

# FairTrails Himalayas

## Reference



Partner	Trail Angels GmbH	Year	Launched April 2018
Practice	Tourism	Geography	Nepal, Bhutan and India

## THE OPPORTUNITY

Tourism is a major contributor to growth in the Himalayas and can deliver significant socio-economic benefits to rural and remote areas if managed effectively and sustainably. According to the World Travel and Tourism Council, Nepal's tourism sector generated EUR 2.2 billion for its economy and created more than 427,000 jobs in 2017. These contributions are expected to rise to EUR 3.5 billion or 8.3 % of the GDP in 2027, while creating over 604,000 jobs. However, tourism also has severe adverse effects such as unwanted pressure on natural resources, pollution, loss of natural habitats, depletion of water resources and cultural erosion. Tourism in the Himalayas has also resulted in an inequitable social and geographic distribution of benefits.

## OUR SOLUTION

With this in mind, Ennovent and Trail Angels are launching a joint business venture called FairTrails Himalayas. FairTrails will design and manage trekking trails in the Himalayas, which create a sustainable impact while generating fair profits for all partners. To catalyse FairTrails, Ennovent leveraged its startup expertise, local presence and funding networks. These resources were complemented by Trail Angels' experience in trail development, booking management and tour operation. Austrian Development Agency and Darwin Initiative have awarded funding so far, and tour operators including Himalayan Sherpa Nepal and Social Tours have come on-board.

## THE BENEFITS

The partners aim to catalyse a financially viable business that will create sustainable livelihoods for communities living in Himalayan regions by driving regional development, supporting local communities and promoting conservation along the routes. Development will be promoted along the trekking routes through fair partnerships with service providers from the region, and through bottom-up social and ecological projects that create a sustainable impact. Over the next three-years, the partners will develop and implement two new long-distance trails, and convert four existing trails into FairTrails in Nepal, while exploring trail possibilities in Bhutan and India. 1200 households will receive sustainable livelihood opportunities and 200 local individuals are anticipated to gain full-time employment.

*"Combining our competence in the sustainable management of trails with Ennovent's business catalysation expertise in low-income markets has been very wise decision. FairTrails Himalayas is becoming something truly special: An innovative, holistically sustainable way of tourism". Gunther Mussnig (CEO, Trail Angels)*

Venture Partner



Funding Partners



Local Partners

