



NEPAL  
TOURISM  
BOARD



**Nepal  
Airlines**

**"MOUNTAINS, MILESTONES  
& MOMENTUM"**

# HIMALAYAN TRAVEL MART KATHMANDU

**JUNE 03-05, 2025**  
**THE SOALTEE KATHMANDU**

**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 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: The Soaltee Kathmandu
- Evening: Cocktail Dinner Reception hosted by Bagaicha (For Int'l Delegates)

### 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 <b>Hosted Economy Class Flight</b> via <b>National Flag Carrier/ HTM Partner Airlines</b> 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.***	Includes a <b>complimentary Economy Class Flight</b> for travel between the <b>National Flag Carrier-Nepal Airline's gateway</b> and Kathmandu.  ***Confirmation within a maximum of one week of application. Travel dates are subject to the availability of the national flag carrier***	Per Buyer delegate, <b>No air ticket included.</b> ***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.

## REGISTER AS SELLER...

### PER EXHIBITING COMPANY REGISTRATION

**National Exhibitor US\$ 1000 |**  
**Int'l Exhibitor US\$ 1250**

\*\*\* 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, 3 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 BUYER...

-  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





# HTM Conference #GetKnowledge

**Tuesday, 3<sup>rd</sup> 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, 3<sup>rd</sup> June 2025**

*Venue & Program : TBA*





# Buyers-Sellers Meet (Day1 -B2B Session)

**Wednesday, 4<sup>th</sup> June 2025**

*Venue : The Soaltee Kathmandu*



<b>09:00-09:45</b>	<b><u>Sellers-meet-Buyers Open Hall Session (Networking Session).</u></b> <i>Venue : The Soaltee Kathmandu</i>  B2B Briefing
<b>09:45-10:00</b>	HTM 2025-Opening of B2B Mart   Ribbon Cutting
<b>10:00-12:40</b>	<b>HTM 2025 Business Session 1</b> (7 Appointments + Tea/Coffee Break) <i>Venue : The Soaltee Kathmandu</i> 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) <i>Venue: The Soaltee Kathmandu</i>  11:40-12:00 Appointment 5 12:00-12:20 Appointment 6 12:20-12:40 Appointment 7
<b>12:40-13:40</b>	<b><u>Delegate Luncheon</u></b> <i>Venue : The Soaltee Kathmandu</i>
<b>13:40-14:00</b>	<b><u>Networking Session (Sellers-Buyers Only).</u></b>
<b>14:00-17:00</b>	<b>HTM 2025 Business Session 2</b> (8 Appointments + Tea/Coffee Break) <i>Venue: The Soaltee Kathmandu</i> 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) <i>Venue:The Soaltee Kathmandu</i>  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, 5<sup>th</sup> June 2025**

**Venue : The Soaltee Kathmandu**



**09:00-09:40**

## **Sellers-meet-Buyers Open Hall Session (Networking Session).**

**Venue : The Soaltee Kathmandu**

**09:40-12:40**

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

**Venue : The Soaltee Kathmandu**

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: The Soaltee Kathmandu**

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: The Soaltee Kathmandu**

**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: The Soaltee Kathmandu**

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!\*\*\***





Organizer



Organizing Partner



Official Airline partner



# HIMALAYAN TRAVEL MART KATHMANDU

"MOUNTAINS, MILESTONES & MOMENTUM"



**JUNE 03-05, 2025**  
THE SOALTEE KATHMANDU

## PARTNERS & SUPPORTIVE ORGANIZATIONS

Health Partner



Global Partner



Official Hotel and Event Venue Partner



Strategic Partner



Int'l Airline Partner



Domestic Airline Partner



Adventure Partner



Partners in Transformation



Int'l Supportive Organizations (Buyers Enrollment)



NEW ENGLAND CHAPTER



BANGLADESH CHAPTER



CAMBODIA CHAPTER



INDIA CHAPTER



JAPAN CHAPTER



CHINESE TAIPEI CHAPTER



MALAYSIA CHAPTER



SRI LANKA CHAPTER

Hospitality Partners



**Bagaicha**  
FOOD | CULTURE | CONVERSATION

Int'l Media partner



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For Partnership  
& Collaboration



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