

Unleash Yourself



Presentation
on

'Send Home A Friend' & 'Nepal for all Seasons'
Campaign

By

Ministry of Culture, Tourism and Civil Aviation and
Nepal Tourism Board

Date: Oct'16, 2007



NATURALLY NEPAL
ONCE IS NOT ENOUGH

Tourism Products and Services in Nepal



- Mountain and Mountains Products
- Bio-diversity with varieties of flora and fauna
- Temperate Climate
- 7 World Heritage Sites within the radius of 20 kms.
- Rich cultures and rituals, feasts and festivals of different ethnic groups with their languages
- Many Pilgrimage Sites (like Pashupatinath, Lumbini) for Hindus and Buddhists

Services: Hotels, Resorts, Restaurants

Travel and Tour Operators

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Tourism in Nepal

- One of the highest foreign currency earners
- Employment generation
- Unique tourism products
- Distribution of income to local level
- Max. participation of people, community
- Smokeless industry
- Contribute to infrastructure development
- Promotion of culture and heritage

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Economic of Tourism

- International Tourist Arrivals (2006) 842 million
- International Tourism Receipts (2006) 735 billion USD
- World Tourism Industry expected to contribute 3.6 % to (GDP) in 2007 (Direct Impact of Tourism).
- World Tourism Economy expected to contribute 10.4 % to GDP in 2007 (Direct and Indirect Impact of Tourism)
- World Tourism Economy employment (Direct and Indirect) estimated to reach 231.2 million jobs (8.3 % of total employment worldwide, i.e. 1 in every 12 jobs).

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



Economic of Tourism

- Travel & Tourism in Nepal in 2007 is expected to generate USD 1001.1 million of economic activity (Total Demand).
- Nepal's Travel & Tourism Economy (direct and indirect impact) in 2007 is expected to account for 6.4% of GDP and 500000 jobs (5.0% of total employment).
- Nepal's Travel & Tourism is expected to grow 6.8% in 2007 and by 5.6% per annum, in real terms, between 2008 and 2017.

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



About the Campaign

“A Campaign for Boosting the Tourism of Nepal in a New Way”

- Motivate NRNs to send their friends to Nepal
- Increase no. of tourists' arrival
- Contribute to overall Nepalese economy
- Build a bond of new relationship between Nepalese and visiting foreign friends to Nepal
- Capitalize promotion of Nepal more through 'Word of Mouth'
- Promote Nepal as a tourist destination for all seasons

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



Objectives

- Government of Nepal has launched this campaign to actively mobilize the Nepalese diaspora
- Generate global awareness through this campaign about Nepal as a premiere tourism destination
- Sensitize and motivate NRNs in promoting Nepal
- Acknowledge NRNs for their contribution to make this program a success
- Develop a permanent bond between Government, private sector and NRNs

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



Strength of NRNs

- Large Nepalese Diaspora around the world
- Huge network
- Occupying senior and decision making positions
- Have strong determination to contribute to the development of Nepal

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Proposed Activities during the Campaign

National:

- Formal Announcement made by the Government of Nepal during Budget Speech of F/Y 2064/065
- Presentation and collaboration for the campaign on 3rd NRN Conference in Kathmandu from Oct. 15 to 17, 2007 by the Government of Nepal and NTB

International:

- Conduct various awareness programs regarding 'Send Home a Friend' and 'Nepal for all Season' Campaign

NATURALLY NEPAL
ONCE IS NOT ENOUGH

- International Launch: Nov 16, 2007, London (During WTM)

- Germany - March 11, 08

- USA - May 2008

- Hong Kong - June 2008

- Campaign period will be from Jan 1 to Dec 31, 2008

- Special programs in different cities abroad will be clubbed with NTB annual promotional

activities

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



Promotional Activities

- Production of collateral
- Website
- NRN Chapters, Nepalese Missions, Students and Other Nepalese Associations will be mobilized abroad
- Presentation and orientation to Educational Consultancies and Manpower Agencies in Nepal
- Special mechanism for recording the referrals. Person sending max. no of tourist will be honored by GoN

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



Basis of Selection

- Accessibility
- Nepalese Diaspora
- White collar workers
- Tourist Generating Markets
- Students
- Implementing Partners
- Coinciding with NTB annual programs

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Program Partners

- Government of Nepal (Ministry of Culture, Tourism and Civil Aviation and Ministry of Foreign Affairs)
- Nepal Tourism Board (NTB)
- Private Sector Tourism Associations and Entrepreneurs
- NTB PRRs abroad
- Nepalese Diplomatic Missions Abroad
- NRN Chapters
- Online/Offline Carriers
- Various Nepalese Associations - local and international
- Individuals
- Nepalese Students and Friends of Nepal abroad

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Proposed Programs in International Forums

- Presentation with Remarks by Nepal Tourism Board
- Address by Nepal Gov. Representative
- Address by NRN/Associations Representative
- Q & A Session
- Concluding Remarks by Nepalese Embassy
- Display and Distribution of Collateral
- Reception

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Special Collateral for the Campaign



- Posters
- Flyers and Stickers
- Website
- CD Rom
- Standees
- Danglers
- Diary/Notebooks
- Souvenirs
- Others (If any, suggested by this forum)

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Expected Output of the Campaign



- Increase tourists arrivals and its benefits to Nepal
- Encourage NRNs to invest in tourism sector
- Promote Nepal as a sustainable tourism destination
- Create awareness regarding Nepal as a tourist destination internationally
- Utilize the immense potential of NRN communities for promoting Nepal
- Recognize/honor NRN community for their efforts

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Participating Modalities



- Create awareness about the campaign
- Encourage Friends, Colleagues & Acquaintances to visit Nepal
- Visit and register through NTB website
- NTB will acknowledge such registrations and keep the records
- NTB will also facilitate the arrival of any tourist coming to Nepal through this campaign upon their arrival at TIA
- The updated referrals of each NRN will be posted on the NTB and MoCTCA web sites
- The highest referrals will be awarded by GoN/ NTB upon the completion of the campaign

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

Monitoring & Recognitions



Two Categories:

- 1) Individual referral
 - 2) Organizational referral
- Highest Referrals will be awarded with Memento and Token of Appreciation by GoN and NTB amidst a special function to be organized in early 2009

Contd...

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself

● Proposed Added Features of the Campaign in Nepal

- Special discount offers in hotels, restaurants, shopping malls
- Special Privilege Cards will be issued through NRN/Embassies/PRRs of NTB abroad
- Special Website with hit count will be developed for this campaign
- Updated Immigration Cards will be made available to the visiting tourists in the airlines and TIA
- Others (If any, whatever is suggested in the forum)

NATURALLY NEPAL
ONCE IS NOT ENOUGH

Unleash Yourself



Thank You !