



HIMALAYAN TRAVEL MART

KATHMANDU

JUNE 03-05

GOLDEN JUBILEE CELEBRATION

PATA

Pacific Asia Travel Association
NEPAL CHAPTER

50 Years

Public-Private Partnership in

nepal

May 29
- June 02

Pre-Mart FAM Trip
Experience Nepal

Jun 03
2025

HTM Conference
Knowledge Sessions

Jun 4-5
2025

B2B Mart
Business Sessions



HIMALAYAN TRAVEL MART KATHMANDU

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 Felicitations 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 (Subject 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 SELLERS

20+

INT'L MEDIA INFLUENCER/VLOGERS

20+

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)

REGISTER AS BUYER...

MEET DIVERSE EXHIBITORS

Package A: US\$ 600	Package B: US\$400 (For long-haul only: US, Europe, Russia & CIS, Africa & Australia)	Package C: US\$ 200
Includes a Hosted Economy Class Flight via National Flag Carrier/ HTM Partner Airlines or reimbursable return economy class airfare to/from Kathmandu.	Includes a complimentary Economy Class Flight for travel between the National Flag Carrier-Nepal Airline's gateway and Kathmandu.	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.***
Limited to ONE buyer delegate per buyer organization. Confirmation may take longer, subject to approval by the Buyer's Qualifying Committee.	***Confirmation within a maximum of one week of application. Travel dates are subject to the availability of the national flag carrier***	

- 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.

REGISTER AS SELLER...

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

MEET GLOBAL BUYER...

***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.

- 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

A Lifetime 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.

BRIEF OUTLINE ITINERARY:

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 HTM2025.

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)

HTM Conference #GetKnowledge

Tuesday, 3rd June 2025

Venue & Program : TBA



The **HTM Conference** assembles a dynamic lineup of national and international thought leaders, speakers, experts, hospitality professionals, influencers, renowned adventurers, personalities, buyers, exhibitors, media professionals, delegates, and industry stakeholders; engaging in discussions and sharing unparalleled insights on contemporary issues, trends, challenges, and opportunities in tourism development.



HTM Inauguration Ceremony & Welcome Dinner Reception

Tuesday, 3rd June 2025

Venue & Program : TBA



Buyers-Sellers Meet (Day1 -B2B Session)

Wednesday, 4th June 2025

Venue : TBA



- 09:00-09:45** **Sellers-meet-Buyers Open Hall Session (Networking Session)**
Venue : TBA
- B2B Briefing
- 09:45-10:00** HTM 2025-Opening of B2B Mart | Ribbon Cutting
- 10:00-12:40** **HTM 2025 Business Session 1** (7 Appointments + Tea/Coffee Break)
Venue : TBA
- 10:00-10:20 Appointment 1
10:20-10:40 Appointment 2
10:40-11:00 Appointment 3
11:00-11:20 Appointment 4
- 11:20-11:40 All Delegates Tea/Coffee Break (20 Min)
Venue: TBA
- 11:40-12:00 Appointment 5
12:00-12:20 Appointment 6
12:20-12:40 Appointment 7
- 12:40-13:40** **Delegate Luncheon**
Venue : TBA
- 13:40-14:00** **Networking Session (Sellers-Buyers Only)**
- 14:00-17:00** **HTM 2025 Business Session 2** (8 Appointments + Tea/Coffee Break)
Venue: TBA
- 14:00-14:20 Appointment 8
14:20-14:40 Appointment 9
14:40-15:00 Appointment 10
15:00-15:20 Appointment 11
- 15:20-15:40 All Delegates Tea/Coffee Break (20 Min)
Venue:TBA
- 15:40-16:00 Appointment 12
16:00-16:20 Appointment 13
16:20-16:40 Appointment 14
16:40-17:00 Appointment 15

***** End of the Day 1 : B2B Meetings *****

In the Evening :
Dinner Reception***Subject to Sponsorship-Host (TBC)

Buyers-Sellers Meet (Day 2 -B2B Session)

Thursday, 5th June 2025

Venue : TBA



09:00-09:40

Sellers-meet-Buyers Open Hall Session (Networking Session)

Venue : TBA

09:40-12:40

NICE 2025 Business Session 3 (09 Appointments + Tea/Coffee Break)

Venue : TBA

09:40-10:00

Appointment 16

10:00-10:20

Appointment 17

10:20-10:40

Appointment 18

10:40-11:00

Appointment 19

10:45-11:00

Appointment 20

11:00-11:20

All Delegates Tea/Coffee Break (20 Min)

Venue: TBA

11:20-11:40

Appointment 21

11:40-12:00

Appointment 22

12:00-12:20

Appointment 23

12:20-12:40

Appointment 24

12:40-13:40

Delegate Luncheon

Venue: TBA

13:40-14:00

Networking Session

14:00-16:20

HTM 2025 Business Session 4 (6 Appointments + Tea/Coffee Break)

14:00-14:20

Appointment 25

14:20-14:40

Appointment 26

14:40-15:00

Appointment 27

15:00-15:20

Appointment 28

15:20-15:40

All Delegates Tea/Coffee Break (20 Min)

Venue: TBA

15:40-16:00

Appointment 29

16:00-16:20

Appointment 30

*****End of the B2B Meetings*****

Transfer to the Hotel to freshen up!

In the Evening (18:30 Onwards)

HTM 2025 Closing Celebration

Venue : TBA

Dress Code: Smart Casual

*****The Party You Can't Forget -Lifetime!*****



HIMALAYAN TRAVEL MART KATHMANDU JUNE 03-05



PARTNERS & SUPPORTIVE ORGANIZATIONS

Global Partner



Health Partner



Domestic Airline Partner



Adventure Partner



CONTACT US

For Partnership
& Collaboration



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