



Himalayan Travel Mart (HTM) is Nepal's premier international travel and tourism trade show, facilitating unparalleled networking and business opportunities and valuable industry insights among the global tourism and hospitality organizations, and individuals engaged in different aspects of tourism in the Himalayan region.

This Business to Business (B2B) mart offers a unique platform for tourism marketing and promotion availing the remarkable gathering of Global Buyers, Diverse Sellers, Travel Bloggers, Influencers, National and International Media, Travel Industry Professionals and Delegates from around the world.

Why Join HTM?



Meet Global Buyers & Diverse Sellers

Connect with prospective buyers from around the globe and explore opportunities with exhibitors boasting a diverse range of products. Seize the chance to establish, strengthen, or expand your business partnerships.



Enhance Your Business

Participate in two full days of B2B sessions, featuring pre-matched appointments (a minimum of 30) facilitated by PATA Nepal Chapter's specific business matching software.



Experience Nepal

Immerse yourself in Nepal's distinctive fusion of nature, adventure, and culture while engaging with its most hospitable people through pre-mart destination experience tours or FAM trips.



Get Insights

Gain unparalleled insights into contemporary issues, trends, challenges, and opportunities in tourism development at the HTM Conference, featuring a dynamic lineup of national and international thought leaders and speakers.



Build Your Network

Expand your network and socialize throughout the event during hosted networking and social functions.



Be Inspired

Witness the HTM Awards and Felicitation Ceremony, which recognizes and rewards outstanding individuals and organizations in tourism and hospitality.



Engage & Encourage the Next Generation

HTM actively engages and encourages the next generation of young tourism professionals in Nepal's tourism and hospitality sector.

Programme at a Glance

May 28th - June 2nd, 2025

 Pre-Mart Complimentary Destination Experience Tours | FAM Trips

Monday, 2nd June 2025

- Registration
- · Venue: TBA

Tuesday, 3rd June 2025

- Registration
- Booth Setup & Decoration
- HTM 2025 Conference
- · Hosted Luncheon
- Inauguration Ceremony & Welcome Dinner Reception

Wednesday, 4th June 2025

- · Luncheon (Host-TBA)
- Business Sessions-Day 1 (Seller-Meet-Buyer)
- Dinner (Śubject to Sponsorship-TBA)

Thursday, 5th June 2025

- Business Sessions-Day 2 (Seller-Meet-Buyer)
- Luncheon
- Closing Ceremony & Dinner Reception (Venue: TBC)

Friday, 6th June 2025

- Departure
- Post-Mart Tours (Optional)

***The program is subject to change ***



PROMOTE & SHOWCASE YOUR BUSINESS



70+ GLOBAL BUYERS

Europe | USA | Australia, New Zealand, Russia and CIS | Asia | Gulf Countries and Others

50+
DIVERSE

20+

20+

INT'L MEDIA
INFLUENCER/VLOGERS

HIGH-VALUE SPEAKERS | THOUGHT LEADERS



Nepal offers trekking and mountaineering adventures, along with being the birthplace of Lord Buddha. It provides spiritual retreats, monasteries, and a peaceful atmosphere for introspection. The blend of traditions, festivals, and ancient architecture showcases stunning temples, palaces, and rich history. Rhinos and tigers greet you in its national parks. Cherish the warm hospitality of the Nepalese. Nepal attracts all kinds of travelers, making it an easy destination to promote.

Mr. Deepak Singh President, Spiritual Journeys LLC. Cambridge, MA, USA. Speaker & Buyer-HTM 2025



I am extremely satisfied with the way the event has been handled and the quality of the exhibitors here. Whether it is wildlife, culture or history, I think this area has a lot to offer. So, I am very happy to be here and I learned so much that will help to promote this region very well.

Mr. Paul Salamone
Director & Professional Travel
Consultants - Expedia CSC USA
(Buyer- HTM 2019)



Heaven is Myth Nepal is Real. It's fantastic that HTM allows us to connect with people from around the world, and let us discover heaven in Nepal. So, it has been very useful for us.

Mr. Damcho Rinzin Head Marketing Dept. The kingdom of Bhutan (Seller- HTM 2019)



I am very proud to be here in Nepal. I find these opportunities to be unique, not only for visiting the country but also for making connections and conducting business. For sure, I will be back as soon as possible and will recommend this beautiful country to all my clients in the future.

Mr. Antonio Giannandrea CEO - Ottima Reisen Germany (Buyer- HTM 2023)



Package A: US\$ 600

Includes a Hosted Economy Class Flight via National Flag Carrier/ HTM Partner Airlines or reimbursable return economy class airfare to/from Kathmandu.

Limited to ONE buyer delegate per buyer organization. Confirmation may take longer, subject to approval by the Buyer's Qualifying Committee. Package B: US\$400 (For long-haul only: US, Europe, Russia & CIS, Africa & Australia)

Includes a complimentary Economy Class Flight for travel between the National Flag Carrier-Nepal Airline's gateway and Kathmandu.

Confirmation within a maximum of one week of application. Travel dates are subject to the availability of the national flag carrier

Package C: US\$ 200

Per Buyer delegate,
No air ticket
included.
***Prompt confirmation
by the HTM
secretariat upon
completing registration
process, subject to
approval by the
Buyer's Qualifying
Committee.***



Travel Agents | Trekking| Adventure Companies



Airlines



Hotels & Resorts



Transportation Services



NTO|State, City Tourism | Govt. Organizations



DMCs| Inbound Tour Operators



Travel Tech Companies

Besides above, All packages include:

- 5-night accommodation in Kathmandu on a BB basis
- Choice of Pre-mart FAM Tours/ Destination Experience Trips (Subject to availability)
- Complimentary entry fees to different sightseeing sites listed in the Program.
- Social Functions listed in the Program, including hosted luncheons, dinners and coffee breaks.
- 1 Set of appointments with 1-1 meeting (max. 30 slots)
- Attendance to conference
- · Airport Transfer to/from Official Hotel
- Daily transfers from the official hotels to all scheduled events and functions Complimentary entry fees to different sightseeing sites listed in the Program.

RECISTERAS SELVER...

PER EXHIBITING COMPANY
REGISTRATION
Int'l Exhibitor US\$ 1500 |
National Exhibitor US\$ 1250

***Sellers enjoy a **Special Discount of 20%** when booking **before April 10**, 2025. The Booth confirmation shall be prioritized on a first-come, first-served basis with receipt of payment. ***

The Registration fee includes:

- 1 Standard Shell Scheme booth with 1 Table, 4 Chairs and Fascia Board.
- 1 Exhibitor Pass (Primary Delegate)
- 1 set of pre-matched appointments (30 appts.) with Buyers
- · Attendance to conference
- Airport Transfer to/from Official Hotel(s) & Shuttle transfers to all scheduled events and functions from the official hotels (For Int'l Exhibitors)
- Sight seeing Trip (For Int'l Exhibitors)
- Social Functions listed in the Program, including hosted luncheons, dinners and coffee breaks.

MEET GLOBAL BUMER...



Outbound Tour Operators



Wholesalers, OTAs &Specialist Tour Operators



Influencers in Relative Travel Industries



Leisure + MICE

PRE-MART FAM TRIP

ITINERARY 01

NEPAL'S GOLDEN TRIANGLE

Allfetime Experience of Nature, Culture & Adventure!

TRIP HIGHLIGHTS:

- Explore the authentic Tharu culture & tradition and Jungle activities in Chitwan to see the Flora and Fauna of Nepal.
- Panoramic view of the Annapurnas & Machhapuchhre and the pristine Pokhara valley.



May 28, 2025

Arrival & Transfer to Hotel. Overnight (O/N) in Kathmandu.

May 29, 2025

Drive from Kathmandu to Chitwan. Half-day jungle activities such as Jeep Safari to see Nepal's wildlife. Evening, Tharu Cultural Dance performance. Overnight (O/N) in Chitwan.

May 30, 2025

Full-day jungle activities such as Jungle walk, bird watching, boat ride, a slide presentation on the flora and fauna of Nepal. Overnight (O/N) in Chitwan.

May 31, 2025

After Breakfast, Drive to Pokhara. In the afternoon, Arrival in Pokhara and Transfer to the Hotel in Pokhara. Dinner and Over Night in Pokhara.

June 01, 2025

After breakfast, enjoy a sightseeing tour of Pokhara, which includes visits to the International Mountain Museum, Devi's Falls, and the World Peace Pagoda.

Luncheon

Additionally, you can engage in adventure activities such as ziplining, bungee jumping, the Sky Screamer, and ATV tours, all organized by Highground Adventure, our adventure partner for HTM2023.

In the evening, Leisure Time in Lakeside, Pokhara. Overnight (O/N) at Hotel, Lakeside, Pokhara.

June 02, 2025

After breakfast, Enjoy Boating on Fewa Lake. Fly from Pokhara to Kathmandu. Overnight (O/N) in Kathmandu.













PRE-MART FAM TRIP

ITINERARY 02

KATHMANDU VALLEY & SURROUNDINGS...

TRIP HIGHLIGHTS:

- Cook an authentic Newari dish with the host at Panauti
- Spectacular panoramic view of sunrise, mountains and hills from Nagarkot
- The culture and heritages of Bhaktapur Durbar Square

BRIEF OUTLINE ITINERARY:

May 30, 2025

Arrival & Transfer to Hotel. Overnight (O/N) in Kathmandu.

May 31, 2025

Transfer to Sanga. Sanga-Panauti hike. Sightseeing Tour in Panauti. Cooking experience with the host followed by Dinner. Overnight (O/N) in Panauti Community Homestay.

June 01, 2025

Transfer to Nagarkot, Bastola Village. Luncheon! Village tour and Hike to Waterfall.

Transfer to Hotel in Dhulikhel or Nagarkot, a scenic mountain destination. Dinner and Overnight (O/N) at Hotel.

June 02, 2025

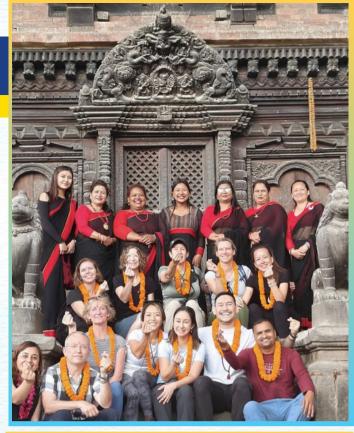
Early morning, magnificent sunrise view from Dhulikhel. After breakfast, drive back to Bhaktapur Durbar Square en route.

Luncheon Overnight (O/N) in Kathmandu

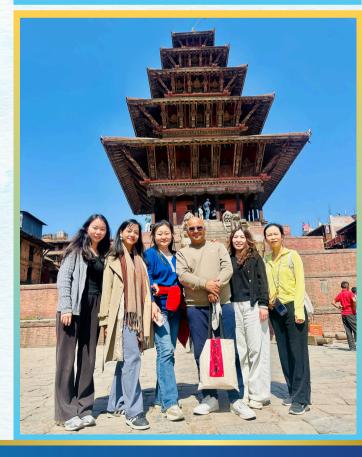
PRE-MART FAM TRIP

ITINERARY 03

Short Trek (TBA)









PARTINIERS & SUPPORTINIES ORGANIZATIONS

Global Partner



Health Partner



Domestic Airline Partner



Adventure Partner





For Partnership & Collaboration



