



NAMASTE

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MICE and Destination Wedding Promotion Workshop organized



support from the central bank to facilitate in this regard. Meanwhile, Mr. Mishra also responded to the queries of the participants particularly concerning monetary transaction issues associated with tourism, hospitality and MICE and destination weddings.

Immediate Past President and patron of the HAN Women

Rana also presented a future roadmap for MICE and destination wedding promotion in Nepal.

Event coordinator & Executive Committee Member Bidhata Shrestha, Executive Committee Members Amritanjali Sakya, and Ashlesha Karki presented prospect, challenges and way forwards along with present day scenario of the sector.

The workshop was attended by the government representatives, Nepal Tourism Board (NTB), tourism associations, and travel and tourism entrepreneurs. Senior Director of Nepal Tourism Board Mrs Nandini Lahe Thapa underscored the need to promote this segment of tourism

Hotel Association Nepal organized Workshop on 'MICE (Meetings, Incentives, Conferences, and Exhibitions) and Destination Wedding Promotion' in Kathmandu on September 17, 2023 to promote MICE, targeting especially nearest source markets and also to launch promotional events in the future. The event was coordinated by the HAN Women Hoteliers' Committee.

Chairing the Program President Mr. Binayak Shah highlighted the need for collaborative efforts to harness the vast potential that Nepal possesses in terms of MICE and destination weddings.

Chief Guest of the program Mr. Bam Bahadur Mishra, Deputy Governor of Nepal Rastra Bank spoke on the importance of this program and highlighted the colossal prospect that the hostility sector must capitalize on. He provided valuable remarks and also committed to extend necessary



Hoteliers' Committee Mrs. Shreejana Rana delivered a keynote speech that outlined the main objectives of the workshop and provided an overview of the event's major highlights. Mrs.

prospect. She also informed about the upcoming program that could put Nepal on the limelight.

Mr. Sajan Shakya, Secretary General, concluded the workshop by summarizing the key takeaways and expressing gratitude to all participants, speakers, and attendees for their active engagement and meaningful insights at the event.

70 participants from leading tour operators, hoteliers as well as experts in the MICE and wedding sectors participated the program.



China's Tourism Sector Prospects in 2023-24

After enduring the significant impacts of the COVID-19 pandemic, China's tourism sector is gearing up for a strong resurgence in 2023. Projections indicate that the total revenue from domestic tourism is expected to exceed RMB 4 trillion (approximately US\$580.96 billion), marking an impressive 96 percent growth. Several driving forces contribute to this revival in China's tourism landscape, including:

- Easing of travel restrictions;
- Increase in disposable income among Chinese consumers; and
- Growing popularity of domestic tourism.

In particular, the government's support in revitalizing the tourism sector is evident through subsidies and tax exemptions provided to tourism enterprises. The robust resurgence of China's tourism industry also serves as a positive indicator for the nation's economy, with tourism being a significant driver of economic growth and expected to contribute notably to the country's GDP. Overall, 2023 has seen a continuous stream of new policies, products, technologies, concepts, trends, and opportunities impacting the tourism industry.

China's evolving tourism landscape

Both outbound and inbound tourism markets in the first half of 2023 have shown impressive vitality, surpassing the levels observed in the same period of 2019. Average expenditures for outbound travelers have exhibited a notable increase, with Hong Kong and Macao leading the resurgence of outbound tourism. The total number of inbound and outbound individuals has surged by approximately 170 percent.

Data from the World Tourism Alliance's reports, reveal that the outbound tourism sentiment index reached 28 percent in the first half of 2023, marking a 21-point increase from the same period in 2019. The outbound tourism market has displayed a gradual "U-shaped" recovery, emphasizing a steady resurgence rather than an abrupt rebound.

According to recent data from Alipay's Overseas Spending Platform, the average expenditure per user for outbound travel in the first half of 2023 grew by 24 percent compared to 2019. Among popular destinations, the top 10 outbound travel destinations in terms of transaction volume for the first half of 2023 were:

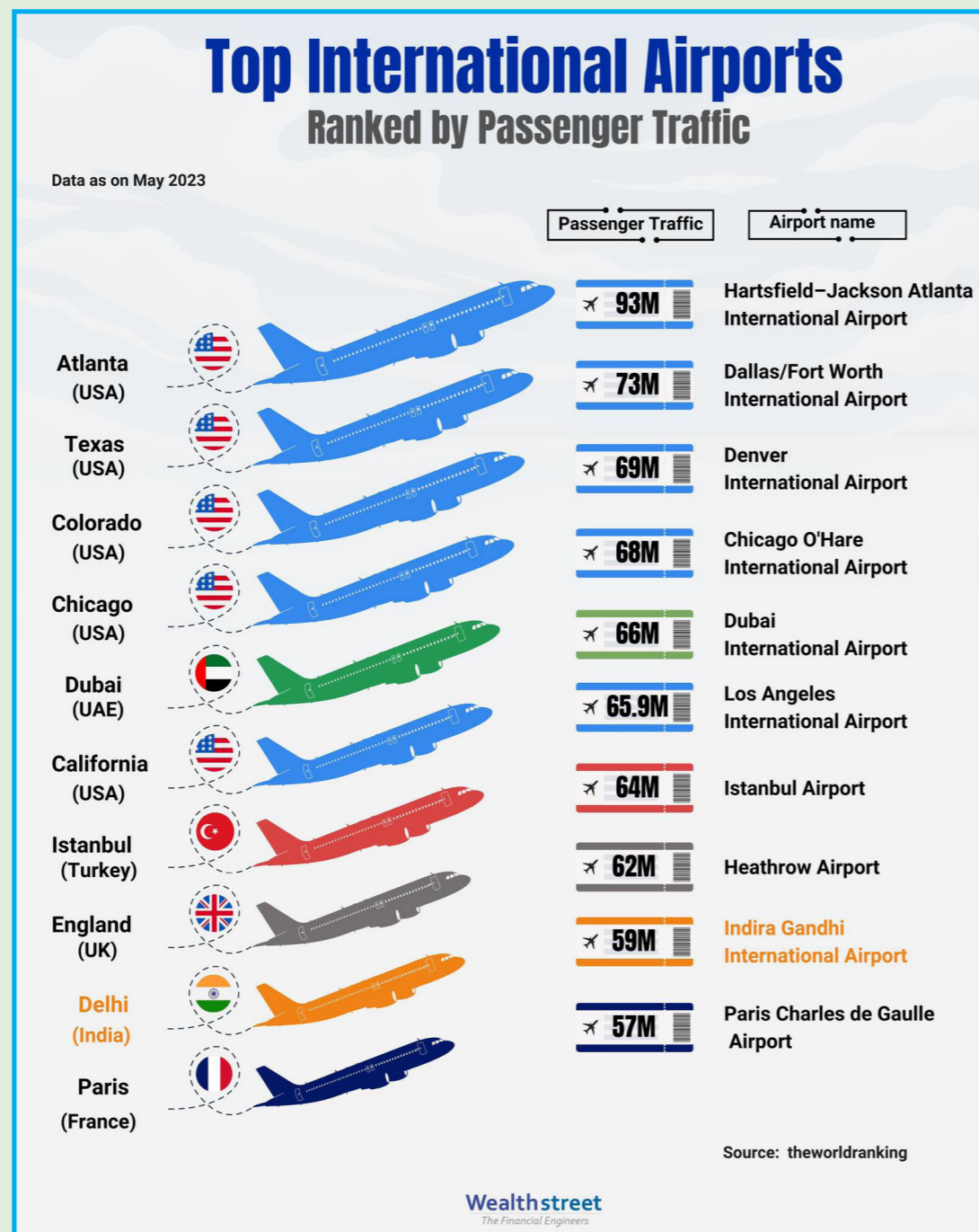
- Hong Kong;
- Macao;
- Japan;
- Thailand;
- France;
- South Korea;
- Australia;
- Canada;
- United Kingdom; and
- Singapore.

This data is supported by several favorable policies. Since the beginning of the year, the National Immigration Administration has continuously optimized and adjusted inbound and outbound management

policies.

Starting from February 20, 2023, mainland cities within the Greater Bay Area initiated a pilot implementation of visa endorsements for cross-border talent to and from Hong Kong and Macao. On May 15, 2023, policies such as the nationwide implementation of group travel endorsements for mainland residents traveling to Hong Kong and Macao were fully restored.

The steady recovery of outbound tourism Initial expectations for a robust rebound in outbound tourism this year have encountered a more precarious reality.



Is Sports Tourism Still a Growing Market



Sports tourism is when you travel to another area, nation, state, etc. to watch, engage in or take part in a sporting activity. The love of sports and the desire to travel to new places are combined in sports tourism. Everybody at one point must have played a game or watched some sport, but what people like and want to play are different to others - and there are concerns that the concept doesn't have the appeal it once had. Come with us as we analyze the recent sports tourism climate and see what can be improved.

Live sports

The biggest sports played and watched are football, cricket, and tennis. They all have a massive fanbase with lots of money going into the sectors and big stars. Have you ever heard of Cristiano Ronaldo? Who hasn't? He is a worldwide recognised name in European football and very influential to his fans and team members. People who are big football fans and like the team he plays for would love the chance to see him and the team in person.

What does sports tourism do for cities?

You might wonder why countries fight so wholeheartedly for a chance to host the Olympics, World Cups, and Commonwealth Games. The answer is simple: money. Well, money and profile. Take Qatar as an example. This Middle Eastern country wasn't exactly topping the list of tourist destinations, but they know that is due to their worldwide appeal either being negative or ignorant. In order to change that, they needed to put on a good show. A show so big that people would come from around the world to see their country: the 2022 FIFA World Cup.

Big games

The FIFA World Cups and big games like the Wimbledon or the US Open finals are what draw people in from all over. People come from completely different countries to wherever the games are being held.

For example, according to the International Cricket Council (ICC), the 2019 World Cup had an almost £350 million overall economic impact on the UK. This shows how much money sport brings into a country and helps tourism. All of this adds up to bringing in millions to the country.

(Source: breakingtravelnews.com)

Notable evidence of this transformation is seen in the changing preferences of Chinese leisure travelers. Business travel intentions have tripled, and interest in education, family visits, and medical tourism abroad is also on the rise. Other findings align, revealing that 50 percent of Chinese travelers plan to journey internationally within the next year. Contrary to an instant "boom," China's international travel revival is unfolding steadily. Though not as swift as initially projected, the evolving interests, changing attitudes, and gradual shift toward experiential spending all point to a growing and adaptive outbound tourism sector, offering a promising glimpse into the future.

The Chinese government's recent efforts to revive outbound group travel

China's Ministry of Culture and Tourism recently expanded outbound group tour destinations, including popular places like Japan and the US. A recent analysis provided by the EIU indicates that this move will aid global tourism recovery, benefiting countries with simplified visa procedures.

While the relaxed restrictions will moderately boost outbound tourism, obstacles and cautious spending persist. Nonetheless, domestic travel agencies are expected to see increased revenue, leading to employment and income growth in the sector.

Cultural and heritage tourism

A significant shift in China's tourism landscape is the increasing emphasis on cultural tourism, where traditional heritage seamlessly intertwines with contemporary travel. As the nation preserves and celebrates its abundant historical and cultural treasures, a surge in cultural tourism activities like immersive experiences and interactive exchanges has taken center stage.

Wellness tourism

In 2023, a remarkable shift in travel preferences among Chinese tourists has propelled wellness and health tourism to the forefront. As observed by Tourism Authority of Thailand's Chengdu office, Chinese travelers are displaying a distinct preference for destinations that offer a blend of sunny beaches and holistic well-being experiences.

(Source: ChinaBriefing.com)

Meeting with ADB



Prabin Bahadur Panday - Senior Vice President of HAN attended a luncheon meeting at Marriot hotel hosted by ADB in honor of Executive Director / Board Group 's Visiting Team Leader . ADB invited major private stakeholders association leaders for interaction.

HAN has important role to lobby govt better policies and standards of hotel industry, development of more skilled manpower and promoting tourism. Mr panday made suggestions to ADB board to discuss with govt to consider hotel's forex earring as export & and provide industry . Govt to include hotel as priority industry status . ADB to focus more on Airport Terminal expansion at TIA and road connectivity projects and pressure contractor to finish road projects on time . Also invest in the growth of tourism sector to strengthen national economy and poverty elevation.

Hire an Apprentice Day concluded



Hotel Association Nepal hosted an event where more than 15 distinguished hoteliers and over 40 aspiring apprentice students from Madan Ashrit Polytechnic Institute. The occasion, aptly named "Hire an Apprentice Day," was marked by Human Resource representatives from prestigious hotels such as Soaltee Hotel, Marriott Hotel, Everest Hotel, and various other 4-star and 3-star establishments.

The event commenced with a welcome by the President of HAN, Mr. Binayak Shah, and Closing remarks was made by the Treasurer, of HAN Youb Raj Shrestha.

The event featured informative sessions, panel discussions, and workshops that provided a platform for exchanging ideas, experiences, and hiring. The Human Resource professionals from various hotels shared valuable perspectives on industry trends, skill requirements, and the importance of mentorship in shaping successful careers in hospitality. The program was part of HAN-ENSSURE joint Dual Vet Skill Development Agreement.

President Mr Binayak Shah as one of the Chief Guest inaugurated Food & Beverage Hospitality 2023 organized by House of Rajkarnikar on October 5, 2023 at Bhrikutimandap, Kathmandu.



HAN Activities in Nutshell

- NTB-UNDP STLRP 7 day Advanced Cooking Training officially organized at Hotel Tarai Inn, Chapur, Rauthat on September 8, 2023.
- Hotel Association Nepal Sindhuli District Ad hoc committee formed under the Chairmanship of Mr Chandra Dev Shrestha on September 9, 2023. Treasurer Mr Youb Raj Shrestha attended as a Chief Guest of the program.
- President Mr Binayak Shah attended the Main Organizing Committee Meeting of WTD celebration committee at MoCTCA on September 13, 2023 and delivered how tourism day should be observed in a changed context.
- President Mr Binayak Shah attended a program on "Nepal-France Relations: Exploring New Avenues" this afternoon which was graced by ambassador designate to France HE Sudhir Bhattarai and attended by dignitaries on September 19, 2023.
- Thamel Special Zone Committee organized 'Interactive Meeting with Hoteliers at Thamel' chaired by Secretary General Mr Sajan Shakya on September 24, 2023.
- President Mr Binayak Shah attended the round table discussion organized by News Agency Nepal on Tourism: Way Forward on September 26, 2023. Mr. Shah highlighted the Key issues of tourism in general and hospitality in particular.
- HAN Executive Committee Members Mr. Rajendra Bhatta and Mr. Laxman Aryal & Secretariat join a parade and attend a formal program organized to mark World Tourism Day 2023.
- Treasurer Mr Youb Raj Shrestha receiving the certificate of appreciation from senior political leader and literature honorable Mr Narayan Man Bijukchhen (Rohit) Chairman of Nepal Workers and Peasants' Party for the support and coordination of Hotel Association Nepal to promote tourism development in Bhaktapur on the occasion of World Tourism Day 2023.

91012 foreign tourists visited Nepal in September

A total of 692,372 foreign tourists visited Nepal in the first nine months of this year, showing a strong recovery in the country's tourism sector compared to the 230,085 tourists who had arrived in the country in 2020 and 150,962 in 2021.

As per the latest data unveiled by the Nepal Tourism Board (NTB), the country welcomed a total of 91,012 tourists by air in September 2023, which is a substantial increase from the 58,314 tourists who arrived in the corresponding month of 2022, 9,907 in September of 2021, and just 584 in September of 2020.

As per NTB, the arrivals saw



98.28 per cent recovery last month compared to the corresponding month before the pandemic.

The arrivals are about to recover to the pre-pandemic level, when 92,604 tourists had visited Nepal in September of 2019.

