



SATKAR

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HAN Conducts Strategic Workshop-1 to formulate way forward strategies

On 24 November 2025, HAN convened its Strategic Workshop-1 at Hotel Barahi in Kathmandu, bringing together Executive Committee members, senior hoteliers, sub-committee coordinators, committee members and advisors to chart the future course of Nepal's hospitality industry and unify collective lobbying for the concrete result.

The workshop opened with a welcome address by HAN Senior Vice President Mr Prabin B. Panday, who urged all committee members to accelerate industry-related lobbying efforts and champion a shift toward a 'smart and efficient hospitality industry.'

President Mr Binayak Shah, as the chair of the workshop, stressed the power of collective action to address the urgent issues of the industry as well as long term concerns. He called on members, particularly the next generation hoteliers, to play a leading role in modernizing HAN while maintaining its legacy since 1966. He also reminded participants that the association is marking its 60 years of its foundation, serving to nation as well as local and global guests. The workshop featured group discussions by various HAN committees covering core concerns around laws, policy gaps, standardization, operations, human resources, digital readiness, innovation, next generation hoteliers among others.

The following recommendations were made by the sub-committees at the workshop:

1. All Star Category

- Align with Legal and Regulatory Frameworks**
Ensuring that foreign investment processes are simplified and aligned with hotel operational realities so that licensing, approvals, and investor compliance do not delay new or ongoing hospitality projects.
- Streamlining Music Royalty Process**
Hotels continue to face inconsistent royalty follow up and billing. A unified, transparent royalty mechanism is essential to avoid double-charging and ensure ease of compliance for hotels using background music.
- Clarifying MRP (Maximum Retail Price) Practices**
The industry needs standardized MRP regulations for amenities and F&B services, ensuring transparency, guest



trust, and consistent operational practices across hotels.

- Renewal & Standardization of Compliance Requirements**
Members recommended establishing national benchmarks for compliance so hotels across Nepal follow the same renewal norms, enhancing credibility, safety, and professionalism in the hospitality sector.

2. Finance & Standardization

- Banking & Reconstruction Delays**
Unsettled post-crisis reconstruction loans and delayed banking responses continue to slow down hotel renovations and expansions. Timely restructuring is critical for financial stability.
- Unresolved Tax Obligations Across the Industry**
Lack of clarity in hotel-specific taxation-such as VAT, TDS, and municipal taxes-creates financial risks. A simplified, sector-sensitive tax structure is needed for predictable operations.
- Bad Debt & Weak Credit Discipline**
The sector requires stronger financial literacy and responsible borrowing among operators to maintain a healthy lending environment and sustain long-term hotel investments.
- Enforce 'No License, No Hotel'**
Unregistered hotels distort market pricing, reduce guest safety, and undermine regulated establishments. Strict enforcement ensures fairness, boosts tourism confidence, and elevates industry standards.

3. Youth Hoteliers

- Creation of a Youth Hoteliers Database**
A unified database will help track emerging entrepreneurs, promote collaboration, and integrate young leaders into HAN's national framework.
- Use of Digital Communication Platforms (WhatsApp, etc.)**
Digital coordination ensures faster knowledge exchange, event announcements, peer-learning, and active engagement among young hoteliers.
- Organizing Learning & Experience-Sharing Sessions**
Senior hoteliers can mentor youth on green hospitality,



- service innovation, global trends, and digital transformation-preparing them for the next generation of hotel leadership.
- Future Readiness in a Tech-Driven Hospitality Market**
Youth engagement programs should build skills in AI tools, online distribution systems, sustainability standards, and international best practices.

4. Women Hoteliers

- Encouraging Representation in International Platforms**
More women participants in global conventions and trade events will strengthen Nepal's visibility and empower women to drive strategic tourism partnerships.
- Expanding Women's Role in the MICE Sector**
Women leaders can tap into the growing Meetings, Incentives, Conferences & Exhibitions market, which requires creativity, planning skills, and professional coordination.
- Promoting Women into Strategic Leadership Roles**
Enhanced leadership pathways in hotels-GM roles, board positions, and committee leadership-will contribute to balanced decision-making across the industry.
- Strengthening Visibility of Women in Hospitality**
Recognizing and showcasing women achievers motivates broader industry participation and fosters an inclusive hospitality ecosystem.



7. Special Zone, Promotion & Training

- BES (Brief Environmental Studies) Bottlenecks**
Lengthy and inconsistent BES approval processes delay hotel expansions and renovations. Fast-tracked tourism-specific BES guidelines are required.
- Electricity Billing Classification Issues**
Hotels operating in rented buildings face challenges because utility meters are registered under landlords, not the hotel business. Sector-based billing categories should be standardized.
- Rapid Growth of Unregistered Homestays & Short-Term Rentals/BNBs**
They disrupt the hospitality market by bypassing regulations, safety checks, and taxes. Clear guidelines and enforcement mechanisms are essential.
- Mandatory Registration for All Online Booking Platforms**
Online portals should list only registered hotels to ensure fair competition, guest safety, and regulatory compliance.



8. Research, Development & IT

- **Creation of a HAN Social Media & PR Team**

A professional media team will strengthen brand Nepal, promote events, and showcase the industry's achievements globally.

- **Launch of Newsletters, Broadcast Channels & Podcasts**

Regular digital communication enhances industry engagement, knowledge sharing, and community building.

- **Improved Tourist Data & Pre-Arrival Systems**

A modern data system will help analyze tourist behavior, improve services, and ensure transparency aligned with right-to-information practices.

- **Carbon Footprint Monitoring Across Hospitality**

Preparing hotels to track, report, and reduce carbon emissions supports global sustainability standards and enhances Nepal's eco-tourism positioning.

9. Education, HR & Membership

- **Introducing the HAN Report Card**

A benchmarking tool to evaluate sector performance, identify gaps, and guide annual improvements in Nepali hospitality.

- **Scholarships for Deserving Hospitality Students**

Supporting talented learners ensures a skilled workforce and strengthens the future of Nepal's hotel industry.

- **Enhanced Collaboration with CTEVT, NATHM, NAVT**

Joint programs, updated curricula, and practical exposure ensure training remains aligned with real hotel needs.

- **Formation and Strengthening HAN Students' Council**

Encouraging youth participation helps nurture the next generation of hotel professionals and industry leaders.

- **Encouraging Returning Interns to Serve Nepal's Hospitality Sector**

Students who gain international exposure can contribute global standards and new skills upon returning.

- **Committee Coordination via Dedicated Online Platforms**

Smooth communication enhances planning and accelerates committee activities.

Way Forward and Closing

At the end of the session, HAN Secretary General Sajan Shakya summarized the main findings and laid out a roadmap for future action. Key priorities include: strengthening dialogue with relevant government agencies; formalizing policy recommendations; upgrading service and standardization across hotels; investing in workforce training and digital readiness; and promoting innovation in hotel operations throughout Nepal.

The workshop is being viewed as a critical step for HAN's renewed push to unify stakeholders and steer the hospitality industry toward long-term growth, especially in light of evolving global travel trends and domestic tourism potential.



HAN - World Bank Group Interaction Held



Hotel Association Nepal interacted with the World Bank Group's Country Private Sector Diagnostic Study (CPDS) on November 6, 2025 at Kathmandu.

President Mr Binayak Shah highlighted key issues related to investment in the hotel sector, policy reforms, and sustainable growth strategies to strengthen Nepal's hospitality industry. Likewise, Office Bearers, ExCom Members and Legal advisor shared their insight, experiences and thoughts on the overall issues relating to the hotel industry and pointed out the interventions to be employed for harnessing the full potential of tourism development thru this sector.

At the meeting, both sides exchanged views on addressing pressing challenges and fostering a more competitive environment for tourism and hotel development in Nepal.

HAN, as always, emphasized the need for favorable investment policies, streamlined procedures, and sustainable and green practices to incentivize and bolster the confidence of the hoteliers for the industry's sustainability and growth as a whole.

National Economic Dialogue 2.0 Concludes



HAN President Mr. Binayak Shah participated in the National Economic Dialogue 2.0, organized by FNCCI at the Yak and Yeti Hotel in Kathmandu on November 8, 2025. The program was also attended by office bearers and Ex-com members.

The event brought together key government officials, including secretaries of the ministry, industry leaders and stakeholders to understand the latest actions of the government as well as the demands placed by the private sector. Prime Minister Mrs. Sushila Karki and several cabinet ministers also attended the dialogue, where they showed their full commitment to prioritizing the tourism industry as a primary driver of national growth.

In their speech, the Prime Minister and ministers placed a high value on the tourism industry and spoke volumes on positioning Nepal as a top tourism destination and referred to it as a critical sector for development.



President Mr. Binayak Shah inaugurated Onnera Galleria on November 20, 2025 in Kathmandu



President Mr. Binayak Shah represents HAN in the Private Sectors' joint delegation which called on Rt. Hon'ble President Ram Chandra Paudel at Shital Niwas on November 21, 2025.

Pyakurel Elected President of HAN- Kavre

Mr. Pralhad Pyakurel has been elected as the President of Hotel Association- Kavre, a district member of Hotel Association Nepal (HAN). The association's fourth convention and annual

Hotel Association Nepal will move forward by collaborating in the development and promotion of the tourism and hospitality industry in this region.

Special guest at the program, Mayor of Dhulikhel Municipality Mr. Ashok Byanju said that a tourism committee should be formed to promote tourism in this region. He also emphasized municipality has identified various trekking routes and allocated required budget to extend the length of stay of tourists in this



general meeting elected a new executive committee under the presidency of Pyakurel.

Addressing the general meeting, chief guest President of Hotel Association Nepal Mr. Binayak Shah suggested moving forward by joining hands for the revival of tourism in the current changing context. President Mr. Shah said that just like hotel associations in other regions have done, Hotel Association Kavre should also promote tourism in Kavre by organizing various programs and collaborating and coordinating with hotel associations in other provinces and regions. He expressed that

region. Similarly, Ms. Jyotsana Sainju of Mount Princess Hotel has been elected as the vice-chairman, Ms. Julia Makaju Shrestha of Dhulikhel Lodge Resort as the general secretary, and Mr. Kshitij Shrestha of Hotel Himalayan Horizon has been elected as the treasurer. The members of the association include Mr. Ashish Humagain of Balthali Village Resort, Mr. Shyamkaji Mahat of Himalayan Drishya Resort, Mr. Tom Sapkota of Jugal Hotel, Ms. Leena Khadka Shrestha of Dhulikhel Mountain Resort, and Mr. Manish Shrestha of Geranium Garden Resort.

President elect Mr. Pralhad Pyakurel presented the upcoming action plans in his address at the AGM.

International Tourist Arrivals up 5% in the First Nine Months of 2025

International tourist arrivals (overnight visitors) grew 5% in January-September 2025 compared to the same period in 2024 and 3% above pre-pandemic year 2019.

According to the latest edition of the World Tourism Barometer, over 1.1 billion tourists travelled internationally between January and September this year, about 50 million more than in the same period of 2024.

Results reflect sustained travel demand throughout the year despite high inflation in tourism services and mixed traveler confidence due to geopolitical and trade tensions. The third quarter saw a 4% increase over 2024 with a strong Northern Hemisphere summer season.

UN Tourism Secretary-General Zurab Pololikashvili said: "International tourism has continued to experience sustained growth so far in 2025 in terms of international arrivals and most importantly in receipts, despite high inflation in tourism services and geopolitical tensions. Africa and Europe in particular stand out for their results."

Africa continues to see the strongest performance among regions. The latest World Tourism Barometer analyzes international tourism over the first nine months of 2025 by region and sub-region. Key takeaways include:

- Africa saw a 10% increase in arrivals through September, according to limited available data. Both North Africa (+11%) and Sub-Saharan Africa (+10%) recorded double-digit growth in arrivals.
- Europe, the world's largest destination region, saw 625 million international tourists between January and September 2025, a 4% increase from the same months in 2024. All European subregions enjoyed solid results during the third quarter, reflecting a strong summer season. Western Europe (+5%) and Southern Mediterranean Europe (+3%) saw robust performance, while Northern Europe (-1%) recorded more modest results. Central and Eastern Europe continued to rebound strongly (+8%), though arrivals remained 11% below 2019 levels.
- The Americas recorded 2% growth this period, with a 3% increase in Q1 and Q2 but a slight drop in Q3 (-1%). Results among subregions were mixed. South America (+9%) enjoyed the best performance, despite a flat third quarter. North America (-1%) saw weaker results partly due to small declines in the United States and Canada. Arrivals in Central America increased 3% through September, while the Caribbean (+1%) recorded comparatively more modest growth.
- Arrivals in the Middle East grew 2% in January-September compared to the same period in 2024. This represents 33% more arrivals than in 2019, the strongest regional results relative to the pre-pandemic year.
- Arrivals in Asia and the Pacific grew 8% in the first nine months of 2025, reaching 90% of pre-pandemic numbers (-10% compared to January-September 2019) as the region continues to recover. North-East Asia stood out with a 17%



increase in arrivals relative to 2024 but remained 12% below 2019 levels.

- Some of the highest growth rates in arrivals in January-September 2025 were recorded in Brazil (+45% versus 2024), Vietnam and Egypt (both +21%), as well as Ethiopia and Japan (both +18%). South Africa reported 17% growth, Sri Lanka and Mongolia both 16%, and Morocco 14%. All of these destinations have already surpassed 2019 levels.

According to IATA, international air traffic (RPKs) grew 7% in January-September 2025 versus the same months of 2024. International air capacity (ASKs) increased 6% in this nine-month period. Global occupancy in accommodation establishments reached 68% in September 2025, matching the rate of September 2024 (based on STR data).

Strong visitor spending across most destinations

- Monthly data on international tourism receipts show strong visitor spending in several destinations through September 2025. Japan (+21%), Nicaragua (+19%), Egypt (+18%), Mongolia and Morocco (both +15%), Latvia (+13%), Brazil (+12%) and France (+9%) were among the best performers in terms of growth in receipts in the first nine months of 2025.
- Strong demand can also be seen in outbound spending from some large markets such as the United States (+7% through August), France (+5%), Germany and Italy (both +4%), as well as Spain (+15% through August) and the Republic of Korea (+7%).

Results on track to reach projected growth for 2025, despite challenges

According to UN Tourism's projection in January this year, international tourist arrivals are expected to grow 3% to 5% in 2025. While results through September are in line with UN Tourism's forecast, factors such as high travel prices and a challenging geopolitical environment remain important downside risks.

Hotel Association Nepal (HAN)

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