



# NAMASTE

Monthly Newsletter of Hotel Association Nepal, JULY 2023

## Nepal Hospitality Promoted in Dhaka



Hotel Association Nepal organized Nepal hospitality program in Bangladesh with close collaboration of Nepal Tourism Board and Embassy of Nepal, Dhaka from June 19-23, 2023 to attract more tourists from Bangladesh. A 23 member delegation participated the program under the leadership of President Mr. Binayak Shah.

At the program on 21 June 2023 in Dhaka Sheraton worldclass services of Nepalese hospitality industry together with major touristic attractions of Nepal was presented to more than 90 Bangladeshi out bound tour operators. President Mr. Binayak Shah in his welcoming address highlighted finer points of Nepalese hospitality and

tourism. Bangladeshi tourists are among top ten arrivals of Nepal's tourists after covid. The program witnessed lively presentation on Nepal Tourism by Nepal Tourism Board Manager Mr. Udaya Bhattarai.

Secretary General of HAN Mr. Sajan Shakya offered vote of thanks at the august gathering.

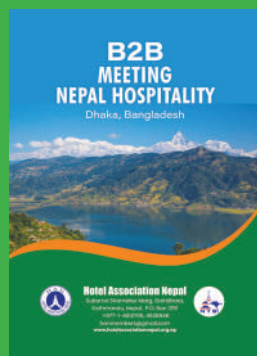


## B2B Meeting

A grand tourism promotion program and business-to-business (B2B) meeting was held in Dhaka on June 21, 2023 by members of Nepalese Delegation in the presence of distinguished tourism professionals from different cities of Bangladesh, 90 plus tour operators and Bangladeshi government officials, Nepali ambassador to Bangladesh and journalists.



Promotional Brochures prepared for Nepal Hospitality Program in Bangladesh





## HAN & BIHA signed MoU for increasing bilateral cooperation

Hotel Association Nepal (HAN) and Bangladesh International Hotel Association (BIHA) have signed an Memorandum of Understanding (MoU) on June 21, 2023 to promote tourism and explore development opportunities in hospitality sector in both the countries. Binayak Shah, president of HAN and Hakim Ali, president of BIHA signed the agreement for six years on behalf of both the organizations at Sheraton Grand Hotel in Dhaka.



## HAN President and Ambassador Meet

President Mr Binayak Shah called on His Excellency Mr Ghanashyam Bhandari, Nepalese Ambassador to Bangladesh on 22 June, 2023 at Nepal Embassy in Dhaka. On the occasion, president Mr Shah expressed sincere gratitude to HE the ambassador and embassy family for making Nepal Hospitality Program and B2B Meeting successful. Further, the issues related to tourism and Nepal promotional modalities were discussed. Meanwhile, ambassador Mr Bhandari noted satisfaction on the initiation taken by Hotel Association Nepal and shared his feedback to capitalize on the huge potential of Bangladesh, especially on the tourism front. 'As the economy of Bangladesh is leapfrogging, we must explore their preferences and market Nepalese tourism accordingly', he highlighted. Deputy Chief of the mission Ms Lalita Silwal and NTB representatives were present at the meeting.



## Guest voices at Nepal Hospitality Program in Dhaka

- Guest of Honour Mr Manoj Kumar Roy, Additional Secretary of Ministry of Tourism and Civil Aviation of Bangladesh appreciated the organizers for hosting the event and expressed full confidence that the event strengthens corporate relations, thereby triggering economic prosperity.
- His Excellency Mr Ghanashyam Bhandari mentioned that the deep rooted relations of Nepal and Bangladesh are so integrated and inseparable as just like 'water cycle' originating from the Himalayas to Bay of Bengal and back to the Himalayas again. He urged the business community of both Nepal and Bangladesh to work together and maintain linkages on bilateral issues. Ambassador Mr Bhandari presenting figures and capacity of hotels in Nepal, urged the audience to explore the vast diversity of Nepal which is a next door neighbor.
- Ms Rahnuma Salam Khan, Deputy Director of Bangladesh Tourism Board stressed on the need to work together to reap the benefits from tourism sector. She also requested the tourism community of both nations to link the tourism prospects from the highest Himalayas in Nepal to the longest unbroken sea beaches in Bangladesh and to maximize the economic prosperity to create win-win situation for both the nation.
- The business leaders of various tourism associations of Bangladesh including Mr. H.M. Hakim Ali, president of

## NEPAL HOSPITALITY DELEGATES' PROFILE

1. <b>Mr. Binayak Shah-Leader</b> President, Hotel Association Nepal Managing Director, Airport Hotel Kathmandu		8. <b>Mr. Bishnu Amatya</b> Operation Manager Hotel Annapurna View Sarangkot		16. <b>Mr. Sanjeeb Tuladhar</b> Manager KGH Group of Hotels	
2. <b>Mr. Sajan Shakya</b> Secretary General, Hotel Association Nepal Managing Director, Kathmandu Prince Hotel		9. <b>Mr. Bishnu Kunwar</b> Managing Director Hotel Siraichuli		17. <b>Mr. Sushil Kumar Aryal</b> Manager KGH Group of Hotels	
3. <b>Mr. Gopal Rana</b> Executive Committee Member, Hotel Association Nepal Chairman, Dreamland Gold Resort		10. <b>Mr. Bidhan Bikram Rana</b> Director Dreamland Gold Resort		18. <b>Mr. Shreedhar Khanal</b> Manager Hotel Royal Singi	
4. <b>Mr. Suman Ghimire</b> Executive Committee Member, Hotel Association Nepal Managing Director, Jungle Safari Lodge		11. <b>Mr. Shaswat Manandhar</b> Director Hotel Tradition & Spa		19. <b>Mr. Abin Bake</b> Managing Director Village Highland Resort	
5. <b>Mr. Laxman Aryal</b> Executive Committee Member, Hotel Association Nepal Managing Director, Madhuban Hotel		12. <b>Mr. Pranam Shrestha</b> Director Hotel Tradition & Spa		20. <b>Ms. Anu Prajapati</b> Director Village Highland Resort	
6. <b>Mr. Arun Pradhan</b> Group General Manager Annapurna Group of Hotels		13. <b>Mr. Shiva Raj Pahari</b> Managing Director Hotel Snow Peak		21. <b>Mr. Nabaraj Shrestha</b> Managing Director Hotel Readers Inn	
7. <b>Ms. Sumati Shakya Thapa</b> Director-Meeting & Events The Soaltee Kathmandu		14. <b>Mr. Om Prakash Panthi</b> Managing Director Hotel River Park		22. <b>Mr. Tek Bahadur Mahat</b> Chief Operating Officer Hotel Association Nepal	
		15. <b>Mr. Shiba Prasad Adhikari</b> Managing Director Hotel Sun Flower		23. <b>Mr. Laba Karki</b> Manager Hotel Association Nepal	

## Monetary Policy 2080/81

### HAN Submitted Memo to NRB Governor

President Mr. Binayak Shah Presented current business trend of Hotel industry and submitted expectations of Hotel industry from the monetary policy at a interaction program organized by Nepal Rastra Bank and chaired and moderated by Governor Mr. Maha Prasad Adhikari himself. Major points presented in HAN Memo. Number of tourist arrival is in rise but has utilized only about 25% of the capacity of the sector. It is due to only limited infrastructure development for wider connectivity such as airports, highway and expansion of new hotels even during Covid time. This means hotels are operating in losses and need policy intervention such as restructuring and refinancing of credit, repayment policy reforms in fixation of basic rate, interest rate and introduction of provisions to pay interest and capital in several installments. This is urgent need to declare hotel/ tourism sector as National Priority Industry and introduce supportive policies to keep the industry alive. HAN President Mr. Shah presented Hotels prospective at similar interaction programs organized by Management Association of Nepal and USAID.



## KMC announced 30% concession on Hotel Property Tax

Kathmandu Metropolitan City (KMC) announced 30% discount on Property Tax on hotels/resorts for fiscal year 2080-081. HAN appreciates decision of KMC for considering Hotel Industry plea to lower the taxes as the sector is still facing financial and operational losses during Covid. Additional 10% discount is available to tax payers who pays before end of Push 2080.

## One Million tourists in 2023, Special Tourism Year in 2025 and Tourism Decade 2023-2032

Hotel Association Nepal and its Chapters organized Sales mission in different countries to help to achieve the target of one million tourist arrivals in the Tourism Decade beginning year 2023 announced by the government. Likewise, Government has announced 2025 as the special tourism year, Hotel Association Nepal started homework in close coordination with government to make it successful and meaningful.

Bangladesh International Hotel Association, Mr Shiblul Azam Koreshi, President, Tour Operators Association of Bangladesh, Mr S.N. Manzur Murshed (Mahbub), President of Association of Travel Agents of Bangladesh spoke on the joint collaboration for mutual growth. They stressed the need of more cooperation among stakeholders and appreciated HAN for organizing the program focusing only to hospitality.

## Nepal Promotion Door Prizes Announced



On the occasion, the lucky draw of hotel packages offered by Nepalese hotels participating at the delegation was announced. The participating hotels gave away coupons of offers to the winners of the door prize.

## Dragon Boat Festival organized in Pokhara

Nepal Tourism Board, in collaboration with the Chinese Embassy in Kathmandu, Pokhara Metropolitan City and Hotel/Tourism Associations organised the first Nepal-China Friendship Dragon Boat Race Festival in Pokhara on June 23, 2023. The festival aims to boost cultural ties between the two countries and attract Chinese tourists to Nepal. The two-day event, the first of its kind in South Asia, attracted large number of domestic and foreign tourists including two chartered flights from China to New Pokhara International Airport.





## E-learning Video on Hospitality

HAN held a discussion meeting with Education Committee in presence of President Mr Binayak Shah. The detailed modality of work and process flow was briefed by the proponent Katha Nepal and work in progressing well.

The motif of the project is to develop and produce a series of e-learning video resources focused on topics related to the hospitality industry soft skill. This platform will serve the purpose to provide standard information, first hand knowledge and soft skills required to everyone in hotel industry.

Basically, this will educate the hotel staffs, management, students and trainers to explore basics of hospitality, directly supporting them to standardize and upgrade the existing level.

## HAN met with Spokesperson of Labor Ministry



HAN team led by president Mr Binayak Shah met with spokesperson and convenor of 'Minimum Wages Fixation Committee' Mr Dundu Raj Ghimire at his chamber and submitted hoteliers standpoint as the salary fixation decision draws nearer. Mr Shah presenting facts and figures demanded the government to acknowledge the hotel industry's concerns and urged to make a separate hotel sector's provision to resolve them specifically.

## Nepal/Lumbini Tourism Promotion Program in Srilanka



Nepal/Lumbini Tourism Promotion Program was held in Srilanka from 27 June to 3 July 2023. Organized by HAN Siddharthanagar in cooperation of Nepal Tourism Board. Lumbini, the birth place of Buddha was promoted among outbound tour operators of Srilanka and concerned agencies. Nepal Embassy in Colombo and concerned government agencies of Srilanka supported the program. Direct flight from Srilanka to new Bhairahawa International Airport

figured prominently at the official program and also Nepal Tourism Decade. The program led by SHAN President and HAN Executive Board Member Mr. CP Shrestha was participated by 17-member hotels and senior representatives. Tourism Secretary Mr. Suresh Adhikari was Chief Guest of Honor of the program. NTB Manager Mr. Suman Ghimire presented Nepal and Lumbini/Nepal as the next tourism destination for Srilankan Tourists at the program.

## Program Organized to promote Health Tourism in Birtamod Koshi Province

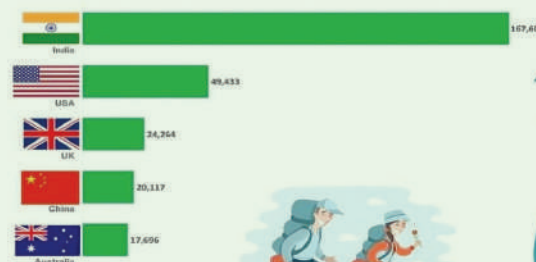
Nepal Tourism Board in association with related tourism associations organized Health Tourism Promotion Program in Birtamod on 1st July 2023. Executive board member and Regional Chapter Biratnagar President Mr. Rajan Shrestha addressed and attended the program.



## TOURIST ARRIVALS 476,481 Jan-Jun, 2023

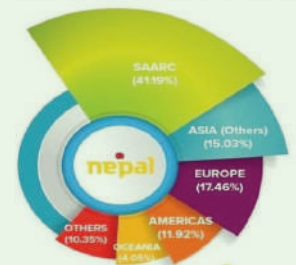
**nepal**  
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### TOP 5 Source Market Countries



**June: 72250**

### Regionwise Distribution of Arrivals



Source : Department of Immigration  
Prepared by : Nepal Tourism Board

This issue of NAMASTE is sponsored by :



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