots level, benefiting people affected by tourism activities. However, given the huge potentials for tourism development backed with pristine natural environment, abundant wildlife and rich culture and traditions, tourism development in Nepal is far below expectations. This is mainly due to infrastructure bottlenecks, lack of proper connectivity, decentralization of tourism activities to new areas and diversification of tourism products and services. Most of the tourists coming to Nepal are adventure and leisure

segments. The country has immense tourism potentials, like the Spiritual and Buddhist Circuits pilgrimage, which has not been exploited to the fullest. Though we are getting some Buddhist Circuits tourists from India, we are not being able to get much benefit from them as they seldom spend a night here. But things are changing for good. Nepali tourism entrepreneurs have begun starting Buddhist Circuits tourism from Nepal, promoting Lumbini as the birthplace of Buddha and a gateway to Buddhist Circuits. With the construction of Gautam Buddha International Airport, Bhairahawa near Lumbini, tourists flow to this segment is expected to

and Kushinagar (India) where he died. This iconic route only includes places where the Buddha actually spent time, and these places have important sites and monuments – all of which are over 2500 years old – which are revered by all Buddhist followers. The Buddhist Circuit is an important pilgrimage destination for nearly 500 million people following Buddhism, as well as millions of other travelers interested in history, culture or religion.

But Buddhist pilgrimage tourism is not limited to these four sites alone. There are Buddhist monuments in other countries like Pakistan, Afghanistan, Sri Lanka,

Bangladesh, Bhutan, China, Cambodia, Thailand, and Laos, among others. Most of these sites are still to be connected to the Buddhist Circuits map. The growing number of Buddhist followers all over the world has



increase significantly, establishing Buddhist pilgrimage an important segment in Nepali tourism industry.

The Buddhist Circuit is a route that follows the footsteps of the Buddha from Lumbini in Nepal where he was born, through Bodhi Gaya (India) where he attained enlightenment, to Sarnath (India) where he gave his first sermon,

given birth to a niche tourism product in the Indian sub-continent and South East Asia, which have Buddhist sites in abundance. Nepal and India stands a chance to get lion's share of revenue from this niche tourism product as all four principal Buddhist pilgrimage sites lie in these two countries. Realizing this very fact, Nepal Association of Travel and Tour Operators (NATTA) – an um-

umbrella organization of tour and travel agents, conceived Buddhist International Travel Mart (BITM) at Lumbini and Bhairahawa in Nepal from 10-12 January 2019, under the theme: Explore the Buddhaland: A Gateway to Buddhist Circuits.

The main Organizing Committee of the Buddhist International Travel Mart (BITM 2019) was formed under the chair of the Secretary of Ministry of Culture, Tourism and Civil Aviation as the host, Nepal Tourism Board became the organizing partner, NATTA became the implementing organization and all other pioneer tourism stakeholders became the supporting partners for this event.

A number of Buddhist devotees and spiritually inclined tourists visit Lumbini, Nepal every year for the very purpose of visiting the birthplace of Lord Buddha. Nevertheless, Lumbini has not been globally recognized as spiritual place for peace and harmony. This became the great opportunity for every tourism stakeholder to promote and highlight Buddhist destinations of Nepal.

NATTA extends its gratitude to the Minister for Culture, Tourism and Civil Aviation, Hon'ble Rabindra Adhikari who has graced the event as the Chief Guest in opening ceremony in Lumbini and Bhairahawa for B2B event. Similarly NATTA express its appreciation to the Minister for Industry, Tourism, Forest and Environment, Province No. 5, Hon'ble Lila Giri for his gracious presence as the guest of honor.

There were participation from more than 15 countries representing buyers, bloggers, media and speakers. The involvement of Government, Local Government, local participants, Buddhist Gurus, Buddhist tourism entrepreneurs were the main strengths of the event. This event became an eye opening of Visit Lumbini and Visit Nepal 2020.

The credit goes to all the sponsors, media, national and international airlines, hotels in Kathmandu, Chitwan, Bhairahawa and Lumbini supporting organization who had extended their hand for the grand success of the event, NATTA express its gratitude to all of them for their support and co-operations.









