

Media Release 新闻稿

Opening Program of Nepal Tourism Promotion in China Colorful Performance with the theme of *Naturally Nepal: Once is not Enough* 尼泊尔在华旅游推介会开幕式 主题为天然的尼泊尔：一次并不够**文艺演出**

Beijing, on 21 April 2017, the Embassy of Nepal in China presented a themed-***Naturally Nepal: Once Is Not Enough*** and Colorful Nepali Cultural Performances at Namaste Restaurant. The celebration was held as an Opening Program of Nepal Tourism Promotion in China in 2017.

2017年4月21日，尼泊尔驻华大使馆在北京朗玛斯蒂餐吧举办了以“天然的尼泊尔：一次并不够”为主题的文艺演出。此次活动同时作为2017年尼泊尔在华旅游推介会开幕式。

His Excellency Mr. Wang Xiaofeng, Vice Chairman of China National Tourism Administration delivered his remarks as the guest of honor in the program. His Excellency Mr. Leela Mani Paudyal, Ambassador of Nepal to the People's Republic of China delivered his welcome remarks and mentioned about importance of tourism in Nepal and their efforts to attract more outbound Chinese tourists. Mr. Shankar Prasad Adhikari, Secretary of the Ministry of Culture, Tourism and Civil Aviation of Nepal highlighted the major act of promotional activities in China. Mr. Sunil Sharma, Officiating Director of Nepal Tourism Board made power point presentation on *Destination of Nepal* during the program. A renowned photographer Mr. Steve Meng shared his experiences of his visit to Nepal last year. Nepali students studying in the Beijing Normal University and Beijing Language and Culture University have presented Nepali cultural performances.

中国国家旅游局副局长王晓峰先生作为活动主宾发表讲话。尼泊尔驻华大使利拉·玛尼·鲍达尔先生致欢迎辞，提到旅游业对尼泊尔的重要性及为吸引更多的中国游客出境旅游所做出的努力。尼泊尔文化、旅游和航空部副部长尚卡·普拉萨德·阿迪卡里先生强调了在华的主要推广活动。尼泊尔旅游局主持董事苏尼尔·沙马尔先生在活动中以幻灯片形式介绍了**目的地尼泊尔**。著名摄影师孟祥光先生分享了去年访问尼泊尔的经历。来自北京师范大学和北京语言大学的尼泊尔留学生为大家带来了文化表演。

Nepal can be a proper place to travel for Buddhism believers since it has Lumbini, the birth place of Shakyamuni Buddha. Growing number of Chinese youths are interested in cultural tourism. Nepal is a unique place blended with Nature, Culture and Adventure. It is a perfectly matching place for Chinese tourists who love to travel in pristine land, clean air, blue sky, white clouds and clean white water. We can say with certainty that there is no any other place on the earth where just almost 30 million people embraces more than 100 ethnicities, hundred plus languages and dialects with unparallel bio diversity. Nepal is also known as the land of Himalayas embracing 8 out of the 14 highest picks, including the Mt. Everest, the highest in the World. Nepal has physically challenging, but emotionally rewarding tourist destinations. It is a land of practicing living Hinduism and Buddhism and also known as healing destination. Travelers feel stress- free while trekking in pristine landscape. Tourists receive true hospitality and best 'value for money'.

蓝毗尼——释迦牟尼诞生地使尼泊尔成为一个适合佛教信徒旅行的地方。越来越多的中国年轻人对文化旅游感兴趣。尼泊尔是一个集自然，文化和探险为一体的旅游地。对于喜欢原始土地、干净空气、蓝天白云以及纯净河流的中国游客来说，这里完全符合要求。我们可以肯定地说，世界上没有任何其他地方如尼泊尔有着无与伦比的生物多样性——拥有3000万人，其中包括100多个种族，上百种语种和方言。尼泊尔也因高峰闻名于世，全球最高的14座山峰，其中包括世界海拔最高的珠穆朗玛峰在内的8座位于尼泊尔。尼泊尔旅游对体力有很大的挑战，情感上收获颇丰。这是一个学习印度教和佛教地方，也被称为疗伤之地。当游客徒步在最原始风景中倍感轻松。游客可以体验到真正的款待和最好的“物有所值”。

Nepal has been recovered now and completely safe for tourists after the Earthquake of April 2015. Nepal is evaluated as a best tourism destinations by international agencies; such as

1. Lonely Planet's No. 1 Best Value Destination of 2017 and 5th among Top Ten Destinations around the globe.
2. Nepal was voted Number 1 Destination to Visit in 2016 by Rough Guides based in UK.
3. Nepal ranked 6th in National Geographic Traveller magazine's "Cool List 2016".
4. Fodor's Go List 2016 - Forbes' 14 Coolest Places to visit in 2016.
5. Kathmandu, Nepal is in 19th position in Trip Advisor's Travellers' Choice Destinations 2015.

2015年4月尼泊尔发生地震，现已恢复正常，游客很安全。尼泊尔被一些国际机构评为最佳国际旅游胜地；如

1. 被《孤独星球》列为2017最物有所值的旅游地点第一名、世界10大旅游地点第五名。
2. 英国《罗浮旅游指南》将尼泊尔选为2016年必去的旅游地第一名。

3. 《国家地理旅行者》杂志将尼泊尔列为 2016 最酷的旅游地第六名。
4. 被《福多斯旅游指南》列为 2016 必去的旅游地；被福布斯列为 2016 年最酷的 14 个旅游地点之一。
5. 尼泊尔首都加德满都被猫途鹰列为 2015 年旅游地点第 19 名。

Kathmandu is well connected by direct air services from Chengdu, Kunming, Lhasa, Guangzhou and Hong Kong with every day flights. Cost free entry tourist visas are instantly issued by the Nepali diplomatic missions and upon arrival at the International Airport in Kathmandu and border points. All the visa, master cards are accepted in tourist standard shops, restaurants, hotels. RMB is convertible , you can travel with RMB. Exchange rate is 1 RMB equals to Nepali rupees 15.50. Chinese Cuisine/Chinese speaking guides are available in major tourist cities. Tourist Crisis Management and Rescue Cell for crisis are available on time. Good internet is available in major tourist areas.

空运服务直接连接加德满都，成都、昆明、拉萨、广州和香港每天都有航班。尼泊尔外交使团签发的旅游签证免签证费，同时在加德满都国际机场和边境口岸提供落地签。所有正规商店、餐馆以及酒店都可以使用维萨卡、万事达卡。人民币可直接兑换，所以您可以携带人民币。汇率为 1 人民币等于 15.50 尼泊尔卢比。主要旅游城市有中国菜/汉语导游。我们可以及时提供旅游危机处理办法和救援小组。主要旅游区提供良好的互联网。

The number of visitors from China to Nepal has been growing every year. In last seven years from 2010 to 2016, the number of Chinese visitors tremendously increasing except the year 2015 which was not much encouraging due to the devastating earthquake in April 2015. In 2016, it has been reached to 104 thousand Chinese visitors that accounts about 15 % of the total tourist's arrival in Nepal and ranks second highest arrival in number. Embassy of Nepal in Beijing is organizing various promotional programs to facilitate the interested visitors.

前往尼泊尔旅游的中国游客数量每年递增。在过去的 2010 年至 2016 年七年中，除 2015 年四月发生毁灭性的地震，其他几年中国游客的数量大大增加。2016 年，尼泊尔的中国游客总数达到了 10.4 万人，约占游客总数的 15%，居世界第二位。尼泊尔驻华大使馆正在组织各种推介活动以方便有兴趣的游客。

Embassy of Nepal
Beijing
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尼泊尔驻华使馆
2017 年 4 月 21 日