Country Experiences on Inbound / Domestic / Outbound Tourism

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Director
Nepal Tourism Board
# Global Data on GDP Contribution

## Nepal

2022 Annual Research: Key Highlights

<table>
<thead>
<tr>
<th>Year</th>
<th>GDP Contribution</th>
<th>Travel &amp; Tourism GDP Change</th>
<th>Travel &amp; Tourism Jobs</th>
<th>Change in Jobs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>10.3% USD 9,630 BN</td>
<td>-50.4% =USD -4,855 BN (Economy GDP = -3.3%)</td>
<td>333 MN = 1 in 10 jobs</td>
<td>-62.0 MN = -18.6%</td>
</tr>
<tr>
<td>2020</td>
<td>5.3% USD 4,775 BN</td>
<td>271 MN = 1 in 12 jobs</td>
<td>-62.0 MN = -18.6%</td>
<td></td>
</tr>
<tr>
<td>2021</td>
<td>6.1% USD 5,812 BN</td>
<td>+21.7% =USD 1,038 BN (Economy GDP = 5.8%)</td>
<td>289 MN = 1 in 11 jobs</td>
<td>+18.2 MN = +6.7%</td>
</tr>
</tbody>
</table>
### NEPAL

#### Nepal Key Data

<table>
<thead>
<tr>
<th></th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to GDP:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>7.5% of Total Economy</td>
<td>4.3% of Total Economy</td>
<td>4.3% of Total Economy</td>
</tr>
<tr>
<td>Money</td>
<td>NPR 292.2BN (USD 2,469.0MN)</td>
<td>NPR 163.6BN (USD 1,382.3MN)</td>
<td>NPR 161.7BN (USD 1,366.7MN)</td>
</tr>
<tr>
<td>Change</td>
<td>-44.0%</td>
<td>-3.6%</td>
<td>-1.1%</td>
</tr>
<tr>
<td>Economy change</td>
<td></td>
<td></td>
<td>-1.0%</td>
</tr>
<tr>
<td><strong>Total contribution of Travel &amp; Tourism to Employment:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>1.16MN 7.8% of total jobs</td>
<td>1.03MN 6.9% of total jobs</td>
<td>1.06MN 6.9% of total jobs</td>
</tr>
<tr>
<td>Change</td>
<td>-11.6%</td>
<td>+3.7%</td>
<td></td>
</tr>
<tr>
<td>Visitor Spend:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>International:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor Spend</td>
<td>NPR 101.4BN 30.0% of total exports (USD 856.5MN)</td>
<td>NPR 29.7BN 10.6% of total exports (USD 251.3MN)</td>
<td>NPR 15.5BN 5.5% of total exports (USD 131.3MN)</td>
</tr>
<tr>
<td>Change</td>
<td>-70.7%</td>
<td>-47.8%</td>
<td></td>
</tr>
<tr>
<td><strong>Domestic:</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Visitor Spend</td>
<td>NPR 166.6BN (USD 1,408.1MN)</td>
<td>NPR 109.9BN (USD 929.0MN)</td>
<td>NPR 117.1BN (USD 989.5MN)</td>
</tr>
<tr>
<td>Change</td>
<td>-34.0%</td>
<td>+6.5%</td>
<td></td>
</tr>
</tbody>
</table>
CHINA
INDIA
Mountains – 15%
Hills – 68%
Low lands – 17%

Kathmandu

nepal
FOUR SEASONS in Nepal

- **WINTER**
  - Dec
  - Trekking
  - Mountain sports
- **SPRING**
  - Jan
  - Heritage walks, festivals, adventure sports
- **SUMMER**
  - Feb
  - Herbs, natural parks, casinos
- **AUTUMN**
  - Mar
  - Culture, natural parks, casinos

Mountains 15%
Hills 68%
Plains 17%
Elevation 60m to 8848.86m
The Highest point on the Earth, Mt. Everest

Inhabited by 125 ethnic communities
Speaking 123 different languages/dialects

Living Cultural Museum

Destination of Nature, Culture and Adventure activities
RICH in
FLORA AND FAUNA

844
Species of
the world’s birds

635
species of butterflies
319 species of exotic orchids

5,160 species of the world's flowering plants
Mt. Everest
and 8 other 8,000+ meter tall peaks
(Deepest Gorge Kaligandaki)

Tilicho
World’s Highest altitude clean water lake (4919 m)
ALL SEASONS
EVERY AGE
is for
EVERYONE
ALL SEASONS
Diversity in short landscape
MAJESTIC MOUNTAINS in the north

We have...

THRIVING JUNGLES in the south
You won’t miss SUN, SAND AND SEA
UNESCO WORLD HERITAGE SITES

- Kathmandu Valley
  - 7 cultural Heritage Monuments
- Sagarmatha National Park
- Lumbini
- Chitwan National Park
UNESCO WORLD HERITAGE SITES

Kathmandu Valley

• Kathmandu Durbar Square
• Patan Durbar Square
• Bhaktapur Durbar Square
• Pashupatinath Temple
• Swoyambhunath Stupa
• Boudhanath Stupa
• Changunarayan Temple
Cultural Heritage Monuments
In the KATHMANDU VALLEY

Kathmandu Durbar Square
Patan Durbar Square
Bhaktapur Durbar Square
Pashupatinath Temple
Swayambhunath Temple
Boudhanath Stupa
Changunarayan Temple
12 National Parks

- Bardia NP
- Chitwan NP
- Shivapuri NP
- Sagarmatha NP
- Makalu Barun NP
- Langtang NP
- Shey Phoksundo NP
- Rara NP
- Khaptad NP
- Shuklaphata NP
- Banke NP
- Chitwan NP
- Parsa NP
- Shivapuri NP
One of the potential destinations for rejuvenation post COVID-19 - Wanderlust -
Listed as one of the Top 10 Destinations for 2022 by Lonely Planet
2022 TOURIST ARRIVAL (by air)
SUMMARY
6,14,148

Monthwise Arrival of Tourist

Top Five Market

- India: 2,09,105
- USA: 77,009
- UK: 44,781
- Australia: 26,874
- Bangladesh: 25,384

Regionwise Distribution of Arrivals

Source: Department of Immigration
Prepared by: Nepal Tourism Board
Chart 2.1: Tourist Arrival in Nepal 2012-2021
Summary of Arrival: 2019/2020/2021/2022

- **January 2019**: 81273
- **February 2019**: 102423
- **March 2019**: 127351
- **April 2019**: 109399
- **May 2019**: 78329
- **June 2019**: 74883
- **July 2019**: 70916
- **August 2019**: 94749
- **September 2019**: 92604
- **October 2019**: 134096
- **November 2019**: 130402
- **December 2019**: 100869

- **January 2020**: 79702
- **February 2020**: 102423
- **March 2020**: 58348
- **April 2020**: 53608
- **May 2020**: 14
- **June 2020**: 31
- **July 2020**: 102
- **August 2020**: 196
- **September 2020**: 267
- **October 2020**: 584
- **November 2020**: 9898
- **December 2020**: 23284

- **January 2021**: 8874
- **February 2021**: 19766
- **March 2021**: 14977
- **April 2021**: 22450
- **May 2021**: 14
- **June 2021**: 1468
- **July 2021**: 1163
- **August 2021**: 2991
- **September 2021**: 5917
- **October 2021**: 9898
- **November 2021**: 23284
- **December 2021**: 26135

- **January 2022**: 12173
- **February 2022**: 93190
- **March 2022**: 42006
- **April 2022**: 58348
- **May 2022**: 53608
- **June 2022**: 14
- **July 2022**: 31
- **August 2022**: 102
- **September 2022**: 196
- **October 2022**: 267
- **November 2022**: 584
- **December 2022**: 9898

*Note: The numbers represent the number of arrivals in each month.*
Tourist Arrival: 2022

(Jan, Feb, March, April, May): 190,703

Top 5 Arrival 2022

India: 74,006 (38.9%)
USA: 25,576 (13.4%)
UK: 15,773 (8.3%)
Bangladesh: 9,081 (4.87%)
Australia: 8,041 (4.22%)

<table>
<thead>
<tr>
<th>Region</th>
<th>Arrival Number</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>SAARC</td>
<td>85,538</td>
<td>44.8%</td>
</tr>
<tr>
<td>Asia (Other than SAARC)</td>
<td>8,175</td>
<td>4.29%</td>
</tr>
<tr>
<td>Europe</td>
<td>42,812</td>
<td>22.45%</td>
</tr>
<tr>
<td>Oceania</td>
<td>8,332</td>
<td>4.22%</td>
</tr>
<tr>
<td>Americas</td>
<td>28,893</td>
<td>15.15%</td>
</tr>
<tr>
<td>Others</td>
<td>16,953</td>
<td>8.83%</td>
</tr>
</tbody>
</table>
• High potentiality but lack of credible and reliable data for policy formation, formation and implementation of PoA
• Lack of one door policy hampering both data and planning process
• We tend to enquire too many information but fail to gather proper information
• Nepali outbound travelers spent Rs 79.59 billion abroad in 2018
• Rs 67 billion spent by foreign tourists in the country over the same period.
• The travel expenses of Nepali outbound travellers in 2016-17 was an increment by 40.1 per cent compared to Rs 56.4 billion spent by Nepali outbound travellers in 2015-16.
DOMESTIC TOURISM: The savior during COVID
UNWTO data shows that in 2018, around 9 billion domestic tourism trips were made worldwide – six times the number of international tourist arrivals (1.4 billion in 2018).

UNWTO expects domestic tourism, to return faster and stronger than international travel.

In OECD nations, domestic tourism accounts for 75% of total tourism expenditure.
Neighbors' countries initiatives for Domestic Tourism?

- **India**: 
  - *Dekho Apna Desh* Campaign

- **China**: 
  - *85% Growth* in Domestic Tourism after Covid

- **Singapore**: 
  - S $ 45 million *Domestic Tourism Campaign* announced by Singapore Tourism Board

- **Japan**: 
  - *Go To* Campaign Launched by Government
  - Covers *Half of the Travel Expense* up to 20,000 Yen
### Country wise Initiatives for Domestic Tourism

<table>
<thead>
<tr>
<th>Country</th>
<th>Initiatives</th>
</tr>
</thead>
<tbody>
<tr>
<td>Italy</td>
<td>• contributions of up to <strong>EUR 500 to spend in domestic tourism</strong> accommodation.</td>
</tr>
<tr>
<td>Malasiya</td>
<td>• <strong>travel discount vouchers</strong></td>
</tr>
<tr>
<td></td>
<td>• <strong>personal tax relief</strong> of up to US$ to domestic tourism.</td>
</tr>
<tr>
<td>Costa Rica</td>
<td>• moved all holidays of 2020 and 2021 to Mondays</td>
</tr>
<tr>
<td>France</td>
<td>• launched the campaign ('This Summer, I visit France')</td>
</tr>
<tr>
<td>Argentina</td>
<td>• <strong>Observatory for Domestic Tourism</strong> to provide a better profile of Argentine tourists.</td>
</tr>
<tr>
<td>Thailand</td>
<td>• subsidize <strong>40% of normal room rates</strong> for up to five nights</td>
</tr>
</tbody>
</table>
Ways Forward for Domestic Tourism in Nepal

- Commercialization of Domestic Tourism
- Exploring weekend Culture
- Code of Conduct for systematizing Domestic Tourism
- 2 Days Holiday Concept/ Festival oriented vacation concept
Post Covid NTB Initiations for Domestic Tourism Revival

1. **Formation of Domestic Tourism Revival Committee** in Seven Provinces

2. **Countrywide FAM Trips** for Positive Message and Confidence Building

3. **Development of Capacity building** for HHS Protocol and its Application

4. **Development of Domestic Tourism Packages** and Itinerary
• Health and Hygiene prepared

• Distributed all over Nepal

• Mountain Tourism Protocol

• Training on Health Hygiene and Sanitation Protocol (HHS Protocol) to all concerned
Nepal: Trend of Domestic Tourism in 2020

Trend shows that, in 2020
- Almost **50% Increase** in Nepalese Paragliding
- Almost **80% Decrease** in Pilgrimage Tourism
Learnings and way forward

• Data backed Action plans could be the game changer
• Domestic Tourism is the ultimate savior
• Collaboration is the key
Thank You!