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Pacific Asia Travel Association
NEPAL CHAPTER



DMC Destination Marketing Conclave... 2023

January 27-30, | Nepalirika Hotel, Morang, Province I, Nepal



BRIEF REPORT

PREPARED BY :

PACIFIC ASIA TRAVEL ASSOCIATION,
PATA NEPAL CHAPTER

#VisitEastNepal
#PATADMC2023



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ABOUT PATA DESTINATION MARKETING CONCLAVE (DMC2023)

OVERVIEW

The **PATA DMC (Destination Marketing Conclave)** is a collaborative and informative conclave that brings together the public and private sector stakeholders to discuss the tourism prospects of a destination and share insights to support marketing, promotion and management for sustainable and responsible tourism growth in the region.

Pacific Asia Travel Association (PATA) Nepal Chapter, in collaboration with Government of Province 1, ICIMOD and other public-private sector organizations, organized the first-of-its-kind event, the **Destination Marketing Conclave (DMC 2023)** from **27th to 30th January** in Eastern Nepal (Province 1) to explore, promote, discuss and exchange ideas on promoting Province 1 as a promising tourism destination.

With the theme "**Strengthening Domestic and Cross-Border Tourism**", the conclave brought together over 200 delegates comprising of :

- Public Sector or Local Govt. Representatives/Authorities
- Leading destination marketing professionals,

- Industry Experts, Thought Leaders and Valuable Speakers
- Top tourism stakeholders and Tour Operators from Nepal, India and Bangladesh
- Local Tourism Stakeholders/ Service providers
- Diverse PATA Members, Young Tourism Professionals (YTPs), and others.



The four-day event comprised three Days of Destination Experience Trips to Bhedetar, Dhankuta, Dharan, and Barah Kshetra followed by a one-day Conclave on 30th January 2023 at Nepalirika Hotel in Morang, Province 1.

Over the course of four days, delegates participated in community tourism experiences, interactive sessions, and engaging panel discussions, learning from industry leaders about unleashing the tourism potential and promoting Cross-Border Tourism with Eastern Nepal, province one. The Conclave also offered valuable networking opportunities for attendees, allowing them to build relationships with key players in the industry.





DESTINATION EXPERIENCE TRIPS

JANUARY 27-29, 2023

DAY 1 | FRIDAY, JAN. 27, 2023

The **Destination Experience Trips** of PATA DMC 2023 kicked off with a Welcome Dinner Reception hosted by the **Sangurigadhi Rural Municipality** at Bhedetar, one of the alluring hill stations in Dhankuta District. The event took place at Nepalaya Boutique Hotel, Bhedetar showcasing the local culture, cuisine and hospitality of the region.



The reception began with a welcome speech from the host, **Mr. Jitendra Rai, Mayor of Sangurigadhi Rural Municipality**, who welcomed all the delegates and expressed gratitude to PATA Nepal Chapter for bringing the delegates from Nepal, India, Bangladesh, and the USA to promote Bhedetar and nearby regions as an attractive tourist destination.



Mr. Bibhuti Chand Thakur-Chairman of PATA Nepal Chapter, addressing his welcome remarks, emphasized the PATA Nepal's mission and priorities in promoting the emerging destinations of Nepal with the launch of DMC 2023 as well as leveraging PATA's global network, resources and expertise on various aspects of destination management and marketing, at large.



The delegates then had the networking opportunity over a delicious spread of food and drinks, and enjoyed entertainment provided by local artists, who performed traditional dances and music.



DAY 2 | SATURDAY, JAN. 28, 2023

The day started with a morning hike up to the **Sano Pathivara Temple**. Bhedetar is a Hindu shrine dedicated to the deity Pathivara Devi, who is believed to be an incarnation of the Hindu goddess Parvati. The temple is said to be over 200 years old and a popular destination for Hindu pilgrims who come to offer their prayers and seek blessings from Pathivara Devi.



The temple is situated at an altitude of 4,120 meters above sea level, surrounded by beautiful mountains and lush green forests, making it an idyllic destination for those seeking spiritual peace, natural beauty, and cultural heritage.



After worshipping and receiving the blessings from Pathivara, the delegates came back to hotel and had breakfast. There after, the journey to Dhankuta started with a short down-hike upto Namaste Jharana, taking a dip in the cool, refreshing pool below the waterfall.

Namaste Jharana, located in the Dhankuta district, is a picturesque waterfall surrounded by lush green forests and rolling hills that draws visitors offering a sight to behold, with crystal clear water cascading down a towering cliff face into a deep, clear pool below. Visitors can also explore the surrounding area, with well-maintained trails leading through the forest and along the Tamor river.



In addition to the natural beauty, the waterfall is also considered to be sacred by the local people, and there are many legends and stories associated with it. Visitors can learn about the cultural significance of the waterfall by talking to local guides or by visiting nearby villages.

Whether you are an adventurous hiker or just looking for a peaceful escape from the city, Namaste Jharana is a must see spot for travelers visiting the Dhankuta district of Nepal.

After the visit to Namaste waterfall, the delegates enjoyed about an hour's drive through scenic beauty and captivating landscape crossing the Tamor River on the way to Dhankuta.

Dhankuta Municipality, in collaboration with **ICIMOD** and **Community Homestay Network (CHN)**, hosted the destination experience trip to Dhankuta, an alluring hill town offering a perfect blend of natural beauty, cultural heritage, and adventure activities.

Upon arrival in Dhankuta, a warm welcome was extended to delegates by the **Mayor of Dhankuta Municipality, Mr. Chintan Tamang**, along with **Dr. Anu Lama (Tourism Specialist- ICIMOD)** and local community members.



The delegates relished the luncheon at Hotel Manaslu that included a variety of local delicacies with vegetarian and non-vegetarian options, with optimum use of organic and locally cultivated food items.



After the Luncheon, participants visited the Provincial Museum located in the city of Dhankuta, which is a cultural and historical museum that showcases the traditional Nepali architecture, rich heritage and diverse cultures of the region.

The museum has a vast collection of artifacts and exhibits that tell the story of the different communities and tribes that reside in the area. Visitors can see traditional clothing, jewelry, pottery, tools, and other objects used in daily life. There is also a section dedicated to the history of the region, including the Kingdom of Limbuwan and its rulers.



One of the highlights of the museum is the display of musical instruments, including traditional flutes, drums, and stringed instruments. There is also a collection of manuscripts and books that date back to the 16th century, offering a glimpse into the rich literary heritage of the region.





After visiting the museum, the delegates were offered a **culturally immersive experience** of a gentle walk to observe local places, with the opportunity to meet and greet local community people, interact with them and learn about their customs, traditions, and way of life, and gain a deeper understanding of the community through their culturally immersive experience.





In the afternoon, **Aathpahariya Community** organized a **welcome program at Baunne Chulo (Thuloghar)**, where the delegates observed vibrant cultural performances by the community with singing, dancing, and feasting.



Thereafter, the delegates reached **Corner Zone**, a popular restaurant specializing in Newari cuisine located at **Tallo Kopche in Dhankuta**. The delegates were offered the delicious Newari cuisine with cultural dances by local Newari community.



In the evening, the delegates experienced devotional rituals at the **Nishanthan Devi Temple**, which is a popular Hindu temple in Dhankuta, dedicated to the goddess Durga who is worshiped as the embodiment of strength and power.



The temple is known for its intricate carvings and beautiful architecture, which reflect the rich cultural heritage of the region. Visitors to the temple can enjoy the peaceful and serene atmosphere, as well as the stunning views of the surrounding mountains and forests. It is a popular pilgrimage site for devotees, who come to offer prayers and seek blessings from the goddess.

After the visit to Nishanthan, there was a dinner reception along with the cultural program performed by local artists, who showcased traditional dances and music, adding to the cultural atmosphere of the event. Dhankuta community members impressed delegates with their warm hospitality, delicious food, and cultural showcase, and many joined in the dancing.



DAY 3 | SUNDAY, JAN. 29, 2023

Before heading to the next destination - Dharan, a farewell event was organised by Dhankuta Municipality to bid farewell to all the delegates visiting Dhankuta. The Mayor of Dhankuta Municipality, Mr. Chintan Tamang, expressed his heartfelt gratitude and thanks to all delegates for visiting Dhankuta to explore and promote the region's tourism offerings.



The Chairman of PATA Nepal Chapter- Mr. Bibhuti Chand Thakur, extended thanks to the Dhankuta Municipality and the entire community people, praising the city's beauty, warm hospitality, rich culture and cuisine and expressed the delegates' excitement to return in future.



The delegates found Dhankuta Municipality as a must-visit destination in Eastern Nepal, offering a perfect blend of natural beauty, cultural heritage, and adventure activities. Dhankuta Municipality is an alluring hill town and emerging green touristic destination with immense tourism potential, offering panoramic views of landscapes, breathtaking forests, hill stations, scenic beauties with waterfalls and rivers, local cultures and cuisines, religious sites, authentic community-based tourism experiences, adventure activities, and much more yet-to-be-explored!

The delegates reached **Dharan**, which is well known for its scenic beauty and rich cultural heritage. Dharan is also a starting point for trekking and hiking expeditions to the nearby hills and mountains.

The **Deputy Mayor of Dharan Sub-Metropolitan City- Mr Aindra Bikram Begha, Mr Lokendra Shrestha, Founder and CEO of Dharan Int'l College** and other local hosts with PATA Young Tourism Professionals (YTPs) welcomed the delegates at **Budasubba Temple**, one of the most important Hindu temples dedicated to Lord Vishnu.



The temple is a historical, cultural and religious landmark in Dharan, believed to have been built during the Malla dynasty, which ruled over Nepal from the 12th to the 18th century.

After the visit to Budhasubba temple, the delegates visited **Pindeshwor temple**, another famous Hindu temple located on the outskirts of Dharan, dedicated to Lord Shiva.





The Dharan Sub-metropolitan city and Dharan Int'l College (PATA Nepal Chapter Member college) hosted a **Networking Luncheon** for the delegates, together with the local cultural showcase at the premises of **Nirvana Country Club** in Dharan.



The Luncheon was prepared and serve by the PATA Nepal Student Chapter members (YTPs) studying at Dharan Int'l College.

After Luncheon, the delegates visited **Barahkshetra**, which is one of the most sacred Hindu pilgrimage sites dedicated to Lord Bishnu, located at Barahachhetra Municipality of Sunsari District in Eastern Nepal.



According to Hindu mythology, there are **Four Chhetra** among which two fall in India (Kurukshetra and Dharmachhetra) and two in Nepal (Barahachhetra and Mukti Chhetra/ Muktinath). It is believed that Lord Vishnu, by taking the incarnation of Varaha protected the earth with his long tusk from being submerged into the underworld and sat at the bank of the Koshi river and in the lap of Hills and Himalayas, together with his wife, goddess Laxmi. That is why the place is called Barahkshetra.

There is a beautiful image of the Baraha incarnation of Lord Vishnu in this area. It is also believed that Lord Bishnu also sat in this area as a white boar and killed an evil demon named Hirayankashyap in Satya Yuga and statues of Baraha Chhetra exist since the 5th century. There is a stone in front of the temple which will examine whether you have committed sin or not and is believed that only virtuous people can lift the stone. Every 12 years, a month-long Kumba Mela is being organized in Chataradham since 2058 BS.

The Destination Experience Trip to Barahkshetra was supported by **Barahkshetra Municipality**. The delegates took a motorboat trip over the Saptakoshi River upto Bhojpur and had a lot of fun exploring the scenic landscapes along the way.



Visiting Barahkshetra and taking a motor boat trip up the Saptakoshi River can be a great way to experience unique culture and history of Nepal, and to see some of the beautiful scenery and wildlife that the region has to offer.



In the evening, the **Premier Hotel School (PHS)**, a renowned PATA Nepal Chapter member college, hosted a **Networking Dinner Reception** at its premises in Itahari, inviting 150+ guests comprising the delegates of PATA DMC 2023 and the local tourism and hospitality stakeholders at the public and private sector.

In addition to networking opportunities, the evening was made even more memorable by the cultural performances and dances presented by the talented PATA Young Tourism Professionals from PHS. The students entertained the guests with a variety of traditional Nepalese dances, showcasing the rich cultural heritage of the country and demonstrating their passion for the tourism industry.



The guests were then treated to a sumptuous dinner, prepared by the talented students of PHS. The guests enjoyed the food and socialized with one another, creating a relaxed and friendly atmosphere. It also demonstrated the commitment of PATA Members towards promoting and supporting the growth of tourism and hospitality industry in Nepal.

PATA DMC 2023 - THE CONCLAVE

DAY 4 | MONDAY, JAN. 30, 2023

On Monday, 30th January 2023, the main conclave (PATA DMC 2023) took place at Nepalirika Hotel in Morang to explore, promote, discuss and exchange ideas on promoting Province 1 as a promising tourism destination.

All the foreign and national delegates were welcomed by the host, Sundarhariacha Municipality and local tourism and business stakeholders, showcasing the traditional music and cultural dances.





Photo: Hon'ble CM Mr. Hikmat Kumar Karki (Left) inaugurating the PATA DMC2023 by lightening the traditional Nepali lamp together with PATA Nepal Chairman-Mr. Bibhuti Chand Thakur(Right)

The conclave was inaugurated by the **Honorable Chief Minister of Govt. of province 1 Nepal, Mr. Hikmat Kumar Karki**. Addressing the Inaugural Session, CM extended thanks to PATA Nepal Chapter for organizing the first destination marketing conclave in province 1 which he believed to be a milestone, paving the foundation for the marketing and promotion of tourism prospects of eastern Nepal.

He further emphasized the need of empowering and encouraging private-sector tourism stakeholders for investment and service standardization in the region, assuring that the provincial government will give priority to supporting the tourism development and promotion initiatives. The Honorable Chief Minister also requested PATA to suggest a strategic action plan for the sustainable tourism development of province 1, which indicates a recognition of the importance of tourism in the region and a commitment to developing it in a responsible and sustainable manner.



The **Guest of Honor, the Mayor of Sundar Haraicha Municipality- Mr. Kedar Prasad Guragain**, expressed his happiness in hosting the event by PATA Nepal Chapter and extended thanks to PATA Nepal chapter for taking the noble initiative of promoting domestic and cross-border tourism prospects of the province 1.



Mr. Bibhuti Chand Thakur, Chairman of PATA Nepal Chapter, welcomed all the distinguished guests and delegates from local government bodies and private sector tourism stakeholders present at the conclave and extended thanks for their warm hospitality, cooperation and support in making the first PATA Destination Marketing Conclave a grand success! He added, "We are thankful to the Honorable Chief Minister and Government of province 1 for the great cooperation and support to the conclave. PATA Nepal Chapter is committed to supporting the growth and development of the travel and tourism industry in Nepal and is dedicated to providing its members with the resources they need to succeed."

The **Welcome Dance by the PATA YTPs (Young Tourism Professionals)** during the inaugural ceremony of PATA DMC 2023 not only added to the ambience of the event; but also showcased the rich cultural heritage of the host destination. The colourful and energetic performances fascinated the delegates in welcoming them, making a memorable start and setting the perfect tone for the rest of the conclave.





Mr. William Vazquez, Brand Ambassador, Professional Photographer, Travel Designer & Tour Operator- Camera Voyages made a presentation on **"Exploring and promoting destinations and cultures through the lens"**, focusing on the use of photography and visual storytelling to showcase different travel destinations and cultures.

As a professional photographer and travel designer, Mr Vazquez likely shared insights on how to capture the essence of a place through photography, and how to use those images to create compelling marketing materials for tourism and travel.

In his presentation, Mr. Vazquez discussed the importance of understanding the cultural context of the places being photographed, and how to use images to tell a story that goes beyond just showing a pretty picture.





The plenary session on **"Unleashing Tourism Potentials of Province 1"** was focused on exploring the overall tourism development prospects of Province 1 in Nepal. The session was moderated by Mr. Suresh Singh Budal, the CEO of PATA Nepal Chapter, and featured a panel of distinguished speakers and thought leaders, including Dr. Anu Lama (Tourism Specialist-ICIMOD), Mr. Deepak Raj Joshi (Tourism Expert and Director General-CNI), Mr. Sunil Sakya (Chairman-KGH Group of Hotels and Resort), Masterchef Santosh Shah (Winner- BBC MasterChef: The Professionals Rematch 2021), and Mr. Bhabish Kumar Sherestha (MD-Hotel Eastern Star, Biratnagar).

This session covered insights on the overarching or holistic tourism development prospects of province one from speakers with diverse backgrounds and expertise in the tourism and hospitality industry, highlighting the topics such as the current state of tourism in the region, key attractions and activities, challenges and opportunities for tourism development, marketing strategies, and the role/ engagement of public and private sector stakeholders.

Another important Plenary Session on **"Promoting Cross-Border Tourism with Eastern Nepal"** brought together Thought Leaders from Nepal, India and Bangladesh to discuss and share the prospects of tourism exchange between the three neighbouring countries, Nepal, India and Bangladesh, in particular with tourism offerings and potentials of Eastern Nepal (Province 1).



The session was moderated by Mr Birat Anupam (Sr. Reporter, National News Agency, Nepal) and featured distinguished speakers, including -Mr. Taufiq Rahman (Secretary General, PATA Bangladesh Chapter), Mr. Deepak Raj Joshi (Director General, CNI), Ms. Manisha Sharma (Founder, Tag Along Backpackers Sikkim) and Mr. Arjun Karki (Founder President, Green Generation).

The speakers shared their invaluable thoughts on enhancing cross-border tourism by examining the opportunities, challenges and the role of national, regional, and local authorities and stakeholders in the region.

The **"Youths' Voice for Tourism"** segment at PATA DMC 2023 featured 6 PATA YTPs (Tourism and Hospitality students) from PATA Nepal member colleges as part of the **PATA YTP Public Speaking Competition**, which was an interesting, insightful and engaging experience.

These young speakers shared their unparalleled insights and knowledge about various aspects of destination marketing, promotion, and management, concerning tourism in province 1.





Photo: Mr. Dipendra Purush Dhakal, Mr. Sunil Sakya and Ms. Anu Kumari Lama as the judging panel for the 5th Youth Talent Quest- Public Speaking Competition 2023.

A **distinguished panel of Judges** including **Mr. Dipendra Purush Dhakal**- Former Secretary of the Ministry of Culture Tourism & Civil Aviation, **Mr. Sunil Sakya**- IP Chairman of PATA Nepal Chapter and **Dr. Anu Lama** -Tourism Specialist-ICIMOD) made the assessment on Public Speaking skills and competencies of the Students on the three given topics as follows:

- 1) Tourism in Province 1: The Unexplored Uniqueness, Beyond Mountains!,
- 2) Contemporary Approaches for Promotion & Ways to increase the influx of Tourists in Eastern Nepal, and
- 3) New Frontiers of Tourism and Hospitality in Eastern Nepal!

The six YTP participants included Ms. Cristina Prasai from Mid-Valley Int. College, Mr. Manik Sharma from GATE College, Ms. Seliya Shrestha from Dharan Int College, Ms. Sarbari Regmi from NATHM College, Ms. Sneha Dangal from Aadarsha School of Management and Ms. Amrita karki from Premier College of Hospitality Management Damak.

Ms. Seliya Shrestha from Dharan International College of Hotel Management was announced as the winner of the Public Speaking Competition. Similarly, **Ms. Sneha Dangal** from Aadarsha School of Management and **Mr. Manik Sharma** from Global Academy of tourism and Hospitality Education (GATE) were declared as 1st and 2nd runners up respectively.

It was a great opportunity for the participants to witness the perspectives of the next generation of tourism leaders and to gain a fresh and innovative outlook on the industry. The segment was a testament to the importance of empowering and supporting young talent in the tourism industry.

Ms. Poonam Gupta, Chief Operating Officer of Community Homestay Network (CHN), delivered a presentation on "Empowering Local Livelihood and Economy through community-based tourism" at the conclave, sharing CHN's success journey in promoting community-based tourism experiences in Nepal as a means of sustainable development and creating sustainable livelihoods and economies.



The presentation on "Tourism & Sustainability for Emerging Destinations" by Mr Bikal Khanal, Chief Purpose Officer- Royal Mountain Group, focused on various practical and thoughtful aspects of sustainability, inspiring the audience to take responsibility for sustainable tourism development in the country.

He emphasized the importance of sustainable tourism practices and how they can be achieved through collaboration and shared responsibility, embracing individual responsibility to corporate social responsibility.

Mr. Anirudra Neupane, Deputy Team Leader of Community Engagement and Outreach P. Ltd., shared research-based findings on the economic growth of Province 1 from a tourism perspective. Mr. Neupane's presentation highlighted the prospects for tourism development and growth in the region, as well as the challenges that must be addressed to achieve this.





The **PATA Destination Marketing Conclave 2023** was concluded with **Closing Keynote and Wrap up** remarks from **Mr. Dipendra Purush Dhakal, Former Secretary of the Ministry of Culture, Tourism & Civil Aviation**, who summarized the key highlights and takeaways of the conclave, including insights, trends, challenges, and opportunities shared by the speakers for tourism and hospitality sector in province 1.



In the end, **Mr Sunil Bhusal (Proxy Treasurer of the PATA Nepal Chapter and Program Coordinator for PATA DMC 2023)** extended a **vote of thanks** to all the delegates, local government representatives, thought leaders and speakers, partners and supportive organisations, PATA Young Tourism Professionals (YTPs/ Volunteers), Secretariat team for their goodwill, cooperation, and support in the successful completion of the first-ever PATA Destination Marketing Conclave in province 1, Eastern Nepal.

In the evening, the event was followed by a **Farewell & Networking Dinner Reception** hosted by the **Government of Province 1**, featuring musical performances and a felicitation program to honour the partners and supportive organizations of the PATA DMCC 2023.



DAY 5 | TUESDAY, JAN. 31, 2023



"On 31st January, **Aadarsha School of Management** (a PATA Nepal Chapter Member) in Birtamod welcomed and hosted a luncheon for the delegates who joined the post-event destination experience trip to Ilam.



CONCLUSION & RECOMMENDATION

Province 1 boasts tremendous tourism potential, with its breathtaking Himalayan views, which include top of the world (Mt. Everest) and several others mountain peaks, as well as its unique topography, diverse landscapes, rich canvas of people and cultures, historic sites, stunning natural beauty, and abundant wildlife. From adventurous outdoor activities to serene religious sites, this region has much to offer visitors and many hidden gems that are waiting to be explored and promoted.

The PATA Destination Marketing Conclave brought together a diverse group of stakeholders in the tourism industry from Nepal, India and Bangladesh to discuss the challenges and opportunities for tourism development in province 1, Nepal. Through 3 days of destination experience trips followed by a full-day conclave, having a series of presentations, discussions, and interactive sessions, the participants and thought leaders/ speakers shared their experiences, insights, and best practices, highlighting the need for collaboration, innovation, and sustainability in the tourism industry.

Some of the key concerns, recommendations, and takeaways from the PATA DMC 2023 have been outlined under the following **Five Priority Areas** to unleash, promote, and develop the tourism potential of Province 1 in eastern Nepal.

1) Immediate Actions for Cross Border Tourism Issues

Despite India being the biggest source market for tourism in Province 1, Indian tourists have encountered many problems in obtaining travel permits at the border immigration, facing unnecessary check-ups at different locations, experiencing humiliating behavior towards tourists, and facing restrictions on the use of 500 and 1000 rupee notes, which are hindering the anticipated tourism growth in the region.

On the other hand, Bangladesh is another potential source market for Eastern Nepal due to its proximity to Nepal. The two countries are separated by the Siliguri Corridor (West Bengal, India), also known as the Chicken Neck, which is only 22 kilometers of Indian territory that separates southern Nepal and northern Bangladesh. However, the recent change in India's provision of granting a single-entry permit instead of a double entry permit to Bangladeshi citizens has adversely affected the surface connectivity between Nepal and Bangladesh. Consequently, fewer Bangladeshi tourists are visiting eastern Nepal.

The following actions should be undertaken by the local government and private-sector tourism stakeholders to manage the cross-border tourism-related issues in the region.

- Streamlining the process of obtaining travel/ transport permits at the border immigration. This could be done by creating an online portal, simplifying the application forms, and reducing the processing time.
- Ensuring the security check-ups are necessary and reasonable. It is important to train the security personnel to conduct these check-ups in a professional manner that does not inconvenience tourists.
- Enforcing and implementing strict guidelines to ensure that tourists are treated with respect and dignity. The massive awareness and Hospitality training programs can be designed and effectively implemented by the public and private sector tourism stakeholders. Meanwhile, Tourist police officers can be trained to address any complaints promptly and efficiently.
- Accepting Indian and foreign currency at all tourism-related establishments, including banks, money exchanges, and hotels. This will reduce the inconvenience faced by tourists who have to change their currency.
- Improving surface connectivity between Nepal, Bangladesh and Bhutan, such as upgrading the road infrastructures and increasing means of transportation between the countries. At the same time, the diplomatic efforts/ lobbying should be made with the Indian government to restore or facilitate the provision of granting double entry permits to Bangladeshi citizens / foreign tourists via India, which would help to boost tourism in Eastern Nepal.

2) Developing Comprehensive Tourism Strategy: Focusing on Targeted Marketing and Promotion campaigns.

The province needs to develop a comprehensive Tourism Strategy concerning effective Destination Management and Marketing strategies with a focus on enhancing destination competitiveness, improving infrastructure, and promoting sustainable tourism practices.

The local authorities and stakeholders should develop and implement targeted marketing and promotion campaigns with a primary focus on attracting tourists from India, Bangladesh, Bhutan, and domestic travelers. As connectivity and infrastructure improve, Eastern Nepal can gradually expand its outreach to other international source markets, positioning itself as a unique and attractive tourist destination

Currently, local tourism stakeholders can improve marketing and promotion of the region's tourist attractions and facilities through various channels, such as always-on media landscapes, social media campaigns, influencer/blogger/vlogger engagement, roadshows, travel expos, and collaborative marketing. These efforts can attract more visitors from other countries.

3) Tourism product development, Service Standardization and Capacity Building Training Programs

Province 1 needs to diversify its tourism products and services by introducing new offerings such as adventure tourism, eco-tourism, and cultural tourism, as well as developing niche products such as mountain biking, rock climbing, paragliding, and bird watching. Other products like gambling and entertainment could also be considered to attract more tourists and increase their length of stay in the region.

Community-based tourism is an emerging trend, and Province 1 in Nepal has the potential to offer immersive and transformative tourism experiences due to its rich cultural diversity. By focusing on community-based tourism, tourists can have the opportunity to interact with locals, learn about their culture, and engage in various activities, such as traditional cooking classes, handicraft-making, and cultural performances. Additionally, community-based tourism can benefit local communities by providing economic opportunities and preserving cultural heritage. Therefore, investing in and promoting community-based tourism in Province 1 can not only enhance the tourism experience but also contribute to the sustainable development of the region.

The existing accommodation, transportation, and food and beverage must be upgraded by implementing service standards and protocols backed by a regular monitoring and evaluation mechanism.

The private sector needs to be encouraged to invest in tourism infrastructure, including hotels, lodges, restaurants, guesthouses, casinos, MICE centres, cable cars, adventure sports, and other facilities at various destinations in the region.

Prioritizing **safer food and safer destinations** can help to enhance the overall tourist experience in province 1 and ensure the long-term sustainability of the tourism industry by promoting the health and well-being of all stakeholders involved.

A comprehensive training program can be designed for tourism employees and other relevant stakeholders in both the public and private sectors of the tourism industry in Province 1, to ensure that visitors receive consistent service standards across all tourism destinations in the region.

4) Strengthening Tourism Infrastructures and Air-Connectivity.

The local governments and businesses should invest in improving tourism infrastructure, such as airports, transportation systems, and accommodations, to enhance the visitor experience and attract more tourists. However, it is equally important for concerned authorities to focus on the optimum utilization of existing resources.

For instance, Province 1 has 14 domestic airports that have not been able to contribute to the tourism activities in the region due to a lack of necessary infrastructure connecting the airports to popular tourist destinations. Therefore, it is very important to develop and improve transportation links, such as highways, roads, and public transportation, to provide easy access to these destinations from the airports.

Improving air connectivity, including connectivity among domestic airports within the province and establishing intercity air connections with various destinations in Nepal beyond Kathmandu, as well as connecting with major cross-border source markets, is necessary to enhance tourist influx in Province 1 from both domestic and cross-border markets. This will provide greater ease and convenience for tourists traveling to and within the region, ultimately enhancing the number of tourists and improving their overall tourism experience in the region.

5) Fostering collaboration:

The tourism industry should foster collaboration and partnerships among stakeholders to create a more integrated and seamless tourism ecosystem that benefits all participants, including tourists, businesses, and local communities. This can also help to ensure that everyone is working towards a common goal of promoting the region's tourism potential.

The **Honorable Chief Minister**, addressing the PATA DMC2023, asked PATA and other relevant organizations to suggest a strategic action plan for the sustainable tourism development of province 1, which itself indicates a recognition of the importance of tourism in the region and the government's readiness and commitment to developing it in a responsible and sustainable manner.

Province 1 should develop comprehensive strategies and action plans to establish collaborations with diverse public and private sector stakeholders at the local, national, regional, and international levels to promote the overall development of tourism and create sustainable economic growth in the region. Such collaborative partners may include government bodies, National Tourism Organizations (NTOs), Destination Marketing Organizations (DMOs), Travel and Tourism Associations, NGOs/INGOs, development partners, diverse tourism service providers (such as hotels, airlines, travel agencies, tour operators, education institutions, etc.), as well as influencers, bloggers/vloggers, media, and other relevant stakeholders to intensify the promotion, expansion and development of tourism industry in the region.

PATA Nepal Chapter extends heartfelt gratitude to all partners in the public and private sectors, as well as individuals, for their goodwill, collaboration, and valuable support in the successful completion of the first-ever PATA Destination Marketing Conclave (DMC 2023). In particular, the association would like to express its special thanks and high appreciation to ICIMOD for their commendable collaboration and engagement, which contributed to the successful accomplishment of the event.

The International Centre for Integrated Mountain Development (ICIMOD) is a regional intergovernmental learning and knowledge-sharing center serving the eight regional member countries of the Hindu Kush Himalaya region, including Afghanistan, Bangladesh, Bhutan, China, India, Myanmar, Nepal, and Pakistan. ICIMOD's engagement in tourism in Province 1 has been crucial in promoting sustainable tourism development in the region and contributing to the building of greener, more inclusive, and climate-resilient tourism destinations. As a prospective partner for collaboration, ICIMOD can leverage its expertise, technical assistance, and resources to support sustainable tourism development in Province 1.

Pacific Asia Travel Association (PATA), with its far-reaching global networks, relations and expertise, facilitates meaningful partnerships to enhance the value, quality and sustainable growth of the travel and tourism sector. The PATA Nepal Chapter is committed to supporting provincial tourism development and marketing initiatives, and looks forward to collaborating through aligned advocacy, insightful research, expert taskforces, human capital development workshops, travel industry training programs, tourism business development, networking and promotional events, engagement with young tourism professionals, and other necessary endeavors related to destination management and marketing in Province 1.



PARTNERS & SUPPORTING ORGANIZATIONS

The PATA DMC 2023 observed the support and collaboration from Local Government (Hosts), including Sangurigadhi Rural Municipality, Itahari Sub-Metropolitan City, Dhankuta Municipality, Barahakshetra Municipality City, Dharan Sub-Metropolitan City, and Sundarharaicha Metropolitan City. Similarly, private-sector organizations, including CIMOD (Organizing Partner), PATA Bangladesh Chapter, Nabil Bank (Banking Partner), High Ground Adventure (Adventure Partner), Buddha Air and Nepal Airlines (Airline Partners), Community Homestay Network (Community Tourism Partner), and Manakamana Cable Car (Supporting Partner), and Nepalirika Hotel (Official Hotel and Event Venue) also supported the initiative.

Other local supporting partners and PATA Nepal member organizations include Kanyam Kloud, Pathibhara Joblinks, Premier International Education, Gorkha Brewery, Royal Education Foundation, Mout Everest Brewery, State Sports Development Board, ISMT College Biratnagar, IIE Australia, Premier Hotel Lounge and Restaurant, Red Cherry Coffee Beans, Gorakha Hotel, Royal Resort, Hotel In tourists, Aadarsha School of Management, Premier Hotel School, Sunshine School of Tourism & Hotel Management, Dharan International College of Hotel Management, Premier College of Hospitality Management.

HOSTS (LOCAL GOVT.)



ORGANISING PARTNER



OFFICIAL HOTEL & EVENT VENUE



ADVENTURE PARTNER



SUPPORTING PARTNER



COMMUNITY TOURISM PARTNER



BANKING PARTNER



AIRLINE PARTNERS



LOCAL PARTNERS



HOSTS (LOCAL GOVT.)

BANKING PARTNER
NABIL BANK

ADVENTURE PARTNER
Bhimsen Adventure

SUPPORTING PARTNER
Community Homestay.com

OFFICIAL HOTEL & EVENT VENUE
Premier Hotel

AIRLINE PARTNERS
Nepal Airlines
Buddha Air

SUPPORTING PARTNERS
Kanyam KLOUD, Pathibhara JOB LINK, TUBORG, प्रदेश खेलकुद विकास बोर्ड, Princess Wine, Red Cherry, ROYAL, PREMIER, ismt College, HOTEL INTOURIST, PREMIER HOTEL LOUNGE & RESTAURANT, AADARSHA SCHOOL OF MANAGEMENT, ROYAL EDUCATIONAL FOUNDATION, INTERNATIONAL INSTITUTE OF EDUCATION, SUNSHINE School of Tourism & Hotel Management, Dharan Int'l College OF HOTEL MANAGEMENT, PREMIER HOTEL SCHOOL.

DELEGATES REVIEW: TESTIMONIALS



Mr. Suresh Singh Budal
CEO-PATA Nepal Chapter

The PATA Destination Marketing Conclave was a noble initiative as per the PATA's public-private partnership spirit and offered a fantastic opportunity for tourism professionals to come together, share knowledge and collaborate on strategies for the future,"



Mr. Nauroz Imtiaz
Managing Director Chhuti | Bangladesh

I would like to thank PATA for the successful DMC event. A good number of friendly and knowledgeable people from tourism were there and we learned a lot from the event. I observed that all the personnel of the PATA Nepal Chapter played their roles and responsibilities at their heart. It was a blessing for me to come to be introduced myself to many resource persons. The entire event will be memorable for me for a long.



Mr. Shashank Arora
Co-Founder Kaheen | India

I had been to Nepal before but to see and witness parts of the country that are unseen was nothing less than magical. Thanks to PATA and the entire team, we got to have an immersive experience with the culture and people which would otherwise be impossible. The DMC trip was well-planned and executed, every team member made us feel extremely welcomed. Thank you for the memories of a lifetime. You have won our hearts.



Ms. Manisha Sharma
Founder Tag Along Backpackers, Pvt. Ltd. | Sikkim

The DMC held at Itahari was one interesting event. It felt great to represent Tag Along here amidst people who have worked in the tourism & hospitality industry for more than 20-30 years. It was so inspiring to hear tales from the pioneers of tourism industry in Sikkim, Nepal & Bangladesh. The event managed to bring together the government, the hospitality & tourism partners to discuss the possibility & opportunities for tourism in Province 1 of Nepal. We got a chance to visit various sites to experience the nature, culture and thrill of Province 1. We honestly feel that Province 1 has some undiscovered gems which can be brought together for tourists to enjoy. I'm very grateful to ICIMOD & PATA Nepal for putting together such an important event together.



Mr. Dipendra Sapkota
Manager Nepal airlines | Nepal

DMC was really a nice event. Such events play a crucial role in fostering cross-border tourism. I'm really indebted to the PATA Nepal chapter for their role to make the event more successful and meaningful. Personally, I'm glad to be a part of this event. I wish for the continuation of such programs in the coming days as well.



Ms. Sujata Awale
Media Relations Nabil Bank | Nepal

I considered the Destination Marketing Conclave (DMC 2023) organized by the PATA Nepal Chapter to be one of the essential events for promoting Nepal as a tourist destination. A huge congratulation to the team for conducting the program successfully. Eastern Nepal is indeed beautiful with hospitable people and rich cultural heritage. It gives us tremendous joy to support and be a part of this initiative.



Mr. Sushil Lama
Associate Director of Sale
Hyatt Regency Kathmandu | Nepal

"Exploring Unexplored Eastern Nepal"
Thank you PATA Nepal and associate partners for organizing such a nice and great event. I got the opportunity to socialize cross borders tour operators, Exploring Eastern Nepal with lots of local authentication. Well managed and great experienced event by PATA Team.



Ms. Srijana Tamang
Executive Director Cho La Adventure | Nepal

It was a privilege for my husband and I to be a part DMC program. It was amazing to see the upcoming young tourism entrepreneurs involved whole heartedly ensuring all the delegates were comfortable and well looked after. To have had the opportunity to meet delegates from Bangladesh, India and Nepal from Tourism and related sectors along with industry leaders who shared their valuable insights and to see the support from the local government was an encouraging sign for growth of tourism in East Nepal. Finally, visiting different sites in Dhankuta was definitely an unforgettable experience for us. We laud PATA Nepal Chapter for organising such a great event and kudos to the entire team who went above and beyond to make this event successful.



Dr. Anu Lama

Tourism Specialist ICIMOD | Nepal

"I am very much thankful to Dhankuta team - Honorable Mayor for his great leadership and guidance, the officials of the Dhankuta Municipality for their unwavering commitment and support, and the community groups/businesses – Aath Pahariya Community, Kopche Punarjagaran Aviyan, Orange City Group, Springshed Management Committee, Bahumukhi Pathshala, Hotel C&B, Hotel Makalu and Kachide Homestays for their great cooperation and teamwork in delivering excellent performance. They were the backbone in making the Dhankuta experiential trip for PATA delegates, a great success.

Yes, all the delegates are confident in Dhankuta becoming a most promising destination/regional hub. Thank you goes to PATA Nepal for this great collaborative initiative in organizing Nepal's first of its kind – Destination Marketing Conclave, aimed at strengthening domestic and cross border tourism in Province 1, Nepal. Strengthening cross-border and regional cooperation for sustainable mountain tourism is at the core of ICIMOD's work, which we aim to achieve through public-private-community collaboration at different levels of governance. At Dhankuta, ICIMOD has collaborated with Dhankuta Municipality, Chhathar Rural Municipality and relevant tourism stakeholders to promote climate and water smart tourism destination, business and services for women, youths and marginalized community.

The DMC has been very fruitful and important event for our community to put Dhankuta in the mainstream tourism market. The event has also opened window of opportunity for our community and the delegates of Bangladesh, India and Kathmandu, in establishing networks and exploring market opportunity. At regional and international level, I see great collaboration opportunity with PATA in building the competitiveness of Province 1 tourism and strengthening the market position as emerging and unbeatable green destinations to attract niche regional and international tourists in the days to come".

PATA DMC 2023 - SPEAKERS



Hon'ble Hikmat Kumar Karki
Chief Minister - Govt. of Province 1, Nepal
Chief Guest-DMC 2023



Mr. Bibhuti Chand Thakur
Chairman
PATA Nepal Chapter



Mr. Dipendra Purush Dhakal
Former Secretary
Ministry of Tourism



Mr. Kedar Prasad Guragain
Mayor
Sundar Haraicha Municipality



Mr. Deepak Raj Joshi
Director General
Confederation of Nepalese Industries



Mr. Taufiq Rahman
Secretary General
PATA Bangladesh Chapter



MasterChef Santosh Shah
Winner- BBC MasterChef:
The Professionals Rematch 2021



Mr. Sunil Sakya
Chairman
KGH Goup of Hotels



Dr. Anu Lama
Tourism Specialist
ICIMOD



Mr. William Vazquez
Professional Photographer & Tour Operator
Founder- Camera Voyages, USA



Ms. Manisha Sharma
Founder
Tag Along Backpackers



Mr. Suresh Singh Budal
CEO- PATA Nepal Chapter
PATA Face of Future 2020



Mr. Anirudra Neupane
Deputy Team Leader
Community Engagement and Outreach



Mr. Bhabish Kumar Shrestha
Managing Director
Hotel Eastern Star



Bikal Khanal
Chief Purpose Officer
Royal Mountain Group



Mr. Birat Anupam
Sr. Reporter
National News Agency, Nepal



Mr. Sunil Kumar Bhusal
CEO
Premire Hotel School



Ms. Poonam Gupta
Chief Operating Officer
Community Homestay Network (CHN)



Mr. Arjun Karki
Founder President
Green Generation



Mr. Anish Tamang
Emcee
PATA YTP



Ms. Dipeshna Hamal
Emcee
Exe. Officer-PATA Nepal Chapter

SPEAKERS PROFILE



Mr. Bibhuti Chand Thakur
Chairman
PATA Nepal Chapter

Mr. Bibhuti Chand Thakur is the current Chairman of Pacific Asia Travel Association (PATA) Nepal Chapter and the Founder & President of Himalayan Holidays Treks & Tours with a career of 40 years in the tourism industry of Nepal. He is also the Founder and Chairman of a non-profit organization called Mission Himalaya which has been working actively for the welfare of orphaned, destitute and underprivileged children.



Mr. Dipendra Purush Dhakal
Former Secretary
Ministry of Tourism

Mr. Dipendra Purush Dhakal is an economist, statistician and proficient in international affairs with credentials of over 23 years of service with the Government of Nepal and worked as the Governor to the Central Bank during 2000/01. Mr. Dhakal has the experience of over 18 years in the fields of research and consultancy, and leading and implementing donor assisted projects especially in the areas of tourism, governance, finance, economic policies and development, conflict management and peace. Mr Dhakal has also served PATA as a member of the Board of Directors during 1991 and 1993.



Mr. Sunil Sakya
Chairman
KGH Goup of Hotels

Mr. Sunil Sakya is a renowned hospitality personality who has made a significant contribution to uplift the hospitality and tourism development of Nepal and is a chairman of Kathmandu Guest House (KGH Group). He served PATA Nepal Chapter as Chairman from 2017 to 2019. He worked as a Treasurer of Hotel Association of Nepal, Board Member of PATA, Board Member of Miyamoto, Board Member of South Asia Foundation and Ex. President of Nepal USA Chambers of Commerce.



Mr. Deepak Raj Joshi
Director General
Confederation of Nepalese
Industries

Mr Deepak Raj Joshi, Director General of Confederation of Nepalese Industries and former CEO of Nepal Tourism Board, has served the national tourism organization for about 20 years with his diverse roles in different capacities from officer to Chief Executive Officer. Mr. Joshi is also a Professional Member of the PATA Nepal Chapter and won the "PATA Personality of the Year Award" - 2021. Mr. Joshi is known for his unconditional support, persistent activism, advocacy, engagement, towards the promotion, sustainable development of Nepal's tourism sector during the global pandemic and beyond.



Mr. Taufiq Rahman
Secretary General
PATA Bangladesh Chapter

Mr. Taufiq Rahman is the founder Chief Executive of Journey Plus. He is also the Secretary General of Pacific Asia Travel Association (PATA) Bangladesh Chapter, Former Co-Chairman of Standing Committee on Civil Aviation & Tourism, The Federation of Bangladesh Chamber and Industry (FBCCI), Former Chairman of Standing Committee on Hospitality & Tourism, E-Commerce Association of Bangladesh (E-Cab).



Dr. Anu K Lama
Tourism Specialist
ICIMOD

Dr. Anu K Lama is the Tourism Specialist at the International Center for Integrated Mountain Development (ICIMOD) and has over 22 years of experience of working in the fields of sustainable tourism development, climate action and local, national and regional cooperation at policy, practice and science interface. Dr. Lama is currently working on regional policy engagement, promotion of transboundary ecotourism and community-based tourism, as well as building climate resilient destinations, business and services through research and development, and pilot interventions.



MasterChef Santosh Shah
Winner- BBC MasterChef:
The Professionals Rematch
2021

MasterChef Santosh Shah is renowned Chef who glorified the Nepalese Cuisine internationally through the UK's most prestigious cookery competition, Masterchef: The Professionals 2020. With the mission to show the world how amazing the Nepalese cuisine is, he has helped to raise Nepal's Flag to Greater Heights and currently, he is actively engaged in some inspiring initiatives and campaigns to promote Nepalese culture and cuisine.



Mr. William Vazquez
Professional Photographer & Tour
Operator
Founder- Camera Voyages, USA

Mr. William Vazquez is a professional photographer based in NYC and has traveled the globe creating advertising campaigns for Fortune 100 companies such as Samsung and Pfizer. His humanitarian work has documented stories on health issues in the developing world, and natural disasters for global and local NGOs. He started Camera Voyages, a tour company creating and leading photo adventure / cultural tours to Bhutan, Cuba, India and Nepal. He has been able to apply his knowledge of cultures, photography and travel to create a unique travel experience.



Mr. Bhabish Kumar Shrestha
Managing Director
Hotel Eastern Star

Mr. Bhabish Kumar Shrestha is one of the most active tourism entrepreneurs from the province 1. He is Managing Director of Hotel Eastern Star in Biratnagar, Founder of Naulo Travels and Tours, Sr. Vice President of HAN Province 1, and President of FNCCI Provincial Tourism Committee.



Mr. Suresh Singh Budal
CEO- PATA Nepal Chapter
PATA Face of Future 2020

Mr. Suresh Singh Budal, Chief Executive Officer of PATA Nepal Chapter, is a young, proactive and passionate tourism professional with leadership aspirations to serve sustainable tourism development in Nepal and the region. Mr. Budal is currently working as a lecturer in NATHM, Tourism committee member at CNI and is the winner of 'PATA Face of the Future Award'-2020 for his contribution to the development and promotion of a sustainable and accountable tourism approach in the Nepali tourism industry.



Ms. Manisha Sharma
Founder
Tag Along Backpackers

Ms. Manisha Sharma is a founder of Tag Along, Pvt. Ltd. which is situated in Gangtok, Sikkim with the experience of more than 14 years. Ms. Sharma's business verticals Tag Along Adventure and Tourism Skill Development has trained 200+ individuals in Sikkim in homestay, adventure and guide skills in 9 different locations in Sikkim.



Mr. Anirudra Neupane
Deputy Team Leader
Community Engagement and Outreach

Mr. Anirudra Neupane is a professional working in the developmental sector with experience in the field of economic study, governance and public finance management. Having a good understanding of the national, provincial and local economy of Nepal, he has contributed to national newspapers as a columnist and published several opinion pieces on economy and public finance and governance. He is the Deputy Team Leader in "Local Development Initiatives for Regional Economic Growth under The Asia Foundation's SASGP program with USAID.



Mr. Bikal Khanal
Chief Purpose Officer
Royal Mountain Group

Mr. Bikal Khanal is a Chief Purpose Officer at Royal Mountain Group where he brings expertise in tourism sustainability, community-based tourism development & destination marketing and was Product Development Expert at Community Homestay Network, a social enterprise for women empowerment and rural development via tourism. He also helps local design and develop community-based tourism experiences that visitors can participate in. He is dedicated to promoting sustainable practices that benefit both visitors and locals alike, and is passionate about using tourism as a force for positive change.



Ms. Poonam Gupta
Chief Operating Officer
Community Homestay Network (CHN)

Ms. Poonam Gupta Shrestha who has been working for past 6 years in Community Homestay Nepal and is the current Chief Operating Officer for Community Homestay Network, an organization that works to empower women and improve the living conditions of local Nepali communities by developing community based homestays and marketing them to global audiences. Ms. Poonam has been working with CHN for the past 6 years to bring the communities in CHN's network and nurtured the communities to deliver quality services through training and development programs.



Mr. Birat Anupam
Sr. Reporter
National News Agency, Nepal

Mr. Birat Anupam is the senior English language reporter at Nepal's official news agency-National News Agency. He mostly writes about tourism, diplomacy and the environment. Internationally, he has contributed to The Diplomat of USA, The Third Pole of UK/India and The Daily Star of Bangladesh.



Mr. Arjun Karki
Founder President
Green Generation

Mr. Arjun Kumar Karki is the ward chairman of Mechinagar-4 in Jhapa District, Province 1. Mr. Karki is also the president of Nature Conservation Society situated at Jhapa with the experience of more than 25 years in long range conservation of wildlife, cross border and rural tourism. Founder President-Green Generation, Ward President Mechi-4, President- ACT Nepal



Mr. Sunil Kumar Bhusal
CEO
Premire Hotel School

Mr. Sunil Kumar Bhusal is a highly experienced and active tourism professional based in Nepal, currently serving as the Chief Executive Officer of Premier Hotel School (PHS) located in Itahari, Province 1. With over 20 years of extensive experience working in the tourism and hospitality industry at both national and international levels, Mr. Bhusal is a well-respected figure in the industry. In addition to running the hotel school, he also manages a hotel and new adventure products in Eastern Nepal.

PATA DMC 2023 - DELEGATES

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Professional Photographer & Tour Operator
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MEDIA COVERAGE



प्रदेश १ मा 'डेस्टिनेसन मार्केटिङ कन्वलेभ'



धेरै प

रविशर्मा रोहते अर्को
मोडिफाईड बर्डासो

गिनिन कुक्या राबि
ह्यारिक

ओली निवातमा मर
"दातम" जसले रवि

विवातमा कर्मचारी
कुनै वातुलाई रवि

रवि रविनिर्माणको
रवि



होमपेज समाचार बिजनेस जीवनशैली मनोरंजन विचार प्रवास खेलकुद अन्य

प्रदेश १ मा 'डेस्टिनेसन मार्केटिङ कन्क्लेभ' सम्पन्न

60GB मात्र Rs.599 मा 30GB घर भित्र | 30GB घर बाहिर Ncell



TOURISMAIL

Feb 05, 2023

PATA Destination Marketing Conclave concludes

Tourism Mail Feb 04, 2023



आर्थिक पार्टी

प्रदेश १ मा 'डेस्टिनेसन मार्केटिङ' कन्क्लेभ' सम्पन्न

आर्थिक पार्टी संवाददाता

काठमाडौं, ४ फेब्रुअरी २०२३



काठमाडौं । प्रदेश १ लाई पर्यटनको आकर्षक गन्तव्य बनाउने उद्देश्यले 'डेस्टिनेसन मार्केटिङ कन्क्लेभ २०२३' कार्यक्रम आयोजना गरिएको छ ।

TD

MARKETS/SECTORS FEATURES TRAVEL GUIDES IWTA

EVA AIR A SKYTRAX 5-Star Airline 5 Years in a Row

PATA Destination Marketing Conclave



PATA DMC 2023 concludes successfully in Nepal

Ranchari Hathi Feb 2, 2023

The Pacific Asia Travel Association (PATA) Nepal Chapter organized the first-of-its-kind event, the Destination Marketing Conclave (DMC 2023) in Eastern Nepal (Province 1) to explore...

Singhadurbar News

ADMISSION OPEN

Pata destination marketing conclave (DMC2023) concludes showcasing eastern Nepal

BIZPATI.COM

डेस्टिनेसन मार्केटिङ कन्क्लेभ: प्रदेश १ लाई नेपालकै पर्यटकीय गन्तव्य बनाउने छलफल

TRAVEL बिजनेस संवाददाता Feb 02, 2023 | 10:44:49 AM



View more media coverages at :

<https://pata.org.np/news-media/pata-nepal-in-the-news>

DELEGATES REVIEW ON SOCIAL MEDIA

Sujata Awale Dangol is with Anita Basnet and Sushma Upadhyay Pant.
January 29 at 11:02 PM · 🌐

Motorboat 🚤 ride experience to Bhojpur is just thrilling! A must experience thing in East Nepal
#DMC2023 #patanepal #PromotingDestination #VisitEastNepal

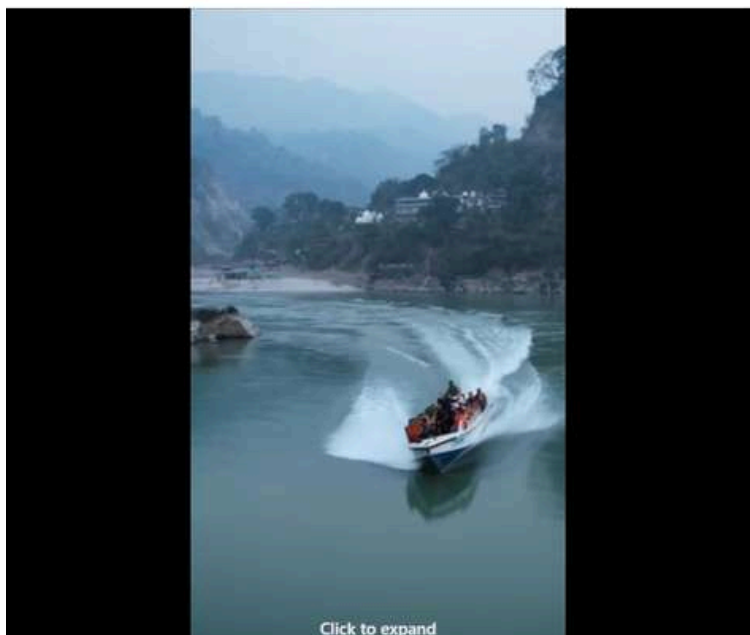


👍👍 Pramod Thakur and 128 others

10 comments

Anita Basnet
January 30 at 3:32 AM · 🌐

Exploring East Nepal, promoting domestic Motorboat 🚤 ride experience to Bhojpur is just thrilling! A must experience thing in East Nepal
#DMC2023 #patanepal #PromotingDestination #VisitEastNepal



Click to expand

Birat Anupam
January 31 at 2:29 PM · 🌐

I questioned about cross-border tourism promises and pitfalls of Province 1 to the distinguished tourism experts/speakers from Bangladesh, India and Nepal. For me, it was a joyous experience from multiple angles !!

#PATA2023 #DMC #EastNepalTour



👍👍 Suresh Singh Budal, Khem Lakai and 123 others

23 comments 1 share

Pradeep Exatraveller is with Sudha Shakya and 2 others at Bhedetar.
6d · Dharan · 🌐

Was welcomed royally at Bhedetar.

The hotel room at [Nepalaya Boutique Hotel](#) was awesome
Folk Dance program, delicious Nepalese traditional Daal Bhaat Thali, landscape, and people cant be explained thru words.
Hope my images will give you an idea of what a beauty the eastern Nepal region is.

PATA Nepal Chapter Nepal Tourism Board

#dmcnepal2023 #patadmc2023 #easternnepaltourism #patanepal
#DMCnepal #VisitEastNepal #patanepalchapter #Nepal #Pata
#exatraveller #exablogs #nepaltourism



Sushma Upadhyay Pant
January 28 at 10:25 PM · 🌐

Beautiful moments captured @Bhedetar n Dhankuta
#PATANEPAL#DMC2023#VISIT EAST NEPAL



93

10 comments

Nripesh Shrestha is with Sushma Upadhyay Pant and 2 others.
January 30 at 12:33 PM · 🌐

#PATA #DMC2023 #SBGH



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Dinesh Maharjan is with Juunu Maharjan and 3 others at Bhedetar.
January 28 at 2:00 PM · Dharan · 🌐

PATA DMC 2023
#patanepalchapter #patanepal #patadmc2023 #eastnepal
#VisitEastNepal



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1

Kamal Magar is feeling fantastic with Nripesh Shrestha and 2 others in Bhedetar.
January 28 at 12:01 PM · 🌐

Day 2 PATA DMC Bhedetar to Dhankuta vist Pathavara Temple in Bhedetar and Namaste Water Fall en route to Dhankuta.
#PATANepal#PATADMC2023#visitnepal#romantic travel
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