

THE
GREAT
HIMALAYA
TRAIL

One trail to
rule them all



NATURALLY NEPAL
WALK BY THE TRAIL



Tourism trend



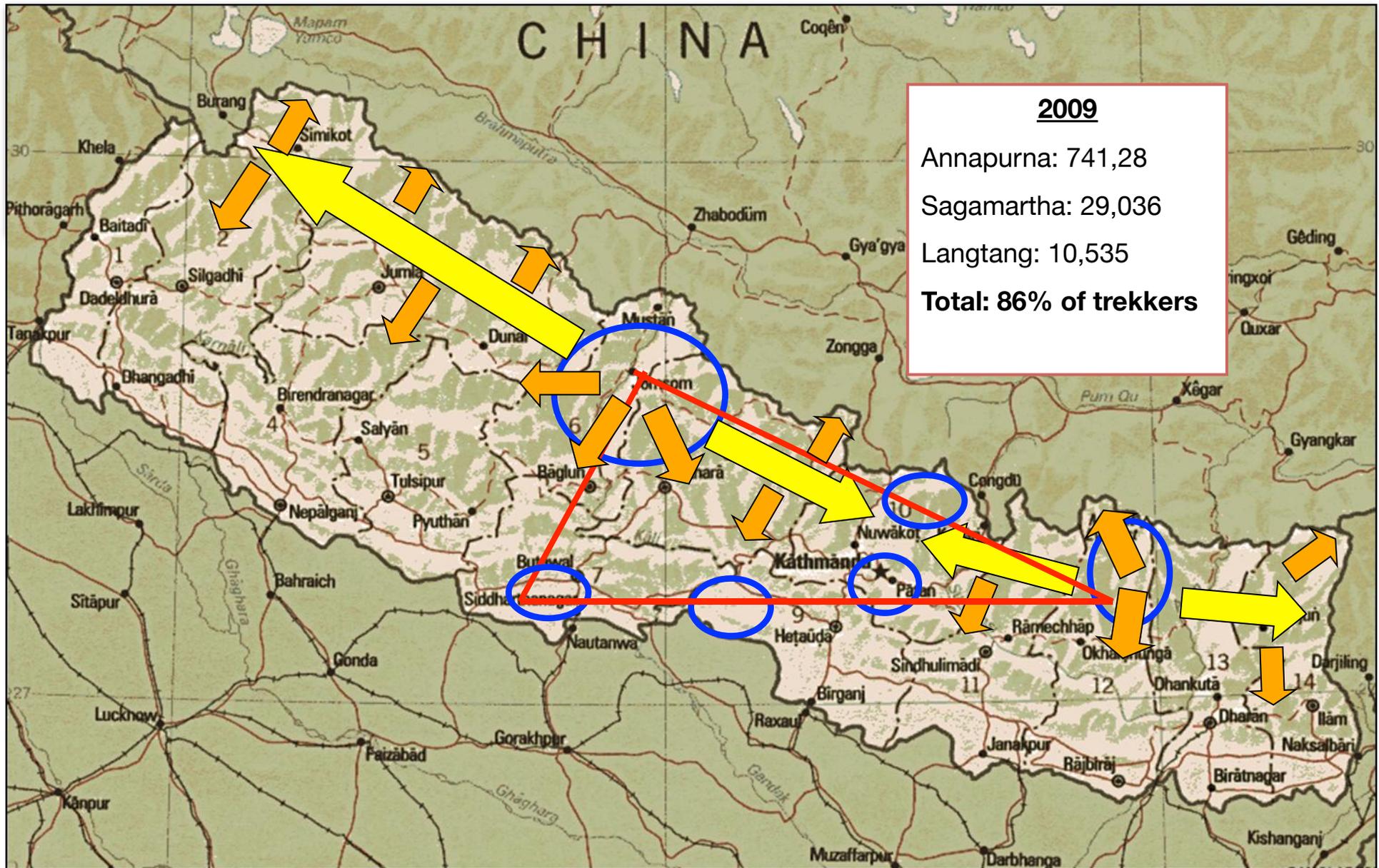
- ✓ More than 600.000 int. tourists in 2010/2011, trend increasing
- ✓ Rapid growth in numbers of trekking tourists visiting Nepal (> 140.000)
- ✓ Over 40% repeat visitors
- ✓ UK fifth largest market with 35,539 arrivals in 2010
- ✓ Increasing demand for new 'off the beaten track' destinations

- Tourism is a vitally important economic sector for Nepal
- Tourism is the 3rd largest source of foreign exchange revenue
- Tourism contributes largely to job creation
- Tourism is an important driver of economic development
- Tourism can yield high levels of employment and income for the poor and in rural areas, where few alternative development opportunities exist

But

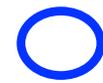


- 86% of trekkers are concentrated in 3 established trekking areas which are under increasing pressure from overcrowding: Annapurna, Everest, Langtang
- Tourists – and with them benefits to local people – do merely reach other areas
- Spreading tourism flows and benefits more equally over the country and particularly to impoverished mountain districts is a declared priority of the Government of Nepal.



2009
 Annapurna: 741,28
 Sagamatha: 29,036
 Langtang: 10,535
Total: 86% of trekkers

-  Extension of tourism flows
-  Production, income & employment opportunities for local communities

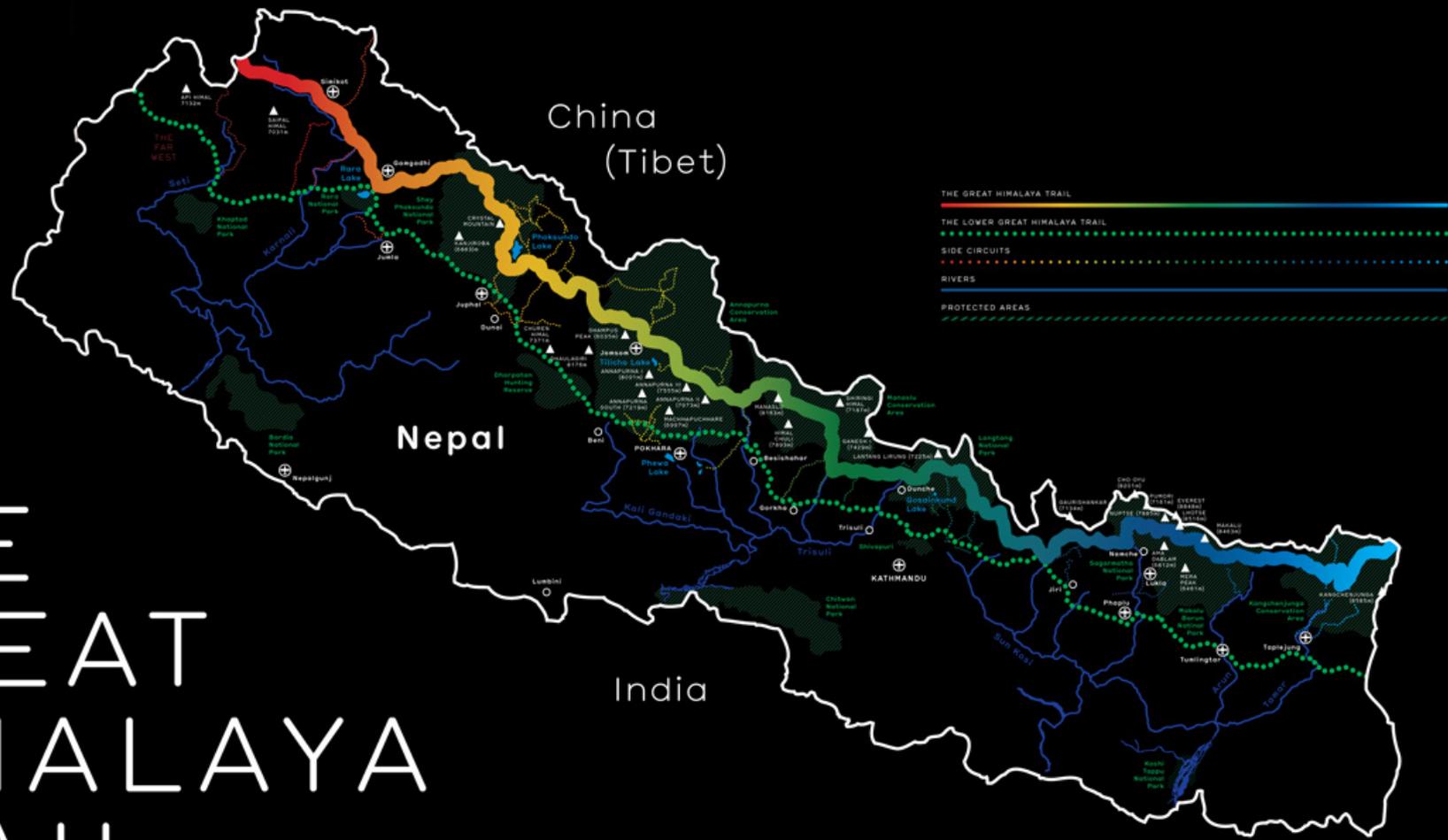
-  Tourism Hubs
-  Nepal's 'Tourism Triangle'

How?



Harnessing tourism to drive sustainable development and poverty alleviation in Nepal's mountain districts through the development of an iconic and globally-significant new tourism product for Nepal.

THE GREAT HIMALAYA TRAIL



FIND OUT MORE... WWW.THEGREATHIMALAYATRIL.ORG

the GHT ...



Is a network of existing paths and trails linking established trekking regions with new and recently developed trails aside the beaten track of commercial trekking tourism in new and exciting destinations in East and West Nepal.

The highest walking trail in the world



Makalu Barun



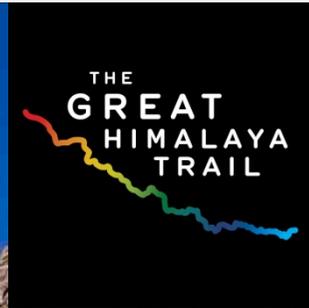
NATURALLY NEPAL
WALK BY FOOT TRAIL



Stretching the entire length of the Himalaya in Nepal



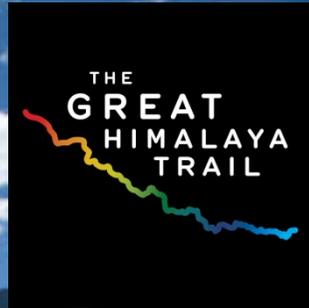
Upper Mustang



1700 km from Kanchenchunga to Humla / Darchula



Limi Valley, Humla



The main route is winding beneath the world's highest peaks at an altitude of 3000-5000m



Phoksundo Lake, Dolpa

The lower, cultural route brings tourists to some of the most remote communities on earth

Langtang & Helambu



NATURALLY NEPAL
WALK BY THE TRAIL



10 GHT sections / destinations



10 GHT sections / destinations

Nepal's GHT comprises 10 sections: each a destination within itself and its own unique blend of spectacular scenery and local culture.

Each GHT section offers a separately marketable trek along the main and cultural route of the GHT of 2-3 weeks length.

In addition, there are many side-treks, some short, some long, some teahouse-style, some camping treks.

Crossing of the Himalayas in one epic trip or several treks



An adventure of a lifetime with an exploratory feel

THE
GREAT
HIMALAYA
TRAIL



Trekking aside the beaten tracks of commercial tourism



Pristine untouched nature, changing landscapes



Makalu Barun

Trekking where only few have ventured before

Dolpa



New and exciting places, new destinations



Rara Lake

The opportunity to learn about the diverse cultures and traditions of the Himalayas

THE
GREAT
HIMALAYA
TRAIL

Ganesh Himal & Manaslu



An authentic insight into people's lives in the mountains

Manaslu



Immerging in the peacefulness of nature and the grandeur of the mountains

Humla



Visitor segments

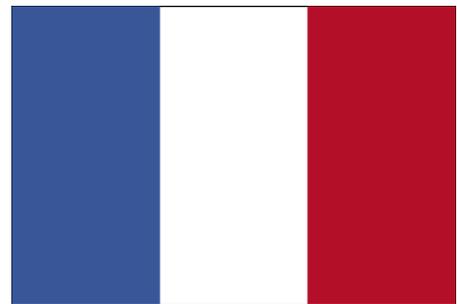
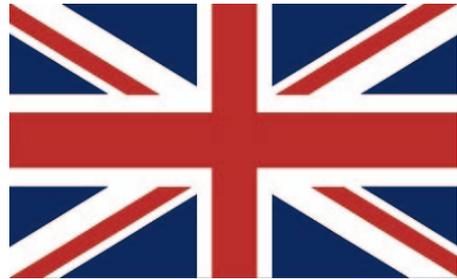


Experienced trekker & adventure travellers who are looking for a new and exciting challenge and an adventure of a lifetime.

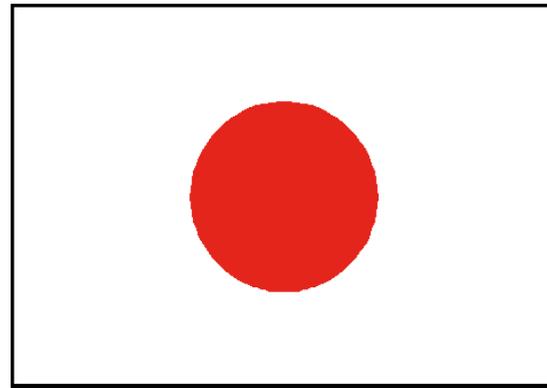
Return visitors who are keen to explore new paths, make new experiences and discover new destinations in Nepal.

Travellers interested in the rich culture of the Himalayas who want to look deeper, learn more and get a close insight to peoples lives in the mountains.

Target markets - primary



Target markets - secondary



GHT Development Programme



A joint initiative of the public and private sector tourism industry and important stakeholders, lead by the Government of Nepal, Ministry of Tourism and Civil Aviation (MoTCA)

Goal



To ensure that the GHT is developed into an iconic and globally significant new tourism product for Nepal and managed in line with responsible tourism best practices, generating vital jobs and income for local communities and contributing to the conservation of the country's natural and cultural heritage.

Objectives



1. Attracting more visitors to Nepal, benefitting the tourism industry and its associated support sectors
2. Channeling tourists and investment to under-developed districts
3. Forging effective B2B partnerships (international – national – local) throughout the tourism value chain
4. Stimulating a wide range of production, income and employment opportunities for impoverished local communities within tourism and its associated support sectors

Core Components



Marketing & Promotion

- Increase and expand the flow of tourists to, and within, Nepal

Institutional development and capacity-building

- Build and embed the necessary ownership, structures and capacity to enable long-term, effective and inclusive management of the GHT.

Integrated tourism planning and development

- Create an environment which motivates and supports industry investment and maximizes benefits for local communities.

Core Components



Business development, job creation and income generation

- Help host communities identify, and successfully exploit high potential production, income and employment opportunities within the tourism value chain

Environmentally sustainable and socially responsible business

- Promote responsible tourism best practices within the industry to boost employment and increase demand for locally-produced goods and services in destinations.

Partnerships: National level



Ministry of Tourism & Civil Aviation (MoTCA)

- Coordination and leadership, facilitating government support & ownership

Nepal Tourism Board (NTB)

Public-private partnership organisation responsible for supporting development and promotion of Nepal as a successful tourism destination

- Promotion of GHT and its destinations to international markets

Trekking Agencies' Association of Nepal (TAAN)

National industry association responsible which coordinates, advocates, represents and promotes the interests of the industry.

- Facilitating industry participation, ownership, investment, product development

Partnerships: Local level



District Development Committees (DDCs) / Tourism Development Committees (TDCs)

- District coordination

Local capacity building organisations (LCBs)

District-based NGOs

- District implementation and facilitation

Partnerships: Support



SNV Netherlands Development Organisation Nepal

- Technical advisory & capacity building support

UK Department for International Development DFID / UKAid

- Programme funding

GHT Climate Smart Trek



Battling Climate Change in the Himalayas
1,700 km/120 days
 long trek by two of Nepal's favorite sons
 in search of solutions for the Himalayan communities

THE GREAT HIMALAYA TRAIL

CLIMATE SMART CELEBRITY TREK
 15 JAN- 13 MAY. 2012

Drawing attraction of Global Celebrities and Media to Climate Change in the Himalayas

and

Launching the Great Himalaya Trail as the best trail in the world

Endorsed by The Government of Nepal Climate Change Council

Apa Sherpa, 21 times Everest summiteer
Dawa Steven Sherpa, 2 times Everest summiteer

The Great Himalayan Trail aptly described as 'One trail to rule them all' traverses Nepal's entire mid-hills and the lower mountains. Hiking on this trail lets us enjoy the nature in its most pristine state. It makes one observe the fascinating cultures and beautiful peoples of the Himalayas who have been respecting laws of nature- co-existing with it for millenniums. Yet it also helps one witness first-hand how humankind's irresponsible behavior is threatening to take away this global heritage.



Questions



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Get in touch!



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