



Monthly E-Newsletter

SATKAR

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Hotel Association Nepal Launches Wellness Food Campaign

Hotel Association Nepal, in collaboration with Nepal in Business, has officially launched the "Wellness Food Orientation and Promotion Program", a landmark initiative aimed at strengthening Nepal's position as a leading global wellness tourism destination ahead of the Government of Nepal's declaration of 2027 as the National Wellness Year.

The campaign is aligned with the recently approved National Tourism Strategy (2026–2035) and the Tourism Action Plan (2026–2030), both of which recognize health and wellness tourism as a key source of sustainable economic growth and tourism development.

Speaking at the launch ceremony Binayak Shah, President of the Hotel Association Nepal, highlighted Nepal's immense potential in wellness tourism and called upon star hotels across the country to integrate wellness-focused cuisine into their regular menus.

President Shah said that Wellness tourism is one of the fastest-growing segments of the global travel industry. Nepal possesses unique natural resources, traditional healing practices, and authentic food culture that can position us as a preferred wellness destination. It is now essential for our hospitality industry to meet the dietary expectations of health-conscious travelers



by offering scientifically balanced and wellness-oriented menus. He further explained that the orientation program provides chefs with specialized training on nutritional science, ingredient selection, food preparation techniques, and menu development that combine traditional Ayurvedic principles with modern dietary requirements. The initiative aims to develop internationally competitive wellness menus by utilizing Nepal's indigenous agricultural products, seasonal ingredients, cultural food traditions, and evidence-based nutritional practices. Organizers believe

the program will not only diversify Nepal's tourism products but also encourage longer visitor stays, increase tourist spending, and create greater value across the hospitality sector.

Similarly, Dibyaraj Pokharel from the Nepal Tourism, Hotels and Mountaineering Foundation stressed the importance of institutionalizing wellness tourism through research, innovation, product development, and skilled human resources.

Renowned Life Science Guru LP Bhanu Sharma highlighted the close relationship between food and healthy living, noting that Nepal has an exceptional opportunity to promote its authentic food heritage as a distinctive wellness product in the international market.

The program concluded with an exhibition of specially prepared wellness dishes created by participating chefs, demonstrating the practical application of the training and showcasing innovative healthy cuisine inspired by Nepal's traditional food culture.

To ensure the sustainability of the initiative, the Hotel Association Nepal has also established an expert task force dedicated to ongoing research, product development, capacity building, and chef training. Through these continued efforts, HAN aims to bridge Nepal's rich heritage of traditional healing and natural nutrition with modern hospitality standards, ultimately positioning the country as a premier destination for international wellness travelers.



Nepal's Hospitality Sector Booms as Star-Rated Hotels

Nestled between the economic giants of India and China, Nepal—the land of Mount Everest and the birthplace of Lord Gautam Buddha—is witnessing a transformative shift in its tourism landscape. Alongside a steady, encouraging rise in the influx of foreign visitors, the nation is experiencing a robust expansion in its hospitality infrastructure, with star-rated hotels and luxury resorts emerging rapidly across major tourist hubs.

From the bustling streets of the federal capital, Kathmandu, to the serene lakeside retreats of Pokhara, and the cultural landmarks of Chitwan, Lumbini, and Bhairahawa, the landscape of Nepal's accommodation sector is undergoing a massive facelift. This expansion is driven by a combination of domestic entrepreneurship and foreign investment, signaling a long-term commitment to positioning Nepal as a premier global travel destination.

A Growing Footprint

According to data from the Department of Tourism (DoT), the nation's formal hospitality sector is experiencing significant growth. As



of this year, 350 star-rated hotels and resorts have been registered and are currently in operation across the country, a notable increase from the 335 registered last year.

The diversity of this growth is equally impressive. The registry currently includes 29 five-star properties, complemented by three five-star deluxe and three five-star luxury boutique heritage hotels. Other segments include 40 four-star, 37 three-star, 49 two-star, and 44 one-star establishments. Additionally, the sector has branched into specialized categories, featuring 127 ordinary resorts, 10 deluxe resorts, and three luxury resorts, alongside various boutique heritage properties.

Cumulatively, these 350 establishments offer a capacity of 16,613 rooms and 26,285 beds. For the government and industry stakeholders, this capacity represents more than just room numbers; it signifies an enhanced ability to provide international-standard hospitality, modern service facilities, and a competitive edge in the global tourism market.

Regulatory Evolution: Modernizing Standards

As the sector expands, the government is taking proactive steps to ensure quality and sustainability. The Department of Tourism has initiated a revision of hotel classification standards—a move designed to keep pace with international practices and the evolving needs of eco-tourism.

"The current standards, which were last revised in 2076 BS, are being updated to meet modern expectations for quality and sustainability," says Himat Gautam, Information Officer at the Department of Tourism.

To guide this transition, a steering committee led by the Joint Secretary of the Tourism Division at the Ministry of Culture, Tourism and Civil Aviation has been formed. A dedicated working group,

spearheaded by the Director of the Tourism Department and the Head of the Hotel Branch, is currently drafting the revised standards. This draft is expected to be submitted to the Ministry by July 16, setting a new benchmark for what defines a luxury or standard hotel in the Himalayan nation.

Industry Optimism and Economic Impact

The private sector views this surge in investment as a clear indicator of restored confidence in Nepal's tourism potential. Binayak Shah, President of the Hotel Association Nepal (HAN), notes that the influx of hospitality projects directly mirrors the rising interest from foreign travelers.

"Foreign tourists come to Nepal to enjoy our unique nature, culture, and adventure," Shah explains. He highlights that the recent surge, particularly in tourists from neighboring India, has provided a much-needed boost. "Nepal is strategically located between India and China—two economically powerful nations with millions of outbound travelers. If we continue to refine our offerings, the potential for a massive leap forward is immense."

Beyond the macro-economic perspective, the impact is being felt at the local level. Christina Shrestha, Executive Assistant Manager at the under-construction Nigalo Hotel in Mandandepur, emphasizes the role of these projects in job creation and local economic development. Having worked in international-standard hotels, Shrestha believes the entry of international brands and the rising competitiveness of domestic hotels are elevating the overall quality of service across the nation.

"The growth is positive, but it must be matched by continuous attention to infrastructure, marketing, and service quality," Shrestha adds.

Challenges and Future Outlook

Despite the optimism, industry veterans stress that the sector's future success remains tied to broader infrastructure connectivity. Abhishek Bikram Shah, a tourism entrepreneur, points out that the operational efficiency of newly constructed international airports will be the true catalyst for growth. "The potential is vast, especially as the new government prioritizes the tourism sector," he says. "With fully operational international gateways, we can expect a significant shift in arrival numbers."

Lila Prasad Dhakal, owner of a boutique hotel in Lazimpat, echoed these sentiments, noting that the growth of hotels is catering to both domestic and international tourists. He urged the state to view these investors as vital partners in nation-building, suggesting that policies should be crafted with a deep understanding of the practical challenges faced by hoteliers.

The Post-Pandemic Trajectory

The resilience of the tourism sector is evident in the post-pandemic recovery data. After the stagnation caused by the COVID-19 pandemic, Nepal saw the arrival of 1.147 million tourists in 2024, followed by 1.158 million in 2025. With over 500,000 tourists already arriving by June of this year, the industry is on a steady path to meeting, and likely exceeding, its recovery targets.

As Nepal continues to refine its hotel standards and upgrade its infrastructure, the message to the international community is clear: the Himalayan nation is ready to host the world with a blend of traditional warmth and modern, world-class luxury. Whether it is a luxury heritage resort or an eco-friendly mountain lodge, the diversifying landscape of Nepal's hospitality industry suggests that the country is not just dreaming of a tourism revival—it is actively building one, one room at a time.

(source: tourismmail.com)



Foreign tourists visiting Nepal increase by 19.5 percent in June

In June 2026, 91,363 foreign tourists entered Nepal. According to data released by the Immigration Department and the Nepal Tourism Board, the number of foreign tourists arriving by air has increased by 19.5 percent compared to the same period last year. According to a statement, 76,425 foreign tourists arrived in Nepal in June last year. Similarly, 74,883 tourists arrived in June 2019, which was the highest tourism activity before the COVID-19

pandemic. This year's arrival in June is 22.01 percent higher than in 2019.

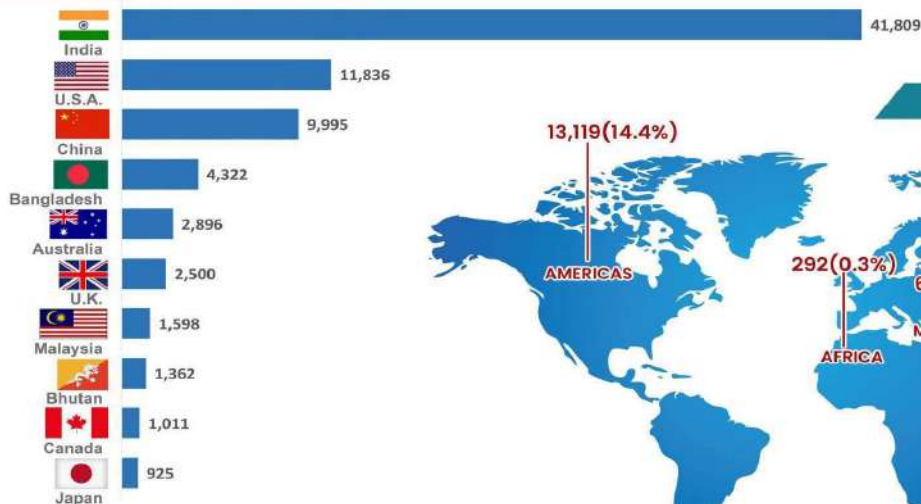
Regionally, the largest share of tourists arriving in Nepal in June is from South Asian (SAARC) countries. During this period, 48,254 tourists arrived from SAARC countries, which is 52.8 percent of the total arrivals. 41,809 tourists came to Nepal from India alone.

INTERNATIONAL VISITOR ARRIVALS (IVAs) BY REGIONS						
Calendar Year: June 2026						
Region	2026		Preceding Year		Pre-pandemic Year	
	June	% Share	2025 June	% Change	2019 June	% Change
SOUTH ASIA (SAARC)	48,254	52.8%	40,023	20.6%	34,638	39.3%
ASIA (OTHER)	16,152	17.7%	12,674	27.4%	16,486	-2.0%
EUROPE	6,954	7.6%	6,865	1.3%	8,021	-13.3%
OCEANIA	3,090	3.4%	1,977	56.3%	1,966	57.2%
AMERICAS	13,119	14.4%	10,735	22.2%	8,969	46.3%
MIDDLE EAST	674	0.7%	810	-16.8%	808	-16.6%
AFRICA	292	0.3%	310	-5.8%	397	-26.4%
OTHERS	2,828	3.1%	3,031	-6.7%	3,598	-21.4%
Total	91,363	100.0%	76,425	19.5%	74,883	22.0%
Source: Department of Immigration *					% Recovered	122.0%

INTERNATIONAL VISITOR ARRIVALS JUNE 2026 **91,363**

nepal
Lifetime Experiences!

TOP 10 Source Market Countries



Regionwise Distribution of Arrivals



Source : Department of Immigration
Prepared by : Nepal Tourism Board
* This report is based on preliminary monthly raw data provided by Department of Immigration



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