



NAMASTE

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Destination Promotion Bhaktapur

Hotel Association Nepal (HAN), in coordination with its Bhaktapur Chapter has launched “Breathtaking Bhaktapur” a destination promotion program on July 14, 2023. At the official launching program of the program, a Guide Book of same title was unveiled to provide detailed information on major touristic attractions and activities of the city and surroundings by HAN President Binayak Shah and HAB President Satya Ram Suwal.

30 leading tour operators and tourism media personnel attended the program and spent overnight to experience service standards of selected hotels from existing 150 plus tourist standard hotels in the city. Program participants were escorted to major tourist sites such as the city itself, Doleshore Mahadev, Surya Binayak, Rani Kot, Ghampe Dada, Pilot Baba Dham, Changu Narayan and the likes. Hon’ble Kiran Thapa MP, Bagmati Pradesh, Deputy Mayor Sarita Timsina (Bhattarai) of Suryabinayak Municipality together with ward Chairmen, Office Bearers and Board Members of HAN and HAB, President of NATTA coordinated and participated. While addressing the program HAN President Binayak Shah highlighted



the importance of the event to help increase tourist stay and spending. Likewise, HAN Secretary General Sajan Shakya, Treasurer and Program Coordinator Youb Raj Shrestha, NATTA President Ramesh Thapa, HAB President Satya Ram Suwal, Skal President Mahendra Paudel (Henny), Eminent Operator Bijay Amatya and local public representatives and participants spoke of ways and means to develop Bhaktapur as a destination as aimed by the program.

Heritage walk of the city after Newari heritage dinner and program of local music / dances were immensely enjoyed by guests. Reviewing program outcome, participating operators pledged to include Bhaktapur as appropriate place of visit and stay.

HAN Comments on Monetary Policy

Hotel Association Nepal (HAN), expressing disappointment over the Monetary Policy announced by the Nepal Rastra Bank for the current fiscal year, says the policy will not be able to address the existing problems being faced by the hotel and tourism sector.

HAN has time and again demanded the Government and the Central Bank to take the necessary initiatives such as facilities related to refinancing and rescheduling of loans, and low-interest rates to revive the hotel and tourism sector, which has been affected by COVID followed by the extreme economic recession due to the war between Russia and Ukraine. Although the budget and monetary policy for the current financial year indicate that the number of tourists has increased alongside economic activities, hotels across the country have been operating at less than one-third of the total capacity and are operating at a loss.

HAN stressed that the hotels are facing difficulties in paying the principal and interest to the banks. Although the third-quarter review of the monetary policy of the last financial year had introduced provisions for refinancing and rescheduling of the principal and interest, the government’s decision to discontinue such provisions in the current fiscal year has confused the hotel and tourism stakeholders.

As the entry of world-renowned hotel chains in the country is increasing, the current monetary policy is not encouraging enough, specially capping management fees to chain hotel brands at 5%. Attracting more tourists into the country is becoming difficult due to the tax imposed on raw materials such as vegetables and the luxury tax. Hotel Association Nepal believes that the guidelines for the implementation of the monetary policy to attract investment and encourage the hotels will provide stability to the hospitality sector.

HAN has anticipated the central bank to come up with guidelines to encourage investors and make the economy vibrant, including welcoming one million tourists to the country this year, to celebrate 2025 as a special tourism year, and make the tourist decade a success and meaningful as announced by the government.



Indians want to spend more time and money on travel in 2023

The report surveyed 1000 respondents across seven major Indian cities between the ages of 24 and 45 and identified key patterns of travel consideration among Indians. Given a surge in demand towards traveling, the report reveals that around 48% of Indians will be allocating an increased budget for their travel in the coming year and 37% will be increasing the duration of the trip, to embark on extraordinary adventures and make the most of every opportunity.

With a considerable increase in demand for international travel, while planning their domestic travel, 44% of Indians will allocate an increased budget for travel post-pandemic, 31% will take more domestic trips in 2023-24, and 30% will increase the trip duration.



The report further states that approximately 71% of respondents are ready to spend Rs 1–6 lakh on their international trips, while domestic travelers would like to spend up to Rs 1 lakh. Apart from the destinations and budget, the report highlights a significant shift in the behavior of travelers. Now in every aspect of planning a trip, cleanliness is of utmost importance followed by flexibility and convenience. The respondents also wish to avoid being in crowded spaces.

The survey clearly shows that now travelers are more concerned about convenience and flexibility, and they are ready to spend more for the experience. It is great to see that Indian travelers understand the importance of travel insurance and know what to expect from a policy. Travelers are now more conscious about their well-being on a trip and are demanding customized insurance products that match their needs and expectations. They want products which give them confidence that they are sufficiently prepared for any eventuality.”

The report found that 60% wanted to go on an international trip while 40% wanted to plan only a domestic journey.

(Source: [traveldailymedia.com](https://www.traveldailymedia.com))

The Most Amazing Hotels in the World



Emirates Palace Hotel, Abu Dhabi, United Arab Emirates: This luxurious hotel is known for its stunning architecture and opulent interiors. It offers lavish accommodations, private beaches, a marina, and many upscale amenities.

Burj Al Arab Jumeirah, Dubai, United Arab Emirates: Shaped like a sail and located on its own island, this iconic hotel symbolizes luxury and grandeur. It boasts extravagant suites, world-class dining options, and unparalleled views of the Arabian Gulf.

The Plaza, New York City, USA: Situated at the heart of Manhattan, The Plaza is a historic hotel known for its timeless elegance. It has been a celebrity favorite and offers luxurious rooms, fine dining, and a legendary afternoon tea.

Marina Bay Sands, Singapore: This iconic hotel features a distinctive boat-shaped rooftop with a stunning infinity pool and panoramic city skyline views. It also houses a large casino, luxury shopping, and a variety of dining options.

Ashford Castle, County Mayo, Ireland: Nestled in a picturesque setting, Ashford Castle is a medieval castle turned luxury hotel. It offers elegant rooms, fine dining, a spa, and various outdoor activities like fishing and falconry.

Amangiri, Utah, USA: Located in the heart of the desert, Amangiri is a remote luxury resort known for its minimalist architecture that blends seamlessly with the natural landscape. It offers spacious suites, a world-class spa, and access to nearby national parks.

Fogo Island Inn, Newfoundland, Canada: This unique hotel is perched on the rugged coastline of Fogo Island and offers breathtaking views of the Atlantic Ocean. It features contemporary design, locally sourced cuisine, and a strong focus on sustainability.

Taj Lake Palace, Udaipur, India: This stunning white marble palace hotel is a romantic retreat in the middle of Lake Pichola. It offers luxurious rooms, royal hospitality, and enchanting lake and city views.

Singita Lebombo Lodge, Kruger National Park, South Africa: This exclusive safari lodge provides an immersive wilderness experience in one of Africa’s premier game reserves. It offers luxurious accommodations, exceptional wildlife sightings, and world-class cuisine.

Icehotel, Jukkasjärvi, Sweden: This unique hotel is built entirely from ice and snow and is reconstructed annually. Guests can sleep in ice rooms or opt for warm accommodations and enjoy ice sculpting, dog sledding, and the magical Northern Lights.

(Source: [traveldailymedia.com](https://www.traveldailymedia.com))

2023 Tourism Trends: What’s been taking off and what’s next?

Arival, the leading resource for the tours, activities and attractions sector, has released a new report looking at the major trends that have been shaping the industry this year – as well as offering a sneak peak of what’s to come.

Generative AI, short-form video and the boom of immersive experiences are among the trends creating a wealth of new opportunities.

The report’s top six mega-trends:

- Generative AI has been a major focus in the tech world, and is being used to help companies optimize tour descriptions, booking automation, customer communication and helping guests to write reviews.
- Consumers are increasingly booking online; operators should make sure they are listed on Google Things to do and have optimized their SEO – otherwise they risk not getting found.
- Short-form video has exploded in popularity with the likes of TikTok, Instagram Reels and Youtube Shorts, allowing younger travelers to discover experiences via social media instead of search engines.
- Travelers are looking for immersive



experiences that align with their values of sustainability and inclusiveness, such as Meow Wolf’s art experiences or Chrissy Watts’ transformational Hood Tours. Augmented reality and projection mapping are increasingly being used to blur the lines between real and fiction.

- Responsible tourism is becoming more popular as a way to benefit local communities and protect the environment. Companies are experimenting with different modes of transport such as electric buses and self-driving cars to become more sustainable.
- LGBTQ+ travelers are increasingly making travel decisions based on research about a destination and experience providers’ policies.

(Source: [traveldailymedia.com](https://www.traveldailymedia.com))

HAN Dhading District Ad hoc committee is formed



Coordinator of HAN Bagmati Adhoc Committee Ghanashyam Shrestha announcement the formation of 13-member HAN Dhading District Ad hoc committee under the Chairmanship of Rajaram Silwal on July 28, 2023. Executive Member Ramkumar Puri presented HAN profile and activities and Executive Member Laxman Aryal also role of HAN in developing tourism in the region and country.

HAN Activities in Nutshell

- President appraised problems and challenges of Hotel Sector to Tourism Minister at the Interaction program organized by tourism committee of Political Party on July 29, 2023.
- President Mr Binayak Shah called on newly appointed Secretary of Culture, Tourism & Civil Aviation Mr Bharat Mani Subedi on August 2, 2023.
- President met with chief whips of UML and RSP respectively Mr Padam Giri and Mr Santosh Pariyar as part of the lobby with parliamentarians to get our key demands resolved and get the policies and laws formulated as demanded on August 3, 2023.
- President addressed handmade paper Exhibition on August, 4, 2023.

HAN Regional Chapter Round Up

- RHAN Bhairahawa President CP Shrestha inaugurated Skill Upgrading Training for existing staffs with the support of ENSSURE Project.
- RHAN Pokhara President Laxman Subedi drew attention to the electricity authority to stop disturbance of power supply
- RHAN Nepalgunj President Diwakar Khanal informed to file a petition against a bill for the payment of a large amount as a pending amount from the Electricity Authority.

HAN organized ENSSURE Sensitization Workshop in Koshi & Bagmati Province



HAN President Mr Binayak Shah chairing the ENSSURE Sensitization Workshop at Biratnagar on 1 August highlighted project objective to promote apprenticeship mechanism in the partner Hotels.

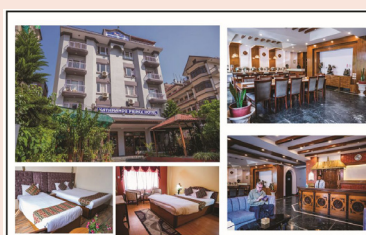
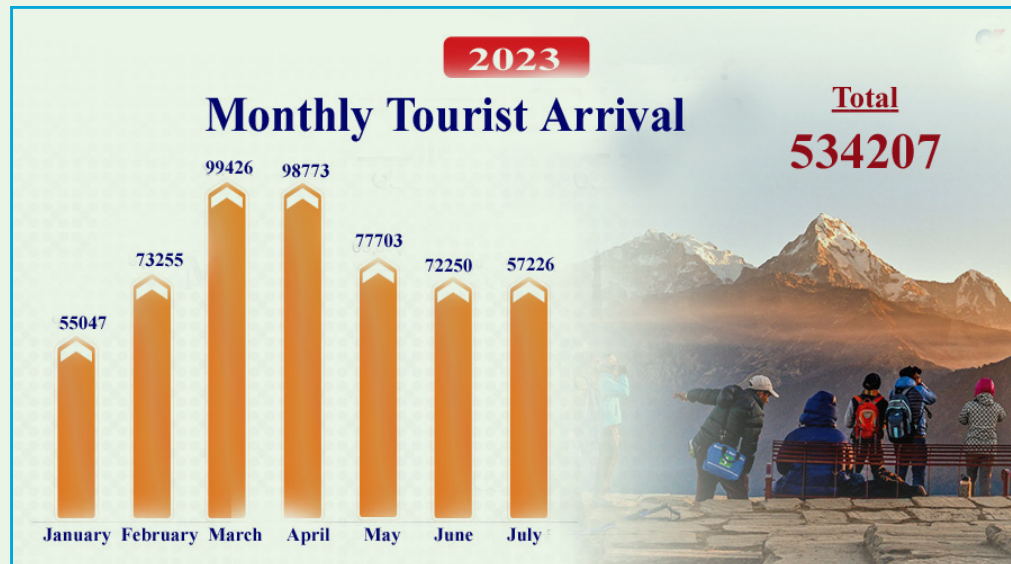
The meeting interacted on the application of this program.

At the program HAN Treasurer Mr Youb Raj Shrestha, ExCom Member Mr Rajan Shrestha addressed the meeting and intensely interacted with the hoteliers to make the program pro-industry.

Chief Guest Mr Rajendra Raut-President of FNCCI Koshi Province, Mr Lila Ballav Ghimire-President of FNJ Koshi Province, Mr Bhabish Shrestha-Chairman

Tourism & Aviation Koshi Province, Mr Khagendra Kumar Bista-President RHAN Dhankuta and Media representatives also attended the event.

Likewise, second sensitization workshop of ENSSURE Dual Vet Program is launched by HAN in Chitwan with support of RHAN Chitwan. Introducing the program President Binayak Shah spoke of the importance of the program and pledged required. Chief Guest Mayor of Ratnagar Municipality Praladh Sapkota together with HAN Focal Person Treasurer Youb Raj Shrestha, RHAN President Ganga Giri, HAN Executive Member Suman Ghimire, ENSSURE Team Leader Rabindra Singh presented various benefits of the program.



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KATHMANDU PRINCE HOTEL

Chhetrapati, Kathmandu, Tel: +977-1-15355961

Email: info@hotelkathmanduprince.com

ktm.princehotel@gmail.com

Web: www.hotelkathmanduprince.com