

Press Release

In collaboration with the Nepal Tourism Board (NTB) and Pacific Asia Travel Association (PATA) New York Chapter, the Consulate General organised an “Interaction and Networking Event’ in New York this evening to showcase Nepal’s travel destinations and promote the country as an attractive place to visit for US tourists.

Speaking on the occasion, Consul General Mr. Dadhiram Bhandari highlighted the growing role of US visitors in Nepal’s tourism industry and underscored the potential of promoting and branding Nepal’s unique natural and cultural potentials to attract high-end visitors from America.

Permanent Representative of Nepal to the United Nations, Ambassador Mr. Lok Bahadur Thapa, shed light on Nepal’s government's priority of developing tourism as a key economic sector. He called for the participants to join hands with the Consulate’s efforts to make Nepal a premier destination where the visitors not only witness natural beauty and cultural depth but also contribute to sustainability, equity and community empowerment.

In her presentation, Ms. Erin Levi, Travel Writer and Producer, shared her thoughts about Nepal and its tourist attractions. She shared her experiences about her visits to Nepal and dubbed the country as one of the safest places for people of all ages and genders to visit. Levi’s article on the Burhan Wilderness Camp of Bardia, Nepal, featured in TIME’s ‘World’s Greatest Places of 2024.’

Mr. Nishchal Banskota of Nepal Tea Collective presented how the second generation of Nepali entrepreneurs are doing business in the US market while promoting Nepal among American visitors. He explained the concept of Immersive Tea Tourism, through which his enterprises

have been organising groups of over 30 visitors, mostly American, to the tea estate in eastern Nepal.

Ms. Elizabeth Chin, Executive Director of PATA, New York Chapter, underlined the importance of joint collaboration to showcase Nepal's attractions among US visitors. Her team members called on the participants to put Nepal in their favourite destination to visit list and expressed their readiness to extend any support and information about Nepal in this regard.

A visual presentation was also made using the promotional materials received from the NTB and prepared by the Consulate. In his presentation, the Consul General argued that the US visitors have contributed to the Nepali travel and tourism market by spending more and staying longer. He underscored the need for concerted efforts to promote Nepal in the US further. Following the remarks and presentation, the participants engaged in discussions and shared their observations on how Nepal can showcase its potential in the US travel and tourism market. The participants underscored the need for joint promotion, active participation and periodic organization of promotional activities by the Consulate and the NTB.

Over fifty participants from the travel, tourism and hospitality sectors working in New York, Nepal entrepreneurs working in the travel and tourism industry, friends of Nepal and media/social media personalities attended the program. The Consulate also served Nepali cuisine and gifted Nepali products as gift items to the participants to promote Nepali taste and products.

Consulate General of Nepal
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Event's Photos





