

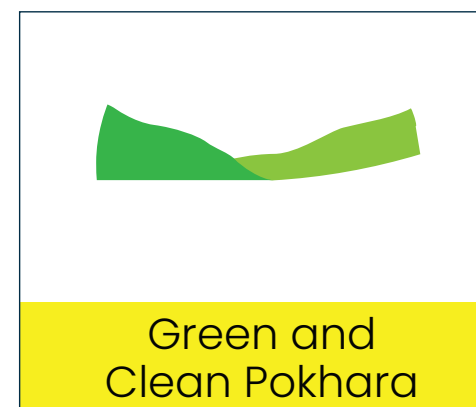
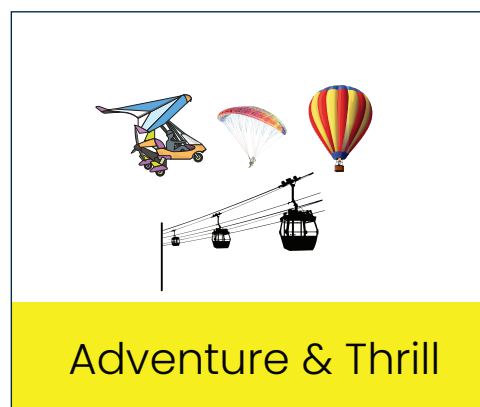


Pokhara Visit Year 2025 Logo

A Vibrant Celebration of
Nature, Culture and Adventure



The Pokhara Visit Year 2025 logo beautifully represents **Tourism Capital of Nepal**, capturing its beautiful nature, cultural diversity, and adventure scene with sports. Every element in the design tells a unique story about Pokhara's identity as a premier travel destination.





The Symbolism

- The logo is rich in meaning, with every element carefully designed to represent Pokhara's essence. Each corner and color carries a distinct significance, reflecting the **nature, culture and adventure**. By exploring its key features, we can uncover the deeper story behind the design, bringing clarity to its symbolic representation.



Nature – A Land of Breathtaking Scenery

- The majestic Machhapuchhre (Fishtail) mountain symbolizes Pokhara's Himalayan grandeur, attracting trekkers and nature lovers worldwide.
- The serene lake with a traditional boat reflects Pokhara's title as the City of Lakes, adding to its charm and tranquility.
- The rolling green hills represent Pokhara's picturesque ecosystems, forests, and landscapes that make it a haven for outdoor enthusiasts.



Culture – A Mosaic of Traditions and Heritage

- The colorful rolling hills symbolize Pokhara's cultural diversity, celebrating ethnic communities like the Gurung, Magar, Newar, and Thakali people, who contribute to the city's music, festivals, and warm hospitality.
- The rhododendron flowers (Nepal's national flower) signify the country's cultural pride and natural beauty.
- The Sanskrit phrase "अतिथि देवो भवः" ("Guests are Gods") highlights Nepal's tradition of welcoming visitors with open hearts.



Adventure – The Ultimate Thrill Destination

- Pokhara is hub for extreme adventure, offering paragliding, ultralight flights, hot air balloons, and cable cars bungee jumping, zip-flying, white-water rafting, and extreme trekking for thrill-seekers.
- Pokhara is Sports Tourism Hotspot With major sporting events held every week, attracting athletes and spectators from around the world.
- A Destination for All Adventurers – Whether soaring in the sky, conquering rugged terrains, or competing in world-class sports events, Pokhara is Nepal's ultimate playground for adventure and sports.

