

GREAT HIMALAYA TRAILS

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PRESS RELEASE - GREAT HIMALAYA TRAILS & YETI AIRLINES/TARA AIR PARTNERSHIP

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The Great Himalaya Trails (The GHT) form an extensive network of trails across the hills and mountains of Nepal. These trails provide an opportunity for each visitor (local or foreign) to experience the natural and cultural diversity that Nepal offers. Whether you are a keen mountaineer aiming for the highest peaks, a long-distance hiker on a 10 day Manaslu circuit or passionate to learn from ancient cultures in the Tsum Valley, the GHT offers everybody a unique and personal experience.

The GHT is a reflection of improved quality and diversity of Nepal's tourism products. GHT adheres to a Safe Trekking System combined with accommodation and food outlets that maintain appropriate standards. But above all, the GHT enables a personal and unique experience along the Himalayas in Nepal that is tailored by the visitor; mountain biking, wildlife viewing, meditation, eating, interacting, seeing, hiking, climbing, running....the experience is endless and invites you to come back for more.

The development of the GHT is supported and coordinated by the **Samarth-Nepal Market Development Programme (NMDP)** with funding from **UKaid** through the **Department for International Development (DFID-Nepal)**. Support comprises physical trail development, enterprise improvements and promotional efforts. The GHT stays true to the authentic appeal of Nepal's tourism attractions but enhances these through quality adaptation that ensures a sustained and beneficial tourism system able to attract increasing visitors from diverse source markets.

The route network of Yeti Airlines/ Tara Air offers tourists access to all the gateways along the GHT. The partnership between the GHT and Yeti Airlines/ Tara Air is a reflection of the private sector's support to the GHT and its objectives. Tara Air's new airplane provides improved passenger standards and increased safety specifications that form a real example of the quality of Nepal's new tourism products.

Samarth-NMDP, the current custodian of the GHT, is proud to see the Great Himalaya Trails branding on the new Tara airplane making **Tara Air the official airline of the GHT**. This forms the first of a series of joint efforts in support of tourism development along the Great Himalaya Trails aimed at re-establishing visitor confidence and attracting tourists from new markets to come to Nepal.

The GHT - a Brand and an Organisational Entity

The GHT is a brand, currently developed and endorsed by Samarth-NMDP, which will ultimately be transferred to an independent organisational entity.

The Brand registers trails and enterprises that adhere to the GHT guidelines on Safe Trekking, quality standards, environmental impact standards as well as social objectives that ensure fair working conditions and wages and respect for all indigenous cultures regardless of caste and gender.

The GHT Organisation acts as a custodian of the brand guidelines and ensures that the GHT values are promoted and the accredited network is expanded to ensure a higher valued tourism product that contributes to the socio-economic development of Nepal.

Current GHT activities

- Promotion through an extensive social media platform comprising:
Web: www.greathimalayatrails.com
Hashtag: #MyGHT
Facebook: /great.himalaya.trails
Instagram: @greathimalayatrails
- Hazard mapping of major trekking routes in Annapurna and Manaslu
- Infrastructure improvements towards establishing a Safe Trekking System on trails in Annapurna, Manaslu, Ganish Himal and Langtang in partnership with the Ministry of Culture, Tourism & Civil Aviation and NTNC.
- Assessment & establishment of a Safe Trekking System comprising communication technology, signage, shelter provision and improved skills and services

Samarth – Nepal Market Development Programme (NMDP)

Samarth-NMDP is a **UKaid** funded rural market development programme that aims to Reduce Poverty in Nepal by increasing incomes of smallholder farmers and small-scale entrepreneurs. The programme works to improving the underlying pro-poor performance of rural sectors, leading to opportunities for better access and improved growth for poor and disadvantaged people. The programme follows a Market System Development approach.

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