

COMMUNITY HOMESTAY NETWORK (CHN) — MEDIA KIT 2025

Travel with purpose. Live with communities.

WELCOME TO CHN

Welcome to **Community Homestay Network (CHN)**, Nepal's pioneering social enterprise transforming how travel connects people, places, and purpose.

We believe tourism should empower, not exploit. Every CHN experience creates opportunities — not charity — for families and communities to grow with dignity. Our model connects travelers directly with local hosts, ensuring that every stay contributes to livelihoods, skills, and shared pride.

Since 2017, we've been redefining what it means to "travel responsibly." For us, it's not a trend — it's our DNA. From women-led operations to electric mobility pilots, CHN integrates sustainability, inclusion, and authenticity in every experience.

"At CHN, we don't sell trips. We create relationships — between travelers and the real Nepal."

Through your journey, you'll help rewrite the story of tourism in Nepal: from sympathy to opportunity, from consumption to connection, and from outsiders observing to communities leading.

OUR STORY

Born from a belief: that travel should empower.

CHN's story began in 2012, when a handful of Nepali families opened their doors to travelers seeking genuine cultural exchange. These pilot stays proved something powerful — that travelers valued authentic human connection over luxury, and communities could build pride and prosperity through hospitality.

In 2017, Community Homestay Network was formally established as a social enterprise under Royal Mountain Group. Our goal: to bridge travelers and local hosts through a transparent, ethical model that promotes community tourism as a tool for inclusion, sustainability, and self-reliance.

Since then, we've grown into a nationwide network of 40+ communities and 200+ homestays — from the subtropical plains of the Terai to the terraced hills of the Himalayas. Our platform ensures that 80% of each traveler's payment goes directly to the host family and community, with the remaining 20% reinvested into training, technology, and community development funds.

Our Philosophy: *No Sympathy, Only Opportunity*

We don't ask for sympathy for rural Nepal. We invite travelers to witness and participate in opportunity — in entrepreneurship, in creativity, in self-driven change.

Milestones at a glance:

- 2012— Pilot homestays begin in Panauti
- 2015 — Pilot homestays begin in Barauli.
- 2017 — CHN legally registered; formal revenue-sharing model introduced.
- 2020 — Launch of inclusive host training programs.
- 2024 — Community Connect debuts to showcase community tourism to media.
- 2025 — Expanded to 50 communities and recognized by *TIME Magazine* as one of the "World's Greatest Places."

OUR MISSION, VALUES & CULTURE

Empowerment, dignity, stewardship — how we operate

Mission Statement (expanded):

To catalyze inclusive, community, and environmentally responsible tourism across Nepal — ensuring that communities are not passive beneficiaries but active co-creators of experiences that preserve culture, generate livelihoods, and steward natural and social assets.

Core Values that guide us:

Empowerment over Charity — Tourism should strengthen skills, not create dependency.

Environmental Stewardship — We protect the planet that hosts us through green mobility, EVs, and low-impact practices.

Transparency & Fairness — 80% of revenue flows directly to local hosts.

Authentic Connection — Every interaction matters — from shared meals to shared dreams.

Inclusivity & Equity — From women hosts to youth leaders, our model ensures everyone has a voice.

Work culture & field operations:

We are proudly women-led, inclusive, and collaborative. Our Women Road Captains coordinate logistics, manage guests, and lead expeditions with professionalism and heart. We work with local artisans, guides, and storytellers to design experiences that preserve culture and showcase creativity.

In our offices and on the road, we live our value of “*C for Community*” — collaboration, care, creativity, and collective growth.

“CHN is not built in offices. It’s built in kitchens, farms, and courtyards across Nepal.”

Program highlights:

Women Road Captains lead a majority of our Community Connect trips.

Hosts receive regular training modules: hospitality basics, hygiene, environmental practices, storytelling, and basic bookkeeping.

EV pilot programs for last-mile transport and reduced carbon footprints in select circuits.

Design element: A one-page infographic mapping values → programs → outcomes (e.g., Empowerment → Host training → Increased household income).

RECOGNITIONS & MILESTONES

Global Recognition for Local Action

Our work is rooted in small villages — but recognized on the world stage.

TIME Magazine — “World’s Greatest Places 2025”: A feature highlighting CHN-hosted circuits for authentic, community-led travel experiences.

UNWTO SDG Startup Competition Winner (2021): Recognition for measurable contribution to decent work and sustainable local economies (SDG 8).

Silver Award ICRT Global 2025 — Increasing Local Sourcing & Creating Shared Value: Industry recognition for building inclusive supply chains with measurable local procurement.

Features in **The Guardian**, **National Geographic Traveller**, **BBC Travel**, Travel and Leisure Asia and **Condé Nast Traveller** for compelling storytelling and responsible practices.

Collaborative projects with Planeterra and regional development organizations.

Why these recognitions matter:

Each recognition amplifies the voices of the communities we serve the women entrepreneurs, the youth guides, the artisans — who together make CHN a living model of tourism that uplifts.

WHY CHOOSE CHN

Because travel should transform both the traveler and the community.

Immersive Community Living:

Stay in homestays owned and managed by local families. Share meals, laughter, and stories that last beyond your trip.

Women-led Leadership:

Our field operations are coordinated by women — from Road Captains to homestay owners — creating powerful role models in every community.

Responsible & Green Travel:

We use EVs for transfers, promote local sourcing, minimize waste, and help communities adopt eco-friendly practices.

Co-created Experiences:

No cookie-cutter tours. Each experience is designed with communities, not for them.

Transparency that Matters:

80% of every booking goes directly to local hosts, ensuring real impact where it counts.

No Sympathy, Only Opportunity:

CHN doesn't promote pity-driven tourism. We celebrate skill, dignity, and entrepreneurship.

Theming & Diversification:

CHN's offerings range from spiritual retreats and wellness to wildlife immersion in the Terai, craft-focused visits, culinary experiences, and community-led hikes — appealing to a wide audience while remaining local in flavor.

A TOUR FOR EVERY TRAVELER

Because no two journeys — or travelers — are alike.

CHN offers experiences that speak to the soul of every kind of traveler. Whether you seek mindfulness, adventure, or connection — there's a community waiting to welcome you.



Live with Locals

Wake up to the aroma of local tea, share meals prepared from the family garden, and take part in everyday life — from morning rituals to evening stories.

Highlight: Deep cultural immersion and homely comfort in rural Nepal.



Unlock Your Chakras — Spiritual & Wellness Journeys

Find balance in Nepal's serene landscapes. Meditate in monasteries, practice yoga with local instructors, and reconnect with yourself amidst mountains and temples.

Highlight: A mindful fusion of wellness, spirituality, and culture.



Into the Terai — Wildlife & Cultural Immersion

Venture into Nepal's southern plains to meet the Tharu people, explore community-led safaris, and witness conservation in action.

Highlight: Blend of culture, biodiversity, and responsible adventure.



Rural Escapes — Get Your Hands Dirty

Experience farm life — plant rice, weave mats, milk buffaloes, or learn pottery.

Highlight: Experiential learning and authentic participation in local livelihoods.

Lace Your Boots — Community Hikes

Trek hidden trails guided by locals who know the land's stories. Stay in family homes instead of lodges, discovering trails beyond the tourist maps.

Highlight: Ethical adventure and human connection on every path.

Channel Your Inner Chef — Cook with Hosts

Join your host in the kitchen, learn to prepare dal bhat, momos, or festival dishes passed down generations.

Highlight: Culinary storytelling — food as a bridge between cultures.

HOW IT WORKS

Simple, seamless, and community-first.

Book your stay via communityhomestay.com
or through our partner travel agencies.

Meet your Road Captain, who ensures smooth coordination and safety during your journey.

Settle into your homestay, curated and managed by the local community committee.

Participate — or just observe — in daily life, festivals, and community projects.

Leave a legacy through your visit: each stay funds local training, education, and environment initiatives.

Behind the scenes, our community committees coordinate host schedules, hygiene standards, storytelling training, and guest feedback — creating an ecosystem where professionalism meets genuine hospitality.

COMMUNITY CONNECT

CHN's signature familiarization program — experience, report, amplify

What is Community Connect?

A curated, intensive immersion program that brings journalists, content creators, tour operators, and influencers to stay with CHN hosts. Community Connect is designed to let storytellers witness CHN's impact firsthand, co-create content with locals, and return with accurate, nuanced narratives.

2024–2025 highlights:

Launched in 2024 with journalists and niche travel trade; strong local uptake and positive coverage follow-up.

2025 edition focused on Eastern Nepal and hidden gems in Kathmandu Valley (Narchyang, Hemjakot), offering fresh storylines and trailblazing community narratives.

Outcomes & benefits:

Amplifies authentic community voices and storylines.

Helps media produce feature-length stories, photo essays, and broadcast pieces that reflect the nuance of community-based tourism.

Builds long-term relationships between communities and journalists, increasing sustained coverage rather than one-off pieces.

Spurs product development from tour operators who participate and build sustainable partnerships.

Suggested collateral: Post-trip media packs with B-roll, host bios, quotes, and community context sheets to make coverage easier and accurate.

Pre-travel Preparation:

CHN provides travelers with a pre-departure kit: cultural norms, packing suggestions, respect guidelines, health & hygiene notes, and community-specific tips. This ensures sensitive and respectful engagement.

On-ground Management:

Road Captains coordinate arrival transfers, host briefings, and emergency contingencies. They are the primary point of contact for guests and hosts. Road Captains are local, trained in first aid, guest communication, and responsible tourism protocols.

Community Coordination:

Each community has a committee that schedules homestays, sets pricing, approves guests, and manages conflict resolution. Committees receive training in governance and bookkeeping.

Host Standards & Training:

Standard training modules for hosts include hospitality essentials, hygiene & food safety, storytelling & guest interaction, GESI awareness, and environmental measures. Hosts are not commercial hotels; training focuses on consistent quality while preserving authenticity.

Guest Participation (optional):

Activities such as farm work, craft sessions, and cultural participation are voluntary. CHN emphasizes informed consent for guests and hosts. Where activities are offered, we disclose intensity and expectations in advance.

Monitoring & Feedback:

Guests complete a post-stay survey. Communities receive performance summaries, and CHN consolidates feedback into partner dashboards and training updates.

Safety & Insurance:

CHN provides emergency protocols, local insurance recommendations, and clear liability information. Road Captains are trained in basic safety and emergency liaison with local health services.

OUR IMPACT — THE NUMBERS AND THE STORIES

Tourism that empowers communities — not corporations.

CHN measures success both quantitatively and narratively. The numbers below are based on CHN's monitoring and community reports through 2024–2025.

Quick Stats (2024–25):

Communities Supported: 50+

Direct Beneficiaries: 1,996 (including 916 women)

Travelers Hosted: 7,900+

People Trained: 200+

Revenue Share: 80% to hosts | 20% to operations & training

Real change, real stories:

- Women hosts using tourism income to send their children to university.
- Youth trained as community guides launching eco-trekking initiatives.
- Villages investing earnings into solar power and waste management.

“For us, tourism isn’t charity. It’s progress — one guest, one family, one community at a time.” — CHN Host, Panauti

Impact outcomes (expanded):

Economic resilience: Host households report increased diversified income streams — from homestay revenue, artisan sales, and micro-tourism services.

Women’s empowerment: Female hosts and Road Captains have formed leadership networks and reinvested earnings in education and micro-businesses.

Skills & capacity: Community committees now manage bookings and finances; youth trained as guides and storytellers.

Environmental benefits: Community-led waste reduction pilots and local sourcing of food have decreased reliance on imported supplies and reduced waste.

C FOR COMMUNITY

Our culture, our code.

“C” stands for more than “Community.”

It stands for **Collaboration, Care, Creativity, and Change.**

Our team culture blends empathy with efficiency — balancing grassroots impact with global ambition. We believe leadership means listening; innovation means inclusion; and success means shared growth.

We celebrate diversity, encourage learning, and lead with empathy — proving that an inclusive, women-driven workplace can shape the future of travel.

Narrative case studies (for the kit):

Case Study 1: A woman Road Captain’s journey from volunteer to a paid field operations leader, and how her earnings enabled a small solar installation for the village.

Case Study 2: A local artisan cooperative that scaled production after CHN arranged market-access via Community Connect participants.

VOICES & VISIBILITY

Testimonials and media coverage that amplify CHN's story

Traveler testimonials (expanded):

"Staying in a CHN homestay changed my perception of hospitality. I learned to cook dal bhat with my host mother and left with lifelong friends." — International traveler, 2024.

"The homestay model gave us authentic access to culture while ensuring our money reached the right hands." — Sustainable travel journalist, 2025.

Host & community voices:

"Tourism income meant I could send my daughter to college." — Host mother, Eastern Nepal.

"We decide how to use visitor funds, from solar lamps to medicine for the clinic." — Community committee representative.

Media coverage highlights (expanded):

TIME Magazine — World's Greatest Places 2025: Feature on Nepal's community circuits and CHN's role in creating immersive experiences.

National Geographic Traveller: Story about homestay-led conservation and cultural continuity.

The Guardian & BBC Travel: Feature pieces exploring the "No Sympathy, Only Opportunity" approach and how tourism can promote dignity rather than dependency.

Conde Nast Traveller & Lonely Planet: Recommendations for CHN circuits as off-the-beaten-path alternatives to mass tourism.

Press resources (offered to media):

High-resolution image gallery (host portraits, village landscapes, festival moments)

Host bios and community fact sheets

Impact dashboards and one-page community profiles

PARTNERS & ALLIES

Collaborations that extend our reach and impact

CHN collaborates with local, national, and international partners who support training, market access, capacity-building, and responsible tourism standards.

In The Past and Present

Planeterra: Technical support and collaboration on community tourism best practices.

Royal Mountain Travel: Operational partnership and product distribution within Nepal.

USAID & Local Municipalities: Program support for community development initiatives, training, and infrastructure.

ICIMOD: Collaboration on climate-resilient community initiatives in mountain landscapes.

Nepal Tourism Board: Marketing support and alignment with national tourism priorities.

UNWTO & Front Runners: Participation in global dialogues on sustainable tourism and recognition programs.

Local alliances:

Host cooperatives, artisan collectives, women's groups, youth guide networks, and biodiversity/conservation partners in Terai and mountain circuits.

Why partnerships matter:

They provide technical expertise, help scale responsibly, and provide market channels that enable communities to retain control while accessing global demand.

WANT TO KNOW MORE ABOUT US?

Join us — in storytelling, partnerships, and responsible travel

We welcome press inquiries, partnership proposals, tour operator collaborations, and ethically-minded travelers who want to make a difference.

Let's connect and create impact together.

Website: www.communityhomestay.com

Community Connect: connect.communityhomestay.com

Email: info@communityhomestay.com

Phone: +977-01-4519039 / +977-9801902572

Address: Lal Durbar Marg, Kathmandu 44600, Nepal

Socials: Instagram | Facebook | LinkedIn | YouTube — @communityhomestaynetwork

“Come stay with Nepal. Not just in it.”

Call to action for readers:

For Media: Request the Community Connect schedule and a media pack with images and host bios.

For Tour Operators: Explore CHN-certified product partnerships and co-designed circuits.

For Travelers: Book a homestay, join Community Connect, or recommend CHN to travel editors and influencers.