



# **NRNA Video Challenge Competition in association with NTB Summary-Report**

**Som Sapkota - Convener -Tourism Promotion committee**



**11<sup>th</sup> European Regional Meeting &  
9<sup>th</sup> European Regional Women Meeting**  
29-30 JULY 2018 @LUXEMBOURG

**NRN's Europe Commitment Tourism, Knowledge  
Transfer & Investment in Nepal**

**NEPAL TOURISM PROMOTION SESSION**

### Partners



### Sponsors



## Introduction

Nepal is a beautiful country. It has huge potential to attract large numbers of tourist. By promoting its beautiful Scenery, Mt. Everest, Lumbini, culture, heritage etc. are only the way to attract more tourist in Nepal.

Tourism is the largest industry for source of foreign exchange and revenue and second largest industry by the employment of people. According to its annual Economic Impact Research report for 2017, tourism accounts for 7.5 percent of Nepal's GDP and supported more than 427,000 jobs in 2016. Nepal's travel and tourism sector pumped Rs 177 billion into the economy. The total contribution of tourism to employment, including wider effects from investment, the supply chain and induced income impacts, was 945,000 jobs in 2016.

One of the missions of NRNA is to promote tourism and preserve Nepali culture and heritage globally. NRNA included Tourism in main motto of 11th NRNA European Regional meeting which was held on Luxembourg on 29 and 30th of July 2018.

NRNA Tourism Promotion of Nepal (TPN) Sub Committee was responsible for accomplishing the Tourism promotion program in 11th ERM. Tourism promotion committee decided to have discussion session and also launch global "Video challenge competition" in association with Nepal tourism Board (NTB).

NRNA organized a Press Meet to announce the Video Challenge Competition: Nepal Promotion on June 20, 2018 at NRNA Secretariat. Mr. Som Nath Sapkota, NRNA Joint Secretary and Convener of TPN informed that NRNA is organizing this competition to promote Nepal through digital medium and support to government visit Nepal 2020 announcement. The competition will call for submission of short videos which depicts Culture, Rituals, Sceneries, Cuisine, Hidden Trekking Trails, Music, Festivals, Religion, Arts, Architecture, and Heritage of Nepal. The competition will start on 20 June 2018 and open till 19 July 2018.

The top 10 Videos will be selected in the competition which will be shortlisted by the panel of Experts and Jury. The winner will be selected by the voting system during the 11th NRNA European Regional Meeting to be held on July 28-29, 2018 in Luxembourg. The participants of

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the meeting will be allowed to vote the best videos and the best scorer will be announced as the winner. The Winner of the competition will receive a Cash Prize of Rs. 1 Lakh, the First Runner-Up will receive Rs. 75 Thousand and the Second Runner-up will get Rs.50 Thousand. In addition to the cash prize, various travel and tour packages will be awarded to the winners.

This competition is being launched in association with Nepal Tourism Board, Trekking Agencies Association of Nepal (TAAN), Hotel Association of Nepal(HAN), Turkish Airways, Karnaali Ecommerce and various other institutions.

## Video Challenge Competition – Call for Participants Banner



*presents*

# VIDEO CHALLENGE TO PROMOTE NEPAL TOURISM

*Partnered with*



**WIN CASH PRIZES UPTO RS 1 LAKH  
(~\$1000) & TOUR PACKAGES**

**FACEBOOK LIKES/ VIEWS/ SHARES  
WILL BE ONLY COUNTED TILL  
THE FOLLOWING TIME  
DEADLINE: 11:59PM 27<sup>TH</sup> JULY 2018**

## Team for Video Challenge

- Mr. Som Sapkota, Joint-Treasurer NRNA ICC, Convener TPN Subcommittee
- Mr. Bal Krishna Shrestha - NRNA ICC member, Co-convener, TPN Subcommittee
- Mr. Deepesh Shakya - Chief Co-ordinator, Experience Nepal Campaign, NTB
- Mr. Harshit Shrestha - IT officer NRNA Secretariat
- Dr. Deepak Dhungana, Austria
- Karnaali.com

## Nepal Tourism promotion session in 11th ERM

### Program host:

Mr. Bal Krishna Shrestha, NRNA ICC member, Co-convener, TPN Subcommittee

### Panelist and Speakers:

- Mr. Som Sapkota
- Mr. Deepesh Man Shakya
- Mr. Ram Pratap Thapa
- Ms. Sapila Rajbhandari
- Mr. Bhaban Bhatta
- Dr. Surya Thapa (MP).

## Judging criteria

There four major criteria set for judging videos which are as follows.

- How much would it contribute in promoting Nepal Tourism? After watching this video, will it create a sense of desire to visit Nepal?
- The completeness of the video. Does it cover enough aspects of the given theme?
- How diligently has the sequence of video clips been presented? How well the creator of the video has presented the country by using the video clips? The artistic way the video clips have been selected. In general, overall evaluation of creativity (something new, something unique) in the video.
- How much effort has been put in creating this video? Would you recommend airing this video on TV or using it internationally on Facebook and various other social media outlets for promoting tourism? Evaluate the quality of videography and professionalism.



## Judges

- Mr Sudhan Subedi , Sr. Officer,PR & Publicity Department | Nepal Tourism Board
- Mr Dornath Aryal, DCM Embassy of Nepal, Denmark
- Ms. Alison Irwin, Joint - Treasurer, Nepal Ireland Society, Ireland
- Mr Tekendra Mahat, CEO Trekking Agencies' Association of Nepal (TAAN)
- Mr Diwakar Aryal, Tourism Journalist & Youth Activist

## Brief of Video Challenge Competition

- Received total of 111 videos for "Video Challenge Competition".
- 89 videos selected for the preliminary round
  - Posted on NTB FB page <https://www.facebook.com/nepaltourismboard/>
- Top 10 videos selected by Judges' evaluation (60%) and popularity in social media (40%)  
Top 10 videos were selected on 27.7.2018
- Top 3 videos selected through: Judges' evaluation (40%), Social Media (30%), ERM Participant Voting (20%), Online Voting (10%)

## Video Challenge Competition Impact

- Conducted worldwide with massive advertisement through NTB FB page, NRNA Facebook platforms and various other social media outlets.
- Extraordinary Reach through Social Media contributing in immense tourism promotion abroad in a short period
  - 100 6700 Lakh Reach - 80,411 Shares - 91,875 Likes -30 July 2018
  - NTB Official Page Likes increased by around 11,731 and 14576 followers due to this campaign.30 July 2018
- Submitted videos in the competition will be used for future tourism promotion by advertising on social media

## Sponsors of the Video challenge

**First Prize** - NRNA Presidential award (Rs. 1 lakh) by NRNA President Mr. Bhaban Bhatta

**Second Prize** - Rs. 75,000 sponsored by Turkish Airlines

**Third Prize** - Rs. 50,000 sponsored by Karnaali.com (Courtesy: RC america Mr. Gouri Raj Joshi)

### Hotel packages

Hotel Crown Himalaya - Pokhara

Rupakot Resort - Pokhara

Rhino Lodge - Bardia

Hotel Dandelion - Pokhara

Hotel Jungle Safari Lodge- Chitwan

Hotel Jungle Crown - Sauraha

Hotel Star Banquet - Chitwan

Forest Hideaway Hotel & Cottages - Bardiya

Hotel Shiva's Dream - Sauraha

Siddhartha Cottage - Butwal

## Winner of the Video challenge

Video Challenge for the Tourism Promotion of Nepal 2018

### Winner

- **Contestant no. 60**

Ghumente (Kanchan Rai, Bikash Darai, Ashish Shrestha, Rishav Adhikari, Samde Sherpa, Prakash Budha, Enish Rai, Naman Sharma, Narayan Neupane, Khim Bahadur Chhetri, Heema Rai, Wassna Rai,)

<https://www.facebook.com/nepaltourismboard/videos/1798929026810661/>

Prize - NRNA Presidential award (Rs. 1 lakh) by NRNA President Mr. Bhaban Bhatta

Hotel Packages -Hotel Crown Himalaya - Pokhara

### First Runner UP

- **Contestant no: 19**

Surendra Prajapati

<https://www.facebook.com/nepaltourismboard/videos/1789196967783867/>

Prize - Rs. 75,000 sponsored by Turkish Airlines

Hotel Packages - Rupakot Resort - Pokhara

## Second Runner up

- **Contestant no: 82**

Santosh Basnyat / Nikki Hamal

<https://www.facebook.com/nepaltourismboard/videos/1800760726627491/>

Prize - Rs. 50,000 sponsored by Karnaali.com (Courtesy: RC america Mr. Gouri Raj Joshi)

Hotel -Packages -Rhino Lodge - Bardia

## Other top 7 winners

**Contestant no: 11** -Lokendra Dhakal, Santosh Dhakal, Chandraman Dongol, Revival Nepal  
Package : Hotel Dandelion - Pokhara

**Contestant no: 16** Darshan Pokhrel, Bishal Pradhan  
Package: Hotel Jungle Safari Lodge- Chitwan

**Contestant no: 22** M4N02(Manoj Bhele)  
Package: Hotel Jungle Crown - Sauraha

**Contestant no: 41:** Himalayan Rides(Mandil Pradhan)  
Package: Hotel Star Banquet - Chitwan

**Contestant no: 42**-Max Schuppert  
Package: Forest Hideaway Hotel & Cottages - Bardiya

**Contestant no: 67:** Sameer Tamrakar  
Package : Hotel Shiva's Dream - Sauraha

**Contestant no: 69** Ski and Snowboarding Foundation Nepal (Utsav Pathak, Suraj Kafle, Ranjan K.C)  
Package: Siddhartha Cottage - Butwal

## Lucky draw winner from Voter of ERM.

- Mr Hari Bahadur Khatri
- Luxembourg

Turkish airline has sponsored two-way ticket to Nepal from the voters of ERM.



## **HPRR meeting in Luxembourg During ERM**

*30th July 2018, Luxembourg*

### **Attendees:**

- Mr. Deepesh Man Shakya
- Ms. Sapila Rajbhandari
- Mr. Dipak sapkota
- Mr. Rabindra man pradhan
- Mr. Som Sapkota
- Mr. Ekraj girl
- Mr. Shiva Baruwal
- Mr. Santosh Bhattarai
- Mr. Chintamani sapkota

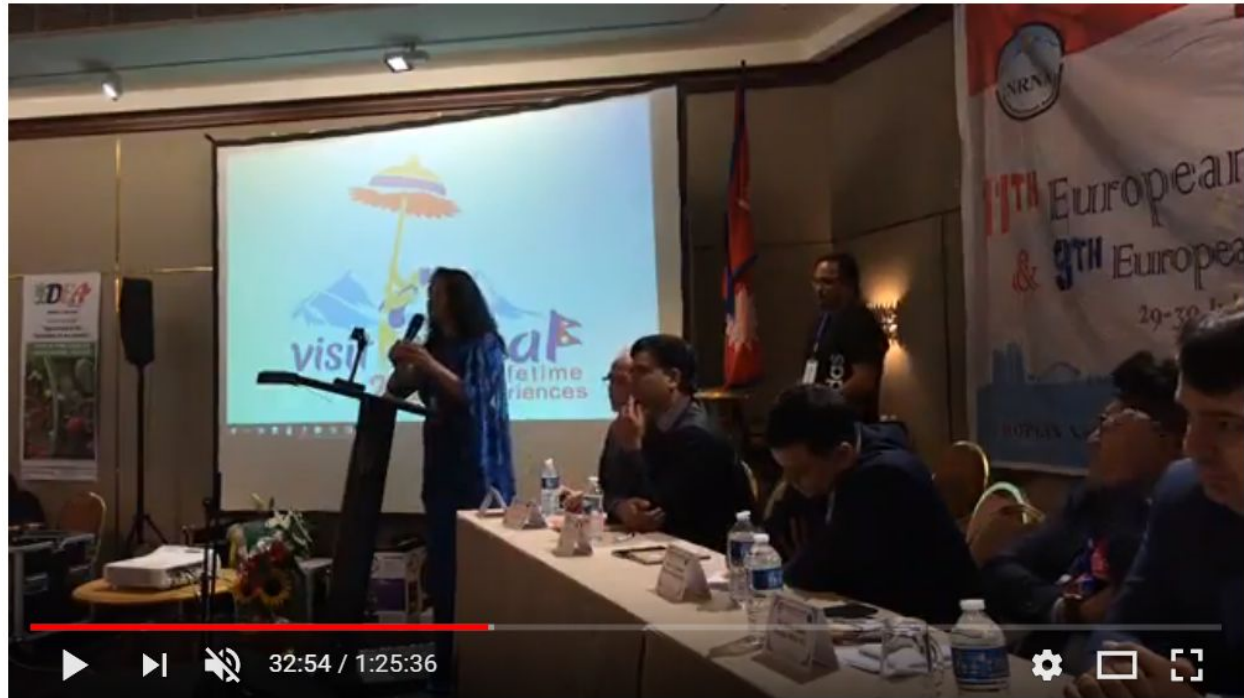


### Meeting Minutes:

- Work closely with Embassy, NTB and NRNA
- Request NTB to provide digital promotional materials
- Request NTB for regular communications with HPRRs
- Work to promote Nepal as a Culinary destination through Experience Nepal - Cuisine and Culture campaign.
- Organize HPRR/NTB meeting in Kathmandu in October this year.
- Collect worldwide Nepalese restaurant database
- work closely with NRNA in Photo Competition, Destination Promotion and publish quarterly tourism magazine for support visit Nepal 2020

## **Video Recording of NRNA ERM Luxembourg 2018 Tourism Session**

<https://www.youtube.com/watch?v=NFv-xQsPpyQ&t=18s>



## Images from NRNA ERM Luxembourg 2018 Tourism Session



**Figure 1 - TPN Convener Mr. Som Sapkota delivering a summary of Worldwide NRN NCC Tourism Promotion Activities**



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**Figure 2 - NTB Experience Nepal Campaign Chief Co-ordinator Mr. Deepesh Man Shakya presenting Tourism Promotion Ideas and Strategies**

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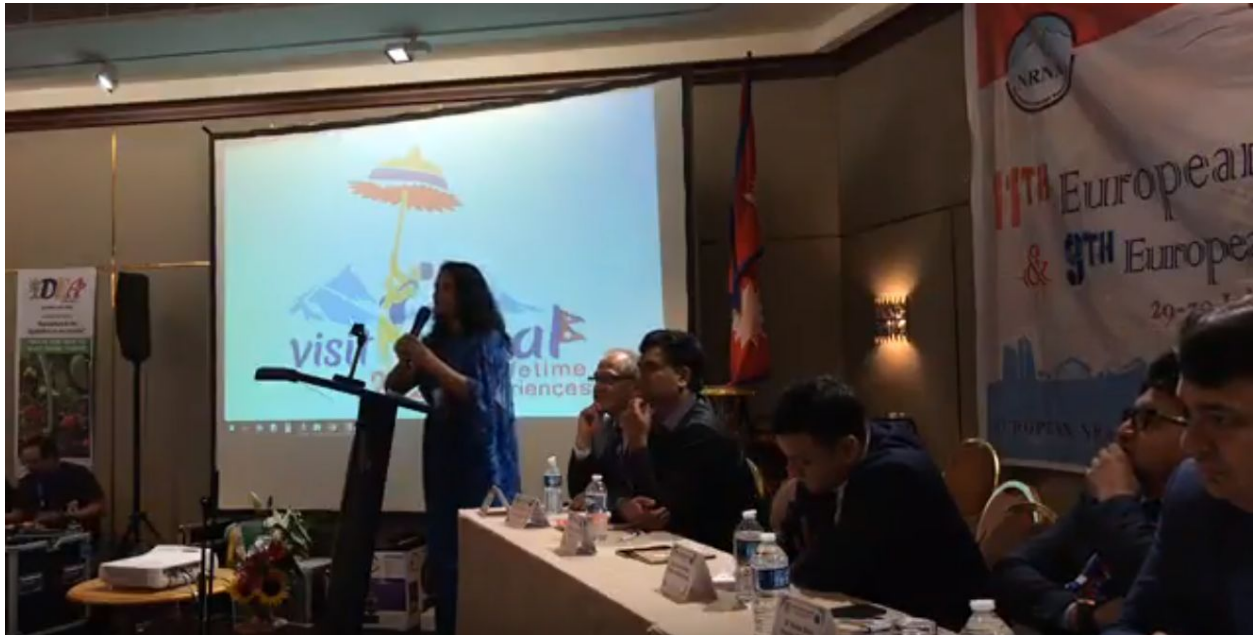
**Figure 3 - TPN Co-Convener Mr. Bal Krishna Shrestha Hosting the Tourism Session**





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**Figure 4 - Distribution of Experience Nepal Heritage Cuisine Recipe Book to the attendees of the Tourism Session**



**Figure 5 - NRNA VP and NTB HPRR for Russia Ms. Sapila Rajbhandari**



**Figure 6 - Nepalese Honorary Consul to Germany Mr. Ram Pratap Thapa**



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**Figure 7 - NRNA ICC President Mr. Bhaban Bhatta discussing his vision for Nepal Tourism Promotion**



**Figure 8 - Member of Nepalese Parliament Dr. Surya Pathak giving Keynote Speech of the Tourism Session**





**Figure 9 - Audience Keenly waiting for the announcement of the Video Challenge Competition Winner**

## Conclusion

Nepal tourism promotion program has been accomplished successfully. This program was one of the most interested programs of 11<sup>th</sup> NRNA European Regional Meeting and 9<sup>th</sup> Women European Regional Meeting. Sharing events and ideas of Nepal tourism promotion helped and motivated for organizing similar events on own country.

Video Challenge Competition was one of the most effective and entertaining session. All ERM participants were involved to select best video from top 10. Uses of social media for video challenge competition was very effective. Videos were reached to Millions of people and watched thousands of times.

NRNA Nepal Tourism Promotion sub committee has many more programs for promoting tourism of Nepal. Destination promotion competition will be started soon and completed within 6 months. Committee will work on Travel magazine publication and also organize Nepal Photo Competition in this tenure.