



NATTA AND USAID TRADE AND COMPETITIVENESS ANNOUNCE - PARTNERSHIP

We're happy to share that Nepal Association of Tour and Travel Agents (NATTA) has partnered with USAID Trade and Competitiveness Activity to boost Nepal's tourism industry!

On September 10th, 2024, the NATTA Secretariat hosted a meeting in the presence of NATTA President Mr. Kumar Mani Thapaliya, other board members, and delegates from USAID to officially launch this collaboration. This partnership focuses on enhancing the skills of Nepali tour operators through digital marketing, SEO, and business strategy training, helping them reach global audiences more effectively. Together, we're also advocating for important policy reforms and conducting research to support sustainable tourism growth in Nepal, with a focus on destinations like Maya Devi heritage, MICE, and SAVE tourism.

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CELEBRATES 45TH WORLD TOURISM DAY - TREE PLANTATION EVENT



On September 14, 2024, the Nepal Association of Tour and Travel Agents (NATTA) organized a tree plantation event at the National Shahid Shanti Park in Gokarneshwor, in celebration of the 45th World Tourism Day. This initiative aims to promote environmental conservation and reduce carbon emissions.

The event saw the participation of various dignitaries, including Mr. Deepak Raj Joshi, the newly appointed CEO of the Nepal Tourism Board, along with past presidents of NATTA, current board members, and representatives from Rotary Club Patan South. Participants planted a variety of tree species to support reforestation efforts and promote biodiversity.



NATTA President Mr. Kumar Mani Thapaliya expressed confidence that this initiative would encourage sustainable tourism practices and highlight the tourism sector's role in environmental conservation. Mr. Joshi emphasized the importance of tree planting for environmental protection and expressed his gratitude for being part of this significant event.

NATTA extends its thanks to all participants, sponsors, and partners who contributed to the success of this initiative. The association remains committed to organizing similar environmental conservation programs in the future, aiming to make a positive impact on both the environment and the tourism industry.



13TH BLOOD DONATION PROGRAM

In celebration of the 45th World Tourism Day, the Nepal Association of Tour and Travel Agents (NATTA) held its 13th Blood Donation Program at the NATTA Secretariat in Naxal on September 18, 2024. The event saw enthusiastic participation, with over 50 individuals coming forward to donate blood, showcasing a spirit of generosity and community service.

This successful blood donation drive, a regular initiative by NATTA, highlighted the association's commitment to social causes beyond the tourism sector. President Kumar Mani Thapaliya, along with board members, past presidents, and many active members, participated in the event, emphasizing the values of solidarity and compassion.



The NATTA President expressed heartfelt gratitude to all donors and volunteers, acknowledging their vital role in the event's success. The participation of both current and former members fostered an atmosphere of unity and collective action.

This initiative not only underscores NATTA's dedication to promoting tourism but also its commitment to the welfare of the community. By encouraging blood donations, NATTA illustrates the tourism sector's role in fostering social responsibility.

As the event concluded, NATTA reaffirmed its commitment to future humanitarian initiatives, continuing to make meaningful contributions to society and positively impacting the community.



ENHANCING INDUSTRY EXPERTISE WITH GALILEO TRAVELPORT GDS TRAINING



NATTA, in partnership with Galileo Nepal Ltd., organized two sessions of the Galileo Travelport GDS training program to enhance the expertise of its member agencies in Global Distribution Systems (GDS) operations. The first session was held from 18th to 24th September 2024, focusing on advanced GDS skills to streamline bookings, access diverse travel services, and improve operational efficiency.

The second session started on 26th September and till 4th October 2024, providing more members with the opportunity to strengthen their GDS proficiency. Both sessions aim to ensure NATTA members stay competitive in the evolving travel industry.



NATTA AND USAID CONDUCTED SEO TRAINING IN GANDAKI PROVINCE



NATTA, in collaboration with USAID, has launched a 2-day Search Engine Optimization (SEO) training program in Gandaki Province, starting today, 23rd September 2024. Held at Hotel Barahi in Pokhara, the program has attracted over 35 participants eager to improve their digital marketing skills. The training focuses on essential SEO strategies like keyword research, on-page and off-page optimization, and technical SEO, equipping participants to enhance their online presence and stay competitive in the evolving digital landscape. This initiative aims to empower the local tourism sector with practical, actionable insights.



INTERNATIONAL MOUNTAIN TOURISM (IMTA) CONFERENCE CHINA – 2024



Annapurna I has been awarded as a "World Famous Tourism Mountain" at the International Mountain Tourism and Outdoor Sports Conference in Xingyi City, China. The award, presented by the International Mountain Tourism Alliance (IMTA), recognizes the mountain's natural beauty, biodiversity, and cultural significance.

Kumar Mani Thapaliya, President of the Nepal Association of Tour and Travel Agents (NATTA), accepted the award on behalf of the organization. Mr. Kumar expressed gratitude for the recognition and highlighted Nepal's leadership in mountain tourism. NATTA, supported by the Nepal Tourism Board and the Nepal Mountaineering Association, led the efforts to secure this prestigious honor, which also underscores Nepal's conservation efforts through the Annapurna Conservation Area Project (ACAP).



MAYA DEVI HERITAGE DESTINATION DEVELOPMENT AND PROMOTION



International Development Institute (IDI) and Nepal Association of Tour & Travel Agents (NATTA) are proud to be present at the Nepal Hospitality Conclave 2024, representing the Maya Devi Heritage Destination Development and Promotion initiative. This initiative aims to position the Maya Devi Heritage site as a premier global tourism destination, in collaboration with USAID Trade and USAID Trade and Competitiveness.

The initiative includes the implementation of a two-year marketing strategy designed to increase tourist numbers in Lumbini by 50%. Key objectives include mobilizing public and private investment to enhance infrastructure, introducing innovative tourism products, and improving landscaping, signage, cleanliness, safety, accessibility, and sustainability of the Maya Devi Heritage site.

The focus is on increasing the value of tourism in the area through product diversification, the establishment of lodges and facilities, service expansion, improved landscaping, and the promotion of wellness, green tourism, and meditation. The initiative aligns with the principles of Buddhism, aiming to evoke a deep sense of connection to the land of Buddha.

NATTA AND USAID ORGANIZED SEO TRAINING IN KATHMANDU



Kathmandu, Nepal – October 1, 2024 – The Nepal Association of Tour & Travel Agents (NATTA), in partnership with USAID Trade and Competitiveness, successfully completed a series of Search Engine Optimization (SEO) training sessions aimed at enhancing the digital capabilities of the tourism sector. The trainings were held in two locations: Pokhara on September 19-20 and Kathmandu on September 26-27, September 30, and October 1, with participation from over 100 companies, including tour operators and travel agents.



Led by NATTA Executive Member Ms. Shradha Joshi, the sessions covered essential SEO strategies such as keyword research, on-page and off-page optimization, and analytics. The closing ceremony at Hotel Square in Pulchowk was attended by NATTA President Mr. Kumar Mani Thapaliya, USAID representatives, and other dignitaries, all highlighting the importance of digital skills in driving competitiveness in the tourism sector. NATTA is committed to fostering continuous learning to help its members thrive in the digital age.

