

# Tourism Branding & Communication

An Experience of Nepal



**Presented By:**  
**Mohan Krishna Sapkota**  
**Joint Secretary**  
**Ministry of Culture, Tourism and Civil**  
**Aviation**

**NATURALLY NEPAL**  
ONCE IS NOT ENOUGH

# Presentation Highlights

- Preface about Nepal
- Regional Trends in Tourism
- Tourism Brand – Practice and Prospects
- Tourism Brand ,Media and Private sector

# Preface

- Nepal - Located between CHINA+INDIA ( a new world)
- The Most Exotic Destination - image amongst new travelers
- Tourism Capital of South Asia (having 60yrs of tourist handling experience)
- Paradise for nature lovers and adventure enthusiasts
- One of the few countries receiving 10%+ in last 5yrs (tourist arrival growth rate)

# OUTSTANDING FEATURES

- **Super Star in Mountain World (the tallest Mt. Everest and 8 out of 14 tallest 8000+mts)**
- **Naturally Niche (23.23% of landmass is protected with 10 national parks, reserves, conservation areas)**
- **Unique and Wide Diversity (103 ethnic groups, 93 dialects, 2% of all the flowering plants in the world, 8% of the world's ppln of birds, 4% of mammals on earth, 1 of the world's 15 families of butterflies, 600 indigenous plants, 319 species of exotic orchids)**
- **History and Hospitality (Never Colonized history and age old traditions, 10 World Heritage Monuments, living Buddhism/Hinduism, culture of treating Guests as God)**

# Major Attractions

- 10 UNESCO Listed **World Heritage Sites**/Monuments
- **Lumbini**- Birthplace of Lord Buddha
- **Kumari** – the only Living Goddess
- **10 National Parks**, 3 Wild Life Reserves, 3 Conservation Areas, 1 Hunting Reserve
- **103 Ethnic groups** and exemplary religious/social harmony
- **Mt. Everest** and Eight 8000+ peaks
- **327 peaks** are offered for Climbing from among 1300 peaks above 6,000m
- **Trekking :**
  - Everest – a lifetime experience,
  - Annapuran- best trail in the world,
  - Langtang-ancient trade route between Tibet-Nepal, Dolpo - trans Himalayan trek

# Activities

- **Adventure Activities**

- **Land** : Mountaineering, Trekking, Mountain Biking, Mountain Marathon, Rock climbing
- **Water** : Rafting, Kayaking, Canyoning and Abseiling, Boating, Fishing
- **Air** : Bungee Jumping, Ultra light aircraft, Paragliding, Mountain Flight, Heli -trek, Sky diving

- **Cultural Tours**

- City Tours / Village walks
- Heritage Sites and Museums
- Buddhist and Hindu sites
- Festival Events round the year
- Other Attractions : MICE. Casino. Spa, Jungle safari. Hunting

# Aim to achieve by 2015

**LONG STAY  
14 DAYS >**



**AVERAGE STAY  
13 DAYS**



**SHORT STAY  
< 13 DAYS**



**LOW SPEND**

**HIGH SPEND**

The logo features a large blue semi-circle with a black horizontal bar across its center. The text 'NATURALLY NEPAL' is written across the bar, with 'NATURALLY' in green and 'NEPAL' in blue. A small blue mountain icon is positioned between 'NEPAL' and the final 'L'. Below the main text, the tagline 'ONCE IS NOT ENOUGH' is written in white.

**NATURALLY NEPAL**  
ONCE IS NOT ENOUGH

- **Weekend Breaks**
- **Lifetime Experience**
- **Amazing Adventure**



# REGIONAL TREND

- **India, Nepal, Srilanka, Bhutan and Bangladesh** will gain greater shares of regional tourism dollars. Maintaining Nepal's competitiveness involve greater regional cooperation, segment-based differentiation and delivery of quality experiences.
- **Outbound Chinese and Indian tourism**
- According to UNWTO, by 2020 **100 million Chinese** will be the world's most numerous travelers, followed by **50 million Indian** tourists.
- **Accessibility:**
- The dramatic growth of Asian **low-cost carriers (LCCs)** has opened up new routes and spurred a travel boom in regional cities and secondary cities and airports.
- **Rise of Nature and Culture base tourism**
- Asians are also becoming more interested in nature and culture base tourism activities (above shopping and dining).

# BRAND NEPAL



NATURALLY NEPAL  L  
ONCE IS NOT ENOUGH

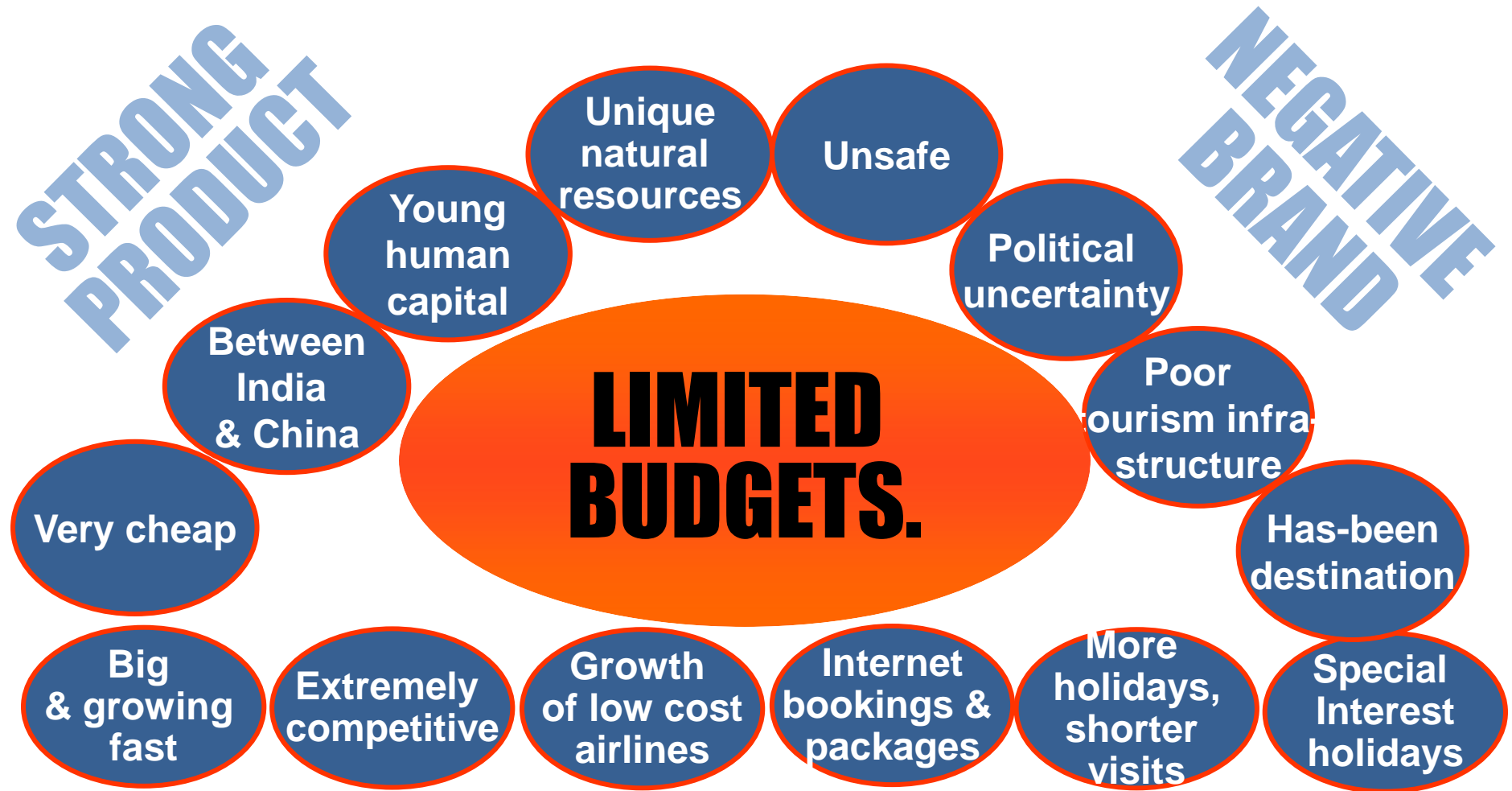
# Why Branding?

- Objective-To conceptualize and execute a Brand Development Program to strengthen Nepal's reputation as a Premier Holiday Destination over the next five years-or further
- To position our tourism offers in a distinctive way for establishing unique image and identity of Nepal

More precisely there are five business reasons:

1. More compelling-repackage the diverse offerings.
2. More tourists-increase the numbers
3. More money-more revenues and profits
4. More focus-align the stakeholders and industry
5. More consistency-low cost media planning and providing distinctive image of **the destination.**

# COMPETITIVE CONTEXT



# Evolution of Branding

- **Nepal for All Seasons**
  - Before VNY-98
- **A World of Its Own**
  - VNY'98
- **Mt. Everest & More... Experience it in Nepal**
  - After Nepal Tourism Board
- **Mystical Kingdom – Destination Nepal**
  - DNC 2002-03
- **Naturally Nepal – Once is not enough**
  - Present Brand
  - New brand ; review and revision after 2014.

# Value positioning of a Brand

What is value?

Value for money brand , means quality

'Have a value for money strategy'

'It's a value sensitive market'

'The value for money sector is growing'



For most people

VALUE FOR MONEY = CHEAP/LOW PRICE, But

VALUE = BENEFIT/PRICE=wt u GET/wt u PAY

# CAMPAIGN OBJECTIVES

## To Introduce DNA of Natural Nepal

- To make Nepal the top-of-mind and preferred holiday destination
- To project Nepal's friendly and welcoming image
- To make our unique positioning – 'Naturally Nepal- once is not enough'- relevant and meaningful to travellers
- To stimulate consumers to actively seek more information about Nepal.

# TAGLINE RATIONALE

- Everything natural, nothing artificial ( culture / nature)
- 1300 snow capped Mt. ,Eight Tallest ( 8000 m) Mt.Everest
- About 6000 Rivers, Many hills and Plane land.
- One small country with vast and vibrant diversity
- One destination with exciting diversity of cultures, festivals , traditions and customs, offering myriad experiences.
  - No other county is 100% natural.
  - Naturally Nepal is an obvious choice for exotic travel seekers



# IMPLICATIONS : TOURISM INDUSTRY

“THE NEXT-GENERATION MOUNTAIN DESTINATION FOR WEEKEND BREAKS, ADVENTURE HOLIDAYS & LIFETIME EXPERIENCES”

## 1. LAUNCH NEW PACKAGES TO PROMOTE ...

### WEEKEND BREAKS

100% Party Weekends  
Energizing Weekends  
Romantic Weekends  
Adventure Weekends  
Spiritual Weekends  
Family Weekends

### ADVENTURE HOLIDAYS

Light Adventure  
Spectacular Adventure  
Base Camp Adventure  
Eco Adventure  
Extreme Adventure  
Spiritual Adventure

### LIFETIME EXPERIENCES

Ancient Holidays  
Ultimate Adventure  
Spiritual Journey  
Knowledge Breaks  
Divine Cities

## 2. INTEGRATE THE NEW IDENTITY INTO OPERATIONAL PHILOSOPHY

NATURALLY NEPAL 

ONCE IS NOT ENOUGH

# 3 Dimensions of Brand-Nepal Focus

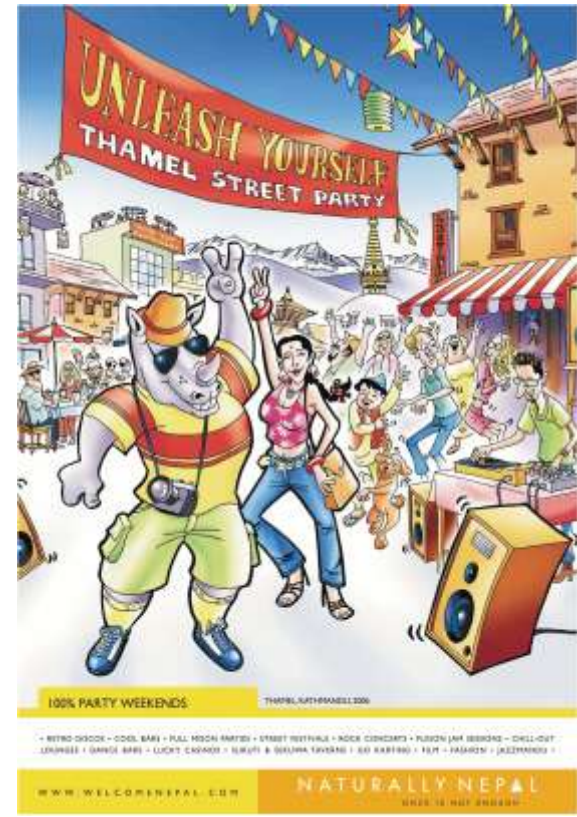
## \*Adventure



## \*Life Time Experience



## \* Weekend breaks



# BRAND STRATEGY

## CUSTOMER

“PIONEERING EXPLORERS – ENTEPRISING CITIZENS”  
WHO TRAVEL INTERNATIONALLY & LIVE IN  
COSMOPOLITAN CITIES IN INDIA, ASIA & US ,EU ,AU

## VISION

THE NEXT GENERATION MOUNTAIN DESTINATION  
FOR WEEKEND BREAKS, ADVENTURE HOLIDAYS & LIFETIME EXPERIENCES.

## ACTIVITY

ADVERTISING CAMPAIGN  
POSTER,BROUCHER,BOOKLET & DIGITAL MEDIA  
ELECTRONIC MEDIA

## MESSAGE

“UNLEASH YOURSELF IN NEPAL”  
BODY, MIND & SOUL

## PLATFORM

ART  
MODERN, DIGITAL, CARTOON, PHOTO COLLAGE

## IDENTITY

NATURALLY NEPAL 

ONCE IS NOT ENOUGH

# Marketing Approaches

## Two distinct approaches

- **Prior Branding**
  - Risk aversion
  - Thinly spreading resources to more than 12 markets
  - Avoid dependency on single market
- **Post Branding**
  - More focused marketing
  - Target cosmopolitan cities
  - Three distinct product and market segments

# STRATEGIES

- Continue the “Naturally Nepal” campaign ,comprehensive discussion and wide stake holders participation decided the new Brand Naturally Nepal..
- Adopt a destinations-focused approach in marketing Nepal, identify and explore destinations in Nepal and carry out intensive promotion on these destinations
- Develop new marketing strategy to take advantage of the higher number of air connections to regional destinations such as India-Bhutan, Nepal-Tibet
- Enhance tactical promotions like Nepal Tourism Year 2011(concluded) and Visit Lumbini Year 2012 (concluded) by repeating anchor events i.e. Himalayan Mart, Adventure Competitions, Carnivals ,Diamond Jubilee Celebration of Mt. Everest 2013,International Mt. Everest Day, Tourism Day etc.
- Convert day trippers from neighboring markets to become overnight-staying tourists (specially Indians, Bangladeshis, and Sri Lankans specially in Lumbini )
- Promote new packages and products to enhance Nepal’s appeal to stimulate repeat visits by visitors from SAARC and Chinese region markets

# INTERNATIONAL PROMOTIONS

## -STRATEGY

- 1 REVIVE LONG HAUL MARKETS**  
North Asia (Japan and Korea), Europe, North America and Oceania).
- 2 CAPITALISE ON THE SUCCESS OF THE Naturally Nepal Brand AND Nepal Tourism Celebration CAMPAIGN**  
To reinforce and expand the image of the country as a top-of-mind holiday destination.
- 3 MAINTAIN FOCUS ON FAST GROWING MARKETS**  
(China, India and West Asia).
- 4 INTENSIFY PROMOTIONS OF EVENTS**  
Tenzing Hillary Marathon, Adventure Competitions, Mt. Everest Diamond Jubilee Celebration, Travel Marts, and other world-class events to strengthen the image of Nepal as a desirable holiday destination.
- 5 STRONGER INVOLVEMENT IN NEW GROWTH AREAS**  
New markets - Indo-china, Iran, West Asia and North Africa  
New products - Eco and agro-tourism, homestays, war tourism in Thawang and other war areas sports, education, adventure, culture, lifestyle & health, medical tourism, diving, Nepal is my friend, student travel, honeymoon, Home stay

# INTERNATIONAL PROMOTIONS

## -STRATEGY contd.....

**6** **MAINTAIN MEGA FAM PROGRAMME**  
gain wide publicity on Nepal ( invite prominent media for coverage, celebrities for publicity)

**7** **PROMOTE NEW PACKAGES**  
Especially for SAARC cities /market and simplify cross-border procedures among SAARC countries

**8** **ENSURE THE ECONOMIC AND SOCIAL BENEFITS ASSOCIATED WITH INTERNATIONAL TOURISM ARE DISPERSED THROUGHOUT Nepal**  
Encourage travel beyond major cities and tourist regions.

**9** **ENSURE WIDE DISSEMINATION OF TOURISM INFORMATION**  
Promotional materials in various languages and expand the application of information technology.

# BRAND IDENTITY

## HEADLINE

**Discover, Enlighten, Energize, Pleasure,  
Challenge, Empower, Re-invent & Unleash  
... Yourself**

## PREFIX

**Spectacular, Beautiful, Friendly, Simple,  
Fantastic, Naturally, Enlightening, Wild &  
Unbelievable ... NEPAL**

## DOUBLE PREFIX

**Spectacular & Enlightening, Simple &  
Beautiful, Friendly & Fantastic ... NEPAL**

## SUFFIX

**NEPAL .. A world of its own, Something  
for everyone, 1001 things to do,  
Ecosphere, Experiences of a lifetime &  
Once is not enough**



**Satisfies ALL 10 'new identity'  
criteria**

**Relevant to ALL 136 product  
categories**

**Decision making tool for  
stakeholders**



# MAKING IT HAPPEN

- **Government**
- **Trade**
- **NTB**
- **Other Stake Holders**
- **Media n professionals**
- **Mission abroad**

# **Travelers' Perception About Destination**

**Pleasure**

**Adventure**

**Uniqueness/life time  
experience.**

**Comfort**

**Prestige**

**Ideological**

**Safe and Secure**

**Profitable**

# Brand and Communication

1. To develop BRAND NEPAL as an ultimate tourist destination
2. Regain the international consumers' confidence
3. Concentrate on marketing the experiential product clusters
4. Put the representation of GON in key markets onto a professional footing
5. Increase interest of the people .
6. To conserve natural, environmental & cultural resources
7. To increase Tourism income and employment opportunities
8. To help provide quality services to visiting tourists
9. To remove service-related bottlenecks
10. To promote & develop institutions for the promotion of tourism
11. To create awareness internally and to explore and promotion of tourism.

# Resources to promote Tourism Brand.

>Per Tourist 500 NRs.

>Private sectors spending.

>Government spending.

# SUMMARY -

- **Develop a strong tourism brand and improve tourism products through upgrading, rebranding and innovation**
- **Establish clear goals and targets for the tourism industry, along with the implementation plan and achievement milestones**
- **Pursue creative strategies derived from discussions with stakeholders and industry players, both local and foreign**
- **Segment the tourism market and adopt the appropriate promotional means for each market segment.**
- **Review achievement and think for new one eg. Cultural richness.**
- **Nature ,culture and Adventure .....**
- **Recognize the role of Media , use ICT. communicate to outbound and inbound tourists.**

**WELCOME TO NEPAL**

Thank You