

Photos: Courtesy Tiger Mountain



**Manu Bhandari**  
Kathmandu

Tiger Mountain Group.

"The most difficult part of establishing a tourism company in Nepal was convincing the government that it was good for the country's future," recalls Jim Edwards, who is the Group's chairman today. His eldest son, Kristjan B Edwards, is the present CEO.

However, they were able to convince the government and were successful in building a towering brand in the Nepali tourism history, often introducing many 'firsts' in Nepal.

**TRAILBLAZING IN NEPAL**

Tiger Mountain's Himalayan River Exploration was the pioneer of river rafting in Nepal. Besides, the Group has often been called upon to give advice to private companies and local governments, for example in India and Malaysia, on how to set up organisations where eco-tourism played a significant role.

Presently, the trailblazing Group provides major service in elephant and jeep safari, elephant polo, trekking, mountaineering, cultural tours, raft-

ing, lodging, camping, and go-karting.

**THE TIGER IN THEM**

In line with the Group's fascination with the independent and sophisticated tiger, the colour Tiger Mountain has chosen for itself is yellow and black. The name of the company also suggests the Group's passion for the mountains, wildlife, and culture.

**MARKETING NEPAL**

But how did the founders market their product to the outside world?

Answers Edwards,

"During the early days we marketed Nepal with its products — the majestic mountains, jungles teeming with wildlife, cultural aspects, and people. We followed a shotgun approach — we targeted a specific group of people with deep pockets one at a time through agents."

And they still maintain similar marketing approach, he informs.

**QUALITY COUNTS**

"No short-cuts with me," says Edwards.

And to this day, the Group has been characterised by consistent high quality service leaving no

stones unturned to provide valuable training to their staff by Nepali and foreign experts.

**ROLE IN CONSERVATION**

The Group has also been noted for its conservation ethics as it strives to implement alternative technologies to reduce impact on the environment. They do their best to recycle and use responsible disposal systems. **It is not surprising that one of their undertakings, Tiger Mountain Pokhara Lodge, has won several awards for standard of service and conservation.**

The Group also encourages their suppliers and partners to follow an eco-friendly approach. It has also collaborated with various conservation organisations to endorse their sustainable tourism policy and approaches, and also raises awareness on it among all employees, suppliers, local community and guests.

**TIGER'S CSR**

Tiger Mountain takes social responsibilities seriously. People from local

and adjacent communities are favoured in its staff recruitment, especially the disadvantaged groups and women. Several have been freed of bonded labour and are often sent abroad.

Tiger Mountain also prefers using quality Nepal-made supplies for all its operations. With the help of the Swiss Air Employees Association, Tiger Tops built a school near its Tharu Lodge operations in Nawalparasi, for children of the underprivileged. Tiger Mountain also assists other schools in the area whenever needed.

Several free medical clinics have also been established in the area, along with the Tharu Lodge, in Megauli area in Chitwan. They have also contributed a number of other social and charity organisations.

As a pioneer in adventure tourism, Tiger Mountain has not only set the standard for others to follow, but it is also a benchmark that is very difficult to reach.

**In Nepal, and beyond**

**The Tiger Mountain Group of Companies includes**

- Tiger Tops Jungle Lodge and Tented Camp: Chitwan
- Tiger Tops Karnali Jungle Lodge and Tented Camp: Karnali (West Nepal)
- Tiger Mountain Tharu Lodge: Chitwan
- Tiger Mountain Pokhara Lodge: Pokhara

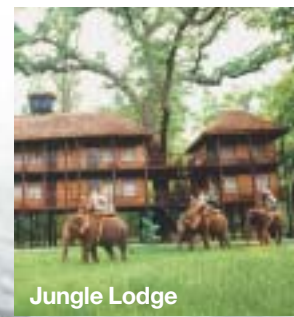
- Mountain Travel (Mountaineering and Trekking): All Nepal, India and Tibet
- Himalayan River Exploration: All Nepal
- Adventure Travel: All Nepal, India, Bhutan and Tibet
- Tiger Karts: Kathmandu



Pokhara Lodge



Tharu Lodge



Jungle Lodge



Tented Camp

**GOING BACK TO THE ROOTS**

The Group's origin can be traced to the foundation of Nepal Wildlife Adventures by an adventure lover Briton Jim Edwards, and an American Dr Chuck McDougal in 1964, and also to the establishment of a trekking organisation Mountain Travel around the same time by retired British Gurkha Lt Colonel Jimmy Roberts.

Nepal Wildlife Adventures, the first wildlife tourist company of Nepal, operated treks, organised fishing, and hunting expeditions. Then Edwards together with McDougal happened to undertake, what till then was a small jungle lodge, the much successful Tiger Tops in Chitwan. And in 1974, Edwards and Col Roberts joined hands to form the



**Spirit**  
**of adventure**