

NEPAL HOSPITALITY DAY 2025

The second Nepal Hospitality Day, hosted by Hotel Association Nepal (HAN) on January 15, 2025, at The Soaltee Hotel, Kathmandu, showcased Nepal's excellence in hospitality under the theme 'Home of Hospitality.' Tourism Minister Mr. Badri Prasad Pandey inaugurated the event, which featured the launch of the Nepal Hotel Yearbook 2025, the Nepalese Heritage Food Fest and Expo, and honored recognizing key contributors of the tourism industry. The event also honored the senior tourism personalities, alongside legendary chefs promoting Nepalese culinary tourism. This milestone event reinforced Nepal's position as a premier hospitality destination.



HAN Honors Three Visionaries Shaping Nepal's Hospitality Sector

On Nepal Hospitality Day 2025, Hotel Association Nepal (HAN) honored three distinguished tourism leaders with the prestigious 'Award of Honor.' The recipients included Mr. Karna Sakya, the visionary founder of KGH Group and pioneer of Nepal's first national park, who coordinated Visit Nepal Year 1998; Mr. Yogendra Sakya, Managing Director of Ace Hotels

and former HAN President, who led Nepal Tourism Year 2011; and Mr. Suraj Vaidya, Chairman of VOITH, who spearheaded Visit Nepal 2020. Each honoree has uniquely shaped Nepal's tourism landscape: Mr. Karna Sakya through conservation and sustainable tourism, Mr. Yogendra Sakya through public-private partnerships and industry leadership, and Mr. Suraj Vaidya through his vision of Nepal as a sanctuary of spiritual peace and cultural heritage.



Mr. Karna Sakya



Mr. Yogendra Sakya



Mr. Suraj Vaidya

HAN's 49th Annual General Meeting

Chaired by President Mr. Binayak Shah, with Immediate Past President Mrs. Shreejana Rana and Office Bearers First Vice President Mr. Prabin B. Panday, Second Vice President Mr. Dinesh Tuladhar, Secretary General Mr. Sajan Shakya, Treasurer Mr. Youb Raj Shrestha, and EC members, the 49th AGM focused on the scheduled presentations including president's address, activities report of secretary general and financial report of treasurer. In addition to the issues of hotel sector, the AGM also dealt with key priorities included tourism promotion, service quality, sustainability, eco-friendly initiatives, and plans to boost international arrivals as well as a clear roadmap for Nepal's tourism growth. The AGM also discussed on the modality and structure of Hotel Association Nepal by endorsing the amendment proposal on the existing HAN constitution.



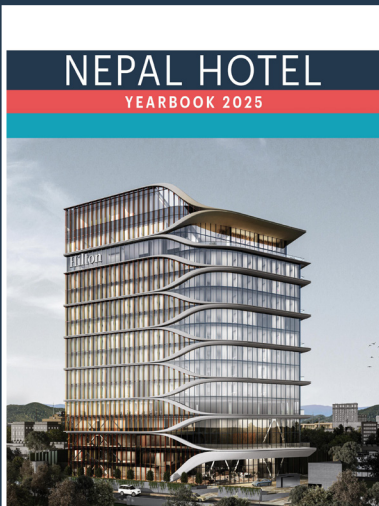
Tourism Leaders Unite: Key Stakeholders Address Nepal's Tourism Challenges

Presidents' Breakfast Meeting

On 27 January 2025, HAN President Mr. Binayak Shah led a breakfast meeting with Nepal's tourism leaders, in the special presence of Minister Mr. Badri Prasad Pandey, Secretary Binod Prakash Singh, DG Dr. Narayan Prasad Regmi representing the Ministry of Culture, Tourism and Civil Aviation, NTB CEO Deepak Raj Joshi, and associations' presidents. Discussions covered road infrastructure, Nepal Airlines, international promotion, hotel licensing, and tourism policies as well as other laws related to the tourism industry. Minister Pandey underscored EU talks and PM-led initiatives, while leaders highlighted infrastructure, private sector leadership, and women's participation, fostering public-private collaboration.

Nepal Hotel Yearbook 2025

Unveiled at Nepal Hospitality Day, the Nepal Hotel Yearbook 2025 provides an in-depth analysis of Nepal's evolving hospitality sector. It highlights milestones from 2024, international hotel brands, local establishments, and industry challenges, including infrastructure limitations and digital marketing advancements. The publication also celebrates Nepal's culinary heritage through the 'Thaal Ma Nepal' experience and explores key tourism sectors such as aviation, MICE tourism, and casino operations.

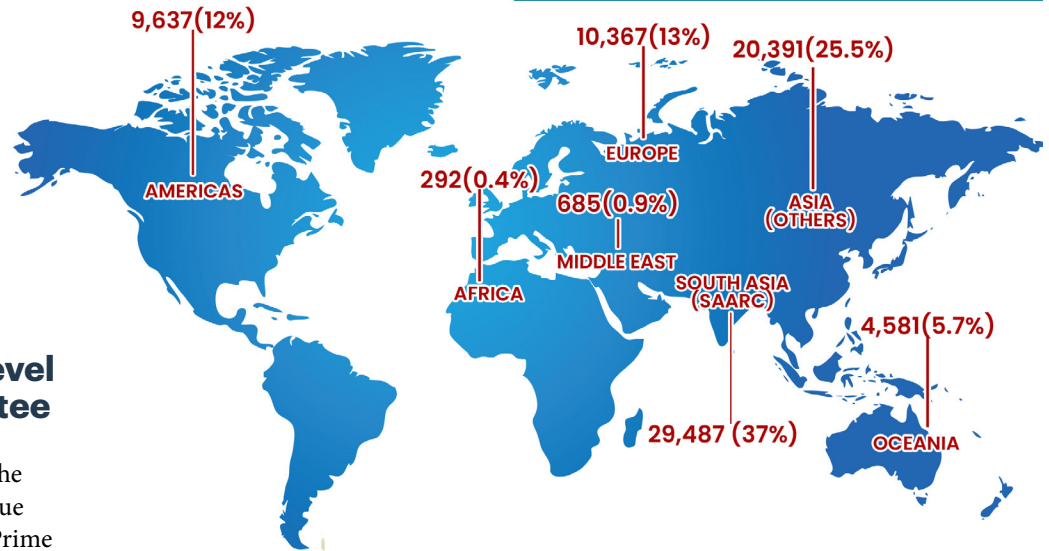


Visit Koshi 2082

Koshi Province has launched 'Visit Koshi Year 2082,' featuring 200 tourist destinations and major events like the Koshi Investment Summit and International Tea Conference to be hosted in the year. The Koshi Province aims to establish itself as a premier tourism hub capitalizing on the cross-border tourism with India with the help of effective tourism strategies. The campaign is also believed to prepare a ground for leveraging huge potential of its tourism assets and support building infrastructural development for sustainable growth.



Regionwise Distribution of Arrivals



HAN President Nominated to High Level Government Committee

President Mr. Binayak Shah has been nominated as a Member of the Industry Trade Promotion Dialogue Council, which is chaired by the Prime Minister. Similarly, Mr. Shah also has been nominated as a member of the Central Labour Advisory Council, which is chaired by the Minister for Labour, Employment, and Social Security. Mr. Shah has also been selected as a member of the Technical Education and Vocational Training Assembly, which is chaired by the Minister, Ministry of Education, Science and Technology.

Tourist Arrivals – January 2025

Nepal welcomed approximately 79,191 international visitors in January, marking growth despite some regional setbacks. Indian arrivals declined to 20,485 due to the Kumbh Mela and road concerns, while Chinese tourism saw a 12.7% increase. Bangladesh recorded a 49% surge, and European and American markets showed steady growth. These trends highlight Nepal’s tourism resilience and the need for targeted marketing strategies.



Pokhara Visit Year 2025 Launched

Pokhara Metropolitan City has declared 2025 as the ‘Pokhara Visit Year,’ aiming to attract two million domestic and international tourists. The official launch

of the Pokhara Visit 2025 took place on February 15, 2025, in the presence of Deputy Prime Minister and Finance Minister Mr. Bishnu Paudel and Mayor Mr. Dhana Raj Acharya, along with Minister for Culture, Tourism, and Civil Aviation Mr. Badri Prasad Pandey and other guests and tourism fraternity. Pokhara Metropolitan City remains committed to its tourism goals, with ongoing preparations to enhance the city’s infrastructure and cultural offerings throughout the year. Meanwhile, Hotel Association Nepal extends its sincere wishes for a speedy recovery of the Deputy Prime Minister Mr. Bishnu Prasad Paudel and Mayor of Pokhara Metropolitan City Mr. Dhana Raj Acharya, who sustained injuries at the time of the inauguration of the launch ceremony.

India’s Budget Priorities in Tourism & Nepal’s Opportunities

India presented the Union Budget for 2025 on 1 February 2025 aimed at enhancing infrastructure, promoting domestic and international travel, and ensuring the safety of tourists. The budget has allocated \$293M in this sector with focus special focus on developmental initiatives, promotion of Buddhist, spiritual and heritage tourism. The budget has also prioritized medical tourism and heal in India initiatives and set forth to offer financial assistance, promote better connectivity and contribute in skill development. By expanding air connectivity, special policies targeting to tourists, Nepal too can leverage its assets, such as Lumbini, to boost international arrivals by spurring economic prosperity through tourism.



Hotel Association Nepal (HAN),
P.O. Box: 2151, Subarna Shamsheer Marg,
Gairidhara, Kathmandu, Nepal,
Tel No : +977-1-4512705, 4510288,
Email: han@ntc.net.np,
Website : hotelassociationnepal.org.np

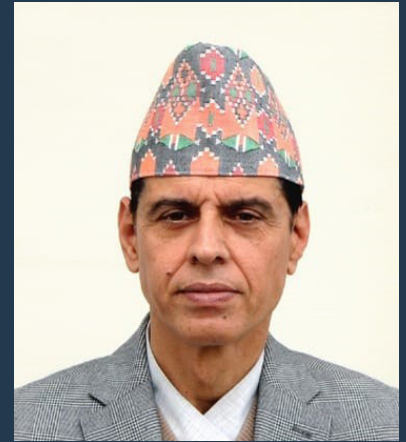
Sizable Growth in Luxury Properties

Nepal's hospitality sector is booming, with a rise in luxury properties. The country now has three 5-star deluxe and twenty-five 5-star properties including luxury resorts and luxury heritage boutiques. Home-grown brands are also expanding globally, strengthening Nepal's presence in the industry.



Nepalese Heritage Food Fest and Expo 2025

Launched on January 15, 2025, at The Soaltee Kathmandu, the festival celebrated Nepal's culinary heritage and its role in tourism. Tourism Minister Pandey inaugurated the event, highlighting its importance in cultural preservation. The festival showcased traditional Nepalese dishes with modern presentations while retaining authentic flavors. Culinary experts guided guests through curated tastings, sharing insights into the history and significance of each dish.



HAN Welcomes the New Secretary of MoCTCA

Newly appointed Secretary of the Ministry of Culture, Tourism & Civil Aviation (MoCTCA)

Mr. Binod Prakash Singh has been welcomed in the high-level breakfast meeting on 27 January 2025 in Kathmandu. At the same time, Secretary Mr. Singh assured that the ministry would join hands with the private sector for the promotion of tourism in the country and plays a critical role in amplifying efforts towards development and promotion.

Tourism Decade: A Transformative Vision

The Government of Nepal has launched a 10-year 'Tourism Decade' plan to revolutionize connectivity, infrastructure, digital presence, and heritage preservation. Through public-private collaboration, this initiative aims to position Nepal as a leading global tourism destination while ensuring sustainable growth. Previously the government declared 2023-2032 as the period of tourism decade, however, the government has proposed 2025-2035 as the 'Tourism Decade' which is deemed as a cornerstone for tourism development in Nepal.

