

PATA
Pacific Asia Travel Association
NEPAL CHAPTER



Nepal Airlines



nepal
Lifetime Experiences!



NEPAL INDIA CHINA EXPO

The First Tri-Nation Expo



Pokhara Event Center
Shrikrishna Marga, Bulaudi, Lakeside,
Pokhara, Nepal

February

24 25 26 2025



SUMMARY REPORT

“NICE for MICE
& More...”



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EXECUTIVE COMMITTEE

PATA NEPAL CHAPTER



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Mr. Deepak Raj Joshi
Vice Chairman



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IP Chairman



Mr. Narendra Bhatta
General Secretary



Ms. Reetal Rana
Treasurer



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Ex-Officio Member



Mr. Anil Ghimire
Ex-Officio Member



Mr. Rupesh Joshi
Member



Mrs. Lakhpa P. Sherpa
Member



Mr. Binod Adhikari
Member



Mr. Sunil Bhattarai
Member



Mr. Himmat Puri
Member



Ms. Sarita Lama
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Mr. Jan Bishowkarma
Proxy Member



Ms. Imu Regmi
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NICE 2025- ORGANIZING COMMITTEE

@PATA NEPAL CHAPTER



Mr. Narendra Bhatta
General Secretary,
PATA Nepal Chapter
(Coordinator)



Ms. Reetal Rana
Treasurer
PATA Nepal Chapter
(Member)



Mr. Sunil Bhattarai
EC Member
PATA Nepal Chapter
NICE 2025-Convener
(Host City)



Mr. Upaul Majumdar
Goodwill Ambassador
for NICE 2025 (India)
(Member)



Ms. Sarita Lama
EC Member
PATA Nepal Chapter
(Member)



Mr. Prabhkar Khadka
Proxy Member
PATA Nepal Chapter
(Member)



Mr. Jan Bishowkarma
Proxy Member
PATA Nepal Chapter
(Member)



Mr. Suresh Singh Budal
Chief Executive Officer
PATA Nepal Chapter
(Member Secretary)

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@NEPAL TOURISM BOARD



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(Coordinator)



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(Member)



Mr Rohini Prasad Khanal
Sr. Manager - NTB
(Member)



Mr. Sudhan Subedi
Sr. Officer - NTB
(Member)



Mr. Shiv Raj Pandeya
Sr. Officer -NTB
(Member)



Mr. Kabindra Bhatta
Sr. Officer -NTB
(Member Secretary)



Hon. Badri Prasad Pandey

Minister for Culture, Tourism and Civil Aviation- Govt. of Nepal

“ **Namaste!**
Distinguished Guests, Tourism and Hospitality Leaders, Delegates, and Friends,
It is my great honor and privilege to welcome you all to Pokhara for the first-ever Nepal India China Expo (NICE) 2025. On behalf of the Ministry of Culture, Tourism, and Civil Aviation, Government of Nepal, I extend my warmest greetings to our esteemed participants from India, China, Nepal, and beyond who have joined us for this historic and most promising event.

This expo serves as a strong reflection of the deep historical, cultural, and economic ties among our three neighbouring nations. For centuries, Nepal has served as a vital bridge between India and China, fostering trade, tourism, and cultural exchange. Nepal’s tourism is blessed, as India and China are the two most populous countries and among the fastest-growing economies in the world. Nepal holds immense tourism potential. Our breathtaking landscapes, rich cultural heritage, and renowned hospitality await visitors, investors, and entrepreneurs eager to explore the vast opportunities within our tourism sector.

I encourage you all to make the most of this unique platform—engage in meaningful discussions, forge new partnerships, and uncover the untapped potential that NICE 2025 has to offer.

Once again, welcome to Nepal—the land of the Himalayas, spirituality, and adventure. May this expo mark the beginning of new collaborations and enduring friendships.



Thank you! Dhanyabad! Shukriya! Xie Xie!

“ Nepal India China Expo (NICE) 2025, the first tri-nation tourism expo, is a landmark initiative to strengthen regional tourism collaboration and celebrate our shared cultural heritage. NICE 2025 will unlock new opportunities, foster partnerships, and promote sustainable tourism across Nepal, India, and China. By bringing together key stakeholders, this event will drive business growth, deepen cultural exchange, boost economic development, and enhance connectivity.

"I warmly welcome all tourism professionals, investors, and stakeholders to this historic event. Your contributions will be instrumental in sustainably expanding Nepal’s tourism potential with its two largest source markets."



Mr. Binod Prakash Singh

Secretary, Ministry of Culture, Tourism, and Civil Aviation
Government of Nepal

“ It is with great pride that I welcome you to NICE 2025 in Pokhara, Nepal’s tourism capital. This historic tri-nation expo unites India, China, and Nepal, creating unparalleled opportunities for collaboration and growth in tourism. Pokhara—a city of serene lakes, the Annapurna range, and vibrant culture—is the perfect setting to showcase Nepal’s potential as a global MICE and adventure destination.

As Mayor, I am committed to ensuring NICE 2025 elevates our city’s profile and strengthens regional partnerships for sustainable tourism. Thank you to all organizers, partners, and delegates. Together, let’s make this event a milestone for Pokhara and South Asia.



Mr. Dhana Raj Acharya

Mayor –Pokhara Metropolitan City

“ As we celebrate the golden jubilee of PATA Nepal Chapter, my heart is filled with gratitude and reverence for our visionary founder, Late Prabhakar Shamsher JB Rana, whose dream and leadership planted the seeds of this remarkable journey 50 years ago.

It is with immense pride and joy that we host the first-ever Nepal India China Expo (NICE) – an extraordinary tri-national platform that unites three vibrant nations in the majestic lap of the Himalayas. Nepal, a land blessed with breathtaking beauty and boundless tourism potential, stands as a symbolic bridge between the dynamic economies of India and China, the two largest populations in the world.

Nepal’s timeless charm—rooted in peace, rich heritage, cultural harmony, thrilling adventures, and pristine nature—offers the world an unparalleled experience of spiritual tourism. Hosting this landmark event in the serene and enchanting city of Pokhara, the tourism capital of Nepal, fills us with excitement and hope as we forge stronger bonds and unlock new possibilities for regional and global tourism.

With heartfelt anticipation for the journey ahead, I extend my warmest regards.”



Mr. Khem Lakai

Chairman, PATA Nepal Chapter



Mr. Noor Ahmad Hamid

CEO, Pacific Asia Travel Association (PATA)

“ PATA is pleased to endorse the Nepal India China Expo (NICE) 2025, an initiative by the PATA Nepal Chapter in collaboration with the Nepal Tourism Board and the Pokhara Tourism Council. As the first tri-nation event of its kind, NICE 2025 serves as a crucial platform, uniting two of the world’s largest tourism markets—India and China—with Nepal to foster strategic alliances, drive growth, and unlock new opportunities in the sector.

This landmark event provides a unique opportunity for regional travel and tourism stakeholders from both the public and private sectors to collaborate, fostering long-term partnerships that will strengthen tourism across the region. We commend Nepal for spearheading this innovative initiative, showcasing the country’s exceptional blend of culture, adventure, and hospitality. With NICE 2025, we are confident that Nepal will shine on the global tourism stage.”

“ I am honored to welcome our distinguished guests and delegates to the historic Nepal India China Expo (NICE) 2025—the first-ever tri-nation expo, proudly organized by NTB in collaboration with the PATA Nepal Chapter in the beautiful city of Pokhara, Nepal.

This landmark event brings together the world’s two largest outbound markets, creating an unparalleled platform for business networking, strategic partnerships, knowledge exchange, and immersive tourism experiences.

NICE 2025 will connect buyers and sellers, foster impactful collaborations, and showcase unique experiential itineraries. It also provides international buyers and influencers with the opportunity to experience Nepal’s diverse tourism offerings firsthand. More than just an event, this initiative is a milestone for Nepal, reinforcing our vision to establish the country as a key player in the global tourism landscape.

I extend my best wishes to all our esteemed guests and delegates for a productive, insightful, and truly unforgettable lifetime experience in Pokhara and beyond.”



Mr. Deepak Raj Joshi

CEO, Nepal Tourism Board



Mr. Taranath Pahari

President- Pokhara Tourism Council (PTC)

“ I am pleased and honored to welcome all the distinguished guests and delegates to NICE 2025 in Pokhara, the tourism capital of Nepal. I believe the delegates will enjoy the vibrant city of Pokhara, with its multifaceted tourism products and activities that truly represent a Lifetime Experience.

On behalf of the Pokhara Tourism Council and the entire tourism fraternity of Pokhara, we reaffirm our collaboration and support to make NICE a very nice and impactful event for our city.

“ It is a great honor to host this first-of-its-kind event in Pokhara, Nepal. As the Convener, I am delighted to welcome all our esteemed guests and delegates to the historic NICE 2025. I invite everyone to celebrate Nepal’s rich culture, breathtaking landscapes, and limitless opportunities while fostering meaningful connections throughout the event. See you in Pokhara!



Mr. Sunil Bahadur Bhattarai

EC Member -PATA Nepal Chapter
NICE 2025 Convener
Host City (Pokhara)

“ I am honored to be part of NICE 2025, a dynamic platform dedicated to fostering collaboration, innovation, and sustainable growth in Nepal’s tourism industry. Bringing together industry leaders, professionals, and aspiring talents, this event serves as a catalyst for shaping the future of hospitality and tourism. With collective efforts, we aim to drive positive change, enhance Nepal’s global standing, and create meaningful opportunities for the industry. I look forward to an inspiring and impactful gathering that strengthens Nepal as a hub for tourism excellence.



Mr. Narendra Deo Bhatta

General Secretary - PATA Nepal Chapter
Coordinator- NICE 2025
Organizing Committee

NICE 2025 – An Outlook!

**By Suresh Singh Budal,
CEO-PATA Nepal Chapter**



Mr. Suresh Singh Budal

CEO-PATA Nepal Chapter

NICE 2025: Unlocking Nepal's Tourism Potential

The Nepal India China Expo (NICE) 2025 is not just an event—it is a groundbreaker for Nepal's tourism industry. Envisioned by the PATA Nepal Chapter, this strategic initiative aims to position Nepal as a top-tier destination by leveraging the immense potential of its two largest source markets—India and China. By fostering collaboration, targeted marketing, and dynamic partnerships, NICE 2025 is set to redefine Nepal's tourism marketing and promotion.

A Unique Platform for Tourism Growth

Nepal's geographical position between two of the world's largest economies gives it a distinctive advantage. While bilateral trade relations between the three nations are well-established, a tri-national tourism collaboration of this scale is a noble initiative. NICE 2025 will help to build bridges, providing an unparalleled opportunity to unlock tourism synergies between the three nations.

Despite Nepal's strategic location, it has yet to fully capitalize on the immense potential of Indian and Chinese travelers. Before the pandemic, Nepal attracted only 0.1% of China's 155 million outbound travelers and merely 0.94% of India's 27 million outbound travelers. NICE 2025 aims to elevate and stimulate this status by strengthening tourism ties and fostering new business opportunities.

NICE 2025: A Catalyst for Collaboration

At its core, NICE 2025 is about bringing together key stakeholders from Nepal, India, and China to explore untapped opportunities in tourism and hospitality. With the theme "NICE for MICE and More", the expo will highlight Nepal, particularly Pokhara, as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE), in addition to adventure and leisure tourism. This initiative will elevate Nepal's standing as a world-class tourism destination for all seasons and all reasons.

Pokhara: The Emerging and Promising MICE Destination

Long celebrated as Nepal's adventure capital, Pokhara is now positioning itself as an emerging MICE destination. With enhanced infrastructure, including an international airport and top-tier hotels, the city has all the ingredients to become a business and tourism powerhouse. However, despite its vast potential, the influx of visitors remains relatively low compared to available resources.

Economic principles suggest that "Supply creates its own demand," but tourism requires more than just infrastructure—it needs strategic marketing. NICE 2025 will serve as a crucial platform to bridge the gap between supply and demand by showcasing Pokhara's offerings to a targeted global audience. The event will support generating demand and facilitating the optimal use of existing resources, in line with the spirit of sustainable growth.

Strengthening Nepal's Global Presence

NICE 2025 is set to be a landmark event that will propel Nepal into the global tourism spotlight. By strategically targeting high-potential markets, the expo will enhance Nepal's international appeal and strengthen its capacity to attract business from two of the world's largest tourism economies. This will also solidify Pokhara's status as "Nepal's Tourism Capital."

Join Us in Shaping the Future

With a shared vision and unwavering commitment, NICE 2025 is poised to set a new benchmark in tourism promotion and cross-border collaboration. We invite all our friends, delegates, partners, and stakeholders to be part of this historic initiative and play a role in shaping the future of Nepal's tourism industry. Let's make NICE 2025 the dawn of a new beginning for Nepal's sustainable tourism growth!



About NICE

NICE is a first-of-its-kind **tri-nation tourism expo** that will bring together tourism and hospitality stakeholders and organizations from the public and private sectors of the **three neighbouring nations—Nepal, India, and China—**onto a single platform to facilitate unparalleled networking and business opportunities, along with deep industry insights and inspirational experiences.

PATA Nepal Chapter, in collaboration with the **Nepal Tourism Board, Pokhara Tourism Council, and other key public and private sector partners and stakeholders** at the **local, provincial, national, and regional levels**, organized the first tri-nation expo in **Nepal's tourism capital, Pokhara, from February 24th to 26th, 2025.**

Why NICE?

-  Nepal is strategically located **between two of the world's largest economies**, offering a unique opportunity to serve as a bridge in **unlocking the tourism potential** of these nations. While bilateral trade initiatives between these countries are well-established, a **collaborative tri-national event of this nature has yet to be organized**, presenting a fresh and promising opportunity.
-  The main objective of organizing this expo is to bring together the **two emerging giant economies and tourism powerhouses, India and China**, to foster the untapped tourism potentials and integrated business opportunities with Nepal.
-  The event shall further help to consolidate the business relationship between the three countries, mainly in the field of tourism and hospitality.

Why join NICE?



Access High-growth Travel Markets

India and China are the most potentials and rapidly growing source markets with high value for Nepal; whereas Nepal with its location in between these two large source markets can contribute in bridging the tourism divide and potential among these countries.



Enhance Business & Build Network

Meet face-to-face with the decision makers or buyers and sellers including state, regional and local tourism agencies from the three closed neighbours—India, Nepal and China. Two full days of B2B Session (Buyers-Sellers Meet) offers 30 pre-matched appointments generated via PATA Nepal Chapter's specific business matching software.



Get Insights & Learn Novelty

One-day Conference during NICE will bring together experts, thought leaders, and professionals from both the private and public sectors across the region to discuss and share insights on contemporary issues, emerging trends, opportunities, and future prospects for tourism between Nepal, China, and India.



Experience Nepal

Experience the enchanting allure of Pokhara, Nepal's premier destination for adventure and tranquillity. The pre-expo Destination Experience Trips and organized tours around the host city offer the true essence of Nepal, providing a unique blend of nature, adventure, and culture, all embraced by the most hospitable people.



PROMOTE & SHOWCASE YOUR BUSINESS

80+
REGIONAL
BUYERS

75+
DIVERSE SELLERS
/ EXHIBITORS

NICE BUYERS PROFILE

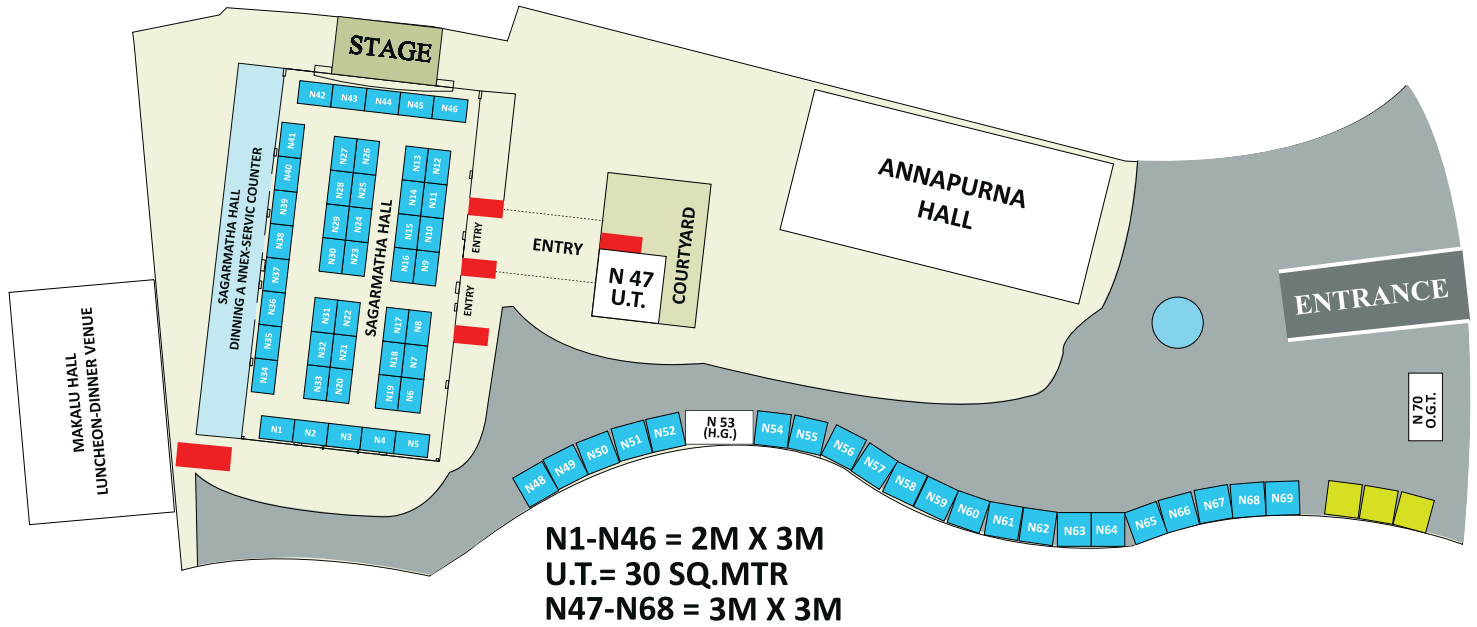
-  Outbound Tour Operators
-  Wholesalers, OTAs & Specialist Tour Operators
-  Prospective Investors & Influencers in Relative Travel Industries
-  Leisure + MICE

NICE SELLERS PROFILE

-  Airlines
-  Travel Agents [Trekking] Adventure Companies
-  Transportati on Services
-  NTO|State, City Tourism | Govt. Organizations
-  Hotels & Resorts
-  DMCs| Inbound Tour Operators
-  Travel Tech Companies

NICE 2025: FLOOR PLAN

Pokhara Event Center (PEC)



NICE 2025: SUMMARY OF ACTIVITIES



The first ever tri-nation tourism expo, Nepal India China Expo (NICE 2025) was concluded on a very high note in Nepal's tourism capital, Pokhara, from 24th to 26th February, attracting **over 600 delegates from 14 countries**, including more than 120 international participants and national tourism stakeholders.



The three-day expo, the first of its kind, was organized by the PATA Nepal Chapter in collaboration with the Nepal Tourism Board, Pokhara Tourism Council, Nepal Airlines and other key public and private sector stakeholders at local, provincial, national, and regional levels.

NICE 2025 featured:

600+ Participants from 14 Nations

80+ Regional Buyers

75+ Diverse Exhibitors | Sellers

10+ Int'l Media, Bloggers | Influencers from India & China

30+ High-Value Speakers | Key Authorities & Thought Leaders

100s of Distinguished Guests, Delegates & Trade Visitors



Feb 22, 2025

Guests Arrival & Welcome in Pokhara



On February 22nd, the PATA Nepal Chapter, in collaboration with the **Pokhara Tourism Council and local tourism stakeholders**, welcomed esteemed guests and delegates at Pokhara International Airport with Khadas and cultural performances.



The PATA Nepal Chapter Executive Committee members and PATA Nepal Student Chapter team assisted the guests with transfers and check-in at their designated hotels in Pokhara.



Feb 23, 2025

FAM Trip | Destination Experience Tours



Before the expo, a **Pre-Expo FAM Trip** on February 23rd provided international guests and delegates –including buyers, media, and speakers–with two immersive itineraries: **“Sunrise to Sunset in Pokhara”** and **“Nature & Adventure Escape in Pokhara”**. These adventure experiences were hosted by the **Nepal Airports Association (NAA)** and **Highground Adventure Nepal**.



Fishtail Lodge warmly welcomed the delegates with a luncheon and beverages, featuring a traditional Panchebaja performance by local artists, which was highly appreciated by the guests.

Similarly, **Raniban Retreat** hosted a high tea for all international delegates en route.





SUNRISE TO SUNSET IN POKHARA

A Full-Day Adventure and Sightseeing
with Majestic Himalayan Views!

Complimentary Only for NICE 2025
Buyers, Media and International Guests

Nestled in the lap of the Himalayas, **Pokhara** is a haven for nature lovers and adventure enthusiasts alike. This picturesque metropolitan city in central Nepal is often regarded as the tourism capital of Nepal, offering a blend of serene lakes, wellness retreats, cultural landmarks, and thrilling outdoor activities.

Situated at an elevation of approximately 822 meters, Pokhara is known as both the "City of Lakes" and the "Gateway to the Himalayas and Trekking," with three of the world's ten highest peaks—Dhaulagiri, Annapurna I, and Manaslu—dominating its skyline. In addition to its natural beauty, the city is emerging as a **premier destination for MICE tourism and leisure travel.**



Pic: Sunrise View from Sarangkot

Morning Sunrise at Sarangkot

- **Time:** 5:00 AM
- **Activity:** Start your day early with a visit to Sarangkot, a hilltop viewpoint renowned for its breathtaking sunrise views over the Annapurna Mountain Range. The sight of the first light hitting the snow-capped peaks is truly magical.

Boating on Phewa Lake

- **Time:** 7:30 -9:00 AM
- **Activity:** After descending from Sarangkot, Enjoy a boat and glide across the calm waters of Phewa Lake. Visit the Tal Barahi Temple, located on an island in the middle of the lake.

Breakfast at Hotel

- **Time:** 9:00 -10:30 AM
- **Activity:** After boating, Walk or drive to your hotel for the breakfast and refreshment.



Pic: Boats on Phewa Lake

Cont...Pre Expo FAM Trip (Itinerary 1)

Visit the International Mountain Museum (IMM)

- **Time:** 11:00 AM
- **Activity:** Learn about the history, culture, and biodiversity of the Himalayas at the International Mountain Museum. Discover fascinating exhibits on mountaineering and the region's various ethnic groups.



Pic: International Mountain Museum

Davis Falls and Gupteshwor Mahadev Cave

- **Time:** 12:00 AM
- **Activity:** Visit the mesmerizing Davis Falls, a unique waterfall that flows directly into a deep, narrow gorge. Just across the road, explore the Gupteshwor Mahadev Cave, which houses a sacred Lord Shiva shrine.



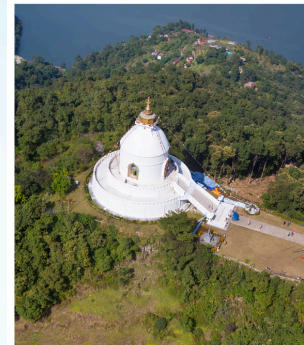
Pic: Davis Falls



Pic: Gupteshwor Mahadev Cave



Luncheon
Hosted by
Fishtail Lodge
(12:45-14:30 hrs)



Pic: World Peace Pagoda

Visit the World Peace Pagoda.

- **Time:** 3:00 PM
- **Activity:** After the Luncheon, Drive to World Peace Pagoda. This stunning white stupa offers panoramic views of Pokhara, Phewa Lake, and the surrounding mountains. Reflect on the tranquility and peace the pagoda symbolizes.
- **Drive for 5 minutes from the World Peace Pagoda for Hi-Tea and Refreshment, hosted by Raniban Retreat**—a small mountaintop eco-lodge nestled in the secluded hillocks of Raniban Forest.



Pic: Raniban Retreat

Drive to Pumdikot Shiva Temple for Sunset

- **Time:** 5:30 PM
- **Activity:** Enjoy a scenic drive to Pumdikot Shiva Temple, where breathtaking sunset views await! Experience the vibrant colors of the sky as the sun dips behind the Himalayas, creating an unforgettable backdrop for your adventure. Capture the moment and soak in the serenity of this sacred site!

6:30 PM - Return to Hotel

Evening: Leisure Time / Stroll along Lakeside

Take a leisurely walk along Lakeside, where you can shop for souvenirs, listen to live music, or simply soak in the vibrant atmosphere under the starlit sky.



Pic: Lord Shiva Statue, Pumdikot

FEBRUARY

23 2025

NATURE & ADVENTURE ESCAPE IN POKHARA

Complimentary For Adventure
seekers (NICE 2025 International Guests)



Pic: Sunrise View from Sarangkot

Morning Sunrise at Sarangkot

- **Time:** 5:00 AM
- **Activity:** Start your day early with a visit to Sarangkot, a hilltop viewpoint renowned for its breathtaking sunrise views over the Annapurna Mountain Range. The sight of the first light hitting the snow-capped peaks is truly magical.

Boating on Phewa Lake

- **Time:** 7:30 -8:30 AM
- **Activity:** After descending from Sarangkot, Enjoy a boat and glide across the calm waters of Phewa Lake. Visit the Tal Barahi Temple, located on an island in the middle of the lake.



Pic: Boats on Phewa Lake

Breakfast at Hotel

- **Time:** 8:30 -9:30 AM
- **Activity:** After boating, Walk or drive to your hotel for the breakfast and refreshment.

Cont...Pre Expo FAM Trip (Itinerary 2)

Experience the Thrill:

Paragliding

- **Time:** 11:00 AM
- **Activity:** Drive to the adventure spot for an exhilarating **paragliding experience**, hosted by **Nepal Airsports Association (NAA)**. After registration and a safety briefing, the activity will begin. Once completed, there will be time for group photos, refreshments, and relaxation before departing for the luncheon.



Pic: Paragliding



Pic: Fishtail Lodge, Pokhara

Luncheon hosted by Fishtail Lodge (13:30 -14:30 hrs)

Experience the Exhilaration on The SkyScreamer-AKA Giant Swing

- **Time:** 14:30 hrs
- **Activity:** Drive to Hemja, 10 km north of Lakeside, to experience "The SkyScreamer" and "Bungee Jump", hosted by HighGround Adventure Nepal. Experience the rush as you experience a (near) free-fall from a height of approximately 50m.



Pic: The SkyScreamer



Pic: Bungee Jump

17:30 hrs - Return to Hotel

Evening: Leisure Time / Stroll along Lakeside

Take a leisurely walk along Lakeside, where you can shop for souvenirs, listen to live music, or simply soak in the vibrant atmosphere under the starlit sky.





CONFERENCE

"NICE for MICE & More..."

Powered By:



Monday, Feb. 24, 2025 | Venue : Sagarmatha Hall, Pokhara Event Center

Time	Programme
08:30-09:15	Gathering of Invitees / Delegates & Registration
09:15-09:30	Master of Ceremony welcomes Guests & Delegates
09:30-09:35	Welcome Speech by Mr. Khem Raj Lakai , Chairman-PATA Nepal Chapter
09:35-09:40	Welcome Remarks by Mr. Ram Prasad Sapkota , Vice Chairman- Nepal Tourism Board (NTB)
09:40-10:10	Keynote Address by Prof. Kaye Chon, Dean and the Chair Professor-School of Hospitality and Tourism Management (SHTM) , the Hong Kong Polytechnic University & the Winner of the Famous Ulysses Prize from the UNWTO. Topic: <u>Where Is the Blue Ocean? – Innovations and Leadership in Tourism and Hospitality.</u>
10:10-10:30	Keynote Presentation by Prof. Dr. Wolfgang Georg Arlt, Founder & CEO – China Outbound Research Institute (COTRI) & Meaningful Tourism Center NICE2025 Goodwill Ambassador & Expert (China) Topic: <u>China’s Outbound Tourism and Its Impact on South Asian Destinations</u>
10:30-10:50	<u>Fireside Chat with NTB CEO-Mr. Deepak Raj Joshi</u> Moderator: Mr. Sudhan Subedi, Sr. Officer – Nepal Tourism Board
10:50-11:10	*** Refreshment/ Coffee Break ***
11:10-12:25	Plenary Session I: "NICE for MICE" <u>Keynote Presentation by Mr. Noor Ahmad Hamid,</u> Chief Executive Officer, Pacific Asia Travel Association (PATA)
	Speakers <ol style="list-style-type: none"> Dr. Narayan Prasad Regmi, Director General, Department of Tourism, Ministry of Culture, Tourism & Civil Aviation, Government of Nepal Mr. Ranjit Acharya, Advertising & Marketing Professional Motivational speaker, Nepal. Mr. Greesh Bindra, Executive Vice President, The SURYAA New Delhi, India Ms. Cathy Cui, Head of Guangzhou International Travel Fair (GITF), China Ms. Nandini Lahe Thapa, Sr. Director – Tourism Marketing and Promotion, Nepal Tourism Board
	Moderator- Mr. Upaul Majumdar, Head of Practice – Tourism for South Asia at Dolma Consulting UK NICE 2025 Goodwill Ambassador (India)



CONFERENCE

Cont...

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Powered
By: **VISA**

12:25-12:50	Presentation on "Digital First initiatives to spur Tourism growth in Nepal" by Mr. Sabbir Ahmed , Country Manager-Bangladesh, Nepal and Bhutan- VISA Inc.
12:50-14:00	*** Luncheon Break ***
14:00-14:45	<u>Plenary Session 2: "Unleashing the Power of Aviation"</u> Speakers <ol style="list-style-type: none">1. Mr. Vijay Shrestha, Vice Chairman Himalaya Airlines (H9)2. Mr. Rajnish Kaistha, Senior Vice President – Indian Association of Tour Operators (IATO) Chair-Mr. Vijay Poonosamy , Africa Aviation Lead Partner at Dentons Mauritius LLP and Aviation Group Chairman of World Tourism Network.
14:45-15:55	<u>Plenary Session 3: " High-Value Wellness with High-Volume Markets: Capitalizing on Global Trends on Health & Well-being"</u> Speakers <ol style="list-style-type: none">1. Dr. Birgit Trauer, Expert-Relational Intelligence and Well-being Tourism Board Member, Institute of Tourism Presentation on "Relational Intelligence and Well-being"2. Dr. Benjamin Taunay, Director-French Centre for Research on Contemporary China (CEFC) Presentation on "Wellness and Well-being in China"3. Dr. Narendra K Shetty – Chief Wellness Officer – Kshemavana4. Mr. Rajan Simkhada, Founder – Nepal Yoga Retreat Chair- Dr. Smritee Kala Pant , Executive Committee Member of PATA Nepal Chapter
15:55-16:15	*** Refreshment/ Coffee Break ***
16:15-16:35	<u>Standalone Presentation on "The Potential of Indian Weddings in Nepal"</u> By Ms. Taran Deep Director-Silken Weddings & Events Founder-Hospitality platform called HHC(Happy Hotelier Club) A certified coach
16:35-16:55	<u>Validation Note / Conference Closing Remarks</u> By Respected Dipendra Purush Dhakal , Former Secretary – Ministry of Culture, Tourism & Civil Aviation <i>***End of the Conference***</i>
18:00 Onwards	NICE 2025 Inauguration Ceremony & Welcome Dinner Reception

Feb 24, 2025 NICE Conference



The **NICE 2025 Conference**, themed "**NICE for MICE and More**" (powered by **VISA**), took place on February 24th, featuring dynamic lineup of national and international speakers, experts and thought leaders.



The conference kicked off with welcome remarks from PATA Nepal Chapter Chairman, Mr. Khem Lakai, and Nepal Tourism Board Vice Chairman, Mr. Ram Prasad Sapkota.

The Fireside Chat (Moderated by Mr. Sudhan Subedi, Sr. Officer-NTB) with Nepal Tourism Board CEO, Mr. Deepak Raj Joshi, provided insights into NTB's key priorities, focusing on the two largest source markets (India and China), such as public-private partnership collaboration and support for NICE and other promotional campaigns in these markets.



Thereafter, three keynote presentations—Where Is the Blue Ocean? – Innovations and Leadership in Tourism and Hospitality, China's Outbound Tourism and Its Impact on South Asian Destinations, and MICE Tourism—were followed by plenary sessions on NICE for MICE, Unleashing the Power of Aviation, and High-Value Wellness with High-Volume Markets: Capitalizing on Global Trends in Health & Well-being.

These keynote presentations, plenary sessions, and the presentation on The Potential of Indian Weddings in Nepal offered engaging discussions and unparalleled insights for the delegates and participants.





Photo: **Prof. Kaye Chon**, extending Keynote Address on **Where Is the Blue Ocean? – Innovations and Leadership in Tourism and Hospitality.**



Photo: **Prof. Dr. Wolfgang Georg Arlt** making Keynote Presentation on **China's Outbound Tourism and Its Impact on South Asian Destinations**

The presentation on **“Digital First Initiatives to Spur Tourism Growth in Nepal”** by **Mr. Sabbir Ahmed, Country Manager - Bangladesh, Nepal, and Bhutan at VISA Inc.**, provided insights into how digital innovations and strategies can play a pivotal role in driving tourism growth in Nepal.

It highlighted the importance of leveraging digital tools to enhance the visitor experience, streamline payments, and promote Nepal as a leading destination in the global tourism market.



Photo: **PATA HQ CEO, Mr. Noor Ahmad Hamid**, making Keynote Presentation on **“NICE for MICE”**



Photo: The Speakers and the Moderator of the plenary session on **"NICE for MICE and More"**
 From Left to Right
 Mr. Upaul Majumdar, Dr. Narayan Regmi,
 Ms. Nandini Lahe Thapa, Ms. Cathy Cui, and
 Mr. Greesh Bindra



Photo: The Speakers and the Chair of the plenary session on **"Unleashing the Power of Aviation"**
 From Left to Right
 Mr. Vijay Shrestha, Mr. Rajnish Kaistha, and
 Mr. Vijay Poonoosamy,



Photo: The Speakers and the Chair of the plenary session on **"High-Value Wellness with High-Volume Markets: Capitalizing on Global Trends on Health & Well-being"**
 From Left to Right
 Dr. Birgit Trauer, Dr. Narendra K Shetty, Dr. Benjamin Taunay, Mr. Rajan Simkhada, and Dr. Smritee Kala Pant



Photo: **Validation Note / Conference Closing Remarks**
 By **Respected Dipendra Purush Dhakal**



Photo: Standalone Presentation on **"The Potential of Indian Weddings in Nepal"** By **Ms. Taran Deep**



INAUGURATION CEREMONY & WELCOME DINNER RECEPTION

Monday, Feb. 24, 2025 | Venue : Sagarmatha Hall, Pokhara Event Center

Time	Proposed Programme
17:00-18:00	Gathering of Invitees & Guests/ Delegates
18:00-18:15	Master of Ceremony initiates the program with Seating of all the Guests and Dignitaries
18:15-18:20	<p>NICE Destination Experience Trip- Video Display & Arrival of the Chief Guest</p> <ul style="list-style-type: none"> Honorable Minister for Culture, Tourism and Civil Aviation- Mr. Badri Prasad Pandey <p>Guest of Honor</p> <ul style="list-style-type: none"> Honorable Minister of the Ministry of Industry and Tourism, Gandaki Province- Mr. Mitra Lal Basyal <p>Special Guests</p> <ul style="list-style-type: none"> Secretary of Ministry of Culture, Tourism and Civil Aviation- Mr. Binod Prakash Singh Mayor of the Pokhara Metropolitan City- Mr. Dhan Raj Acharya CEO of Pacific Asia Travel Association – Mr. Noor Ahmad Hamid Vice President, Head of Government Engagement for India and South Asia, VISA Inc.
18:20-18:25	National Anthem of Nepal, India and China.
18:30	Welcome Remarks by Mr. Khem Lakai , Chairman, PATA Nepal Chapter
18:35	Remarks by Mr. Taranath Pahari , President, Pokhara Tourism Council
18:38	Remarks by Mr. Motilal Timilsina , Spokesperson –Pokhara Metropolitan City
18:43	<p>Chief Guest inaugurates the NICE (Nepal India China Expo) by lighting the Traditional Nepali Lamp</p> <p>Launching of NICE Official Magazine Destination NEPAL- Video Presentation</p>
18:50	Remarks by Mr. Deepak Raj Joshi , CEO–Nepal Tourism Board
18:55	Remarks by Mr. Anand Jha , Vice President, Head of Government Engagement for India and South Asia, VISA Inc.
19:00	NICE Cultural Performance & Welcome Dance
19:10	Remarks by the Special Guest- Mr. Noor Ahmad Hamid , CEO- Pacific Asia Travel Association (PATA)
19:15	Remarks by the Special Guest –Hon. Mitra Lal Basyal , Minister for Industry and Tourism, Gandaki Province
19:20	Cultural Showcase and performances
19:35	Remarks by the Chief Guest – Hon. Badri Prasad Pandey , Minister for Culture, Tourism and Civil Aviation, Government of Nepal
19:45-19:50	Closing Remarks by the Secretary of Ministry of Culture, Tourism and Civil Aviation – Mr. Binod Prakash Singh

*** Followed by Cocktail Dinner Reception ***

INAUGURATION CEREMONY & WELCOME DINNER RECEPTION



The **Chief Guest, Honorable Minister for Culture, Tourism, and Civil Aviation, Mr. Badri Prasad Pandey**, inaugurated NICE 2025 on February 24th at the Pokhara Event Center.



In his address, Minister Pandey emphasized that NICE 2025 reflects the deep historical, cultural, and economic ties among Nepal, India, and China. He highlighted Nepal's strategic role as a bridge between the two neighboring nations and its potential to benefit from their vast populations and rapidly growing economies.

He further stated that the Government of Nepal is committed to strengthening the tourism industry through infrastructure improvements, resolving challenges at Nepal's international airports, addressing the EU Air Safety ban, streamlining visa processes, enhancing connectivity, and ensuring world-class tourism services.

The Guest of Honor, Hon. Mitra Lal Basyal, Minister for Industry and Tourism of the Gandaki Province, expressed appreciation to PATA Nepal Chapter for organizing the event in Pokhara and emphasized the immense tourism potential of the province.



Mr. Khem Lakai, Chairman of PATA Nepal Chapter, extended a warm welcome to all attendees, highlighting NICE 2025 as a groundbreaking initiative commemorating PATA Nepal's 50th anniversary. He emphasized the importance of positioning Nepal as a premier destination by leveraging its two largest source markets—India and China. He also reiterated that Nepal should be developed holistically and independently, capitalizing on its unique selling points (USPs).

Mr. Deepak Raj Joshi, CEO of the Nepal Tourism Board, welcomed all the delegates and highlighted Nepal's strategic positioning between the world's largest outbound markets and economies, making it an ideal destination for MICE and beyond.

He emphasized that NICE, themed "NICE for MICE and More," is a testament to the spirit of public-private partnership and regional collaboration. He also invited attendees to experience and promote Nepal's unique tourism offerings.



Mr. Taranath Pahari, President of the Pokhara Tourism Council (PTC), extended a warm welcome on behalf of the host city's tourism fraternity. He expressed his belief that NICE 2025 is more than just an event—it is a game-changer for Pokhara's tourism.



The Special Guest and Speaker, Mr. Noor Ahmad Hamid, CEO of the Pacific Asia Travel Association (PATA), congratulated Nepal on hosting NICE 2025 and emphasized the event's role in fostering strategic alliances and unlocking new opportunities in the tourism sector. He stated that after experiencing Nepal's people, hospitality, and unique attractions, India and China have no reason not to send more tourists to Nepal.

On behalf of PATA International, he congratulated and thanked the Nepal Tourism Board (NTB) and PATA Nepal Chapter for their visionary initiative to position Nepal as a friendship destination for India and China—an effort never undertaken before. He assured PATA's continued collaboration and support for the growth and development of Nepal's tourism sector.



Similarly, the **Spokesperson of Pokhara Metropolitan City (PMC), Mr. Motilal Timilsina**, extended a warm welcome and expressed gratitude to all attendees. He shared his pride in the municipality for hosting this prestigious event and invited everyone to join the Welcome Dinner Reception, hosted by PMC and the Ministry of Industry and Tourism (Gandaki Province), to celebrate the spirit of collaboration and friendship.

Mr. Anand Jha, Vice President and Head of Government Engagement for India and South Asia at Visa Inc., reaffirmed Visa's commitment to strengthening Nepal's tourism ecosystem. Visa has been at the forefront of promoting tourism and has developed powerful tools such as Visa Destination Insights and Visa Tourism Insights, which provide bespoke dashboards to help governments and tourism authorities promote inbound tourism worldwide.



The **Special Guest, Secretary of the Ministry of Culture, Tourism, and Civil Aviation, Binod Prakash Singh,** delivered the closing remarks at the inauguration ceremony. In his closing address, the Secretary expressed sincere gratitude to the PATA Nepal Chapter, Nepal Tourism Board, Pokhara Tourism Council, and all esteemed partners and stakeholders for organizing this first-of-its-kind event in Pokhara, Nepal. He commended the collaborative spirit of the NTB and PATA Nepal Chapter in organizing NICE, a milestone event that fosters collaboration, enhances business opportunities, and strengthens cultural ties between the three neighboring nations.

The inauguration ceremony featured **mesmerizing cultural performances** representing the three nations. Following the ceremony, delegates attended a **Welcome Dinner Reception hosted by the Pokhara Metropolitan City** and the **Ministry of Industry and Tourism, Gandaki Province.**





SPEECH BY THE CHIEF GUEST

**Hon. Badri Prasad Pandey,
Minister for Culture, Tourism & Civil Aviation,
Government of Nepal**



*Respected chairperson, All honorable guest, Distinguished Dignitaries, Delegates, Ladies and Gentlemen,
Namaste to you all!*

On behalf of the Ministry of Culture, Tourism, and Civil Aviation, Government of Nepal, I have the great honour and privilege to extend a warm welcome to all the distinguished guests, tourism and hospitality leaders, delegates, and friends from India, China, Nepal, and 11 other countries to Pokhara, Nepal, for the first-ever Nepal India China Expo, NICE 2025. Your presence makes this historic NICE truly special. It sounds NICE, feels NICE, and indeed, it is NICE!

I am deeply honored to address this prestigious gathering, especially at the outset of Visit Pokhara Year 2025, recently launched by the Government of Gandaki Province. I firmly believe that NICE 2025 will be a landmark event, placing Pokhara and Nepal on the global tourism map. By strategically targeting high-potential markets and both global and regional tourism leaders, this expo will enhance Nepal's international appeal and strengthen its ability to attract business from two of the world's largest tourism economies—India and China.

The fact that Nepal is nestled between these two economic powerhouses presents distinctive advantages. While bilateral trade relations among our three nations are well-established, a tri-national tourism collaboration of this scale is a visionary initiative. NICE 2025 will act as a bridge, unlocking immense tourism synergies between Nepal, India, and China.

NICE 2025 serves as a strong reflection of the deep historical, cultural, and economic ties among our three neighbouring nations. For centuries, Nepal has served as a vital bridge between India and China, fostering trade, tourism, and cultural exchange. Nepal's tourism is blessed, as India and China are the two most populous countries and among the fastest-growing economies in the world.

Tourism is a vital driver of Nepal's economy, fostering growth and generating employment opportunities and holds a rightful place as a "Priority Industry" in Nepal. Our country is blessed with unparalleled breathtaking natural beauty, rich cultural heritage, diverse adventure tourism offerings, and warm hospitality. These attributes provide travelers with unforgettable lifetime experiences tailored to their needs and interests.

Nepal is home to the 'Top of the World,' Mount Everest, and holds the profound distinction of being the birthplace of Lord Buddha, symbolizing spiritual awakening and our unity in diversity. From majestic mountains and serene rivers to rich national parks teeming with diverse flora and fauna, Nepal offers an array of attractions that captivate and inspire mindful travelers.

While Nepal has gained global recognition as an amazing adventure tourism destination, Pokhara is considered the hub of adventure and the gateway to one of the world's most popular trekking routes—the Annapurna region. With the theme "NICE for MICE and More," NICE has been thoughtfully conceptualized to position Pokhara (and Nepal as a whole) as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE), in addition to adventure and leisure tourism.

NICE 2025 will also promote and showcase Nepal's wealth of tangible and intangible cultural treasures, including historic heritage sites, exquisite art and architecture, sacred pilgrimage destinations, yoga and meditation retreats, holistic wellness centers, and much more. These diverse offerings attract visitors year-round, making Nepal a special destination for all seasons and all reasons.

The Government of Nepal remains fully committed to supporting the tourism industry by improving infrastructure, resolving the challenges being faced by our two new international airports in Pokhara and Bhairahawa, addressing the EU Air Safety ban, minimize our visa requirements, making our visa processes visitor-friendly, enhancing connectivity, and empowering regulators, officials and operators to provide seamless world-class airport and tourism services.

We remain committed to strengthening infrastructure, aviation and connectivity, policy reforms, marketing and promotion, and human capital development in alignment with our shared mission of achieving prosperity through tourism.

Achieving optimal outcomes requires effective leadership, mindful investors and entrepreneurs, strategic marketing, efficient management, aligned advocacy, and pragmatic policy implementation. Strengthening Nepal's national flag carrier is one of our top priorities, and we aim to expand its reach to long-haul markets in Europe, the US, and Australia, ensuring enhanced connectivity and competitiveness in global tourism.

Our goal is to position Nepal as a safe, accessible, seamless, visitor-friendly, welcoming, sustainable, responsible, unique and globally competitive travel destination.

I sincerely appreciate the visionary concept and collaborative efforts of the PATA Nepal Chapter, Nepal Tourism Board, Nepal Airlines, and other key organizations at national, regional, and international levels, whose contributions have made this historic event possible and marked the dawn of its success.

I believe today's conference has offered thought-provoking and insightful discussions. I look forward to receiving key recommendations on how the Government of Nepal can play an active role in elevating our tourism industry.

I extend my best wishes to all participants for a productive and fruitful event. Let us join hands in working towards sustainable and responsible tourism development, not only in Nepal but across the entire region and the world over.

I encourage you all to make the most of this unique platform—engage in meaningful discussions, forge new partnerships, and uncover the untapped potential that NICE 2025 has to offer. With great enthusiasm and optimism, I am confident that the Nepal India China Expo 2025 will be a resounding success.

Once again, welcome to Nepal—the land of the Himalayas, spirituality, and adventure. May this expo mark the beginning of new collaborations and lasting friendships.

Thank you once again for your invaluable presence. I wish you an enjoyable stay in our beautiful destination—NICE Pokhara and our most hospitable nation—NICE Nepal!

Thank you! Dhanyabad! Shukriya! Xie Xie!

Badri Prasad Pandey
Honorable Minister for Culture, Tourism, and Civil Aviation
Government of Nepal



Tuesday, Feb. 25, 2025 | Venue : Annapurna Hall, Pokhara Event Center

Time	Proposed Programme
09:00–9:45	Gathering of Invitees & NICE Delegates
09:45–10:00	Opening of B2B Expo Ribbon Cutting
10:00 Onwards	Scheduled Business Sessions (For Buyers and Sellers) at Sagarmatha Hall and Expo areas at the Exhibition grounds.
11:00–11:15	Commencement of "NICE 2025- Knowledge Forum" Master of Ceremony welcomes Guests & Delegates Welcome Remarks by CEO, PATA Nepal Chapter - Mr. Suresh Singh Budal
11:15–11:35	Presentation about GITF 2025 By Ms. Cathy Cui, Head of Guangzhou International Travel Fair (GITF), China
11:35–11:55	"VISA Destination Insights: Supporting Tourism Ecosystem " By Mr. Anand Jha , Vice President, Head of Government Engagement for India and South Asia, VISA Inc.
11:55–12:40	Workshop on "Meaningful Tourism " By Prof. Dr. Wolfgang Georg Arlt
12:40–14:00	Delegate Luncheon Venue: Makalu @ Pokhara Event Center
14:00–14:20	Tourism Industry Future and Technology, Virtual Travel By Mr. Jayson Donovan, United Tourism IP Route Developer at Mass United Tourism
14:20–14:40	International Roaming Service with Ncell by Mr. Manish Joshi, Sr. Specialist - Ncell
14:40–14:50	Bridging Borders: How Payments Shape the Global Tourism Experience By Mr. Manish Patel, Business Development Officer -Nepal Clearing House Ltd. (NCHL)
14:50–15:15	Coffee Break Venue: Dining Annex, Annapurna Hall
15:15–16:00	Workshop on "Sustainable Hospitality from Construction to Operation" By Dr. Peter Jeng, International SDGs Investor & Entrepreneur - REITs, Digital Economy & Banking, Global Health, Commodity Trading, Prefab & Modular Building, Green Fuels, Higher Education, Tourism, Public-Private Value Chains Partnership
16:00–16:10	Presentation about "CIWEC Travel Medicine Center" Dr. Sandeep Gupta-MDGP, Emergency Medicine
16:10–16:20	Presentation about "Visit Pokhara Year 2025" By Mr. Mani Raj Lamicchane, Director -Nepal Tourism Board (Head of Gandaki Province)

Feb 25, 2025 NICE Knowledge Forum



The Knowledge Forum began with a welcome address by PATA Nepal Chapter CEO, Mr. Suresh Singh Budal, who warmly welcomed and expressed gratitude to all speakers, experts, distinguished representatives, and authorities from partner organizations, NICE Goodwill Ambassadors, and all stakeholders for their contributions in making NICE possible and a resounding success.

He highlighted that as PATA Nepal Chapter celebrates its 50th anniversary this year, it takes immense pride in hosting this historic NICE event in Nepal's tourism capital, Pokhara, alongside Visit Pokhara Year 2025. He emphasized that this event would not have been possible without the unwavering support of partners and stakeholders.

This Session brought together professionals, experts, and partners from across the industry to share, exchange, discuss, and disseminate invaluable insights on a wide range of topics, including innovative products, cutting-edge services, contemporary market trends, and other valuable knowledge.



Key Photo Highlights from the Knowledge Forum



**Presentation about GITF 2025
By Ms. Cathy Cui**



VISA Destination Insights: Supporting Tourism Ecosystem "
By Mr. Anand Jha



Workshop on "Meaningful Tourism " By Prof. Dr. Wolfgang Georg Arlt



Tourism Industry Future and Technology, Virtual Travel By Mr. Jayson Donovan



International Roaming Service with Ncell by Mr. Manish Joshi



Bridging Borders: How Payments Shape the Global Tourism Experience- By Mr. Manish Patel



Workshop on "Sustainable Hospitality from Construction to Operation" By Dr. Peter Jeng



Presentation about "CIWEC Travel Medicine Center" Dr. Sandeep Gupta



Presentation about "Visit Pokhara Year 2025" By Mr. Mani Raj Lamicchane

Feb 25, 2025

Dinner Reception by Hotel Barahi



Hotel Barahi, located in Lakeside, Pokhara, hosted a **Gala Dinner Reception** for NICE 2025 delegates on the evening of February 25.

The event featured exquisite cuisine, cultural dances, and performances on the hotel's lawn.



Feb 25-26, 2025

The B2B Expo (Business Sessions)



The B2B Expo commenced on February 25, 2025, with a briefing session by the CEO of the PATA Nepal Chapter at the Exhibition Grounds and Sagarmatha Hall in the Pokhara Event Center. The two-day B2B sessions brought together **80 buyer organizations** from India and China and **75 seller organizations**, facilitating **over 2,100 pre-matched business appointments** and networking opportunities.



A diverse range of exhibitors, including hotels and resorts, airlines, travel agencies, tour operators, adventure companies, banks and financial services, and healthcare providers, showcased their products and services, drawing significant interest from buyers and delegates.







The VR Tour Experience by United Tourism, along with the showcase of outdoor camping and adventure gear, captured attendees' attention and engagement at the exhibition grounds.



Feb 26, 2025

Closing Ceremony & Farewell Dinner Reception



The Closing Ceremony and Farewell Dinner Reception, hosted by Nepal Tourism Board on February 26th at Club Catwalk, celebrated the successful completion of NICE 2025 with a night of music, dance, appreciation, celebration and feast. Mr. Sunil Bahadur Bhattarai, NICE 2025 Convener, expressed heartfelt gratitude to all partners and individuals who contributed to the event's overwhelming success.

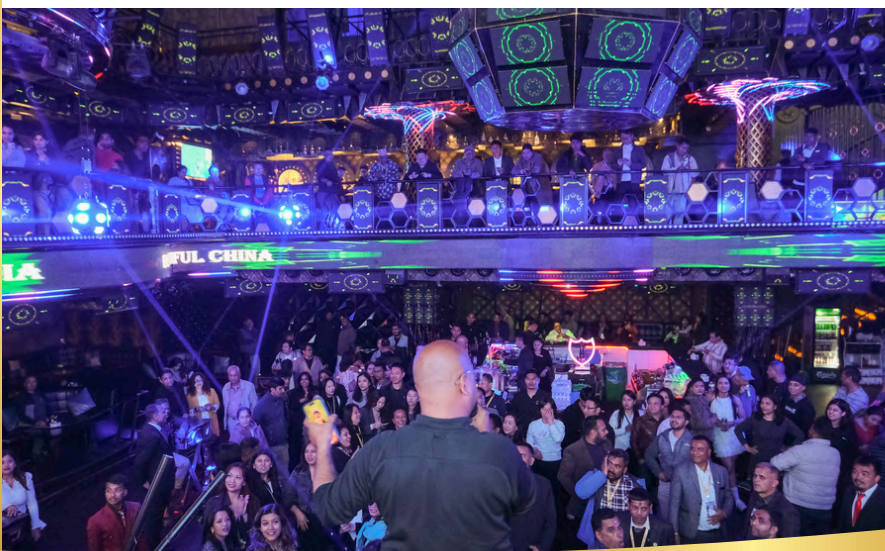
The Farewell Dinner was hosted by the Nepal Tourism Board, where Ms. Nandini Lahe Thapa, on behalf of NTB, expressed her heartfelt gratitude and appreciation to all partners and stakeholders for making NICE a truly unforgettable lifetime experience for her and all the event delegates.

During the closing ceremony, a special NICE Farewell Video tribute to Ms. Nandini Lahe Thapa was showcased, honoring her remarkable 25-year career at the Nepal Tourism Board, as NICE 2025 marked her final event with the organization.





Similarly, PATA Nepal Chairman Mr. Khem Lakai, NICE 2025 Organizing Committee Coordinator Mr. Narendra Deo Bhatta, PATA Nepal IP Chairman Mr. Bibhuti Chand Thakur, GITF Head Ms. Cathy Cui, and PATA India Chapter Sr. Manager Ms. Poonam Rajpoot also extended their heartfelt appreciation and sincere thanks to everyone for making NICE 2025 a resounding success.





The First Tri-Nation Expo

Featured Speakers & Thought Leaders...



Hon. Badri Prasad Pandey
Minister for Culture, Tourism and Civil Aviation- Govt. of Nepal



Hon. Mitra Lal Basyal
Minister
Ministry of Industry & Tourism, Gandaki Province



Mr. Binod Prakash Singh
Secretary of Ministry of Culture, Tourism and Civil Aviation



Mr. Kamal Prasad Sapkota
Vice Chairman- Nepal Tourism Board (NTB)



Mr. Dipendra Purush Dhakal
Former Secretary, Ministry of Tourism, Govt. of Nepal



Dr. Narayan Prasad Regmi
Director General
Department of Tourism, MoCTCA, Govt. of Nepal



Khem Raj Lakai
Chairman
PATA Nepal Chapter



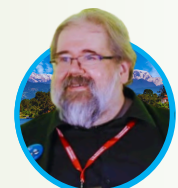
Mr. Deepak Raj Joshi
CEO- Nepal Tourism Board (NTB)



Mr. Noor Ahmad Hamid
CEO- Pacific Asia Travel Association (PATA)



Prof. Kaye Chon
Dean - Hong Kong Polytechnic University



Prof. Dr. Wolfgang Georg Arlt
Founder & CEO-COTRI & Meaningful Tourism Center



Mr. Vijay Poonoosamy
Africa Aviation Lead Partner at Dentons Mauritius LLP and Aviation Group Chairman of World Tourism Network.



Mr. Vijay Shrestha
Vice Chairman
Himalaya Airlines (H9)



Mr. Rajnish Kaistha
Sr. VP - Indian Association of Tour Operators (IATO)



Ms. Cathy Cui
Head, Guangzhou International Travel Fair (GITF), China



Mr. Greesh Bindra
Executive Vice President, The SURYAA, New Delhi, India



Mr. Anand Jha
Vice President, Head of Govt. Engagement for India and South Asia, VISA Inc.



Mr. Sabbir Ahmed
Country Manager
Bangladesh, Nepal and Bhutan- VISA Inc.



Nandini Lahe Thapa
Senior Director, Tourism Marketing and Promotion, Nepal Tourism Board



Mr. Ranjit Acharya
Advertising & Marketing Professional | Motivational Speaker



Mr. Upaul Majumdar
Head of Practice Tourism
Dolma Consulting



Dr. Birgit Trauer
Board Member, Institute of Tourism



Dr. Narendra K Shetty
Chief Wellness Officer, Kshemavana



Dr. Benjamin Tauhany
Director-French Centre for Research on Contemporary China (CEFC)



Mr. Rajan Simkhada
Founder
Nepal Yoga Retreat



Dr. Smrittee Kala Pant
Executive Committee Member -PATA Nepal Chapter



Dr. Peter Jeng
CEO-China Britain Healthcare Consulting



Mr. Jayson Donovan
United Tourism IP Route Developer, Mass United Tourism



Ms. Taran Deep
CEO- Silken Weddings and Events



Mr. Narendra Kumar Deo Bhatta
General Secretary
PATA Nepal Chapter



Mr. Taranath Pahari
President- Pokhara Tourism Council (PTC)



Mr. Sunil Bahadur Bhattarai
EC Member
PATA Nepal Chapter



Mr. Suresh Singh Budal
CEO
PATA Nepal Chapter



Mr. Mani Raj Lamichhané
Director
Nepal Tourism Board (Head of Gandaki Province)



Mr. Manish Joshi
Senior Specialist
Ncell



Mr. Manish Patel
Business Development Officer
Nepal Clearing House Ltd. (NCHL)



Dr. Sandeep Gupta
MDGP, Emergency Medicine
CIWEC Hospital & Travel Medicine Center



Mr. Sudhan Subedi
Sr. Officer
Nepal Tourism Board

Join

"NICE for MICE"
& More...



Hon. Badri Prasad Pandey

Minister for Culture, Tourism and Civil Aviation- Govt. of Nepal

Honourable Badri Pandey currently serves as Nepal's Minister for Culture, Tourism, and Civil Aviation. A proactive leader from the Nepali Congress, he was elected to the House of Representatives from Bajura in 2022. Previously, he served as a lawmaker in the second Constituent Assembly and was elected to the National Assembly in 2017.

Honourable Mitra Lal Basyal is the Minister for Industry and Tourism in Gandaki Province, Nepal, appointed in September 2024. Overseeing industry, tourism, forests, and the environment, he advocates for investment in industrial and agricultural growth. As the senior-most member of the Gandaki Provincial Assembly, he has played a key legislative role since the 2022 elections. His leadership focuses on economic development and positioning Gandaki as a premier tourism destination.



Hon. Mitra Lal Basyal

Minister
Ministry of Industry & Tourism,
Gandaki Province



Mr. Binod Prakash Singh

Secretary of Ministry of Culture, Tourism and Civil Aviation

Mr. Binod Prakash Singh is the Secretary of Nepal's Ministry of Culture, Tourism, and Civil Aviation (MoCTCA), overseeing policies and initiatives related to tourism, cultural heritage, and civil aviation. Previously, he served as Home Secretary from 2022 to 2023, managing national security and administrative affairs. He has also held the position of Financial Comptroller General at the Ministry of Finance, contributing to financial governance. With a strong background in public administration, Singh plays a pivotal role in shaping Nepal's tourism and cultural policies.

Kamal Prasad Sapkota is the Managing Director of Mountain Delight Trek, a leading adventure travel company in Nepal, and the Vice Chairman of the Nepal Tourism Board. With decades of experience in the tourism industry, he has been dedicated to the sustainable growth and development of the sector as an entrepreneur in hospitality, trekking, and other tourism ventures.



Mr. Kamal Prasad Sapkota

Vice President- Nepal Tourism Board (NTB)



Mr. Dipendra Purush Dhakal
Former Secretary,
Ministry of Tourism,
Govt. of Nepal

Mr. Dipendra Purush Dhakal is an economist, statistician, and international affairs expert with over 23 years of service in the Government of Nepal, including key roles in the Ministry of Finance, Department of Tourism, and Ministry of Tourism and Civil Aviation. With 18 years of experience in research, consultancy, and leading donor-assisted projects, he has made significant contributions to tourism, economic development, conflict management, governance, and finance, also serving as the Governor of the Central Bank of Nepal in 2000/01. A transformative leader, he pioneered public-private partnerships, liberalized airspace for private airlines, launched the Visit Nepal 1998 campaign, and restructured government entities into autonomous bodies like the Civil Aviation Authority of Nepal and the Nepal Tourism Board. His global influence includes serving on the Board of Directors of PATA (1991, 1993), solidifying his legacy as a visionary in Nepal's economic and developmental progress.

Mr. Narayan Prasad Regmi is currently serving as the Director General at the Department of Tourism under the Ministry of Culture, Tourism & Civil Aviation, Government of Nepal. Prior to this role, he worked as the Province Secretary at the Ministry of Economic Affairs in Sudurpaschim Province. With extensive experience in public administration, Dr. Regmi has held key positions in various ministries, contributing to policy development and governance. He holds a PhD in Social Inclusion and has been recognized for his academic and professional achievements.



Dr. Narayan Prasad Regmi
Director General
Department of Tourism
MoCTCA, Govt. of Nepal

Mr. Khem Lakai is a visionary leader in sustainable hospitality, serving as the Chairman of PATA Nepal Chapter, a Board of Trustee of the PATA Foundation, and the Founder of GATE College (Global Academy of Tourism & Hospitality Education), which has been awarded twice at the World Hospitality Awards in Paris. He is best known for integrating experiential learning into mainstream university education and successfully bringing Australia's national qualification TAFE NSW to Nepal, enabling Nepali youth to earn a world-renowned Australian Commercial Cookery certification locally.



Khem Raj Lakai
Chairman
PATA Nepal Chapter

His contributions have positioned Nepal as a hub for world-class hospitality education and training, with GATE College being the first of its kind to admit international students from 23 nationalities. A strong advocate for sustainable tourism, Lakai's vision extends beyond conventional hospitality, focusing on creating an industry that is both environmentally responsible and economically empowering. His leadership has continued to inspire the next generation of hospitality professionals and entrepreneurs for over two decades.



Mr. Deepak Raj Joshi

CEO- Nepal Tourism Board (NTB)

Mr. Deepak Raj Joshi, CEO of the Nepal Tourism Board, is a passionate tourism professional with over 25 years of experience and expertise in the industry. He has a strong network across public and private sector stakeholders at national, regional, and international levels. A well-recognized thought leader in the global tourism fraternity, he specializes in tourism planning, marketing, promotion, policy formulation, destination management, collaborative partnerships, project development, implementation, monitoring and evaluation, tourism resilience, and crisis management.

Mr. Noor Ahmad Hamid is an expert in destination marketing, association management, business development, and event management with over 35 years of global experience. He launched his career with the Malaysia Tourism Promotion Board (now Tourism Malaysia), dedicating over 16 years, including a tenure in Los Angeles managing the US travel market. Later, he transitioned to the corporate sector, focusing on international sporting events and tourism investments.

As Regional Director, of Asia Pacific, for the International Congress and Convention Association (ICCA), Noor managed membership growth, operations, and training from Kuala Lumpur. During the pandemic, he played a key role in revitalizing Malaysia's business events industry as COO of the Malaysia Convention & Exhibition Bureau. Noor's outstanding contributions earned him induction into the Hall of Leaders by the Events Industry Council in 2022 and the China MICE Hall of Leaders Award in 2018. He is a graduate of MARA Technological University (UITM), Malaysia, with a degree in Tourism Administration.



Mr. Noor Ahmad Hamid

CEO- Pacific Asia Travel Association (PATA)



Prof. Kaye Chon

Dean - Hong Kong Polytechnic University

Professor Kaye Chon is Dean and Chair Professor and Walter & Wendy Kwok Family Foundation Professor in International Hospitality Management of the School of Hotel and Tourism Management at The Hong Kong Polytechnic University.

A frequent speaker at international conferences, Dean Chon has published over 200 papers in international journals and professional publications. He is currently the Editor-in-Chief of the Journal of Travel & Tourism Marketing and the Asia Pacific Journal of Tourism Research. He is the 2011 recipient of the UNWTO Ulysses Prize in recognition of his lifelong contribution in creating knowledge in tourism.



Prof. Dr. Wolfgang Georg Arlt
Founder & CEO-COTRI
 & Meaningful Tourism
 Center

Prof. Dr. Wolfgang Georg Arlt is the Founder and Director of China Outbound Tourism Research Institute (COTRI). He has authored numerous books and articles on China's outbound tourism, and shares valuable insights via international organizations and major publications, including CNN, Forbes, Time Magazine, The Times, The Economist, and South China Morning Post. He has more than 40 years of practical and academic experience in international tourism management. Established in 2004, COTRI is now the global leader in independent consulting, research, training, and quality assessment related to the Chinese outbound tourism market.

Mr. Vijay Poonoosamy is a globally respected and sought-after national of Mauritius with 38 years' experience in international law, good governance, public affairs, aviation, tourism and international relations.

Vijay Poonoosamy is a barrister (Middle Temple), Dentons Mauritius' Africa Aviation Lead Partner, Aviation Group Chairman of World Tourism Network and Board Member and Governance Committee Chair of Veling Group.

Vijay has a law degree from University of Nottingham, a master's degree in international law from London School of Economics and Political Science and a Post Graduate Diploma in Air & Space Law from London Institute of World Affairs. He was the Managing Director of Air Mauritius, the Executive Chairman of Airports of Mauritius and the Vice-President International and Public Affairs of Etihad Airways in Abu Dhabi. He was Chairman of the historical 4th ICAO Worldwide Air Transport Conference, of IATA's Industry Affairs Committee and IATA's Legal Advisory Group and of the African Civil Aviation Commission's Air Transport Committee.



Mr. Vijay Poonoosamy
Africa Aviation Lead Partner at Dentons Mauritius LLP and Aviation Group Chairman of World Tourism Network.



Mr. Vijay Shrestha
Vice Chairman
 Himalaya Airlines (H9)

Mr. Vijay Bahadur Shrestha has over 30 years of experience in aviation, hospitality, and education, successfully launching and managing international and domestic airlines in Nepal, including two joint venture international carriers. He is currently the Vice President - Administration at Himalaya Airlines and has contributed to Nepal's aviation sector as a board member of the Civil Aviation Authority of Nepal and a member of the Civil Aviation Policy Drafting Committee. With an MBA, a Certified Diploma in Finance and Accounting (ACCA), and as a Ph.D. candidate, he also has entrepreneurial experience in hotel, tourism, and education.



Mr. Rajnish Kaistha
Sr. VP – Indian
 Association of Tour
 Operators
 (IATO)

Mr. Rajnish Kaistha holds a Master's degree in Tourism from Delhi University and has over 35 years of experience in the tourism industry. A seasoned professional, he has traveled extensively across India and abroad, gaining deep insights into global travel trends. Throughout his career, he has worked with various organizations in different capacities, contributing to the growth and development of the sector. Currently, he serves as the Director of Paradise Holidays. Actively involved in industry associations, he has been associated with the Indian Association of Tour Operators (IATO) for the past 10 years, serving in various roles, including as a member of the Executive Committee.

Ms Cathy Cui commenced her career in the exhibition industry in 2002. She has held a number of roles at leading organizations, including China Foreign Trade Guangzhou Exhibition Company, OPC s.r.l./ Fiera Milano South China Office. In these roles, she was responsible for managing outbound exhibitions across a range of sectors, including fashion, houseware, consumer goods, and electricals. Additionally, she has experience in the fields of gifts, industrial technology, new energy, beauty, and magazine publishing. Since 2010, Ms. Cui has served as the Chief Representative of the Guangzhou Representative Office of Hannover Milano Fairs (China) Ltd. She later assumed the role of Head of the Guangzhou Branch of Hannover Milano Fairs (Shanghai) Ltd. She oversees tourism, culture, and technology industrial fairs in China, including the Guangzhou International Travel Fair, the leading professional exhibition for the travel industry in China.



Ms. Cathy Cui
Head, Guangzhou
 International Travel
 Fair (GITF), China



Mr. Greesh Bindra
Executive Vice President,
 The SURYAA,
 New Delhi, India

Mr. Greesh Bindra is a seasoned hospitality veteran currently serving as the Executive Vice President of The Suryaa Hotel in New Delhi. With over four decades of experience, he brings extensive expertise in luxury hospitality.

Mr. Bindra began his career in 1982 with Taj Hotels, later excelling at The Hyatt Regency New Delhi as Director of Sales and as Regional Sales Manager at The ITC Maurya. He spent two decades with the IHG Group, ultimately becoming Regional General Manager for South West Asia, where he drove significant growth and operational excellence.

An active member of the FICCI Inbound Tourism Committee, Mr. Bindra has championed sports tourism, particularly golf, to attract international visitors. He also served as president of SKAL Delhi from 2019 to 2023, fostering industry collaboration and growth.



Nandini Lahe Thapa
Senior Director, PR and
Publicity/ Crisis Cell, Nepal
Tourism Board

Ms. Nandini Lahe-Thapa is Senior Director at the Nepal Tourism Board, spearheading the Tourism Crisis Unit. With over three and a half decades in the tourism industry, Ms. Thapa is one of the founder team members of the Nepal Tourism Board and brings with her, a huge cache of hands-on experience and in-depth knowledge in driving Nepal's tourism in the global market. Fluent in six languages and armed with a sunny approachable personality, Nandini is a familiar face in the international tourism competitive market. She has led the Marketing of Nepal's tourism for over two decades and has been an integral part of all major Tourism campaigns like Nepal Tourism Year 2011, Destination Nepal, NRN Bring Home a friend, Visit Nepal 2020, Globalization of Nepalese Cuisine, Dosh Darshan and many targeted campaigns in the neighboring markets. Nandini is passionate about taking Nepal tourism to the next level and firmly believes that Tourism is going to be the greatest employer and income generator for GenNex, Ms. Thapa has also served on the PATA Board of Directors and has represented NTB in many high-level forums globally. Nandini has also attended tourism marketing-related courses/ training at the University of Hawaii, The Indian Institute of Management, (IIM) Bangalore and the Institute of Strategic Leadership in New Zealand. Last but not least, Nandini wants to see more women at the decision making level in our tourism industry.

Mr. Ranjit Acharya is the CEO and Creative Head of Prisma Advertising, a role he has held since 1991, showcasing his extensive expertise in marketing, advertising, and business development. With an MBA degree, he excels in strategic planning, customer service, and public relations, while also being a passionate entrepreneur and social activist. As the Founding Director and IP President of Nepal Ambulance Service 102, he has made significant contributions to emergency medical services. A professional member of Rotary and Toastmasters International, Ranjit served as District Director for District 41 (2021-22), highlighting his leadership and communication skills. Beyond his professional achievements, he is a lyricist, poet, and motivational speaker, blending creativity with a commitment to societal change.



Mr. Ranjit Acharya
Advertising & Marketing
Professional |
Motivational Speaker



Mr. Sabbir Ahmed
Country Manager
Bangladesh, Nepal
and Bhutan- VISA Inc.

Mr. Sabbir Ahmed is the Country Manager— Bangladesh, Nepal, and Bhutan at Visa. He has over 27 years of work experience across banking and payments in Bangladesh and Vietnam, having worked extensively in key areas like retail banking, wealth management, risk management, financial crime awareness building, and culture change within the banking sector.

Dr. Narendra K. Shetty, Chief Wellness Consultant and Head of Operations at Kshemavana, SDM Institute of Naturopathy and Yogic Science, is a wellness expert with over 25 years of experience. A graduate in Naturopathy and Yoga from Sri Dharmasthala Manjunatheshwara College of Naturopathy and Yogic Science, Ujire (1996), he has worked with leading international hospitality brands such as Fairmont Raffles, Taj, Hyatt, Marriott, and Starwood. Actively contributing to the global wellness revolution across Europe, the Indian Ocean, the Middle East, and Asia, he has pioneered innovative wellness programs integrating yoga, naturopathy, nutraceuticals, detox plans, and retreats. His expertise in designing world-class wellness facilities has earned prestigious accolades, including the Condé Nast Traveller Award for Best Destination Spa and multiple luxury spa awards in India and abroad.



Dr. Narendra K Shetty
Chief Wellness Officer,
Kshemavana



Dr. Benjamin Taunay
Director-French Centre
for Research on
Contemporary China
(CEFC)

Mr. Benjamin Taunay is a geographer and the director of the French Centre for Research on Contemporary China (CEFC, in Hong Kong). After researching various practices (tourism, sporting leisure) in terms of associated norms and outsiders, and then on the governance of tourist sites, his current work focuses on being and dwelling in China, as well as on Global China, through the lens of tourist situations.

Mr. Anand Jha currently heads Government Engagement for Visa in India and South Asia. He brings a wealth of experience working with the government(s) in the region. Most recently, he was the Managing Director, Head of India & South Asia Government Relations, for Blackstone, a leading global private equity investment firm. Previously, he held senior executive roles at Heineken and Wal-Mart India. Before joining the private sector, for close to two decades, Anand served in the Indian Civil Services, working across various ministries within the Government of India. He eventually rose to the position of Additional Director General of Investigations, in the Ministry of Corporate Affairs. Anand is a lawyer by training and holds an LLM in International Trade and Commercial Laws from Durham University. Additionally, he holds multiple degrees from the University of Delhi and professional certification from the Said Business School at Oxford University.



Mr. Anand Jha
Vice President,
Head of Govt.
Engagement for India
and South Asia, VISA Inc.



Dr. Birgit Trauer

Board Member,
Institute of Tourism

Dr. Birgit Trauer brings over 30 years of experience in leisure, travel, and tourism across industry, academia, and consultancy. She holds a PhD in Tourism Management from The University of Queensland, where her research explored adventure tourism experiences, involvement, motivation, and risk perception, contributing to the conceptualization of Special Interest Tourism.

A published author and contributor to top academic journals, Dr. Trauer wrote *The Way of the Peaceful Traveller – Dare to Care and Connect* (2020) and a chapter on Special Interest Tourism for *The SAGE International Encyclopedia of Travel and Tourism* (2017). She has held roles in universities worldwide and worked in the airline, travel, and hospitality industries.

Now operating independently, she integrates social psychology, emotional intelligence, and compassionate communication into her work as an educator, researcher, and consultant. She serves on the Board of the Institute of Tourism – Voices of Insight and Change and is a founding member of the World Tourism Network (WTN) and the International Institute for Peace through Tourism (IIPT).

Mr. Narendra Dev Bhatta is the Managing Director of Heritage Tours & Travels and a distinguished leader in Nepal's tourism industry. With over 45 years of experience, he has played a pivotal role in Nepal's travel sector, from pioneering tours to Lhasa and Mustang to holding key leadership positions in organizations like TURGAN, HRA, and PATA Nepal Chapter.

Beyond tourism, Mr. Bhatta is an active social contributor and an acclaimed lyricist, having won the Best Lyricist award in 1997. His vast experience and dedication continue to shape Nepal's tourism landscape.



Mr. Narendra Kumar Deo Bhatta

General Secretary
PATA Nepal Chapter



Mr. Rajan Simkhada

Founder
Nepal Yoga Retreat

Born in the remote village of Darkha near Ganesh Himal, Rajan Simkhada's love for nature shaped his journey in tourism. Moving to Kathmandu at 14 for education, he dreamt of owning a travel business. Despite excelling in engineering exams, he chose business studies and worked as a porter to support his aspirations.

With over 28 years in tourism, Rajan has held roles from porter to business owner, establishing Earthbound Expeditions in 1999. His company, known for personalized, safe, and authentic travel experiences, pioneered internet marketing in Nepal and introduced innovative programs like yoga and meditation retreats.

Beyond tourism, Rajan is a popular Nepali TV comedian and philanthropist, contributing to education, supporting orphans, and aiding the visually impaired. His work has been featured in *The New York Times*, *The Guardian*, *Lonely Planet*, and more.



Mr. Upaul Majumdar
Head of Practice Tourism
 Dolma Consulting

Mr. Upaul Majumdar heads the Tourism Practice in Dolma Consulting UK, for Nepal and for the neighboring countries in South Asia. He has deep expertise in the hospitality, tourism and service quality industry

A service industry and hospitality professional with specialization in turning around service businesses by working on quality standards, service competencies, low revenues and increasing profitability and customer experience of service businesses. Besides long career stints with the hotel industry in middle and senior management positions, have extensive consulting and working experience with South Asian teams in sectors like Aviation, Financial Services, IT, Hospitality, Infrastructure, Healthcare, Retail, Aviation and Tourism companies. Have a total experience of over thirty years starting with Oberoi Hotels and later with Oberoi Flight Services for the initial 7 professional years and then with the Jet Air Group for 2 years and consulting in service quality with Upgrade Management Services for 16 years. Came back to heading hotels with stints as the CEO of The Annapurna Hotel Group in Kathmandu, Nepal and then joined the global hotel giant IHG as General Manager of the Crowne Plaza Soaltee Kathmandu and the Lufthansa Service Group Flight Services in Nepal. He is currently setting four five-star hotel projects in Nepal besides working closely with development agencies and the Govt. in Nepal to develop some tourism projects especially in the post-Covid recovery stage.

Besides working with the private sector, Upaul is closely aligned with the Nepal Tourism Board and is currently the Advisor for the Tourism and Civil Aviation Committee of the Federation of Nepalese Chamber of Commerce and Industry, the largest trade body of Nepal.

Dr Smrittee Kala Panta is a tourism scholar, educationist and a startup entrepreneur based in Nepal. She is currently serving as Associate Academic Director at Little Angels' Education Group and in the subject committee of Hospitality Management Programs at Kathmandu University and subject expert at CTEVT, a national vocational institute. She is in the executive committee of PATA Nepal Chapter, and founding co-chair of National Young Academy of Nepal. She has published papers in tourism entrepreneurship, hospitality education, gender and social inclusion in Nepal. She has been utilizing her strong interdisciplinary academic background to explore the ways to promote inclusive development in Nepal via education, research and consultancy works with various development organizations such as Heifer International, International Livestock Research Institute, Bixal , ITAD, University of Florida, Agriculture and Forestry University, etc.



Dr. Smrittee Kala Panta
Executive Committee Member -PATA Nepal Chapter

Mr. Jayson Donovan, IP Route Developer at United Tourism, is a global leader in cultural tourism development, renowned for his expertise in creating innovative and immersive IP Routes that connect people with the world's diverse cultures. Born in South Africa, he pursued his passion for tourism and hospitality by moving to Australia, where he earned a degree in Hospitality Management from Griffith University, a highly respected institution known for its excellence in tourism and hospitality education.

With over 15 years of experience in the industry, Jayson has played a pivotal role in shaping the future of United Tourism. As a key figure in the organization, he has successfully developed 22 IP Routes across multiple countries, working alongside a talented team to redefine cultural tourism and destination management. His expertise extends beyond traditional tourism, integrating technology-driven solutions to revolutionize the way people explore and experience travel.

Today, Jayson and his team are at the forefront of blending digital innovation with traditional travel experiences. Their latest initiatives include VR tourism, AI-driven travel solutions, and interactive digital platforms, enabling individuals and businesses to engage with global destinations in more creative and productive ways. Their mission is to help people experience the world without stepping outside their homes, fostering a new era of borderless cultural exchange.



Mr. Jayson Donovan
United Tourism IP Route
Developer, Mass United
Tourism



Dr. Peter Jeng
CEO-China Britain
Healthcare
Consulting

Dr Peter Jeng is Global SDGs CEO of DAYUAN Architects/Planners (Taiwan & Shanghai), Partner of Norasia Investment Holding Ltd. (Hong Kong), Global Business Partner of Ebury (Intl. FX & digital bank, HQ based in London, UK), Deputy Secretary General of EU-China Commission (Brussel & Beijing).

Ms. Tarandeep is a seasoned marketing and PR professional with 20 years of experience in hospitality and luxury. As Director of Nikos Advisory Pvt. Ltd., she leads Silken Weddings & Events and Nikos Travels. She also founded HHC (Happy Hotelier Club), a learning platform for hoteliers and restaurateurs.

She has spearheaded major brand launches in India, including Six Senses Spa, Papa John's, luxury real estate, and the F1 Grand Prix. A postgraduate in English Literature and an MBA from IMT Ghaziabad, she is a strategic thinker and a go-getter in her field.



Ms. Taran Deep
CEO
Silken Weddings
and Events

Mr. Taranath Pahari, a prominent tourism entrepreneur, has been instrumental in promoting tourism in Pokhara and Nepal for 28 years. As President of the Pokhara Tourism Council (PTC), he leads efforts to advance the industry through collaboration among 14 tourism associations. His journey began in 1996 with the establishment of Peace Home, later founding VITOF Gandaki to promote rural tourism. Over the years, he has held key roles in PTC, shaping Pokhara's tourism landscape. Currently, he operates Hotel Hello Inn and manages Chapakot Agro Tourism Pvt. Ltd., integrating agriculture with tourism. His leadership continues to position Pokhara as Nepal's premier tourism destination.



Mr. Taranath Pahari
President- Pokhara
Tourism Council (PTC)



Mr. Sunil Bahadur Bhattarai
EC Member
PATA Nepal Chapter

Mr. Sunil Bahadur Bhattarai, born on February 27, 1982, is a distinguished entrepreneur based in Lakeside-6, Pokhara, Nepal. He manages a diverse portfolio of businesses, including Busy Bee Café, Busy Bee Café Kathmandu, Busy Bee Resort, Majestic Lake Front Hotel & Suites, Blue Horizon Paragliding, and Trust Mart. Holding a bachelor's degree and currently pursuing a master's, he is deeply involved in Nepal's tourism and hospitality sector.

Sunil plays key leadership roles in various organizations, serving as IPP at the Nepal Airports Association, Past President of the Nepalese Young Entrepreneurs' Forum Pokhara, PATA Nepal Chapter, Pokhara Tourism Council, and REBAN, where he is an executive committee member. Additionally, he is the Vice President of the Nepal Hand-gliding and Paragliding Association and Duluwa, as well as a board member of Sulav Cooperative. His dedication to entrepreneurship and tourism development highlights his significant contributions to Nepal's economic and social growth.

Mr. Suresh Singh Budal, a passionate and proactive tourism professional with over 12 years of experience, is committed to promoting sustainable tourism development in Nepal. He holds a postgraduate degree in Travel and Tourism Management from the Kathmandu Academy of Tourism and Hospitality and has been actively involved with the Pacific Asia Travel Association (PATA) Nepal Chapter since 2013.

Starting his career at PATA as an Executive Officer, he has played a key role in engaging young tourism professionals, fostering human capital development, leading research and product development initiatives, and organizing numerous events and networking programs. Suresh's work with public and private stakeholders aligns with PATA's strategic objectives of building business, people, networks, and insights while promoting various destinations and Nepal's tourism at the local, national, regional, and international levels.



Mr. Suresh Singh Budal
CEO
PATA Nepal Chapter

Mani Lamichhane, Director at the Nepal Tourism Board (NTB), brings over 20 years of experience in the tourism industry. He has held key roles in various organizations, including Tiger Mountain, a pioneer in adventure travel and wildlife safaris in Nepal.

At NTB, he has played a pivotal role in tourism product development and has led multiple departments. He holds a master's degree in Business Studies, Tourism Management, and International Relations & Diplomacy.



Mr. Mani Raj Lamichhane

Director, Nepal Tourism Board (Head of Gandaki Province)



Manish Joshi
Senior Specialist
Ncell

Mr. Manish Joshi, a professional with 18 years of experience in the telecommunications industry, currently serving as a Senior Specialist for International Roaming and SMS at Ncell Axiata Limited. Over his extensive career, Manish has played a pivotal role in developing and enhancing roaming services in Nepal, ensuring seamless connectivity for both local and international customers. His expertise spans across the technical and operational aspects of roaming, working closely with global partners to improve service quality and customer satisfaction. Manish's deep industry knowledge and commitment to innovation have made him a key figure in shaping Ncell's international roaming offerings, contributing to its growth and reputation in the Nepalese market. His work continues to set new benchmarks for excellence in the telecommunications sector.

Mr. Manish Patel, Business Development Officer at Nepal Clearing House Limited (NCHL), plays a key role in expanding Nepal's digital payment ecosystem. He has contributed to major projects like connectIPS, CORPORATEPAY, and the National Payment Interface (NPI), as well as the rollout of the National Payment Switch, including NEPALPAY QR, Instant, and Tap. His work in cross-border payment initiatives with UPI India and Alipay+ has strengthened digital transactions. Previously, he managed business growth at Varun Beverages (PepsiCo) and handled product training and sales at Chaudhary Group, bringing expertise in fintech, market analysis, and digital transformation.



Manish Patel
Business Development Officer
Nepal Clearing House Ltd. (NCHL)



Dr. Sandeep Gupta
MDGP, Emergency
Medicine
 CIWEC Travel Medicine
 Center

Dr. Sandeep Gupta specialized in General Practice and Emergency Medicine from the TUTH in Kathmandu in 2011 after which he worked as the Medical Director of Lamjung District Hospital for 3 years. He has keen interest in Travel Medicine and joined CIWEC Hospital in July 2014.

Sudhan Subedi has been an integral part of Nepal's tourism sector, working at the Nepal Tourism Board (NTB) for the past two decades. With extensive experience in tourism development and management, he has contributed significantly to shaping Nepal's tourism initiatives.

Beyond his role at NTB, Sudhan is also a lecturer in Sustainable Tourism and Destination Management, where he shares his knowledge with aspiring tourism professionals. His expertise extends to tourism writing, as he regularly contributes insightful articles to popular media, addressing key issues and opportunities in the industry.



Mr. Sudhan Subedi
 Sr. Officer
 Nepal Tourism Board



EXHIBITORS PROFILE



TDR Square Pvt Ltd

Located in the heart of Pulchowk, Lalitpur, Square Hotel offers a seamless blend of sophistication, comfort, and heritage for business and leisure travelers. The elegantly designed guest rooms feature modern amenities, ensuring a luxurious stay with top-tier comfort. Guests can unwind at the spa, infinity pool, or terrace garden, and savor culinary delights at the on-site restaurants and bars.

Euro Asia Tours & Travel Pvt.Ltd

Euro Asia Tours & Travels has been a prominent Destination Management Company (DMC) since 1995, specializing in organizing Himalayan experiences in Nepal, Bhutan, and Tibet. The company caters to diverse interests, including trekking, adventure sports, yoga, and meditation. Their services focus on delivering an ideal mix of exploration and rejuvenation for travelers.



Fish Tail Tours & Travels

Fishtail Tours & Travels is a comprehensive travel service provider offering domestic and international ticketing, hotel reservations, tailored tour packages, and professional travel consultations. The company is dedicated to delivering exceptional services at competitive prices to ensure value and customer satisfaction.

Tourism Nepal

Tourism Nepal based in Kathmandu, offers unique experiences across the unexplored parts of Nepal through expertly curated luxury, standard, and custom tour packages. From organizing iconic events like the Tenzing Hillary Everest Marathon and Lumbini Peace Marathon to providing enriching cultural and spiritual Journey.



Jugal Holidays

Jugal Holidays is a Nepal-based adventure and tour company specializing in trekking, cultural tours, and climbing expeditions. Managed by experienced professionals with over a decade in the tourism industry, the company offers diverse holiday options across Nepal, Bhutan, Tibet, and parts of India. Jugal Holidays emphasizes personalized service and cultural exploration, appealing to travelers of varying preferences and skill levels.

HighGround Adventures Nepal

HighGround Adventures Nepal is a leading adventure company founded in 2009 with the mission to create unmatched adrenaline experiences and establish Nepal as a premier destination for extreme adventure tourism. Since launching the iconic ZipFlyer in Pokhara, HighGround has expanded to include bungee jumping, the SkyScreamer, and Nepal's first off-road ATV tours.



Off the Wall Trekking

Off the Wall Trekking offers diverse trekking experiences across Nepal, including high-altitude routes and culturally immersive tours. Their treks range from challenging "Hard Core Treks" to traditional "Classic Style Treks," and "Low Altitude Treks" for those seeking a more relaxed journey. Key offerings include trekking routes in the Annapurna and Everest regions, along with cultural tours like the Buddhist Circuit which spans Nepal, Tibet, and Bhutan.

Earth Nepal Travel & Trek

Based in Pokhara, Earth Nepal Travel & Trek offers adventure activities such as trekking, rafting, paragliding, and cultural tours. Serving Nepal, Bhutan, Tibet, and India, the agency provides diverse packages tailored to adventurous travelers.



Nepal Yoga Home

Nepal Yoga Home, near Nagarjuna Jungle, offers Yoga Alliance-certified teacher training (200, 300, 500 hours), wellness retreats, guided meditation, Ayurveda, detox programs, and cultural experiences. Visitors can enjoy nature hikes, spiritual healing, mindfulness workshops, and personalized yoga while exploring Nepal's heritage. Accommodation and healthy meals provide a complete rejuvenation experience. Programs range from one-day retreats to six-month training, with group courses available.



Himmalagari Travel & Tours

Himmalagari Travel & Tours a prominent Destination Management Company (DMC) in Nepal, dedicated to serving the Business to Business sector of the country's travel industry. The company offers innovative solutions that cater to the evolving demands of its clients. Their range of services includes flight tickets, tour packages, visa assistance, travel insurance, meet and greet services, and more.

Hotel Jampa

Hotel Jampa is a 3-star hotel with 38 well-appointed rooms across various categories, it caters to both budget travelers and those seeking extra comfort. Hotel Jampa provides an ideal base for exploring Kathmandu. Guests enjoy amenities such as a complimentary hot breakfast, a tranquil rooftop terrace, and delicious dining options at the Garden Patio Restaurant, with room service available.



Kathmandu Marriott Hotel

The Kathmandu Marriott Hotel offers 212 modern rooms with a blend of contemporary design and local artistry. Located in Kathmandu, the hotel features multiple dining options and attentive service, catering to both leisure and business travelers.

Nana Mountain Resort

Nana Mountain Resort offers a unique blend of luxury, nature, and authentic Nepalese culture. Part of the renowned Nana Group, the resort features traditional Gurung architecture and sustainable materials, seamlessly integrating with the stunning Himalayan surroundings.



Destinago Tours & Travels

Destinago Tours & Travels is a reputable travel company in Nepal, offering a wide array of inbound and outbound travel packages, including cultural tours, trekking adventures, and customized travel experiences tailored to meet diverse client preferences. With a commitment to quality, Destinago delivers seamless and memorable journeys that allow travelers to immerse themselves in Nepal's natural beauty or venture to other exciting destinations.



Everest Rhino Travel

Everest Rhino Travel is dedicated to preserving Nepal's rich culture, wildlife, and natural environment while offering transformative travel experiences. Through responsible tourism and community-based initiatives, we empower local communities, promote wildlife conservation, and foster cultural exchange.



Shivalaya Tours & Travels

Shivalaya Tours & Travels as one of the leading travel house & tour operator in the field of catering the needs of our individual, group or corporate clients related to their travel, treks, tours, leisure, educational trips, conferences, conventions, exhibition, domestic & international air and many other travel solutions.

Himalayan Holidays Trekking

Himalayan Holidays Trekking is a premier travel company specializing in immersive journeys across Nepal, Bhutan, Tibet, and India. Himalayan Holidays offers a variety of travel experiences, including trekking, cultural tours, religious pilgrimages, mountaineering, wildlife safaris, and custom itineraries. Backed by expert planning and experienced local guides, the company is dedicated to bringing travelers closer to the stunning landscapes and rich cultures of the Himalayas.



Dolpo Caravan Treks & Expedition

Dolpo Caravan Treks, managed by local tourism experts from Dolpo, focuses on showcasing the region's unique culture and landscapes. Their eco-lodge, Shey Phoksundo Gateway Hotel, provides hospitality services to trekkers exploring Dolpo and Phoksundo Lake.

Hotel Nirvana

Located near Bhairahawa Airport, Hotel Nirvana serves as a leading hospitality provider in the Lumbini region. With proximity to key landmarks, the hotel focuses on offering exceptional services aligned with the area's growing tourism.



Hyatt Regency Kathmandu

Hyatt Regency Kathmandu, set on 37 acres of landscaped gardens, offers luxury accommodations near the UNESCO heritage site Boudhanath Stupa. Known for its traditional Newari-style architecture, the hotel caters to leisure and corporate guests.

Basanta Adventure Treks and Expedition

Basanta Adventure Tours & Expeditions, founded in 1998, brings decades of expertise in organizing treks and tours across the Himalayas. With a passion for creating unique and enriching travel experiences, they offer journeys that showcase the breathtaking landscapes and rich cultural heritage of Nepal, Tibet, and Bhutan.



Buddha Air

Buddha Air, established in 1997, is Nepal's premier private airline, known for its reliable domestic and international flights. With one of Nepal's most extensive networks, Buddha Air connects major cities and remote destinations, prioritizing safety, comfort, and punctuality. The airline's services include flights within Nepal, routes to India, and scenic mountain flights offering breathtaking views of the Himalayas, including Mount Everest.

Malla Travel & Trek Services

Malla Travel & Trek Services is one of the Nepal's largest Destination Management Company (DMC), handling over 8,000 tourists annually across Nepal, Tibet, Bhutan, Sikkim, and Darjeeling, the company offers diverse travel experiences such as FIT travel, group tours, corporate incentives, trekking, wildlife safaris, wellness retreats, and more.



Ncell

Nepal's first private telecommunications provider, has been connecting Nepali people since 2005, delivering modern, high-quality services. Now 100% Nepali-owned under Spectrlite UK Limited, Ncell is committed to advancing the Digital Nepal vision through innovation, digital services, and impactful investments. As Nepal's leading telecommunications and digital service provider, Ncell connects individuals, businesses, and communities across the nation.

CIWEC Hospital

CIWEC Hospital and Travel Medicine Center is a world-renowned destination for travel medicine. Established in 1982 to provide Western-standard care for diplomats and aid workers in Nepal, it has grown into a full-service hospital with branches in Kathmandu and Pokhara. CIWEC has published over 55 research papers, discovered a new cause of diarrhea, and received international awards for its work in travel and wilderness medicine.



E.H.T. Travel

E.H.T Travel has been offering world-class travel experiences in Nepal, Tibet, Bhutan, and Sikkim for over 20 years. From extreme adventures to cultural and spiritual tours, they provide a diverse range of services with the highest standards of service.

Footprint Adventure

Footprint Adventure specializes in trekking, adventure sports, and custom travel experiences. With a focus on sustainability, the company offers personalized trips across Nepal, Bhutan, Tibet, and Tanzania, adhering to its philosophy of "Leave only footprints, take only memories."

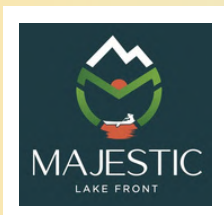


Living Adventure Tours & Travels

Established in 2005, Living Adventure Holidays offers immersive travel experiences, including cultural tours and adventure trips. The company tailors each journey to meet individual preferences, ensuring unique and memorable travel experiences.

Himalaya Airlines

Himalaya Airlines (H9) is a Nepal-China joint venture international Airlines, established in 2014, with a fleet of four aircraft (three A 320-214 & one A319-115), currently operating to 11 destinations in Middle East and South Asia including China. In Dec. 2023, H9 became the first and the only airline in Nepal to be certified as an IOSA Operator and registered as an IATA member airline.



Majestic Lake Front Hotel & Suites

Majestic Lakefront Hotel & Suites is a luxurious retreat, offering a perfect blend of elegance and relaxation along the scenic shores of Phewa Lake. With breathtaking lakefront views, the hotel features well-appointed suites and attentive service to create a memorable experience for every guest.

Hotel Sarowar

Hotel Sarowar is a premier eco-friendly retreat that blends Nepali culture with world-class hospitality. Perfect for business or leisure, it offers comfort, sustainability, and authentic local experiences amidst Nepal's stunning landscapes.

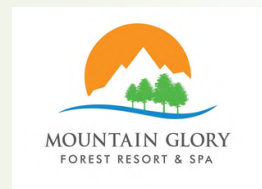


Pokhara Grande

Pokhara Grande a five-star hotel in Pokhara, Nepal, offers a perfect blend of luxury, exceptional service, and quiet efficiency. Renowned for its all-around excellence, it has earned a place among Nepal's top 10 hotels. Pokhara Grande is an ideal retreat for nature lovers seeking comfort and authenticity in the scenic and adventurous city of Pokhara.

Mountain Glory Forest Resort & Spa

Mountain Glory Forest Resort & Spa offers a serene retreat just outside the city. With stunning views of the snow-capped Annapurna range and the iconic Fishtail peak crowning the horizon, this resort is a perfect blend of natural beauty and modern comfort, making it an ideal haven for those seeking a peaceful escape.



Guangzhou International Travel Fair (GITF)

Guangzhou International Travel Fair (GITF) is a large-scale international tourism fair with the earliest and longest history in China. After 32 years of development since its establishment in 1993, GITF has become a highly influential and professional cultural and tourism trading platform in South China.

Nepal Airlines Corporation

Nepal Airlines Corporation, formerly known as Royal Nepal Airlines, is the flag carrier of Nepal. Founded in 1958, it is the oldest airline of the country. Out of its main base at Tribhuvan International Airport, Kathmandu, the airline operates domestic services within Nepal and medium-haul services in Asia.

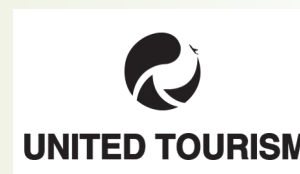


Nepal Tourism Board

Nepal Tourism Board is a national tourism organization of Nepal established in 1998 by an Act of Parliament in the form of a partnership between the Government of Nepal and the private sector tourism industry to develop and market Nepal as an attractive tourist destination.

United Tourism

United Tourism (MASS UNITED TOURISM LTD) is a globally recognized leader in the tourism industry, committed to professional excellence and high-quality service. Through its Hong Kong-based subsidiary, Mass United Travel specializes in global cultural tourism, focusing on the development, management, and operation of tourism resources.

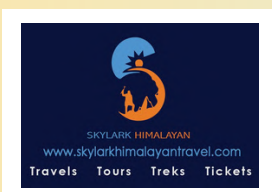


Hotel Himalaya

Hotel Himalaya Nestled within 6.58 acres of exquisitely landscaped grounds, is conveniently located 8 km away from the Tribhuvan International Airport and only 2 km from the Kathmandu city center. Hotel Himalaya have been one of the ideal havens for business and leisure travelers alike, offering resort ambiance with an intimate touch. Since many of the distinguished NGOs and INGOs in Kathmandu are in the vicinity the UN head office is only a few minutes walking distance.

Hilton Kathmandu

Standing 64 meters tall with 15 floors and 172 rooms, Hilton Kathmandu is the city's tallest hotel and the only one with a glass façade, offering stunning Langtang mountain views. Its architecture, inspired by Nepal's heritage, features dichroic glass fins reminiscent of prayer flags. Guests enjoy personalized experiences, from flexible check-ins and anytime breakfasts to curated Sherpa-led adventures. Thoughtful touches like beaded bracelets symbolizing the five elements and traditional Nepali scarves add cultural depth. With floor-to-ceiling windows and a cantilevered lobby, Hilton Kathmandu is a seamless blend of tradition and modernity.



Skylark Himalaya Travels & Treks

Skylark Himalayan is a locally owned and operated company dedicated to showcasing the beauty of Nepal to visitors from around the world. Whether you're seeking a holiday or an adventure, our team at Skylark uses local knowledge, expertise, and a deep passion for our homeland to make it an unforgettable experience.



NEPALPAY QR

NEPALPAY QR, implemented by NCHL under NepalQR standards, enables interoperable QR payments at merchant and network levels. It supports static and dynamic QR solutions, integrates with billing systems and POS terminals, and facilitates payments via connectIPS.

Lemon Tree Premier

Lemon Tree Premier, Budhanilkantha, Kathmandu, is a stylish hotel situated near key landmarks like Budhanilkantha Temple, Pashupatinath Temple, and Tribhuvan International Airport. Featuring 102 modern rooms and suites with stunning Himalayan views, the hotel offers comfort and convenience. With excellent access to Kathmandu's tourist and commercial hubs, it's perfect for both business and leisure travelers. The hotel also boasts versatile meeting spaces, a fitness center, spa, and swimming pool, providing a refreshing stay in the capital.



Sherpa Hospitality Group

Sherpa Hospitality Group (SHG), a sister concern of Yeti World, manages a diverse portfolio of hotels and resorts, including Mountain Lodges of Nepal, Kasara Jungle Resort, Hokke, and Shinta Mani Mustang. The company fosters an inclusive and dynamic work environment, encouraging personal growth and creative contributions. By cultivating a strong sense of ownership and collaboration, SHG ensures that every team member takes pride in shaping a shared vision for excellence in hospitality.



Airwings Tours & Travels Pvt Ltd

Established in 2017, AIRWINGS is one of the youngest and fastest-growing inbound B2B travel companies in Nepal. Specializing in working with travel agents worldwide, India has been its primary market. With a dynamic and experienced team, AIRWINGS is dedicated to providing exceptional service to its clients. Based in Kathmandu, the company offers a wide range of B2B tour packages for Nepal and Kailash Mansarovar.



Le Glamour Luxury Resort and Wellness Spa

Le Glamour Luxury Resort and Wellness Spa offers all-suite and private villa accommodations with private terraces, butler service, and exclusive amenities. Guests enjoy luxury SUV transfers, welcome drinks, fine dining, Nepal's largest wellness spa, a heated Jacuzzi, mini golf, yoga, and a private walking track. Each suite features a coffee machine, binoculars, and a private speaker dock, while villas come with exclusive barbecue stations. With a luxury pool, private helipad, children's PlayStation, Nepal's biggest library, and 70% greenery, the resort provides a serene escape.



The Cliff Nepal

The Cliff Nepal is an extraordinary adventure resort located in Kushma, 57 km from Pokhara City. Their array of exhilarating activities, including the World's Highest Swing, the World's Highest Tandem (Couple) Swing, the World's 2nd Highest Bungy, the World's Highest & Longest Sky-Cycle, Sky-cafe, and more, promise a unique and unforgettable experience for adventure enthusiasts. For those seeking relaxation, their beautifully equipped Deluxe Cottages offer a luxurious escape amidst nature's serenity.





Chandragiri Hills

Chandragiri Hills is one of the popular destinations that offers cable Car rides from 1500m–2551m in just 13 minutes. Offer varieties of food stalls along with different amusement activities. Bhatেশ्वर Mahadev lord shiva temple is also one of the next attractions for religious tourists. Besides it offers 100 rooms of luxury property, to rejuvenate you and your family. Also, host Destination weddings as well as MICE.

Image Holidays

Image Holidays is one stop solution for all travel related services which was established on 2016 AD. The company has been established with the core objective of filling the void in Nepali market for adventurous thrills and memorable journey.



rem.work by next

rem.work is Nepal's leading co-working and office space provider, offering premium work environments for freelancers, entrepreneurs, and businesses. With over four years in operation, we provide 11,500 square feet of thoughtfully designed space, fostering creativity, productivity, and collaboration. Having hosted 40+ companies, we are a trusted name in the industry. Our flexible, customizable workspaces come with state-of-the-art amenities, ensuring the perfect setting for solo work, team collaboration, or client meetings.

Heritage Tours & Travels

Heritage Tours & Travels established in Kathmandu, Nepal, in 1995, is recognized for its personalized, professional, and proficient services. Operating across Nepal, Tibet, Bhutan, and Sikkim, the company offers diverse experiences, including trekking, mountaineering, river rafting, wildlife adventures, city tours, wellness and spiritual journeys, filming, and specialized tours. With extensive expertise, years of experience, and a commitment to guest satisfaction, Heritage Tours & Travels has earned the trust and loyalty of clients and partners worldwide. As a pioneer in Nepal's tourism industry, it has guided travelers to iconic destinations such as Tibet, Mustang, and Kailash Manasarovar.



Luxury DMC Travels

Luxury DMC has been operating trips in Nepal, Bhutan, India, and Tibet/China for the last 20 years, with an experienced CEO, who has dedicated 45 years of her life working in the government sector and for mountain tourism and mountain people. The company is a ground operator for trekking, mountaineering, cultural tours, customized itineraries, yoga and meditation trips, student programs, adventure trips, heli sightseeing, etc. All the trips are carefully planned for FITs and group travel.

Linkage Tours and Travel

Linkage Tours and Travel is a trusted travel agency and B2B transportation provider in Pokhara, offering reliable ground handling, airport transfer, and group travel Solutions. With a well-maintained fleet and a focus on efficiency and Comfort, we ensure seamless travel experiences for four operators, agencies, and corporate clients across Nepal.



Asian Adventure Treks & Expedition

Asian Adventure Treks & Expedition P. Ltd. (AATE), a government-registered company based in Thamel, Kathmandu, offers trekking, peak climbing, expeditions, cultural and adventure tours, and wildlife experiences across Nepal. Committed to personalized service, AATE customizes itineraries to meet client preferences while balancing cost and quality. The company also arranges specialized tours for research teams focused on environment, trade, culture, history, religion, archaeology, and education, ensuring a comprehensive and enriching travel experience.

Dusit Thani Himalayan Resort

Dusit Thani Himalayan Resort offers a tranquil oasis just over an hour's drive from Kathmandu's Tribhuvan International Airport and 3 kilometers away from Namobuddha – a spiritual sanctuary and one of Buddhism's most sacred pilgrimage sites. The resort's captivating vistas of rolling hills and majestic mountains create a scenic canvas, making it the perfect place to relax and rejuvenate.



Hotel Association Nepal (HAN) Pokhara

Hotel Association Nepal (HAN) Pokhara is a leading organization representing the hospitality industry in Pokhara. Committed to promoting sustainable tourism, HAN Pokhara supports hotel operators by advocating for industry standards, policy development, and professional growth.

Xizang Cloud International Travel Service

Xizang Cloud International Travel Service, established on May 24, 2013, is a leading private travel enterprise in Tibet. Upholding professionalism, integrity, innovation, and service, we have driven the region's tourism growth. Since 2017, our annual turnover has exceeded 20 million yuan, serving over 5,000 tourists each year with high praise. Recognized as a Grade A travel agency in 2018, we remain committed to excellence and future growth.



One Globe Travel

One Globe Travel is a full-service travel provider catering to both corporate and leisure travelers to and from Nepal. With extensive experience in the travel industry, the company specializes in offering customized packages and first-class travel management services to meet the unique needs of each client.

ila experiences

Ila experiences is a premium hospitality business focused on delivering luxurious stays and unforgettable experiences for travelers. With Ila Comfort in Baglung as a cornerstone of luxury and relaxation, the company is expanding its footprint with upcoming projects in Maulakali Gaidakot. At Ila Experiences, the goal is to create lasting memories by combining modern amenities with the unique charm of local culture.



Dusit Princess

Dusit Princess Kathmandu is a five-star property in the heart of Kathmandu, offering a seamless blend of Thai elegance and Nepalese charm. With comfortable rooms, diverse dining options, modern facilities, and exceptional wellness experiences, it's an ideal choice for both business and leisure. The hotel celebrates local culture, offering guests an authentic experience of Kathmandu's vibrant heritage. Additionally, its versatile event venues are perfect for hosting memorable meetings, conferences, and celebrations, ensuring every occasion is truly special.

Barahi Hospitality & Leisure

Barahi Hospitality is a premier hospitality brand in Nepal, offering exceptional experiences through its diverse portfolio of luxury hotels, resorts, lodges, and restaurants. With a deep-rooted commitment to authentic Nepali hospitality, sustainability, and excellence, Barahi Hospitality operates renowned properties such as Barahi Pokhara, Barahi Kathmandu, Sarangkot Mountain Lodge, Aabas Pokhara, Barahi Jungle Lodge, Beach Bar & Lodge and Byanjan Restaurant.



Nabil Bank

Established in 1984, Nabil Bank has been a key player in Nepal's financial sector, emphasizing service excellence, technology, and innovation. Committed to a customer-centric approach, it offers a full range of banking services, including treasury, trade, remittance, and investment banking, supported by a skilled team. With 268 branches, 317 ATMs, and over 20,000 remittance agents nationwide, along with 200+ international correspondent banking relationships, the Bank ensures extensive financial access. Beyond banking, it actively promotes financial literacy, micro-lending, and priority sector financing in agriculture, renewable energy, and tourism, fostering economic growth, especially in rural and underserved areas.



Hotel Crowne Imperial

Hotel Crowne Imperial, a 4-star luxury hotel built in a modern and unique style with state-of-the-art facilities, is an iconic property that captures the essence of the legendary Kathmandu Valley, offering breathtaking panoramic views of the surroundings. This deluxe hotel provides luxury services to discerning clients, celebrating Nepalese warmth and setting another milestone in the hospitality industry.



The Everest Hotel

The Everest Hotel, Kathmandu, one of the city's premier hotels, is named after the world's highest peak, Mt. Everest (Sagarmatha in Nepali). It uniquely blends contemporary luxury with Nepali culture, heritage, history, and trade. Located just 3 km from Kathmandu International Airport and the International Convention Centre, the hotel is ideally situated near popular tourist attractions, shopping centers, and landmarks such as Pashupatinath and Changu Narayan Temples. The hotel offers stunning views of the mountains and the vibrant Nepali culture, best admired from its vantage points.



Langtang Ri Trekking & Expedition

Founded in 1991, Langtang Ri Trekking has 34+ years of experience in organizing trekking, expeditions, cultural tours, wildlife safaris, mountain biking, rafting, and paragliding across Nepal. We offer tailor-made itineraries for all travelers, from budget-friendly adventures to luxury Himalayan experiences. With deep local expertise and a passion for exploration, we bring you the best of Nepal's beauty, culture, and adventure.



KGH Group of Hotels and Resorts

KGH Group of Hotels and Resorts is one of Nepal's leading hotel chains and has been a key player in the country's tourism industry since its founding in 1968. With seven eco-friendly properties across Nepal, KGH Group is renowned for its commitment to sustainable hospitality and providing authentic guest experiences. The group's flagship property, the Kathmandu Guest House, played a pivotal role in transforming Thamel into a vibrant tourism hub and was instrumental in launching adventure tourism in Nepal.



Mount Kailash Resort

Hotel Mount Kailash Resort, a four-star retreat in the heart of Pokhara, has been offering exceptional hospitality since 2009. Perfectly positioned near vibrant shopping streets, Lakeside, and lush hills, the resort provides breathtaking views of the Annapurna range and Phewa Lake. Just 7 km from Pokhara International Airport, it offers easy access to cultural landmarks like Tal Barahi Temple and Queen Forest. At Hotel Mount Kailash Resort, every stay is a journey into Nepal's natural beauty and warm hospitality.



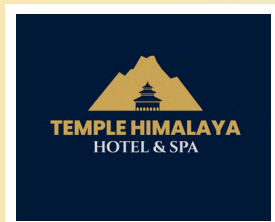
Pokhara Tourism Council

Pokhara Tourism Council, founded in 2002, is the main organization supporting tourism activities in the region. It plays a key role in preserving lakes, historical sites, and cultural heritage while addressing tourism challenges with the Nepal government.



Fishtail Lodge by Annapurna

Fishtail Lodge is a comprehensive travel service provider offering domestic and international ticketing, hotel reservations, tailored tour packages, and professional travel consultations. The company is dedicated to delivering exceptional services at competitive prices to ensure value and customer satisfaction.



Temple Himalaya Hotel and Spa

Temple Himalaya Hotel and Spa in Pokhara offers a luxurious retreat in the heart of the picturesque Lakeside area, boasting stunning views of Fewa Lake and the majestic Himalayan peaks, including Annapurna, Fishtail, and Dhaulagiri. With 60 elegantly designed rooms and suites, the hotel provides a range of accommodations, from Premium Rooms to Executive Suites, ensuring a comfortable and sophisticated stay. Located just minutes from key attractions like Fewa Lake and Barahi Temple, Temple Himalaya Hotel and Spa promises an exceptional experience, blending luxury, convenience, and Nepalese hospitality.

Kantipur Village

Kantipur Village, an intimate boutique hotel nestled in the vibrant center of Thamel, Kathmandu's nightlife hub. The hotel offers a harmonious fusion of comfort and elegance, complemented by cutting-edge facilities. More than just a cozy place to stay, they deliver unparalleled hospitality, ensuring your experience is not only comfortable but also unforgettable.



Raniban Retreat

Raniban is widely praised as the best view location in Pokhara, offering breathtaking panoramic views of the Himalayas, Phewa Lake, the World Peace Pagoda, and Pokhara Valley. Nestled on a peaceful hilltop, it is accessible via 522 handcrafted stone steps through natural surroundings. For added convenience, a newly built alternative route now provides direct access to the retreat, making Raniban more accessible than ever.

Rupakot Resort

Rupakot Resort, set on 25 acres of serene hillside in Rupakot, Pokhara, offers a perfect blend of nature and accessibility, just 25 km from Lakeside Pokhara and a 5-hour drive from Kathmandu. Boasting breathtaking views of Begnas, Rupa, and Phewa lakes, along with the Annapurna Mountain Range, the resort provides an unparalleled retreat. Surrounded by a thriving ecosystem, guests can enjoy encounters with local wildlife, scenic trekking routes, and lush plantations. With 180 acres of space, world-class hospitality, and a tranquil ambiance, Rupakot Resort ensures a truly rejuvenating experience.



Tiger Mountain Pokhara Lodge (TMPL)

Perched 1,000 feet above the Pokhara Valley with a spectacular Himalayan backdrop, Tiger Mountain Pokhara Lodge provides a perfect haven, the essence of tranquillity. Ideal for guests pre- and post-trek, or for those wishing to take day walks exploring local communities, bird-watching, gentle exercise, or just to relax in a typical Nepalese rural setting.

Temple Tree Resort

The resort is ideally located right at the centre of the Lakeside in an area called Gaurighat, the only stretch of the Lakeside enjoying a full view of the lake as well as the Himalayas. Nestling close by Phewa Lake in the Pokhara Valley, Temple Tree is framed by the foothills and majestic peaks of the Annapurna Mountain Range. The air here is pure and clean, and the sub-tropical climate warm and pleasant.





Hotel Queens Park

Hotel Queens Park is a professionally managed establishment, overseen by a seasoned veteran in the hospitality industry. Combining decades of expertise with modern technology, the hotel offers well-appointed deluxe rooms, 24/7 room service, fully equipped conference facilities, and a multi-cuisine restaurant. Guests can enjoy rooftop dining with breathtaking views, high-quality laundry services, and ample parking. Whether visiting for business or leisure, Hotel Queens Park is committed to delivering exceptional comfort and service that exceeds expectations.

Temple Bell Boutique Hotel & Spa

Nestled in the stunning landscape of Lakeside, Pokhara, Temple Bell Boutique Hotel & Spa offers a serene retreat where luxury meets warm Nepali hospitality. Designed for travelers seeking comfort amidst nature, the hotel boasts mesmerizing views of the lake and the majestic Annapurna range. With a commitment to creating extraordinary experiences, Temple Bell Boutique Hotel & Spa seamlessly blends culture, tranquility, and personalized service.



Dorje's Resort & Spa

Tucked into the hills, in a mesmerizing location away from the hustle bustle of the city, Dorje's Resort & Spa pays homage to vernacular architecture overlooking the breathtaking Fewa lake. As one of the best resorts in Pokhara our resort offers a serene experience with the comforts of home, and exceptional service that rejuvenates the senses. Inspired by the ethos of our founder, we look forward to welcoming you to immerse yourself in our labour of love, which is an ode to Dorje's passion to offer personalised and curated experiences.

Nepal Airsports Association (NAA)

Nepal Airsports Association is a non –profit organization authorized by Civil Aviation Authority to develop and regulate air sports activities in Nepal. It actively promote tourism through adventure sports activities.



BUYERS PROFILE

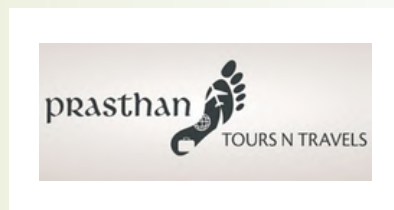


Mr. Dharmendra Singh Chauhan
Founder
Holiday Tips | India

Holiday Tips, with over 13 years in the travel industry, is a reliable and professionally managed company committed to providing high-quality travel experiences. Specializing in customized packages for both local and international destinations, they focus on customer satisfaction, efficiency, and value. Their expert team offers seamless travel management, ensuring stress-free planning and unforgettable memories. With 24/7 support, Holiday Tips is dedicated to making every journey enjoyable and effortless.

Mr. Abhishek Arya
Proprietor
Prasthan Tours and Travels | India

Founded in 2015, **Prasthan Tours and Travels** offers exceptional inbound and outbound travel experiences with a focus on quality and personalized service. With over a decade of expertise and a global network, they specialize in luxurious tours and diverse destinations. Known for reliability and attention to detail, Prasthan ensures every journey is seamless and unforgettable. Their expert team is dedicated to providing seamless assistance, making every trip a memorable experience.



Mr. Ranjan Kumar Jain
Director
Coterie Tours Private Limited | India



Coterie Tours Private Limited, based in New Delhi, is a Destination Management Company specializing in inbound and outbound tours to India, Nepal, Bhutan, and beyond. With 27 years of experience, the company offers unique itineraries in historical, cultural, honeymoon, religious, wildlife, adventure, and M.I.C.E. tours. Recognized by the Ministry of Tourism, Govt. of India, and a member of several leading trade associations, Coterie Tours is known for providing high-quality, unforgettable travel experiences.

Mr. Sanjay Bharat Mehta
CEO
Transglobe Travels | India



Transglobe Travels is a full-suite travel agency committed to providing unforgettable and affordable travel experiences. Operated and managed by a group of professionals with a combined experience of more than five decades in the travel industry, the agency specializes in ticketing, MICE movements, and student travel, offering a wide range of services at the best prices. As an IATA-approved agency since November 1995, Transglobe Travels is a member of leading associations like TAAI, TAFI, OTOAI, ADTOI, IATO, and ETAA.



Ms. Arpita Tiwari
Product Manager
A.T. Seasons and Vacations Travel Pvt Ltd | India

AT Seasons & Vacations Travel Pvt Ltd, specializes in providing customized M.I.C.E. services for corporate clients and associations. With a focus on Meetings, Incentives, Conferences, and Exhibitions, the company offers tailored solutions for events, including transportation, VIP management, on-site support, stage production, and social programs. Operating from New Delhi, Meetings & Incentives World organizes inbound and outbound tours, as well as MICE events across Asia, Africa, and Europe, ensuring memorable and successful experiences for clients.

Mr. Puneet Saxena
Founder & Director
Navyush Travel Experiences Pvt. Ltd. | India

Navyush Holidays, a travel management company, believes in creating unforgettable moments through travel. Specializing in Meetings, Incentives, Conferences, Exhibitions (MICE), and leisure services, Navyush Holidays caters to corporates, institutions, and industry associations across all sectors. The company offers unique travel experiences that help break routines, explore new cultures, and foster adventure, making travel a transformative and enriching journey for clients.

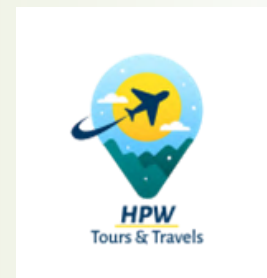


Mr. Mrinal Aggarwal
Managing Director
Travel Nation | India

Travel Nation offers a luxury holiday experience with specially designed itineraries tailored to the guest's preferences and convenience. Specializing in both international and domestic honeymoon packages, flight tickets, tourist visas, travel insurance, and hotel bookings, the company also provides cab, taxi, tempo traveler bookings, and train tickets. With a team of expert travel professionals dedicated to customer satisfaction, Travel Nation ensures the best guidance and deals, making each journey a memorable and seamless experience.

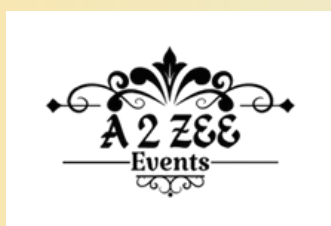
Mr. Kartik Mahajan
Marketing Head
HPW Tours and Travels | India

HPW Tours & Travels, established in 2017 in Ghaziabad, Delhi NCR, is a premier travel agency offering personalized travel experiences for both leisure and corporate clients. Specializing in domestic and international travel, the company prides itself on expertise, attention to detail, and a customer-centric approach. HPW Tours & Travels is committed to providing seamless and unforgettable journeys, with 24/7 support and a focus on comfort and care. The company is associated with organizations like BNI, GAEHP, and Rotary, catering to small and medium corporate groups, incentives, and leisure travel.



Mr. Anuj Bansal
CEO
Amigos Alliance LLP | India

Amigos Alliance LLP, an IATA-approved company recognized by the Ministry of Tourism, Government of India, brings over 10 years of experience with a presence across 16 states. The company is part of prominent industry associations including TAAI, OTOAI, TAFI, ADTOI, IATTE, EEMA, and ETAA. Specializing in a wide range of travel services, including hotel reservations, air ticketing, visa assistance, holiday packages, MICE, and more, Amigos Alliance serves corporate clients, travel agents, and event companies. The company offers tailored solutions through three key verticals: corporate travel management, B2B hotel and holiday bookings, and MICE/event management services. With expert founders and a mission to be the most trusted partner in the travel industry, Amigos Alliance ensures a seamless and enriching travel experience for all its clients.



Mr. Honey Walia
Managing Director
A2Zee Events | India

A2Zee Events, founded in 2016, specializes in organizing corporate and destination wedding events across India and international locations like Sri Lanka, Dubai, Thailand, and Turkey. The company offers customized travel solutions for MICE, social, corporate, and wedding travelers, blending creativity and innovation to provide personalized services. A passionate team of professionals uses their extensive knowledge and experience to craft tailored domestic and international travel experiences, ensuring high-quality, dedicated service for both individuals and groups. A2Zee Events is committed to delivering unique travel concepts and exceptional support to create memorable events.

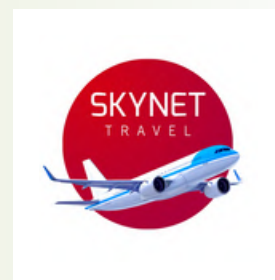
Mr. Sanjay Sahgal
Founder & CEO
Pride My Travel | India

Pride My Travel, is a leading travel agency specializing in holiday, pilgrimage, and study tours, as well as hotel bookings, business travel services, and more. The company offers customized tour packages for both domestic and international destinations. Known for its dedicated team and extensive network, Pride My Travels ensures personalized and hassle-free travel experiences. Committed to delivering quality services at affordable prices, the company makes every journey memorable for travelers from all walks of life.



Mr. Harsh Kalra
Proprietor
Skynet Travel | India

Skynet Travel, with 10 years of experience, offers a wide range of services including flight and hotel bookings, national and international tour packages (Dubai, Turkey, Azerbaijan, Philippines, Seychelles, Taiwan, Bali, Maldives, Europe, Thailand, Mauritius), destination weddings, group tours, and corporate tours. Over the years, Skynet Travel has successfully organized numerous trips and events for corporate and family groups. Specializing in destination weddings and MICE events, the company is committed to making travel and events accessible and enjoyable for all. Skynet Travel ensures exceptional service for every client.





Mr. Deepak Ghildiyal
Sr. Manager
GeTs Holidays Pvt. Ltd. | India

GeTS Holidays, established in 1987, is a leading travel company specializing in leisure travel, MICE, and customized itineraries across India and the Indian subcontinent. With over 30 years of experience, the company offers personalized travel experiences, from exploring India's iconic landmarks to discovering hidden gems off the beaten path. The company has achieved many prestigious travel awards and accolades, including the National Tourism Award from the Government of India. Additionally, it is a proud winner of the TripAdvisor Certificate of Excellence for six consecutive years (2014-2019). Led by experienced founders with extensive travel knowledge, GeTS Holidays has served over 200,000 satisfied guests worldwide. The company is recognized by the Ministry of Tourism and is a member of IATA and IATO. With a team of over 200 professionals, GeTS Holidays ensures seamless and unforgettable journeys.

Mr. Pranav Bansal
Director
Plenary Holidays | India

Plenary Holidays, based in New Delhi, is one of the leading travel service providers, offering a diverse range of tour packages, including pilgrimage, honeymoon, wildlife, adventure, and Ayurveda tours. Specializing in MICE and leisure travel, Plenary Holidays also curates unique experiences such as photography tours, biking packages, and student tours, ensuring memorable journeys for every traveler.

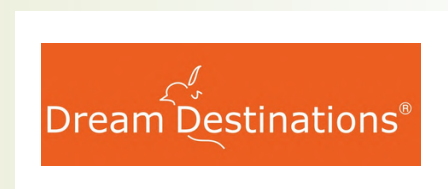


Mr. Sweetu Shah
Director
Moon Star Travels | India

Moon Star Travels & Overseas Consultancy, established in 2017, is a trusted name in the travel industry, offering expert solutions for both international and domestic tours. The company specializes in personalized travel packages and comprehensive services including flight bookings, hotel accommodations, cruises, passport assistance, foreign exchange, and visa application support. With a dedicated team of professionals, Moon Star Travels redefines customer satisfaction and ensures every journey is a seamless and memorable experience. Let their passion for exploration guide your next adventure.

Ms. Priya Periyankenpalayam Vijayakumar
Director
Dream Destinations | India

Dream Destinations, established in 2005, is an inbound and outbound tour operator specializing in luxury, tailor-made vacations. The company crafts bespoke travel experiences for honeymoon couples, family holidays, corporate groups, and leisure tours, both in India and internationally. Renowned for unparalleled sophistication and attention to detail, Dream Destinations creates once-in-a-lifetime journeys that foster meaningful connections with local cultures. With expert knowledge of each destination, they ensure an exceptional and unforgettable travel experience for every client.



Ms. Shibani Ahuja Kapoor
Proprietor
Wander Globe Inc. | India



Wander Globe, is one of India's leading travel companies, offering exclusive travel experiences in India and across Asia. Specializing in curated, tailor-made itineraries, Wander Globe provides seamless logistics, comfortable accommodations, and safe, reliable services. With a focus on delivering unforgettable, one-of-a-kind journeys, the company ensures exceptional experiences while maintaining the highest standards, all at value pricing. Whether exploring the Indian subcontinent or Asia, Wander Globe is dedicated to crafting personalized adventures for every traveler.



Ms. Padmini Narayanan
Managing Director
Akshaya India Tours & Travels Pvt Ltd | India

Akshaya India Tours & Travel, is a leading travel management agency with over 25 years of experience in both the international and domestic markets. Specializing in leisure tours, MICE, and both inbound and outbound travel, Akshaya India offers services including flight ticketing, hotel reservations, car/coach rentals, corporate travel, and passport, visa, and forex assistance. With offices in Chennai, Bangalore, and Hyderabad, Akshaya India is committed to providing high-quality customer service and local support for seamless travel experience.

Ms. Gargi Gautam
Director
Globetrotting by Gargi Gautam Pvt. Ltd | India



Globetrotting by Gargi Gautam, is a boutique luxury travel design company specializing in private, tailor-made journeys across the Indian Subcontinent and international destinations. Created to cater to the needs of discerning travelers, the company offers a unique alternative to standard tourist itineraries by crafting bespoke, exclusive, and experiential travel experiences. Each journey is fully customized to meet clients' interests, preferences, and expectations, backed by global connections to design and execute unparalleled luxury travel experiences.



Mr. Armstrong Rayan
Director-Outbound & MICE
Vanavil Tours and Holidays | India

Vanavil Tours & Holidays, established in 2013, specializes in both inbound and outbound tours, with a focus on pilgrimage tours. Initially catering to pilgrims from Asia to India, the company now offers a range of services, including domestic and international tours. They have a strong clientele base from countries such as Sri Lanka, Malaysia, Singapore, Mauritius, France, Italy, Germany, Canada, and Australia. With plans to expand into promoting Nepal's pilgrimage and leisure tours, Vanavil aims to provide exceptional travel experiences worldwide.

Ms. Archana Gupta
Proprietor
Jai Mata Di Tour and Travels | India

Jai Mata Di Tours & Travels, founded in 2008, is a renowned travel agency dedicated to providing hassle-free travel experiences through meticulously crafted tour packages. Serving over 2 lakh customers annually, the agency offers services such as first-class flights, handpicked hotels, 5-star accommodations, latest model vehicles, and premium city tours. With 24/7 support for ticketing, hotel bookings, and complete travel arrangements, Jai Mata Di Tours & Travels ensures seamless and memorable journeys for all travelers.



Mr. Subir Roy Choudhury
Proprietor
Best Holidays | India

Best Holidays, is a trusted travel agency providing integrated travel and tourism services, known for its commitment to service excellence, trust, and integrity. Specializing in both inbound and outbound tours, it offers a range of customized packages to suit budget travelers and luxury seekers alike. With a dedicated team of professionals, BEST HOLIDAYS ensures a seamless travel experience, offering everything from cultural and adventure tours to MICE services. The company prides itself on creating long-term relationships with clients and delivering unparalleled service, practicing its philosophy of "Travel Without Trouble."

Ms. Kavita Sharma
Business Coordinator
Connect India Tourism Foundation | India

Connect India, is one of the largest B2B Destination and Marketing Management companies in India, created by 12 Regional Destination Experts to offer innovative tourism products and services to the domestic market. By bringing together regional expertise, resources, and experience, the brand fosters superior destination management and marketing. Connect India aims to strengthen business relationships and promote tourism nationwide through its extensive sales network and marketing representation.



Mr. Debjit Dutta
Director & CEO
Impression Tourism Services (India) Private Limited | India

Impression Tourism Services, is a Responsible Destination Management Company for Eastern South Asia, offering innovative travel ideas crafted by local experts across East & North East India, along with Sub-Himalayan Eastern neighbors of Nepal, Bhutan, and Bangladesh. Celebrating 18 years in the travel industry, ITS has been recognized with numerous accolades, including the prestigious National Tourism Award, and is now recognized as one of the leading tour operators in Eastern India, offering the best of services and experiences with its own infrastructural setup across the region.

Ms. Taran Deep Phull
Director
Silken Weddings & Events| India



Silken Weddings & Events, specializes in crafting luxurious and personalized celebrations with flawless execution. Each event is designed to reflect elegance, sophistication, and unique style. With meticulous attention to detail, special occasions are transformed into unforgettable experiences.



Ms. Shalini Vashishth Mohan
Director
Nikos Advisory Private Limited (Nikos Travels) | India

Nikos Advisory Private Limited is a trusted travel service provider with nearly 30 years of industry expertise, specializing in customized domestic and international travel solutions. From hotels and homestays to offbeat stays and holiday packages at unbeatable rates, the company ensures seamless and memorable experiences for families, corporates, and individual travelers. A dedicated team of professionals offers end-to-end assistance, maintaining the highest standards of trust, quality, and customer satisfaction.

Mr. Samir Kumar Sahoo
Managing Director
Aria Detours | India



Aria Detour is a Bhubaneswar-based travel agency specializing in air tickets, hotel bookings, car rentals, MICE arrangements, visa assistance, and both domestic and international tour packages. As a DMC for Odisha, exclusive rates are offered for various categories of hotels, along with tailor-made packages to meet guests' specific requirements. Expert consultants ensure unique and enriching travel experiences at competitive prices, focusing on authenticity, sustainability, and excellence, while creating transformative journeys that benefit both travelers and the communities visited.



Mr. Ye 邱焯 Qiu
Head of Procurement for Southeast & East Asia
Xiaomi| China

Xiaomi Corporation, was founded in April 2010 and listed on the Main Board of the Hong Kong Stock Exchange on July 9, 2018 (1810.HK). Xiaomi is a consumer electronics and smart manufacturing company with smartphones and smart hardware connected by an IoT platform at its core. It will spend lot of market budgets in terms of MICE event, Incentive Trip and so on in order boost the sales.

Mr. Kai 杨凯 Yang
General Manager
China Ocean International Travel Service | China



China Ocean International Travel Service, was founded in 1994. The business scope includes domestic tourism business; inbound tourism business; Airline tickets, conference services; MICE; Exhibition, and Art Exchange.

Mr. Changhui 沈长辉 Shen
Head of Procurement for Southeast & East Asia
China National Pharmaceutical Group
Corporation(Sinopharm)| China



Sinopharm (China National Pharmaceutical Group), is China's largest healthcare and medical group, ranked 80th in the Fortune Global 500 (2023). With a vast network of pharmaceuticals, medical technology, and healthcare services, we drive global innovation and collaboration.

Our International Cooperation Department spearheads global partnerships through conferences, exhibitions, and business travel. We have organized numerous business delegations worldwide and actively participate in major MICE events, including EIBTM, IMEX, IT&CM, ILTM, ITB, AMITE, and Japan MICE Expo.

As a UNICEO and ACTE member, Sinopharm remains at the forefront of industry leadership, fostering healthcare advancements and global business connections.



Ms. Wenwen 李文文 Li
Outbound Tour Operations Manager
Beijing Wisdom International Travel Service Co., Ltd. |
China

Beijing Wisdom International Travel Service Co., Ltd was established on August 24, 2012, and its registered place is 3 located at No. 2076, 2nd Floor, Building 1, No. 1, Guanzhuang Township, Chaoyang District, Beijing, and its legal representative is Ji Wei. The scope of business includes licensed projects: outbound tourism business, inbound tourism business, and domestic tourism business. Over the years, the company has been committed to organizing domestic tourists to travel to Europe and other parts of the world for more than 1000,000 people. The purpose of the exit involves leisure tourism, conferences and exhibitions, business and business activities, theme tourism, research travel, and other fields.

Ms. Hong 徐红 Xu
Director
Guangdong Port Travel Agency Co., Ltd. | China

Guangdong Port Travel Agency Co., Ltd., was established on August 19, 1994. The company's business scope includes: inbound and outbound tourism business, domestic tourism business, and tourism ticketing; Car rental, tourism charter, transportation consulting services; Conference, study tours, and exhibition services; Provide travel, transportation, accommodation, catering, and other agency services to tourists.



Mr. Zhijian 李志坚 Li
General Manager
Kai Yuan Information and Business GmbH| China

Kaytrip, was founded in Germany in 2002, Kaytrip Group is a multinational corporation specializing in media, tourism, ticketing, cross-border e-commerce, cultural exchanges, and business consulting. With its headquarters in Munich, the company has expanded globally, establishing subsidiaries in China, Germany, France, Italy, Austria, Denmark, the UK, Mexico, Vietnam, and other countries.

Kaytrip Group operates across multiple sectors, including media services, tourism, ticketing, logistics, global study tours, immigration education, and public welfare initiatives. As the chairman unit of the China Chamber of Commerce in Germany, the company employs nearly 300 professionals and continues to drive innovation in international business and cultural exchange.



Mrs. Xue Mei 李雪梅 Li
Director
Guangdong Yangcheng Tour International Travel Agency| China

Guangdong Yangcheng Tour, is a subsidiary of Guangzhou Lingnan International Enterprise Group Co., Ltd. (Lingnan Group), a leading state-owned enterprise under the Guangzhou SASAC. With tourism and food as its core industries, Lingnan Group operates across hotels, travel agencies, attractions, transportation, MICE, and more.

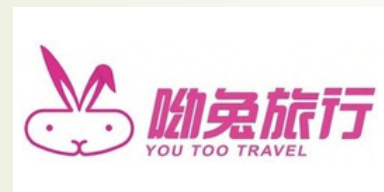
Specializing in domestic, inbound, and outbound tourism, Yangcheng Tour provides business inspections, conference services, freight handling, ticketing, car rentals, and hotel reservations. With 40+ stores across Guangzhou, we offer customized travel solutions to meet every traveler's needs.

Mrs. Linghui 黄龄蕙 Huang
General Manager
Chongqing Zijinhuangcheng International Travel Company| China

Chongqing Zijinhuangcheng International Travel Company, is a leading agency specializing in tailor-made, MICE, and FIT travel with a focus on Europe and North America. Our expert advisors craft exceptional experiences for discerning travelers.

As a board member of the Travel Tourism Association of China and a strategic partner of CCTV, we are a recognized industry leader. We are also a key supplier for top OTAs like Ctrip, Trip.com, and Alibaba Trip, offering best-selling Eastern Europe travel products.

At You Too Travel, we are committed to seamless, high-quality travel experiences worldwide.



Ms. Rui 彪蕊 Biao
Outbound Department Manager
Shaanxi China Travel Service| China

Shaanxi China Travel Service, is affiliated with Shaanxi China Travel Service Co., Ltd., established in 2012. It is an executive director unit of China Travel Service Association and China Travel Service Group, and a member unit of Shaanxi Tourism Group. The company mainly undertakes outbound and domestic tourism business for Chinese citizens and attracts and receives international and domestic tourists. We have a group of highly qualified tourism management and professional team operators.

Mrs. Mingjun Chen
Manager
Comfort International Travel Service (GZ)| China



Guangzhou Kanghui International Travel Agency, established in 2000, is a branch of China Kanghui Travel Agency Group Co., Ltd. and one of Guangzhou's leading travel agencies. With a registered capital of 2 million yuan and extensive industry recognition, it has served nearly 10 million domestic and international tourists and consistently ranks among the top travel agencies in Guangdong. With over 130 branches in Guangzhou, six provincial branches, and 300+ customer service outlets, it operates the largest travel service network in Guangdong. The company specializes in group and individual travel, corporate events, cultural exchanges, and ticketing services. Recognized for its credibility and high-quality service, it has received numerous awards, including the Guangzhou Integrity Travel Agency and China Southern Airlines' Excellent Award for Group Travel.



Ms. Liyi He
Product Director
Shenzhen DearVoyage International Travel Service| China

DearVoyage, a luxury travel agency established in Shenzhen in 2013, is committed to fulfilling the travel aspirations of affluent Chinese families and facilitating their exploration of the globe in the most suitable manner through their expert services. DearVoyage specializes in providing tailored luxury travel experiences and offering fixed itinerary bookings across a diverse range of destinations globally. To uphold a consistently high level of professionalism, the agency has organized its teams into specialized departments categorized by destination: Island Vacations, Europe, Japan, Africa, the Middle East, Oceania, and China. Furthermore, there is a dedicated team responsible for Luxury Cruises, corporate travel, and luxury ski holidays. In 2020, DearVoyage was recognized by Virtuoso, and accepted as a member of Virtuoso, in addition DearVoyage has been recognized by other prestigious luxury hotel groups (LHW, MO, Aman, Relais & Chateaux, SLH, Accor, IHG, FourSeason, and Marriott) as their preferred partners for business collaboration globally.

Mr. Min Nan Fang
Sales Director
Hunan China Youth International Travel Service| China

Hunan CYITS, established in 1985, is a leading travel agency in Hunan, evolving from a traditional agency into a platform-based, technology-driven cultural and tourism enterprise. With over 400 stores, 27 regional branches, and 2,000+ employees, it offers domestic and international travel services, group tours, hotel and scenic area management, air and cruise operations, and cultural tourism project development. Supported by the Hunan Provincial Government and Tourism Administration, it has earned industry recognition and numerous awards, making it a benchmark in China's travel industry.



Mr. Tie 张铁 Zhang
General Manager
Beijing TopTour International Travel Agency| China

Beijing Top Tour International Travel Agency Co., Ltd., was established in 2024. mainly providing customized travel services for high-net-worth clients. We serve various institutions with high net worth clients, and private banks of various banks, and provide global destination travel services for private banking clients of banks.

Mr. Wang 王夺 Duo
Deputy General Manager
Beijing New Concept International Travel Agency| China

Beijing New Concept International Travel Agency Co., Ltd., was established in 2012. Qiji Travel is an independent high-end tourism service agency under New Concept International Travel Agency Co., Ltd., mainly providing customized travel services for high-net-worth clients. We serve various institutions with high net worth clients, and private banks of various banks, and provide global destination travel services for private banking clients of banks. It is a travel service provider for CITIC Bank's private banking division, providing conference services for high-net-worth clients and customized travel services for CITIC Bank's private banking clients.

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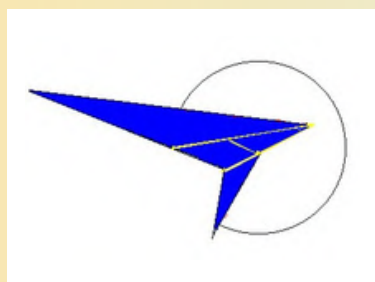


Mr. Zonghui 刘宗辉 Liu
General Manager
China Gateway International Travel Agency| China

CHINA GATEWAY AGENT (CGT), is a tourism company headquartered in Beijing, China, founded in 2012. After years of development, the company has become a well-known professional supplier of European officials and business groups in the industry. Its business scope covers Northern Europe (including Finland, Sweden, Norway, Denmark, and Iceland), the United Kingdom, Ireland, and Western Europe (including Germany, the Netherlands, France, Switzerland, and Belgium), Southern Europe (including Italy, Greece, and Austria) and Eastern Europe (including the Czech Republic, Hungary, Romania, and Poland).

Mrs. Zhi Min 张智敏 Zhang
Business Director
Hongkong Youth (Guangzhou) International Travel Service| China

HongKongYouth (Guangzhou) International Travel Service Co., Ltd., abbreviated as Gangqing Travel, is a travel agency approved by the Guangzhou Tourism Bureau, Gangqing Travel is dedicated to quality service and enjoyable travel experiences. The company offers travel, transportation, accommodation, catering, event planning, and MICE services, along with inbound, domestic, and border tourism. With specialized departments for e-commerce, group tours, and customized travel, Gangqing Travel also develops smart e-commerce tourism platforms, catering to the evolving needs of tourism and business professionals.



Ms. Ruichen 丁睿辰 Ding
Assistant to the Chairman Shareholder
Beijing Hanglvtong International Economic and Cultural Exchange Company| China

Hanglvtong, established in 1996, specializes in promoting global cultural and economic exchanges. With over 30 years of experience, the company offers high-end customized services for governments, enterprises, and individuals, including international visits, economic cooperation, conference management, and tailored travel experiences. In addition to traditional services like visa assistance and hotel bookings, Hanglvtong excels in areas such as rural tourism training, ecological agriculture, elderly care, and international medical and cultural exchanges. Known for its professional operations and innovative solutions, the company focuses on talent development and embraces cutting-edge technologies to drive future travel trends.

Mr. Kang 康哲男 Zhenan
General Manager
Guangdong Vision Quest International Travel Service|
China



Guangdong Vision Quest, is a professional tourism management company with strong economic strength, a dedicated marketing team, and comprehensive after-sales service. Committed to professionalism and quality, the company offers inbound, outbound, and domestic tourism, along with ticketing, MICE services, car rentals, cultural event planning, corporate services, visa assistance, and tourism management. By crafting unique itineraries and delivering high-quality travel experiences, Vision Quest has earned a strong reputation among tourists and the industry.



Ms. YINGZI 郭英姿 GUO
Manager
YINGKE TRAVEL| China

Yingke Meichen International Travel Service, was established on June 2, 2016, and its business scope includes inbound tourism business; domestic tourism business; outbound tourism business; ticketing services; and conference and exhibition services.

Ms. Xiru 潘茜霏 Pan
General Manager
Xiamen SeeWant Business Travel Service| China

Xiamen Xiwang Business Service, was established in 2014. Its services include customized travel to global destinations, participation in NGO experience programs, overseas study Tours, global two-class air tickets, five-star hotel castle reservations, etc. Our business programs serve Chinese business and government programs, symposia, and other business and cultural events.

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Ms. Fangfang 赵芳芳 Zhao
Director
UNIQUE MEETING & TRAINING (SHENZHEN)| China

Unique Meeting & Training, is a leading travel agency specializing in high-end conferences, exhibitions, and official government & corporate delegations. As a trusted partner of the Shenzhen Municipal Government and major enterprises, we provide expert conference planning, business travel management, and international delegation services across five continents. Our strategic partnerships with top hotel groups, including Hilton, Marriott, and IHG, ensure premium accommodations, guaranteeing a seamless and high-quality experience for our clients.

Mr. Yuping Ouyang
Chairman
Shenzhen Zhixing World Education Technology| China

Shenzhen Zhixing World Education Technology, is a leading provider of art sketching and research travel programs for college students, serving approximately 100,000 domestic and international participants annually. The company integrates academic exploration with practical artistic experience, fostering creativity and global perspectives.



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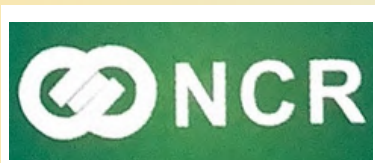
与愿旅行艺术馆/企鹅联盟旅行

Ms. Riping Yuan
Marketing & Product Director
New Earth the Art of Travel| China

New Earth Art Travel Agency, established in 2023, focusing on innovative-themed travel products and private tailor-made travel. More Than A Travel, it is our honor to make your dream real. We explore and practice a kind of artistic healing travel lifestyle, more pointing to the body/mind/spirit life. We pay more attention to spiritual travel, research, and create the "The Art of travel". Explore outward, walk inward, To a better and wider world.

Mr. Jinyu Shao
Manager
Guangzhou Lingnan International Travel Services| China

Lingnan International Travel, established in 1994, specializes in outbound, inbound, and domestic tourism, as well as business inspections. With rich operational experience, a high-quality service team, and a dedicated tourism fleet, the company has excelled in areas such as customized, themed, cultural, and business tourism. Lingnan International Travel is known for creating unique, tailored travel experiences and has achieved significant success in organizing large-scale tourism and cultural activities. The company is a leader in providing innovative tourism solutions that cater to diverse client needs.



Mr. Wensheng 田文生 Tian
Supplier Manager-NAPAC
NCR(Beijing) Financial Equipment System| China

NCR (Beijing) Financial Equipment System, is a U.S.-based provider of financial self-service solutions, specializing in ATMs, payment systems, and banking automation. With branches in China, India, Singapore, Japan, and Australia, we support financial institutions across the Asia-Pacific. We organize industry-focused MICE events and client business visits, offering firsthand insights into our cutting-edge technologies and regional operations.

Mr. Lijian 张黎剑 Zhang
Regional Category Manager-Indirect,
Emerson Process Management Co.Ltd.| China

Emerson, is a global leader in technology, software, and engineering, providing innovative solutions to industrial and commercial markets. We help customers solve the world's biggest challenges, driving healthier, safer, smarter, and more sustainable outcomes. Guided by values like Integrity, Safety & Quality, Innovation, and Collaboration, we invest in our employees' development to equip them with the skills and knowledge needed to thrive in a competitive global economy. Our commitment to Diversity, Equity & Inclusion ensures we create a positive impact, leaving the world in a better place.



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深圳市深华国际旅行社有限责任公司- 企查查

Ms. Xiuhua Zhang
General Manager
Shenzhen Shenhua International Travel Service | China

Shenzhen Shenhua International Travel Service, is a special brand of outbound tourism wholesale along the Belt and Road in South Asia & a high-end island. Since 1989, it has focused on South Asia & a high-end island, including India and Sri Lanka. In addition to conventional tourism products, our company also sells products from Nepal, Bhutan, Pakistan and Bangladesh.

Mrs. Shan Shan Pan
Operations Manager
Guang Dong CTS Holiday International Travel Agency|
China



Guang Dong CTS Holiday International Travel Agency, established in 2006 and a core enterprise of Guangdong Tourism Holdings Group, Guang Dong CTS Holiday is a leading comprehensive tourism service provider in Guangdong. The company specializes in inbound, domestic, and outbound tourism, along with services like room bookings, ticket sales, tourism product planning, immigration consulting, and conference and exhibition services. Recognized for its strong brand reputation and social credibility, the company has received multiple honors, including "Youth Civilization" in Guangdong and "Most Popular Travel Agency in Guangzhou".



Ms. Shimei Zhao
Operation Director
Chinese international travel service(coco holiday)| China

COCO HOLIDAY, which belongs to the Shenzhen Branch of Chinese International Travel Service, is a special brand of outbound tourism wholesale along the Belt and Road in South Asia & a high-end island. Since 2010, it has focused on South Asia & a high-end island, including India and Sri Lanka. In addition to conventional tourism packaging products, our company also sells products from Sri Lanka, Nepal, Bhutan, Pakistan, and Bangladesh.

Mr. Jianli 刘建利 Liu
Manager of South Asia Department
Beijing Capital International Travel Service Group Ltd
Beijing Branch Company| China



Beijing Capital International Travel Service Group, an independent company under Beijing Capital International Travel Service Group Co., Ltd, registered on 16th Aug 2017 as the development of the group. We are certificated to organize domestic traveling groups to travel in both China and other countries, and we are also certificated to provide land arrangement services for foreign traveling groups who come to visit China. The South Asia department is one of our most positive teams in the company, market covers Beijing, Shanghai, Guangzhou, Shenzhen, Chengdu, Kunming, Chongqing, Qingdao, and related cities in the same states.

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Mr. Donghai Zhao
Director of Sales Department
China Beyond Ocean International Travel Service| China

China Beyond Ocean International Travel Service, based in Beijing, since 2002, has been delivering global travel experiences through tailor-made outbound and inbound tours, business travel (MICE), and more. The highest priority is to provide unforgettable and meaningful travel experiences for a variety of tourists, particularly those from enterprise trade unions, business schools, business associations, bank channels, and experienced travelers accumulated over the years. Business, leisure tours, and MICE have been arranged to destinations including Taiwan, Nepal, India, Malaysia, Philippines, Thailand, Japan, Australia, the United States, and European countries such as Serbia, Germany, Norway, and Sweden. The goal is to find strong partners with local special resources to jointly develop the Chinese outbound tour market, fostering long-term partnerships in Nepal and India.

Ms. Xiaoli 张晓丽 Zhang
Key Account Manager
Comfort M.I.C.E (Shenzhen) Service| China

Comfort M.I.C.E(Shenzhen) Service, a professional exhibition planning organization that offers all-round conference planning and execution, incentive travel, business investigation, event management, exhibitions, and other three-dimensional professional services for large, medium, and small enterprises in the pharmaceutical, electronics, finance, insurance, IT, FMCG, automobile and real estate industries. It has also obtained the right to leave the country to undertake major outbound exhibitions, outbound business visits, and outbound incentive tours. All aspects have won the praise and favor of customers.

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Mr. Jin 甘瑾 Gan
Chairman
Dream Fulfilling International Cultural and Tourism Development (Wuhan)| China

Dream Fulfilling International Cultural and Tourism Development (Wuhan), approved by Premier Keqiang Li, is Central China's first Sino-foreign joint venture integrating travel, exhibitions, education, cross-border business, and immigration. Committed to creating a new business model of "AI plus cultural tourism," the company aligns with the Belt and Road Initiative and aims to become a global leader in modern services. Focused on providing intelligent, one-stop personal butler services, Dream Fulfilling bridges global connections while responding to national calls for innovation and global tourism development.

Peng 丁鹏 Ding
Chairman and General Manager
Shandong Aviation International Travel Service| China

Shandong Aviation International Travel Service, founded in 1996, specializing in inbound and outbound tourism services with expertise in official visits, high-end customized travel, and international exchange. With branches in multiple locations, the company has expanded its customer service capabilities. It has developed innovative products, including the "Multifunctional Creative New Media," and secured two patents. Under the leadership of General Manager Ding Peng, the company has received numerous honors, including the "Best Chinese Tourism Service Enterprise" and the "Innovation Pioneer Award."



Mr. Ping Zhang
Vice President/General Manager
Guangzhou Ctrip International Travel Service| China

Guangzhou Ctrip International Travel Service, an international one-stop travel service provider, available in 24 languages across 39 countries and regions, supporting 35 local currencies. Trip.com has an extensive hotel and flight network, consisting of more than 1.7 million hotels and flights from over 600 airlines, covering 3,400 airports in 220 countries and regions around the globe. Trip.com's world-class 24/7 multilingual customer support, along with additional centers in Edinburgh, Tokyo, and Seoul, helps to "create the best travel experience" for its millions of customers worldwide.

Ms. Jiana Shi
Shenzhen Nice Tour Asia Holiday Travel Service Co., Ltd |
China



Shenzhen Nice Tour Asia Holiday Travel Service, established on April 13, 2012, with a vision to become the highest-quality tourism service provider in South China. Guided by the mission to make every trip a wonderful memory, the company upholds the concept of "quality first," resolutely resisting low-quality offerings. It is dedicated to creating travel experiences that satisfy and move tourists, specializing in outbound travel to Taiwan, sightseeing tours across Southeast Asia, global island vacations, and visa-free travel. Committed to excellence, Shenzhen Nice Tour Asia Holiday Travel Service Co., Ltd. continuously strives to provide exceptional and unforgettable journeys.



N52 GUANGZHOU INTERNATIONAL TRAVEL FAIR (GITF)



DELEGATES' FEEDBACK & TESTIMONIALS



Mr. Sanjay Sahgal,
Founder & CEO
Pride My Travel
(Buyer | India)

“ I would like to thank first Mr. Suresh Ji for inviting us for this Nepal India China Expo. It is a wonderful platform where we have come across lot many DMC's available here and hoteliers right from Nepal ,Kathmandu, Muktinath, Pokhara and there's lot many tour operators, travel agents from China also where we are meeting them for our upcoming selling products. So, we have got knowledge of Muktinath, we have got knowledge of Kailashmansarowar, got the knowledge of Nepal Sightseeing, Kathmandu sightseeing and we would like to thank the entire team of PATA Nepal Chapter who has given us this wonderful event from twenty second to twenty eighth by hosted by them at just been they have given flight tickets, they have given best of the hotels four star, five star hotels. The food quality, transport, everything has been taken care wonderfully. And this is my experience.

I have been travel to events like Malaysia (PITE), I have travelled to South Africa but where I find this event was excellent organized by PATA Nepal Chapter. And they have given us good hotels, the luxury properties. And they have taken care of all of our food, activities, their transport. On arrival we got the vehicles standing for us with the play cards, they welcomed us very well. They gave us the nice stay. So, I would congratulate and I would ask them to repeat this event again on Two thousand twenty six also and call us so that we can send more and more tourists from India to Nepal and do good business with them and encourage the hotel industry and the travel industry and the transport industry of Nepal. Namaste, Thank You so much. ”

“ I extend my heartfelt appreciation to the Nepal Chapter of PATA for their exceptional efforts in organizing such a well-curated and enriching event. The warm hospitality, seamless arrangements, and insightful sessions truly made it a remarkable experience.

A big thank you to all fellow participants for the engaging discussions and meaningful exchanges. Events like these strengthen our industry bonds and pave the way for future collaborations. Looking forward to staying connected and working together to promote tourism in the region.



Mr. Pranav Bansal,
Director- Plenary Holidays |
General Secretary, GAEHP
(Buyer | India)



Mr. Sanjay Bharat Mehta,
CEO -Transglobe Travels|
(Buyer | INDIA)

“ It's my pleasure to be here in the PATA event organized by PATA Nepal Chapter. It is very nice organized event and we are thankful to PATA Nepal Chapter to invite us. The logistics and the arrangements were very nice. We are having good experience with different hoteliers, DMCs. It has helped us to know and help gain knowledge about Nepal and the cities in Nepal. So nicely it is arranged and the people in this event and in Kathmandu are very nice and humble and they have taken care for us. Quite sure after the visit to this street fair we will be able to send many many Indians to Nepal because we have got the ground-level experience of the hospitality of Nepal. So I think it was good. This event was supposed to get organised in 2019 but due to covid, it got postponed. Finally in 2025 we are here and with great pride I can say we have really enjoyed and gained knowledge from the event and I wish the event has been organized so nicely that all the success whatever comes would be thanks to PATA Nepal and the Chapter members and the supporting team. I wish them all the best and thank you for inviting us. Namaste!



Mr. Ranjan Kumar Jain,
Director - Coterie Tours
Private Limited
(Buyer | India)

“ Dear PATA Nepal Chapter Team,

Thank you again, initially I thought why venue is kept Pokhara, it could be more easier putting up in Kathmandu, But after being there ,I realized Pokhara was sensible , as we were more focussed for meetings. PEC (venue) was superb , spread out , green and beauty of mountains around. Lunch at Fishtail was awesome going in a rope pulling boat.

However we were given different hotels, that turned to be informative, we all shared the hotels information among us, I had a lot of idea about hotels seeing all of them, Such as Water Front , Mount Kailash, Sarowar, Temple Tree, Barahi, these are all recommended and excellent location too for travellers.

Truly PNC took more initiatives taking all of us from KTM / PKR / KTM and putting themselves into more hard work. Which was visible too from day 1 till end.

Now Pokhara has a lot of new hotels, good for honeymooners , repeated travellers, trekkers and Adventure activities. I truly appreciate Nepal Tour Operators , they were available with their products and knowledge in respective fields. Now we can enhance our outgoing products for Nepal.

Food was superb, nicely managed, evenings were nicely organised , especially Hotel Barahi Pokhara and I could see Club Catwalk , which we can recommend to our travellers to have some time in evening (easy location) when and if they ask for safe and decent place when s/s is over.

Being a member of PATA India Chapter , Mrs. Poonam Rajput also deserve appreciation , remained there and parallel support for India team, although all was organised by PNC, but she was additional help to coordinate for day to day plans, asking members / participants if any issue / help is required. All time available. Any way I am not surprised , this is PATA.

I urge Non PATA members to enrolled them in respective PATA chapter to get more visibility , good connect, for more stronger Tourism into their respective field/s. I like the sustainable tourism concept, no plastic bottles during the mart and no disposal crockery (unwanted waste) during meals. Excellent, we must continue it. ”



Mr. Dharmendra Singh Chauhan,
Founder - Holiday Tips
(Buyer | India)

“ Thanks a lot Team NICE for giving us the opportunity to see the Pokhara as a destination for MICE and weddings, I really love this destination. In Pokhara i got the chance to visit different hotels and that all are above the mark.

Thanks PATA team for your excellent coordination and hospitality.”

“ Thanks a ton to the PATA Nepal Chapter, for giving me an opportunity to join the NICE 2025 event. It was my pleasure to join the who's who of the industry from Nepal, India & China under one roof. As I always say, "If we want to excel in the travel industry, you should learn from experience".

But If you want your presence to be felt and to become a big giant in this industry then you need both the old experience and new talent together under one roof.

This was one such opportunity where I was learning with the new and the old torch bearer of the industry. ”



Mr. Anuj Bansal,
CEO - Amigos Alliance LLP
(Buyer | India)



Ms. Poonam Rajput
Sr. Manager
PATA India Chapter

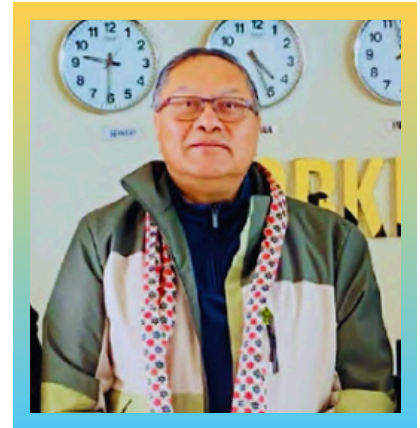
“ Thank you Mandira, it was lovely meeting all of you, Suresh, Himmat, Bishal, Mandira, Jatak and the entire team. Give my best wishes to all.

Special thanks to Suresh Sir - PATA for being an exceptional host, his hospitality and attention to detail is unmatched.

Bibhu Sir for being a motivation as always, Mr Bhatta for making time to see us off at Kathmandu with lovely Rudraksha (which I wore back till India).

Thank you each and everyone (whose name I didn't mention) for your dedication and hospitality. ”

“ Exhibiting the first edition of Nepal India China Expo - NICE 2025- at the beautiful city of Pokhara, Nepal. It was a great initiative of PATA Nepal Chapter ”



Mr. Subodh Rana
CEO, Malla Travel & Trek
Services
(Exhibitor | Nepal)

“ Well, thank you so much for organizing this. This is an amazing platform to bring the super giants of tourism together. It's a brilliant initiative. It started off well, we were well received, the hotel that we are staying in is amazing and the facilities here are world-class I would say. And hope to have increased participation and more content for the future. Since it is the first time I believe it is very well organized for the first time and we hope to be here next year in any more events that PATA organizes. We hope to be part of that as Mariott Group of Hotels. Thank you so much. ”



Mr. Vipul Kamboj
GM, Kathmandu Marriot Hotel,
(Exhibitor | Nepal)

“ We've been interacting with all these buyers. Chinese buyers and Indian buyers. Also all the stockholders of our industry; hoteliers, transport providers, service providers and even airlines and all. So, far it's productive. I guess. It's positive vibes. So I'm meeting all these people from these three countries in under one roof. Yeah, so nice is all nice. So I'm getting this positive vibes that we get so many visitors and the business in upcoming year in 2025 particularly. ”



Ms. Sanjivani Shrestha,
Himmalagari Travels
(Exhibitor | Nepal)

“ NICE 2025: A Historic Success!

As the sun sets on NICE Events Nepal 2025, we reflect on an extraordinary gathering that united the tourism industries of Nepal, India, and China like never before!

Held from February 24-26 in the stunning city of Pokhara, this tri-nation tourism expo was more than just an event—it was a celebration of collaboration, innovation, and cultural harmony.

A Journey to Remember

Inspiring Connections – Leaders, entrepreneurs, and visionaries came together, forging new partnerships that will shape the future of tourism.

Insightful Discussions – Industry experts shared groundbreaking ideas on sustainable tourism, digital transformation, and cross-border collaboration.

Vibrant Cultural Exchange – The richness of Nepali, Indian, and Chinese traditions came alive through music, art, and cuisine.

Dynamic Business Opportunities – From travel agencies to hospitality giants, stakeholders explored new ventures and investment possibilities.

A Hidden Gem Unveiled

One of the most exciting highlights was the showcase of Langtang Ri Trekking, a mesmerizing journey through breathtaking landscapes, rich biodiversity, and the warm hospitality of the Tamang community. It left adventure lovers inspired and eager to explore Nepal's untouched wonders!

The energy, enthusiasm, and spirit of collaboration at NICE 2025 were truly unparalleled. This was not just an event—it was the beginning of a new era in regional tourism!

Thank you to all our partners, participants, and visitors for making NICE 2025 a resounding success! Here's to a future of boundless possibilities! ”



Ms. Pamfa Dhamala
Manging Director
Langtang Ri Trekking &
Expedition
(Exhibitor | Nepal)



Mr. Bishwesh Shrestha
Owner
C&K Nepal Travels & Tours

“ Nepal Indian China Expo has concluded and so far this has been one of the best organized and effective expo I have visited so far, abroad and Nepal. Hats off to PATA and NTB for organizing such a beautiful event. We are expecting next year to be bigger and even better than this year. Events like these are the most effective tool for marketing and we should expand its horizon in coming years.”

”

“This is our first time in NICE and we are so excited. We brought 50 Chinese buyers here and they have already cast their feedback and they were happy with the result. Even today they said ohh we don't have enough time to make appointments. You see they are still talking. We got an impressive experience. In the future, we are confident, we will bring more Chinese tourists to Nepal. Nepal is very very typical destination, amazing destination with a lot of history and culture. It is very suitable, healthy, and well being traveling resource.”



Ms. Cathy Cui
Head, Guangzhou
International Travel Fair
(GITF)
(Exhibitor | China)

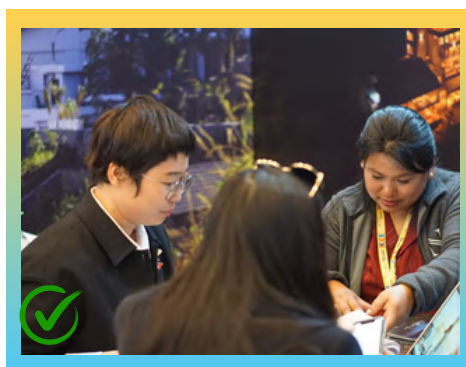


Ms. Huang Linghui
Chongqing Zijinhuangcheng
International Travel / You too Travel
(Buyer | China)

“The gains from this exhibition far exceeded my expectations. When I entered the exhibition hall, I was overwhelmed by the dazzling array of booths and exhibitors from different industries. I communicated with industry sellers, and their unique insights broadened my horizons, allowing us to have a full understanding of Nepal's tourism products and hotels, which is very beneficial to product development and reception. I also met many like-minded peers, sharing experiences, discussing cooperation, and sparking ideas. I also learned about the latest market dynamics and trends, which provided direction for future business planning. This trip was worthwhile, and I look forward to the next exhibition!”



“We sincerely thank GITF for its sincere invitation, which gave us the honor to participate in NICE-NEPAL INDIA CHINA EXPO! During this event, the organizers made meticulous preparations and thoughtful arrangements, and we deeply felt the enthusiasm of the Nepalese people and the organizers. Nearly 70 exhibitors gathered on site, covering travel agencies, local tour operators, hotels, outdoor clubs, official airlines and other fields, creating a valuable opportunity for in-depth cooperation for us. At the same time, GITF and the organizers carefully built a bridge of communication, which greatly facilitated our communication with all parties. Thank you again!”



Zhang Xiaoli
Shenzhen Kanghui International
Business Exhibition
(Buyer | China)



Ouyang Yuping
Shenzhen Zhixingxing
Tianxia Education
Technology
(Buyer | China)

“The Nepal exhibition was a great success. The organization and arrangement of the exhibition showed a high degree of professionalism and meticulous service. The exhibitors covered high-quality tourism resources, providing participants with abundant business opportunities and cooperation platforms. In terms of exhibition services, from registration to on-site guidance, and then to subsequent follow-up services, every link made people feel warm and thoughtful. Overall, this exhibition left me with a deep impression and good memories. I look forward to more such opportunities in the future, leading everyone to explore more international markets and create more business miracles together.”

“I am very much honored to have the opportunity to participate in the “First Nepal-China-India Tourism Expo” (NICE). This is an unforgettable experience that combines industry exchanges and cultural exploration! The exhibition was held in Pokhara, the tourism capital of Nepal. The negotiations and forums in the exhibition area made me deeply feel the vitality and potential of the South Asian tourism market.

As the host country, Nepal not only provided a lot of tourism resources, but also carefully arranged a one-day local tour itinerary, which was adventurous, poetic, and spiritually refreshing. After the meeting, I and several colleagues met at several hotels and received warm hospitality from the locals.

In the following days, I went to Nagarkot by myself and waited for the sunrise of the Himalayas in the morning mist 🌄. It was absolutely beautiful! Then I explored Kathmandu in depth and visited three different Durbar Squares. The extended journey in these days not only made me sigh at the rich natural landscape and cultural heritage of the local area, but also made me feel the simplicity and kindness of the local people, as well as their high sense of service. In short, this event was perfect for me. Thanks again to GITF for organizing and inviting me, and the organizers for their hospitality. I am grateful and look forward to the next “departure”!



Pan Shanshan
Guangdong China Travel
Holiday International Travel
Agency
(Buyer | China)

“NICE gained a lot from the trip to Nepal. Not only did I establish deep friendships with fellow travelers from all over the country and exchange a lot of useful information, but I was also connected to many local resources in Nepal. At the same time, I also experienced Nepal's simple folk customs, splendid national culture, and beautiful natural scenery.

Nepal, with its rich tourism resources, is an emerging tourist destination that deserves our efforts to develop. With the improvement of infrastructure, its future development is bright. Thanks to the organizers PATA and GITF for their meticulous care and attentive service. The quality of the exhibition is getting higher and higher. See you at GITF in May!

—Shao Jinyu | Guangzhou Lingnan International Travel Agency
(Buyer | China)



Liu Jianli

Beijing Capital International Travel
Agency
(Buyer | China)

“To GITF Guangzhou Office and PATA Kathmandu Office:

The six-day NICE conference has come to a successful conclusion. We would like to thank the GITF Guangzhou team and the PATA Kathmandu team for their strong support to Chinese buyers in this event.

In this event, with the strong support of the two units, as Chinese buyers, we had an in-depth personal experience of the main tourist cities in Nepal. From the old palace square in Kathmandu to Phewa Lake in Pokhara, from the two-thousand-meter-high paragliding to the bottomless David Falls, and from the continuous Annapurna Mountains to the leisurely cafes by the lake, we were all relaxed and happy and reluctant to leave.

We are grateful to the many professionals in Nepal's tourism industry for their comprehensive introduction to Nepal during this event, which gave us a deep understanding of Nepal's history, tourism resources, and the development of local tourism, the current market situation and development prospects. The local government's strong support policy for the tourism industry also filled the buyer market with information.

We are especially grateful to the organizers for providing us with the opportunity to communicate and discuss face-to-face with major travel agencies, hotels and airlines in Nepal during this event. This is very rare and exciting. Under the careful arrangement of the organizers, during the two-day one-on-one meetings, we were able to fully connect with various local tourism resources and gain a direct understanding of the local market details. With these resources, we have also laid a good foundation for us to develop the local tourism market.

Six days is a short time, but our tourism business is long. These six days will be a milestone for us to open up the outbound tourism market in Nepal. We will have six or sixty years to recommend this South Asian country, the kingdom of gods that integrates Hinduism and Buddhism, to the vast number of Chinese travel enthusiasts.

Thanks again to the organizers for their strong support. ”



Tian Wensheng

NCR (BEIJING) FINANCIAL
EQUIPMENT SYSTEM CO. LTD
(Buyer | China)

“The organizers provided very good service for this exhibition, including airport pick-up, local network card provision, shuttle bus arrangement, and venue layout and catering services. The invited Chinese and Indonesian sellers also have unique local characteristics and advantageous resources. It was a great harvest. The local tourism resource inspection arranged before the meeting was also very rich. Especially the paragliding project was very attractive. In addition, the Fish Tail Lodge Hotel we visited was also very good. It is located between beautiful mountains and waters, surrounded by lakes and mountains, with towering snow-capped mountains in the distance. You can take a boat on the clear lake, sail on the blue waves, and swim in the painting. It is beautiful. The guest rooms and environment in the hotel are also very comfortable and elegant, suitable for holding various high-end business meetings and banquets. In short, this exhibition was very successful, and I hope to have the opportunity to participate in such activities again. ”

“ We have gained a lot from participating in the NICE 2025 exhibition. The exhibition site shows the careful planning. Exhibitors range from traditional local tour operators to specialty hotels, from organizers of various outdoor activities to the application and support of emerging technology VR technology in the tourism market. Exhibitors can basically meet the needs of various groups of people in the tourism market segment. Moreover, the organizers are well organized, and everything from entrance security checks, venue guidance to meeting arrangements is very smooth and efficient. The staff was enthusiastic and professional, and performed very well in terms of guidance, consultation, coordination and other services, providing a strong guarantee for the smooth progress of the exhibition. During the same period, we held workshops for industry experts, hotel visits and learning, and special FAM TOUR activities with rich content, which provided us with valuable learning and communication opportunities for industry insiders, promoted information sharing and resource integration, and will be of great help to our future work. Thank you again for your hard work. ”



Zhao Donghai
Haiyue Culture and Tourism
(Beijing)
(Buyer | China)

“ The overall atmosphere of this exhibition was warm and impressive. The exhibitors were generally of high quality, bringing many innovative product lines and independently developed independent plans, providing us with rich choices and learning opportunities, and also providing an excellent communication platform for our industry. This exhibition has achieved remarkable results, providing great convenience for buyers and sellers, and also building a good cooperation platform for both parties. This exhibition is a very successful industry event. It is worth recommending. ”

-Zhang Zhimin, Hong Kong Youth Travel (Buyer | China)



Shen Changhui
China Pharmaceutical Group
(Buyer | China)

“ The organizers provided excellent service for this exhibition, including transportation arrangements, local communication network cards (absolutely a must-have for Chinese buyers), on-time shuttle bus pick-up during the conference, venue layout and catering services. The quality of the invited sellers was also great, and the results of the negotiations were very satisfactory. The local tourism resource inspection arranged before the conference was also very rich. Paragliding, bungee jumping, high-altitude swings, waterfall visits, peace towers and other projects are all very attractive. Other local tourism resources and hotels also have their own characteristics. The tourism resources are rich, from the subtropical scenery at the foot of the mountain to the plateau snow peaks on the mountains, and the scenery of all seasons can be experienced. It is a holy place for hiking, with many special and relatively safe hiking routes. In addition, the hotel resources are very rich, each with its own characteristics. The environment is comfortable and elegant, suitable for holding various business meetings and banquets. This trip to Nepal was very rewarding, and I hope to participate in such activities again. ”



Liu Zonghui
Ouhua Hotel
(Buyer | China)

“ Thank you for your efforts, thank you for your companionship, and thank you for the future! As the China Southern Airlines plane took off and left Kathmandu Airport, this 10-day wonderful flight over the Himalayas in Nepal can be defined as a complete success. During this period, we participated in the NICE Tourism Resources Matchmaking Summit hosted by the PATA Nepal Branch in Pokhara, participated in 30 rounds of one-on-one negotiations, and reached a number of cooperation intentions with Nepal's local tour operators, specialty hotel groups, and paragliding and other experience project suppliers, focusing on potential products in the Guangdong market such as Pokhara Ecological Hiking and Kathmandu Cultural Heritage Tour. We also personally tested the Pokhara paragliding project to confirm its safety qualifications and service processes, and planned to design an "extreme experience + leisure vacation" combination route to fill the gap in the branch's adventure tourism products. The theme of this summit is clear, focusing precisely on the promotion of Nepal's tourism resources and connecting with colleagues in my country's tourism industry. Nearly 100 exhibitors cover the entire chain of resources such as local services, special accommodation, and experience projects.

The efficiency of on-site negotiations is remarkable, especially the "one-to-one business matching" mechanism, which helps us efficiently connect with many high-quality suppliers during the conference period, far exceeding expectations. Nepal's local tour operators and ecotourism operators are highly professional, and more than 90% of exhibitors can provide Chinese and English information and customized cooperation plans. Special exhibitors such as paragliding and hiking guide companies are particularly eye-catching, and their safety qualifications and service processes are transparently displayed, which greatly enhances confidence in cooperation. It is recommended that the proportion of exhibitors in hot spring resorts and high-end wild luxury camps that Chinese buyers are concerned about can be appropriately increased in the future. As a buyer participating in this NICE Tourism Resources Matchmaking Summit, I highly recognize the overall quality and service of the exhibition. Of course, it may be due to the reception experience and local cultural background, which allows us to practice and improve our Buddhist nature in the Buddhist country, which is also a rare experience.

The NICE Summit is not only a resource integration platform, but also an immersive destination experience. Through this conference, we have effectively locked in Nepal's core tourism resources and injected new inspiration for subsequent product innovation. I look forward to going to Nepal again in the future to explore new opportunities in the tourism market! ”

“ Pokhara Tourism Fair attracts tourists and the international promotion of the exhibition covers overseas markets, especially long-distance markets. The quality of exhibitors is diverse. There are many well-known local travel agencies participating in the exhibition.

With their rich local operation experience, they can provide visitors with professional travel route planning and customized services. In addition, the professional and enthusiastic exhibitors are very familiar with Nepal's tourism business and can introduce various tourism products and services in detail. They are hospitable and actively communicate with visitors, answer questions, and strive to promote cooperation or travel booking intentions. Five-star praise. ”



Yang Kai
Ocean International Travel Agency
(Buyer | China)

“ Participating in the 2025 NICE exhibition was really fruitful! As soon as I stepped into the venue, I could feel the strong atmosphere of industry exchange. The exhibitors' booths were designed ingeniously, and the cultural and tourism resources on display were unique and eye-catching.

The quality of the exhibitors was very high, and they all shared valuable cultural and tourism projects and cooperation ideas with full sincerity. I was also deeply inspired by the sharing of the United Tourism Industry on the digitalization of cultural and tourism.

The service of the exhibition was also impeccable. The staff was warm and thoughtful. Whether it was entrance guidance or consultation, they did a good job. The business negotiation process was also arranged reasonably, which saved me a lot of time and energy. I really look forward to the next exhibition! ”

-Li Zhijian, Guangzhou Kaiyuan Tour (Buyer | China)

“ The organizers of the NICE exhibition in Pokhara were very attentive and left a deep impression on everyone.

First of all, the organizers arranged a pre-exhibition tour, and experienced local special projects such as boating, swinging, bungee jumping, paragliding, etc., which was a great experience! Especially paragliding, the terrain of Pokhara is very suitable for paragliding projects, and the view of Pokhara from high altitude is spectacular!

Secondly, the three-day exhibition, 1 day of conference + 2 days of one-on-one conversation, not only let everyone understand Nepal's latest tourism policies, but also can have in-depth exchanges with local exhibitors. In the process of communicating with local exhibitors, I can feel that these exhibitors have many years of local experience, can customize routes for customers, and have greater flexibility, which is particularly good. The local hotels are also very distinctive. There are both international chain brands and local hotel brands in Kathmandu, which can be well arranged for both business and tourism. The hotels in Pokhara are mainly local hotels, which are small in scale but very distinctive. For example, many hotels can see the spectacular snow-capped mountains, which are very Nepalese and very cost-effective.

Finally, and most importantly: safety. We stayed in two cities for 6 nights. We went shopping in the city at night. Whether it was Pokhara or Kathmandu, I felt it was relatively safe. The locals were kind and my friends were able to find their lost items. I don't have to worry about safety issues when I come here again in the future. ”

-Zhang Lijian, Emerson Shanghai (Buyer | China)

“ This was my first time attending an overseas travel expo organized by GITF. It was the happiest one among all the travel expos I have attended. It broke the traditional dullness. In particular, the national anthem at the opening ceremony made me feel proud and moved. The unique closing ceremony also made me, a quiet-loving person, crazy. This was not just an exhibition, but also a spiritual baptism. The NICE2025 Nepal Tourism Exhibition was full of vitality and enthusiasm. Each booth was carefully decorated to showcase the unique tourism resources of various regions in Nepal. From the magnificent Himalayas to the mysterious Buddhist holy land of Lumbini, from the bustling Kathmandu Valley to the tranquil Pokhara Lake, every scene in Nepal is fascinating. In the process of communicating with local tourism practitioners, I was impressed by their enthusiasm and professionalism. They introduced Nepal's tourist routes, cultural characteristics and natural landscapes in detail, which gave me a more comprehensive understanding of Nepal's tourism resources. At the same time, I also saw many innovative tourism products and services, such as ecotourism, cultural experience tours, hiking, etc., which made me feel the potential and vitality of Nepal's tourism market. Thanks again to GITF for bringing us a tourism feast, and look forward to leading us to the world next time! ”

-Xu Hong ,Guangdong Port Tourism (Buyer | China)

“ The exhibition I participated in in Nepal left me with a very deep and good impression. From the overall feeling of the exhibition, it is full of strong local characteristics, while not losing the international professional level. The layout is well organized, and each exhibit is clearly divided, so that participants can easily find what they are interested in. The quality of the exhibitors is quite high. Exhibitors from different regions brought rich and diverse, highly innovative products and technologies. The exchanges with them have made me gain a lot, broadened my horizons, and discovered many potential cooperation opportunities. The service of the exhibition is even more remarkable. The staff is warm and friendly. Whether it is the early consultation and answering, or the guidance service during the exhibition, they are all done in detail. The setting of the dining and rest areas is also reasonable, providing a comfortable environment for exhibitors and visitors. Although the exhibition has ended, the communication and cooperation platform it has built, as well as the many gains and inspirations it has brought, will continue to play a role. I look forward to having the opportunity to participate in such a wonderful exhibition in the future and continue to write more wonderful things! ”

-Kang Zhe Nan, Guangdong Xunmeng Tianxia International Travel Agency (Buyer | China)

“ This Nepal exhibition left me with a deep and wonderful impression. The overall feeling of the exhibition was very good. From the exhibition layout, each booth design is unique, showing a rich variety of tourism products. The layout of the exhibition site is also very reasonable, with clear numbers and instructions, which is convenient for visiting. The quality of exhibitors is even more remarkable. Many exhibitors brought high-quality products, demonstrating strong strength and innovation. Their warm reception and professional answers gave us a deeper understanding of the latest developments in related industries.

The exhibition service is also quite outstanding. The staff is thoughtful and considerate, whether in information consultation, guiding visits or solving problems. The catering arrangements are reasonable, providing a good exhibition experience.

In short, this was a very successful exhibition, which not only allowed us to gain knowledge and business opportunities, but also laid a solid foundation for our future cooperation. I hope I will have the opportunity to participate in such a grand event next time and continue to explore more possibilities in this charming land. ”

-Ding Peng, Shandong Air Travel International Travel Agency (Buyer | China)

“ I gained a lot from participating in the tourism exhibition. The exhibition is large in scale, bringing together the resources of many Nepalese tourism agencies, scenic spots, and hotels. The booths are beautifully designed and distinctive. The scene was crowded and the atmosphere was warm. Everyone enthusiastically exchanged travel experiences. I saw many novel tourist destinations, learned about the cultural customs of different places, and experienced some interesting tourist projects. The detailed introductions from the staff and colleagues gave me a deeper understanding of local tourism. This exhibition not only broadened my tourism horizons, but also stimulated my desire to explore more unknown worlds. I look forward to having the opportunity to participate next time. ”

-Guo Yingzi, Guangzhou Yingke Meichen International Travel Agency (Buyer | China)

“Dear members of the Nepal Exhibition Organizing Committee:

Hello!

Please allow us to express our most sincere gratitude and high respect to you. In the past Nepal exhibition activities, you have demonstrated professionalism, efficient coordination ability and excellent service attitude that left a deep impression on us.

First of all, you have done an excellent job in planning and organizing the exhibition. Whether it is the theme setting of the exhibition, the selection and layout of exhibitors, or the process arrangement of the event, it all reflects your professionalism and careful planning. This not only provides us with a platform to showcase Nepal's excellent products, but also provides visitors with a valuable opportunity to gain a deeper understanding of Nepal.

Secondly, we are deeply impressed by your service attitude. Whether it is the early communication and coordination or the on-site service during the exhibition, you have shown your enthusiasm and professionalism. Especially when we encounter difficulties and problems, you are always able to provide timely help and support, so that we can successfully complete the conference activities.

Finally, I would like to thank you for your team spirit. Throughout the exhibition activities, you were able to work closely together to ensure the smooth progress of the activities. This team spirit and collaboration ability is an example for us to learn from.

Thank you again for your hard work and support in the Nepal exhibition. We look forward to more opportunities to cooperate with you in the future and contribute to promoting friendly exchanges and cooperation between China and Nepal.

Best wishes for your business! ”

-Zhang Tie, Beijing Shiyi International Travel Agency (Buyer | China)

“Nepal After the exhibition:

First of all, I would like to thank the organizing committee PATA and GITF for inviting us to this Nepal Tourism Exhibition, which allowed us to experience a special tourism exhibition. With their joint efforts, the exhibition was very successful!

The exhibitors of this tourism exhibition cover a wide range of content, from travel agencies in various parts of Nepal to various special and chain hotels; extreme outdoor local reception, professional mountaineering associations, paragliding helicopter business operators are rich and diverse; Zen yoga meditation and other courses... This rich and diverse tourism resources make our one-stop shopping very convenient and efficient!

Back to the Nepal travel experience, Pokhara is a very quiet and leisurely town. The experience of sitting in a café and drinking coffee leisurely while looking at the Himalayas is only in Nepal! The scene of the reflection of the snow-capped mountains in Phewa Lake is also a popular destination for many tourists. The hiking trip to the Himalayas has attracted backpackers from all over the world. These are unique resources in Nepal. The Himalayan snow mountain hiking trip attracts backpackers from all over the world. These are Nepal's unique resources. Let us also feel the scenery that other countries cannot experience, and the unique experience of multiple latitudes. In the morning, you may meditate on the Phewa Lake, experience the glider flying down the high mountains of Nepal at noon, and continue to dance in the Nepalese club at night... Both the spiritual practice and the physical practice can be experienced to the extreme.

I hope that through this travel exhibition, we can bring more guests to Nepal next time to experience the unique and different body + mind strange journey. ”

-Pan Xirui -Xiamen XiwangBusiness Service (Buyer | China)

“ It is a great honor to participate in the India-Nepal-China Tourism Expo held in Nepal. This is undoubtedly a grand event for the tourism industry and has built an excellent communication and cooperation platform for regional tourism development.

During the exhibition, I met many professionals from local travel agencies and hotels in Nepal and had in-depth exchanges with them. This not only broadened my network, but also provided me with a lot of first-hand market information, which provided us with rich inspiration and direction for our future tourism product design, and greatly helped us to create more market-oriented and distinctive tourism routes and services.

After the meeting, I personally experienced the outdoor travel projects in Pokhara. The unique natural scenery and exciting outdoor sports were perfectly integrated and intoxicating. Then I visited various parts of Nepal in depth and further appreciated the diversity and charm of Nepal's tourism resources. Whether it is ancient historical sites or charming natural scenery, they all provide unlimited possibilities for tourism development.

Here, I would like to sincerely thank the organizers for their careful preparation and hosting of this event. From venue arrangement, exhibitor organization, to conference process control, every detail was handled just right, allowing participants from different countries and regions to communicate efficiently and cooperate fully. I look forward to more such events in the future to continue to promote the coordinated development of the tourism industries in India, Nepal and China, and bring rich and unique travel experiences to more tourists. ”

-Min Nanfang, Hunan China Youth International Travel Agency (Buyer | China)



Spotlight on the role of YTPs | PATA Nepal Student Chapter



PATA Nepal Student Chapter has been a strong and effective wing of the PATA Nepal Chapter, with over 1000 students connected through the PATA Nepal Student Chapter Network in 15+ different education member colleges in Nepal specializing in tourism and hospitality.

PATA Nepal Chapter aims to provide numerous learning and career-building opportunities, training platforms, and necessary guidance to students (Young Tourism Professionals-YTPs), enabling them to enhance their knowledge, skills, and understanding of the industry's contemporary trends and issues beyond their regular academic curriculum.



Continuing its efforts, PATA Nepal engaged and encouraged over 20+ YTPs to take up volunteering roles during the NICE 2025. These roles allowed them to assist foreign delegates, expand their networks, engage in real interactions, and gain practical experience, inspiring them for their future endeavours.

The students were assigned to various teams, each with different roles and responsibilities, including:

- Dispatching invitation letters to esteemed guests, speakers, invitees, buyers, sellers, and other attendees.
- Providing part-time logistics support at the PATA Nepal Secretariat.
- Managing the hospitality desk at Tribhuvan International Airport.
- Organizing familiarization (FAM) trips for delegates before and after the expo.
- Assisting with the arrival and departure processes for delegates.
- Managing the hospitality desks at the official hotels where the delegates were accommodated.
- Facilitating local transportation operations in Pokhara and Kathmandu.
- Registering guests and assisting at the help desk during the event.
- Assisting delegates in the Annapurna Pavilion during B2B sessions.
- Managing the post-event feedback process by requesting guests to complete survey questionnaires/testimonials.



Partners & Supportive Organizations



NICE 2025 received support from **various partners and public-private sector organizations**, including the Nepal Tourism Board, the Ministry of Industry and Tourism (Gandaki Province), Pokhara Metropolitan City, Pokhara Tourism Council, Hotel Association Pokhara Nepal, PATA, PATA India Chapter, Guangzhou International Travel Fair (GITF), VISA, Ncell, Nepal Airlines, Himalaya Airlines, Buddha Air, Nabil Bank, Nepal Pay QR, Citizen Bank, IATO, GAEHP, rem.work, NAA, High Ground Adventures Nepal, CIWEC, Nepal Traveller, Alpine Rescue Service, Skylark Himalayan Travel and Treks, Pokhara Event Center, ABTO, COTRI, HTTDN, GTAA, and others.



The official hotel and hospitality partners included Himalayan Front, Water Front, Majestic Lake Front, Pokhara Grande, Mount Glory Forest Resort, Hotel Sarowar, Mount Kailash Resort, Barahi Hospitality and Leisure, Fishtail Lodge, Temple Tree Resort, Temple Himalaya, Hotel Crown Himalayas, Big Pillow Inn, Hotel Rom Regency, Mum's Garden, Bar Peepal, Dorje's Resort, Raniban Retreat, Blue Planet Lodge, and Hotel Queens Park from Pokhara. Similarly, Hilton Kathmandu, Hotel Jampa, Dusit Princess, Traditional Comfort, Square Hotel, Hotel Himalaya, Park Village Resort, Lemon Tree Premier, Hotel Crowne Imperial and Kantipur Village, based in Kathmandu, also contributed making NICE 2025 a grand success.

Partners & Supportive Organizations



In Collaboration with



NEPAL TOURISM BOARD



Ministry of Industry and Tourism, Gandaki Province, Pokhara Nepal



Strategic Partners



Global Partner



Connected by



Official Airlines (Destination Nepal)



Official Airlines (China)



Preferred Partner



Domestic Airline Partner



Banking Partner



Digital Payment Partner



Supporting Partners



Adventure Partners



Health Partner



Official Magazine Publisher



24/7 Assistance Partner



Hospitality Partners



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Event Venue partner



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CONCLUSION



The Nepal India China Expo (NICE 2025) has successfully established itself as a landmark event, fostering sub-regional tourism collaboration, economic partnerships, and cross-border cultural exchange. Held from February 24–26, 2025, in the vibrant tourism hub of Pokhara—now recognized as Nepal’s tourism capital—this first-of-its-kind tri-nation tourism expo brought together **over 600 delegates from 14+ countries**, including key industry stakeholders, policymakers, and business leaders.

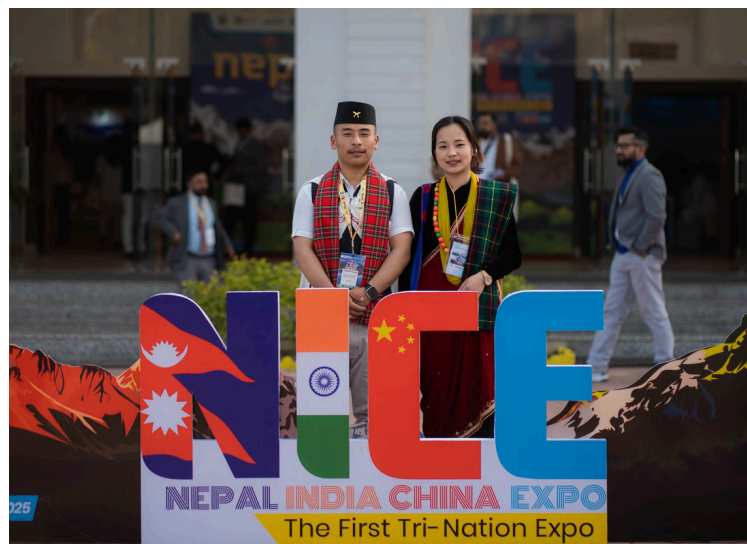


With a strategic focus on unlocking Nepal’s tourism potential by leveraging the two largest outbound markets of India and China, NICE 2025 has reinforced Nepal’s position as a premier destination for Meetings, Incentives, Conferences, and Exhibitions (MICE), adventure tourism, wellness tourism, and high-value tourism experiences. The expo provided an inclusive platform for in-depth discussions on tourism trends, infrastructure development, and investment opportunities, culminating in actionable insights and strategic collaborations.

The NICE 2025 Conference, powered by VISA, featured expert-led sessions on emerging market opportunities, aviation connectivity, the expansion of MICE tourism, and the potential of Nepal as a high-value wellness and destination wedding hub. Discussions underscored Nepal’s ability to cater to evolving global tourism demands by capitalizing on its unique geographical positioning, rich cultural heritage, and natural wonders.

A key highlight of NICE 2025 was the highly productive B2B Expo, where 80 buyers from India and China engaged with 75+ sellers/exhibitors, resulting in **over 2,100 pre-matched business meetings**. This platform enabled meaningful connections between stakeholders, fostering new commercial opportunities and strengthening Nepal's tourism supply chain.

The event's networking receptions, cultural showcases, and immersive familiarization (FAM) trips further reinforced Nepal's appeal as a year-round tourism destination—"Nepal for All Seasons and All Reasons."



The participation of industry leaders, including the **Honorable Minister for Culture, Tourism, and Civil Aviation, Mr. Badri Prasad Pandey**, alongside key representatives from Nepal, India, and China, reaffirmed the government's commitment to strengthening tourism cooperation.

The presence of PATA CEO Mr. Noor Ahmad Hamid underscored NICE 2025's significance as a transformative initiative, positioning Nepal at the forefront of regional tourism development. His commendation of Nepal's efforts in fostering sub-regional collaboration and advancing the MICE sector highlighted the event's far-reaching impact. Given Nepal's strategic location between the world's two largest outbound travel markets, China and India, NICE 2025 emphasized the need for a well-defined MICE strategy.



Mr. Noor stated, *"Nepal needs to determine which MICE segment it will focus on, and PATA will be delighted to help develop a strategic framework for the country's MICE industry."*



With Nepal's rich history, vibrant culture, and breathtaking Himalayan backdrop, the country holds immense potential in incentive travel, niche markets such as destination weddings (particularly for the Indian market), and adventure sporting events. However, significant infrastructure development and upgrades are essential to positioning Nepal as a premier MICE destination.

While the opportunities are vast, discussions at NICE 2025 also highlighted the challenges that must be addressed for Nepal to fully leverage its tourism assets. Key takeaways included the need for enhanced aviation connectivity, streamlined visa policies, and the development of world-class infrastructure to meet the growing demand for MICE, leisure, and wellness tourism.

The expo also sheds light on the shifting dynamics of Chinese and Indian outbound tourism, stressing the importance of strategic marketing, digital transformation, and data-driven decision-making to attract high-value travelers.

The overwhelming success of NICE 2025, driven by strong public-private partnerships, has set a new benchmark for regional tourism expos. More than just an event, it has laid the groundwork for long-term sustainable tourism growth, reinforcing Nepal's position as a competitive and attractive destination in the global travel landscape. By facilitating meaningful discussions, fostering partnerships and investment opportunities, and championing collaborative tourism strategies, NICE 2025 has played a pivotal role in reshaping and accelerating Nepal's tourism growth and transformation.

The expo also served as a platform to promote provincial tourism campaigns, including **Visit Pokhara Year 2025** by Gandaki Province and **Visit Koshi Year 2025** by Koshi Province, Nepal.



The overwhelming success of NICE 2025, driven by strong public-private partnerships, has set a new benchmark for regional tourism expos. More than just an event, it has laid the groundwork for long-term sustainable tourism growth, reinforcing Nepal's position as a competitive and attractive destination in the global travel landscape. By facilitating meaningful discussions, fostering partnerships and investment opportunities, and championing collaborative tourism strategies, NICE 2025 has played a pivotal role in reshaping and accelerating Nepal's tourism growth and transformation.

NICE has exemplified a successful Public-Private Partnership event, marked by enthusiastic participation and support from various public and private sector authorities and organizations at local, national, regional, and international levels. Notably, over 80% of the event budget was generated through active participation, partnerships, and generous sponsorship contributions from private-sector tourism businesses and stakeholders. This highlights the private sector's strong commitment and determination to promote, develop, and expand the country's tourism industry.

As Nepal moves forward with the momentum generated by NICE 2025, the event has opened new doors for regional tourism integration, paving the way for future editions that will further strengthen cross-border tourism, business, and cultural cooperation. With the collective efforts of all stakeholders, Nepal is well on its way to harnessing the full potential of its tourism sector, ensuring continued growth, innovation, and prosperity for years to come.

The acclaimed success of NICE 2025 underscores Nepal's growing prominence in the global tourism landscape and its commitment to fostering regional collaboration for sustainable tourism growth. PATA Nepal Chapter with PATA International, Nepal Tourism Board and other key partners around the world, remains dedicated to fostering regional dialogue and partnerships that drive sustainable tourism development, recognizing that collaborative efforts among neighboring destinations are key to long-term success.

NICE 2025 is not the conclusion of a single event—it is the beginning of a new era of collaboration, connectivity, and tourism exchange.



NEWS & MEDIA COVERAGE #NICE2025



NICE 2025: A landmark tri-nation tourism expo concludes successfully in Pokhara

Kathmandu, Mar. 2: The first ever tri-nation tourism expo, Nepal India China Expo (NICE 2025), was concluded successfully in Pokhara, the tourism capital of Nepal.

Nepal India China Expo concludes in Pokhara

The expo brought together over 600 delegates from 14 countries, including more than 100 international participants.

Nepal, India, China Expo 2025 Positions Pokhara As A Global Hub For Tourism And Business Showcasing Powerful Partnerships And Economic Innovation

Nepal, India, China Expo 2025 unites tourism and business leaders, fostering cross-border collaborations, trade growth, and investment opportunities in Pokhara.

NICE 2025: Historic Tri-Nation Tourism Expo Concludes Successfully In Pokhara, Nepal, Strengthening Regional Ties

Nepal India China Expo to be held in Pokhara from February 24-26

The primary goal of the expo is to explore Nepal's tourism potential in India and China, and to promote opportunities for integrated hospitality businesses, according to PATA Nepal Chapter, the organizer.

NICE 2025: A Landmark Tri-Nation Tourism Expo Concludes Successfully in Pokhara, Nepal

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