

Tourism Promotion Initiatives of Nepal Embassy in Moscow

Embassy of Nepal in Moscow successfully participated at the 22nd International Specialized Exhibition “Tourism and Sport” and the first Congress and Exhibition project “Kazan Event Expo” held in Kazan, Republic of Tatarstan of the Russian Federation from 13 to 15 April 2017.

Three days long exhibition was concluded with good number of visitors and overwhelming responses from the potential travelers. The event was attended by 108 foreign and domestic exhibitors of tourism, leisure and sports sectors. India, Turkey, China were also among the participants.

Nepal’s presence at the Fair helped to promote Nepal as an exotic tourism destination as well as boost confidence of the prospective travelers to visit Nepal conveying the message of post-earthquake normalcy, security and safety of tourists in Nepal.

Ms. Indira Gohiwar Aryal, First Secretary of the Embassy and Ms. Sapila Rajbhandari, Honorary Public Relations Representatives (HPRR) of Nepal Tourism Board (NTB) in Moscow participated in the fair. Visitors were informed about Nepal and its glamorous touristic features in Russian language by Ms. Rajbhandari and in English by Ms. Aryal.

According to NTB Statistics, nearly 10,000 Russian tourists had visited Nepal in 2012 but after the earthquake in 2015, this figure got lowered to 5500 last year. So, this is high time to focus on increasing Russian outbound market. Russians are renowned as quality tourists with high expenditure and long duration of stay. Moreover, Russians are found interested in mountaineering, trekking and adventures—for which Nepal is an excellent destination. Thus, it is the need of the hour to tap this enormous potential with effective marketing efforts.

Hence, with the purpose of promoting Nepal in different cities of Russia, Embassy participated in this tourism Fair in Kazan for the first time. Kazan, the capital city of the Republic of Tatarstan is the “Third Capital” –highest standards of living after Moscow and St-Petersburg and 8th populous city of Russia. A glorious history, deep culture and strong economic influence have made this city a center of attraction. It has also been the venue of many sports events in recent years and will be so for 2017 FIFA Confederations Cup and 2018 FIFA World Cup. This city has also gained a reputation of “a Sports City”.

Presence of Nepal in such a popular city is worthy from the perspective of promotion of her image and prestige in the aftermath of Gorakha earthquake.

Besides this, Embassy has already concluded an agreement with MIR-Reclama (an advertising company) for Announcement and Billboards in Moscow

Metro. According to the agreement, an audio clip of 30 seconds is being played 5 times every day in prime time at all 206 Metro stations starting from 10 April to 9 June 2017. Similarly, 4 billboards with tourism promotional material will be placed in the escalator arches of four Metro stations namely; Okhotniy Ryad, Teatral'naya, Kievskaya and VDNH throughout the month of June 2017. Both the advertisements are prepared in Russian language with the purpose of reaching out directly to the Russian visitors. Moscow Metro has route length of 339.7 km and 206 stations, and it is estimated to be used by nearly 9 million people per day and 20,000 people at once.

Furthermore, in 14 March 2017, H.E. Rishi Ram Ghimire, Ambassador of Nepal, participated in the opening ceremony of the 24th Moscow International Travel and Tourism Exhibition (MITT) and extended Embassy's full support to make Nepal's participation in MITT successful. Nepal Tourism Board (NTB) participates in MITT every year.

Similarly, Embassy supported and participated in the Sales Mission- 'Nepal Night' organized by NTB and Society of Travel and Tour Operators (SOTTO) Nepal in Moscow, Saint Petersburg and Yekaterinburg from 27 March to 3 April 2017. Ambassador Ghimire attended the events held in Moscow and St. Petersburg on 27 and 31 March respectively, and Third Secretary Mr. Radharaman Dubey attended the event held in Yekaterinburg on 3 April 2017.

April 17, 2017

Embassy of Nepal,
Moscow