



Buddhist International Travel Mart (BITM) is an annual marketplace of the Buddhist pilgrimage industry conceived by Nepal Association of Tour and Travel Agents (NATTA). The main objective of organizing the Mart is to exploit the immense potentials that Nepal has in Buddhist pilgrimage tourism. The Travel Mart will not only promote Buddhist heritage sites in Kathmandu Valley and Lumbini, but will also offer new tourism products that Nepali tourism entrepreneurs can sell in the international market. BITM is organized in Nepal to promote Nepal through BUDDHIST travel mart exploring Buddhaland, the birthplace of Gautam Buddha, at Lumbini, Nepal. It will highlight the Buddhist sites of Nepal spreading the message that Nepal is center for world peace and a gateway to the Buddhist Circuits. It will create the opportunity for niche market of pilgrimage in Nepal and help to expand travel product. It will help to develop Lumbini as the most important travel destination.

Also, the Mart will play a key role in diversifying and decentralizing Nepali tourism which is heavily reliant on adventure tourism and focused on handful of areas of the country. NATTA plans to organize the Mart under the patronage of the Ministry of Culture, Tourism and Civil Aviation, together with Nepal Tourism Board, Visit Nepal Year Secretariat and Lumbini Development Trust as well as different travel trade associations of the country.



250+
PARTICIPANTS

15+
COUNTRIES

20+
DELEGATES

50+
**SELLERS/
HOSTED
BUYERS**

50+
**MEDIA/
BLOGGERS**

Buddhist International Travel Mart (BITM 2019)

On 2019, Nepal Association of Travel and Tour Operators (NATTA) – an umbrella organization of tour and travel agents, conceived Buddhist International Travel Mart (BITM) at Lumbini and Bhairahawa in Nepal from 10-12 January 2019, under the theme: Explore the Buddhaland: A Gateway to Buddhist Circuits.

In 1st edition, the main Organizing Committee of the Buddhist International Travel Mart (BITM 2019) was formed under the chair of the Secretary of Ministry of Culture, Tourism and Civil Aviation as the host, Nepal Tourism Board became the organizing partner, NATTA became the implementing organization and all other pioneer tourism stakeholders became the supporting partners for this event.

There were participation from more than 15 countries representing buyers, bloggers, media and speakers. The involvement of Government, Local Government, local participants, Buddhist Gurus, Buddhist tourism entrepreneurs were the main strengths of the event. This event became an eye opening of Visit Lumbini and Visit Nepal 2020.

A number of Buddhist devotees and spiritually inclined tourists visit Lumbini, Nepal every year for the very purpose of visiting the birthplace of Lord Buddha.

Nevertheless, Lumbini has not been globally recognized as spiritual place for peace and harmony. This became the great opportunity for every tourism stakeholder to promote and highlight Buddhist destinations of Nepal.

Most of the tourists coming to Nepal are adventure and leisure segments. The country has immense tourism potentials, like the Spiritual and Buddhist Circuits pilgrimage, which has not be exploited to the fullest. Though we are getting some Buddhist Circuits tourists from India, we are not being able to get much benefit from them as they seldom spend a night here. But things are changing for good. Nepali tourism entrepreneurs have begun starting Buddhist Circuits tourism from Nepal, promoting

Lumbini as the birthplace of Buddha and a gateway to Buddhist Circuits. With the construction of Gautam Buddha International Airport, Bhairahawa near Lumbini, tourists flow to this segment is expected to increase significantly, establishing Buddhist pilgrimage an important segment in Nepali tourism industry.



Buddhist International Travel Mart (BITM 2020)

Hence, BITM is organized to provide a special platform for Business to business opportunity to meet the travel operators from abroad as Buyers and Nepalese operators as Sellers to exchange and promote Nepalese tourism product and destination. Buddhist International Travel Mart (BITM), celebration proved to be great facilitation for the VNY 2020. This was effective tool in fetching a propitious tourism business in Nepal.

Therefore, in continuation of promotion of Spiritual tourism we are preparing for the next edition of Buddhist International Travel Mart (BITM) which is being held in next year 2020, March 9-10.

Who will be benefitted?

The main intension of organizing this event is to develop Lumbini as a must visit destination for all spiritual human being in the world. The local people get economic benefit by selling their local products in and around Lumbini. The tourism entrepreneurs will have expanded product in Nepal with spiritual theme in addition to Buddhist pilgrimage theme. Local hotels, restaurants, transport operators and airlines companies will have additional opportunities with this event.

Who are involved?

Ministry of Culture, Tourism and Civil Aviation is involved as Chair of the main organizing committee. Nepal Tourism Board and Visit Nepal Year 2020 are working as organizing partner, whereas NATTA is working as implementing partner, together with all tourism related stakeholders. There are other travel related government, non-government, semi government and international non-governmental organizations in the main organizing committee.

How can be part of it?

All tourism entrepreneurs in Nepal can participate, as sellers in the Buddhist International Travel Mart (BITM). Sellers will have the opportunity for business deal directly with the hosted and paid buyers from around the global travel market. Tour operators from abroad can participate as buyers. The buyers will get direct approach to meet the sellers in the mart. Registered participants and sponsors will get access to conference and mart venue but not in B2B session. Volunteer will have access according to their schedule.

B2B event

This is the key platform where buyers meet sellers as per their schedule and prefix meeting. Each buyer and seller have time to talk the real deal.

Inauguration ceremony

There will be spiritual preaching and motivational speech from spiritual gurus immediately after the inauguration program and the conference at Lumbini will be addressed by travel gurus.

There will be participation from national and international travel media, travel bloggers, travel writers, TV journalist and media to highlight the mart.

EXPECTED OUTCOMES

Buddhist International Travel Mart (BITM) is expected to establish Nepal as a premium Buddhist pilgrimage destination as well as spiritual destination. The event will have following outcomes:

This event will help to increment in total tourist arrivals in the country. BITM will acquaint leading tour operators with Nepali tourism products and services. This event will develop Buddhist pilgrimage tourism as a niche tourism product in Nepal. It will help to diversify Nepalese tourism activities that centered in few areas of the country. This will be beneficial to generate new business opportunities for tourism enterprises. It will support in the livelihood of people living in and around Buddhist heritage sites by offering them a viable sources of income generation. Ultimately, it will establish Buddhist Pilgrimage and spiritual tourism as a niche product where Nepal has comparative advantage among other countries. Another expectation from this event will be promotion of hidden Buddhist heritage sites and monuments.

BITM 2020 Expected

350+
PARTICIPANTS

40+
COUNTRIES

40+
DELEGATES

50+
SELLERS/
HOSTED
BUYERS

80+
MEDIA/
BLOGGERS





Hurry up ! Hurry up !! Book now

	Registration	
	Normal	Early Bird
Buyer	300\$	250\$
Seller	1000\$	850\$
Visitor	200\$	150\$
National Tourist Organization		
(Nto)	1500\$	1200\$
Blogger/Media	On Selection	On Selection

BITM 2019 Speakers



Venerable Meteya Sakyaputta

Vice Chairperson of Lumbini Development Trust



Mr. Cetin Gurcun

Former Vice President of UFTAA (Tourism)



Bikram Pandey Kaji

President of Buddhist Circuits & Goodwill Ambassador of Lumbini (Birthplace of Lord Buddha).



Basanta Bidari

Retired Chief Archeologist in Lumbini Development Trust & Proffesor in Lumbini Buddha University.



Mr. Steve Cairns

Lay Buddhist and manager of Liberty Tours in Sydney, Australia.



Mr. Michael Turtle

Blogger (<https://www.timetravelturtle.com>)



Suraj Vaidya

The coordinator of the 'Visit Nepal 2020' Tourism Promotional campaign.



Prof. Rabindra Panth

Director of Nava Nalanda Mahavihara , a Pali institute in Bihar.

Come, Participate in Lumbini PEACE Marathon 2020

Join in Lumbini for the 2020 Run – Run for the Buddhist Pancha Sheel and spread the Message of World Peace!!!

What is Lumbini Marathon?

Lumbini PEACE Marathon is the first and only spiritual marathon in the world. It is a pilgrimage marathon along the holiest sites related to the life of Buddha in Lumbini-Kapilvastu region of western Nepal. This spiritual marathon, which follows the footsteps of Buddha to his hometown of Kapilvastu, his birthplace in Lumbini and his palace in Tilaurakot, will give participants a chance to experience a bit of spiritual enlightenment that a traditional athletic marathon lacks.

This year, Buddhist Circuits.com is giving international delegates of Buddhist International Tourism Mart (BITM) Free of Cost Registration for our Lumbini PEACE Marathon in 2020.

However, there will be required to pay a fee of US \$ 25 per person to cover expenses like water and medical assistance, among others. With this fee, the participants will get medals, race certificate and race t-shirt as a Souvenir.

For more information, please log onto: www.lumbinimarathon.com

The Buddhist Circuit

The Buddhist Circuit is a route that follows the footsteps of the Buddha from Lumbini in Nepal where he was born, through Bodh Gaya (India) where he attained enlightenment, to Sarnath (India) where he gave his first sermon, and Kushinagar (India) where he died.

This iconic route only includes places where the Buddha actually spent time, and these places have important sites and monuments – all of which are over 2500 years old – which are revered by all Buddhist followers. The Buddhist Circuit is an important pilgrimage destination for nearly 500 million people following Buddhism, as well as millions of other travelers interested in history, culture or religion.

KUDAN

Kudan is an ancient Buddhist site in Kapilvastu district. Located some 3 kilometers south of Taulihawa – the district headquarters of Kapilvastu, Kudan is believed to be the place where Sakyamuni Buddha met king Suddhodhana for the first time after enlightenment. Some scholars have also identified Kudan as the natal-town of Krakuchhanda Buddha.



Kudan



Tilaurakot

TILAURAKOT PALACE

The ruins discovered in 1988 by PC Mukherji 29 kilometers west of Lumbini and 3 kilometers north-west of Taulihawa is believed to be the ruins of Tilaurakot Palace.

GOTIHAWA

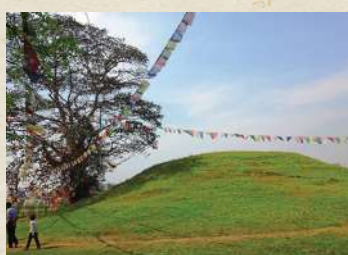
Located about 5 kilometers southwest of Taulihawa, Gotihawa is identified as the place where Krakuchhanda Buddha was born and attained enlightenment. Emperor Asoka visited the site in 249 BC, erected a stone pillar and built a big stupa dedicating to the Krakuchhanda Buddha.



Niglihawa

NIGLIHAWA

Located 7 kilometers northeast of Taulihawa, Niglihawa has been identified as the natal town of Kanakamuni Buddha.



Ramgram

But Buddhist pilgrimage tourism is not limited to these four sites alone. There are Buddhist monuments in other countries like Pakistan, Afghanistan, Sri Lanka, Bangladesh, Bhutan, China, Cambodia, Thailand, and Laos, among others. Most of these sites are still to be connected to the Buddhist Circuits map.

The growing number of Buddhist followers all over the world has given birth to a niche tourism product in the Indian sub-continent and South East Asia, which have Buddhist sites in abundance. Nepal and India stands a chance to get lion's share of revenue from this niche tourism product as all four principal Buddhist pilgrimage sites lie in these two countries.

Emperor Asoka visited the site in 249 BC and erected a stone pillar with inscription on it. The Asoka inscription engraved on the pillar in Brahmi script and Pali language attests the fact that Emperor Asoka enlarged the Kanakamuni Buddha's stupa, worshiped it and erected a stone pillar to mark the birthplace of Kanakamuni Buddha.

ARORAKOT

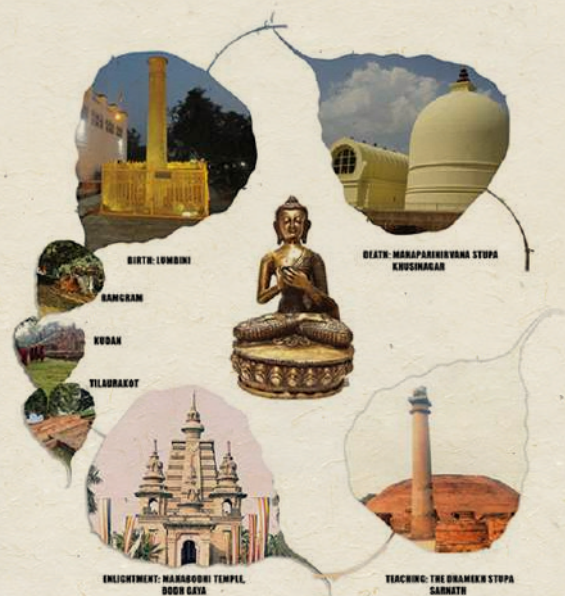
Located 10 kilometers northeast of Taulihawa, Arorakot is identified as the town where Kanakamuni Buddha lived, grew up, and spent his married life. Today, it is a large rectangular fortified area with the remains of ancient moat and brick fortifications.

RAMGRAM

Ramgram is an important Buddhist monument in western Nepal. It is the only undisturbed original stupa containing relics of Lord Buddha. Built in 6th century BC and enlarged by being enveloped with bricks subsequently.

DEVDAHA

Devdaha is believed to be the capital city of the ancient Koliya kingdom. It is located 240 km southwest from Kathmandu, 54 km east of Lumbini and 25 km northwest of Ramgram stupa. Devdaha is the maternal home town of queen Mayadevi. It is believed that Buddha spent some years of his childhood in Devdaha.



Explore the Buddhistland, a gateway to Buddhist Circuits



NEPAL ASSOCIATION OF TOUR & TRAVEL AGENTS

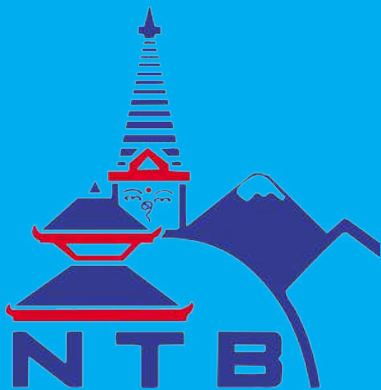
It was established in 1966 (2022/11/27 B.S.) by a group of leading travel agents, who felt that it was the time to work together to formulate sound business principles and to regulate the travel industry in Nepal. The primary purposes of NATTA have been to protect the professional interests of those engaged in the travel trade business, to promote its orderly growth



CN Pandey

President of NATTA

and development, to safeguard the travelling public from exploitation by unreliable agents.



Nepal Tourism Board is a national tourism organization of Nepal established in 1998 by an Act of Parliament in the form of partnership between the Government of Nepal and private sector tourism industry to develop and market Nepal as an attractive



Deepak Raj Joshi

CEO of NTB

tourist destination. The Board provides platform for vision-drawn leadership for Nepal's tourism sector by integrating Government commitment with the dynamism of private sector.



After the success of Visit Nepal Year 1998 and Nepal Tourism Year 2011, the Tourism Board of Nepal introduced Visit Nepal Campaign 2020. The Campaign was announced in 2015 to be held in 2018 but was later postponed to 2020.

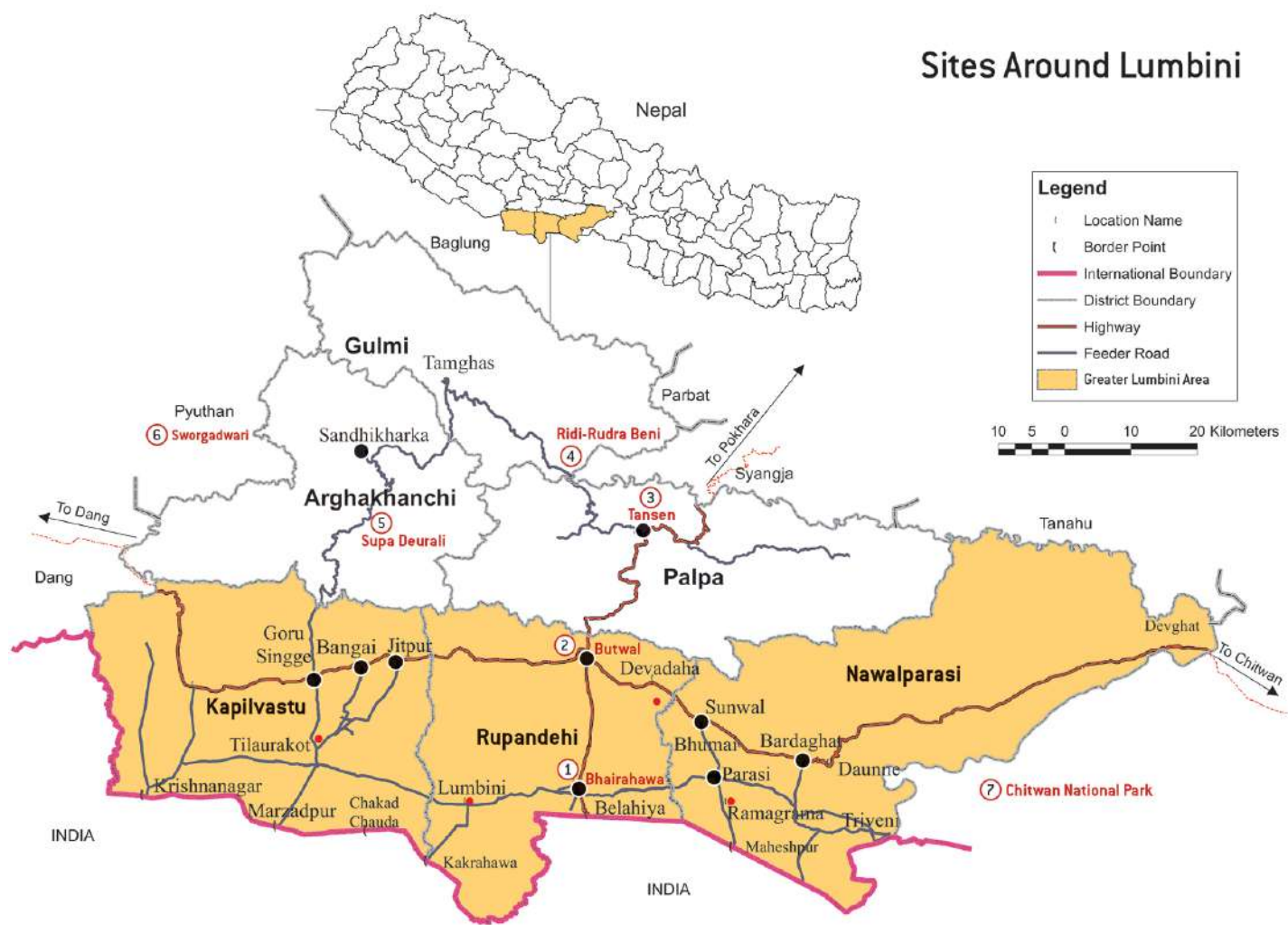


Suraj Vaidya

The coordinator of the 'Visit Nepal 2020' Tourism Promotional campaign.

The mainstream media publicized Nepal as utterly devastated by the earthquake in 2015 and failed to show that Kathmandu with other major cities was almost intact. The earthquake significantly affected the inflow of tourists in 2016 as the number of tourists halved compared with previous year.

Sites Around Lumbini



Hosted by



GOVERNMENT OF NEPAL
MINISTRY OF CULTURE,
TOURISM AND CIVIL AVIATION

Organiser



NEPAL ASSOCIATION
OF TOUR & TRAVEL AGENTS

Together We Can Achieve

Implementing Partners

Airlines Partner



Book Now



The Secretariate Office,
Buddhist International Travel Mart (BITM)
Nepal Association of Tour & Travel Agents (NATTA)
P.O. Box: 362, Gairidhara, Goma Ganesh, Naxal, Kathmandu, Nepal

bitm@natta.org.np | bitmnatta2019@gmail.com

977 1 4419409, 4418661

www.bitmnepal.com

