



Eighth
**FOOD & BEVERAGE
and
HOSPITALITY
2022**

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Bhrikutimandap, Kathmandu**

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BREAKING NEWS



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FBH – Marketing Artform



needs and if done right, the best rate of return on investment.

Why exhibit at FBH? First, Sustained Branding: the positive impression will last beyond the 3 days of the exhibition. Second, Public Relations: not all sales result from price and quality. Personal relations must be an essential ingredient in the closure of all deals. The exhibition platform allows you to conduct a PR exercise in the greatest number and shortest time. Third, Live Marketing and Sales: take full advantage of face-to-face interaction. Given the exhibition environment, interact with your consumers who are ready to meet you, willing to listen to you and capable of buying your products. Last, Market Research: the exhibition will give a chance to get the feel of your end-users understand their psyche and what turns them on. A live information feedback that no marketing cook-book or reports will give you. Pick up clues and insights from your competitors that no marketing data will give you. A rare chance to sharpen your marketing and sales instincts which tend to be far more effective tool than marketing strategies and schemes.

The Food & Beverage and Hospitality clearly defines and demonstrates the power of live marketing. TV or FM commercial cannot do what an exhibition can do. What an exhibition can do, a print or bill-board ad cannot do. The exhibition is a rare event that gives you far more possibilities that even a door-to door sales call. FBH 2022 has proven to be the trend setter for all food and beverage lifestyle and festivals – Dashain, Tihar, Christmas, New Year, and weddings!

Food & Beverage and Hospitality 2022 is holding one of the most significant edition ever this year. FBH 2022 has survived 3 years to finally lift its head and stand up for the industry. More than any previous years, both buyers and sellers are waiting to see who is still standing after Covid pandemic!

But getting down to the basic – trade show is still the king of marketing platforms Even more so today than ever. Print media has been on the death-bed for many years and Covid-19 just send it to the grave. Nobody really reads the “paper” any more!

Regular electronic media such as the TV channels on the air-wave is waning fast because it is not convenient and not broadcast as it happens. Not logistically flexible due to wire hook-ups, too big and cumbersome, too structured time wise and program wisefinally limited ICT options. But tradeshow with all the trappings of real-time event still offers the best features for all sales and marketing

High Growth in Hospitality Industry

Nepal's hospitality industry grew rapidly in the last decade with an increased number of arrivals. The report said that the number of tourist standard hotels rose by 54.3 percent between 2012-13 and 2019-20, while the number of star hotels increased by 29 percent during the same period. The number of beds in tourist standard hotels and star hotels rose by 40.9 and 38.2 percent respectively during the review period. In total, the number of beds increased by 39 percent from 31,657 in 2012-13 to 43,999 in 2019-20. The tourism industry's contribution to

Nepal. Bagmati Province has the largest number of 49,234 tourism establishments, accounting for 36.5 percent of all establishments in the tourism industry. The major tourist attractions of the province are the cultural heritage of Kathmandu Valley and Chitwan National Park. Province 1 has 24,900 tourism establishments with Everest National Park and Ilam being the main draws for visitors. The number of establishment in Gandaki Province is 16,412 with Pokhara Valley, Mt Machhapuchchhre, Annapurna range and Gorkha being the



the national economy and employment has been swelling. Its contribution to the national gross domestic product (GDP) and employment stood at 6.7 percent and 6.9 percent in 2019. According to the report, the number of people engaged in restaurants and mobile food service activities is 243,790 or 65.7 percent, followed by short-term accommodation activities or the hotel industry with 76,010 people or 20.5 percent. The number of establishments in the tourism industry is 134,832, making up 14.6 percent of all establishments in

major attracting factors for tourists. Lumbini Province has 19,211 tourism establishments and its key allures are Lumbini, Banke, and Bardia national parks. Rara and Shey Phoksundo national parks are the major sites of Karnali Province which has 6,351 tourism establishments. Sudurpaschim Province has 7,604 establishments with Khaptad National Park and Shukla Phanta National Park being its key destinations. There are 11,120 tourism establishments in Province 2 where Parsa Wildlife Reserve and Janakpur are the major tourism sites.

2023-2033 Declared Nepal Visit Decade

The government is going to declare the period from 2023 to 2033 as the Decade of Visiting Nepal. The Ministry of Culture, Tourism and Civil Aviation announced this while publishing the Tourism Revival Action Plan. According to the decision to bring a 'recovery plan' made by Tourism Minister Jeevan Ram Shrestha during his tenure, the ministry made public the tourism revival action plan.

The ministry's Joint Secretary Hom Prasad Luitel said that preparations are being made to announce the Nepal

Visit Decade from 2023 to 2033 within three months. Culture, Tourism and Civil Aviation Minister Jeevan Ram Shrestha claimed that the 73-point action plan announced by the ministry will revive and promote the tourism business. He said that in the past, one year has been celebrated as the year of tourism to promote tourism and develop the tourism sector, but the current government will announce that a decade will be celebrated as the decade of tourism in Nepal Minister Shrestha said. He asserted that the goals and aspirations of the government for

tourism development will be fulfilled only if the tourism promotion and development campaign is carried out continuously.

The ministry has also announced that it will run the 'Send One Nepali, One Foreign Friend to Nepal Campaign' under the leadership of the Non-Resident Nepali Association to revive the tourism sector that has weakened due to the coronavirus pandemic. Similarly, the ministry has prepared to open the climbing of more mountain peaks from 5,800 meters to 8,000 meters within six

months. Similarly, the ministry has also announced that unused airports will be put to alternative use. In order to initiate and promote night tourism within the Kathmandu Valley, it has been said that there are plans to conduct night heritage tours in Kathmandu, Patan, Bhaktapur and Kirtipur within the next two years. Under the concept of 'Clean Nepal, Green Nepal', it has announced that the National Cleanliness campaign will be conducted in important tourist spots in cooperation with the province, local government, civil society and private sector within a month.