



Presenting  
Nepal

3RD INTERNATIONAL  
TOURISM & CULTURE  
CONVENTION 2026



EVENT DATE

18▶20 March

Kathmandu, Nepal

Organized by

athot  
nepal



# BACKGROUND

Nepal, renowned for its breathtaking Himalayas, rich cultural heritage, and vibrant traditions, has long been considered one of the world's most captivating destinations—appealing to travelers seeking both adventure and spiritual depth. However, the tourism industry, a vital pillar of Nepal's economy, suffered a major setback due to the global COVID-19 pandemic. In response, a series of dynamic initiatives were launched under the banner of Presenting Nepal to rejuvenate and promote tourism at both national and international levels.



The journey began with the Presenting Nepal National Photo Competition & Exhibition 2022, which featured over 700 photographers from across the country. This campaign brought Nepal's hidden gems into the spotlight through powerful visual storytelling. The momentum continued with the 2nd National Tourism Convention & Photography Competition 2024, further strengthening the role of creative media in the revival of tourism and the pursuit of sustainable development.

These milestones have laid a solid foundation for the upcoming Presenting Nepal: 3rd International Tourism & Culture Convention 2026. This landmark event aims to bring together government representatives, tourism professionals, environmentalists, media, students, and international stakeholders to collaboratively envision a sustainable and prosperous future for Nepal's tourism industry.

Province-level outreach was also conducted through the Media Familiarization Interaction & Photo Exhibition Program 2023, which engaged all seven provinces of Nepal. Building upon these successes, the organizing team extended its efforts internationally with programs in China (2019), Dubai (2024), Japan (2024), and India (2024)—establishing Nepal's tourism narrative on a global platform.

This convention is more than just an event—it is a movement to strengthen Nepal's tourism economy, promote environmental responsibility, and showcase the country's cultural and natural wonders on the global stage.





# OBJECTIVES



01

## **Promote Nepal's Tourism Globally through Culture, Photography, Media, and Dialogue**

The core aim of the 3rd International Tourism & Culture Convention 2026 is to spotlight Nepal's rich natural beauty and cultural heritage on the global stage. By leveraging powerful mediums such as photography exhibitions, video storytelling, panel discussions, and international media engagement, the convention will help shape global perceptions of Nepal as a must-visit destination.

02

## **Establish Nepal as a Premier Destination for Eco-Tourism, Adventure, and Cultural Heritage**

With its diverse landscapes, unique biodiversity, ancient traditions, and spiritual richness, Nepal is ideally positioned for eco-tourism, adventure travel (trekking, mountaineering), and immersive cultural experiences. This convention aims to strategically promote Nepal within these niche tourism markets through targeted campaigns and curated showcases.



**Presenting  
Nepal**

03

### **Support the Government of Nepal's "Tourism Decade" Campaign**

Aligned with the Government of Nepal's declaration of the "Tourism Decade," this event will contribute to national efforts to position tourism as a key economic driver. It will foster international partnerships, strengthen domestic tourism infrastructure, and advocate for responsible, sustainable tourism development.

04

### **Mobilize Local Communities, Youth, and Tourism Professionals Across Nepal**

Sustainable tourism must be community-driven. This convention is designed to empower local communities, actively involve youth and students, and unite tourism professionals, media representatives, influencers, and industry experts. Together, they will form a nationwide movement across all seven provinces to strengthen Nepal's tourism ecosystem.

05

### **Generate High-Impact Digital Content for International Promotion**

The convention will serve as a national hub for producing, curating, and disseminating high-quality digital content—featuring Nepal's scenic beauty, cultural richness, and regional diversity. These materials will be instrumental in international marketing campaigns, digital promotions, and global tourism exhibitions.





# MAJOR ACTIVITIES

## INTERNATIONAL TOURISM

## CULTURE CONVENTION

### 2026

### 1. International Tourism & Culture Investment Forum

**Purpose:** To attract international investors and key tourism stakeholders to explore and invest in Nepal's tourism potential.

**Highlights:**

- Investment presentations by government agencies and private tourism enterprises
- One-on-one B2B meetings with potential investors and partners
- MoU signing ceremonies with international tour operators, airlines, and hotel chains

### 2. Global Travel Content Creators Summit

**Purpose:** To harness the power of influencers and digital media in global tourism promotion.

**Highlights:**

- Invitation to global travel vloggers, bloggers, photographers, and digital influencers
- Launch of the "Travel Nepal Challenge" campaign
- Presentation of the "Digital Content Award" for outstanding Nepal travel content (2025–2026)



### 3. Sustainable Tourism & Climate Action Conference

**Purpose:** To promote climate-resilient and sustainable tourism development.

**Highlights:**

- Sessions on eco-tourism, community-based tourism, and sustainable travel practices
- Showcasing of green tourism and climate adaptation projects in Nepal
- Expert panel featuring international climate scientists and tourism professionals.



## 4. Cultural Exchange Pavilion

**Purpose:** To promote Nepali culture while fostering international cultural dialogue.

**Highlights:**

- Participation of embassies and international cultural delegations presenting their music, cuisine, and art
- “Nepal Meets the World” interactive exhibition booths
- Live performances blending Nepali and global cultural traditions

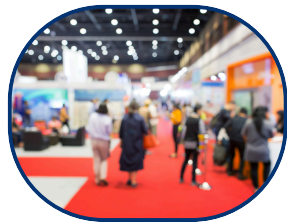


## 5. Nepal Travel Tech & Innovation Expo

**Purpose:** To showcase cutting-edge tourism technologies transforming the travel industry.

**Highlights:**

- Demonstrations of AI-powered travel planning tools, booking platforms, and smart tourism solutions
- VR booths offering immersive experiences of Everest, Lumbini, Annapurna, and more
- Hackathon for tourism startups focused on innovative solutions for Nepal



## 6. “Taste of Nepal” Global Culinary Experience

**Purpose:** To highlight Nepal’s culinary heritage as a growing niche in global tourism.

**Highlights:**

- Collaboration between Nepali and international chefs
- Live cooking demonstrations of authentic Nepali dishes
- Traditional food market featuring street food, organic, and regional specialties



## 7. Youth Tourism Innovation Challenge

**Purpose:** To foster innovation and entrepreneurship among youth in tourism.

**Highlights:**

- Pitch sessions for tourism students and startups
- Awards and incubation support for top ideas with sponsorship backing
- Youth networking and mentorship opportunities





## 8. UNESCO & Heritage Roundtable

**Purpose:** To spotlight Nepal's World Heritage Sites and reinforce preservation efforts.

**Highlights:**

- Roundtable discussions with UNESCO representatives, historians, and conservationists
- Screening of documentaries on heritage conservation in Nepal
- Presentation of new initiatives to safeguard cultural landmarks



## 9. International Travel Trade Fair

**Purpose:** To facilitate direct networking and collaboration between Nepali and international travel operators.

**Highlights:**

- Exhibition booths by global travel agencies, airlines, hotels, and tourism boards
- Pre-scheduled B2B match-making sessions
- Launch of new tour packages and partnership agreements



## 10. "Visit Nepal 2026" International Launch Ceremony

**Purpose:** To globally launch the national tourism campaign "Visit Nepal 2026."

**Highlights:**

- High-profile live-streamed event with participation from global tourism partners
- Launch of a multilingual promotional video campaign
- Endorsements by renowned international tourism ambassadors and influencer



1. INTERNATIONAL TOURISM & CULTURE CONVENTION

Dates: *March 18–20, 2026*

A three-day flagship event bringing together global and national tourism leaders.

Key Highlights:

- Panel discussions with international tourism experts, influencers, entrepreneurs, and environmentalists
- Keynote addresses from leading figures in tourism policy and business
- Networking sessions and high-value B2B meetings for partnership opportunities



1. INTERNATIONAL TOURISM & CULTURE CONVENTION

**Purpose:** To showcase Nepal's landscapes, culture, and people through powerful visual storytelling.

Categories:

- Nature & Environment
- Culture & Festivals
- People & Lifestyle
- Wildlife & Birds

Awards:

- One Overall Winner and Category Winners: Rs. 50,000 each + Recognition Plaque
- Judged by a panel of renowned photographers, journalists, and tourism experts

Exhibition:

- Winning entries will be displayed in all 7 provinces and used in international promotional campaigns
- A Videography Contest will invite short travel documentaries (3–5 min)
- Selected videos will be screened at global travel expos and on major digital platforms





### 3. PHOTO & VIDEO EXHIBITION TOUR (ACROSS 7 PROVINCES)

#### Highlights:

- Traveling exhibition of selected competition entries
- Accompanied by cultural performances, workshops, and tourism awareness programs in each province



### 4. NATIONAL TOURISM AWARDS CEREMONY

**Purpose:** To honor exceptional contributions to Nepal's tourism sector.

#### Award Categories:

- Lifetime Achievement
- Innovation in Tourism
- Community-Based Tourism
- Eco-Tourism Champion



### 5. CULTURAL SHOWCASE & GALA NIGHT

#### Celebrating Nepal's Diversity:

- Ethnic and regional live performances
- Traditional cuisine, music, dance, and fashion
- VIP networking in a cultural ambiance



### 6. ENVIRONMENTAL AWARENESS CAMPAIGN

**Focus:** Promoting sustainable and climate-resilient tourism practices.

#### Key Activities:

- Expert panels on green tourism and climate change
- Community clean-up drives and green pledges by tourism operators
- Interactive sessions with environmental advocates and NGOs





# SPONSORSHIP PACKAGES

## 01



### 1. Title Sponsor – Rs. 10 Lakhs

#### Premium Visibility Includes:

- Prime logo placement on all event materials, backdrops, stage, merchandise (caps, t-shirts)
- Exclusive branding rights across all 7 province-level events and main convention
- Recognition during the opening and closing ceremonies
- Commercial rights to use 10 award-winning photos/videos for one year
- Presence in all press releases, media campaigns, and digital promotions

## 02



### 2. Co-Sponsors – Rs. 5 Lakhs

- Logo displayed below event title on promotional materials
- Branding on volunteer uniforms and exhibition setups
- Recognition during event sessions and social media campaigns
- Rights to use 3 selected award-winning visuals for digital branding



## 03



### 3. Associate Sponsors – Rs. 2 Lakhs

- Logo featured on banners, digital content, and event materials
- Verbal recognition during panel discussions and award ceremonies
- Logo on the back of volunteer t-shirts and shout-outs on official social media





# 04



## 4. Photo/Video Category Sponsors – Rs. 1 Lakh per Category

- Sponsor a specific visual competition category
- Right to use the winning media in that category for one year
- Invitation to present the award at the final ceremony



**SPONSORSHIP**

# 05

## 5. Tour Package Sponsor (In- Kind/Monetary)

- Sponsor guided photo/videography tours to Nepal's top destinations
- Gain access to the content produced during the tours for branding
- Recognition as an Official Experience Partner across all platforms





# MARKETING & OUTREACH STRATEGY



- Campaign Duration: 3.5 months (national + international)
- Media Partnerships: Collaborations with major national and international outlets
- Promotion Channels: Continuous press releases, digital media ads, social media influencers, travel content creators
- Estimated Reach:
  - 10,000+ in-person attendees
  - 1 million+ digital impressions globally



Why?

**SPONSOR**

- Access to thousands of domestic and international tourists, businesses, and decision-makers
- Build brand reputation by supporting Nepal's tourism development Engage emotionally with customers through meaningful cultural and community events
- Receive extensive media coverage and lasting visibility at both national and global levels





# DAY 1: MARCH 19, 2026 (THURSDAY)

Theme: Opening Nepal to the World – Vision & Voice

Time	Activity
08:30–09:30	Registration & Welcome Tea
09:30–10:30	Inaugural Ceremony (Keynote by Minister of Culture, Tourism & Civil Aviation, and International Guests)
10:30–11:00	Cultural Opening Performance (Traditional Nepalese Dance and Music)
11:00–12:30	<b>Session 1:</b> Nepal’s Global Tourism Strategy – Panel Discussion
12:30–13:30	Networking Lunch
13:30–15:00	<b>Session 2:</b> Sustainable & Eco-Tourism – Global Best Practices
15:00–15:30	Tea Break
15:30–17:00	<b>Session 3:</b> Media & Travel Journalism in Tourism Promotion
17:00–18:00	Photography & Video Exhibition Launch (Public Viewing)
18:00–20:00	Welcome Dinner & Networking Night with Cultural Show

# DAY 2: MARCH 20, 2026 (FRIDAY)

Theme: Tourism Innovation, Content Creation & Regional Focus

Time	Activity
09:00–10:30	<b>Session 4:</b> Digital Marketing, AI, and Future of Travel
10:30–11:00	Tea Break
11:00–12:30	<b>Session 5:</b> Regional Promotion – 7 Provinces Showcase (Culture, Sites, Investment)
12:30–13:30	Lunch & Stakeholder Interaction
13:30–15:30	<b>Photo &amp; Video Competition Jury Round + Public Screening (Shortlisted Entries)</b>
15:30–17:00	<b>Session 6:</b> Adventure Tourism & Youth Engagement
17:00–18:00	Workshop: Creating Viral Travel Content (For Students & Influencers)
18:30–21:00	Gala Dinner & Tourism Awards Night (With Traditional Cuisine & Music)

# DAY 3: MARCH 21, 2026 (SATURDAY)

Theme: Field Experience, Collaboration & Closure

**Time Activity**

- 08:00–13:00 Optional Excursions:
  - Heritage Walk in Bhaktapur or Patan
  - Community-Based Tourism Tour (Kirtipur or Bungamati) |
- | 13:00–14:00 | Lunch & Return to Venue |
- | 14:00–15:30 | Final Plenary Session: Policy Recommendations & International Partnerships |
- | 15:30–16:30 | Awards Ceremony: Photo & Video Contest Winners |
- | 16:30–17:00 | Closing Remarks & Certificate Distribution |
- | 17:00–18:00 | Farewell High Tea & Group Photo |

