

Travel and Tourism - Nepal - August 2014

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“Tourism is valued as the major contributor to a sustainable Nepal economy, having developed as an attractive, safe, exciting and unique destination through conservation and promotion, leading to equitable distribution of tourism benefits and greater harmony in society.”

This report looks at the following areas:

- What is the current state for tourism in Nepal?
- Who travels to and within Nepal, why and for how long?
- How do they travel and where do they stay?
- What does the future of tourism look like in Nepal?

Tourism is an important, yet underperforming sector of the Nepalese economy. The country is fortunate to be blessed with considerable cultural and natural assets that provide a strong platform upon which the country can build a highly competitive and strong tourism product. Also, similar to other destinations where iconic natural features lie (such as Mount Kilimanjaro in Tanzania or the Dead Sea in Jordan), Mount Everest gives Nepal a high level of recognition in the important high-spending source markets of Europe, North America, Japan and Australia.

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