PRESENTED BY TRAVELDAILYNEWS ASIA-PACIFIC & MEANINGFUL TOURISM CENTRE

TRAVEL DIALOGUES SOUTH ASIA

Podcast Sponsorship & Partnership

An exclusive opportunity to sponsor the conversation shaping South Asia's tourism future.

A premier weekly podcast series connecting tourism leaders, policymakers and industry innovators across seven South Asian markets.

INDIA · NEPAL · BHUTAN · BANGLADESH · PAKISTAN · SRI LANKA · MALDIVES

ABOUT TRAVEL DIALOGUES SOUTH ASIA

A Weekly Platform for Tourism Leadership

Travel Dialogues South Asia is a weekly professional B2B video podcast bringing together tourism leaders, policymakers, destination marketers, academics and innovators from across the region facilitating meaningful discussions on tourism development, sustainability, innovation, investment and regional cooperation.

SEVEN SOUTH ASIAN MARKETS

- **India**
- **Nepal**
- **Bhutan**
- **Bangladesh**
- **Pakistan**
- **Sri Lanka**
- **Maldives**

" Be part of the conversation shaping tourism development, sustainability, innovation and regional cooperation across South Asia. "

A PLATFORM FOR TOURISM LEADERSHIP

What We Discuss

Designed to create meaningful conversations around the future of tourism in South Asia.

01 **Tourism Strategy**

02 **Destination Development**

03 **Hospitality Trends**

04 **Tourism Innovation**

05 **Digital Transformation**

06 **Tourism Investment**

07 **Sustainable Tourism**

08 **Regional Cooperation**

REACH A GLOBAL TOURISM AUDIENCE

Your Voice Reaches

360,000+

VIEWERS (From April 22 to August 21, 2026)

Through our combined media ecosystem, your interview gains visibility among tourism professionals, destination organizations, policymakers, researchers and travel businesses.

DISTRIBUTION CHANNELS

- TravelDailyNews YouTube Channel
- Written podcast summary on TravelDailyNews Asia-Pacific
- Meaningful Tourism Centre YouTube Channel
- Meaningful Tourism Centre online & offline communications
- TravelDailyNews LinkedIn newsletter
- Meaningful Tourism Weekly newsletter
- Travel Dialogues South Asia weekly LinkedIn newsletter
- Social media postings
- Tourism industry partners' distribution channels
- Tourism fair — Meaningful Tourism Centre stands

PROVEN REACH & CREDIBILITY

Numbers That Speak for Themselves

360,000+

ACTUAL VIEWS TO DATE (From April 22 to August 21, 2026)

Total cumulative views generated across Travel Daily News YouTube Channel, Meaningful Tourism Centre YouTube Channel and TravelDailyNews Asia- Pacific — not estimated audience reach.

38,000+

VIEWS – MOST VIEWED EPISODE

Featuring Umar Khan, Founder of Born Xplorer (Pakistan)

HIGH-LEVEL VOICES

AJ **Azam Jamil**
Pakistan — Former Minister of State for Tourism

DD **Dorji Dhradhul**
Bhutan — Former Director General, Tourism Council of Bhutan

Connecting South Asia's tourism industry with influential voices, decision-makers and experts.

SIMPLE & PROFESSIONAL

Podcast Production Process

1. Agree interview topic, schedule and publication date
2. Invoice issued by TravelDailyNews.asia
3. Agree on recording date and time
4. Recording via Zoom, or in person if you are in Nepal
5. 30-minute recording session
6. Professional editing into a 20–25 minute episode
7. Teaser video and promotional poster shared before broadcast
8. Teaser content published 2 days before release
9. Podcast broadcast on Wednesday morning (South Asia time)
10. Published permanently on TDN Asia & MTC YouTube channels

COMPLETE PODCAST PRODUCTION PACKAGE

What Do You Receive?

- Professional interview preparation and recording
- Expert moderation
- Full podcast editing
- Publication on TravelDailyNews Asia-Pacific & YouTube
- Publication on MTC YouTube Channel and publications
- Promotional teaser video
- Social media poster
- Pre-broadcast marketing support
- Post-publication feedback sharing

MORE THAN SPONSORSHIP

Why Become a Podcast Sponsor?

1

Brand Visibility

Put your brand in front of an engaged tourism audience.

2

Thought Leadership

Position your executives and experts as voices shaping the industry.

3

Industry Connection

Engage with tourism leaders, policymakers, destinations and business decision-makers.

4

Content Creation

Create valuable, reusable video and social content around your expertise.

5

Long-Term Digital Presence

Build searchable content that continues working long after publication.

BEYOND THE STANDARD PACKAGE

What Podcast Sponsors Receive

Dedicated on-air and digital brand placement across every sponsored episode.

Logo on Every Episode

Your company logo featured in the video intro/outro and thumbnail across YouTube and social media.

15–30 Second Sponsor Mention

A dedicated, scripted sponsor read woven into each episode, delivered by the host not a generic ad insert.

"Brought to You By..." Branding

A short signature slogan opens and closes every episode, naming your company.

Dedicated LinkedIn Promotion

Featured mentions across the TDSA LinkedIn newsletter and TravelDailyNews LinkedIn channel.

Full Multi-Channel Distribution

Every benefit rides on our existing reach: YouTube channels, newsletters and MTC communications.

TWO WAYS TO PARTNER

Choose Your Partnership Model

	Name Sponsor	Content Partner
Package	Sponsor the podcast package	Sponsor + participate in content direction
Brand / logo visibility	✓	✓
15–30 sec sponsor mention	✓	✓
LinkedIn / social promotion	✓	✓
Podcast interviews included	10	10
Speaker & topic selection	Travel Dialogues selects speakers & topics	Partner may nominate up to 10 speakers from their organisation or professional network & propose topics

CORPORATE PARTNERSHIPS

Drive the Conversation at Scale

For organisations looking to make a substantial impact on the regional tourism narrative, we offer an exclusive Corporate Partnership tier.

THE COMMITMENT

10

interviews to be recognized as an official Corporate Partner.

INVESTMENT

USD 3,500

for a package of 10 interviews (USD 350 / episode).

Full production included complete recording coordination, audio/video editing, promotional teasers, social media posters, and multi-channel distribution for every episode.

PARTNER PRIVILEGES & GUIDELINES

Shape the Narrative

1. **Recommend Speakers**
   Suggest specific thought leaders, policymakers, and industry experts to feature on the podcast.
2. **Suggest Key Topics**
   Propose discussion areas that highlight critical trends and align with your organisational vision.
3. **Editorial Integrity**
   All recommended interviewees and topics are subject to final review and approval by the editorial team.

FOR AIRLINES, HOTELS, DMCS & MAJOR TOURISM COMPANIES

Put Your Leaders in the Conversation

EXECUTIVE OPPORTUNITIES

- CEO / Managing Director Conversations
- Senior Executive Interviews
- Industry Expert Discussions
- Regional Tourism Perspectives
- Future Trends & Innovation

POTENTIAL CONVERSATION THEMES

The Future of South Asian Tourism

Aviation & Regional Connectivity

The Future of Hospitality

China–South Asia Tourism

Luxury & Experiential Travel

Sustainable Tourism

Destination Development

Tourism Investment

WHY TRAVEL DIALOGUES SOUTH ASIA?

Trusted Media, Expert Direction

TRUSTED MEDIA PARTNERSHIP

TravelDailyNews Asia-Pacific

Serving the tourism industry since 1999, with international readership and strong global search visibility.

STRATEGIC INDUSTRY LEADERSHIP

Meaningful Tourism Centre

Global expertise in sustainability and Meaningful Tourism, with industry-leading research and a strong international network.

EXPERT EDITORIAL DIRECTION

Prof. Dr. Wolfgang Georg Arlt

An internationally recognised tourism authority and advisor to leading global tourism organisations.

PROFESSIONAL PRODUCTION

Tanneri Chaso

Every episode is professionally edited and produced with high-quality audio, video, and technical support.

EDITORIAL & PARTNERSHIP PRINCIPLES

B2B Thought Leadership, Not Advertising

Travel Dialogues South Asia is a B2B thought-leadership platform. The publisher retains the right to edit, adapt or shorten content to maintain editorial quality, relevance and consistency with the podcast.

1

Not a Conventional Ad Format

Designed as a B2B platform for professional dialogue, knowledge sharing and industry insight.

2

Publisher's Editorial Rights

The publisher may edit, adapt or shorten submitted content, questions, speaker intros and sponsor mentions for quality and consistency.

3

Authentic Industry Voices

Sponsors can contribute expertise, nominate relevant speakers and suggest South Asia-related topics final content remains subject to editorial approval.

4

Professional Brand Visibility

Sponsors receive professional brand exposure through agreed sponsorship elements, while the podcast's credibility and informative nature are maintained.

GROWING GUEST NETWORK

Our Podcast Guests So Far

A growing network of tourism & industry voices across seven South Asian markets and beyond.

WG	**Dr. Wolfgang Georg Arlt** CEO COTRI & Executive Director, Meaningful Tourism Centre	Nepal
UK	**Umar Khan** Founder, Born Xplorer	Pakistan
IK	**Iyasmin Khandekar** Independent Researcher & Academic	India
RM	**Richard Matuzewich** China Tourism Expert	China
IM	**Dr. Indrajeet Mallick** Asst. Professor, Daffodil International University	Bangladesh
SK	**Dr. Smrittee Kala Panta** Asst. Professor, Kathmandu University SoM	Nepal
GB	**Gaurav Bhan Bhatnagar** Founder & CEO, The Folk Tales	India
KL	**Khem Lakai** Founder, Gate College	Nepal
SD	**Shivam Dwivedi** Tourism Investment Expert	India
FB	**Fazal Bahardeen** Halal Tourism Expert	Singapore
RM	**Raveesh Mrigendra** Tourism Researcher, Filmmaker & Social Worker	India
AJ	**Azam Jamil** Former Minister of State for Tourism, Pakistan	Pakistan
RF	**Ruth Franklin** Co-Founder, Secret Paradise Maldives	Maldives
DS	**Deepti Singh Gautam** CEO, Himalayan Regenerative Tourism	Nepal
DD	**Dorji Dhradhul** Former Director General, Tourism Council of Bhutan	Bhutan

15 guests featured across India, Nepal, Bhutan, Bangladesh, Pakistan, Maldives and beyond — and growing every week.

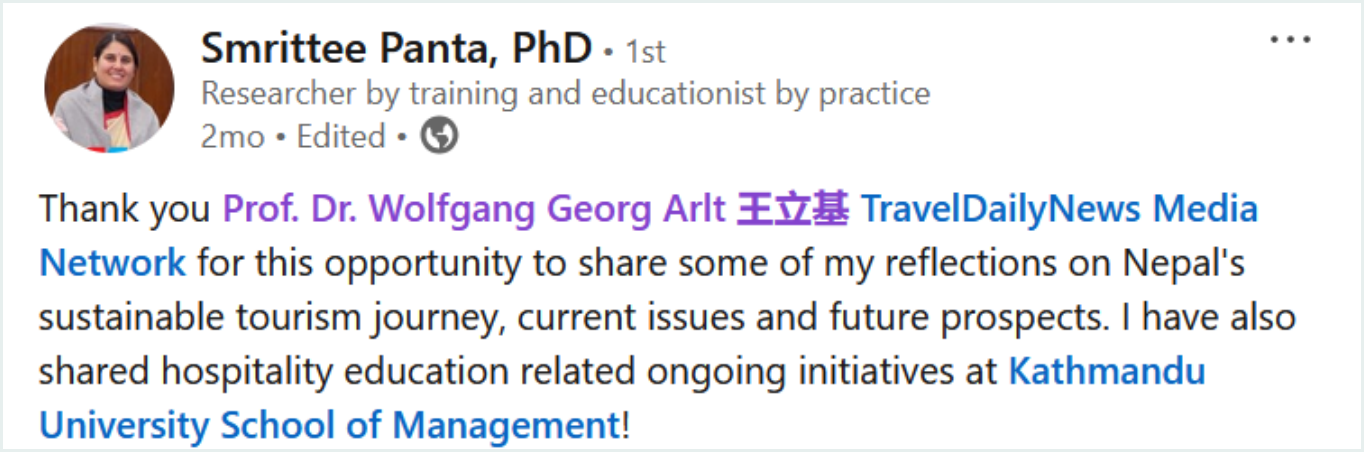
Real Feedback From Our Podcast Guests

Podcast guests value the opportunity to share their perspectives with the Travel Dialogues South Asia audience.



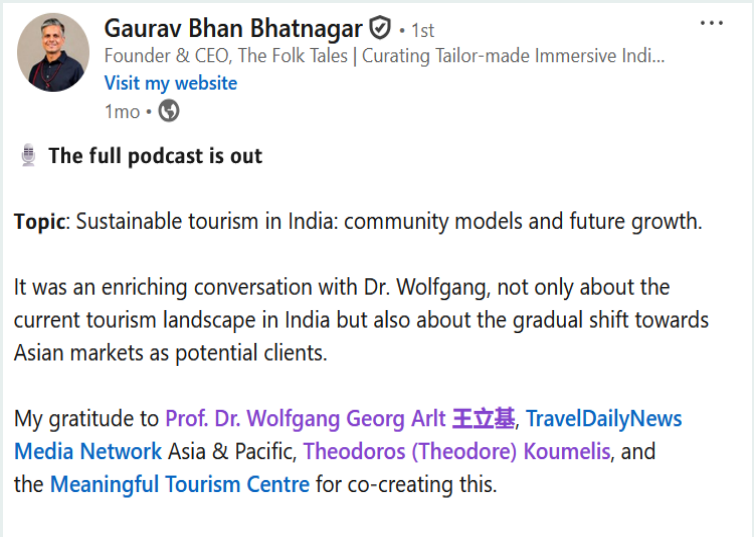
Dorji Dhradhul • 1st
Creativity Catalyst, Global Speaker, Gender Harmony Advocate, TEDx...
5d •

Thanks to Professor Dr. Wolfgang for the wonderful conversation on this episode of Travel Dialogues South Asia. I appreciated his insightful questions and the depth he brought to a discussion that matters for Bhutan and beyond. It was an honor to explore High Value Low Volume tourism and the critical conversations around inclusivity and opportunities for our youth. I hope listeners find the episode as thoughtful and valuable as I did.



Smrittee Panta, PhD • 1st
Researcher by training and educationist by practice
2mo • Edited •

Thank you Prof. Dr. Wolfgang Georg Arlt 王立基 TravelDailyNews Media Network for this opportunity to share some of my reflections on Nepal's sustainable tourism journey, current issues and future prospects. I have also shared hospitality education related ongoing initiatives at Kathmandu University School of Management!



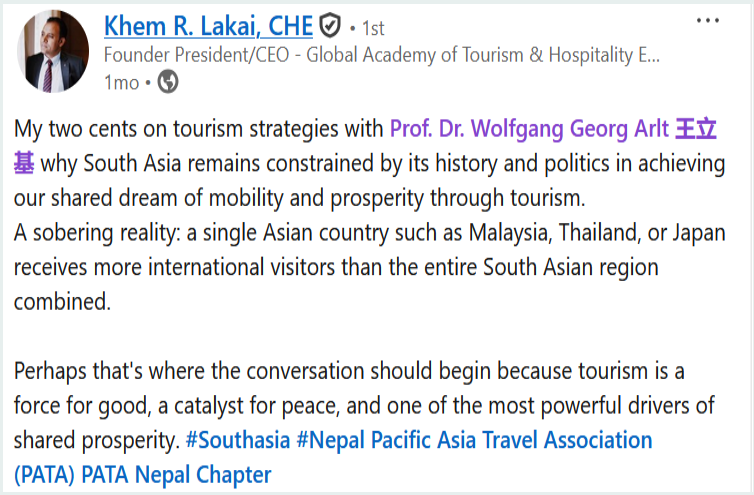
Gaurav Bhan Bhatnagar • 1st
Founder & CEO, The Folk Tales | Curating Tailor-made Immersive Indi...
Visit my website
1mo •

The full podcast is out

Topic: Sustainable tourism in India: community models and future growth.

It was an enriching conversation with Dr. Wolfgang, not only about the current tourism landscape in India but also about the gradual shift towards Asian markets as potential clients.

My gratitude to Prof. Dr. Wolfgang Georg Arlt 王立基, TravelDailyNews Media Network Asia & Pacific, Theodoros (Theodore) Koumelis, and the Meaningful Tourism Centre for co-creating this.



Khem R. Lakai, CHE • 1st
Founder President/CEO - Global Academy of Tourism & Hospitality E...
1mo •

My two cents on tourism strategies with Prof. Dr. Wolfgang Georg Arlt 王立基 why South Asia remains constrained by its history and politics in achieving our shared dream of mobility and prosperity through tourism.
A sobering reality: a single Asian country such as Malaysia, Thailand, or Japan receives more international visitors than the entire South Asian region combined.

Perhaps that's where the conversation should begin because tourism is a force for good, a catalyst for peace, and one of the most powerful drivers of shared prosperity. #Southasia #Nepal Pacific Asia Travel Association (PATA) PATA Nepal Chapter

Real feedback from our podcast guests on LinkedIn

LET'S BUILD PARTNERSHIP

Become a Podcast Sponsor

Put your brand at the center of South Asia's leading tourism conversation across ten episodes, seven markets, and every major distribution channel we reach.

Share your expertise with an international audience and contribute to the future of tourism in South Asia.

CONTACT

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