

**the Off: about best Himalayan adventures (ABHA)
Research Report: Adventure Travel**

**Everest Adventure Travel Package (ATP)
Analysis: Suppliers' Perspective**

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Executive Summary

“the Off” research report on adventure travel and tourism (ATT) industry evaluates and profiles “Everest” named adventure travel packages (ATPs). The market sample consists of 221 “Everest” named ATPs supplied by forty-five (45) adventure travel companies (ATCs) located in eight different countries. Methods of analysis include ATP classification, ATP duration, ATP price, ATP price vs. duration comparison, share analysis, use of statistical functions like average and median, and comparison of the cheapest and the costliest ATPs. An attempt is also made to throw light on grading pattern across the five main ATP categories:

- ❖ Everest Climbing Expeditions (ECEs)
- ❖ Everest Base Camp (EBC) Trips (EBCTs)
- ❖ EBC + Other Destinations (EBC + ODs)
- ❖ Everest + Other Destinations (EODs)
- ❖ Other Everest Trips (OETs)

Key findings follow:

- Supply of 11-20 days long ATPs is the maximum.
- Supply of multi-destination EODs ATPs is the highest.
- Most of the ATP names are self-explanatory.
- Nepal-side ATPs account for 87.78%, whereas Tibet-side ATPs for just 12.22%.
- There is no direct relationship between ATP duration and price.
- Comparing ATP prices even within the same category is difficult.
- Nepali ATCs have cost advantage over ATCs based in other countries.
- Average ATP price ranges from USD 47.57 per day, per person to USD 1,754.39 per day, per person.
- Adoption of varied ATP grading scales across ATCs renders comparison difficult.
- Primary destination (s) of each of main ATP category except OET is the same, which is evident from ATP classification. However, grading, per day, per person price and services are not similar.
- KE Adventures (United Kingdom), Himalayan Glacier Trekking (Nepal) and World Expeditions (Australia) are major suppliers of the “Everest” named ATPs.
- Although both EBCTs and ECEs are single-primary destination ATPs, the former accounts for 28.96% and the latter about 6.79% of total ATPs analyzed. ECEs are two-activity packages.

Recommendations highlighted in the report include:

- ATP grade standardization
- Price parameter standardization for the same ATP by collective effort of ATCs
- Display complete price details of the ATP on the websites
- Need to offer comprehensive product portfolio at competitive prices
- Nepali ATCs need to redesign the Everest ATPs and marketing strategy to compete with ATCs-based in other countries.

Some of the research limitations are given below:

- Data was collected only from the websites of ATCs surveyed due to limited resources available at the disposal of “the Off.”
- Sample size is quite small.

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Abbreviations & Definitions

1. AAI: Alpine Ascents International
2. AC: Adventure Consultants
3. ATC(s): Adventure Travel Company (s)
4. ATP(s): Adventure Travel Package (s)
5. ATT: Adventure Travel and Tourism
6. Avg.: Average
7. AWR: Adventure Within Reach
8. C: Climber
9. EBC: Everest Base Camp
10. EBCT (s): Everest Base Camp Trip(s)
11. EBCT-Nepal: Everest Base Camp Trip in Nepal
12. EBC + ODS: EBC + Other Destinations
13. EBCT(s)-Tibet: Everest Base Camp Trip(s) in Tibet
14. ECE(s): Everest Climbing Expedition(s)
15. EODs: Everest + Other Destinations
16. EPPV: Everest: Panoramas, Pictures, Views
17. GAJ: Grand Asian Journeys
18. GBP: Great Britain Pound Sterling
19. GC: Global Crossroads
20. GHT: Great Himalaya Trail
21. GLT: Green Lotus Trekking
22. HAT: High Asia Tours
23. HATT: Himalayan Adventure Travel and Tourism
24. HGT: Himalayan Glacier Trekking
25. IMG: International Mountain Guides
26. JG: Jagged Globe
27. Kala Pathar or Kala Pattar
28. KE: KE Adventures
29. Maxi.: Maximum
30. MG: Mountain Gurus
31. MHT: Mountain Hawk Trek
32. Mini.: Minimum
33. MK: Mountain Kingdoms
34. MMA: Mountain Madness
35. MMO: Mountain Monarch
36. MTS: Mountain Travel Sobek
37. NT: Nepal Trailblazer
38. Octathousander: An octathousander is a mountain peak with an altitude of 8,000 meters or more.
39. OET(s): Other Everest Trip(s)
40. PDPP: Per Day, Per Person
41. QBR: Qomolangma Biosphere Reserve
42. QNP: Qomolangma Nature Preserve
43. SNP: Sagarmatha (Mount Everest) National Park

- 44. T: Traveler
- 45. TG: Tour Guide
- 46. TIMS: Trekkers' Information Management System
- 47. UNESCO: United Nations Educational Scientific and Cultural Organization
- 48. USD: United States' Dollar
- 49. WG: Western Guide

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Introduction

Since popularity of adventure travel and tourism (ATT) is growing, many market studies had tried to assess the size of the global ATT market. However, a comprehensive analysis of the Himalayan ATT (HATT) market is required, because the Himalaya is the Mecca for adventure seekers. [the Off](#), an online based travel information provider, conducted a research study to analyze supply of adventure travel packages (ATPs) focusing on the Everest region, the home to the loftiest mountain peak. The objective of the study was to find answers to the following questions:

- How many types of “Everest” named ATPs are available?
- Which is the most popular ATP and why?
- What are the similarities and dissimilarities in the ATPs?
- What is the share of Nepal side ATPs and Tibet side ATPs in the total ATPs?
- Do Nepali ATCs have an advantage over ATCs based in other countries?
- Which are the major suppliers of the “Everest” named ATPs?

The study, a knowledge pool of supply side of the market, will help *adventure travel companies (ATCs)* in

- Restructuring ATPs
- Developing effective strategies to market ATPs
- Designing new adventure products and
- Understanding product differentiation of the competitors

ATCs can use the findings of this report as an effective tool to have a competitive edge in ever expanding ATT market, and to serve the modern group of adventure travelers and tourists better.

Adventure travelers will get a clear picture of available adventure products covering the Everest region within Nepal and Tibet. With a long list of ATPs and the suppliers at one place, though it is not exhaustive, they will be able to make a well-informed decision quickly.

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Methodology

How was the study region selected and why?

The Everest region was selected for the study due to the following reasons:

1. Popularity of the Mount Everest
2. Author's personal liking for the Himalaya, experience of trekking in the region and academic background in ATT management
3. Unavailability of similar kind of research work: not much research work focusing on the HATT segment is available on the web.
4. There is no denying that the Himalaya is an unparalleled destination for both new and old breed of adventure seekers because of challenges the mountain offer to all types of travelers.
5. There is a need to create a comprehensive information source to tap full potential of the HATT market.

How were ATP suppliers selected?

“the Off” selected forty-five (45) ATP suppliers, based in Nepal and other countries, from the following three sources:

- The best adventure travel companies list published by National Geographic <http://adventure.nationalgeographic.com/adventure/outfitterhome>
- ATP suppliers offering “Everest” named ATPs at the Adventure Center <http://www.adventurecenter.com/> and Adventure Finder <http://www.adventurefinder.com/>
- ATP suppliers from Nepal were selected randomly through web search.

Which ATPs were selected? Why were these ATPs selected?

A list of 221 “Everest” named ATPs, offered by forty-five (45) ATCs, was prepared (Appendix: I). These ATPs were selected because of the following reasons:

- Loftiness of Everest is mesmerizing.
- Probably every adventure seeker wishes to conquer the Mount Everest.

- Since it is the most talked about mountain, data was easily available on the web.

From where was data collected? What is the time period to which data collection relates?

ATP data was collected from the websites of forty-five (45) ATCs selected from the above sources during April-July 2011. Most of the 2011 ATP prices were quoted in USD (US\$) on the respective suppliers' websites. However, in case of a few companies, the price was in pound sterling (£) or Australian dollars (A\$). This data was converted into USD using foreign exchange rate mentioned at <http://www.xe.com/> (1£ = US\$ 1.62911, 1A\$ = US\$ 1.0517) for comparability.

Shortage of resources at the disposal of "the Off" limited the sample size to just 45 well-established ATCs and data collection from the companies' websites only.

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Study Area

The research study area, Everest region (Figure: 1), lies within the two adjacent protected areas: Sagarmatha (Mount Everest) National Park (SNP), Nepal and Qomolangma Biosphere Reserve (QBR), Tibet. The Nepal and Tibet border forms northern boundary of the SNP and southern boundary of the QBR. The three (3) octathousanders, Everest (8,848 meters), Lhotse (8,516 meters) and Cho Oyu (8,201 meters), are on the common boundary of the two.

Sagarmatha (Mount Everest) National Park

The SNP in the Solu-Khumbu District is located in the Dudh Kosi River's upper catchment hemmed by high mountains. The northern boundary of the park follows the border between Nepal and Tibet. The southern boundary extends as far as Monjo, Nepal. The park shares its eastern border with the Makalu Barun National Park, Nepal.

The park altitude ranges from 2,800 meters to 8,848 meters. More than two third (69%) park area is barren with an altitude above 5,000 meters. The forested area accounts for just 3%. Many rare species of fauna, including the lesser panda and snow leopard, wander through the park. The SNP has exceptional mountain landscape dotted with deep valleys, glaciers and geologically young glaciers and mountains, and the highest point of the earth. The park features three octathousanders - Cho Oyu (8,153 meters), Lhotse (8,501 meters) and Everest (8,848 meters). The 20-km-long Ngozumpa Glacier is the longest glacier in the SNP. The park, a UNESCO World Heritage Site, is home to indigenous community of Sherpas, who have migrated from Tibet.

The SNP is the second leading trekking region in Nepal after Annapurna Conservation Area. In financial year 2008-2009, Annapurna Conservation attracted more than 55.8% (74,128 trekkers) of total trekkers visiting the country, followed by the SNP (21.8% or 29,036 trekkers) (Figure:2). Ironically, number of trekkers is nominal given the size and richness of the park.

Qomolangma Biosphere Reserve

The Qomolangma Biosphere Reserve / Qomolangma Nature Preserve (QNP), situated on the Qinghai-Tibet Plateau's southern border, is the highest biosphere reserve on the planet. The reserve is delineated by the Kyirong Tsangpo's headwaters in the west, the Phung Chu's headwaters in the north, the Phung Chu in the east and the Tibet-Nepal boundary in the south. The QNP, a part of UNESCO's "The Man and The Biosphere (MAB) Programme", consists of four counties: Dinggye, Gyirong, Nyalam and Tingri. There is a huge variation in the biosphere reserve altitude ranging from 1,433 meters to 8,848 meters, thereby, the climate varies from sub-tropical to frigid. Average altitude aggregates 4,200 meters. The QNP has five octathousanders: Everest (8,848 meters), Lhotse (8,516 meters), Makalu (8,463 meters), Cho Oyu (8,201 meters) and Shisha Pangma (8,013 meters).

Sketch of the Study Area: Everest Region

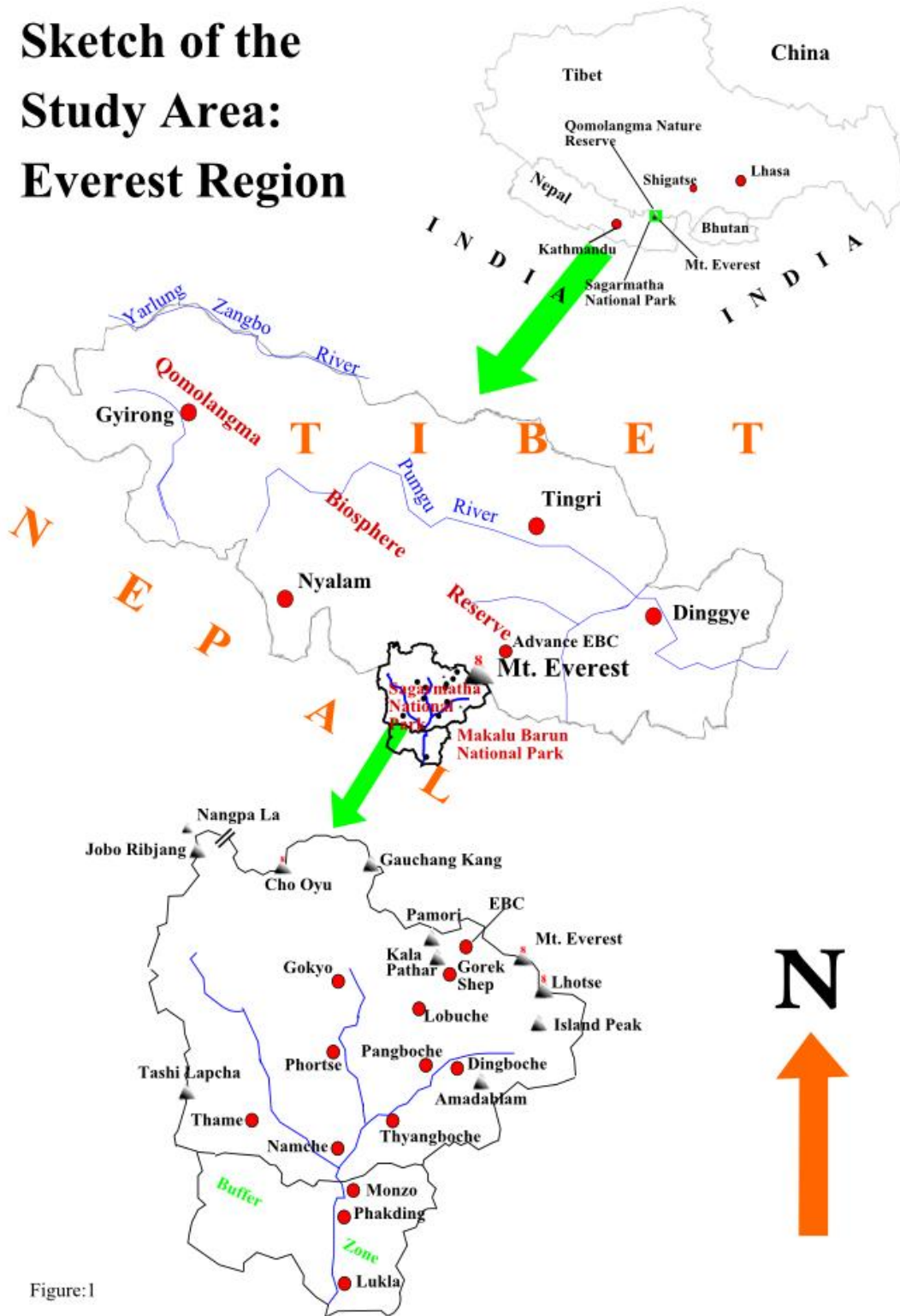
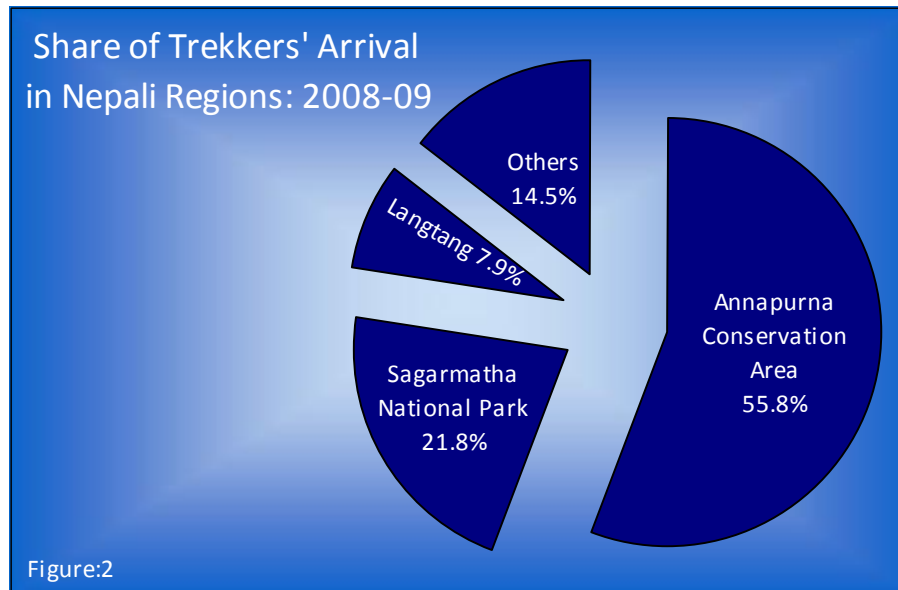


Figure:1



The QNP features some of the endangered species of flora and fauna, cultural landmarks and fossils. The protected area is known for black-knot grass, crabapple, water blue trees, Himalayan yew and long-core lily magnolia. The long-leaf Tibetan pine and dragon spruce grows only in this preserve. The QNP is home to long-tailed leaf monkey, snow leopard, red musk deer, black-necked crane, kiang, Hanuman and Himalayan tahr sheep.

Layers of human ash and stoneware relics at Nylam's ancient falls, and world famous monasteries, including the Rongbu Monastery built at 5,000 meters – the highest temple on the planet, complement the rich physical landscape. Ancient glacier relics and marine limestone are found at Xixabangma and Nylam respectively. Fossils of three-nail horse herd have been discovered from Nyru-xiongla and Gylung.

Mount Everest

Mount Everest is called *Sagarmatha* in Nepal and *Chomolangma* in Tibet. This pyramid-shaped peak has three main faces (sides): North, East (Kangshung) and South. Since the peak is located on the border of Nepal and Tibet, the South Face lies in the former country and other two in the latter country. The faces meet to form three ridges: northeast, southeast and west.

The North Face, more than 3,700 meters high vertical wall of ice and rock rising above the Rongphu base camp, is the most beautiful side of Mount Everest. The extremely gentle slopes of the QNP valleys are unusual phenomena. The glaciers neither break into steep icefalls nor feature precarious crevasses. Well-acclimatized travelers, therefore, can trek from the Rongphu base camp to the advance camps, where climbing expeditions camp, without using crampons and ice axes.

The East Face is one of the toughest mountaineering challenges. Both Kangshung and North faces' base camps lend themselves to unobstructed views of the entire peak. The

Southwest Face, commanding views of the Western Cwm, lies in the SNP. The Southwest Face, steeper than other two faces, features a rock wall.

The Tibetan route to the EBC offers better views of the peak than the Nepali route. The access from Tibet is also easier because a road goes up to the EBC.

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ATP Classification

An Everest named adventure travel package is an ATP containing the word “Everest” in its name. Forty-five (45) selected ATP suppliers offer 221 Everest named ATPs (Appendix I), which are broadly divided into five categories based on the following factors:

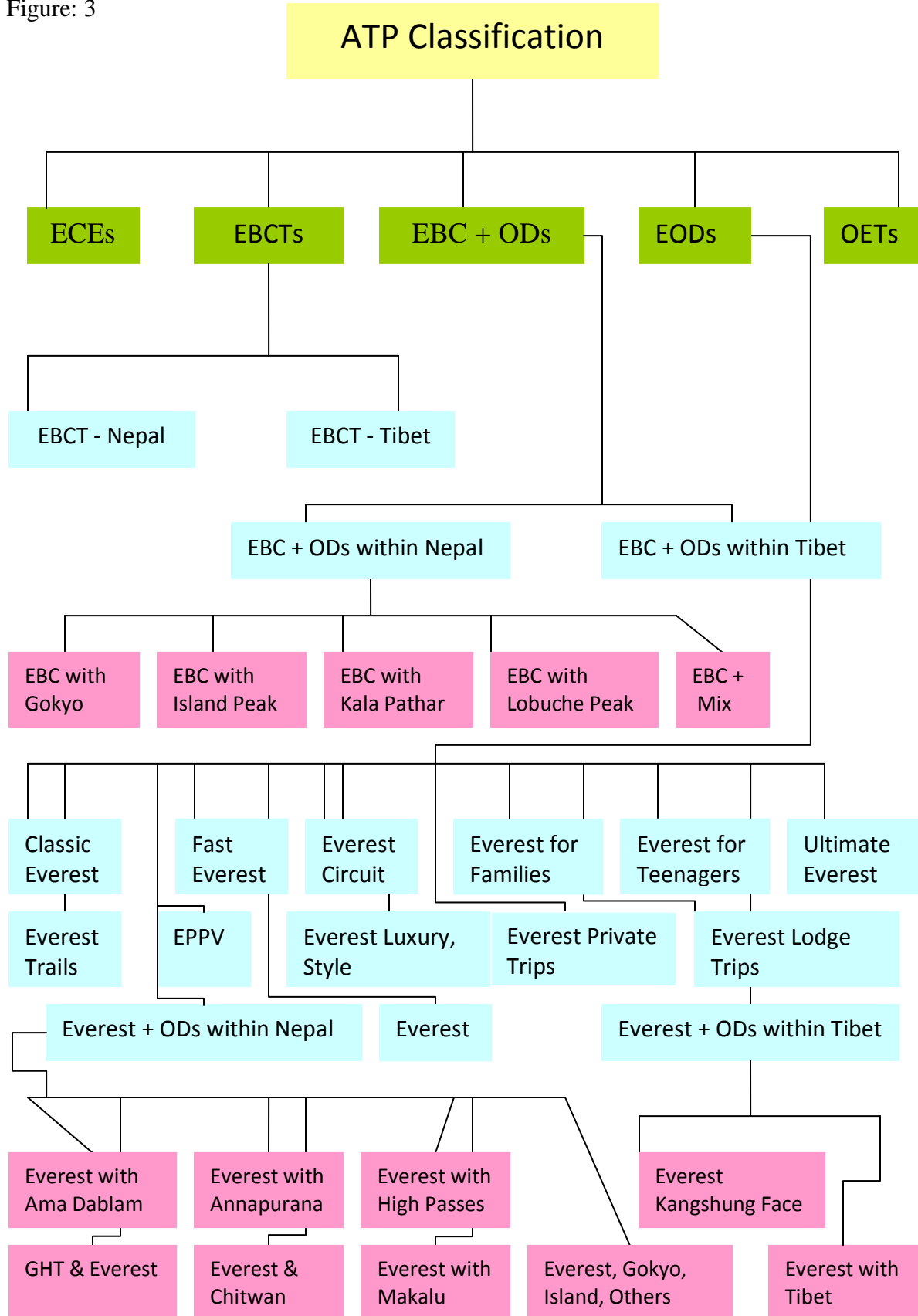
- Primary destination
- Secondary destination
- Type of adventure activities, including climbing and trekking
- Similarity in ATP names
- Type of adventure travelers, such as
 - families, hardcore adventure seekers, seasoned climbers / adventurers, teenagers
 - adventure seekers who wish to combine adventure and luxury,
 - adventure seekers who like budget ATPs and
 - adventure seekers who wish to have a glimpse of Mount Everest without shedding much sweat
- Small vs. big group-size (personalized trips vs. trips for masses)
- Type of accommodation and other facilities
- Country and region through which ATP route meanders
- Time required to complete the trip: indicated by words like “Express” and “Fast” in the name of the ATP

The five main categories and classification of each category into sub-categories and sub-subcategories follow (Figure: 3):

1. Everest Climbing Expeditions (ECEs)
2. Everest Base Camp (EBC) Trips (EBCTs)
 - EBCT-Nepal
 - EBCT-Tibet
3. EBC + Other Destinations (EBC + ODs)
 - EBC + ODs within Nepal
 - EBC with Gokyo
 - EBC with Island Peak
 - EBC with Kala Pathar
 - EBC with Lobuche Peak
 - EBC + Mix
 - EBC + ODs within Tibet
4. Everest + Other Destinations (EODs)
 - Classic Everest
 - Fast Everest
 - Everest Circuit
 - Everest for Families
 - Everest for Teenagers

- Ultimate Everest
 - Everest Trails
 - Everest + ODs within Nepal
 - Everest with Ama Dablam
 - Everest with Annapurna
 - Everest with High Passes
 - Great Himalaya Trail (GHT) & Everest
 - Everest & Chitwan
 - Makalu Base Camp to the Khumbu of Everest
 - Everest, Gokyo, Island Peak, others
 - Everest: Panoramas, Pictures, Views (EPPV)
 - Everest Luxury, Style
 - Everest + ODs within Tibet
 - Everest with Tibet
 - Everest Kangshung face
 - Everest Private Trips
 - Everest Lodge Trips
 - Everest
5. Other Everest Trips (OETs)

Figure: 3



Findings

8.1. Market Sample-wide Findings

8.1.1. ATPs' Share in 5 Main Categories

The EODs category accounts for the highest share (101 ATPs or 45.70%) of all ATPs (221), followed by EBCTs (64 ATPs or 28.96%), EBC + ODs (34 ATPs or 15.38%), ECEs (15 ATPs or 6.79%) and OETs (7 ATPs or 3.17%) (Figure: 4).

Share of 5 Main ATP Categories

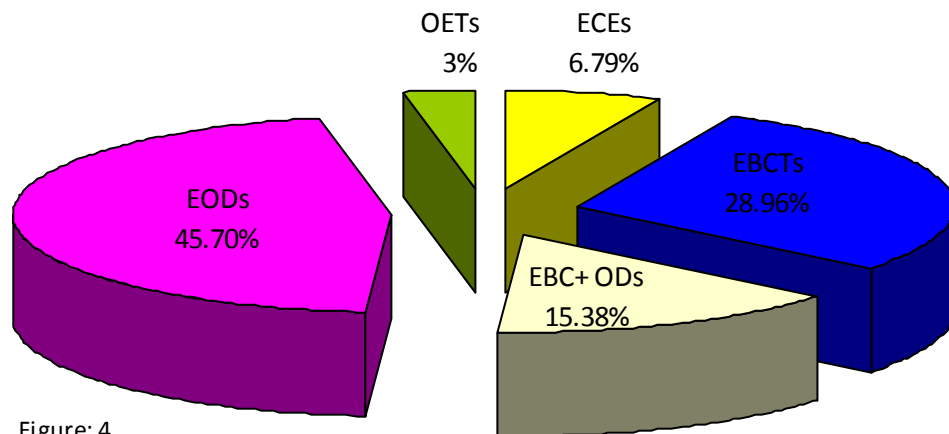


Figure: 4

8.1.2. ATCs' Share in Total Sample ATPs

Forty-five (45) ATCs offer more than two hundred Everest named ATPs (221). However, data about total packages per company is highly skewed. The median of ATPs offered by selected ATCs was just four (4). Geckos Adventures, Green Lotus Trekking, Mountain Madness, Mountain Travel Sobek and The Adventure Company sell four ATPs each.

Majority of ATCs (27 or 60%) sell 1 to 5 ATPs each. About 31.11% ATCs (14) offer 6 to 10 ATPs each and the product portfolio of only 8.89% ATCs (4) comprises more than ten ATPs. iExplore and Mountain Kingdoms offer ten ATPs each. KE Adventures offers the highest number of ATPs (15), followed by Himalayan Glacier Trekking (14), World Expeditions (12) and International Mountain Guides (11). Forty-one ATCs offer up to ten (10) ATPs each (Figure: 5).

ATCs Offering <= 10 ATPs

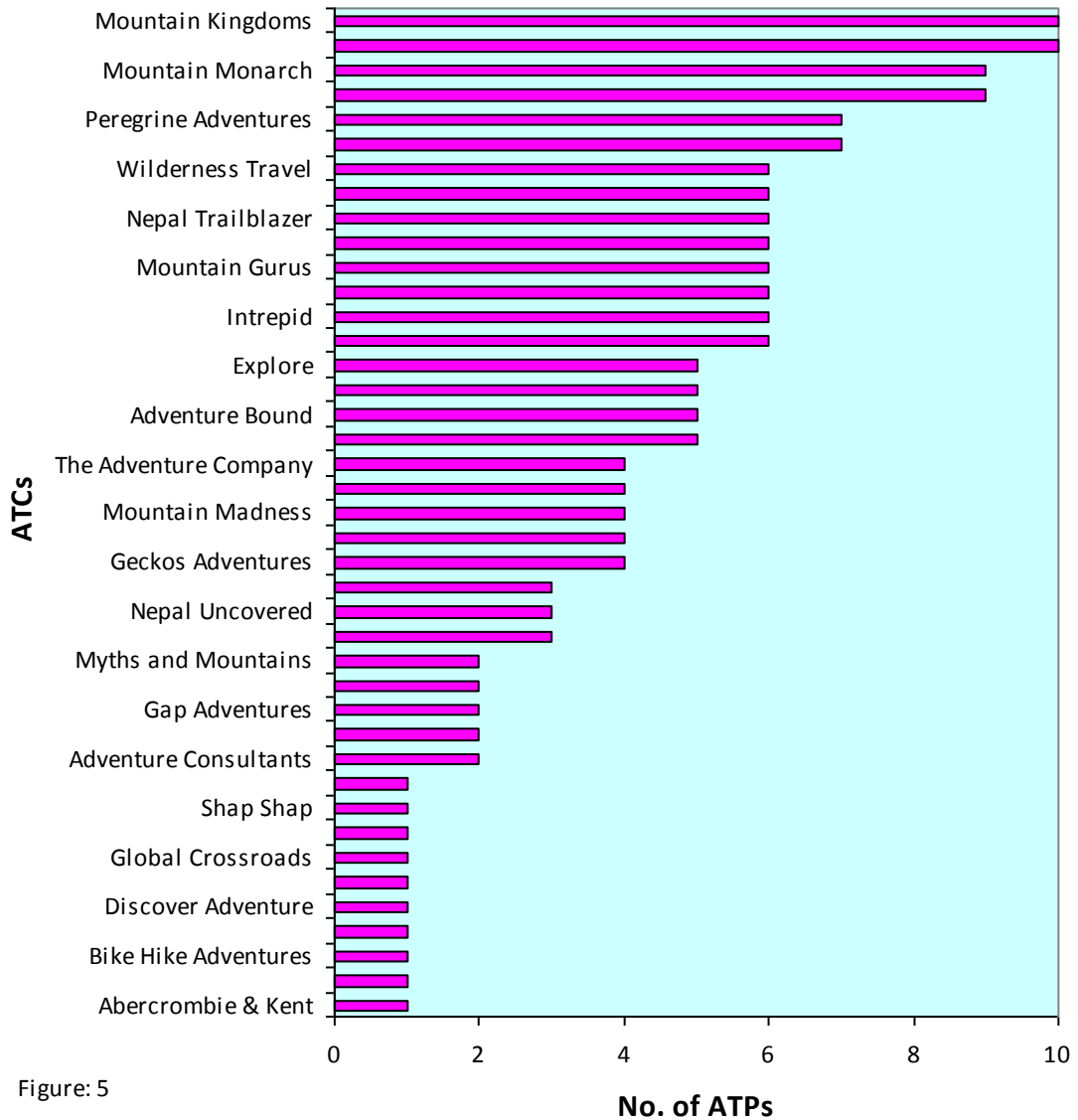


Figure: 5

About 62.22% ATCs offer 45.70% of total ATPs in the EODs category, whereas approximately 86.67% ATCs sell just 28.96% of total ATPs in the EBCTs category. About 44.44% ATCs sell just 15.38% of total ATPs in the EBC + ODs category, while 17.78% ATCs offer 6.79% of total ATPs in the ECEs category. The 15.56% ATCs account mere 3.17% of the total ATPs in the OETs category (Figure: 6).

Share of ATCs in 5 Main ATP Categories

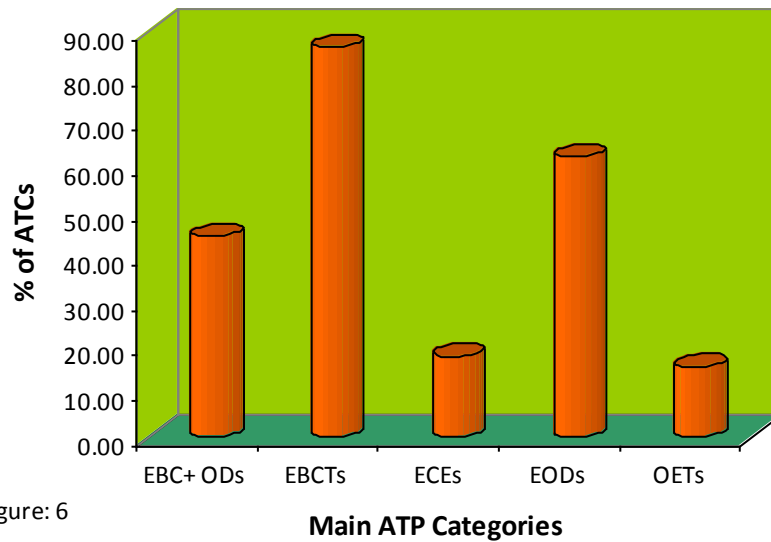


Figure: 6

8.1.3. ATP Duration Analysis

All ATPs except two for which data is unavailable have been grouped under the following seven (7) duration categories:

- <=10 days
- 11-20 days
- 21-30 days
- 31-40 days
- 41-50 days
- 51-60 days
- >60 days

61.64% ATPs' are 11 to 20 days long. The share of this duration category in all five main categories barring ECEs is more than 50%. Of 219 ATPs, the EODs category's 11 to 20 days long ATPs account for the lion's share (27.40%), followed by EBCTs (24.20%), EBC + ODs (8.22%) and OETs (1.83%) (Figure: 7).

11-20 Days Long ATPs

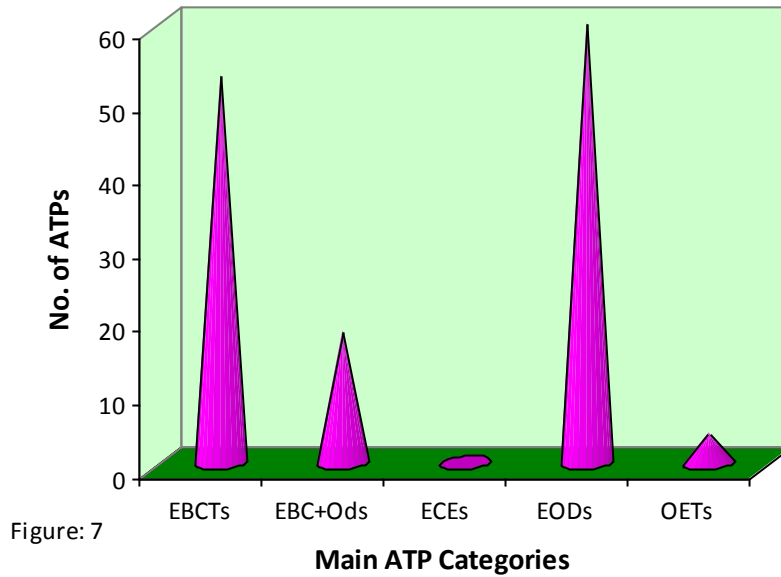


Figure: 7

Slightly more than one-fourth ATPs require 21 to 30 days to complete the trip. ATPs of ≤ 10 days contribute just 4.57% to the total number of ATPs. The >60 days and 51-60 days ATPs account for 3.65% and 2.74% respectively. The 31-40 days and 41-50 days ATPs' share is less than one percent each. Only ECEs category offers ATPs ranging from 41 days to > 60 days. More than half of ECEs are > 60 days long. EODs is the only category selling 31-40 days ATPs (Figure: 8).

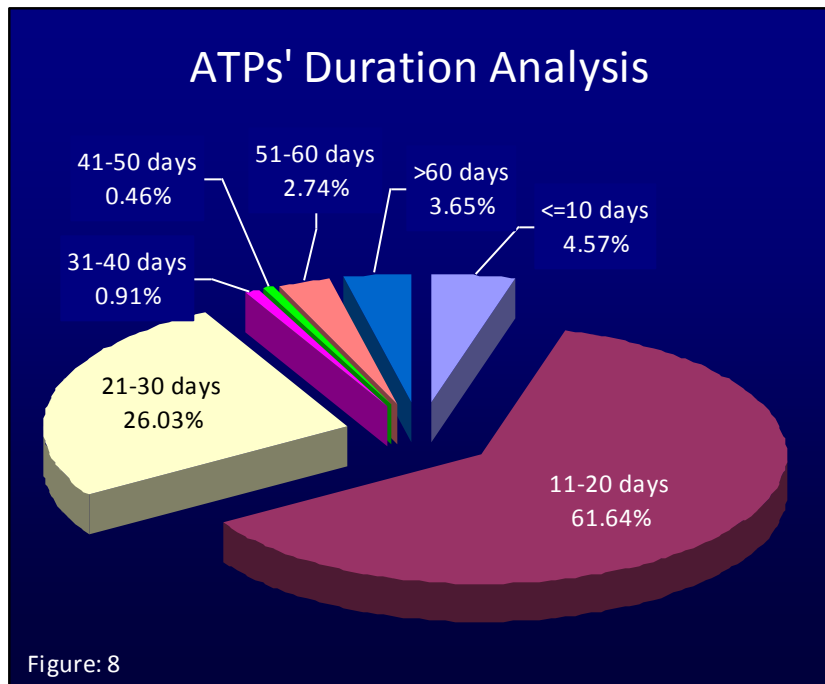
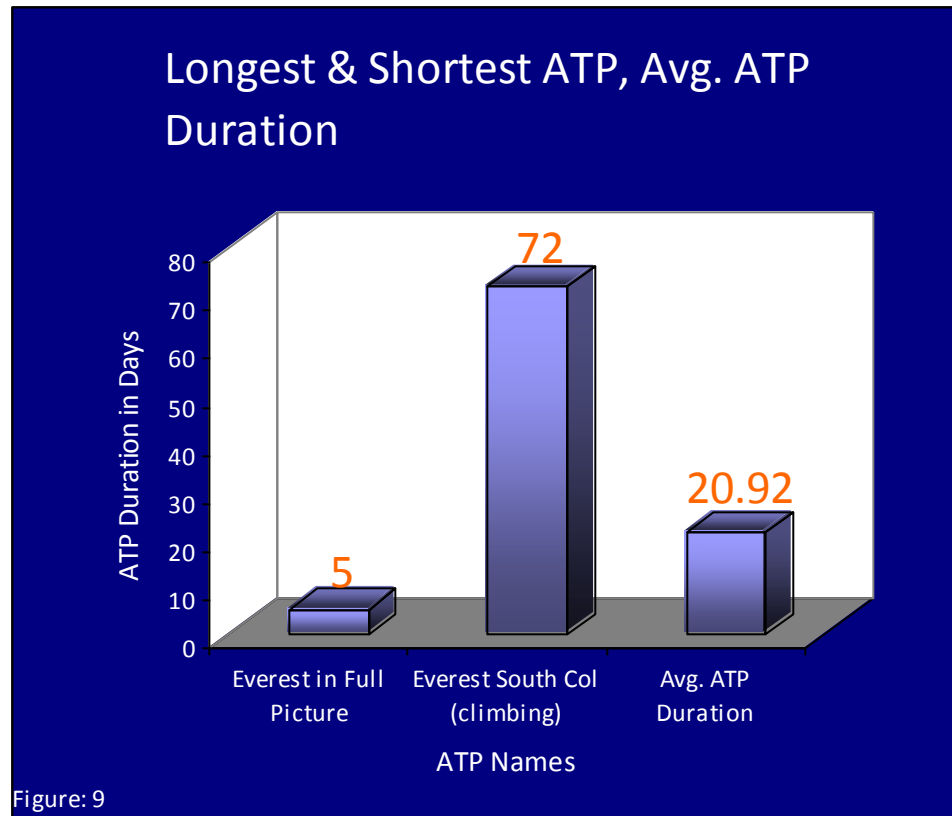


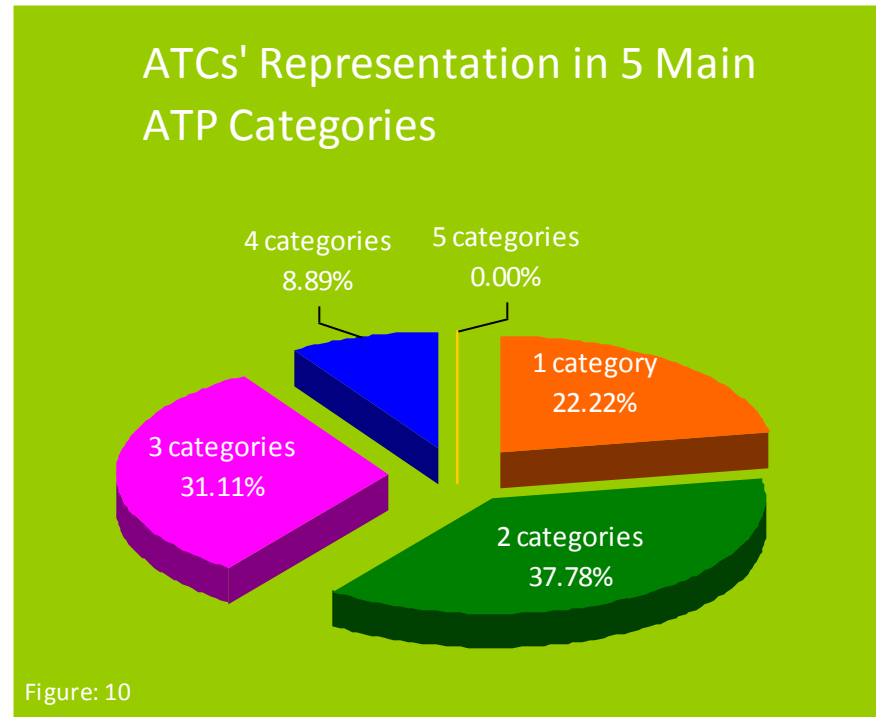
Figure: 8

The 5-day “Everest in Full Picture”, a EODs ATP, is the shortest package, whereas 72-day “Everest South Col (Climbing)”, a ECEs ATP, is the longest package (Figure: 9). Average ATP duration is 20.92 days.



8.1.4. ATCs' Share in 5 Main Categories

Seventeen (17 or 37.78%) ATCs offer ATPs belonging to two main categories. Another fourteen (14) companies (31.11%) sell ATPs from the three main categories. Ten companies (22.22%) offer ATPs from just one category, lacking variety in adventure product mix. Expansion of Everest adventure product portfolios will thus enable these ATCs to compete better. Only four companies (8.89%) sell ATPs representing four categories (Figure: 10). These companies are Explore (UK), Grand Asian Journeys (Nepal), Himalayan Glacier Trekking (Nepal) and Jagged Globe (UK). Since not even one ATC represents all five main categories, there is a scope for product mix revision and expansion.



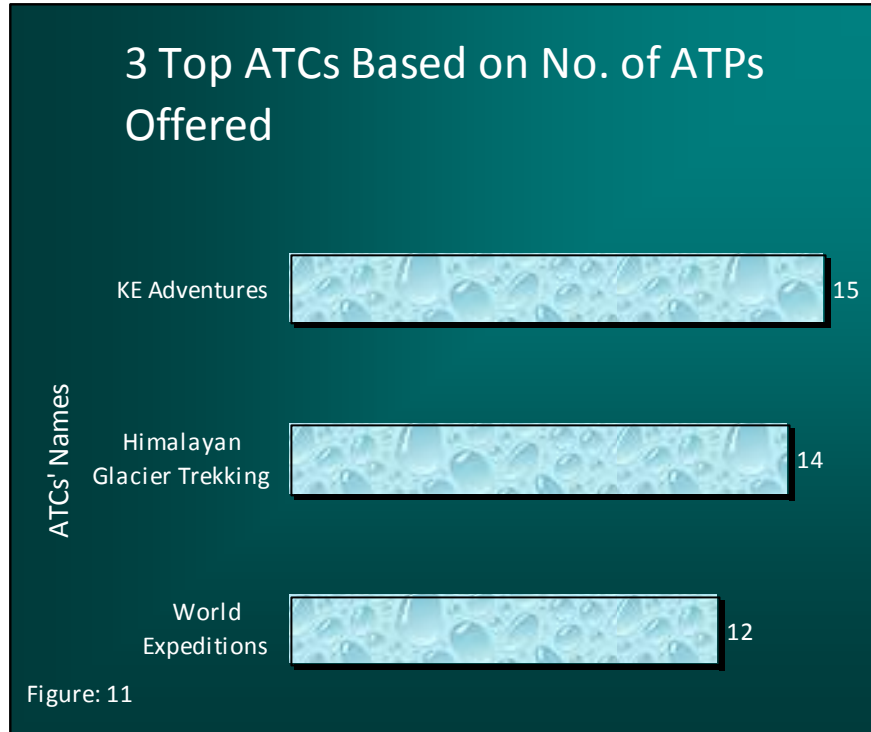
8.1.5. Number of ATPs by ATCs in 5 Main Categories

Thirty-nine (39) ATCs offer sixty-four (64) EBCTs, twenty-eight (28) companies sell 101 EODs packages, twenty (20) ATCs offer 34 EBC + ODs packages and eight (8) companies market fifteen (15) ECEs.

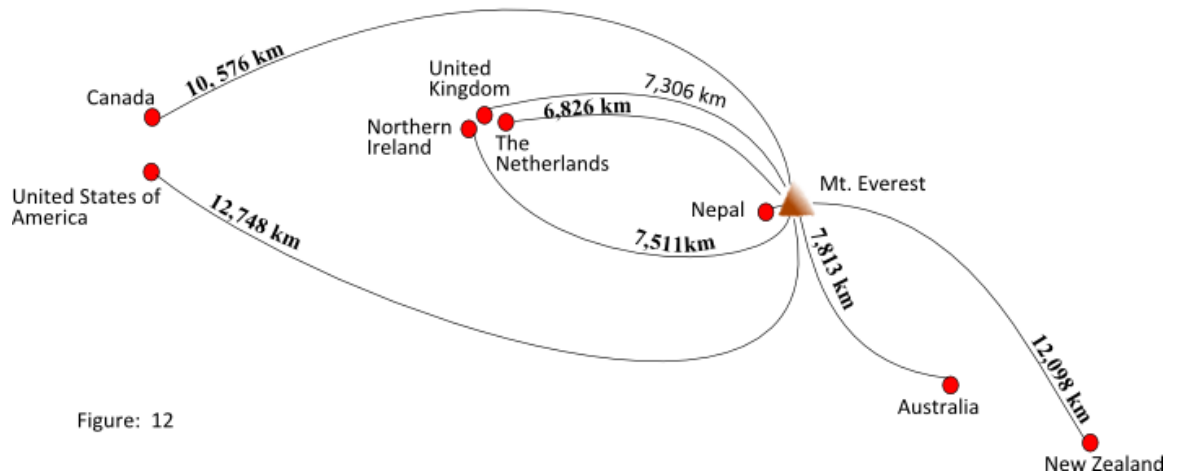
Although KE Adventures sells the highest number of ATPs (15), the company represents only three main categories: EBCTs (4), EODs (10) and OETs (1). Himalayan Glacier Trekking with the second highest number of ATPs (14), representing four main categories (except OETs), offers more variety. The Himalayan Glacier Trekking product portfolio features three (3) EBCTs, ECEs and EODs packages each and five (5) EBC + ODs packages. World Expeditions sells 12 ATPs from two main categories only. (Figure: 11)

8.1.6. Countries' Share in 5 Main Categories

All forty-five ATCs are based in just eight (8) countries: Australia, Canada, Nepal, New Zealand, Northern Ireland, the Netherlands, the United Kingdom and the United States of America (Figure: 12). However, ATCs located in all these countries do not represent each of the five main categories. For instance, the Australian and Canadian companies offer ATPs in three main categories only: EBCTs, EBC + ODs and EODs. The New Zealand-based suppliers sell EBCTs and ECEs only. The Dutch and Irish ATCs sell one EBCT each.



Geographical distribution of ATCs offering Everest ATPs



Nepal-, UK- and US-based companies offer ATPs covering all the five main categories. Nepal-based companies account for the highest share of EBCTs (34.38%), followed by the US-based suppliers (31.25%) and the UK-based ATCs (25%). The share of all other country-based companies in EBCTs is less than 10%.

Nepal-based companies also contribute the highest percentage of EBC + ODs (35.14%), followed by the US (27.03%), Australian (21.62%), UK (13.51%) and Canadian ATCs (2.70%).

In ECEs, the US-based ATCs account for more than half of the ATPs (53.33%, 8), followed by Nepal-based (26.67%, 4), the UK (13.33%, 2) and New Zealand-based companies (6.67%, 1). ATCs located in other countries do not represent this category at all.

The share of the UK-based companies in the EODs' ATPs is the maximum (29.59%), followed by Nepal-based companies (26.53%), the US suppliers (23.47%) and Australian companies (19.39%). The share of the Canadian companies is mere 1.02%. The ATCs from three other countries do not sell EODs' ATPs. Although Everest is located in Nepal, the UK companies offer more EODs' ATPs than Nepal. KE Adventures and World Expeditions offer ten (10) EODs' ATPs each. The iExplore product portfolio features eight (8) EODs packages.

The UK- (42.86%), Nepal- (28.57%) and the US-based (28.57%) ATCs offer OETs, but the suppliers from other countries do not.

Nepal-based companies account for the highest share of ATPs (30.32%), followed by the US (28.51%), UK (24.89%), Australian (13.12%) and Canadian companies (1.36%). The share of the ATCs based in New Zealand (0.90%), Northern -Ireland (0.45%) and The Netherlands (0.45%) is negligible. (Figure: 13)

Although Nepali ATCs' share is the highest in total Everest named ATPs, ATCs from three faraway countries control more than two third of the supply. This glaring imbalance, despite having the main attraction (Everest) within its sovereign boundary and a cost advantage, needs immediate attention. Liking for ATCs based in countries other than Nepal could mean that a large number of adventure travelers are from these countries. Thus, Nepali ATCs need to find out real reasons attributed to the trend before redesigning the ATPs and marketing strategy.

8.1.7. Grading Analysis of 5 Main Categories

The ATP grade nomenclature varies from ATC to ATC. Some of the ATCs use numbers (1, 2 ...), whereas others use common adjectives, such as challenging, difficult, easy, hard, moderate and so forth, to define the grade scale. Some ATCs use more than one scale to grade ATPs. For example, iExplore rates its ATPs on three 5-level scales: Difficulty Level, Comfort Level and Exclusivity scales.

Share of Country-Specific ATCs

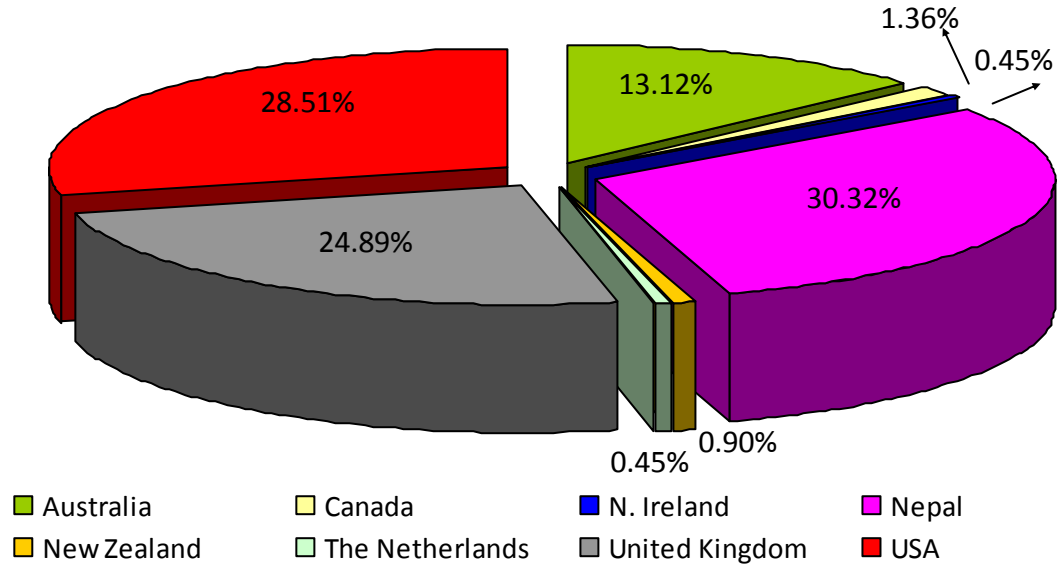


Figure: 13

In fact, there is no uniformity in grading system used for even similar ATPs offered by different ATCs. For instance, ninety-seven (97) EODs ATPs are graded on different scales at more than thirty (30) different levels and grade information is unavailable for the remaining four packages. Sixteen (16) ATPs are rated as “Moderate”, whereas thirteen (13) ATPs are graded as “5”. These two grade categories account for about 28.71% of EODs ATPs. 12.87% ATPs are rated as “Strenuous”.

All six “Everest Luxury Style” ATPs are graded at least moderate or one level higher. Out of all Everest + OD within Tibet, only two ATPs are rated as “2” and “Easy”, one ATP as “Moderate” and other ATPs as “Demanding”, “Difficult”, “Hard”, “Strenuous”, “Tough” or “Vigorous”.

REI rates its “Journey from Lhasa to Everest” as “2 (Easy Active)” on 1-5 Activity Level scale. An “Easy Active” ATP implies flat, rolling terrain with some steep sections, altitude less than 2,000 meters and climbing and trekking duration varying from 2 to 5 hours per day.

Grading information for ECEs offered by the US Alpine Ascents International and International Mountain Guides is not mentioned on their websites. Other six ATCs use different terminology to grade their ECEs. For example, “Mount Everest Expedition” by Adventure Consultants (New Zealand) is rated as “3” on a scale of 1-5, whereas “Everest Expedition” by Mountain Monarch (Nepal) is graded as “Strenuous” on a 5-level scale with strenuous at 4th level.

However, Himalayan Glacier Trekking (Nepal) and Jagged Globe (United Kingdom) rate their ECEs as “4E” on two 5-level scales. The “4” represents 4th level on the Technical Difficulty scale, whereas “E” is the 5th level on the Fitness Scale. Mountain Gurus (U.S.A.) rate all ECEs as “Advanced”. Mountain Madness grades its ECE as “5”. (Part II of the report will focus on grading of ATPs in detail.)

ATP grading is important for two simple reasons: one, to allow travelers to choose an ATP matching their mental, physical fitness and skill level, as also budget, and two, to enable industry experts to evaluate the market and define safety guidelines. There is obvious need for grade standardization to achieve the above said goals.

8.1.8. Popularity of ATPs

On the basis of ATP duration, 11-20 days ATPs are the most popular as more than 61% (135) ATPs are of this length.

Since the EODs’ ATPs and the EBCTs account for the highest number of ATPs, adventure seekers like both multi-destination and single-destination ATPs. (Figure: 14)

Multi-destination vs. Single-destination ATPs

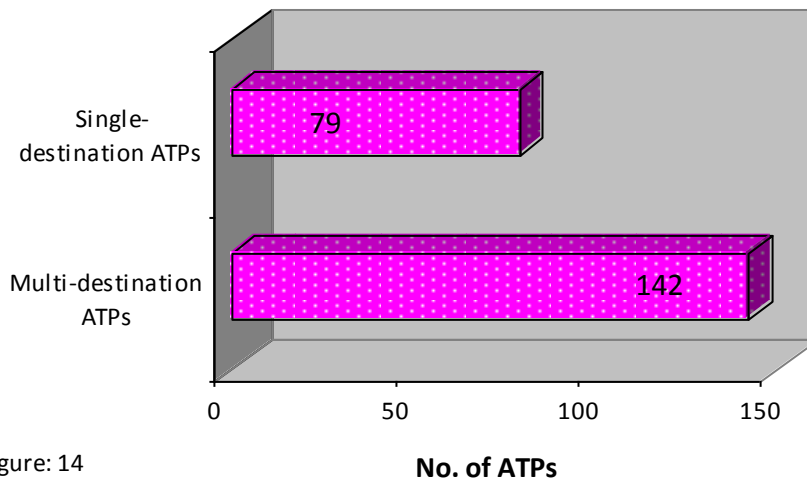


Figure: 14

It can be concluded that EBCT is one of the most popular ATPs, since 39 (86.67%) companies surveyed offer at least one EBCT.

8.1.9. Cheapest Vs. Costliest ATPs

The cheapest and costliest ATPs are identified solely based on average price per day, per person (pdpp). The pdpp price is arrived at by dividing total minimum per person price of an ATP by its duration. However, the services offered may not be comparable. Price of fifteen (15) ATPs is unavailable on the ATCs' websites. The price of 190 ATPs (92.23%) is less than USD 300.00 pdpp. The price of 48.54% ATPs ranges from USD 101-200 and that of 28.16% ATPs is less than or equal to USD 100.00. (Figure: 15)

Per Day, Per Person Price (US\$) Analysis

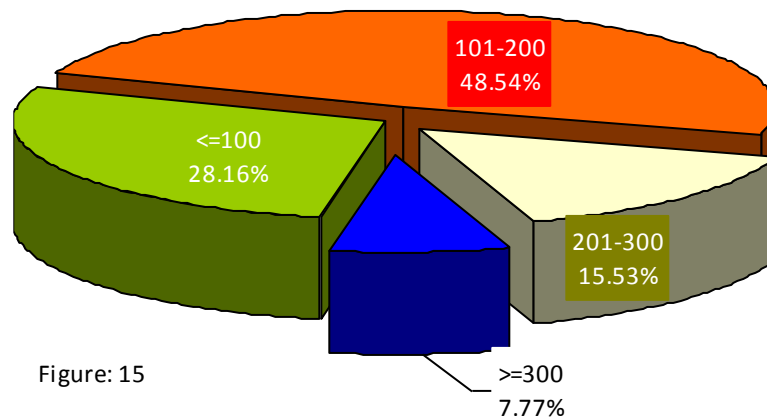


Figure: 15

“Everest High Pass Circuit Trek” (EOD ATP) by Green Lotus Trekking (Nepal) is the cheapest at USD 47.57 pdpp. “Classic Everest Climb with Western Guide” (ECE) by International Mountain Guides (USA) is the costliest at USD 1,754.39 pdpp. Top five costliest ATPs represent ECEs. The costliest ATP, excluding ECEs, is “Everest Region” (iExplore) priced at USD 379.80 pdpp. (Figure: 16 & Figure: 17)

Five cheapest ATPs

1. “Everest High Pass Circuit Trek” (EODs) priced at USD 47.57 pdpp by Green Lotus Trekking (Nepal)
2. “EBC Trek” (EBCTs) priced at USD 49.93 pdpp by Global Crossroads (USA)
3. “Trekking to Everest” (EODs) priced at USD 53.33 pdpp by Green Lotus Trekking (Nepal)
4. “EBC Trek” (EBCTs) priced at USD 55.33 pdpp by Green Lotus Trekking (Nepal)

- 5. "Classic Everest Trek" (EODs) priced at USD 58.93 pdpp by Nepal Trailblazer (Nepal)

Cheapest & Costliest ATPs in 5 Main Categories

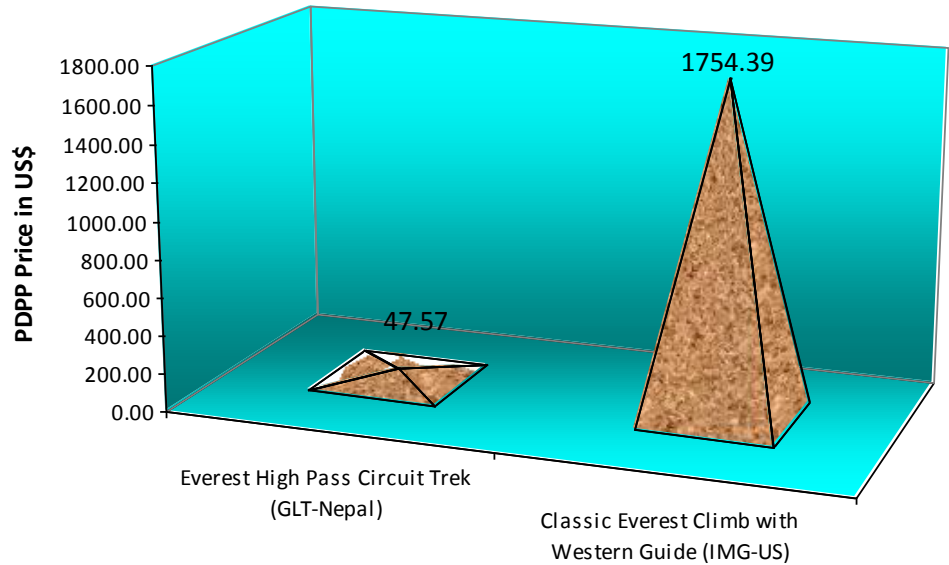


Figure: 16

ATP details

Cheapest vs. Costliest ATPs excl. ECEs

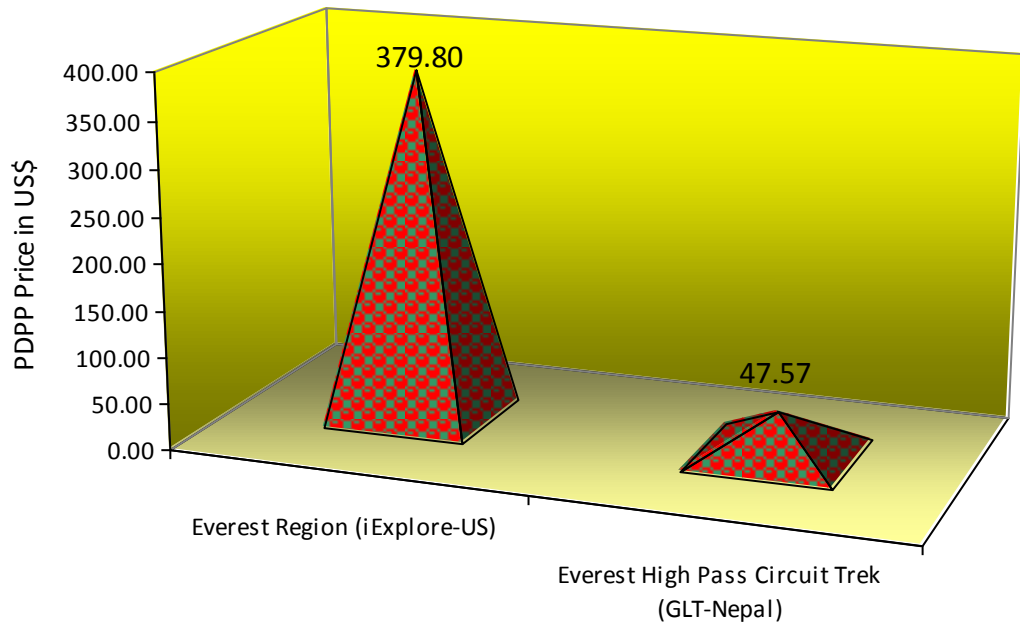


Figure:17

ATP details

The cheapest ATPs represent two main categories: EBCTs and EODs. Nepal-based ATCs offer four of the 5 cheapest ATPs. Green Lotus Trekking (Nepal) sells three (60%) of the five ATPs. (Figure: 18)

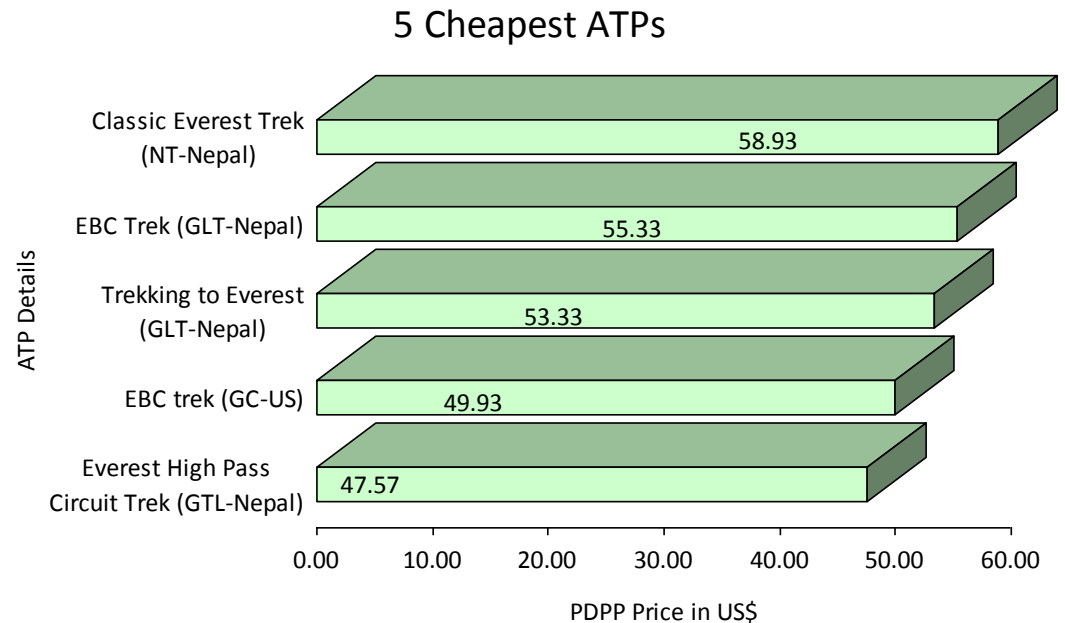


Figure:18

All the five ATPs start and end in Kathmandu and are available in October. The price of these ATPs includes admission fee to the Sagarmatha (Mount Everest) National Park, transfers and services of local tour guides. Accommodation is offered on twin sharing basis. Kathmandu-Lukla-Kathmandu airfare, services of porters and TIMS card fee are covered in the price of all five ATPs except that of “EBC Trek” (Global Crossroads). Some companies even specify porter-traveler ratio. For instance, Nepal Trailblazer provides one porter for two travelers during “Classic Everest Trek”. However, none of the ATP price includes international airfare, travel insurance and visa fee.

ATP duration varies from two weeks to four weeks. The ATPs are graded as “Moderate” or “Strenuous”. The price of “EBC Trek” (Global Crossroads) is exclusively for volunteers of the company. Minimum group size of Green Lotus Trekking ATPs is two (2) people.

The price of three Green Lotus Trekking ATPs consists of a 2-night stay in 3-star hotel. However, the price of “EBC Trek” (Global Crossroads) includes 13-night accommodation in guesthouses / teahouses. The price of “Classic Everest Trek” (Nepal Trailblazer) includes 4-night stay in a top-end hotel (3-4 star hotel) and 23-night stay in guesthouses.

The price of three ATPs offered by Green Lotus Trekking covers breakfast only. The price of its “Everest High Pass Circuit Trek”, “EBC Trek” and “Trekking to Everest” includes four (4), two (2) and two (2) breakfasts respectively. The price of “EBC Trek” (Global Crossroads) does not include meals. Nepal Trailblazer’s “Classic Everest Trek” price covers twenty-seven (27) breakfasts, twenty-four (24) lunches and twenty-four (24) dinners.

Government taxes and service charges, and the first aid medical kit are also included in the price of “Classic Everest Trek”. Green Lotus Trekking also provides a trek pack consisting of a sleeping bag, kit bag and down jacket.

Five costliest ATPs

1. “Classic Everest Climb with Western Guide” priced at USD 1,754.39 pdpp by International Mountain Guides (USA)
2. “Mount Everest Expedition” priced at USD 1,031.75 pdpp by Adventure Consultants (New Zealand)
3. “Mount Everest Expedition” priced at USD 970.15 pdpp by Alpine Ascents International (USA)
4. “Hybrid Everest Climb” priced at USD 964.91 pdpp by International Mountain Guides (USA)
5. “Mount Everest Expedition” priced at USD 913.04 pdpp by Mountain Madness (USA)

All five costliest ATPs belong to the ECE category. The price of these ATPs ranges from USD 910-1,760 pdpp. Three US ATCs offer four (80%) costliest ATPs. Surprisingly, there are no ATPs from the Nepal-based companies in the top five. Except “Mountain Everest Expedition” (Alpine Ascents International), all five ATPs start and end in Kathmandu. (Figure: 19)

There is no direct relationship between price and duration of ATPs. For instance, price of 57-day “Hybrid Everest Climb” ATP of International Mountain Guides amounts to USD 964.91 pdpp, whereas its 57-day “Classic Everest Climb with Western Guide” ATP is priced at USD 1,754.39 pdpp. Both the ATPs offer single tents at EBC for USD 400.00. The price of both ATPs include

- transfers,
- hyperbaric bag,
- pulse oximeter,
- climbing permit,
- emergency medical O2,

- 54-night stay at camps,
- consultations with leaders,
- entry fee to the Mount Everest National Park,
- Kathmandu-Lukla-Kathmandu airfare,
- group and high altitude camp equipment,
- services of camp staff, liaison officer, porters and yaks,
- all meals while trekking and climbing (fifty-five (55) Breakfasts, fifty-four (54) Lunches, fifty-five (55) Dinners),
- 2-night hotel stay, but type of hotel is not mentioned on the website, and
- facilities at EBC, such as foam trekking mattresses, power supply, satellite telephone and internet.

However, neither of the two includes airport taxes, cost of personal items, insurance, international airfare, optional tipping / gratuities and visa fee. The western guide (WG) to traveler (T) ratio varies from 1:1 for “Classic Everest Climb with Western Guide” to 1:4 for “Hybrid Everest Climb”. The Sherpa to traveler ratio for the Hybrid ATP is 1:1. Thus, hiring western guides almost doubles the pdpp price.

5 Costliest ATPs

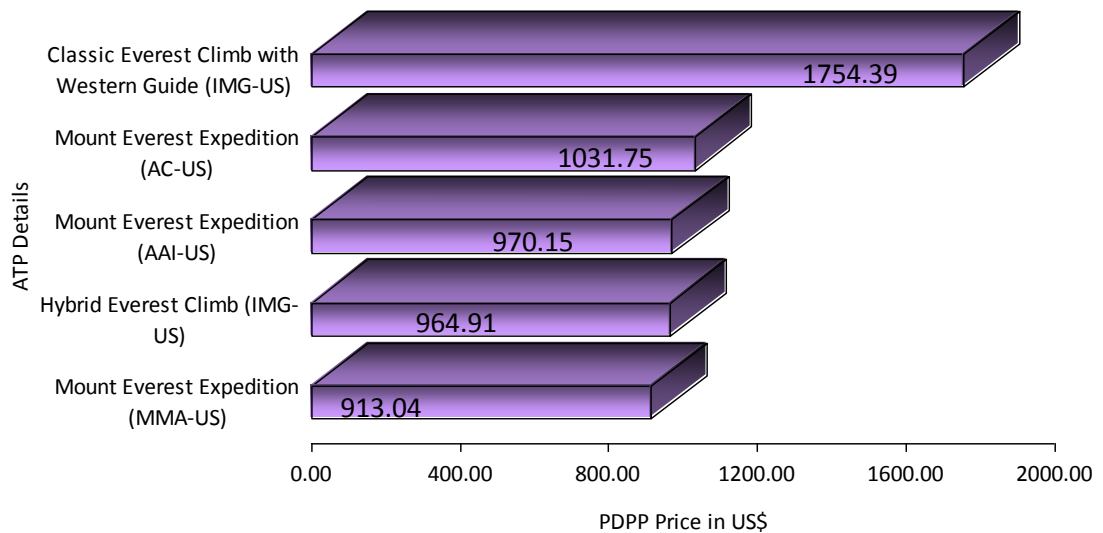


Figure: 19

The 63-day “Mount Everest Expedition” of Adventure Consultant is priced at USD 1,031.75 pdpp, whereas 67-day “Mount Everest Expedition” of Alpine Ascents International costs USD 970.15 pdpp. The price of Alpine Ascents’ ATP includes 3-night stay at hotel, but type of the hotel is not mentioned on the website. The Alpine Ascents’ ATP price also covers 56-night stay in camps, whereas the Adventure Consultant ATP price includes 60-day night stay at camps or lodges when away from Kathmandu. The Alpine ATP price

consists of fifty-six (56) breakfasts, fifty-six (56) lunches and fifty-six (56) dinners, while the Adventure Consultant ATP price includes four more breakfasts, lunches and dinners.

Both ATPs, include Kathmandu-Lukla-Kathmandu airfare, services of camp staff, climbing permit fee and group equipment. However, personal items and international airfare are excluded. The western guide to traveler ratio is 1:4 and Sherpa to climber ratio is 1:1 in case of Adventure Consultant ATP. Although Alpine provides services of Sherpa, but Sherpa-traveler ratio is not specified. The price of Adventure Consultant ATP also covers services of a doctor at the EBC, oxygen and all necessary supplies.

The 69-day “Mount Everest Expedition” of Mountain Madness is priced at USD 913.04 pdpp. The price includes transfers, bottled oxygen, group equipment, pack animals, climbing permit fee, four-night stay in top-end hotel, Kathmandu-Lukla-Kathmandu airfare, all meals during climbing period, entry fee to the Mount Everest National Park and services of porters and high altitude Sherpa climbing guides. However, meals while trekking are not covered in the price. The tour guide [TG] to climber [C] ratio is 1:4. The guide may not be a westerner, as the company’s website is silent on this.

This price analysis has revealed a few interesting facts about Everest named ATPs. Services of Sherpa are more economical than that of a WG. This cost advantage can be leveraged to increase Nepali share in supply of the ATPs, thereby, creating more employment for skilled locals who naturally have an advantage over foreigners in terms of adaptation to high altitude and fitness required for Everest adventures.

Trekking within the Everest region is more affordable provided services of local ATCs are utilized.

Local ATCs focus on relatively easy Everest adventures than on more risky high altitude climbing holidays. So, there is scope to expand in the latter category.

ATCs either deliberately do not disclose all price components of an ATP on the website or are unaware of importance of price details in today’s highly competitive travel market driven by information technology (IT). All price components should be detailed on the website, facilitating easy and quick comparison because modern travelers love to dig Internet to find the cheapest deals.

8.1.10. Nepal-side vs. Tibet-side Everest ATPs

The number of Nepal-side Everest ATPs aggregates 194, more than 87% of the total ATPs. The remaining twenty-seven (27) ATPs approach the Everest region from Tibet. Thus, travelers prefer Nepal-side Everest ATPs. (Figure: 20)

Nepal-side vs. Tibet-side Everest ATPs

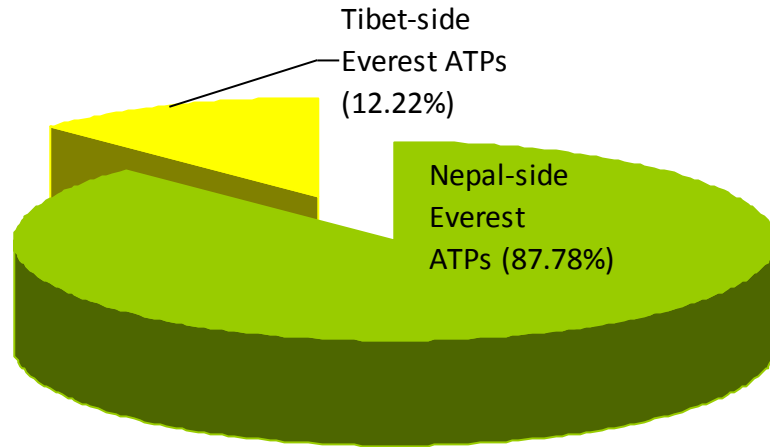


Figure: 20

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8.2. Category-wide Findings

8.2.1. Everest Climbing Expeditions (ECEs)

8.2.1.1. ECEs: Introduction- Definition, Share...

The ECEs category covers ATPs in which the primary and only destination is Mount Everest and the purpose of the package is to scale the peak.

Out of 221 ATPs, fifteen (15) represents the category, accounting for just 6.7%. Eight (8 or 17.78%) out of total 45 companies offer ECEs. Only four country-based companies- Nepal, New Zealand, the United Kingdom and the United States of America, sell ECEs. The US ATCs account for the highest number of ECEs (53.33%), followed by Nepal (26.67%) and the United Kingdom (13.33%). (Figure: 21)

Share of Country-specific ATCs in ECEs

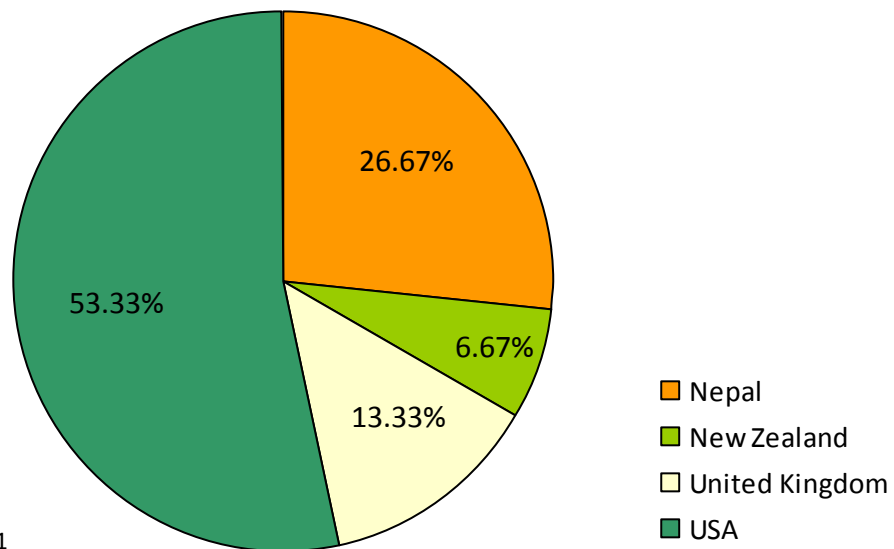


Figure: 21

8.2.1.2. ECEs: Package Name

Although all 15 ATPs aim at Everest summit, names of the ATPs are quite different. Each ATP name describes its some unique features. For instance, “Express Everest Summit Climb” package (International Mountain Guides) emphasizes on speed with word “Express”. Two more packages from the same company- “Classic Everest Climb with Sherpa Guide” and “Classic Everest Climb with Western Guide”- reveal information about guides.

Some ATPs are named after the route selected. For instance, “Everest North Ridge (climbing)” by Jagged Globe will explore the North Ridge route,

whereas its “Everest South Col (climbing)” package will follow the most popular South Col route to reach the summit.

8.2.1.3. ECEs: ATP Duration Analysis

The ECEs’ duration, ranging from 47 to 72 days, is the highest among all five main categories. Except two, all packages start from and end at Kathmandu. Extra time is, therefore, required for return journey between Kathmandu and the home of the traveler, increasing the total duration by at least two days if the traveler lives in Delhi, India.

All ECEs ATPs fall under the last three ATP duration categories:

41 to 50 days

51 to 60 days

>60 days

In fact, these three categories feature ECEs only. No other main category ATPs are as long as ECE packages. Over 53.33% ECEs are more than 60 days long and 40% ECEs’ duration vary from 51 to 60 days. Only about 6.67% ECEs are 41-50 days long. (Figure: 22)

8.2.1.4. ECEs: ATP Price Analysis

The price of two ECE packages of Himalayan Glacier Trekking is not quoted on the website. Similarly, Mountain Monarch did not quote price for its ECE package on the website. “Mt Everest Expedition” of Himalayan Glacier Trekking is the cheapest at USD 563.38 pdpp. “Classic Everest Climb with Western Guide” package from International Mountain Guides is the costliest ECE at USD 1,754.39 pdpp. However, the former package is of 71 days and the latter needs 57 days to complete, fourteen (14) days less. There is substantial difference in the price (-67.88%) vis-à-vis difference in duration (24.56%) of the two. Cost of hiring a western guide may be one of the reasons that can be attributed to steep increase in the price of the latter ATP.

There is a wide variation between the prices of almost same duration packages offered by different companies. For instance, the price of 65-day “Everest North Ridge” package from Jagged Globe amounts to USD 615.38 pdpp, whereas that of 63-day “Mount Everest Expedition” package from Adventure Consultants (New Zealand) aggregates USD1, 031.75 pdpp.

ECE Duration Analysis

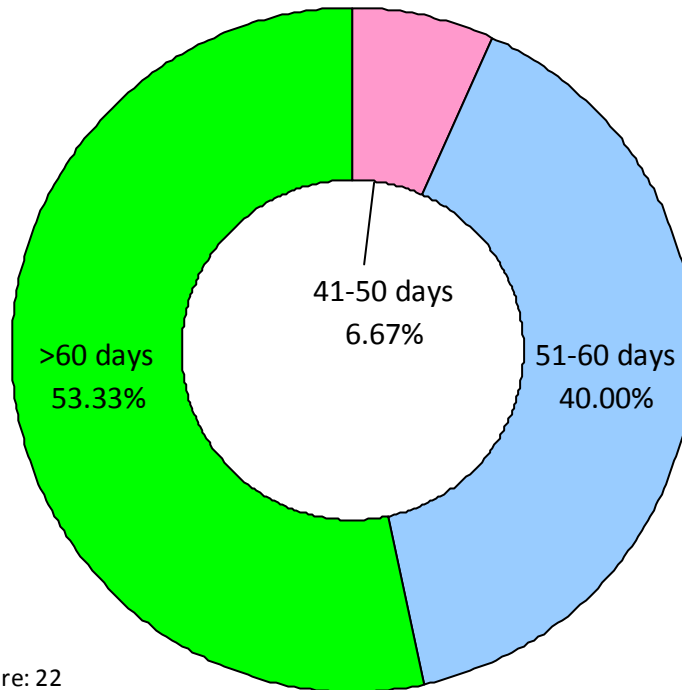


Figure: 22

International Mountain Guides (IMG): cheapest vs. costliest ECE packages

International Mountain Guides sells four ECEs. Its 57-day “Classic Everest Climb with Western Guide” is the costliest ECE and 47-day “Express Everest Summit Climb” is the cheapest. The price of Classic ATP is USD 1,754.38 pdpp and that of Express ATP is USD 787.23 pdpp, about 55% less. However, difference in the duration is about 18% only.

Both packages, starting and ending at Kathmandu, offer single tent at EBC. Single supplement is priced at USD 400.00 for the ATPs. The price of the two ATPs include

- transfers
- 2-night hotel stay,
- group equipment,
- climbing permit fee,
- return ticket from Kathmandu to Lukla,
- admission fee to the Mount Everest National park,
- all meals during climbing and trekking period,
- services of camp staff, liaison officer, porters and yaks,

- access to internet, power supply and foam trekking mattress at EBC, and
- hyperbaric bag, pulse oximeter, emergency medical O2 and high altitude camp equipment and supplies.

The price of “Classic Everest Climb with Western Guide” includes 54-night camping, whereas that of “Express Everest Summit Climb” includes 44-night camping. The Classic package offers fifty-five (55) breakfasts, fifty-four (54) lunches and fifty-five (55) dinners. The Express package serves forty-five (45) breakfasts, forty-four (44) lunches and forty-five (45) dinners. Although guide to traveler ratio is not mentioned in the Express package, one Sherpa will support one traveler. The Classic package ensures services of one western guide for each traveler. Neither of the packages’ prices includes insurance, international airfare, optional tipping, visa fee and expenses towards personal items.

In fine, significant difference between the prices of two IMG ECEs can be ascribed to longer duration and services of the western guides.

8.2.1.5. ECEs: Duration vs. Price

There is no direct relationship between duration and price of ATPs. However, the price varies with services. (Figure: 23)

8.2.1.6. ECEs: ATP Grade Analysis

The websites of the US-based Alpine Ascents International and International Mountain Guides do not provide information about grading of ECEs. Other six companies use different terminology to grade the ECEs. For example, “Mount Everest Expedition” package from Adventure Consultants (New Zealand) is rated as “3”, whereas “Everest Expedition” package from Mountain Monarch (Nepal) is graded as “Strenuous”. However, Himalayan Glacier Trekking (Nepal) and Jagged Globe (United Kingdom) rate the ECE packages as “4E”. Mountain Gurus (USA) rates its all ECE packages as “Advanced”. Mountain Madness ECE package is rated as “5”.

Adventure Consultants (New Zealand) has a 5-level Difficulty Rating scale based on terrain type and required technical skills. The “3” level on the scale implies that travelers should have skills to use crampons, good knowledge of snow camping and rope techniques, and moderate level of rock, snow and ice climbing experience to negotiate steep terrain.

Mountain Monarch (Nepal) has a 5-level Trip Grading scale. Each level has been named: Leisurely Plus, Moderate, Moderate Plus, Strenuous and Strenuous Plus. Thus, “Strenuous” is the fourth level (4th) on the scale. The elements of “Strenuous” level include altitude more than 5,000 meters,

walking from 8 to 9 hours per day and total number of walking / trekking days varies between 15 and 20. Only physically fit travelers can opt for this.

ECE Duration Vs. Minimum Price

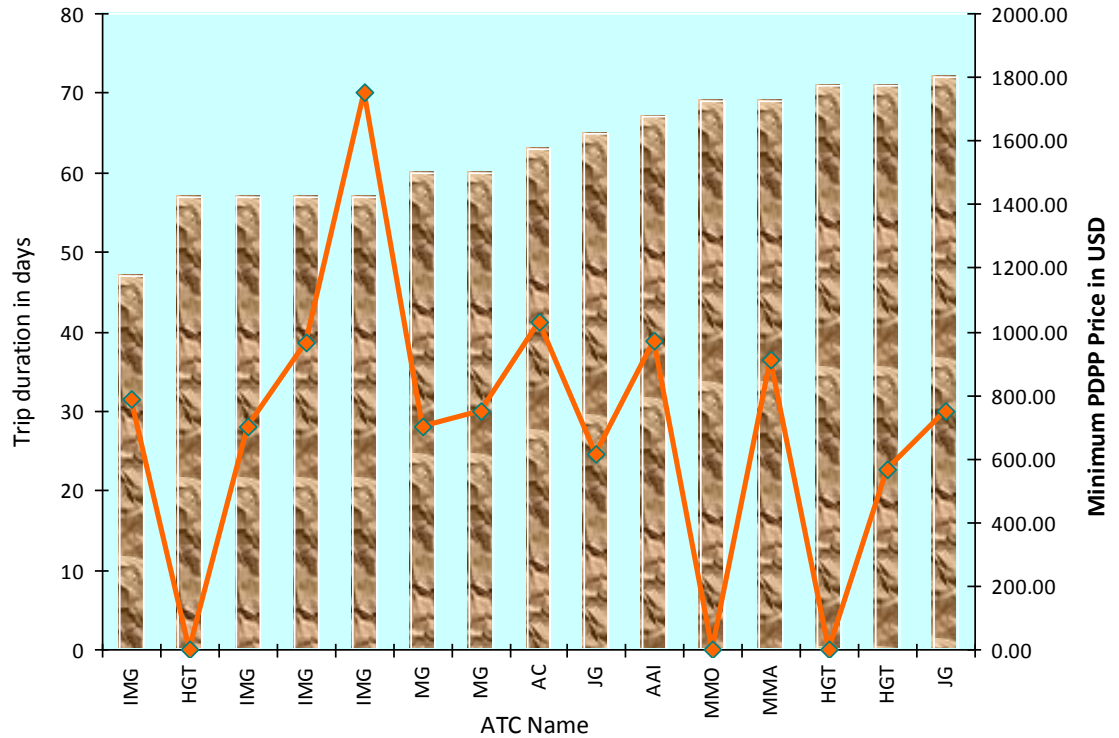


Figure: 23 ATP Duration in days Minimum PDPP Price in US\$

Himalayan Glacier Trekking (Nepal) has two scales: Technical Difficulty and Fitness. Both the scales have five levels. The ECE packages of the company are rated as 4E, which means level four (4) on the first scale and E on the second scale. The level 4 on the Technical Difficulty scale means negotiating vertical slopes, thereby experience of mountaineering at high altitude is necessary. The level E ATPs require high level of physical fitness.

Similarly, Jagged Globe follows two-tiered grading system comprising of two scales: Technical Difficulty and Fitness. Each scale has five levels. The 4 level on the former scale means to negotiate long, steep ice and snow covered slopes, including some very steep ice covered slopes. It requires previous rock climbing and mountaineering experience. The E level requires climbing extreme altitude, involving excessive physical effort. The Jagged ECEs are graded as 4E.

Mountain Gurus (USA) has a 5-level Climbing Grade scale. The levels are named as Beginner, Advanced Beginner, Intermediate, Advanced Intermediate and Advanced. The “Advanced”, the fifth level on the scale, requires excellent fitness, proficiency in mountaineering and climbing, and

experience at high altitude. It involves negotiating steep, exposed terrain at more than 8,000 meters, which is technical. Its ECE packages are rated as “Advanced.”

Mountain Madness (USA) has a 5-level Expedition Rating System. The levels are Beginner, Advanced Beginner, Intermediate, Advanced Intermediate and Advanced. The level “Advanced” implies proven experience of rock and ice climbing on technical terrain above 6,000 meters and advanced mountaineering skills.

8.2.1.7. ECEs: Traveler to Guide Ratio

Traveler to western guide ratio is 4:1 for some ECEs, whereas traveler to Sherpa guide ratio is 1:1 in other cases.

8.2.1.8. ECEs: Conclusions

1. The ECEs are the longest ATPs.
2. Less than 20% ATCs surveyed sell ECEs.
3. Name of each ECE highlights some unique features.
4. ECEs are single-destination (Mount Everest) and two-activity ATPs (trekking and climbing).
5. Price difference in the cheapest and the costliest ECEs of IMG is about 55%, whereas duration difference is just 18%.
6. Classic package boasts 1:1 traveler to western guide ratio, whereas Express package ensures 1:1 traveler to Sherpa ratio.
7. Except Mountain Monarch, all companies require moderate to advanced mountaineering experience at high altitude for ECEs.
8. ECE package grade information is available for six companies.
9. All six companies grade the ECEs on the basis of the 5-level scales. However, Himalayan Glacier Trekking and Jagged Globe follow a 2-tier scale.
10. It is not easy to compare the package difficulty level, because one company rated the ECE package at level “3”, two companies at level “5” and the remaining three at level “4” on their respective 5-level scales.

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8.2.2. Everest Base Camp Trips (EBCTs)

8.2.2.1. EBCTs: Introduction- Definition, Share...

The EBCTs category focuses on ATPs exclusively designed for EBC. These packages do not include any side trips to other destinations. This main category has two subcategories, based on countries covered. The EBCT-Nepal subcategory features EBCTs covering Nepal-side EBC, whereas the primary destination of the EBCT-Tibet subcategory is the EBC located in Tibet.

Out of 39 (86.67%) companies offering EBCTs, 38 companies sell EBCT-Nepal packages and just five (5) companies offer EBCT-Tibet packages. (Figure: 24) Myths and Mountains is the company that sells EBCT-Tibet ATP only.

ATC-wise Share of Nepal- & Tibet-side ATPs in EBCTs

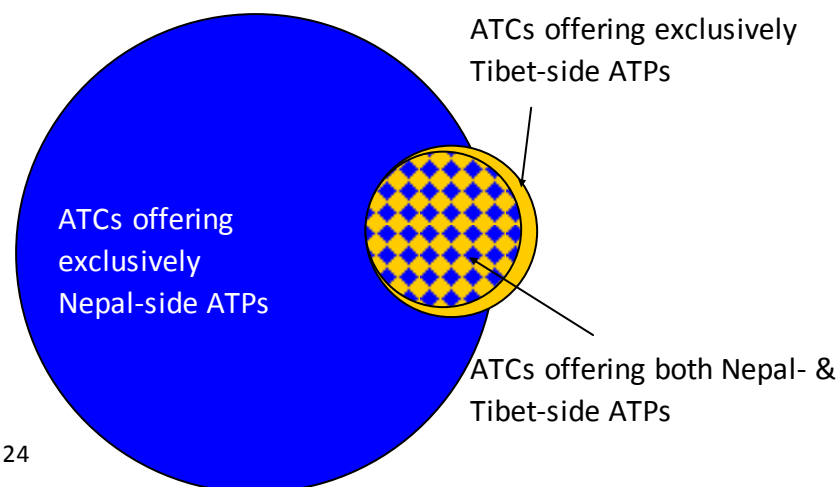


Figure: 24

Twenty-six (26) ATCs offer one EBCT each, five (5) ATCs sell two EBCTs each and five (5) ATCs offer three EBCTs each. (Figure: 25)

International Mountain Guides offers five EBCTs, the highest number of EBCTs offered by surveyed ATCs. KE Adventures and High Asia Tours sell four EBCTs each. (Figure: 26)

Although all eight country-based companies sell sixty-four (64) EBCTs, more than 90% of packages are sold by three country-specific ATCs only. Nepal-based ATCs offer the highest number of EBCTs (22), followed by the US (20) and UK ATCs (16). The Canadian, Dutch, Irish and New Zealand ATCs offer one EBCT each. The Australian ATCs sell two EBCTs. (Figure: 27)

No. of EBCTs offered by ATCs

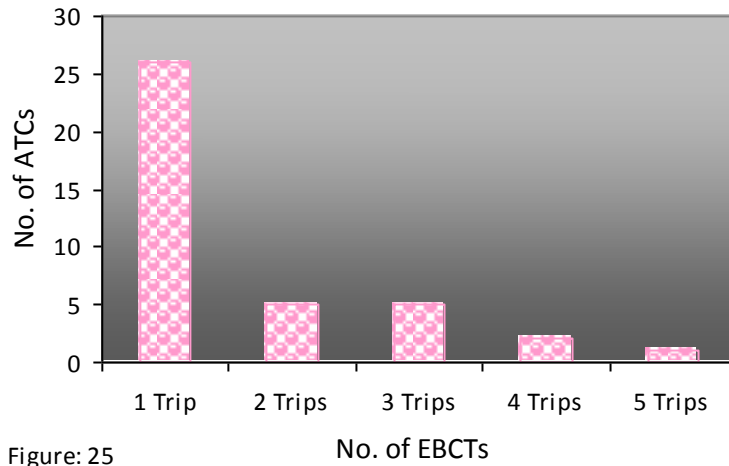


Figure: 25

Top 3 ATCs Based on No. of EBCTs Offered

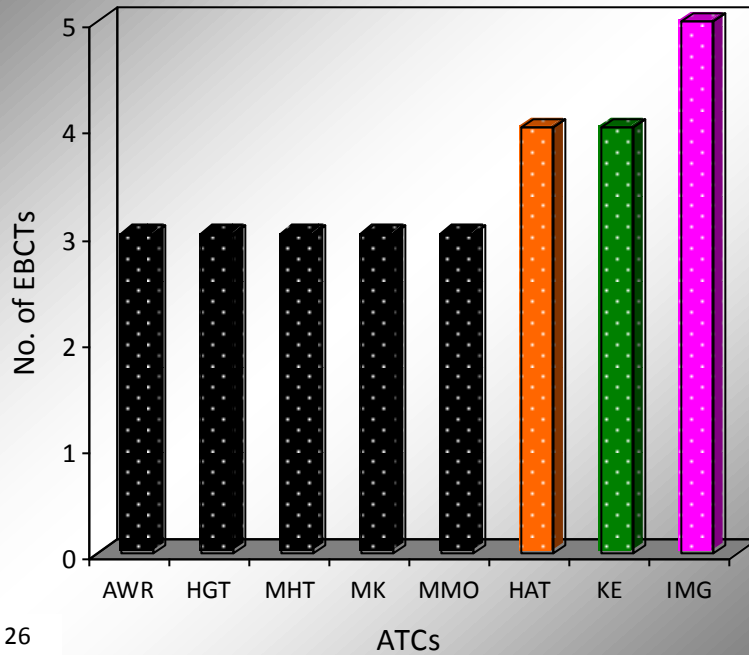


Figure: 26

Country-wise Share of ATCs in EBCTs

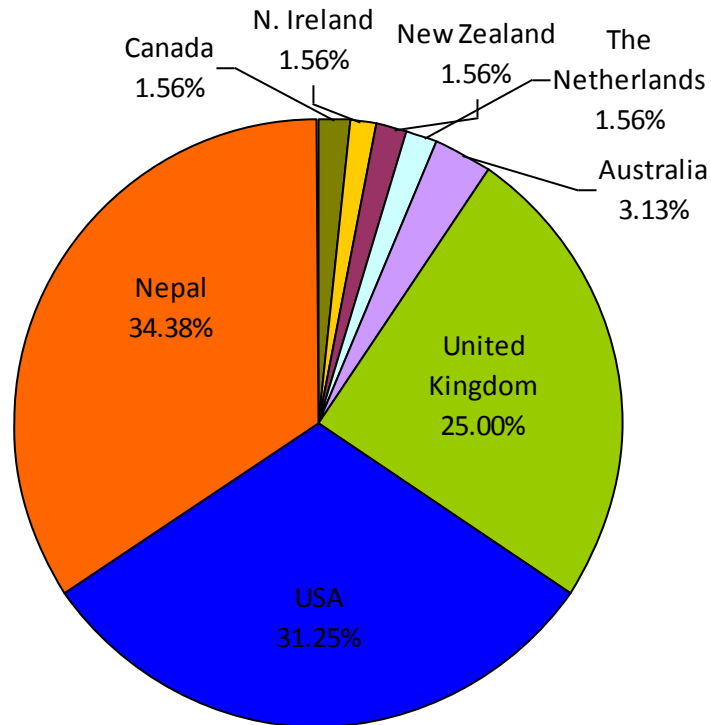


Figure: 27

8.2.2.2. EBCTs: Package Name

All 64 ATP names contain phrase “Everest Base Camp” or its abbreviation EBC, the main attraction of the package. Several ATP names also feature word “trek” or “trekking”, while others use word “jeep”. Thus, type of activity or mode of traveling is specified in the name. Some ATP names also contain name of starting point of trek and / or country name, such as Jiri, Nepal and Tibet.

8.2.2.3. EBCTs: ATP Duration Analysis

More than 80% EBCTs are 11 to 20 days long. About 12% EBCTs require 21-30 days to complete. Length of slightly less than 5% EBCTs is ten days. (Figure: 28)

The shortest EBCT is of 10 days, whereas the longest EBCT is of 28 days. High Asia Tours and Nepal Trail Blazer offer three 10-day-long EBCTs. “Pioneers’ Trail to EBC” by Mountain Kingdoms is the longest EBCT (28 days). Average duration of EBCT is 17.67 days. (Figure: 29)

EBCT Duration Analysis

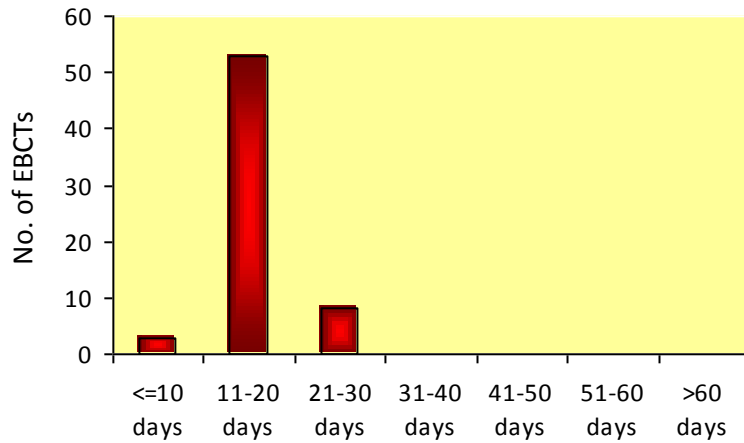


Figure: 28

Duration based EBCT categories

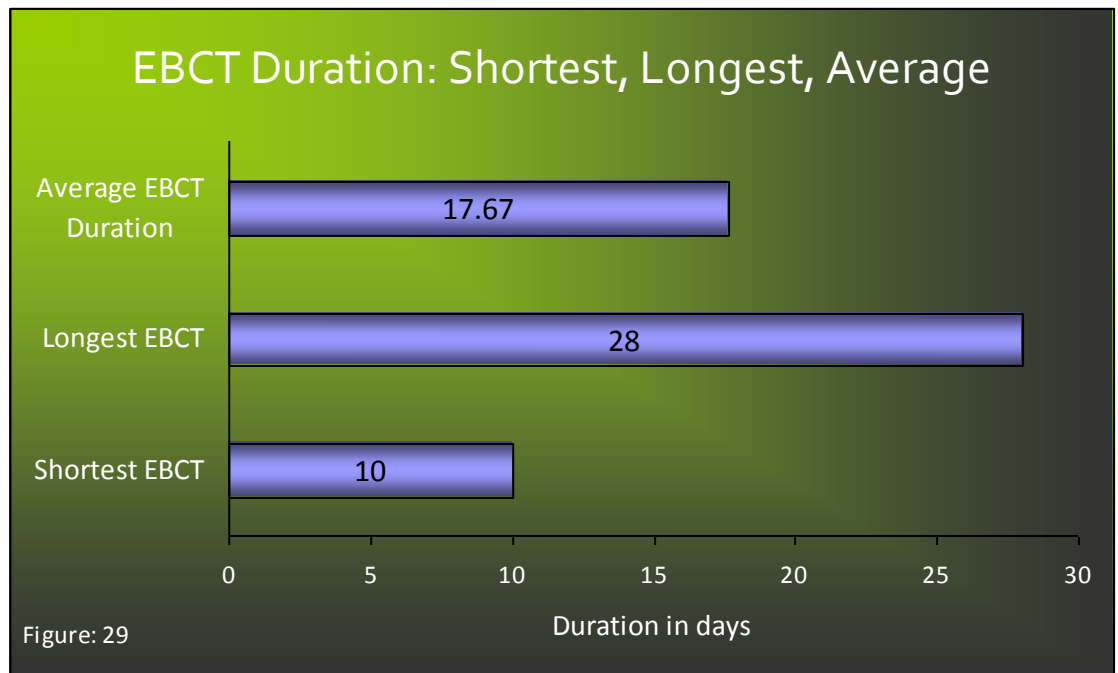


Figure: 29

8.2.2.4. EBCTs: ATP Price Analysis

The pdpp price of twenty-one (21) EBCTs is less than USD 100.00. The price of thirty (30) EBCTs ranges between USD 100.00 and < 200.00 pdpp. The price of nine (9) EBCTs amounts to USD 200-<300 pdpp. However, the price of the remaining three (3) EBCTs offered by Mountain Hawk (1) and

Mountain Monarch (2) is not mentioned on the companies' websites. (Figure: 30)

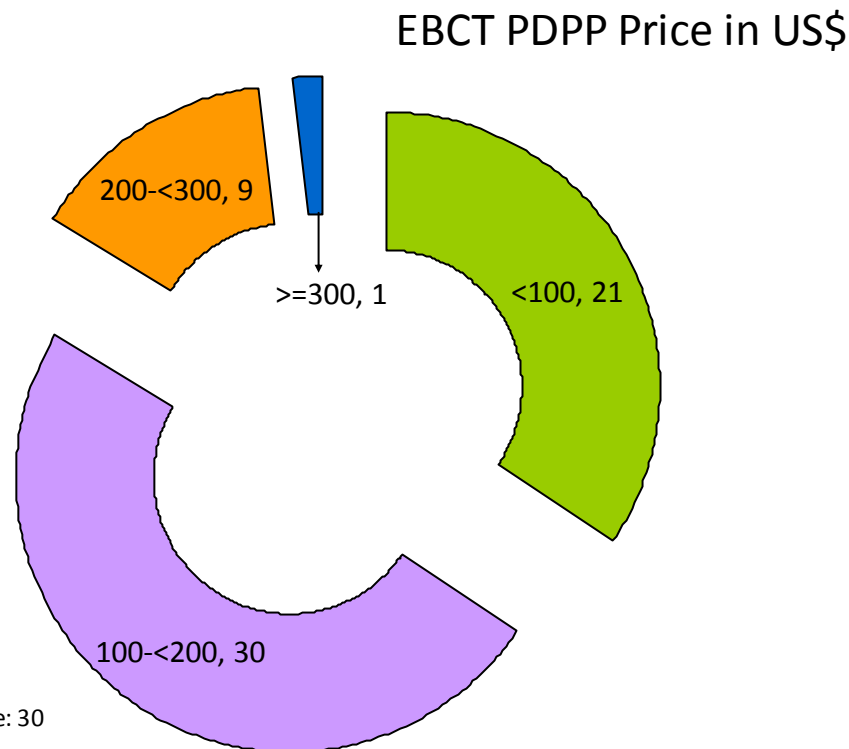


Figure: 30

The cheapest EBCT is 14-day “EBC Trek” (Global Crossroads, USA) priced at USD 49.93 pdpp. The costliest EBCT is 19-day “Ascent to EBC” (Abercrombie & Kent, UK) priced at USD 310.00 pdpp.

“EBC Trek” (Global Crossroads) is five days shorter than “Ascent to EBC” (Abercrombie & Kent). The “EBC Trek” price includes 13-day stay in guesthouses / teahouses, whereas that of “Ascent to EBC” includes 11-day lodge accommodation, 3-day stay in resorts and 4-day stay in hotels for which rating is not mentioned. “Ascent to EBC”, therefore, offers five more days’ accommodation. “Ascent to EBC” serves eighteen (18) breakfasts, seventeen (17) lunches, eighteen (18) dinners and boiled water, whereas “EBC Trek” price does not include meals.

Both the EBCTs start and end at Kathmandu. The price of the two includes transfers, accommodation on sharing basis, admission fee to the Mount Everest National Park and Kathmandu-Lukla-Kathmandu airfare. Although these EBCTs’ price includes services of guides, but local guides accompany travelers who purchase “EBC Trek” (Global Crossroads) and professional guides (6-time Everest) escort the travelers who buy “Ascent to EBC” (Abercrombie & Kent).

The minimum pdpp price for EBCT-Nepal is USD 49.93 (Global Crossroads) while the lowest pdpp price for EBCT-Tibet is USD 102.63 (High Asia Tours). The minimum price of EBCT-Tibet is 105.55% more than that of EBCT-Nepal.

The price of EBCT-Nepal ranges from USD 49.93 to 310.00 pdpp. The number of ATPs priced <USD 100 is twenty-one (21), that of ATPs costing >=USD 100-150 aggregates seventeen (17), that of ATPs costing >USD 150-<200 is nine (9) and that of ATPs priced at >=USD 200 is eight (8). Only one ATP falls in >=USD 300 category.

The pdpp price of EBCT-Tibet ATPs is more than USD 100.00. There are four ATPs with price ranging from >USD 100.00 to <150.00 pdpp. The costliest EBCT-ATP is “Chengdu to EBC” (Myths and Mountains) with the price tag of USD 266.39 pdpp. (Figure: 31)

Cheapest & Costliest EBCTs: Nepal vs. Tibet

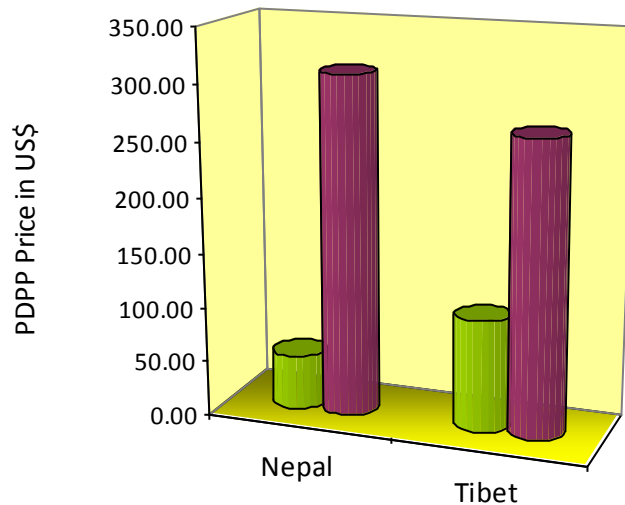


Figure: 31

8.2.2.5. EBCTs: Duration vs. Price

There is no definite link between ATP duration and price. For instance, “EBC Trek” (Adventure Alternative – North Ireland),”EBC Trek” (Jagged Globe – UK) and “Classic Nepal EBC Trek with Classic Team” (IMG – US) are twenty (20) days long each. However, the corresponding pdpp price amounts to US 97.34, USD 170.65 and USD 200.00.

“EBC Trek” (Adventure Alternative) and “Classic Nepal EBC Trek with Classic Team” (IMG) ATP start and end at Kathmandu. The price of both ATPs includes 19-day accommodation in lodges / hotels and services of camp staff.

”EBC Trek” (Jagged Globe) package starts and ends at the United Kingdom. The price of the ATP consists of both internal and international airfare (economy class) and 18-day accommodation, including 3-day in top-end hotels and 15-day in lodges.

The price of all the three ATPs includes three meals for entire climbing and trekking period. “EBC Trek” (Adventure Alternative) serves fourteen (14) breakfasts, fifteen (15) lunches and fifteen (15) dinners, whereas ”EBC Trek” (Jagged Globe) offers fifteen (15) breakfasts, fifteen (15) lunches and fifteen (15) dinners. “Classic Nepal EBC Trek with Classic Team” (IMG) includes eighteen (18) breakfasts, seventeen (17) lunches and eighteen (18) dinners.

The price of all the three ATPs includes transfers, Kathmandu – Lukla – Kathmandu airfare, services of porters and a chief guide / leader / Sherpa. None of these ATP prices covers personal items, insurance, optional tipping / gratuities and visa fee.

“Classic Nepal EBC Trek with Classic Team” (IMG) also includes services of yaks, hyperbaric bag, pulse oximeter, emergency medical oxygen and additional facilities at the EBC, such as internet, satellite radio, power supply and foam mattresses.

8.2.2.6. EBCTs: ATP Grade Analysis

Grade of seventeen (17) ATPs is not mentioned on the suppliers’ websites. The remaining forty-seven (47) ATPs are rated differently. For instance, ten (10) ATPs are graded as “Moderate”, whereas eleven (11) as “Strenuous”. Some ATPs are rated as “Moderate Plus”, “Moderate to Adventurous”, “Moderate to Fairly Challenging” and “Moderate to Strenuous”. Other ATPs are graded as “1”, “4”, “5”, “8”, “Challenging”, “Demanding”, “Difficult”, “Extreme”, “Hard”, “T1”, “Tough” or “Ultimate Challenge”. In total, eighteen (18) different digits / words are used to grade sixty-four (64) EBCTs. (Figure: 32) (Part II of the report will focus on grading of ATPs in detail.)

8.2.2.7. EBCTs: Subcategory Analysis

EBCT-Nepal

The US ATCs account for the highest number of EBCTs-Nepal (19). Nepal-based and the UK ATCs offer sixteen (16) packages each, the second highest number of EBCTs-Nepal. The share of other country-based ATCs is marginal. (Figure: 33)

EBCTs-Tibet

Five (5) ATCs sell seven EBCTs-Tibet: Green Lotus Trekking, High Asia Tours, Mountain Monarch, Myths and Mountains and Nepal Trailblazer. Except Myths & Mountains, all companies are based in Nepal. (Figure: 34)

The pdpp price of EBCTs-Tibet does not change in proportion to the rise in duration of the package. For instance, 19-day Overland Adventures to EBC Tibet by High Asia Tours is priced at USD 102.63 pdpp, whereas 18-day Chengdu to EBC by Myths and Mountain is priced at USD 266.39 pdpp. (Figure: 35)

EBCT Grade Analysis

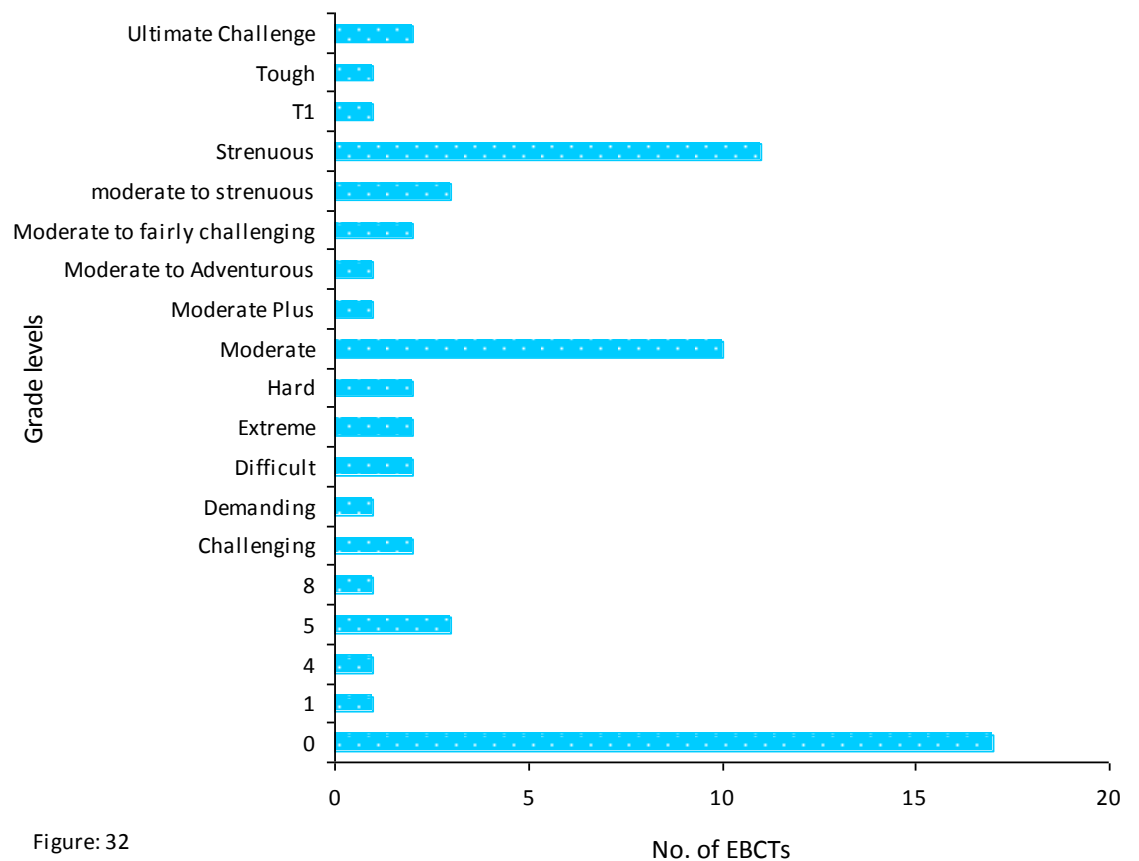


Figure: 32

Share of Country-specific ATCs in EBCTs-Nepal

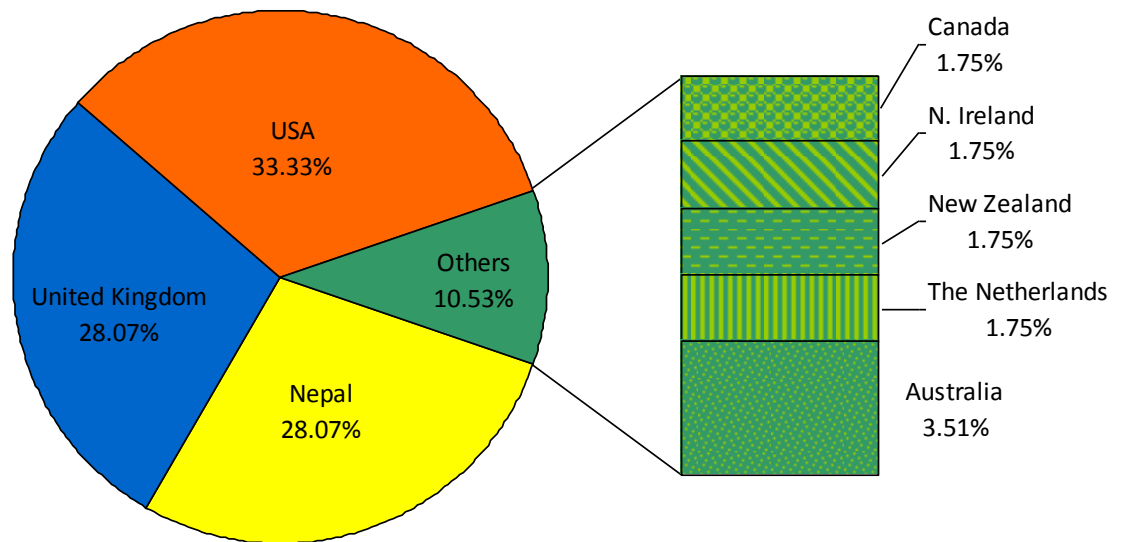


Figure: 33

No. of EBCTs-Tibet

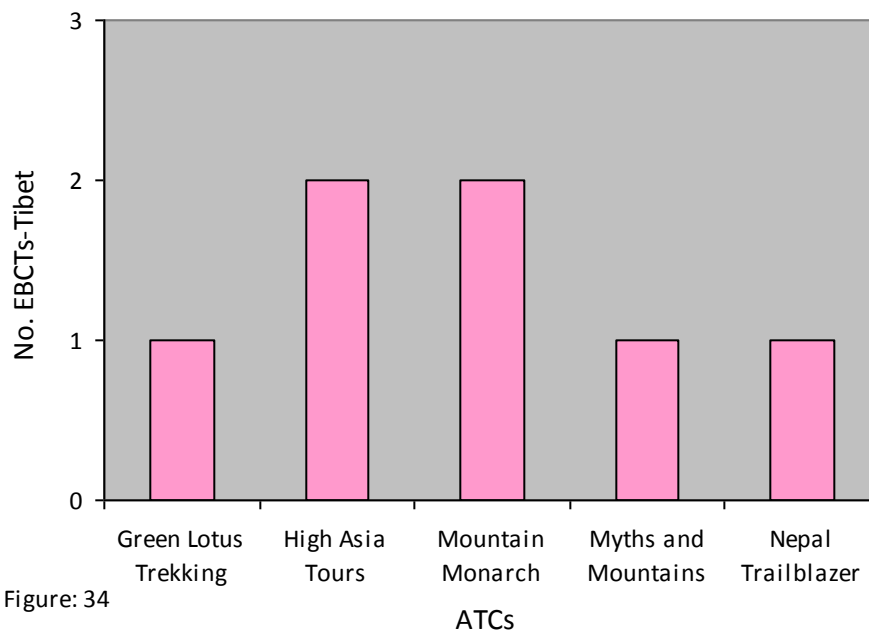


Figure: 34

EBCTs-Tibet: Duration vs. PDPP Price

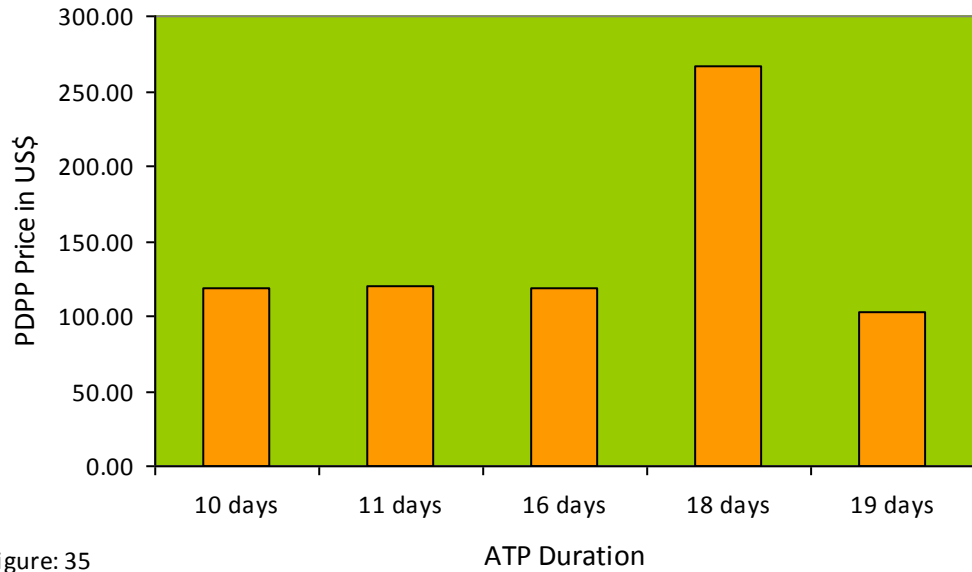


Figure: 35

EBCTs: Nepal vs. Tibet

Out of sixty-four (64) EBCTs, 89.06% (57) packages focus on the Nepal side region and the remaining 10.94% (7) packages cover Tibet side region (Figure: 36). Nepal EBCTs are, thus, more popular and the route is well served by ATCs. However, this concentration may have direct impact on cultural, social and physical environment of the Nepali Everest region.

Share of Nepal- & Tibet-side EBCTs

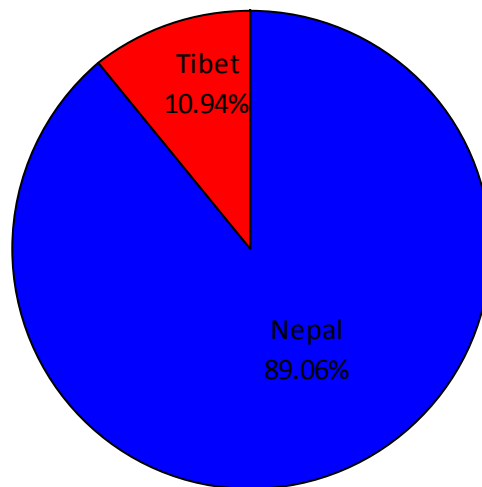
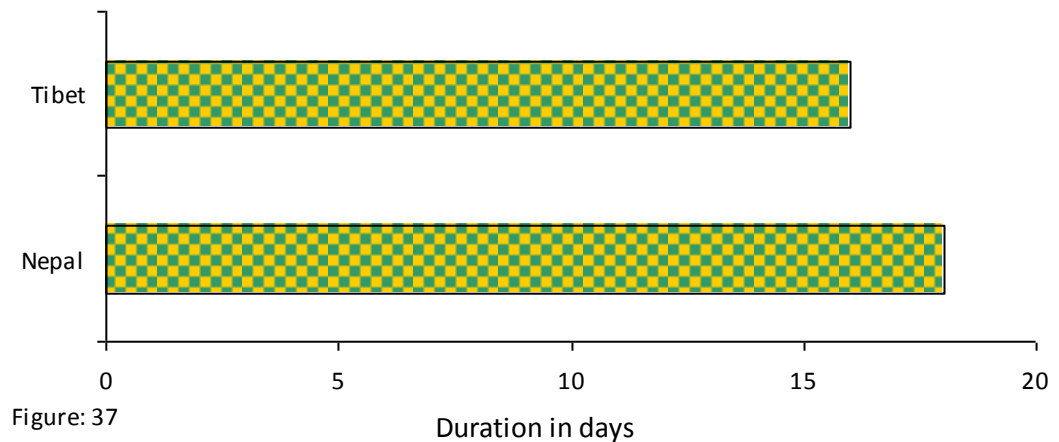


Figure: 36

Minimum ATP duration for both country packages is ten days, whereas maximum duration is 28 days for EBCT-Nepal and 21 days for EBCT-Tibet. Since the duration data is symmetrical, there is not much difference between average and median duration for the two country packages. Median duration for EBCT-Nepal is 18 days, two days more than that for EBCT-Tibet. The corresponding average trip durations are 17.95 days and 15.43 days. (Figure: 37)

EBCTs' Median Duration: Nepal Vs. Tibet



8.2.2.8. EBCTs: Traveler to Guide Ratio

This information is not available.

8.2.2.9. EBCTs: Conclusions

1. EBCTs are single-destination ATPs.
2. The EBCT-Tibet is costlier than EBCT-Nepal.
3. Myths and Mountains sells only one EBCTs-Tibet package.
4. EBCT-Nepal is the most popular ATP in the EBCTs category.
5. Nepal-, US- and UK-based ATCs are the leading suppliers of EBCTs.
6. The highest pdpp price of an EBCT-Nepal is USD 310.00.
7. 97.44% companies offer EBCTs-Nepal, while 12.82% of ATCs sell EBCTs-Tibet.

8. On an average, EBCTs-Nepal packages are of longer duration than EBCTs-Tibet packages.
9. Supply of EBCTs-Nepal is much more than that of EBCTs-Tibet. Thus, it may be concluded that demand for EBCTs-Nepal is high.
10. The lowest pdpp price for the EBCTs-Nepal is less than USD 50.00, but the lowest pdpp for the EBCTs-Tibet is more than USD 100.00.
11. Four companies offer both packages EBCT-Nepal and EBCT-Tibet: Green Lotus Trekking, High Asia Tour, Mountain Monarch and Nepal Trailblazer.
12. “Everest Base Camp” or “EBC” is the common phrase / abbreviation used in the EBCT ATP names. A standardized naming convention is in practice.
13. The other interesting features of EBCT ATP names include mode of transport / type of activity and destinations’ names.
14. Slightly more than 32% EBCTs are graded as “Moderate” or “Strenuous”. The EBCTs are graded in 18 different categories.
15. Services of expensive professional guides, including Everest summiteers, increase total price of the ATP.
16. Trekking is the principal adventure activity of the EBCTs, barring a few of EBCTs-Tibet that involve very less or no trekking.

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8.2.3. Everest Base Camp + Other Destinations (EBC + ODs)

8.2.3.1. EBC + ODs: Introduction- Definition, Share...

The EBC + ODs category consists of ATPs covering EBC as primary destination and other nearby attractions as secondary destinations located within Nepal and Tibet. Secondary destinations can be accessed within a day or two from the EBC. All EBC + ODs are thus multi-destination ATPs.

The category is divided into two subcategories: EBC + ODs within Nepal and EBC + ODs within Tibet. Out of forty-five (45) ATCs surveyed, twenty (20) ATCs (44.44%) sell “EBC + ODs.” These ATCs are based in five (5) different countries. (Figure: 38)

No. of EBC + ODs ATPs Offered by Country-specific ATCs

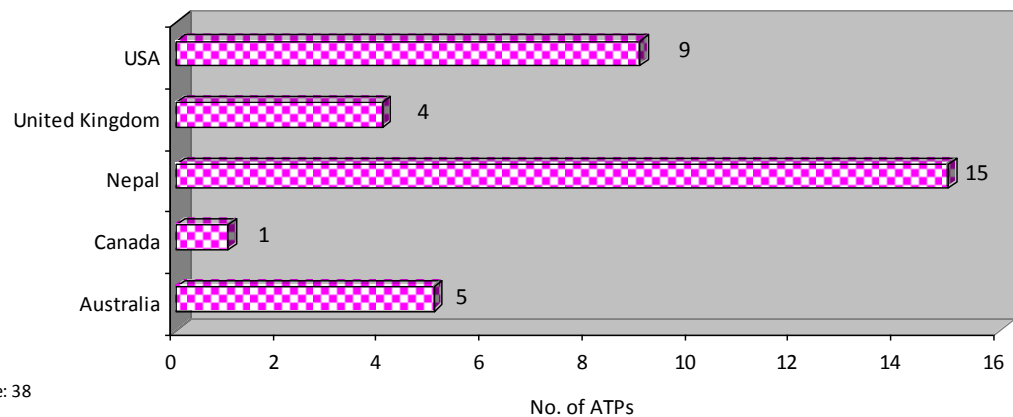


Figure: 38

8.2.3.2. EBC + ODs: Package Name

All “EBC + ODs” package names contain at least name of the primary destination and one main secondary destination. Some ATPs’ names feature more than one secondary destination name. For instance, “Gokyo-Chola Pass-EBC” (Nepal Trailblazer).

8.2.3.3. EBC + ODs: ATP Duration Analysis

Duration of 52.94% EBC + ODs ATPs varies from 11-20 days. About 35.29% ATPs are 21-30 days long. 11.76% ATPs are less than or equal to ten (10) days long (Figure: 39). The 8-day “Kathmandu to Lhasa Tour via EBC” (Himalayan Glacier Trekking) is the shortest ATP, whereas 24-day “Lhasa, EBC & Mount Kailash” (High Asia Tours) is the longest ATP. In fact, there are five 24-day-long ATPs. Average duration is 18.85 days.

Share of EBC + ODs ATPs in Duration Categories

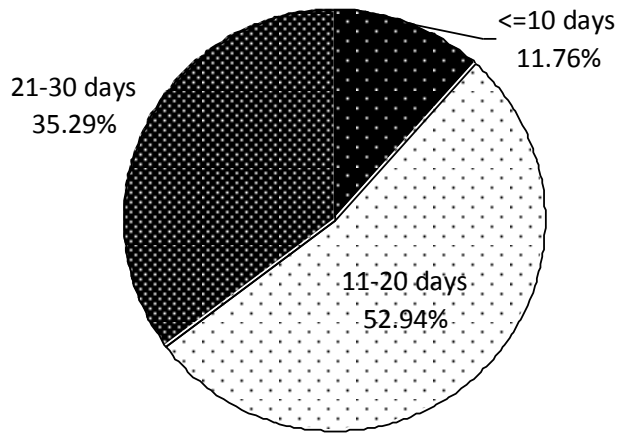


Figure: 39

8.2.3.4. EBC + ODs: ATP Price Analysis

The price of twelve (12) ATPs is less than USD 100.00 pdpp. The price of fifteen (15) ATPs ranges from USD 100.00 to USD <150.00 pdpp. Three (3) ATPs are priced between USD 150.00 and USD <200.00 pdpp. The price of one (1) ATP falls in USD 200-<250 category. The price of the two (2) ATPs is not mentioned on the website. Since duration of one ATP is not known, pdpp price could not be calculated for that package. (Figure: 40)

EBC + ODs: Price Range

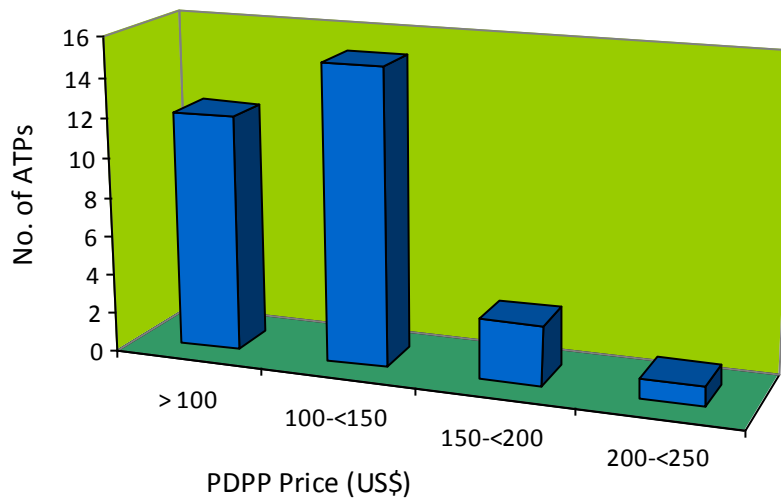


Figure: 40

Average pdpp price of “EBC + ODs” amounts to USD 111.10. The 24-day “EBC Nepal Trek & Lobuche Peak Summit” ATP (International Mountain Guides, US) is the costliest (USD 214.58 pdpp), whereas 17-day “Kalapathar –EBC” (High Asia Tours, Nepal) is the cheapest (USD 63.53 pdpp) package in the category.

The price of “EBC Nepal Trek & Lobuche Peak Summit” includes 23-day accommodation, whereas that of “Kalapathar –EBC” includes 16-day accommodation. The former ATP serves twenty-two (22) breakfasts, twenty-one (21) lunches and twenty-three (23) dinners, while the latter offers seventeen (17) breakfasts, sixteen (16) lunches and sixteen (16) dinners.

Admission fee to the Mount Everest National Park, Kathmandu-Lukla-Kathmandu airfare, porters’ services and TIMS card fee are included in both the ATPs’ prices. However, neither of the packages includes insurance and visa fee.

The price of “EBC Nepal Trek & Lobuche Peak Summit” also covers climbing permit fee, services of camp staff and yaks, and group equipment at the EBC, such as foam trekking mattresses, internet, power supply and radio / satellite telephone.

8.2.3.5. EBC + ODs: Duration vs. Price

The ATP price does not always change proportionately with a change in duration. For instance, 17-day ATP is priced at USD 63.53 pdpp, whereas 13-day ATP is priced at USD 191.92 pdpp.

8.2.3.6. EBC + ODs: ATP Grade Analysis

Grade information is available for twenty-seven (27) out of total thirty-four (34) ATPs. All ATPs are rated in thirteen (13) different levels on different grade scales. Eight (8) ATPs are graded as “Strenuous” and four (4) ATPs as “5”. All “Strenuous” ATPs fall under the “EBC + ODs within Nepal” subcategory. The “EBC + ODs within Tibet” ATPs are graded as “Moderate”, “Hard” or “3”.

8.2.3.7. EBC + ODs: Subcategory Analysis

Out of thirty-four (34) EBC + ODs ATPs, “EBC + ODs within Nepal” accounts for 79.41% ATPs and “EBC + ODs within Tibet” for 20.59%. (Figure: 41) Although only six (6) ATCs sell “EBC + ODs within Tibet” ATPs, all twenty (20) ATCs, providing EBC + ODs ATPs, offer “EBC + ODs within Nepal” ATPs. Out of twenty (20) ATCs, fourteen (14) offers one ATP each and the remaining eight (8) companies offer two (2) ATPs each. (Figure: 42)

Share of Nepal and Tibet ATPs in EBC + ODs

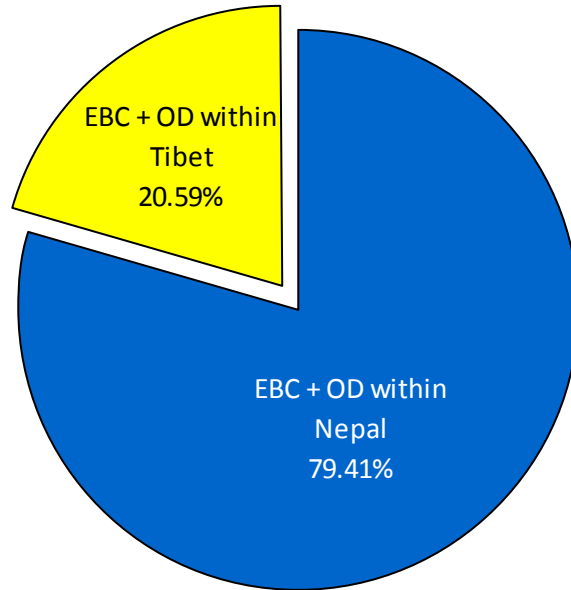


Figure: 41

Country-wide representation of ATPs in Subcategories of EBC + ODs

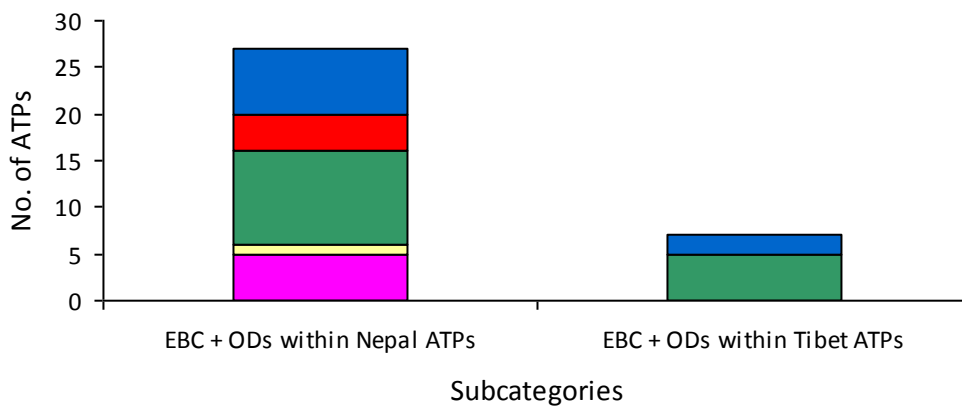


Figure: 42

■ Australia
 ■ Canada
 ■ Nepal
 ■ United Kingdom
 ■ USA

Based on secondary destinations, the EBC + ODs within Nepal subcategory are divided into five sub-subcategories:

- “EBC with Gokyo” ATPs include trekking to the EBC and within Gokyo area.
- “EBC with Island Peak”, a multi-activity ATP, consists of trekking to the EBC and climbing Island Peak (6,183 meters).
- “EBC with Kala Pathar”, a multi-activity package, includes climbing Kala Pathar (5,545 meters) and trekking up to the EBC.
- “EBC with Lobuche Peak”, a multi-activity ATP, clubs trekking to the EBC with climbing Lobuche Peak (6,119 meters).
- EBC + Mix sub-subcategory comprises two ATPs that do not fit in any of the above sub-subcategories.

The “EBC with Gokyo” sub-subcategory accounts for 44.44% of the “EBC + OD within Nepal” ATPs, followed by “EBC with Island Peak” (22.22%) and “EBC with Kala Pathar” (22.22%). (Figure: 43) About 55 % (11) companies offer “EBC with Gokyo” ATPs and 30% (6) companies sell “EBC with Island Peak” ATPs. None of twenty (20) companies represents all five (5) sub-subcategories (Figure: 44). However, Nepali and the US companies represent four sub-subcategories. The Nepali companies offer ten (10) ATPs, whereas the US ATCs sell seven (7) ATPs. The Australian companies offer five packages in three sub-subcategories. The UK ATCs sell four “EBC with Gokyo” ATPs. (Figure: 45)

Share of Sub-Subcategories in EBC + ODs-Nepal ATPs

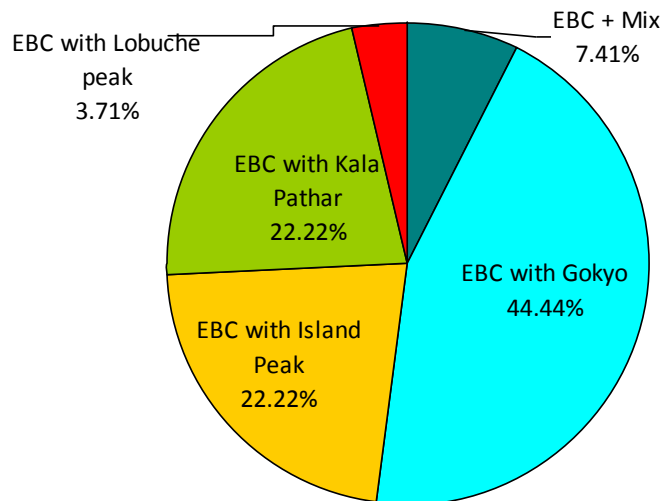


Figure: 43

No. of ATCs Offering ATPs in Sub-subcategories of EBC + ODs within Nepal

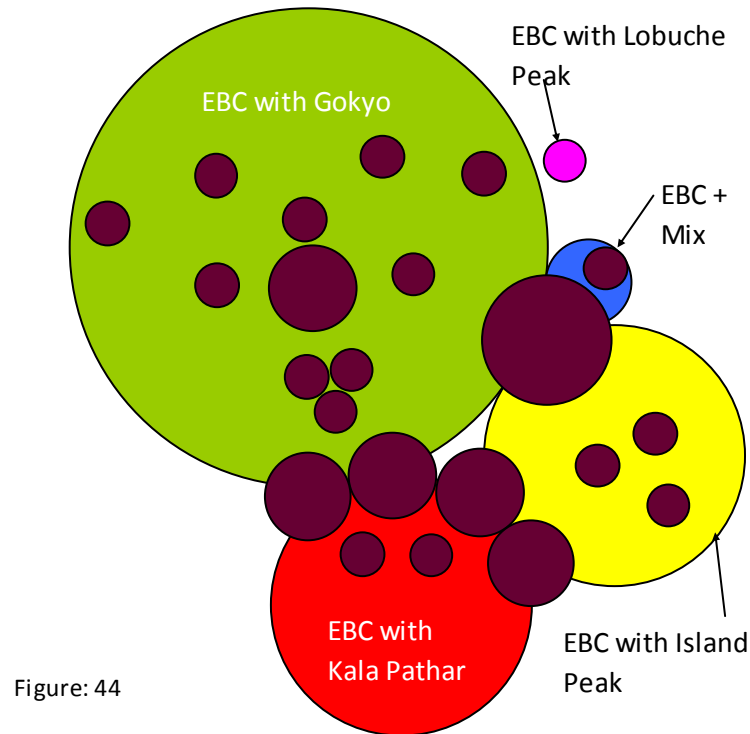


Figure: 44

Duration of “EBC + ODs within Nepal” ranges from 14 to 24 days. Average length of the ATP is slightly more than twenty days (20.19) (Figure: 46). The pdpp price starts from USD 63.53. International Mountain Guides (US) offers “EBC Nepal Trek & Lobuche Peak Summit Climb”, the costliest ATP (USD 214.58 pdpp). (Figure: 47)

The “EBC + ODs within Tibet” covers the EBC from Tibet side and nearby destinations within the country. Six (6) ATCs offer “EBC + ODs within Tibet”. Duration of the ATPs varies from 8 to 24 days. Average duration is 12.83 days. Six (6) companies, two US and four Nepali, represent the category. The pdpp price for five ATPs ranges from USD 107-192. For the remaining two, either duration or price information is unavailable. (Figure: 48 and Figure: 49) However, average pdpp price of the EBC + ODs within Nepal is lower (USD 107.31) than that of the EBC+ ODs within Tibet (USD 130.80).

EBC-ODs within Nepal's Sub-subcategory-wise ATPs Offered by Country-specific ATCs

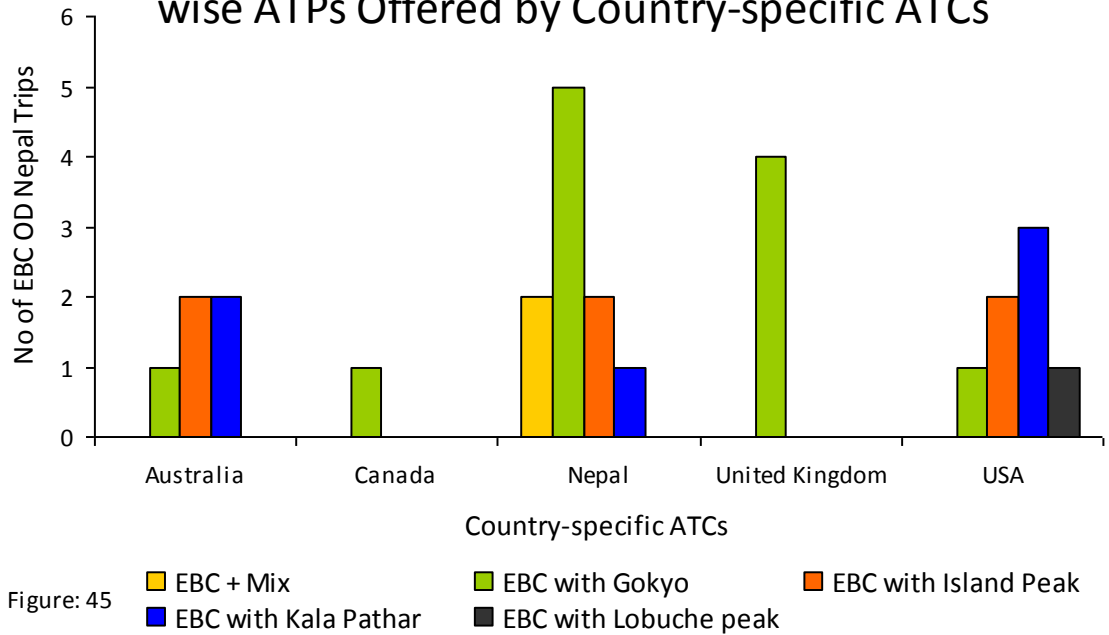


Figure: 45

EBC + ODs-Nepal: Maxi. Mini., Avg. Duration

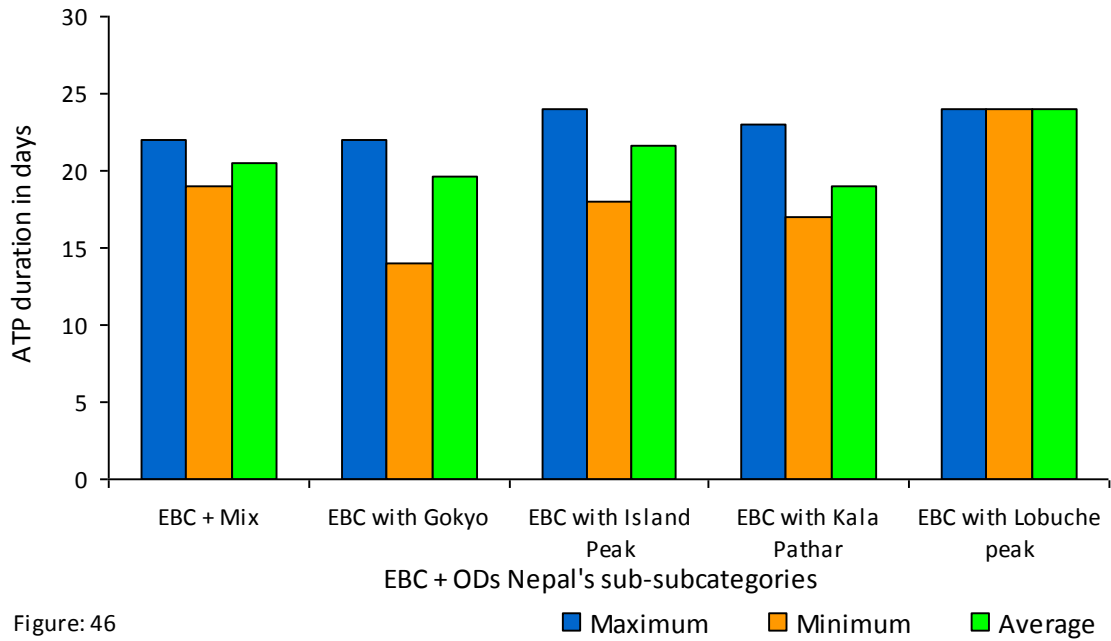


Figure: 46

EBC + ODs within Nepal's Sub-subcategories' PDPP Price

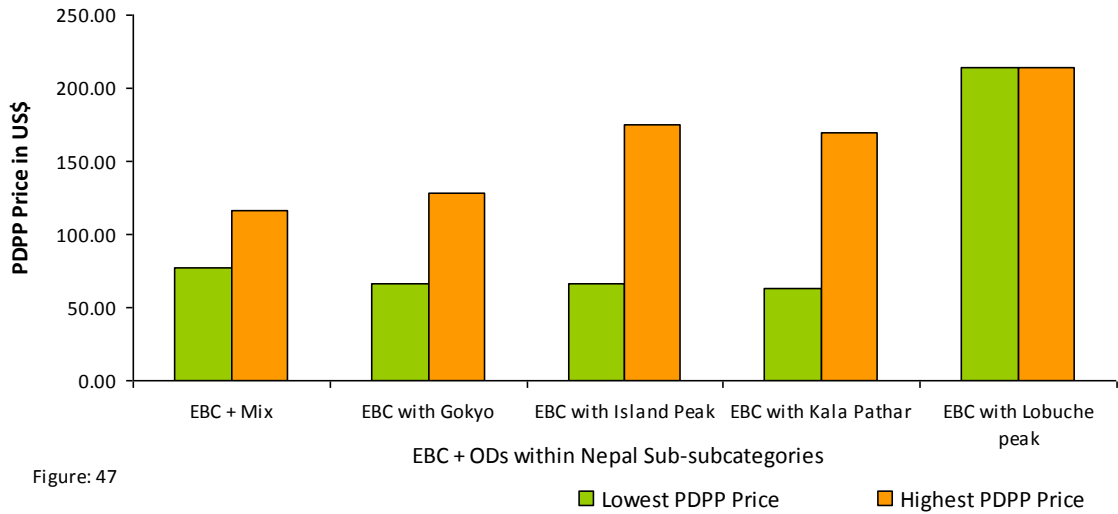


Figure: 47

EBC + ODs ATPs' PDPP Price: Nepal vs. Tibet

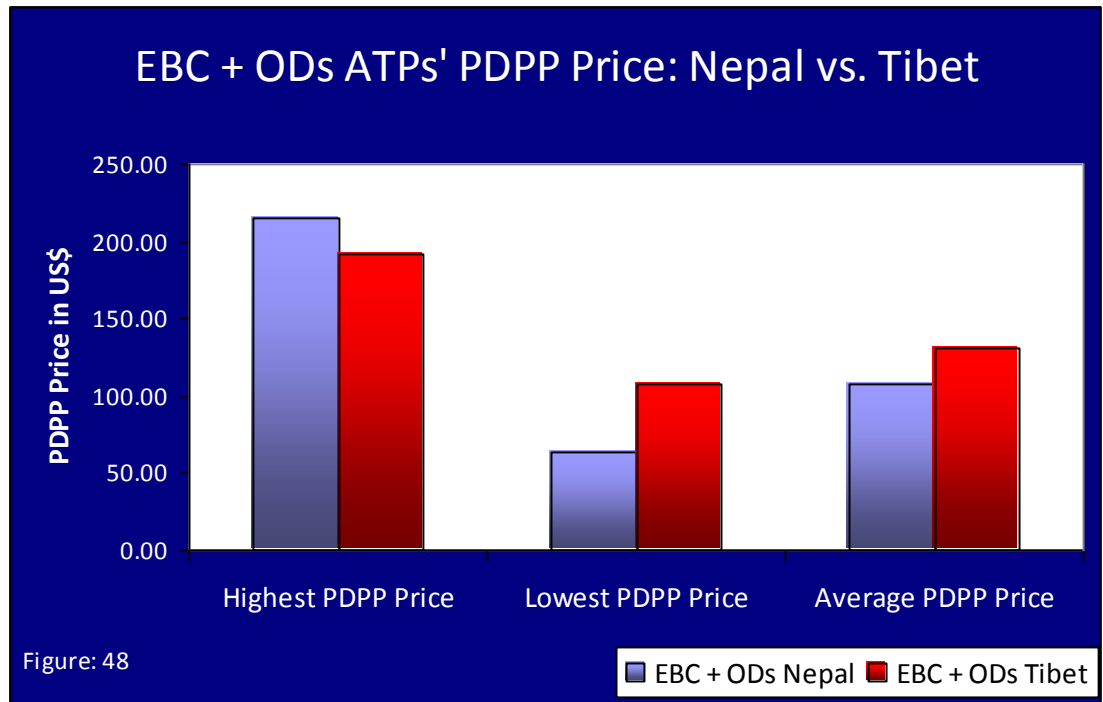
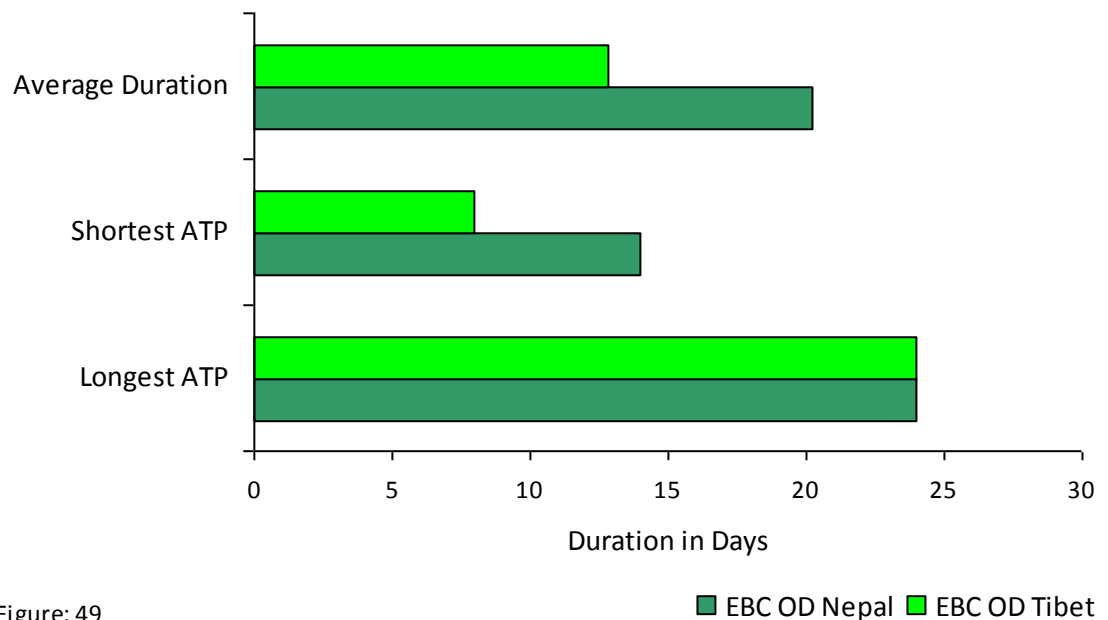


Figure: 48

EBC + ODs ATPs' Duration: Nepal vs. Tibet



8.2.3.8. EBC+ODs: Traveler to Guide Ratio

This information is not available.

8.2.3.9. EBC+ODs: Conclusions

1. All EBC + ODs are multi-destination ATPs.
2. EBC + ODs ATPs duration ranges from 8 to 24 days.
3. More than half of “EBC + ODs” ATPs are 11-20 days long.
4. Both single- and multi-activity “EBC + ODs” ATPs are available.
5. Gokyo Region, Island Peak and Kala Pathar are three popular secondary destinations in the Nepali Everest region.
6. The “EBC + ODs within Nepal” packages are of longer duration on an average (20.2 days) than “EBC+ODs within Tibet” packages (12.83 days).
7. Trekking is the most popular activity for “EBC + ODs within Nepal”, whereas driving is the major activity for “EBC + ODs within Tibet” packages. However, travelers themselves need not drive.

8. The “EBC + ODs within Nepal” packages are cheaper on an average (USD 107.05 pdpp) than “EBC + ODs within Tibet” packages (USD 130.80 pdpp).
9. The main activity in “EBC + ODs within Tibet” is sightseeing. In some ATPs, a short hike to the EBC and / or a secondary destination is also included in the itinerary. Travelers are generally taken to all the attractions in a private vehicle.
10. Since supply of “EBC + ODs within Nepal” is more than that of “EBC + ODs within Tibet”, it can be concluded that the Nepal-based ATPs are the most popular. Thus, a competitive strategy is required to market these ATPs, so as travelers can compare the available ATPs and choose the best. Higher the available options, higher the competition.

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8.2.4. Everest with Other Destinations (EODs)

8.2.4.1. EODs: Introduction- Definition, Share...

The EODs category features ATPs containing word “Everest” in their names and ensuring a glimpse of the lofty mountain. This multi-destination ATP category may / may not cover EBC. Since this category has more than 100 ATPs covering various destinations located within the Everest region, it is divided into fourteen (14) sub-categories.

Based in five countries, twenty-eight (28) ATCs out of total 45-surveyed companies offer 101 EODs ATPs, but none of the companies represents all fourteen subcategories. At the most, the company product mix consists of seven (7) subcategory ATPs. The UK companies sell the highest number of EODs ATPs (30), followed by Nepal-based and US ATCs offering 24 ATPs each and Australian ATCs (22). (Figure: 50)

Country-wise ATCs Share in EODs ATPs

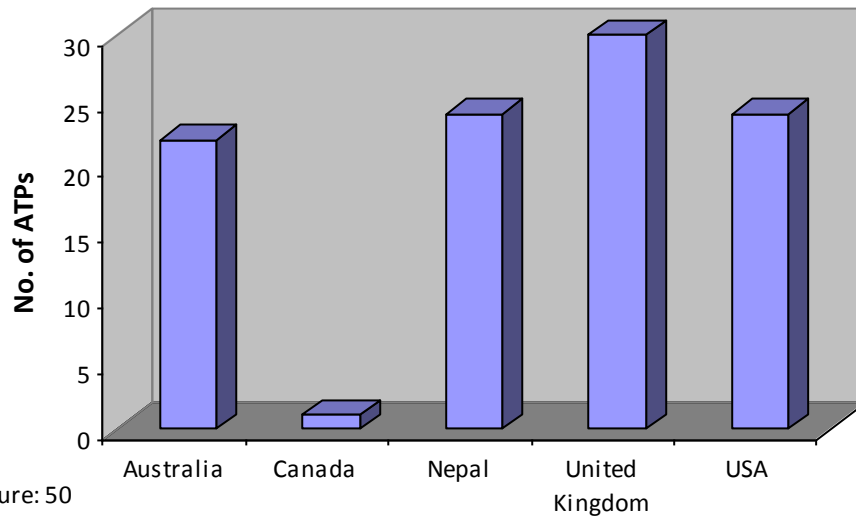


Figure: 50

KE Adventure offers seven different types of EODs ATPs, thereby represents 50% of subcategories. World Expeditions’ product mix represents just four subcategories. However, both the companies offer ten (10) EODs ATPs each.

iExplore with eight (8) packages also represents seven subcategories. (Figure: 51) Adventure Bound, Asia 360, Gap Adventures and Geckos Adventures sell just one EODs ATP each.

ATCs' Representation in EODs Subcategories

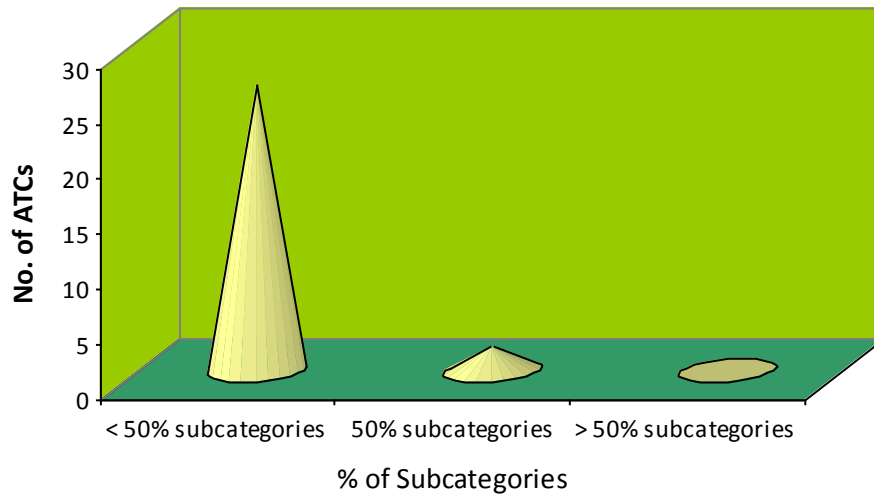


Figure: 51

In terms of number of ATPs, the top four (4) subcategories are “Everest + ODs within Nepal” (28.71%), “Everest” (12.87%), “Everest + OD within Tibet” (12.87%), “Everest: Panorama, Picture, Views” (10.89%), “Everest Luxury, Style” (5.94%) and “Everest Lodge Trip” (5.94%). (Figure: 52)

Top 4 EODs ATPs

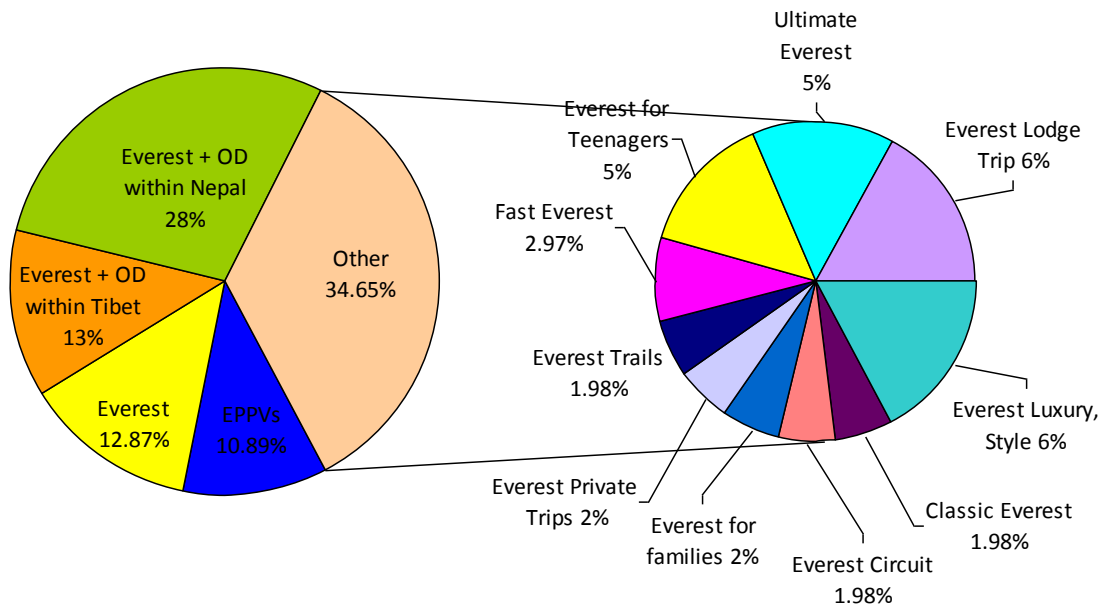


Figure: 52

Although Everest region can be approached from Nepal and Tibet, about 13% EODs ATPs only cover the Tibetan Everest region. (Figure: 53)

Share of Nepal and Tibet ATPs in EODs

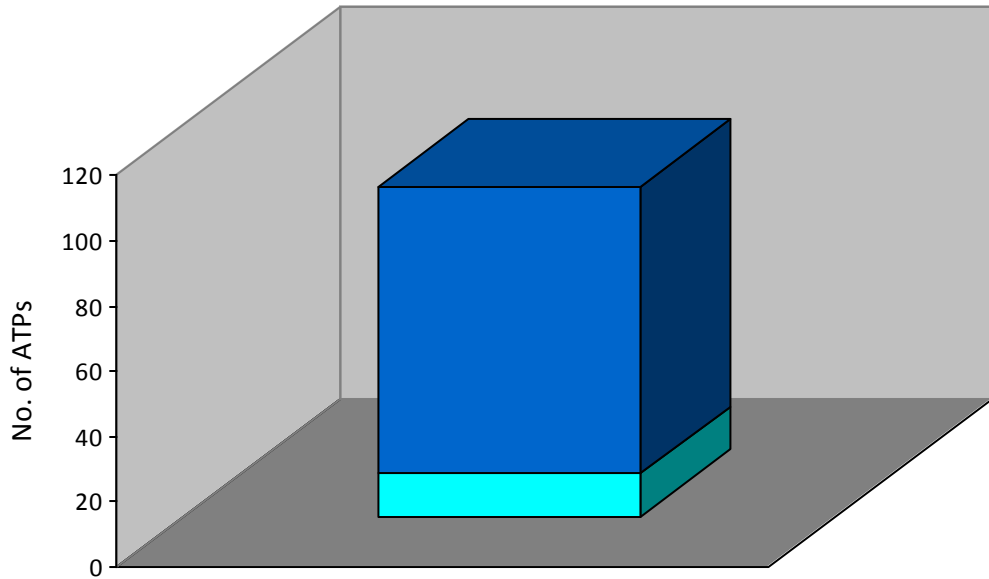


Figure: 53

■ EODs ATPs in Tibet ■ EODs ATPs in Nepal

8.2.4.2. EODs: Package Name

Except eighteen (18) EODs package names, all package names are quite revealing and self-explanatory. For instance, “Fast Everest” implies a glimpse of Everest in short time. The “Everest: Picture, Panorama, Views” packages focus on destinations commanding the view of the Mount Everest. The “Everest for Families” and the “Everest for Teenagers” meet demands of two specific traveler groups.

“Ultimate Everest” and “Everest” subcategory ATPs’ names are ambiguous, as the names tell about neither the itinerary nor the targeted audience. The name “Everest Trails” is also not self-explanatory, as there are scores of trails meandering through the Everest region. The package name suggests neither trail location nor type of the trail.

A number of ATPs’ names also feature words “trek” or “trekking”, indicating the primary adventure activity. However, all ATPs’ names feature word “Everest”, thus primary attraction is still Mount Everest.

8.2.4.3. EODs: ATP Duration Analysis

Duration of 59.41% EODs ATPs is between 11 and 20 days. Over 34.65% ATPs are 21-30 days long. The share of ≤ 10 days ATPs is 3.96% and that of 31-40 days is 1.98%. (Figure:54)

Share of EODs ATPs in Duration Categories

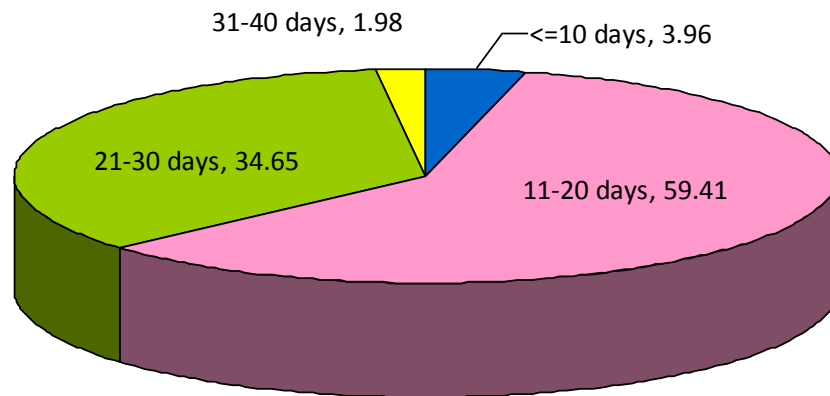


Figure: 54

Average duration of the EODs ATP is 17.61 days, slightly more than half a month. The shortest ATP is of five (5) days, whereas the longest ATP requires thirty-seven (37) days to complete. Intrepid offers both the shortest and the longest ATPs: “Everest in Full Picture” and “Annapurna & Everest”. (Figure: 55)

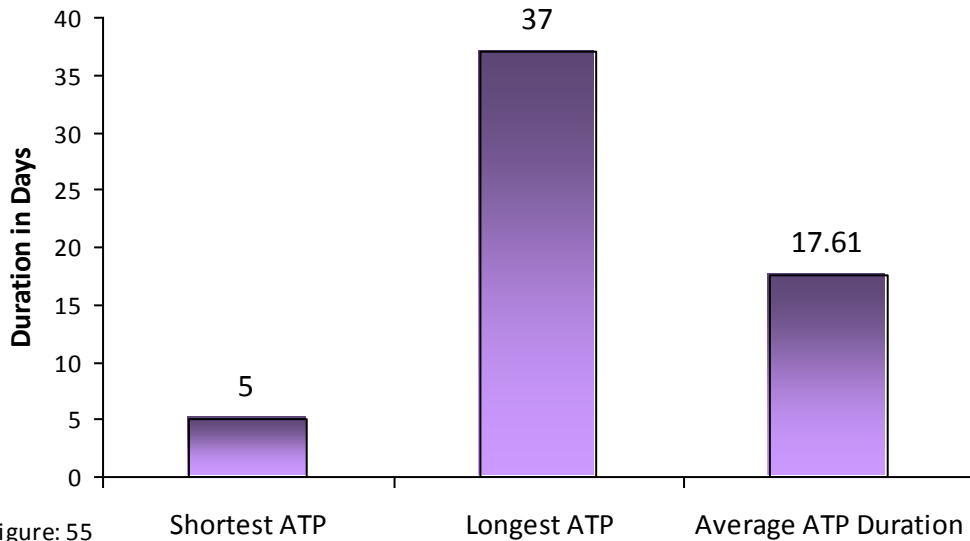
8.2.4.4. EODs: ATP Price Analysis

The price information is available for all EODs ATPs except five (5). The pdpp price of twenty-three (23) ATPs is less than USD 100.00, that of twenty-seven (27) ATPs ranges from USD 100.00 to USD 150.00 and that of seventeen (17) ATPs varies from $>$ USD 150.00 to USD 200.00. The price of twenty-one (21) ATPs ranges between $>$ USD 200.00 and USD 250.00. The price of the five (5) ATPs varies from $>$ USD 250 to USD 300.00. The price of the remaining three (3) ATPs is more than USD 300.00. (Figure: 56)

The 21-day “Everest High Pass Circuit Trek” package (Green Lotus Trekking) is the cheapest (USD 47.57 pdpp). The 10-day “Everest Region” package (iExplore) is the costliest (USD 379.80 pdpp). There is a huge variation between duration (52% lower for the latter) and price (698% higher for the latter) of these two ATPs. (Figure: 57)

Both the ATPs start and end at Kathmandu. The price of the two consists of admission fee to the Mount Everest National Park, Kathmandu-Lukla-Kathmandu airfare, TIMS card fee and transfers. Neither of the ATPs price includes visa fee.

EODs ATPs' Duration: Shortest, Longest, Average ATP Length



The price of “Everest Region” ATP includes all meals and accommodations with private baths, whereas that of “Everest High Pass Circuit Trek” covers 2-night stay at a 3-star hotel on twin sharing basis and four (4) breakfasts only. The former ATP’s price includes basic travel insurance, but that of the latter does not include insurance. The difference in meals offered appears to be the driving factor in pricing. Besides, the price of “Everest High Pass Circuit Trek” covers a trek pack comprising a sleeping bag, down jacket and kit bag.

8.2.4.5. EODs: Duration vs. Price

EODs ATP price is not proportional to its duration. Moreover, services provided push the price up even if duration is short.

If prices of similar ATPs were proportional to both duration and services offered, comparison would be easier and faster. This is what a traveler, especially a modern IT-savvy traveler, wants. Thus, ATCs should at least consider price standardization of same adventure itineraries. Accurate and complete price details displayed on the website will be another big plus for both travelers and ATCs.

Share of EODs ATPs in PDPP Price Categories

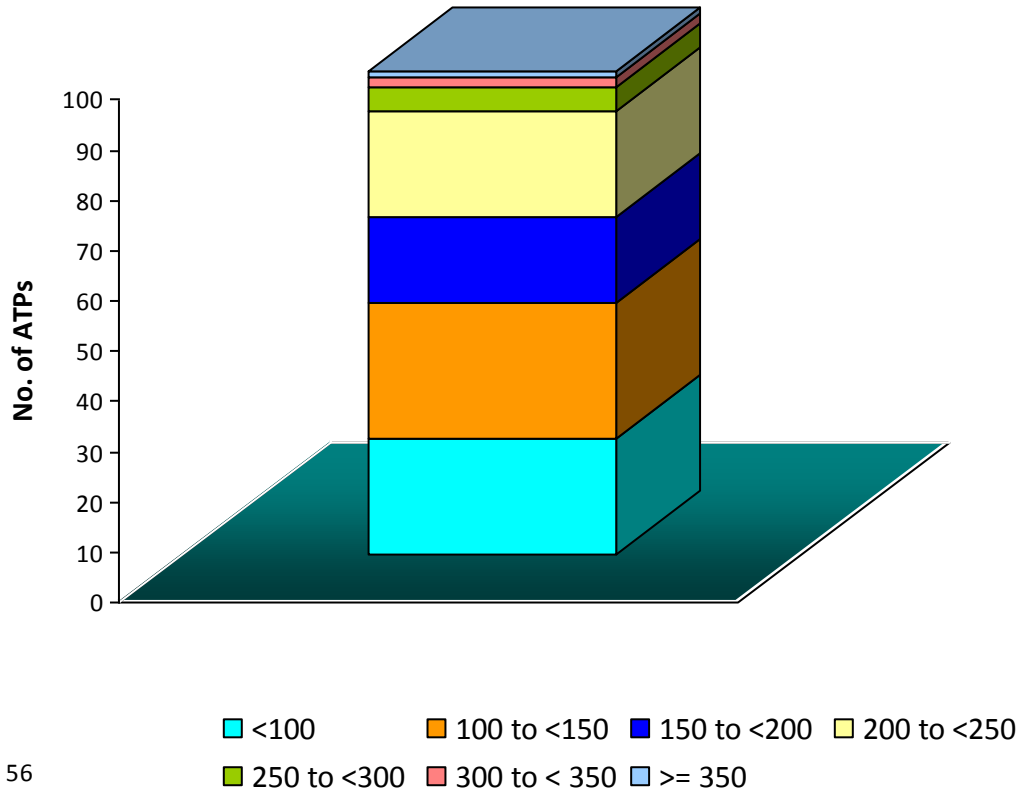


Figure: 56

8.2.4.6. EODs: ATP Grade Analysis

All EODs ATPs except four (4) are graded in thirty (30) different categories. Sixteen (16) packages are rated as “Moderate”, whereas thirteen (13) packages are graded as “5”. The number of packages rated as “Strenuous” is also thirteen (13). These three grade categories account for 41.58% of packages.

8.2.4.7. EODs: Subcategory Analysis

I. “Classic Everest” ATPs follow the classical route to the EBC and other destinations within the Everest region. Trekking starts from Jiri. The subcategory features two ATPs, offered by Nepal-based and the UK ATCs. The ATP duration varies from 25-28 days. The longer ATP is cheaper than the shorter one. The 28-day “Classic Everest Trek” is priced at USD 58.95 pdpp, whereas the 25-day “Classic Everest” at USD 70.80 pdpp.

EODs ATPs: Price vs. Duration

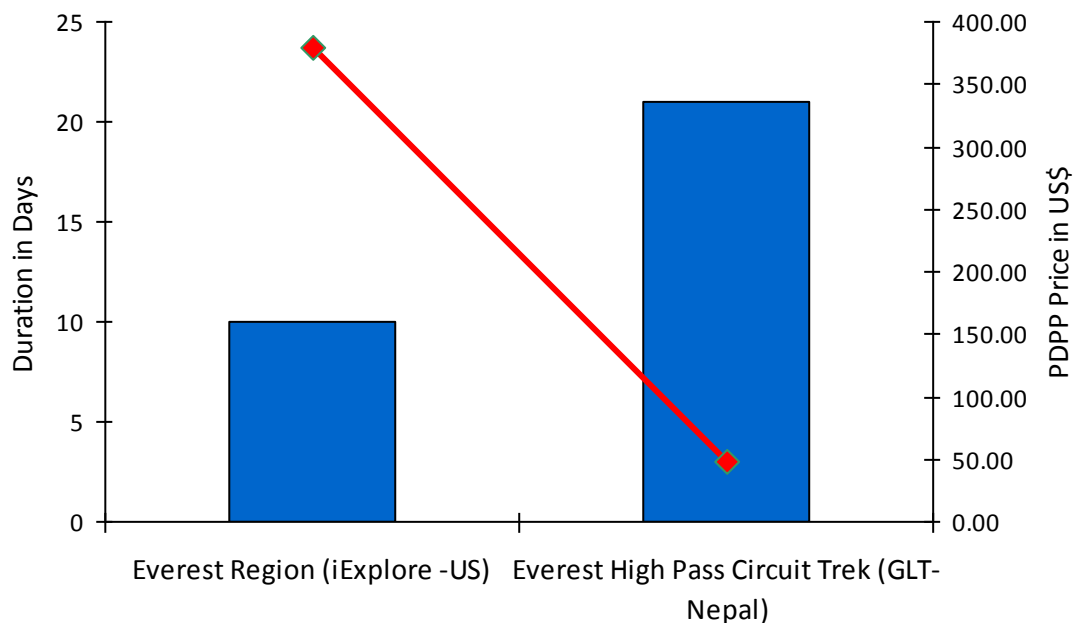


Figure: 57

■ ATP Duration in Days ◆ PDPP Price in US\$

II. “Fast Everest” ATPs are short treks winding through the region, offering a glimpse of the Everest Peak. These packages are designed for adventure travelers who do not have enough time but are keen to have a view of the Everest and other Himalayan peaks.

III. The ATPs named “Everest Circuit” are clubbed under **“Everest Circuit”** subcategory.

IV. “Everest for Families” ATPs are designed to meet requirements of adventure seeking families.

V. “Everest for Teenagers” ATPs are created for teenagers traveling with or without their families.

VI. “Everest Trails” are short, introductory packages with limited coverage of the Everest region.

VII. Attraction-rich **“Ultimate Everest”** ATPs include visits to base camps, glaciers, high altitude passes, lakes and relatively low mount peaks besides the EBC. Kala Pathar, Gokyo Ri and Lakes, Ama Dablam base camp, Island Peak base camp, Cho La and Chhugyuma Pass are some of the commonly covered

destinations. Hence, the ATPs ensure extensive exploration of the Everest region. The Nepali, UK and US companies offer “Ultimate Everest” packages. All five trips are named as “Ultimate Everest”. All ATPs are more than 20 days long, but less than one month. Average trip length is 23.20 days.

Barring one, all “Ultimate Everest” ATPs’ price increases with an increase in its duration. For instance, 20-day ATP costs USD 115.00 pdpp, 23-day ATP costs USD 173.70 pdpp. Given the duration of ATPs of Mountain Travel Sobek, pdpp price declines as the group size increases. The ATP price is USD 179.80 for a group of 10-12 people. The price increases to USD 195.80 for a group of 5-9 people.

Ultimate Everest trek: Mountain Travel Sobek (MTS) vs. Grand Asian Journeys (GAJ)

Although routes followed by the two ATCs are different, both the itineraries feature some common destinations, such as Namche, Gorak Shep, Kala Pathar, and Gokyo Ri. The MTS itinerary also covers the Chhugyuma Pass, Chhukung Valley and Nyamgawa Valley. Both treks start and end at Lukla. The GAJ itinerary features EBC, while MTS’ does not. However, MTS offers an option to hike up to the EBC. Both the itineraries have two days for acclimatization and rest. GAJ also provides for a contingency day. Both multi-destination itineraries involve strenuous trekking. Difference between altitudes reached during the trips is nominal.

GAJ’ ATP is the cheapest (USD 99.78 pdpp), while MTS’ ATP is the costliest (USD 179.90 pdpp). Both the ATPs origin and end at Kathmandu, which means price does not include international airfare. Both the ATPs offer accommodations on sharing basis and transfers. Neither of the ATPs includes personal gear and optional tipping.

The price of MTS ATP does not include local airfare, but that of GAJ ATP includes the fare. The MTS package price increases for small groups (5-9). However, the GAJ package price remains same for 2-12 group-size. GAJ conducts the trip twice a year (Apr-May and Oct-Nov), whereas MTS conducts the trip once a year (Oct-Nov)

The price of GAJ package covers 4-night stay in 3-star hotels and 18-night stay in lodges. Accommodation arrangement for the MTS package consists of 4-night stay in top-end hotel, 9-night in lodges and 11-day in camps. MTS charges USD 600.00 towards single supplement, whereas GAJ levies USD 200.00, about 66% less.

There is not much difference in meal structure of the two. The GAJ serves boiled water during trek period, twenty-two (22) breakfasts, twenty (20) lunches and twenty (20) dinners, whereas MTS serves twenty-four (24)

breakfasts, twenty (20) lunches and twenty (20) dinners. GAJ offers two days sightseeing in Kathmandu, but MTS offers just one day sightseeing.

Thus, MTS provides less number of services despite high price, but the ATC offers accommodations in top-end hotel for four (4) days and gives opportunity to camp in the Himalaya that itself is an attraction. The GAJ trip is for budget adventure travelers, whereas rich adventurers can go for MTS trip.

VIII. “Everest: Panoramas, Pictures, Views” (EPPVs) ATPs cover destinations with some of the best Mount Everest viewpoints. The package duration varies from 5-15 days, much shorter than that of other main ATP categories.

Ten (10) ATCs offer eleven (11) EPPV ATPs. Names of all the ATPs clearly indicate the purpose. All ATPs except one start and end at Kathmandu. Nepal-based companies sell seven (7) ATPs. The UK ATCs- Jagged Globe and KE Adventures, the US-based Mountain Madness and the Australian Intrepid sell one (1) EPPV package each.

The 11-day “Everest Panorama Trek” (Mountain Hawk Trek) is the cheapest (USD 79.55 pdppp) EPPV package, whereas 5-day “Everest in Full Picture” (Intrepid) is the costliest (USD 246.10 pdpp). Although price of the latter increases by about 209%, its duration decreases by about 55%.

IX. The “**Everest Luxury, Style**” subcategory, a combination of adventure and luxury, focuses on high-end plush amenities and facilities. Destinations covered vary from ATP to ATP, but some popular attractions of the region such as Namche Bazaar are always included. Five (5) ATCs, based in two (2) countries, sell six (6) ATPs. Five (5) UK companies, Exodus, Explore, KE Adventures and Mountain Kingdoms, organize one (1) luxury trip each.

X. Both the “**Everest Private Trips**” start and end in Kathmandu. The US-based Wilderness Travel offers these customized ATPs. “Everest Private Trips” are the costliest. The price starts from USD 256.32 pdpp.

XI. Highlight of “**Everest Lodge Trips**” is accommodation in lodges only. Camping is not required at all.

XII. “**Everest + ODs within Nepal**” ATPs, multi-destination packages, focus on the Nepali Everest region. Sixteen (16) companies from four (4) different countries represent “Everest + ODs within Nepal” category. This subcategory is further divided into seven (7) sub-subcategories.

“**Everest with Ama Dablam**” ATPs feature Ama Dablam base camp, monasteries and Everest vantage points.

“Everest with Annapurna” ATPs covers two popular trekking regions: Annapurna and Everest. These multi-region ATPs involve sightseeing, trekking, elephant safari and / or some other activities. Commonly covered destinations include EBC, Kala Pathar and Thorung La Pass, but all ATPs may not cover these destinations. Five (5) companies offer “Everest with Annapurna” ATPs, but none is based in Nepal.

“Everest with High Passes” ATPs focus on three high altitude passes, Renjo La, Cho La and Khongma La besides the EBC, Kala Pathar and Gokyo. Some itineraries also have one or two more attractions.

“Great Himalaya Trail (GHT) & Everest” category coverage is vast. These multi-destination packages cover a large area of Nepal, such as high altitude passes, lakes, base camps of snow-covered peaks besides the EBC.

“Everest & Chitwan”, “Everest with Makalu” and **“Everest, Gokyo, Island Peak, others”** sub-subcategory packages feature a number of different destinations located within the region.

XIII. “Everest + ODs within Tibet” subcategory comprises two types of ATPs: “Everest Kangshung Face” and “Everest with Tibet”. “Everest Kangshung Face” ATPs involve traveling by private four-wheel vehicles on rugged terrain and short treks. The primary destination of the ATPs is the Kangshung Face base camp of the Everest. These ATPs account for 76.92% packages of the “Everest + OD within Tibet” subcategory. “Everest with Tibet” ATPs cover famous monasteries located in the Tibetan Everest region and North Face base camp of the peak.

The “Everest + OD within Tibet” subcategory accounts for 12.87% (13) ATPs of total EODs packages. Eleven (11) companies, based in four (4) countries—Australia, Nepal, UK and USA, sell these ATPs. The UK companies offer the highest number of ATPs (5), followed by Nepal-based ATCs (4) and the US companies (3).

XIV. ATP names containing word **“Everest”** and ATPs that does not fit in any of the above categories are clubbed under “Everest” subcategory. Eleven (11) companies from four (4) different countries offer 13 “Everest” ATPs (12.87%).

“Everest” ATPs duration vs. Price

The ATP price does not change uniformly with a change in its duration. For example, 10-day “Everest Region” (iExplore) is priced at USD 379.80 pdpp, whereas 22-day “Everest Challenging Trek” (Mountain Hawk Trek) is priced at USD 85.23 pdpp, 77.56% less.

The price of “Everest Adventure” ATP (Peregrine) and “Everest Trek” (World Expeditions) varies substantially despite the same duration (12 days).The “Everest Adventure” is priced at USD 116.25 pdpp, while “Everest Trek” at USD 174.41 pdpp.

“Everest” ATP Price: Nepal- vs. Other Country-based ATCs

Nepal-based companies’ ATPs are cheaper than ATPs offered by ATCs-based in other countries. The pdpp price of Nepal-based companies’ ATPs aggregates USD 50-100, whereas that of other countries’ ATPs ranges from USD 110.00 to USD 380.00 except one (1) ATP priced at USD 77.93.

Subcategory Price Comparison

The lowest pdpp price of half of subcategories is less than USD 100.00. The remaining subcategories’ lowest pdpp price varies between USD 100.00 and USD 260.00.

The highest pdpp price of all subcategories except “Classic Everest” (USD 70.80) is more than one hundred American dollars. “Everest” subcategory is the most expensive with the highest pdpp price tag of USD 379.80. However, “Classic Everest” ATPs are longer than “Everest” ATPs. (Figure: 58)

Cheapest vs. Costliest EODs Subcategory-wise ATPs

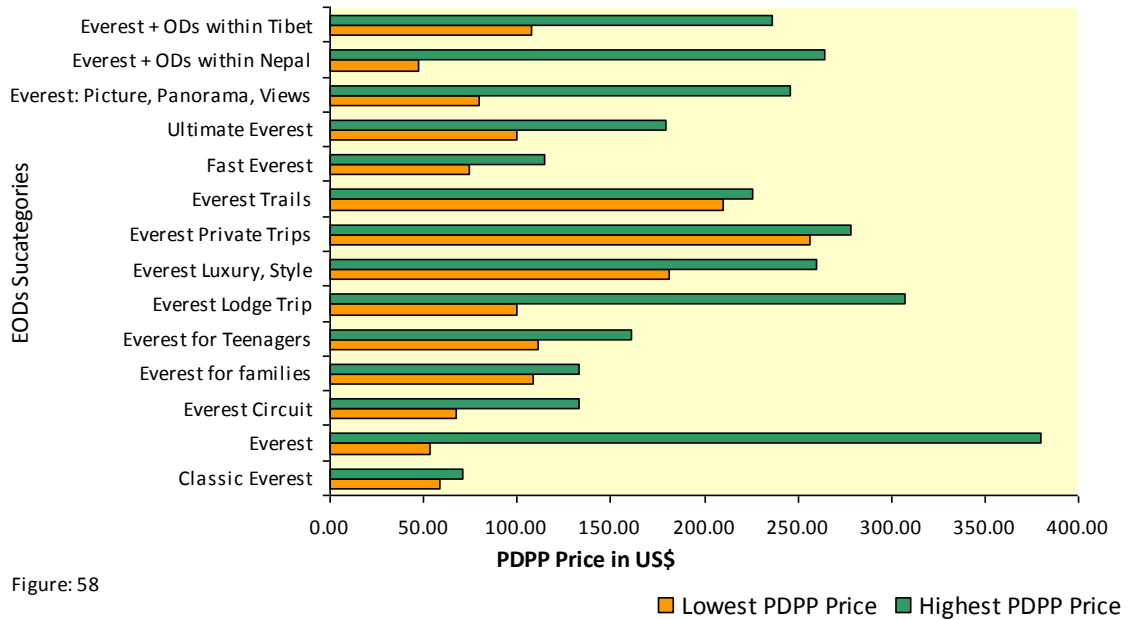


Figure: 58

Subcategory Share Comparison

“Everest + OD within Nepal” subcategory accounts for the highest number of EODs ATPs (29), more than one fourth. “Everest with High Passes” is the most popular package accounting for 34.48% ATPs of the subcategory. “Everest with Annapurna” and “Everest, Gokyo, Island Peak, others” subcategories contribute 20.69% ATPs each.

“Everest” and “Everest + OD within Tibet” subcategories, contributing thirteen (13) ATPs each, are the second most popular packages. “Everest: Panorama, Picture, Views” is the third most popular EODs ATP (11). Thus, the top three subcategories offer 65.34% EODs ATPs.

8.2.4.8. EODs: Traveler to Guide Ratio

This information is not available.

8.2.4.9. EODs: Conclusions

1. Slightly more than 62% ATCs surveyed sell EODs ATPs.
2. EODs ATPs account for about 45% of total 221 Everest ATPs.
3. Although Everest is located in Nepal, the UK companies offer more EODs than Nepal-based ATCs.
4. The EODs category has the maximum subcategories (14), ensuring more variety of ATPs.
5. More than 82% package names are self-explanatory. Other package names are ambiguous.
6. More than 87% EODs explore Nepal-side Everest region. The Tibetan Everest region ATPs account for about 13%.
7. The Kangshung Face is the most popular destination in the Tibetan Everest region.
8. Thirty (30) categories are used to grade all the 101 ATPs except four trips for which grade information is unavailable.
9. There is no uniformity in grading scales used by companies offering EODs ATPs.
10. “Everest with Annapurna” ATPs are multi-region and multi-activity itineraries.

11. Supply of EODs is maximum (101), followed by EBCTs (64) and EBC + ODs (34).
12. The price of ATPs offered by Nepal-based ATCs is generally lower than that of the packages sold by ATCs-based in other countries.

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8.2.5. Other Everest Trips (OETs)

8.2.5.1. OETs: Introduction- Definition, Share...

The OETs category covers ATPs that do not match the definition of any of the above four (4) main categories. Seven (7) different ATCs sell one OETs ATP each. Three (3) ATCs are based in the UK and two (2) each in Nepal and the US. (Figure: 59)

Share of Country-specific ATCs in OETs

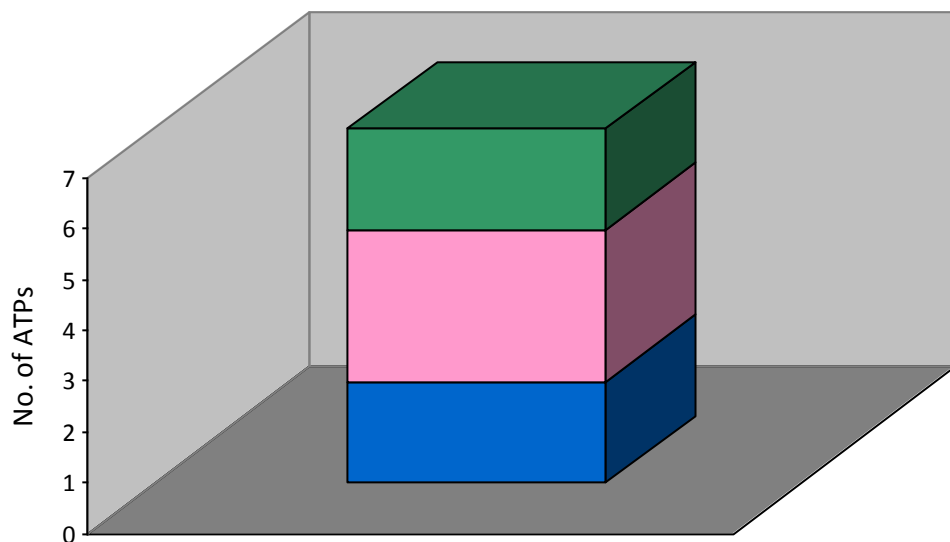


Figure: 59

■ Nepal ■ United Kingdom ■ USA

8.2.5.2. OETs: Package Name

All package names feature word “Everest”, but the names are not self-explanatory. Destinations are not mentioned in the names. Three (3) ATPs’ names reveal type of activity by using appropriate words like “flight”, “marathon”, “monastery / monasteries” or “trek”.

8.2.5.3. OETs: ATP Duration Analysis

More than two third (66.67%) OETs are 11 to 20 days long. The remaining ATPs’ require 21-30 days to complete. The shortest ATP is of 14 days, whereas the longest ATP needs 23 days to complete. Average trip duration is 17.83 days. (Figure: 60)

OETs Duration Analysis

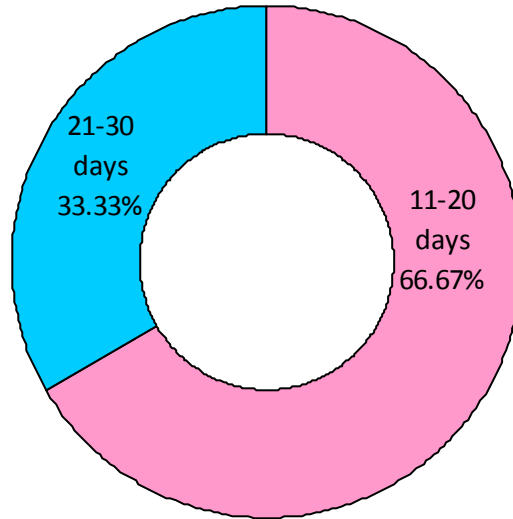


Figure: 60

8.2.5.4. OETs: ATP Price Analysis

The pdpp price of all OETs ATPs except one exceeds USD 100.00. The 14-day “Everest-Tengboche Monastery” (Grand Asian Journeys) is the cheapest (USD 99.64 pdpp). The 14-day “Everest: Mountains and Monasteries” (Asia 360) is the costliest (USD 242.50 pdpp). (Figure: 61)

Cheapest vs. Costliest OET

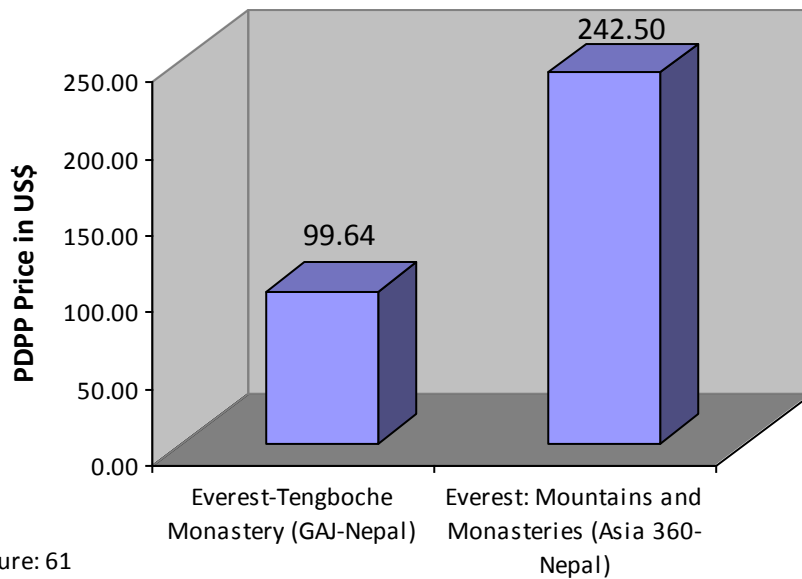


Figure: 61

Both ATPs, starting and ending in Kathmandu, offer accommodation on sharing basis for thirteen (13) nights (9-night in lodges and 4-night in hotels). However, “Everest-Tengboche Monastery” price includes mid-range hotels, whereas “Everest: Mountains and Monasteries” price includes top-end hotels. The price of two also covers admission fee to the Mount Everest National Park, Kathmandu-Lukla-Kathmandu airfare and transfers.

Grand Asian Journeys serve thirteen (13) breakfasts, eleven (11) lunches, eleven (11) dinners and boiled water three times per day on “Everest-Tengboche Monastery” trip. Asia 360 offers ten (10) breakfasts, nine (9) lunches and ten (10) dinners during “Everest: Mountains and Monasteries” trip.

8.2.5.5. OETs: ATP Grade Analysis

Four (4) OETs are graded as “3”, “5”, “demanding” and “T1”. Two are rated as “Strenuous”, whereas grade information is unavailable for the seventh ATP.

8.2.5.6. OETs: Traveler to Guide Ratio

Information is unavailable

8.2.5.7. OETs: Conclusions

1. Only Nepali, UK and US companies sell OETs.
2. 11-20-day-long ATPs dominate the category.
3. There are no similarities in grades used by ATCs.
4. ATPs’ names do not feature destination names, but activities are highlighted.
5. There is substantial difference between price of ATPs with same duration due to type of service offered.

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Conclusions

- The Everest product portfolio of KE Adventures is the broadest.
- Approximately 38% ATCs account for more than 68% ATPs.
- Most of the ATCs represent two to three main categories.
- A large portion of ATCs' surveyed sells EBCTs and EODs.
- EODs and EBCTs are the top two ATPs for affordability, less difficulty and short duration.
- EODs packages are the most popular ATPs, whereas ECEs are the least demanded ATPs.
- About 22% ATCs' Everest named product portfolios is same, i.e. these companies offer only EBCTs.
- More than half of the companies offer less than 5 ATPs. About 13% companies sell ten (10) or more packages.
- The top three (3) leading ATCs based on total number of ATPs offered are KE Adventures, Himalayan Glacier Trekking and World Expeditions.
- Not even one ATC out of forty-five (45) surveyed represent all five (5) main ATP categories. Thus, Everest product portfolio of none of the ATCs is comprehensive.
- An ATC offering a variety of Everest named ATPs representing each and every main category, subcategory and sub-subcategory will definitely be able to serve more number of adventure travelers than its counterparts.
- Nepal, the United States of America and the United Kingdom selling more than 80% of the ATPs are the top three supplier countries of Everest named ATPs.
- Adventure travelers like both single- and multi-destination ATPs.
- The ATP duration ranges from 5 to 72 days.
- Supply of the 11-20 days ATPs is the maximum (61.64%).

- ECEs are the longest ATPs. The ECEs duration ranges from 41 to 72 days.
- The grade nomenclature varies from ATC to ATC.
- Some ATCs use more than one scale to grade ATPs.
- There are inconsistencies in grading systems used for similar ATPs offered by different ATCs.
- EBCTs and EODs categories constitute the five cheapest ATPs.
- All five costliest ATPs represent ECEs.
- Services of western guides are extremely expensive.
- Price of more than 85% ATPs is less than USD 300.00 pdpp.
- The cheapest ATP is priced at USD 47.57 pdpp, whereas the costliest ATP is priced at USD 1,754.39 pdpp.

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Appendix I: List of 45 ATCs

List of ATCs Surveyed

S. No.	Company Name	Company Country	Main ATP Category	Sub ATP Category	Sub-Sub ATP Category	Trip Name
1	Abercrombie & Kent	United States of America	EBCTs	EBCT-Nepal		Ascent to EBC
2	Absolute Adventure Trek	Nepal	EBCTs	EBCT-Nepal		EBC Trekking
			EODs	Everest		Jiri to Everest Trek
			EODs	Everest + OD within Nepal	Everest with High Passes	Everest Three Passes Trek
			EODs	Everest: Picture, Panorama, Views		Everest Panorama Trekking
			EODs	Everest: Picture, Panorama, Views		Glimpse of Everest Trekking
3	Adventure Alternative	Northern Ireland	EBCTs	EBCT-Nepal		EBC Trek
4	Adventure Bound	Nepal	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC -Gokyo Lake Trekking
			EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	Gokyo-Chola Pass-EBC Trekking
			EBCTs	EBCT-Nepal		EBC Trekking
			EBCTs	EBCT-Nepal		Jiri to EBC Trekking
			EODs	Everest: Picture, Panorama, Views		Everest Panorama Trekking
5	Adventure Consultants	New Zealand	EBCTs	EBCT-Nepal		EBC Trek
			ECEs			Mount Everest Expedition

6	Adventures Within Reach	United States of America	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	Gokyo, Kala Patar & EBC Trek
			EBC+ ODs	EBC + OD within Tibet	EBC with Tibet	Lhasa to Kathmandu Overland with EBC
			EBCTs	EBCT-Nepal		EBC Trek
			EBCTs	EBCT-Nepal		Luxury EBC Trek
			EBCTs	EBCT-Nepal		Luxury EBC Trek
7	Alpine Ascents International	United States of America	EBC+ ODs	EBC + OD within Nepal	EBC with Kala Pathar	EBC with Kala Pathar
			ECEs			Mount Everest Expedition
8	Asia 360	Nepal	EBCTs	EBCT-Nepal		Everest Close up Base Camp Trek
			EODs	Ultimate Everest		Ultimate Everest Trek
			OETs			Everest: Mountains and Monasteries
9	Bike Hike Adventures	Canada	EBCTs	EBCT-Nepal		EBC Trek
10	Destination Himalaya	United States of America	EBCTs	EBCT-Nepal		Everest's South Face to the Base Camp
11	Discover Adventure	United Kingdom	EBCTs	EBCT-Nepal		EBC Trek
12	Exodus	United Kingdom	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC & Gokyo Lakes
			EBCTs	EBCT-Nepal		EBC
			EODs	Everest + OD within Nepal	Everest with Annapurna	Annapurna, Chitwan & Everest
			EODs	Everest + OD within Nepal	Everest with Ama Dablam	Everest Trails & Ama Dablam
			EODs	Everest + OD within Nepal	Everest with High Passes	High Passes of Everest

			EODs	Everest + OD within Tibet	Everest Kangshung face	The Kangshung Face of Everest
			EODs	Everest Luxury, Style		Everest in Luxury
13	Explore	United Kingdom	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC & Gokyo
			EBCTs	EBCT-Nepal		EBC
			EODs	Everest Lodge Trip		Everest Teahouse Trails
			EODs	Everest Luxury, Style		Everest in Style
			OETs			The Other Side of Everest
14	Gap Adventures	Canada	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC & Gokyo Lakes Trek
			EODs	Everest		Everest Adventure
15	Geckos Adventures	Australia	EBC+ ODs	EBC + OD within Nepal	EBC with Island Peak	EBC & Island Peak
			EBCTs	EBCT-Nepal		EBC
			EODs	Everest + OD within Nepal	Everest, Gokyo, Island Peak, others	Everest & Gokyo
			EODs	Fast Everest		Everest Express
16	Global Adventure Challenges	United Kingdom	EBCTs	EBCT-Nepal		EBC Trek
17	Global Crossroads	United States of America	EBCTs	EBCT-Nepal		EBC trek
18	Grand Asian Journeys	Nepal	EBC+ ODs	EBC + OD within Nepal	EBC with Island Peak	Island Peak Climb & EBC
			EBC+ ODs	EBC + OD within Tibet	EBC with Tibet	Lhasa to Kathmandu via EBC

			EBCTs	EBCT-Nepal		EBC Trek
			EODs	Everest + OD within Tibet	Everest Kangshung face	Everest Kangshung and Kharta Valley
			EODs	Ultimate Everest		Ultimate Everest Trek
			OETs			Everest-Tengboche Monastery
19	Green Lotus Trekking	Nepal	EBCTs	EBCT-Nepal		EBC Trek
			EBCTs	EBCT-Tibet		EBC Tibet
			EODs	Everest		Trekking to Everest
			EODs	Everest + OD within Nepal	Everest with High Passes	Everest High Pass Circuit Trek
20	High Asia Tours	Nepal	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC via Gokyo Valley
			EBC+ ODs	EBC + OD within Nepal	EBC with Kala Pathar	Kala Patar - EBC
			EBC+ ODs	EBC + OD within Tibet	EBC with Tibet	Lhasa, EBC & Mount Kailash
			EBCTs	EBCT-Nepal		EBC Adventure
			EBCTs	EBCT-Nepal		EBC Classic Overland Adventures to EBC Tibet
			EBCTs	EBCT-Tibet		Tibet-EBC Trek Kharta Valley & Everest Khangshung face Trek
			EODs	Everest + OD within Tibet	Everest Kangshung face	
			EODs	Everest: Picture, Panorama, Views		Everest View Trek
21	Himalayan Glacier Trekking	Nepal	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC Trek via Gokyo Lakes

		EBC + OD within Tibet	EBC with Tibet	Kathmandu to Lhasa Tour via EBC
		EBC + OD within Tibet	EBC with Tibet	Kathmandu to Lhasa Tour via EBC
		EBCTs	EBCT-Nepal	EBC Trek
		EBCTs	EBCT-Nepal	EBC Trek
		EBCTs	EBCT-Nepal	Jiri to EBC Trek
		ECEs		Everest Expedition
		ECEs		Everest Expedition North Ridge
		EODs	Everest + OD within Nepal	Everest with High Passes
		EODs	Everest + OD within Tibet	Everest Kangshung face
		EODs	Everest: Picture, Panorama, Views	Everest Kangshung face Trek
		EBC + ODs	EBC + OD within Nepal	Everest View Trek
		EBC + ODs	EBC + OD within Nepal	Island Peak Climbing with EBC Trek
		EBC + ODs	EBC + OD within Nepal	Island Peak Climbing with Gokyo & EBC
		ECEs		Mt Everest Expedition
22	iExplore	United States of America	EBC + OD within Nepal	EBC with Island Peak
		EBC + ODs	EBC + OD within Nepal	Island peak & EBC
		EODs	Everest	Everest Region
		EODs	Everest + OD within Nepal	Everest Trails & Ama Dablam
		EODs	Everest + OD within Nepal	High passes of Everest
		EODs	Everest + OD within Tibet	Everest Kangshung face
		EODs	Everest for Families	The Kangshung face of Everest
		EODs	Everest for Families	Everest Unveiled (family)

			EODs	Everest for Teenagers		Everest Teen Trek
			EODs	Everest Luxury, Style		Everest in Luxury
			EODs	Everest Trails		On the Everest Trail
			OETs			Everest Mountains & Wildlife
23	International Mountain Guides	United States of America	EBC+ ODs	EBC + OD within Nepal	EBC with Lobuche peak	EBC Nepal Trek & Lobuche Peak Summit Climb Tibet Trek to Cho Oyu & Advanced EBC
			EBC+ ODs	EBC + OD within Tibet	EBC with Tibet	
			EBCTs	EBCT-Nepal		Autumn EBC Trek Classic Nepal EBC Trek with classic team
			EBCTs	EBCT-Nepal		Classic Nepal EBC Trek with Hybrid team
			EBCTs	EBCT-Nepal		Classic Nepal EBC Trek with Lhotse team
			EBCTs	EBCT-Nepal		Sherpa Led Nepal EBC Trek Classic Everest Climb with Sherpa Guide
			ECEs			Classic Everest Climb with Western Guide
			ECEs			Express Everest Summit Climb
			ECEs			Hybrid Everest Climb
24	Intrepid	Australia	EBCTs	EBCT-Nepal		EBC
			EODs	Everest + OD within Nepal	Everest with Annapurna	Annapurna & Everest
			EODs	Everest + OD within Nepal	Everest, Gokyo, Island Peak, others	Everest & Island Peak

					Everest, Gokyo, Island Peak, others	Everest via Gokyo
			EODs	Everest + OD within Nepal		
			EODs	Everest for Teenagers		Everest Teenage Trek
			EODs	Everest: Picture, Panorama, Views		Everest in Full Picture
25	Jagged Globe	United Kingdom	EBCTs	EBCT-Nepal		EBC Trek
			ECEs			Everest North Ridge (climbing)
			ECEs			Everest South Col (climbing)
			EODs	Everest + OD within Nepal	Everest with High Passes	High passes to Everest
			EODs	Everest: Picture, Panorama, Views		Everest Views and Ama Dablam Base camp
			OETs			Everest Team Trek
26	KE Adventures	United Kingdom	EBCTs	EBCT-Nepal		EBC Lodge Trek
			EBCTs	EBCT-Nepal		EBC Trek
			EBCTs	EBCT-Nepal		Original EBC Trek
			EBCTs	EBCT-Nepal		School Adventure-EBC
			EODs	Everest + OD within Nepal	Everest with Annapurna	Annapurna & Everest Luxury Lodge Trek
			EODs	Everest + OD within Tibet	Everest with Tibet	Everest from Tibet Tour
			EODs	Everest + OD within Tibet	Everest Kangshung face	Kangshung face of Everest
			EODs	Everest for Teenagers		Everest the Hard Way Trek
			EODs	Everest for Teenagers		School Adventure-Everest panorama

			EODs	Everest Lodge Trip		Everest Lodge Trek-Families
			EODs	Everest Lodge Trip		Khumbu Lodge Trek
			EODs	Everest Luxury, Style		Everest Luxury Lodge Trek
			EODs	Everest: Picture, Panorama, Views		Everest Panorama Trek
			EODs	Ultimate Everest		The Ultimate Everest Trek
			OETs			Mount Everest Marathon
27	Kumuka Worldwide	United Kingdom	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	Everest Base camp & Gokyo Lakes
			EBCTs	EBCT-Nepal		Everest Base camp
28	Mountain Gurus	United States of America	EBC+ ODs	EBC + OD within Nepal	EBC with Kala Pathar	Classic EBC and Kala Pattar
			EBC+ ODs	EBC + OD within Nepal	EBC with Island Peak	EBC & Island peak
			EBCTs	EBCT-Nepal		EBC Trek- Expedition Trek
			EBCTs	EBCT-Nepal		EBC Trek- Sherpa Trek
			ECEs			Everest - Guided ascent of the Southeast Ridge- American
			ECEs			Everest - Guided ascent of the Southeast Ridge
29	Mountain Hawk Trek	Nepal	EBC+ ODs	EBC + OD within Nepal	EBC + Mix	Cho La Pass EBC Trek
			EBCTs	EBCT-Nepal		EBC Tour
			EBCTs	EBCT-Nepal		EBCTrek
			EBCTs	EBCT-Nepal		Jiri to EBC Trek
			EODs	Everest		Everest Challenging Trek

			EODs	Everest: Picture, Panorama, Views		Everest Panorama Trek
30	Mountain Kingdoms	United Kingdom	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC & Gokyo Lakes - improved
			EBCTs	EBCT-Nepal		EBC - Improved EBC Trek at Christmas - improved
			EBCTs	EBCT-Nepal		Pioneers' Trail to EBC
			EBCTs	EBCT-Nepal		Everest Trails to Ama Dablam
			EODs	Everest + OD within Nepal	Everest with Ama Dablam	Everest Trails to Ama Dablam
			EODs	Everest + OD within Nepal	Everest with High Passes	Three High passes to Everest Everest's Kangshung Face & the Rongbuk Glacier
			EODs	Everest + OD within Tibet	Everest Kangshung face	Trail to Tibet - North face of Everest
			EODs	Everest + OD within Tibet	Everest with Tibet	Luxury Lodges of Everest Luxury Lodges of Everest at Christmas
			EODs	Everest Luxury, Style		Luxury Lodges of Everest Luxury Lodges of Everest at Christmas
			EODs	Everest Luxury, Style		Luxury Lodges of Everest Luxury Lodges of Everest at Christmas
31	Mountain Madness	United States of America	EBCTs	EBCT-Nepal		EBC Trek
			ECEs			Mount Everest Expedition
			EODs	Everest Everest: Picture, Panorama, Views		Everest Gold
			EODs	Everest: Picture, Panorama, Views		Everest View Trek
32	Mountain Monarch	Nepal	EBCTs	EBCT-Nepal		EBC Trek
			EBCTs	EBCT-Tibet		EBC from Tibet
			EBCTs	EBCT-Tibet		Tibet Advanced EBC Trek

			ECEs			Everest Expedition
			EODs	Everest		Sherpa Everest High Country Trek
			EODs	Everest + OD within Nepal	Everest with High Passes	Everest High Passes and peaks
			EODs	Everest + OD within Tibet	Everest Kangshung face	Everest Kangshung Face Trek
			EODs	Everest Circuit		Everest Circuit Trek
			EODs	Fast Everest		Instant Everest Trek
33	Mountain Travel Sobek	United States of America	EBCTs	EBCT-Nepal		EBC Trek
			EODs	Everest Lodge Trip		Everest Lodge to Lodge
			EODs	Everest Lodge Trip		Everest Lodge to Lodge Private Adventure
			EODs	Ultimate Everest		Ultimate Everest Trek
34	Myths and Mountains	United States of America	EBC+ ODs	EBC + OD within Nepal	EBC with Kala Pathar	Kala Patar & EBC
			EBCTs	EBCT-Tibet		Chengdu to EBC
35	National Geographic Expeditions	United States of America	EBCTs	EBCT-Nepal		Everest Base Camp
36	Nepal Trailblazer	Nepal	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	Gokyo Lake - Chola Pass - EBC
			EBC+ ODs	EBC + OD within Tibet	EBC with Tibet	Lhasa -EBC - Lhasa Tour
			EBCTs	EBCT-Nepal		EBC Trek
			EBCTs	EBCT-Tibet		EBC Jeep Tour in Tibet
			EODs	Classic Everest		Classic Everest Trek
			EODs	Picture, Panorama,		Glimpse of Everest Trek

			Views			
37	Nepal Uncovered	United Kingdom	EBCTs	EBCT-Nepal		EBC Trek
			EODs	Classic Everest		Classic Everest
			EODs	Fast Everest		Instant Everest
38	One World Trekking	United States of America	EBCTs	EBCT-Nepal		Mount EBC Trek
			EBCTs	EBCT-Nepal		Mount Everest Advance Base Camp Trek
			EODs	Everest		Mount Everest Khumbu Explorer Trek
			EODs	Everest + OD within Nepal	Everest, Gokyo, Island Peak, others	Goyko Lakes to Mount Everest Trek
			EODs	Everest + OD within Nepal	Everest with Makalu	Makalu Base Camp to the Khumbu of Everest
			EODs	Everest + OD within Tibet	Everest Kangshung face	Kangshung Face of Mount Everest Trek
			EODs	Everest + OD within Nepal	Everest with Gokyo	EBC & Gokyo Lakes
39	Peregrine Adventures	Australia	EBC+ ODs	EBC + OD within Nepal	EBC with Gokyo	EBC & Kala Patar
			EBC+ ODs	EBC + OD within Nepal	EBC with Kala Pathar	EBC & Kala Patar
			EODs	Everest		Everest Adventure
			EODs	Everest + OD within Nepal	Everest with Chitwan	Everest & Chitwan
			EODs	Everest + OD within Nepal	Everest with High Passes	Everest High Passes
			EODs	Everest + OD within Nepal	Everest, Gokyo, Island Peak, others	Island Peak, Everest & Gokyo
			EODs	Everest for Families		Everest Unveiled (Family)

40	REI	United States of America	EBCTs	EBCT-Nepal		EBC Trek
			EODs	Everest + OD within Tibet	Everest with Tibet	Journey from Lhasa to Everest
			EODs	Everest Lodge Trip		Everest Lodge to Lodge Trek
41	Shap Shap	The Netherlands	EBCTs	EBCT-Nepal		EBC Trek
42	The Adventure Company	United Kingdom	EBCTs	EBCT-Nepal		EBC
			EODs	Everest + OD within Nepal	Everest, Gokyo, Island Peak, others	Everest Gokyo Lakes Trek
			EODs	Everest for Teenagers		Everest Teen Trek
			EODs	Everest Trails		On the Everest Trail
43	The World Outdoors	United States of America	EBCTs	EBCT-Nepal		EBC Hiking Tour
44	Wilderness Travel	United States of America	EODs	Everest		Everest Adventure Everest & Annapurna Private Journey
			EODs	Everest + OD within Nepal	Everest with Annapurna	Everest Private Journey
			EODs	Everest Private Trips		Everest Private Journey-extension
			EODs	Everest Private Trips		Ultimate Everest
			EODs	Ultimate Everest		Everest Mountain Flight
			OETs			
45	World Expeditions	Australia	EBC+ ODs	EBC + OD within Nepal	EBC with Island Peak	EBC & Island Peak
			EBC+ ODs	EBC + OD within Nepal	EBC with Kala Pathar	EBC & Kala Patar
			EODs	Everest		Everest Trek
			EODs	Everest		Sherpa Everest

EODs	Everest		Solu Khumbu Everest Trek
EODs	Everest + OD within Nepal	Everest with Annapurna	Annapurna, Everest & Rajasthan Cycle
EODs	Everest + OD within Nepal	Everest with High Passes	Everest High Passes Great Himalaya Trail Everest & Rolwaling Traverse
EODs	Everest + OD within Nepal	GHT & Everest	Vi Tashi Labsta Pass Great Himalaya Trail Makalu & Everest Traverse
EODs	Everest + OD within Nepal	GHT & Everest	Via Sherpani Col Everest Traverse
EODs	Everest + OD within Nepal	Everest with Annapurna	Trek Annapurna and Everest
EODs	Everest + OD within Tibet	Everest Kangshung face	Everest Kangshung Face
EODs	Everest Circuit		Everest Circuit

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