



**2022**  
**YEARLY**  
**REPORT**

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## MESSAGE FROM THE CHN TEAM

The vision of CHN, which focuses on promoting local livelihood and sustainable tourism through our homestay networks, inspires me to work every day. Despite being a new team member, I already feel at home because of our benevolent and caring team members. I look forward to the opportunities and challenges that we as a team will be facing in the coming years.

- **Rubik Joshi**

The past half year with CHN has been an absolutely amazing journey. I feel that I have been given various opportunities to not only grow and expand my vision about tourism but also about how it helps the local community as well. Not to mention the supportive, motivating and considerate colleagues who have driven me to be able to work with more vigor. I look forward to more challenging and rewarding upcoming years together with the team.

- **Melisa Rai**

Being a part of CHN itself is a fulfilling and accomplishing feeling in so many ways for me. There is always space to learn and do new things at CHN, which is enhancing my creative side. I really appreciate our work because as a team we are part of a change in community level which is also sustainable. Looking forward to the coming year to be more demanding and fruitful.

- **Sazza K.C**

I am proud to work with a team full of ambitious people and various communities who continue to work in order to produce excellent results. I am always grateful to this company where I got the best opportunity to explore myself and motivating me to strive for improvement continuously. I also really appreciate all the good times we shared together this year and look forward to continuing with the same spirit in the upcoming years.

- **Sabita Basnet**

I am always grateful to be a part of this team, CHN which has helped me to grow together. Being in ups and downs with the company for the past few years due to COVID, it has unlocked potential that I didn't think I had in the first place. A source of motivation with the optimistic attitude and creative spirit of the team members, I have enjoyed working and being a part of this. Looking forward to achieving goals with the same spirit.

- **Nilu Thapa Magar**

As 2022 has come to an end, I would really like to thank all our communities within the network and impact partners for your continuous support over what has been another truly changing time. After the truly challenging year, tourism has been slowly picking up and I am extremely grateful towards our team for their resilience and hard work to continuously promote community homestay and experiences. I believe our work has given us all an opportunity to create impact on not just our business, but our lives and to focus on what's most important. We take huge pride in our values to promote responsible tourism and strive to do even better by curating more immersive travel experiences in Nepal in the coming years.

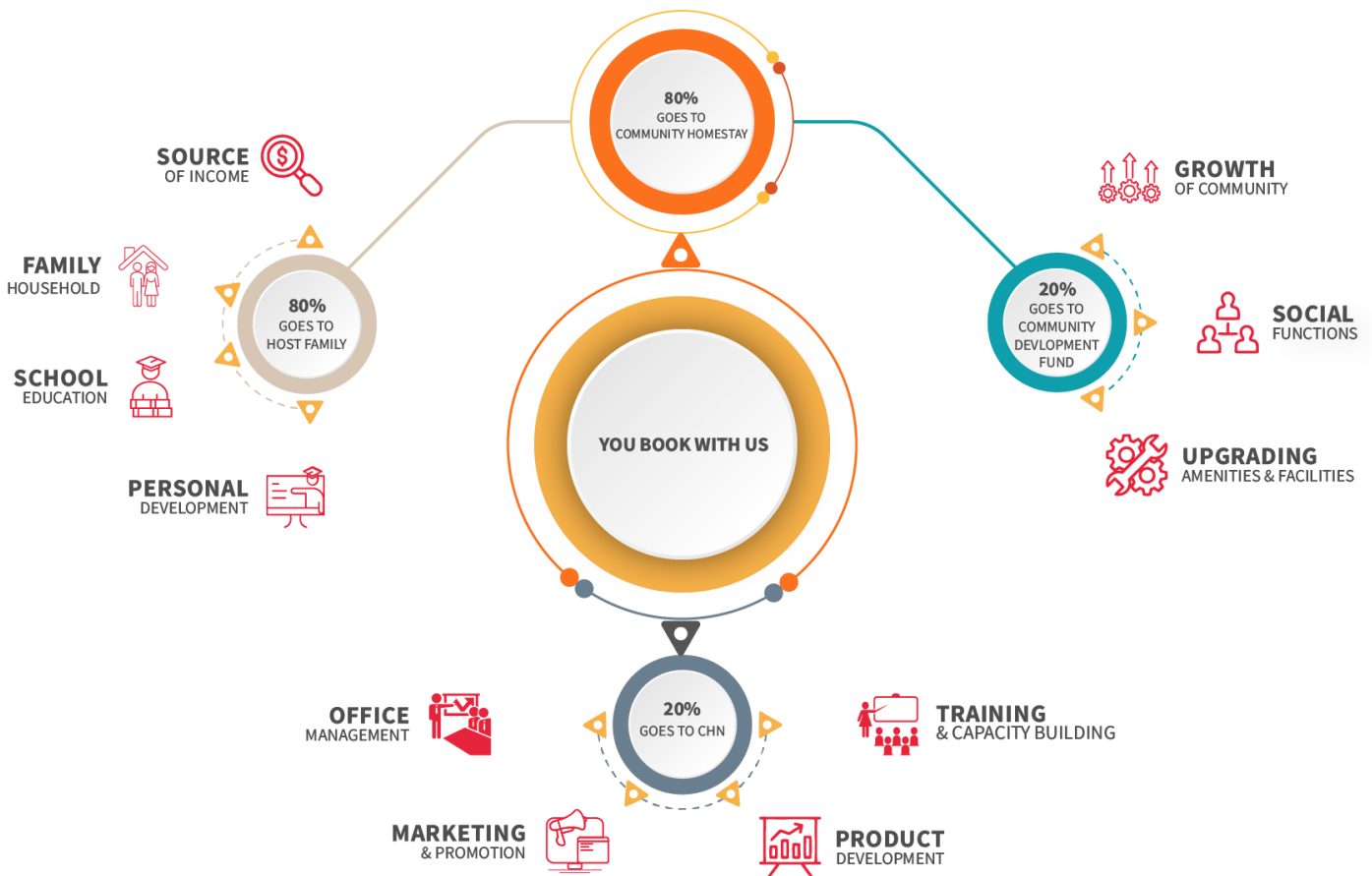
Wishing everyone the best of health, happiness and peace in 2023 and beyond!!

- **Aayusha Prasain**

## ABOUT US

Understanding the limited tourism benefits received by the rural indigenous communities due to the concentrated promotion of a few popular destinations, limited exposure to technology and marketing, Community Homestay Network (CHN) was established in 2017 to work with grassroots communities to develop attractive tourism experiences through a value-chain approach. Intending to promote tourism that benefits locals and women directly, we work with communities to develop and upgrade their tourism products, train them on topics ranging from hygiene to hospitality, help them bring their products to a certain standard and promote them on the global market through digital platforms. CHN is also unique in that it has an impact-oriented business model that is scalable to many destinations. We focus on partnering and collaborating with communities to develop and support tourism enterprises and destinations. We reinvest and provide financial support to develop/upgrade

facilities and new experiences. With the increasing number of community homestays in our network, we have slightly revised our business model from 85-15 to 80-20. As the 20% of the revenue that comes to CHN goes to office operation, training and capacity building of the community homestays, we have reworked our business model with the increase of the number of community homestays. More number of community homestays means increased number of training and capacity building programs. Hence looking at the feasibility of the operations and research done by the team to understand the business model of other major contemporaries in the OTA platform, we have decided to move forward with the 80-20 model. Of the 80%, the families hosting the experiences receive 80% and 20% goes to community development funds.







## HIGHLIGHTS OF THE YEAR

After being at a standstill for around two years due to the pandemic, the world has slowly started to reopen for traveling in 2022. As travel operators, we are careful more than ever to assess the local ecosystems and communities around while planning and promoting the community homestays and their experiences within our network. At Community Homestay Network, we are prepared to offer more responsible ways of traveling. Similar to the global context, Nepal slowly began to welcome travelers starting this year in April 2022. Fortunately, Community Homestay Network was also able to start sending travelers to different communities from this April. Even though COVID-19 hit the tourism industry severely, we are glad that our continuous efforts during the pandemic to communicate about community-based tourism have been able to promote and market our products among the travelers. In 2022, we are able to send 1829 travelers to 18 different communities within our network and the prospect for the coming months looks bright as well.

We were also able to identify and add 11 new communities to our network and in the process to scout 16 additional community homestays in our network. One of the main reasons to expand the network is to develop and promote community-based tourism activities across Nepal. Our commitment to redistribute tourism benefits to the rural communities keeps on motivating us to add more communities to our product lines.

However, from our experience we also know that developing tourism activities in geographically far areas has been challenging due to the significant problem of accessibility from capital and major cities. With this challenging situation, CHN has been continuously working to develop and market community homestay

circuits that work as a multi-day itinerary connecting different individual destinations and homestays to create a region-specific itinerary. This not only allows individual homestays clustered in the region to provide a joint product but also allows travelers to choose a dedicated multi-day itinerary that provides a full regional experience. Based on these ideas, we have developed a product highlighting the circuit around Ilam and identified eleven new additional community homestays from eastern Nepal and have been working on a few other community circuits.

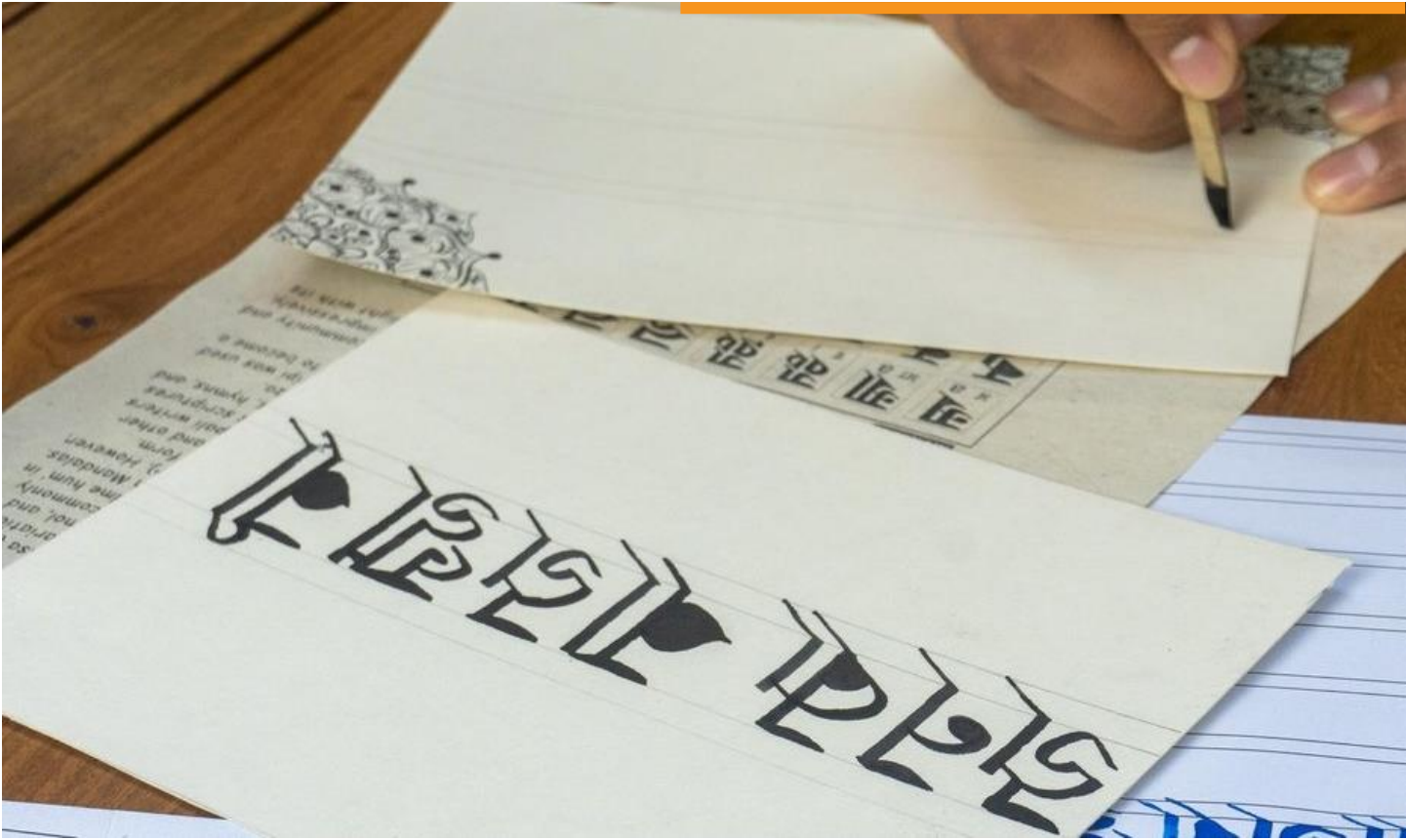
Also, continuing the practice from 2019, in the year 2022 we were able to take 11 new [baseline measurement surveys that have](#) been recently added to our network, with the objective of measuring the impact in the coming years.

As a part of organizational strengthening, we have continued to work with our partners to create meaningful impact, focusing on building a better team with regular performance appraisals and strategic meetings. This year we have prioritized community engagement plans and need based training for the existing communities, expanded our network by adding new communities, introduced new experiences like Ranjana Lipi, Wood Carving, among others, strengthening the internal communication and reporting mechanism.

### ***Sustainable Future via Community Tourism***

With the increase in demand for community-based tourism, we are sure in the coming days that we will be able to create more job opportunities, leadership among local communities and amplify their voices in international arenas. Most importantly, work towards a sustainable future via tourism. Community Homestay Network has been working with communities and like-minded partner organizations to promote the importance of community-based tourism and the need and importance to diversify the tourism products as well as bring alternative sources of income to the local communities.





### ***Re-strategized Koseli***

Since its inception, Community Homestay Network has been working directly with communities to promote the community homestay model to experience Nepal while increasing the socio-economic benefit-sharing among local communities. Even during the uncertainties with the idea to create the alternative source of income and celebrate the various local products from the tourism- dependent communities, we initiated Project Collaboration. With the support from [Booking.com's Booking Booster program](#), we were able to support ten tourism-dependent communities to develop and market local products that range from traditional Nepali slippers to clarified butter (ghee). We envisioned creating a product value chain that stimulates local economies and named the project Koseli. *Koseli* literally translates as a gift in Nepali, so through this project, we wanted to collaborate with communities to increase the accessibility of their products to others. As we saw the slow revival of tourism this year, it's only wise that we translate the learning from this pandemic to support a diversified source of income which would create continuous support. With this idea, we thought of expanding the horizons of Koseli. As we were evolving, this year we continuously worked on bringing our communities' intangible assets and products. As a result, we were able to design the event to promote the tradition of [Ranjana Lipi](#) writing from Kirtipur Homestay for the other communities and travelers to enjoy. As for now, we have curated four events with the locals from [Kirtipur Community Homestay](#) with the fun element of painting the traditional Newari Script.



## ***Webinar on Community based Tourism***

In efforts to amplify the importance and relevance of Community-based tourism (CBT), we organized a [panel discussion](#) to highlight its benefits to our B2B partners. We had a [reflective discussion](#) on 20 July 2022 and the conversation centered around crucial discussions like peer-to-peer learning among communities, various aspects of managing expectations between the travelers and communities and how and why it is important to put the communities at the center. Along with that, the panelists also highlighted the need to diversify tourism products, the importance of far-away destinations, educating the travelers about communities and the importance of nurturing young minds through impactful travel. We are glad we were able to achieve our goal of organizing the event as the event came from across the continents, from Asia to Africa.







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## PARTNERSHIPS

### *Developing destinations with ICIMOD*

Among many ways to promote the CBT model, Community Homestays could be a means to take the concept further with local ownership. It also encourages a participatory approach where locals are both participants and beneficiaries in tourism development. For the same purpose since July 2021, the Kanchenjunga Landscape Conservation and Development Initiative (KLCDI), [ICIMOD](#) and [Community Homestay Network \(CHN\)](#) have been collaborating to capitalize on community homestay as a brand to rebuild the image and competitiveness of destinations in the Kangchenjunga Landscape (KL) by developing and promoting nature and culture-based products and experiences to cater to transboundary niche markets and starting this year on we have also joined hands with Lower Koshi Basin Initiative to identify, develop and promote the concept of CBT in Dhankuta Municipality, Nepal.

Even though the partnership with KLCDI started in the middle of the pandemic, we did not want to slow down our efforts to develop and promote community-based tourism in the KL. As a part of this collaboration, ICIMOD and CHN facilitated various peer to peer learning sessions for community homestays in Eastern Nepal, visited communities several times to understand, identify and develop various tourism products. In addition to the product development and initiation of promotional activities, the collaboration has constantly been working on promoting local leadership and ownership. The main objective of the peer-to-peer learning sessions was to support the existing and aspiring communities to establish as well as strengthen their operations and understand the community homestay model. Based on the multiple stakeholder consultations and community visits over the past year, CHN developed a product highlighting the [circuit around Ilam and identified nine additional community homestays](#) in the KL-Nepal region.



ICIMOD has been also actively working to ensure watershed - friendly development activities in Dhankuta municipality (Lower Koshi Basin Initiative) under the Nibua-Tankhuwa Watershed Management Plan. Under the same initiative, the municipality thrives to develop tourism as one of the revival strategies.

With the objective to forge a long-term partnership, CHN team was invited to the Municipality of Dhankuta from 31st August to 5th September by ICIMOD. As a result of the joint trip, we have already identified a few interventions that we could work on to develop and promote Dhankuta as a destination for responsible tourism.

### ***Continued efforts to Support Local Communities with Planeterra***

To continue our collaborative work together, Planeterra and CHN have also revised and renewed the MEMORANDUM OF AGREEMENT as the strategic partner of GCTN-Planeterra on 1 August 2022. As a strategic partner to Global Community Tourism Network (GCTN)- Planeterra, we were able co-host a webinar for eight new community-based enterprises to help them understand about GLOBAL COMMUNITY TOURISM NETWORK and meaningful ways to get engaged through this network. Along with that, Planeterra in collaboration with CHN organized its first Nepal Network Partners Discussion Group on 29th November 2022. Majority of the Nepal Partners participated in the discussion and we are grateful to all the speakers who volunteered to share their insights on the relevance of storytelling especially through digital medium in this day and age.

### ***Reimagining Nepal's Tourism with Imagine Nepal***

While we are incredibly proud of our famous golden triangle, i.e., Kathmandu-Chitwan-Pokhara and the Everest region, Nepal has much more to offer. Mainstream tourism in Nepal focuses on a few well-marketed destinations overlooking other equally beautiful yet unexplored destinations. In an attempt to explore and promote Nepal like never before, [Uptrendly Media](#) came up with an innovative competitive show [Imagine Nepal](#) where seven teams led by influential media personalities represented seven provinces of Nepal and captured its diversity and uniqueness.





The teams traveled to their respective provinces and tried to understand and capture the beautiful landscapes, terrains, unique culture, biodiversity and have highlighted the unexplored parts of each province. As Imagine Nepal took the responsibility of redefining tourism, [it partnered with CHN](#) to identify and explore the hidden gems of Nepal. From the beginning we were clear that through this partnership we would be able to communicate the importance of diversifying the destination and products. We found this as a great opportunity to support the environment as it helps curb the problems of over tourism while supporting the local economies.

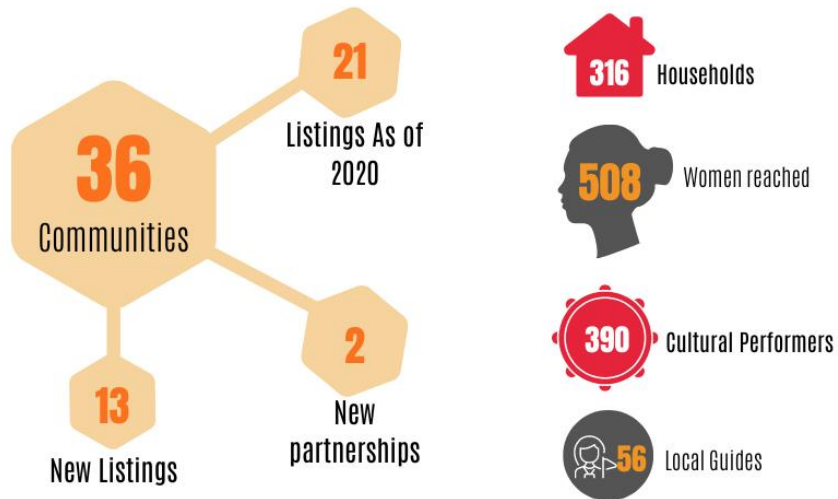
### ***Duluwa Outdoors's Fellowship Program***

Encouraging Female Travelers by Supporting Duluwa Outdoors's Fellowship Program on June 2022, we partnered with [Duluwa Outdoors](#) for the Women's Travelship program. It was a 2 weeks transformative experience for 12 Nepali women and girls where they visited 4 destinations which helped them to strengthen their inner leader. while journeying outdoors. The participants had the opportunity to not only travel and immerse in new cultures, but also expand their minds by experiencing discomfort, challenging personal biases, and evaluating worldly issues critically. Support personality development of potential women leaders (by encouraging reflective critical thinking activities)



## IMPACT IN NUMBERS

### In our Network

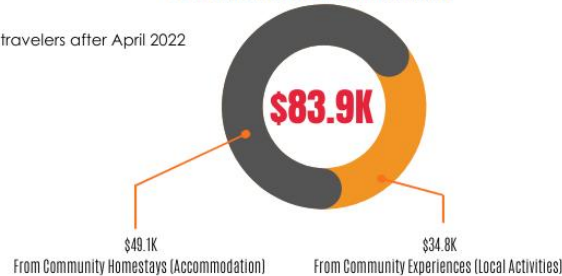


### Impact

Based on 18 Communities which hosted travelers after April 2022



Overall value generated for the Communities



### Reach





## IMPACT ON FOCUS

### *Kirtipur Community Homestay: Ranjana Lipi*

Driven by the motto, "From our community to yours" Koseli delivered a range of community based products to us. Koseli stood out as an opportunity to collaborate with the communities to increase accessibility of their products. The continuous collaboration with the community gave birth to the event Ranjana Lipi and Aila. Steered with the idea of highlighting authentic Newari culture and tradition, the event widened Koseli's horizon.

Ranjana Lipi, the ancient script for Nepal Bhasa (Newari language) is a valuable part of Nepal's rich cultural heritage. And like any other Newar communities, Kirtipur Community Homestay takes pride in its heritage. The event came into being with the purpose of promoting our own heritage of Ranjana Lipi writing which is on the verge of endangerment. Two of the representatives from the Kirtipur Community Homestay, Gyan Bahadur Maharjan and Buddhilal Maharjan, who are experts in this field helped in the event as trainers. The events organized so far have helped to educate culture enthusiasts about Ranjana Lipi, its historical importance and how it is written. The positive response from the participants have encouraged the homestay to take reins of preservation on their own hand.

Now with the zeal and experience, they plan to organize the event in their venue and also teach the participants from community level.



### ***Soft Launch of the Product: Red Panda Trail***

With the objective to allow individual homestays clustered in the region to provide a wholesome experience and an opportunity for travelers to choose a dedicated multi-day itinerary that provides a full regional experience, we have been consciously working to develop multi-day itinerary connecting different destinations. Based on these ideas, along with the KL-Nepal ICIMOD team we have developed a product highlighting the circuit around Ilam and identified nine additional community homestays.

We were glad to [launch the development of new tourism products](#) in the less explored eastern Nepal, on World Tourism Day, 27 September 2022. The product was launched during the symposium organized by ICIMOD in collaboration with the [Nepal Mountaineering Association \(NMA\)](#) and us, Community Homestay Network (CHN). The symposium aimed to highlight the sustainability of tourism in mountain regions as a critical contributor to the Sustainable Development Goals and climate action agendas and innovative solutions as an essential lever in building the resilience of mountain destinations, businesses, and services in the Hindu Kush Himalaya (HKH) region.







## THANK YOU

As we head into a new year, we want to extend a big thank you to all of our partners who have helped us create this impact at the grassroots level. We are excited and committed to doing more in the coming year.

Since April this year, we have already started to host the travelers and glad to share that you have already helped us create impact on more than 18 communities within our network this year with your continuous support.

We hope to continue creating meaningful experiences with our big Nepali family like before and even expand it further.

We would like to express our deepest gratitude to our communities for your constant support and dedication towards supporting each other through the changing and challenging times. On our journey to establish this network of community-based tourism service providers we are also thankful for your support for sharing your valuable knowledge and understanding with our other communities and partners.



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