

### 1.0 Background:

'Send home a friend', a Government of Nepal's initiative which is to be implemented by Ministry of Culture, Tourism and Civil Aviation and Nepal Tourism Board in partnership with NRNs across the globe. The intent is to boost country's tourism through NRNs i.e. 'Goodwill Ambassadors'. 24<sup>th</sup> NRNA ICC meeting decided to revive previously active task force 'Send home a friend' under the leadership of Dil Gurung, and requested him to proceed a new team.

This taskforce will largely focus on encouraging individuals (including Nepali and Friends of Nepal) residing abroad to send their friends to visit Nepal, work together with concerned authorities to promote 'Nepal Tourism Year 2011' using 'send home a friend' slogan and continue the campaign after the year 2011 by. Despite of limited time, this task force will put its best effort to flood the visitors in Nepal during the year 2011. The record of Visit Nepal 1998 showed the number of visitors rose by ½ million in the year 1999 compared to actual promoted year of 1998. In past also we have organised lot of European activities especially at historical city of Berlin with the presence of then Crown Prince Deependra Shah and Foreign Secretary Dipendra Purush Dhakal, where the attendance of keen Tourist was more than 700. Looking at the past, our campaign may bring much more visitors beyond 2011.

### 2.0 Team:

NRNA ICC has appointed Dil Gurung from Germany as the Chair of this task force and Subhash Adhikary (Confirmed by European Region of NRNA) will work in the team as deputy chair of the task force. We have already send requests to all NRNA regional co-ordinators and deputy co-ordinators to recommend one strong Key players from each region. Each team member from every region will execute the TF's plans in their region and Chair and Deputy Chair will formulate the policies and monitor the activities.

#### 2.1 NRNA Task Force Team

- 2.1.1 Dil Gurung – Chair
- 2.1.2 Subhash Adhikary – Deputy Chair (Europe)
- 2.1.3 Member - Americas
- 2.1.4 Member - Middle East
- 2.1.5 Member - Oceania
- 2.1.6 Member – Africa
- 2.1.7 Member – Asia

#### 2.2 Tours and Travel operators across the globe.

#### 2.3 Embassies

#### 2.4 NRN – NCCs (Work in partnership with Embassies in applicable countries)

#### 2.5 Universities/ Colleges

#### 2.6 Religious Centres

#### 2.7 Chamber of Commerces

#### 2.8 Nepali TV UK – Bijaya Thapa

#### 2.9 Other online, radio and paper media partners

#### 2.10 Ani Choying Dolma – Tourism Ambassador

#### 2.11 All Applicable PRs



### 3.0 Activities:

NRNA 'Send home a friend' task force have formulated following activities to enhance this joint initiative,

- 3.1 Every member of the task force from their region will be responsible for the activities in their specific regions and report back to Chair and Deputy Chair. They will initially collect data of potential business partners and the hive of the friends in their region. For this task, each member will form their own team in their region to make the campaign successful at the grass root level.
- 3.2 Tours and travel operators operating in their own field will be encouraged to provide exceptional offers and request them to focus more in Nepal activities.
- 3.3 NRN NCC & Embassies will jointly organise promotional activities in their countries together with Local organisation, tour and travel operators, NGOs etc. Friends will be invited to attend the program, where the promotional activities will be distributed to take forward in the different region via applicable organisations and individuals.
- 3.4 Use the existing NTB promotional materials and formulate new promotional materials for upcoming years.
- 3.5 Events will be organised in various Universities and colleges to promote tourism in Nepal and disseminate the tourism activities among students as well as university/ college officials.
- 3.6 Buddhist Centres and Yoga Schools are also the potential partners and they will love to send their friends to Nepal. We will organise various activities within Buddhist centres across the globe & promote Lumbini ' Mecca of Buddhism' as well as encourage them and their friends to visit Nepal for their religious activities.
- 3.7 Lama Leaders, Yoga teachers & various cultural group leaders will also be requested to be the part of our program.
- 3.8 Immediate establishment of Joint Help desks at TIA Airport to welcome, facilitate and register the details of incoming guest. The desk will provide surprise pack to the guests which will include information about Nepal, Guide books, Privilege cards and various offers on different activities in Nepal.
- 3.9 We will prepare a guide book in four different languages, information pack and privilege cards and aim to distribute 400,000 copies of each every 6 months. The guide books and promotional materials will be sponsored by businesses participating in our program and Nepal Tourism Board. We anticipate full support from 'Nepal tourism Year 2011' team. The guide book will also have a coupon, which will make the guests eligible for the discounts for various activities whilst in Nepal. These packs will be distributed in our mass events as well as through every NRNs in different countries.
- 3.10 Mass promotional events will be launched in all 6 regions in December 2010 and May 2011 and a grand event before 5<sup>th</sup> NRNA Global conference in Nepal in September 2011.
- 3.11 Series of meetings with Nepal Government, HAN, NTB, associated teams as 2 above and friends of Nepal will be conducted every two months to enhance the promotion materials and the offers to be provided to the visitors. Also these meetings will review the incoming tourist flow as well as formulate the revised roadmap to enhance the activities and harvest the tourists flow.



- 3.12 All media partners will immediately start broadcasting and publishing in respective media in the country as well as applicable 55 countries where NRN-NCC are established.
- 3.13 Promotion of 'Nepal as an appropriate venue for business meetings and activities' will be immediately started.

#### **4.0 Promotional Materials**

The promotional materials and information pack will have full information regarding following information and activities and their promotion,

- 4.1 Country Introduction
- 4.2 How to travel
- 4.3 Nature tours
- 4.4 Photography Trip
- 4.5 Adventure Tours – Trekking, Mountaineering & Rock Climbing
- 4.6 Cultural Tours
- 4.7 Himalayan Festival Tours
- 4.8 Rural Tourism
- 4.9 Flora and Fauna
- 4.9 Spiritual & Pilgrimage tours
- 4.10 Eco- Tourism – Bird Watching/ Flora Fauna etc
- 4.11 Study Tours and exchange program
- 4.12 Yoga
- 4.13 Buddhism study
- 4.14 Classic Massage
- 4.15 Tibetan & Aurvedic Medicine.
- 4.16 Sculptures/ Handicrafts, Weaving/ Wool
- 4.17 Meditation & Retreat
- 4.18 Hindu Study
- 4.19 Sport Activities – Bicycle, Rafting, Golf, Polo, Paragliding, Bunzi Jumping etc
- 4.20 Luxury Tours & Wellness.
- 4.21 Business conferences, meetings and activities
- 4.22 Traditional Architectures & Arts.

Special thanks to NTB & Government of Nepal, who had welcomed the revived campaign. Together with Deputy Chair Subhash Adhikary and the team, this newly reformed taskforce will perform the duty and make the campaign successful within the limited time period.

Full implementation plan and the production strategy will be again circulated once the task force is well represented from entire 6 regions.

