

| TRAVEL & LEISURE

Nepal pavilion at ITE Hong Kong 2026 draws interest in adventure, wellness and cultural tourism



By Tourism Times

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KATHMANDU: The Nepal Tourism Board (NTB) and eight Nepali travel trade companies concluded a successful four-day participation at the International Travel Expo (ITE) Hong Kong 2026, held from June 11 to 14 at the Hong Kong Convention and Exhibition Centre.

The Nepal Pavilion served as the centrepiece of the country's promotional push, introducing Hong Kong's travel trade and consumer audience to Nepal's tourism offerings across adventure, cultural heritage, nature-based experiences, pilgrimage, luxury travel, and wellness — the last of which drew particular interest from expo visitors.

NTB Senior Officer Khem Raj Timalsena delivered a destination presentation at the expo venue, spotlighting Nepal's iconic destinations, rich cultural heritage, and tourism resources. The promotional effort was complemented by a live cultural showcase performed by Hong Kong-based Nepali artists, whose traditional dances and musical performances offered visitors an on-the-spot taste of Nepal's living heritage.

Participating Nepali travel trade companies engaged directly with travel professionals, prospective partners, and consumers throughout the event, presenting a range of customised packages and itineraries designed for different market segments. The Consulate General of Nepal in Hong Kong provided instrumental support to the delegation.

NTB was represented by Senior Officers Khem Raj Timalsena and Narayan Prasad Basyal. The eight participating companies were Nepal Big Mountain Travel Company, Pearl Holidays, The Trek Nepal, Explore Himalaya Travel & Adventure, Dragon Holidays, High Peak Adventure, Scenic Adventure Treks & Expedition, and Himalaya Summit Club.

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