

ANNUAL ACTIVITIES REPORT

Fiscal Year 2082/83 (2025/26)

PATA
Pacific Asia Travel Association

**NEPAL
CHAPTER**

nepal Lifetime Experiences!

The **Pacific Asia Travel Association (PATA) Nepal Chapter** is pleased to present a **summary of its activities and achievements** for the period **July 2025 to June 2026**. Building on our **Golden Jubilee milestone** — 50 years of public-private partnership in advancing Nepal's tourism industry — the Chapter has continued to demonstrate strong engagement, timely humanitarian response, and impactful international collaboration.

Over the past year, PATA Nepal Chapter led and supported initiatives spanning disaster relief, global trade promotion, human capital development, destination marketing, and bilateral tourism diplomacy — reaffirming our commitment to the sustainable and responsible development of tourism in Nepal and the wider Pacific Asia region.

JUL 06, 2025

PATA Nepal Chapter Extends Support to Fire Victims

Banka bazar, Bajura District, West Nepal

Following a devastating fire on 6th June 2025 that destroyed homes and livelihoods in Banka Bazar, Bajura District, PATA Nepal Chapter mobilized a humanitarian appeal among its members and executive team, contributing NRs. 150,000 for immediate relief and restoration.

Impact: NRs. 150,000 contributed to community relief



AUG 26–28, 2025

Nepal Pavilion at PATA Travel Mart (PTM) 2025

QSNCC, Bangkok, Thailand

PATA Nepal Chapter, in collaboration with the Nepal Tourism Board (NTB), Nepal Airlines, and 14 private tourism and hospitality companies, made a powerful impression at PATA's flagship international B2B trade event.

The Stupa-themed "Nepal Pavilion" was one of the most attractive showcases at PTM, drawing global attention for Nepal's mountaineering, trekking, wellness, luxury, and community-based tourism offerings.

Participants: 14 private companies + NTB + Nepal Airlines



Sept. 17, 2025

"NEPAL NOW" Destination Update Video Initiative

In response to the Gen-Z protest movement (Sept. 08, 2025) in Nepal affecting traveler perception, PATA Nepal Chapter, in collaboration with the Nepal Tourism Board (NTB), produced and disseminated a **destination update video** titled **"Nepal Now: Nepal's Tourism Heartbeat Never Skips a Beat."**

The initiative aimed to share real-time updates on ground conditions and the visitor experience, restore traveler confidence, strengthen Nepal's brand image, and inspire international travel, with the Chapter supporting production and distribution across social media and the wider PATA network.

Impact: Targeted distribution to major source markets, reaching 250K+ tourism stakeholders via social media and mass-mailing platforms.



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NOV 17–18, 2025 **HCD Workshop:**
"AI for Tourism & Hospitality Excellence"

Hotel Yak & Yeti, Kathmandu, Nepal

PATA Nepal Chapter, in collaboration with the Nepal Tourism Board (NTB) and The Hong Kong Polytechnic University, organized a two-day Human Capital Development workshop led by **Prof. Faye Hao** (Assistant Professor, School of Hotel & Tourism Management, PolyU).

The workshop covered **AI foundations, AI models and agents, ethical considerations, and practical AI applications across hotels, resorts, airlines, destination management, and MICE operations** — supporting Nepal's journey toward a smarter, more resilient tourism sector.

Participants: 60 tourism and hospitality professionals



DEC 29, 2025

Golden Jubilee: 50 Years of Public–Private Partnership

Royal Tulip Kathmandu, Nepal

PATA Nepal Chapter marked its **Grand Golden Jubilee — 50 years of contribution** to Nepal's tourism development since its establishment in 1975. The ceremony was inaugurated by Chief Guest Honorable Anil Kumar Sinha, Minister for Culture, Tourism and Civil Aviation (Govt. of Nepal), with video remarks from PATA CEO Mr. Noor Ahmad Hamid. The event featured a cultural performance by the Chapter's Young Tourism Professionals (YTPs), remarks from former chairpersons and senior government officials, and a commemorative video reflecting on five decades of leadership and public-private partnership roles by PATA Nepal Chapter



As part of the celebration, the Chapter presented its Annual Awards 2025:

Lifetime Achievement Award
— Mr. Karna Sakya

(lifelong contribution to tourism, sustainability, conservation, and hospitality)

Tourism Trail Blazer Award
— Mr. Shiva Dhakal

(Community-based and sustainable tourism leadership in Nepal)



Tourism Personality of the Year
— Mr. Bijay Amatya

(Continued contributions to the Association and advocacy for responsible, sustainable tourism development)

Special Contribution Award
— Mr. Anthony Lindsay Jones

(one of the pioneers of rafting and promotion of adventure and cultural tourism in Nepal)



The event also honored **partner organizations, tourism associations, educational institutions, former chairpersons, and key individuals** for their long-standing collaboration and support — reaffirming the Chapter's enduring commitment to sustainable, inclusive, and resilient tourism.



MAR 17, 2026

Baseline Survey Begins for
"Cross-Border Acceptance in Thamel" Initiative

Royal Tulip Kathmandu, Nepal

PATA Nepal Chapter, in collaboration with VISA, NTB, CNI, and TTDC, launched a baseline survey assessing digital payment adoption among tourism SMEs in Thamel — Nepal's busiest tourism hub — engaging 30 student volunteers from its educational members. Findings will guide merchant onboarding with acquiring banks and future SME capacity-building programs.

Participants: 30 student surveyors from PATA Nepal Chapter educational member institutions



APR 02 & 05, 2026**Nepal Strengthens Tourism Ties with Japan
through Tourism Promotion and B2B Exchange Programs***Rihga Royal Hotel, Tokyo & Osaka, Japan*

Jointly organized by PATA Nepal Chapter and the Nepal Tourism Board, in collaboration with Nepal Airlines Corporation, PATA Japan Chapter, and PATA Chinese Taipei Chapter, this two-city program marked a significant step in strengthening bilateral tourism cooperation — coinciding with 70 years of diplomatic relations between Nepal and Japan.

The event combined destination promotion with B2B and networking sessions. The Tokyo leg attracted approximately 90 participants, including a 23-member Nepal delegation representing 12 leading tourism and hospitality companies, while the Osaka leg brought together over 60 participants.

Leading Japanese trade organizations, including JTB and the Japan Association of Travel Agents (JATA), took part alongside B2B exchange sessions that opened new avenues for increasing tourist arrivals to Nepal.

Participants: Over 90 (Tokyo) + 60+ (Osaka), including a 23-member, 12-company Nepal delegation

JUN 01 -04, 2026**6th Himalayan Travel Mart (HTM 2026)***The Plaza, Lalitpur, Kathmandu Valley, Nepal*

Organized by PATA Nepal Chapter in collaboration with the Nepal Tourism Board, Nepal Airlines, and a wide range of public and private sector partners, HTM 2026 concluded with resounding success under the theme **"New Frontiers in Tourism."**

The event featured B2B meetings, thought-leadership sessions (HTM Insight Forum), Pre-Mart familiarization trips to Pokhara, Lumbini, Haibung, Kirtipur, and Namobuddha, and a vibrant closing celebration — reaffirming Nepal's position as the Gateway to the Himalayas.

**600+**Delegates
27 countries**100+**International
participants**75**Global buyer
companies**80+**Exhibiting
organizations**2,400+**Pre-scheduled
B2B appointments

We express our heartfelt appreciation and gratitude to you and all our esteemed members for your unwavering support, patronage, collaboration, and continued affiliation with PATA Nepal Chapter. We look forward to your continued support and collaboration as, together, we work toward an even greater impact in the coming year.

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