

Khumbu Pasang Lhamu Rural Municipality

Tourism Strategy 2026–2040

Summary for Stakeholder Consultation:
to be read in the context of the full KPLRM Tourism Strategy and Action Plan

6

Strategic
Programmes

47

Key
Objectives

15yr

Strategy
Horizon

BEYUL

K H U M B U

Sacred Himalayan Landscape

Home to Chomolungma — at a Critical Juncture

Goddess of Mother Earth

Nepal's most iconic destination faces transformational change on two fronts

Road & Grid Connectivity

- Salleri–Chaurikharka road completing 2026 — sealed surface will follow
- Will open doors to hundreds of thousands of new visitors and investors
- Opportunity and risk on a scale not previously experienced

Important Foundations

- Nepal's best rural health and education services
- Sherpas and Indigenous People are stewards of some 80% of world's remaining biodiversity
- Beyul — Sacred Himalayan Landscape — as guiding framework

Climate Change Threat

- Glaciers disappearing 65% faster in the 2010s vs prior decade
- August 2024 Thame GLOF destroyed 25 households and lodges
- 55%+ residents say climate change is their #1 threat to wellbeing

The KPLRM Ask

- Financial & technical resources beyond local budgets
- Implement Tourism Strategy alongside Climate Adaptation Plan (LAPA)
- LAPA + Tourism Strategy require national and international support

PART I

Situation Analysis

*Context · Methodology · Nepal Tourism · KPLRM · SNP · Climate · Tourism Demand ·
Strengths Constraints Opportunities Risks*

Khumbu Pasang Lhamu Rural Municipality at a Glance

THE PLACE

- 1,539 km² — size of Greater London or 3x the size of the Kathmandu Valley
- Elevations: 1,900m to 8,848m (Chomolungma/Sagarmatha/Mt. Everest)
- 5 wards, 70+ settlements, 2,489 households
- Home to Sagarmatha National Park — UNESCO World Heritage Site
- The Khumbu: a Beyul — Sacred Himalayan Landscape in Tibetan Buddhist tradition

THE PEOPLE

- 8,720 tourism-dependent residents
- Sherpa, Magar, Rai, Tamang — Indigenous Peoples
- Over 90% of residents want visitor numbers to increase
- Nepal's best rural education and health services — built on tourism
- Indigenous People are stewards of some 80% of world's remaining biodiversity

THE PRESSURE

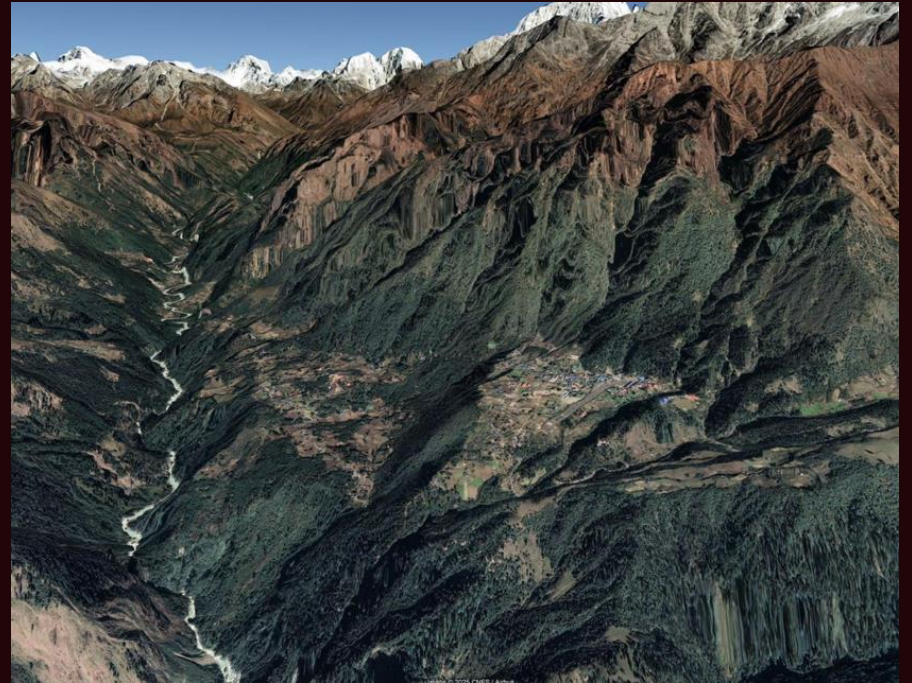
- 58,979 visitors in 2024 — nearly doubled since 2000
- 204,114 passenger movements through Lukla in 2024
- Tourism dependent on just two short trekking seasons
- Road link opening to hundreds of thousands of new visitors
- Infrastructure investment struggling to keep pace

KPLRM Commitment: (1) Improve resident wellbeing (2) Align with SNP management priorities (3) Preserve Khumbu's Beyul identity & Sherpa guardianship role

The Khumbu: from snow-capped summit to sub-tropical valley



Western Khumbu — Everest massif



Dudh Koshi River gorge — KPLRM Ward 1, 2 & 3 corridor

Chaurikharka, Muse & Lukla – 10,000 extra residents?



A Year-Long, Community-First Process

Surveys, consultations and an internationally benchmarked wellbeing framework

PROCESS & SURVEYS

- Interviews, focus groups & workshops at ward, municipal & centre levels
- OECD recognised best practice Happiness Index deployed in 2022 (670 respondents) & 2025 (587 respondents)
- Covered 11 wellbeing domains + tourism & local development questions
- Visitor survey (12 languages): 168 responses autumn 2025; spring 2026 results pending

KEY FINDINGS

- KPLRM residents scored stronger than global peers across nearly all wellbeing domains
- Weaker domains: 'economy' and 'trust in government' — flagged as priorities for action
- 92% of respondents support an increase in visitor arrivals (driven by economic necessity)

WELLBEING SCORES 2025

69.1

KPLRM life satisfaction score

53.1

Nepal national average (UN World Happiness Report)

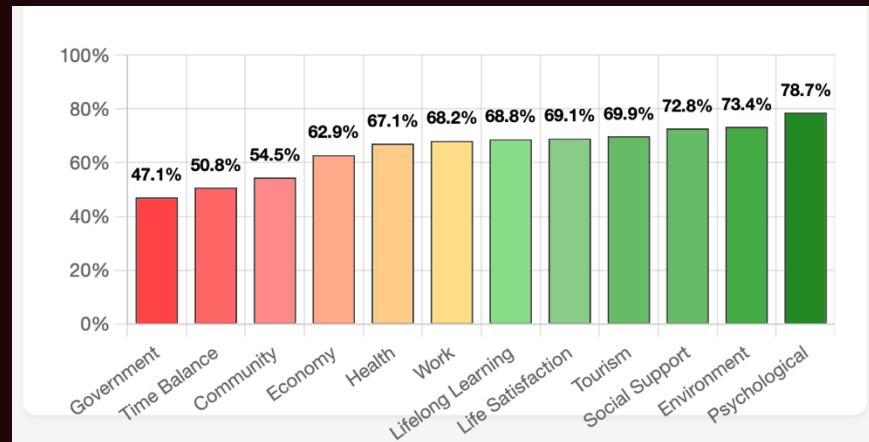
WHY THIS MATTERS

- Tourism globally can prioritise business interests over host community wellbeing
- Survey core question: 'What tourism policies could strengthen wellbeing in our lowest-scoring domains?'
- Evidence guides decisions to improve livelihoods — especially the most vulnerable

*The Wellbeing Pragmatic Shift –
11 Domains of Happiness/ wellbeing
+ Tourism Sentiment Measurement
+ Localised Questions*



KPLRM wellbeing domain scores 2025 – low to high



- Strong psychological wellbeing and social support systems – the community's cultural foundations remain intact
- Overwhelming support for increased visitor numbers emerges not from cultural preference but from economic necessity, highlighting the delicate balance between preserving traditional values and ensuring livelihood sustainability

Global Trends & National Policy Implications for KPLRM

1.52B

Global arrivals 2025 (record high)

1.15M

Nepal international arrivals 2024

~13%

Nepal's share of South Asian arrivals

TOP MARKETS 2024/25

India 27.7%

USA 9.7%

China 8.8%

UK 4.7%

KPLRM IN THE NATIONAL STRATEGY

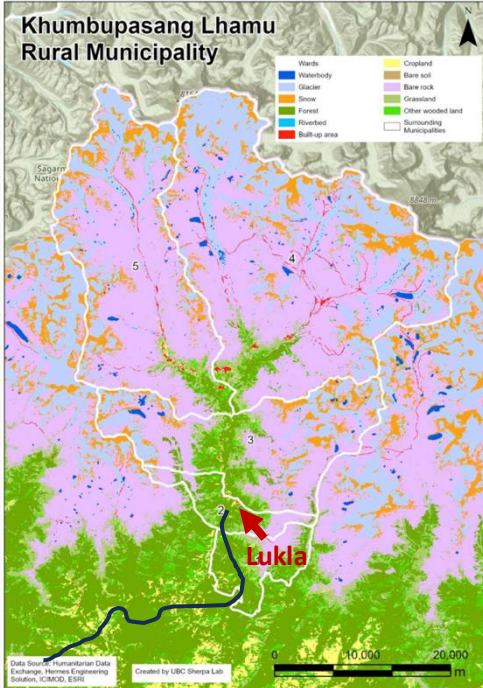
- Core destination in Nepal's primary triangle: Everest – Pokhara – Chitwan/Lumbini
- SNP: Nepal's first natural World Heritage Site & one of four core trekking areas
- Everest routes acknowledged as capacity-constrained and seasonally saturated
- Mt. Everest / Chomolungma named a national brand icon; Lukla as gateway to 3 protected areas

2025 NATIONAL POLICY — KEY IMPLICATIONS

- Local govts responsible for tourism fees, product development & infrastructure improvement
- Climate adaptation plans required at local level — KPLRM's LAPA directly responds
- PPPs encouraged in rural areas; private sector CSR expected for conservation & HR
- Policy ambiguity around approval authority for major infrastructure of national significance

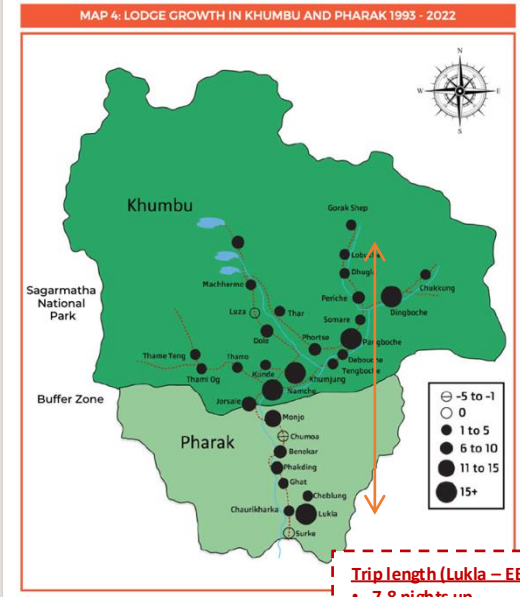
⚠ Global volatility note: The sector remains sensitive to geopolitics, pandemics, climate events and rising costs. Climate change is expected to shift recreational travel toward regional over long-haul destinations.

PART I · 1.4 THE KHUMBU PASANG LHAMU RURAL MUNICIPALITY — Wards, Lodge Growth and Seasonality

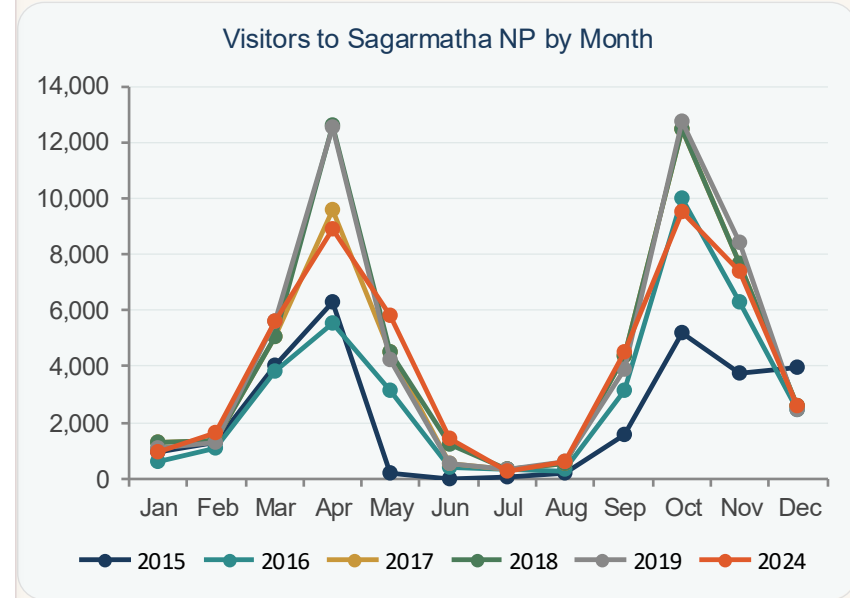


Lodge Growth

Khumbu & Pharak 1995–2022



Visitation Marked by High Seasonality



Geography, Economy & Infrastructure on the Cusp of Change

HISTORY, ECONOMY & CULTURE

- Sherpa settlements from the 13th–15th centuries — migration from Tibet's Kham region
- Beyul identity maintained through ceremony, ritual and annual festivals
- Economy shifted from subsistence farming & yak herding to tourism cash economy
- Almost all development and change in KPLRM is tourism-driven
- Home to Nepal's best rural health and education services
- World leading example – with SNP visitor entry and Municipal trekking fees being re-cycled for conservation and development programmes

INFRASTRUCTURE ON THE CUSP OF CHANGE

Road

Unsealed link to Chaurikharka completing 2026 — sealed surface will follow; access currently 4WD only

Electricity

11 hydro projects (1.53MW at 95% household coverage); national grid connection planned

Agriculture

Organic farming predominant; cold storage absent; livestock (yak herding) in serious decline

PUBLIC SERVICES — AMONG NEPAL'S BEST

Education

16 public schools; zero child malnutrition

Health

4 community hospitals; 75% of households within 30 min of a health post

Water

85% access to safe drinking water; 61% have household tap access

Electricity

95% household access; only 15% currently cook with electricity

The road's most immediate impact will be cheaper retail goods, furnishings and building materials supply — not a surge in visitor arrivals.

Site of Exceptional Global Significance Chomolungma and.....

219

Bird species

37

Mammal species
(snow leopard, red panda, musk deer)

160

Plant species
(62 medicinal)

150

Mushroom species
documented

2026–2030 SNPBZ MANAGEMENT PLAN

- 5 objectives: biodiversity conservation, sustainable tourism, community stewardship, climate resilience, institutional capacity
- Tourism referenced on ~⅓ of all pages — primarily as a problem needing regenerative tourism solutions
- Critical gap: only 35 of 68 approved staff positions filled — nearly 50% shortage
- Established 1976; UNESCO World Heritage 1979; Ramsar wetland (Gokyo) 2007

UNESCO WHC — KEY REQUESTS TO NEPAL

1. Develop a Tourism Management Plan for the SNPBZ
2. Undertake a visitor carrying-capacity study (especially peak season)
3. Align Tourism Management Plan with revised SNPBZ Management Plan
4. Provide data on monitoring & regulation of helicopter activity

KPLRM is positioned to lead — this Strategy aligns with the SNPBZ Management Plan and is a direct response to UNESCO's call to action (see Table 10 in the full Strategy).

The Threat is Real, Accelerating — a Plan is in Place

65%

Faster glacier loss in the 2010s vs prior decade

25

Households & lodges destroyed in Thame GLOF, August 2024

55%+

Residents name climate change as their #1 threat to wellbeing

2025

LAPA developed with UNDP & Himalayan Trust support

LOCAL ADAPTATION PLAN OF ACTION (LAPA, 2025)

- Built on GEDSI framework — gender, disability & social inclusion
- Rooted in Indigenous values: the ecosystem as an interdependent whole
- Fully aligned with Tourism Strategy, SNPBZ Management Plan & UNESCO obligations
- Highlights central role of yaks in ecosystem maintenance — herding in serious decline
- Tourism is one of 8 LAPA programme sectors — primary employer of KPLRM residents

HIMALAYAN CLIMATE CHARTER 2025

- Summit for Earth — Kathmandu, 5 July 2025: 263 participants (mountaineers, scientists, policymakers, Indigenous Peoples & local communities)
- Convened by: KPLRM, Black Yak, SPCC and Nepal Mountaineering Association
- Charter signed: global call to joint climate action across the Hindu Kush Himalaya
- Second Summit: Namche Bazar, World Environment Day 2026
- Goal: Secure resources for LAPA and long-term Beyul protection; position Indigenous communities as leaders — not victims — of climate action

The Charter is KPLRM's vehicle to convert crisis into opportunity — with the Khumbu as a beacon for mountain communities and Indigenous Peoples worldwide.

Robust but Concentrated — Diversification Is Essential

25,291

International visitors 2000

58,979

International visitors 2024
(estimated visitor spend forthcoming)

7,500+

Climbers in 2024 (12.76% of all visitors)

US\$6.1M

Mountaineering revenue 2024
(up from US\$2.94M in 2015)

GROWTH TREND

- Near-doubling of visitors 2000–2024 despite Maoist conflict, 2015 earthquake & COVID-19
- 204,114 passenger movements through Lukla in 2024
- KPLRM arrivals closely mirror Nepal national arrival trends — up and down alike
- Domestic visitors growing significantly over past 5 years
- Top source markets: USA · UK · Australia · India · Germany · China

SEASONALITY — A CRITICAL CHALLENGE

- Visitation concentrated in two trekking seasons (spring and autumn)
- Employment & room occupancy very low for ~6 months per year
- Independent trekker avg spend: US\$168.72/day; group trekker: US\$50.90/day
- Lodge investment growing (now 40+ en-suite rooms in key settlements)
- Addressing seasonality is a major objective of this Strategy

Tourism economy is robust and growing — but concentrated in time, place and product type. Diversification is essential.

What Visitors Say — Who Shapes the Tourism System

VISITOR SATISFACTION

✓ WHAT WORKS

- Natural and cultural assets — the primary draw
- Improving service quality across lodges
- Warm hospitality; word-of-mouth reputation
- Unique adventure & mountaineering experience

✗ NEEDS IMPROVEMENT

- Waste management on high-altitude trails
- Helicopter noise impacts
- Treatment of porters and pack animals
- Richer cultural interpretation (opportunity Beyul, festivals, sacred landscape)

STAKEHOLDERS — FIVE GROUPS SHAPE THE SYSTEM

Government

Policy, regulation, infrastructure, public services & monitoring

Private Sector

Goods & services for visitors; profit-driven; varying sustainability commitments

Host Community

Active or passive support or opposition to tourism development direction

Visitors

Shape demand through motivation, behaviour & willingness to pay

Development Partners

Fill government gaps; protect environment; support community wellbeing

No single actor controls the system — five groups shape it together

SCOR Analysis & Key Challenges

Summary before presenting the way forward

STRENGTHS

- World's most celebrated high-altitude destination
- Sagarmatha National Park — UNESCO World Heritage Site
- Khumbu Beyul — profound cultural & spiritual identity
- Nepal's best rural health and education services (tourism-built)
- Renowned Sherpa hospitality, global media profile, strong governance
- Himalayan Climate Charter — advocacy & funding platform

OPPORTUNITIES

- Robust market demand; domestic tourism expanding rapidly
- Road connection: new visitor segments and local investment
- Beyul-focused premium experiences commanding higher spend
- Year-round diversified product: wildlife, agro-, cultural tourism
- Development partner interest (climate, heritage, wellbeing)
- Regenerative certification as a competitive differentiator

CONSTRAINTS

- Lack of trained human resources
- Insufficient coordination (public & private)
- High seasonality; accommodation shortage at altitude
- Insufficient waste management and energy supply
- Limited public funds and technical expertise
- Outmigration; erosion of traditional culture and livelihoods

RISKS

- Too many visitor arrivals overwhelming fragile environments
- SNPBZ placed on World Heritage 'in danger' list
- Negative environmental, social and economic impacts
- Insufficient development partner buy-in
- Damaging international media coverage
- Global instability, pandemics, and accelerating climate change

Eight Challenges Driving this Strategy

01 Seasonality

Acute seasonality — six months of very low occupancy — leaves communities without year-round livelihoods across all five wards.

03 Cultural identity

Insufficient cultural interpretation of the Khumbu's Beyul identity and the broader ethnic heritage of all resident groups.

05 Outmigration

Outmigration is eroding traditional culture, indigenous language and pastoral livelihoods across all wards.

07 Climate impacts

GLOFs, warming temperatures and declining agriculture and yak herding threaten community wellbeing and livelihoods.

02 Environment

Growing waste volumes, helicopter noise pollution, and trail overcrowding at high-altitude sites require urgent, structural solutions.

04 Institutional capacity

Inadequate institutional capacity and very limited specialist tourism planning resources within the Municipality.

06 Labour welfare

Porter and guide welfare deficits; systematic undercutting and opportunism by Kathmandu-based trekking companies.

08 Finance

Sourcing the financial and technical resources required to design and deliver a genuinely regenerative tourism system.

PART II

The Way Forward

Vision · Guiding Principles · Six Strategic Programmes · 47 Key Objectives

Vision Statement Options — For Stakeholder Decision

Three alternative vision statements have been developed for stakeholder consultation. The final vision will be agreed through a participatory process.

Option 1

"We intend to use regenerative tourism principles to guide development and make the Municipality a better place to live – to provide more year-round employment and greater business opportunities for all our people, to contribute to the conservation of our natural and cultural heritage, and the standing of the Khumbu as a Beyul. We warmly welcome those who appreciate and enjoy our heritage, our traditional way of life, and who travel with respect."

Option 2

"We intend to harness the Khumbu's standing as Beyul to design and deliver a year-round regenerative tourism system that benefits the wellbeing of all our residents through diversified employment opportunities. We are committed to the conservation of our natural and cultural heritage that underpins and attracts visitors from around the World, who we warmly welcome to share our beliefs and support the delivery of a regenerative future for all our children."

Option 3

"Our Municipality is a Beyul — a sacred Himalayan landscape held in trust for all humanity — where tourism is guided by Sherpa and Indigenous values, and where every visitor strengthens the wellbeing of our people and the health of our environment. By 2040, the Municipality will be celebrated as Nepal's, and the world's, most compelling proof that conservation and community prosperity are one and the same ambition."

Guiding Principles — Two Options for Consultation

The final guiding principles will be agreed through a KPLRM-convened stakeholder focus group. Two candidate frameworks are presented below.

Option A · 7 Principles (APEC-aligned)

- Respect local custodians and traditions
- Promote sustainable and responsible travel
- Encourage open information exchange
- Invest in workforce development and inclusion
- Leverage innovation for environmental and social wellbeing
- Build public–private partnerships for investment
- Strengthen destination resilience for future shocks

Option B · 5 Principles (Regenerative Tourism)

- **Place-Based & Ecological Regeneration**
Active restoration of ecosystems, unique to each specific location rather than a standardised model.
- **Community-Centric & Co-Design**
Local residents and indigenous communities lead decision-making; cultural preservation central.
- **Systems Thinking & Interconnectedness**
Tourism as part of a living system — moving from resource exploitation to stewardship.
- **Reciprocity & Value Creation**
Tourism leaves a place better than it found it, returning value rather than minimising harm.
- **Long-Term Stewardship**
Prioritising long-term ecological, social and economic health over short-term growth.

Six Integrated Strategic Programmes

Six equally weighted programmes address every critical dimension of the Municipality's tourism system, comprising 47 Key Objectives.

P1 KOs 1.1–1.6

Strengthen the Institutional Environment

Establish a Destination Management Organisation (DMO), build legal frameworks, create unified lodge associations, strengthen monitoring, communications and transparency.

P2 KOs 2.1–2.8

Develop Human Resources

Train lodge managers, staff and guides, appoint tourism officers (vocational, cultural, regenerative), deliver community wellbeing knowledge and training.

P3 KOs 3.1–3.6

Strengthen Safeguards & Site Management

Commission glacier/river risk assessments, urban and site plans, manage helicopter activity, online booking platform, porter welfare.

P4 KOs 4.1–4.7

Diversify the Tourism Product

Develop Beyul experiences, wildlife, agro- and cultural tourism, yak tours, medicinal plant tours, adventure and site-seeing products in Ward 1.

P5 KOs 5.1–5.10

Improve Tourism Infrastructure

Seal the Chaurikharka road, Namche ropeway, cable car feasibility, ethnic museum, solar charging, alternative Jorsale-Lukla trail.

P6 KOs 6.1–6.10

Establish the Beyul & Regenerative Identity

Launch interpretive strategies, destination website, storybook, visitor app, Beyul certification mark, Sherpa diaspora ambassadors, international events.

Key Objectives 1.1–1.6

Establishing the governance and institutional foundations for visitor growth and regenerative tourism management

KO 1.1

Establish a Destination Management Organisation

Establish a DMO (public-private partnership) with a government-chaired advisory board and administrative unit responsible for implementing the Tourism Strategy and coordinating all stakeholders.

KO 1.2

Establish unified lodge associations

Set up lodge committees in all key settlements and five ward-level associations to coordinate training, service standards, environmental practices and Strategy implementation.

KO 1.3

Strengthen information systems and metrics

Commission a comprehensive review of visitor data systems; develop an online trekking permit platform; build a visitor information system including a visitor app.

KO 1.4

Strengthen accommodation concession agreements

Develop model concession agreements as templates to ensure good environmental, socio-cultural, staffing and economic practice in all lodges and facilities.

KO 1.5

Strengthen municipal communications and transparency

Build communication systems to report to all residents on Strategy implementation through regular wellbeing surveys, dashboards and participatory updates.

KO 1.6

Improve tourism's legal and regulatory environment

Streamline licensing, incentivise regenerative investment, develop labour safeguards aligned with Nepal's standards, and prepare for a tourism certification system.

Key Objectives 2.1–2.8

Building the skills, knowledge and personnel required to deliver regenerative tourism across all five wards

KO 2.1

Build DMO capability

Conduct a knowledge-needs audit at board and staff levels; develop tailored training to build DMO capacity during formative years, with development partner support.

KO 2.3

Deliver data management training

Train a municipal team in GIS, visitor arrivals, wellbeing surveys and sustainability reporting — building in-house capacity rather than dependence on external consultants.

KO 2.5

Appoint a vocational training officer

Map skill gaps and coordinate training in plumbing, IT, trail maintenance and tourism services — prioritising women, youth and underserved wards.

KO 2.7

Appoint a tourism in schools' officer

Develop education programmes engaging the next generation in sustainable tourism careers and KPLRM's regenerative vision.

KO 2.2

Deliver hospitality & lodge management training

Organise seasonal training in food safety, cooking, housekeeping, accounting and waste management; prioritise women lodge owners; coordinate through lodge associations.

KO 2.4

Deliver community wellbeing training

Train personnel in wellbeing science, Beyul traditions and climate resilience; conduct biannual ward meetings linked to the annual community wellbeing survey.

KO 2.6

Appoint a cultural conservation officer

Liaise with cultural and religious groups to celebrate Sherpa, Rai and Tamang traditions and integrate heritage into tourism products and interpretation.

KO 2.8

Appoint a regenerative tourism officer

Oversee the progressive transition to nature-positive, net-positive and regenerative tourism — the most ambitious and cross-cutting transformation this Strategy advocates.

Key Objectives 3.1–3.6

Managing environmental pressures, building resilience and protecting KPLRM's natural and built landscape

KO 3.1

Develop a Chaurikharka, Muse and Lukla urban plan

Prepare detailed urban plans managing the transformation of these gateway settlements as the road connection arrives, controlling growth and protecting character.

KO 3.3

Prepare glacier and river risk assessments

Commission GLOF risk and hydraulic assessments across wards 3–5 as required by the LAPA, informing early warning systems and climate-resilient infrastructure planning.

KO 3.5

Design an online accommodation booking platform

Commission design of a peak-season booking system to manage visitor flow, reduce congestion and allow high-altitude carrying-capacity management.

KO 3.2

Prepare plans for high-alpine sites and settlements

Develop site-specific management plans defining building thresholds, environmental standards and carrying capacities in fragile, high-altitude visitor areas.

KO 3.4

Strengthen supply chains

Commission a supply-chain analysis covering meat/poultry, vegetables, imported foodstuffs, lodge consumables and handicraft/gear supply to reduce leakage and strengthen local linkages.

KO 3.6

Strengthen working conditions for porters

Develop a porter welfare policy and charter, assess baseline conditions, build capacity within porter organisations, and engage trekking operators on fair practice.

Key Objectives 4.1–4.7

Expanding the year-round product offer across all five wards to address seasonality and spread visitor benefits

KO 4.1

Develop Beyul-focused products and actions

Create culturally grounded Beyul experiences — sacred landscape walks, monastery visits, monastic retreat packages — placing indigenous identity at the heart of visitor engagement.

KO 4.3

Develop research and citizen science tourism

Harness the KPLRM's status as a climate and ecology laboratory; link researchers, universities and operators to design high-value, low-impact science tourism products.

KO 4.5

Develop medicinal plant and healing tours

Develop guided medicinal plant walks, traditional healing experiences and Ayurvedic/Tibetan medicine itineraries using the Khumbu's extraordinary botanical diversity.

KO 4.7

Address undercutting by Kathmandu-based operators

Document and address the practice of Kathmandu companies selling packages that bypass local guides, lodges and services — systematically undermining community livelihoods and eroding the economic value of KPLRM's destination brand.

KO 4.2

Develop wildlife tourism

Design snow leopard tracking, wildlife circuits and birdwatching itineraries in partnership with the SNP, generating premium revenue while directly funding conservation.

KO 4.4

Develop a detailed tourism plan for Ward 1

Prepare a ward-specific plan for Kharikhola — the most biologically diverse ward — capitalising on its agro-pastoral landscapes and position on the new road corridor.

KO 4.6

Develop Yak and Nak tours and products

Design yak herding tours, high-altitude pastoral experiences and related products to generate year-round income for herding communities while celebrating cultural heritage.

Key Objectives 5.1–5.5 (of 5.1–5.10)

Physical and digital infrastructure investments to support sustainable, high-quality visitor experiences

KO 5.1

Seal the Salleri–Chaurikharka road surface

Seal the unsealed road to reduce dust, vehicle damage and travel times — the single most transformative infrastructure investment opening KPLRM to road-based tourism.

KO 5.3

Develop soft-adventure infrastructure for Ward 1

Develop trails, signage, viewpoints and facilities for walking, cycling and nature activities in Ward 1 to attract the road-based visitor segment arriving via Chaurikharka.

KO 5.5

Deliver the Chaurikharka–Namche ropeway

Develop a ropeway to transport goods from Chaurikharka to Namche, reducing porter loads, helicopter flights and road-to-trail congestion as visitor numbers grow.

KO 5.2

Review lodge capacity and standards at high-altitude sites

Commission a management practice review at high-altitude settlements; develop building thresholds and environmental standards before further development proceeds.

KO 5.4

Establish an ethnic museum and cultural centre

Construct a museum and cultural centre interpreting Sherpa, Rai and Tamang traditions, serving both visitors and residents as an anchor for cultural tourism.

Key Objectives 5.6–5.10

Further investments in connectivity, energy, waste management, and trail access

KO 5.6 **Prepare social and environmental impact assessments for the proposed Chaurikharka–Chedingma cable car**

Improve the feasibility study for the proposed cable car across the Dudh Koshi gorge reaching ~4,200m — a new visitor experience deflecting pressure from the Lukla–Namche corridor.

KO 5.8 **Improve waste management infrastructure**

Expand waste collection systems, recycling facilities and waste pits along trekking corridors, addressing one of the Municipality's most visible environmental challenges.

KO 5.10 **Improve telecommunications and internet connectivity**

Invest in reliable broadband and mobile connectivity across the KPLRM to support visitor safety, operational efficiency, digital commerce and emergency communications.

KO 5.7 **Establish solar charging points on high passes**

Install solar charging infrastructure at Renjo La, Cho La and Kongma La to improve trekker safety and device reliability in remote high-altitude zones.

KO 5.9 **Develop an alternative Jorsale–Lukla trail**

Design and construct a west-bank alternative trail to the heavily congested Jorsale–Namche main route, reducing user conflict and opening new viewpoints and experiences.

Key Objectives 6.1–6.5 (of 6.1–6.10)

Translating the Beyul story into a compelling destination identity and world-leading regenerative tourism narrative

KO 6.1

Develop a Beyul interpretive strategy and place story

Develop a comprehensive interpretive framework placing Beyul traditions, Sherpa values and regenerative practice at the heart of every visitor encounter across the KPLRM.

KO 6.3

Develop the Chaurikharka and Lukla place story

Create arrival-point interpretation positioning Chaurikharka and Lukla as the gateway to a Beyul — shaping the first and last impression visitors carry of the destination.

KO 6.5

Develop a marketing storybook for trekking and mountaineering companies

Brief inbound and outbound operators on the Beyul concept with a comprehensive storybook, digital asset library and FAM trips to embed KPLRM's identity in trade marketing.

KO 6.2

Develop a complementary SNPBZ interpretive strategy

Design interpretation for the national park buffer zone — a missed conservation and economic opportunity — linking natural, cultural and spiritual heritage for visitors.

KO 6.4

Develop a comprehensive visitor app

Design a free-to-download, offline-capable app integrating geo-referenced maps, audio guides, cultural content, weather updates, booking and emergency contacts.

Key Objectives 6.6–6.10

Digital presence, certification, media, diaspora engagement and global climate leadership

KO 6.6

Launch a destination website and digital presence

Build a professional destination website integrated with the visitor app, online booking and the Beyul narrative and identity to serve pre-trip planning and the global travel trade.

KO 6.8

Develop a media and press relations strategy

Build proactive media relationships to reframe the Khumbu's global narrative — beyond Everest crowds — positioning KPLRM as a world leader in regenerative mountain tourism.

KO 6.10

Convene an annual Himalayan Climate Charter Summit

Host annual summits and an international conference on Indigenous Peoples, tourism and wellbeing to build KPLRM's global profile and attract development partner investment.

KO 6.7

Establish a Beyul responsible tourism certification mark

Create a certification framework recognising lodges, operators and guides meeting KPLRM standards for environmental practice, cultural respect, fair employment and regenerative principles.

KO 6.9

Engage the global Sherpa diaspora as identity ambassadors

Develop a structured ambassador programme engaging diaspora communities in the US, UK, Europe and Australia to advocate for the Beyul story in key visitor source markets.

PART III

Implementation & Monitoring

Implementation · Monitoring · Financing the Strategy

Delivering the Strategy

Implementation

- KPLRM leads all government and development-partner relations
- Newly established DMO leads day-to-day implementation through approved annual workplans
- Advisory Board (chaired by Municipal Chairman) meets at least twice per year to review progress and guide policy
- Long-Term Framework (2026–2040) and Short-Term Action Plan (2026–2030) structure all activities, timelines and responsibilities
- Six cross-cutting themes across all programmes: gender equity, environmental sustainability, public–private partnerships, innovative financing, indigenous governance, and participation

Monitoring

- KPLRM leads monitoring; DMO produces annual report against milestones and performance indicators
- Data collected at start and completion of each activity, disaggregated by gender and ethnicity
- First-year review of performance indicators and action plan adjustments built into the framework
- Full in-depth strategy review in 2029 to ensure continued relevance
- Flexible timelines recognised: monitoring designed to identify required adjustments as implementation proceeds

Financing

- Mixed funding model: KPLRM and SNPBZ municipal budgets, increased Municipal trekking fee, private sector investment
- Development partner funding targeted for priority technical assistance activities (marked § in the Implementation Framework)
- Dedicated annex identifies development partner funding needs by programme and project (to be added)
- Innovative financing mechanisms (PPPs, certification fees, carbon markets) to be scoped during implementation
- Full cost estimates per strategic programme to be finalised (financing section in progress)

The Khumbu's Overriding Commitment

"To make the Khumbu a world-leading example of regenerative mountain tourism — where every visitor actively strengthens the wellbeing of communities, the integrity of our ecosystems, and the living heritage of our sacred Beyul."

Next Steps for Stakeholders

1. Review the three vision statements and select your preferred option
2. Review the two sets of guiding principles and provide feedback
3. Identify your priority programmes and key objectives for the short-term action plan – what needs amending or changing