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TOURISM
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JAPAN
CHAPTER

CHINESE TAIPEI
CHAPTER

A Report on

nepal | Lifetime
Experiences!

TOURISM PROMOTION & B2B EXCHANGE 2026



April 02

Rihga Royal Hotel, Tokyo

JAPAN

April 05

Rihga Royal Hotel Osaka Vignette Collection



1) Executive Summary



PATA Nepal Chapter, in collaboration with Nepal Tourism Board (NTB), successfully organized the **“Nepal Tourism Promotion and B2B Exchange Program 2026”** at Rihga Royal Hotel, Tokyo, and Royal Hotel Osaka, Vignette Collection, Osaka, Japan, on 02 April 2026 and 05 April 2026 respectively. The program was implemented in partnership with PATA Japan Chapter, Nepal Airlines Corporation (NAC), and PATA Chinese Taipei Chapter.

The initiative was organized with the primary objective of strengthening Nepal’s tourism promotion efforts in the Japanese market, facilitating direct business engagement between Nepalese tourism stakeholders and Japanese travel trade representatives, and enhancing bilateral tourism cooperation between Nepal and Japan.

The events coincided with the celebration of 70 years of diplomatic relations between Nepal and Japan and served as an important platform to showcase Nepal’s tourism products, including adventure tourism, culture, spirituality, wellness, nature, luxury travel, pilgrimage tourism, and Himalayan experiences.

The Tokyo event hosted approximately 90 participants, while the Osaka program attracted more than 60 participants from Japan and Nepal. A 21-member Nepalese delegation representing leading tourism and hospitality companies participated in the programs.

The events featured:

- Destination Nepal presentations
- B2B networking and business exchange sessions
- Tourism product showcases
- Nepal Airlines promotional presentations
- Himalayan Travel Mart 2026 promotion
- Cultural performances and networking receptions
- Media engagement and tourism promotion activities

The program generated significant interest from Japanese travel trade stakeholders including JTB, JATA members, tour operators, travel media, and tourism professionals. The events successfully met the anticipated objectives and contributed to strengthening Nepal’s positioning in the Japanese outbound tourism market.

2) Background and Context

Japan has long remained an important source market for Nepal, particularly for high-value travelers interested in culture, spirituality, nature, trekking, pilgrimage, and wellness tourism. The Nepal Tourism Promotion and B2B Exchange Program 2026 was designed to further strengthen Nepal's tourism presence in Japan and facilitate direct engagement between Nepalese tourism businesses and Japanese travel trade stakeholders.

The event was organized under the agreement signed between Nepal Tourism Board and PATA Nepal Chapter for the implementation of tourism promotion and business exchange activities in Japan.

The program also aligned with the broader objective of enhancing bilateral tourism relations during the milestone celebration of 70 years of diplomatic relations between Nepal and Japan.

3) Objectives of the Program

The key objectives of the Nepal Tourism Promotion and B2B Exchange Program 2026 were:

1. To promote Nepal as a preferred tourism destination in the Japanese market.
2. To create direct business networking opportunities between Nepalese tourism stakeholders and Japanese travel trade representatives.
3. To strengthen tourism cooperation between Nepal and Japan.
4. To increase awareness about Nepal's tourism products and experiences.
5. To promote Nepal Airlines' direct connectivity between Japan and Nepal.
6. To promote the 6th Himalayan Travel Mart 2026.
7. To facilitate future tourism partnerships, collaborations, and travel trade exchanges.
8. To enhance Nepal's destination branding through media outreach and cultural promotion.

4) Organizing Partners

The program was jointly organized and supported by:

- Nepal Tourism Board (NTB)
- PATA Nepal Chapter
- PATA Japan Chapter
- Nepal Airlines Corporation
- PATA Chinese Taipei Chapter

Additional support was received from tourism industry stakeholders and partner organizations.

5) Pre-Event Coordination and Facilitation

PATA Nepal Chapter undertook extensive coordination and facilitation activities prior to the implementation of the event to ensure effective participation, stakeholder engagement, and smooth execution of the programs in Tokyo and Osaka.

PATA Nepal Chapter worked closely with PATA Japan Chapter to officially coordinate and invite prospective Japanese tour operators, travel trade representatives, and tourism stakeholders through its established membership network and professional relations in Japan.

This collaboration played a vital role in ensuring quality participation from the Japanese travel trade and strengthening industry engagement during the program.

Visa Facilitation Support

PATA Nepal Chapter played a significant facilitation role in supporting all confirmed delegates and participants from Nepal during the short-term visa application process for Japan. The Chapter coordinated closely with PATA Japan Chapter and facilitated the issuance and collection of:

- Official Invitation Letters
- Letters of Guarantee
- Supporting documentation required for visa applications
- Event confirmation documents
- Coordination with Japanese counterparts for participant verification

This support significantly contributed to the smooth processing of visa applications and ensured effective participation of Nepalese delegates in the Japan programs.

Coordination Activities

Additional coordination activities included:

- Communication with Japanese travel trade stakeholders through PATA Japan
- Invitation and participant management
- Program scheduling and logistics coordination
- Venue coordination and event management
- Promotion and outreach activities
- Media engagement and communication support
- Coordination with Nepal Airlines Corporation
- Management of delegate communication and participation support
- Pre-event briefing and Code of Conduct sharing with participants



Picture: Mr. Hiroshi Tanimura, Secretary General of PATA Japan Chapter, welcoming Nepal Delegation at Narita International Airport.

6) Pre-Event Briefing & Code of Conduct for Participants

As part of the preparation and coordination process for the Nepal Tourism Promotion and B2B Exchange Program 2026 in Tokyo and Osaka, PATA Nepal Chapter organized and shared a comprehensive pre-event briefing and participant code of conduct with all confirmed delegates from Nepal.

The pre-event briefing was held on 30th May 2026 at Traditional Comfort Hotel, Kamal Pokhari, to ensure smooth coordination, professional representation, effective participation, and overall preparedness of delegates during the official tourism promotion and B2B exchange activities in Japan.

The briefing covered the following key aspects:

- Overview of the event objectives and program schedule
- Introduction to participating organizations and stakeholders
- Information regarding venue arrangements and logistics
- Travel coordination and accommodation guidance
- B2B meeting procedures and networking protocols
- Presentation and promotional opportunities
- Cultural sensitivity and professional conduct expectations
- Guidance on representing Nepal's tourism industry professionally
- Coordination procedures with organisers and local counterparts
- Local Contact for assistance and communication arrangements

In addition, a Code of Conduct was formally shared with all participants to ensure disciplined, respectful, and professional engagement throughout the program.

The Code of Conduct emphasised:

- Professional behavior and mutual respect
- Punctuality and adherence to the official program schedule
- Respect for Japanese culture, customs, and local regulations
- Responsible networking and business communication
- Appropriate representation of Nepal and the tourism industry
- Coordination and teamwork among delegates
- Ethical business conduct during B2B interactions
- Compliance with travel, visa, and organisational requirements

PATA Nepal Chapter maintained regular communication with all delegates before departure and throughout the program to ensure smooth participation and effective coordination.

The pre-event orientation and code of conduct sharing significantly contributed to the professional execution of the program and helped maintain a positive image of Nepal and its tourism industry among Japanese stakeholders and international participants.



7) Day-wise Activity Summary

30 March 2026 – Pre-Event Briefing

A pre-event briefing and coordination meeting was organized at Traditional Comfort Hotel, Kathmandu, for participating delegates attending the “Nepal Tourism Promotion and B2B Exchange Program 2026” in Japan. The session covered program orientation, travel coordination, B2B meeting procedures, and Code of Conduct sharing.

31 March 2026 – Departure to Japan

The Nepali delegation departed from Kathmandu to Tokyo (Narita) on Nepal Airlines flight RA433 to participate in the tourism promotion and B2B exchange programs in Tokyo and Osaka.

01 April 2026 – Arrival and Stakeholder Engagement

Upon arrival at Narita International Airport, the delegation was received by PATA Japan Chapter representatives. The day included transfer to Tokyo, stakeholder meetings, and networking activities. A welcome dinner reception was hosted for the delegation at Resham Firiri Restaurant.

02 April 2026 – Tokyo Program

The “Nepal Tourism Promotion and B2B Exchange Program” was successfully organized at Rihga Royal Hotel Tokyo with participation from more than 90 tourism stakeholders from Japan and Nepal. The program featured destination presentations, B2B meetings, Nepal Airlines promotion, networking sessions, and cultural presentations.

03 April 2026 – Local Visit and Site Inspection

PATA Japan Chapter organized local visits and tourism site inspections around Tokyo and the Mt. Fuji/Hakone region for the Nepali delegation.

04 April 2026 – Transfer to Osaka

The delegation traveled from Tokyo to Osaka via the Shinkansen (bullet train). Tourism networking activities and stakeholder interactions were organized in Osaka, including a luncheon hosted by Himalayan Kitchen, followed by a dinner reception hosted by PATA Japan Chapter.

05 April 2026 – Osaka Program

The second “Nepal Tourism Promotion and B2B Exchange Program” was successfully organized at Rihga Royal Hotel Osaka, Vignette Collection, with participation from more than 60 delegates and tourism stakeholders from Nepal and Japan. The program included destination promotion, B2B exchange sessions, networking meetings, and tourism partnership discussions.



8) Program Proceedings and Activities

► Opening Session

The programs formally commenced with the national anthems of Nepal and Japan, symbolizing the friendship and longstanding bilateral relationship between the two countries.

The formal session in Tokyo was emceed by Mr. Suresh Singh Budal, CEO of PATA Nepal Chapter, with translation support from Mr. Hiroshi Tanimura, Secretary General of PATA Japan Chapter.



The opening session included welcome remarks and addresses from distinguished tourism leaders and representatives:

- **Mr. Tsuneo Tony Ishida**, Chairperson of PATA Japan Chapter, delivered the Opening Remarks and welcomed participants to the program.
- **Mr. Ben Liao**, Chairman of PATA Chinese Taipei Chapter, delivered remarks emphasizing regional tourism collaboration and partnership opportunities.
- **Mr. Narendra Deo Bhatta**, General Secretary of PATA Nepal Chapter, delivered the Welcome Remarks on behalf of the organizing committee.
- **Mr. Harihar Kant Poudel**, Deputy Chief of Mission, Embassy of Nepal in Tokyo, Japan, addressed the participants and highlighted the importance of Nepal-Japan tourism cooperation and bilateral relations.
- **Mr. Koji Ikehata**, Vice Chairperson of PATA Japan Chapter, delivered the Closing Remarks.
- **Mr. Bibhuti Chand Thakur**, Immediate Past Chairman of PATA Nepal Chapter, delivered the Vote of Thanks.

The session also featured a welcome cultural performance representing Nepal's rich cultural heritage. Speakers emphasized the importance of tourism cooperation, business connectivity, direct engagement between tourism stakeholders, and cultural exchange between Nepal and Japan.



➤ Destination Nepal Presentation

The Destination Nepal presentation was delivered by **Ms. Ranu Shah**, Senior Manager of Nepal Tourism Board.

The presentation highlighted Nepal's unique tourism offerings, including:

- Adventure tourism
- Trekking and mountaineering
- Cultural and heritage tourism
- Spiritual and pilgrimage tourism
- Wellness tourism
- Wildlife and nature tourism
- Luxury and experiential tourism
- Community-based tourism
- Gastronomy and cultural experiences

The presentation also emphasized Nepal's accessibility, diversity, and authentic travel experiences while promoting Nepal as a year-round destination for Japanese travelers.



► Nepal Airlines Presentation

The Nepal Airlines Corporation (NAC) was represented by Mr. Anil Ghimire, Marketing Director, and Ms. Supriya Tuladhar, Deputy Director.



On behalf of NAC, Ms. Supriya Tuladhar delivered a dedicated presentation during the programs focusing on the direct air connectivity between Kathmandu and Narita.

The presence and presentation of Nepal Airlines Corporation created strong awareness among Japanese travel trade stakeholders regarding Nepal's direct connectivity between Narita and Kathmandu, which serves as a significant advantage in attracting Japanese travelers to Nepal.

Key highlights of the presentation included:

- Direct air connectivity between Nepal and Japan
- Flight frequency and travel convenience
- Improved accessibility for Japanese travelers
- Promotion of Nepal as an easily accessible destination from Japan
- Opportunities for tourism and trade exchange
- Promotional airfare and travel opportunities

The presentation reinforced the importance of direct air connectivity in enhancing tourist arrivals from Japan and strengthening Nepal's positioning in the Japanese outbound tourism market.

► Himalayan Travel Mart 2026 Promotion

The upcoming 6th Himalayan Travel Mart (HTM 2026) was presented by Mr. Suresh Singh Budal, CEO of PATA Nepal Chapter.

The presentation highlighted:

- International buyer participation opportunities
- Adventure and Himalayan tourism experiences
- Networking and B2B opportunities
- Familiarization trips
- Tourism business exchange prospects

Japanese travel trade stakeholders were encouraged to participate in the Himalayan Travel Mart and strengthen future tourism collaboration with Nepal.



► B2B Exchange Sessions

The B2B exchange sessions were one of the major highlights of the Nepal Tourism Promotion and B2B Exchange Program 2026.

For the first time, the B2B meetings were arranged through the PSA (Pre-Scheduled Appointment) system developed and managed by PATA Nepal Chapter for Japanese buyers and participating exhibitors from Nepal. The system made the meetings more organized, efficient, and productive by ensuring that participants were able to meet with their preferred counterparts based on their business interests and prospective areas of collaboration.

The PSA system significantly enhanced the overall business networking experience by facilitating targeted and result-oriented meetings between Nepalese tourism stakeholders and Japanese travel trade professionals.

The sessions enabled direct interaction among:

- Nepalese tourism companies
- Japanese tour operators
- Travel agents
- Travel associations
- Destination Management Companies (DMCs)
- Hospitality representatives
- Travel media and tourism professionals

The B2B meetings created opportunities for:

- Business networking and relationship building
- Product and destination discussions
- Market knowledge exchange
- Future business collaboration
- Development of new travel packages and itineraries
- Joint promotional initiatives
- Long-term partnership development



The interactions generated strong interest in Nepal among Japanese tourism businesses and created meaningful opportunities for future tourism cooperation, business partnerships, and market expansion.

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Pictures: Glimpses of B2B Meetings in Tokyo on 2nd April 2025 @ Righa Royal Hotel, Tokyo



Pictures: Glimpses of B2B Meetings on 5th April 2025 @ Royal Hotel Osaka, Vignette Collection, Osaka

Cultural Promotion Activities

A cultural showcase and cultural performance were organized during the Tokyo program.

The cultural presentation highlighted Nepal's rich traditions, music, costumes, and artistic heritage. The performance created strong audience engagement and contributed significantly to destination branding and cultural diplomacy.

The cultural component enhanced participants' understanding of Nepal's unique cultural identity and strengthened the emotional connection between the audience and the destination.



Networking Sessions

Networking receptions were organized following the formal sessions.

The networking sessions enabled:

- Informal business interaction
- Professional relationship building
- Tourism market exchange
- Cultural interaction
- Business collaboration discussions

The sessions were highly productive and contributed to strengthening long-term professional relationships.



10) Nepal Airlines Partnership and Support

Nepal Airlines Corporation played an important partnership role in the successful implementation of the Nepal Tourism Promotion and B2B Exchange Program 2026.

Considering that the travel period to Japan coincided with a peak travel season, Nepal Airlines Corporation extended special discounted airfare support for participating Nepalese delegates. This support significantly contributed to easing travel arrangements and encouraging participation from Nepalese tourism stakeholders.

The airfare support helped:

- Facilitate participation of tourism delegates from Nepal
- Reduce travel costs during the peak travel period
- Strengthen public-private collaboration in tourism promotion
- Encourage wider industry representation in the Japan promotion program

PATA Nepal Chapter expresses sincere appreciation to Nepal Airlines Corporation for its valuable partnership and contribution toward the successful implementation of the program.



11) Participation Overview

List of Invitees – Tokyo

The Tokyo event received participation from a wide range of Japanese tourism and travel trade stakeholders including tour operators, travel agencies, media representatives, tourism associations, airline partners, hospitality representatives, and tourism professionals.

The invitees included representatives from:

- JTB Corporation
- JATA-affiliated stakeholders
- Travel agencies and tour operators
- Tourism promotion organizations
- Media and travel publications
- Hospitality sector representatives
- Airline and aviation stakeholders
- Tourism industry professionals

S.N.	Name	Organization
1	Ms. Yukie Konishi	Japan Gray Line
2	Mr. Ryosuke Hosoda	JTB Corp.
3	Mr. Kuniaki Nemoto	Hankyu Travel Co., Ltd.
4	Mr. Satoshi Takada	Hankyu Travel Co., Ltd.
5	Mr. Kenichi Omori	Hankyu Travel Co.,Ltd.
6	Mr. Shuhei Ogai	Hankyu Travel Co., Ltd.
7	Mr. Ikuya Sasajima	World Air Service Co., Ltd.
8	Mr. Shotaro Kamibori	H.I.S. Co., Ltd,
9	Mr. Takahiro Takeshita	Yomiuri Travel Service Co., Ltd.
10	Mr. Kenji Maeda	N.O.E. Co., Ltd
11	Ms. Nanae Kaneko	Tobu Top Tours Co., Ltd.
12	Ms. Taeko Yashiro	Tobu Top Tours Co. Ltd.
13	Mr. Kazuo Tsuchimoto	Tobu Top Tours Co.,Ltd.
14	Mr. Yuji Shinohara	Tobu Top Tours Co.,Ltd.
15	Mr. Jiro Ishige	Kamome Tours Co.,Ltd.
16	Mr. Masafumi Nakamura	Kaze Travel Co., Ltd.
17	Mr. Tomo Takeshima	Kaze Travel Co., Ltd.

18	Ms. Ayano Suzuki	Kaze Travel Co., Ltd.
19	Ms. Yuko Kokubo	APEX International Co., Ltd.
20	Mr. Masaru Okahashi	APEX International Co., Ltd.
21	Ms. Kinu Sato	Field & Mountain Co., Ltd.
22	Mr. Kenichi Shirasuna	Travel Gallery Co.,Ltd.
23	Mr. Yoshiyasu Sano	Shonan Travel Plaza Co., Ltd.
24	Mr. Sushil Doval	Indus Heritage Co., Ltd.
25	Mr. Manmohan Singh Sahni	Vaishali Travels Japan Co., Ltd.
26	Mr. Norio Shikata	Vaishali Travels Japan Co., Ltd.
27	Mr. Junichiro Tanaka	ANA X Co., Ltd.
28	Mr. Yuichiro Koizumi	ANA X Co., Ltd.
29	Mr. Hiroki Saito	Faraja International Co., Ltd.
30	Ms. Momoko Okuno	Faraja International Co., Ltd.
31	Ms. Lama Pema Dolma	Faraja International Co., Ltd.
32	Mr. Pokharel Madhu	B Japan Tours Co., Ltd.
33	Ms. Ayano Suzuki	B Japan Tours Co., Ltd.
34	Mr. Masahiko Okabe	E-Holidays Co., Ltd.
35	Mr. Shingo Sekine	Toyota Finance Corporation
36	Ms. Chiharu Shibano	Global Co., Ltd.
37	Mr. Ken Ayado	PAL Tours Co., Ltd.
38	Mr. Keita Ayano	PAL Tours Co., Ltd.
39	Ms. Erika Ueda	Miki Travel Co., Ltd.
40	Ms. Sachiko Azuma	Miki Travel Co., Ltd.
41	Ms. Rio Umeda	Miki Travel Co., Ltd.
42	Mr. Minoru Takano	Miki Travel Co., Ltd.
43	Mr. Yosuke Cho	Miki Travel Co., Ltd.
44	Mr. Tadashi Yoshinari	Miki Travel Co., Ltd.
45	Mr. Kiichiro Nakajima	Mainichi Travel Service Co., Ltd.

46	Ms. Saori Takizawa	Japan Overseas Christian medical Cooperative Service
47	Mr. Yuto Negoro	World Compass Co.,Ltd.
48	Mr. Shinichiro Murakami	World Compass Co., Ltd.
49	Mr. Yoshifumi Tanioka	World Compass Co.,Ltd.
50	Mr. Yoshitsugu Obata	World Compass Co.,Ltd.
51	Mr. Shizuka Kubo	World Compass Co.,Ltd.
52	Mr. Takashi Funatogawa	TABIKONO Co., Ltd.
53	Ms. Risa Matsumoto	TABIKONO Co., Ltd.
54	Ms. Kaoru Kobayakawa	Soleil Lee Ltd.
55	Mr. Ben Liao	PATA Chinese Taipei Chapter
56	Ms.Wang Shao Shun	Taiwan Visitors Association
57	Ms. Shu Li Hua	TsuZi Foundation
58	Ms. Wang Xiuning	TsuZi Foundation
59	Mr. Tsuneo Ishida	PATA Japan Chapter
60	Mr. Koji Ikehata	PATA Japan Chapter
61	Mr. Hiroshi Tanimura	PATA Japan Chapter
62	Ms. Hitomi Kanamori	PATA Japan Chapter
63	Mr. Kazuhiko Fukushima	Japan Association of Travel Agents
64	Ms. Miho Kuwaa	Japan Association of Travel Agents
65	Ms. Chie Ishikawa	The Tourism Research Institute
66	Mr. Yoshiro Ishihara	The Tourism Research Institute
67	Ms. Yuri Innami	The Tourism Research Institute
68	Mr. Koichi Kanzaki	Two Links Co., Ltd.
69	Ms. Komaki Iizuka	Ryoko-Net Co., Ltd.

List of Invitees – Osaka

The Osaka program also received strong participation from regional travel trade stakeholders and tourism professionals.

The invitees included :

- Kansai region travel trade stakeholders
- Tour operators and travel companies
- Hospitality industry representatives
- Tourism associations and professionals
- Media representatives
- Airline and tourism business stakeholders

Detailed invitee records from both Tokyo and Osaka programs formed an important component of the overall event participation and networking outcomes.

S.N.	Name	Designation	Organization
1	Mr. Masaharu Muroya	Senior Assistant Manager Osaka Branch	World Air Service Co., Ltd.
2	Mr. Tomonori Suga		Kaze Travel Co., Ltd.
3	Mr. Toshihiko Sato	Representative Director	S World Tour Co., Ltd.
4	Ms. Kuniko Yonemura	Sales	S World Tour Co., Ltd.
5	Mr. Hideki Mori	Senior Manager Overseas Escorted Tours Division	JTB Corp.
6	Mr. Yuji Oyamada	Office Manager	Miki Travel Co., Ltd.
7	Ms. Miyo Takeuchi	Assistant Manager	Miki Travel Co., Ltd.
8	Mr. He Haoyu		Pegasus Kanko Co., Ltd.
9	Ms. Zhang Jing		Pegasus Kanko Co., Ltd.
10	Mr. Kazushige Yamanaka	Sales & Marketing Manager	Royal Hotels Co., Ltd.
11	Ms. Kaede Sano	Professor/ Ph.D. Director	Kansai University
12	Ms. Etsuko Nakano		Akari Travel Ltd.
13	Ms. Nakako Kitamura	Manager	George House Japan Co., Ltd.
14	Mr. Kenji Nishijima	Leader Corporate Travel , MICE Branch, Kansai	Kinki Nippon Tourist Co., Ltd.
15	Mr. Shin Kagaya	C.E.O	Eurex Co., Ltd.

16	Ms. Tazuko Hase	Sales Management Group Leader	Eurex Co., Ltd.
17	Mr. Eikichi Tsukui	Inbound travel division	Eurex Co., Ltd.
18	Mr. Tomohiro Maruyama	SMI Department Senior Sales Management	World Compass Co., Ltd.
19	Ms. Yuki Kikuchi	Global Education, Affinity Education / Executive Officer / Kansai Area Director	World Compass Co.. Ltd.
20	Ms. Chiharu Fujiwara	Sales Manager / Cruise Consultant	JTB Corp.
21	Ms. Rie Masui	Sales Manager, Europe Specialist/ Cruise Consultant	JTB Corp.
22	Mr. Mikio Ushiyama	Western Japan Sales Manager / General Manager, J-NET Kansai	JTB Corp.
23	Mr. Masato Karashima	Associate Professor	Kobe University
24	Mr. Shoei Yamamoto		Kobe University
25	Ms. Qin Xiao		Kobe University
26	Mr. Thaw Tar Htin Aung		Kobe University
27	Ms. Sana Inoue		Wakayama University
28	Ms. Hikari Uno		Wakayama University
29	Ms. Kokomi Miyagi		Wakayama University
30	Ms. Rina Okasho		Wakayama University
31	Mr. Ben Liao	Tsuruoka International Tourism Ambassador	PATA Chinese Taipei Chapter
32	Mr. Hiroshi Tanimura	International Affairs Department Manager/ PATA Japan chapter Secretary General	PATA Japan Chapter
33	Mr. Mahes Kushur Kataoru	CEO	Ganges
34	Mr. Nareusa Barut		Ganges
35	Mr. Ryosuke Imanishi	Secretary of honorary consul general	Honorary Nepalese Consulate General Osaka
36	Ms. Yurika Shibamoto	Project Assistant Professor, Coordinator for Global Engagement	Wakayama University
37	Ms. Sumiyo Kanaoka	Coordinator, Education & Research Assistant	Wakayama University

List of Nepalese Delegates

A 21-member delegation from Nepal, representing 12 tourism and hospitality companies, participated in the program. The delegation included representatives from:

- Destination Management Companies (DMCs)
- Trekking and adventure operators
- Hospitality sector
- Aviation sector
- Tourism associations
- Tourism promotion organizations

The delegation actively participated in destination promotion, networking, and business exchange activities.

S.N	Name	Designation	Organization
1	Jan Biswakarma	Executive Director / EC Member	Khumbila Hotel/ PATA Nepal Chapter
2	Prakash Chandra Lohani	Chairman	Alpine Rescue Services
3	Shankar Adhikari	Managing Director	Real Adventure Nepal
4	Prakash Lama	Managing Director	Hotel Jampa
5	Narendra Kumar Deo Bhatta	Managing Director	Heritage Tours and Trekkings
6	Bhubaneswori Bhatta	Co- Delegate	Heritage Tours and Trekkings
7	Sunil Bahadur Bhattarai	Chairman	Majestic Lakefront
8	Dinesh Maharjan	CEO	HighGround Adventure
9	Sarita Lama	Managing Director	Off the Wall Trekking
10	Sanjib Thokar	Co- Delegate	Off the Wall Trekking
11	Ian Oakley Wall	Founder	Off the Wall Trekking
12	Supriya Tuladhar	Senior Officer	Nepal Airlines Corporation
13	Parmita Sakya Shrestha	Director of Sales & Marketing	Club Himalaya
14	Beni Maiya Hyoju	Sales & Marketing Director	Cho Oyu Trekking
15	Anil Ghimire	Marketing Director	Nepal Airlines Corporation
16	Gopal Hyoju	Account Chief	Cho Oyu Trekking
17	Ranu Shah Karki	Senior Manager	Nepal Tourism Board
18	Rikhi Maya Rai	Senior Manager	Nepal Tourism Board
19	Bibhuti Chand Thakur	Managing Director	Himalayan Holidays Trekking
20	Charu Chand Thakur	Co- Delegate	Himalayan Holidays Trekking
21	Suresh Singh Budal	CEO	PATA Nepal Chapter

12) Key Outcomes and Achievements

The Nepal Tourism Promotion and B2B Exchange Program 2026 achieved several important outcomes:

- 👉 **Strengthened Nepal-Japan Tourism Relations**
The program successfully reinforced tourism cooperation and professional engagement between Nepal and Japan.
- 👉 **Enhanced Destination Visibility**
Nepal's tourism products and experiences received strong exposure among Japanese travel trade stakeholders.
- 👉 **Successful Business Networking**
The B2B sessions created opportunities for:
 - Future tourism partnerships
 - Product collaborations
 - Travel package development
 - Familiarization trip opportunities
 - Market expansion initiatives
- 👉 **Promotion of Air Connectivity**
The event strengthened awareness regarding Nepal Airlines' direct flights between Nepal and Japan.
- 👉 **Promotion of Himalayan Travel Mart 2026**
The event effectively promoted HTM 2026 among Japanese and regional travel trade stakeholders.
- 👉 **Increased Interest in Nepal**
The strong participation and engagement from Japanese travel professionals demonstrated increasing interest in Nepal as a tourism destination.
- 👉 **Positive Media Exposure**
Extensive media coverage helped strengthen Nepal's destination branding and outreach efforts.
- 👉 **Cultural Diplomacy**
The cultural performance and destination presentation enhanced people-to-people connections and cultural understanding.

13) Alignment with Agreement Requirements

PATA Nepal Chapter successfully implemented the activities in accordance with the agreement signed with Nepal Tourism Board.

The following key components outlined in the agreement were fulfilled:

- Organization of tourism promotion programs in Japan
- Facilitation of B2B networking sessions
- Destination promotion activities
- Participation of Nepalese tourism stakeholders
- Media and publicity engagement
- Coordination with international tourism stakeholders
- Promotion of Nepal Airlines connectivity
- Cultural promotion activities
- Reporting and documentation
- Facilitation and support for participating delegates

The program outcomes aligned with the broader objectives of Nepal Tourism Board in promoting Nepal in international source markets.

14) Feedback and Learning

While the overall program was highly successful, valuable feedback and suggestions were received from participating delegates and stakeholders, including:

- Allocating additional time for B2B sessions and business meetings in future editions of the program to allow more in-depth discussions and networking opportunities.
- Organizing the program annually in close coordination with PATA Japan Chapter and JATA to further strengthen Nepal-Japan tourism collaboration.
- Considering the scheduling of future programs outside the peak travel season in Japan to facilitate wider participation and more convenient travel arrangements for delegates.

The program also provided important learning opportunities regarding:

- Japanese outbound market preferences
- Potential tourism product opportunities
- Future collaborative tourism promotion approaches
- The importance of direct travel trade engagement
- The value of cultural promotion and experiential presentations in destination marketing

15) Media Coverage and Publicity

The Nepal Tourism Promotion and B2B Exchange Program 2026 received significant media coverage in Japan and Nepal.

International Media Coverage:

The program was featured in:

- TTR Weekly
- Wing Travel Daily
- Wing Travel Weekly
- Other Japanese tourism and travel media platforms

The media coverage highlighted:

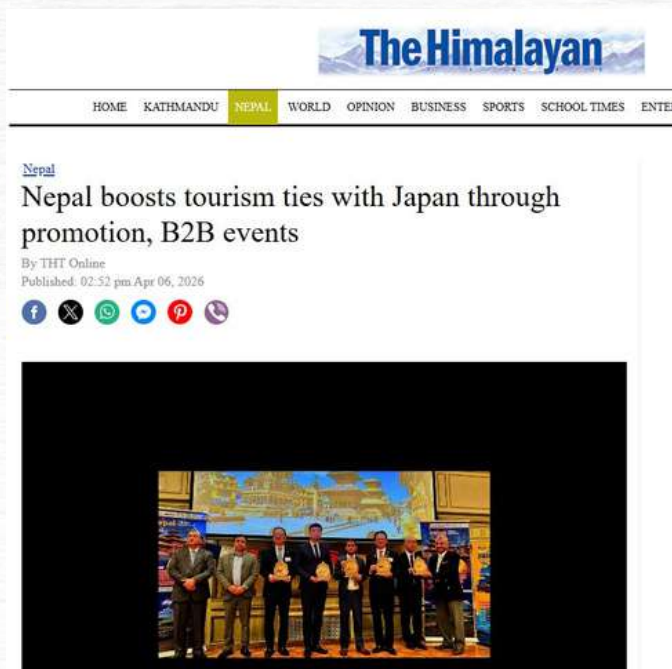
- Nepal's tourism potential
- Nepal-Japan tourism cooperation
- B2B engagement activities
- Nepal Airlines connectivity
- Himalayan Travel Mart promotion
- Cultural and adventure tourism offerings

Nepali Media Coverage:

The event also received coverage from multiple Nepali media outlets including:

- Online tourism portals
- National media platforms
- Tourism industry publications
- Social media channels
- Digital news portals

The media engagement significantly enhanced visibility of the program and promoted Nepal's tourism offerings in both domestic and international markets.



15) Conclusion



The Nepal Tourism Promotion and B2B Exchange Program 2026 in Tokyo and Osaka was successfully implemented and achieved its intended objectives.

The program significantly strengthened tourism relations between Nepal and Japan, created valuable business networking opportunities, enhanced Nepal's destination visibility, and reinforced collaboration among tourism stakeholders.

The positive response from Japanese travel trade professionals, tourism organizations, media representatives, and business stakeholders demonstrated strong market interest in Nepal.

The successful organization of the events also highlighted the effectiveness of collaborative tourism promotion efforts involving Nepal Tourism Board, PATA Nepal Chapter, PATA Japan Chapter, Nepal Airlines Corporation, and other partners.

PATA Nepal Chapter expresses sincere gratitude to Nepal Tourism Board for its support and collaboration in successfully implementing this important international tourism promotion initiative.

