

## Media Contact

Nancy Harrison  
Adventure Media

[nharrison@adventuremedianews.com](mailto:nharrison@adventuremedianews.com)

307.421.4473

### ***Meaningful Travel Map of Nepal Released to Mark the One-Year Anniversary of Earthquake***

*Tourism Cares and travel industry leaders call 2016 a remarkable time to go to Nepal*

**CANTON, Mass. (April 4, 2016)** – The first-ever “Meaningful Travel Map of Nepal” is now available to guide travelers to especially powerful experiences in 2016 (<http://www.tourismcares.org/nepal-map/>). The map contains points of interest specific to this point in time for Nepal when, on top of its natural and cultural wonders, visitors can participate in the country’s inspirational recovery from the April 2015 Gorkha earthquake.

Nepal is open for business and you are invited to return to this desirable destination: to honor the challenges of the last year; to celebrate the people’s resilience, inspiration and creativity; and to experience the best of the old Nepal, and the best of the new, before the rest of the world does. Following the lifting of US and UK travel advisories, the recovery from the 2015 Gorkha Earthquake is in full swing across the country, creating unparalleled opportunities for traveler learning, appreciation and engagement. This is good news for the traveling public, creating an especially powerful window of opportunity to return to this beautiful mountain kingdom.

Perhaps most importantly, traveling now to Nepal will contribute to the recovery and the 487,000 Nepalis and their families, whose livelihoods depend on tourism, which makes up about 10% of Nepal’s GDP.

A 2016 trip will be especially meaningful for Nepal – and for you! Some map highlights include:

- Trekking and rebuilding opportunities along the Great Himalaya Trails, especially Langtang and Gorkha ([www.greathimalayatrails.com](http://www.greathimalayatrails.com))
- New tours and experiences specific to learning about the recovery, including “Wisdom Wednesdays” from Next Generation Nepal and “The Rise of the Artisans” from Social Tours.
- Chitwan National Park, Nepal’s often overlooked second natural World Heritage Site after the Everest region
- Social enterprises such as Seeing Hands Nepal, a massage clinic providing the best jobs in the country for Nepal’s visually impaired.

Tourism Cares has identified options for travelers specifically interested in meaningful travel to Nepal. These include tour operators:

- *Intrepid Travel*, which runs 28 different trips to Nepal and is donating 2015 and 2016 profits to recovery.
- *G Adventures*, which has long served Nepal and whose affiliated nonprofit, Planeterra raised over \$200,000 for recovery projects.
- *Ace the Himalaya*, a champion of both adventure travel and rebuilding in partnership with a local NGO, Sambhav Nepal.

- *Crooked Trails* a nonprofit travel company devoted to Nepal, which raised \$115,000 for relief, donated over 100,000 pounds of food and runs trekking and rebuilding trips.
- *Myths and Mountains*, an award-winning Nepal specialist which gives back with every trip and promotes education through its READ Centers.

Additional tour operator listings are available from the US Tour Operator Association ([www.ustoa.com](http://www.ustoa.com)) and Adventure Travel ([www.adventure.travel](http://www.adventure.travel)); also find a travel consultant with the American Society of Travel Agents (<http://www.asta.org/travelagent.cfm>).

The Tourism Cares community has also actively supported the recovery and renewal of Nepal tourism through its Nepal Recovery Fund: learn more of what has been made possible by committed travel companies such as the Travel Corporation, Abercrombie & Kent, TripMate, MaCher, Virtuoso and AIG at <http://www.tourismcares.org/nepal-fund/>.

### **About Tourism Cares**

Tourism Cares, Inc., a US 501(c)(3) public charity, preserves and enriches the travel experience for future generations. Founded and supported by leading associations and companies in the travel industry, the Tourism Cares community invests its resources, talent and influence in three areas: supporting underappreciated and at-risk destinations and communities; investing in those entering the industry and professional development for emerging leaders; and sharing travel corporate social responsibility knowledge and best practices so that individual businesses can best support their own causes. Learn more at [www.TourismCares.org](http://www.TourismCares.org) and @TourismCares.