

Happiness is a Place



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Background and context

4 reasons to consider Bhutan as a high-potential destination

- 1 Unique value proposition
- 2 Accelerated momentum and high priority by the government
- 3 Reliable land tour operators
- 4 Convenient access



About Bhutan (2/2)

Bhutan is the unique country in the world that ...

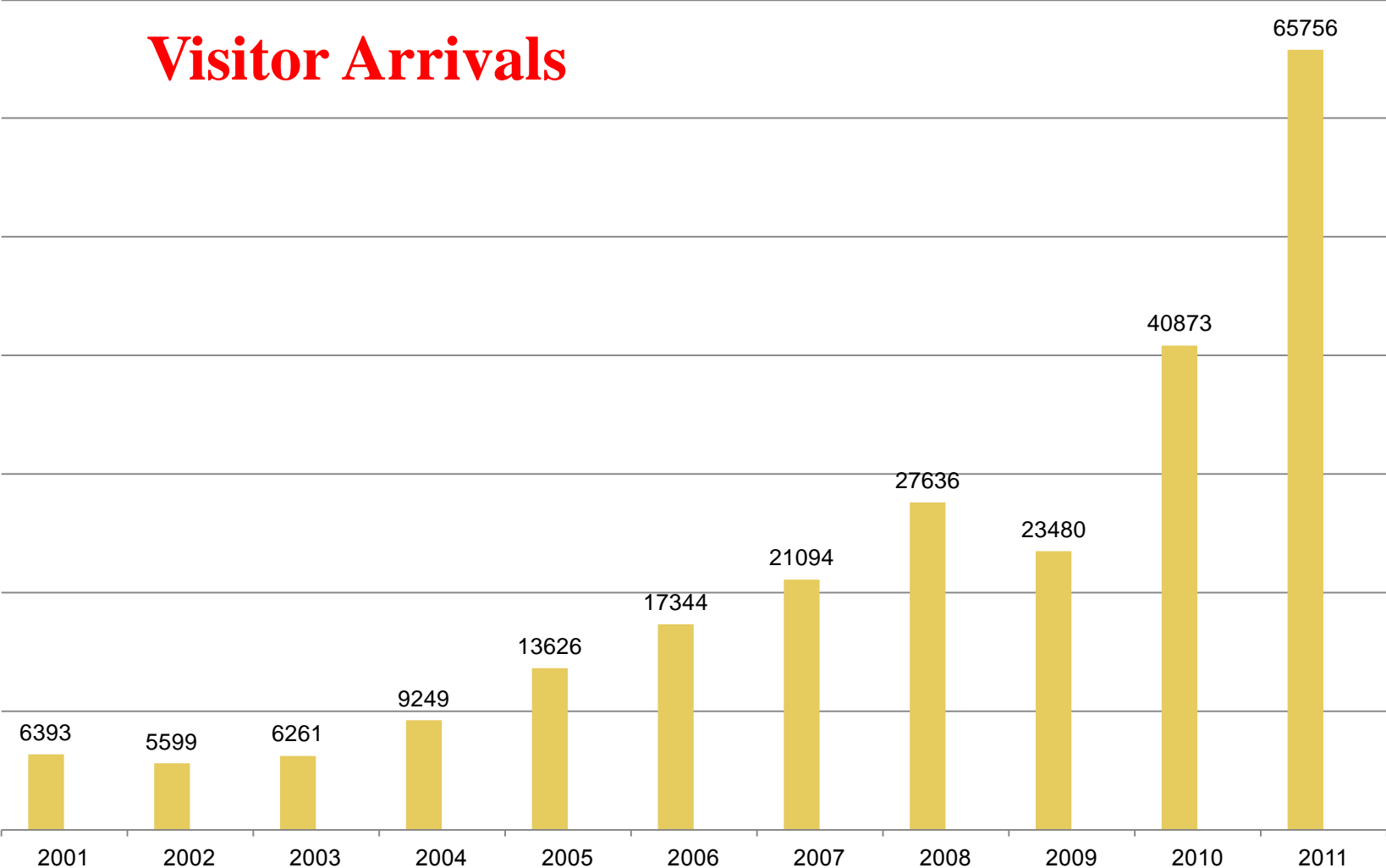
- ... believes in the philosophy and practice of **gross national happiness**
- ... is a leading **Mahayana Buddhist Kingdom**
- ... is a kingdom that has transformed into a **young democracy peacefully**
- ... has been designated as **one of the ten Biodiversity Hotspots** in the world and the centre of 221 Global Endemic Bird Areas
- ... is **carbon neutral with near 100% of energy from hydropower**
- ... has **72% of land under forest cover**
- ... has a **preserved rich local culture** reflected in the all customs and practises
- ... has the **best health and education outcomes in South Asia**
- ... is reputed to be among the **safest and least corrupt countries** in the world
- ... has **brehtaking unexplored natural beauty** including the tallest unconquered mountain peak



Current Tourism Trends



Visitor Arrivals



A vibrant hospitality sector in place

Tour operator

- 100+ international tour operators send tourists to Bhutan
- 300+ active Bhutanese tour operators handle all guest relations and logistics

International transportation (airlines)

- 23 weekly round trip flights to 4 countries with 2 dedicated aircrafts
- Airport operations and pilot training meet the highest safety standards

Domestic transport infrastructure

- 1,600+ kilometres of road network connects the country from the west to the east
- Domestic air services started:
 - March 2011 to Trashigang (East) and Bumthang (Centre)

Accommodation

- 2,000 + beds available in 3,4,5 star hotels
- Additional 500-1,000 beds in the pipeline
- Key international players include Aman, Como and Taj

Other tourist amenities

- Guides: High quality guides specialized in culture, adventure, birding across multiple languages
- Online visa processing



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Bhutan has a rich value proposition of culture, nature and wellness embedded in the GNH philosophy

Unique philosophy of Gross National Happiness (GNH)

Nature



- Isolated mountain country in the Himalayas
- Unexplored natural beauty including multiple valleys, 11 rivers and dense forest cover
- Rich bio-diversity and wildlife across three climatic zones
- Niche adventure options like rafting, trekking, fishing

Culture



- 40 local cultural festivals spread across the year across the country
- Unique local textiles, arts and craft
- “Living culture:” dominance of local architecture, dress, customs and practices including Mahayana Buddhism
- Vibrant local community life
- Tradition of theatre and dance
- Distinct cuisine

Wellness (mind and spirit)

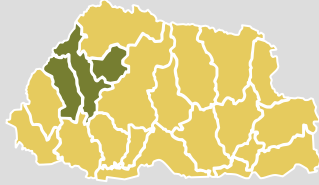


- Pristine environment
- Natural hot-water springs with healing properties
- Ancient system of traditional medicine
- Spiritual and meditation elements
- Potential for world-class spas

**Bhutan's
value
proposition**

Unique differentiated products drive appeal for each of the regions

Paro, Thimphu and Punakha



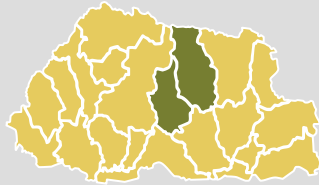
Top products

- Numerous Tsechus (Cultural festivals)
- Dzongs, Lhakhangs, Monastries
- Varied museums
- Spectacular treks – Jumolhari, druk path, Laya-Gasa trek
- Scenic river rafting and cross country bicycling

Best time to visit

Jan	Feb	Mar	Apr
May	Jun	Jul	Aug
Sep	Oct	Nov	Dec

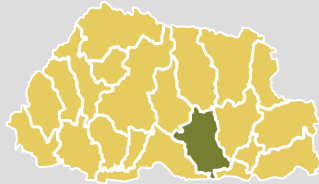
Bumthang and Trongsa



- Numerous Tsechus
- Ancient nabji pilgrim site
- Mountain biking
- Jambey and Kurjey Lhakhang (temples)
- Duer hot spring
- Speciality yatha weaving

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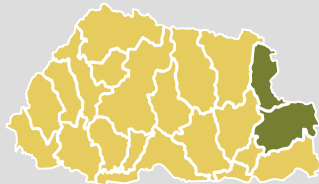
Manas and Zhemgarg



- Trail from Bumthang Ura to Kheng Shingkhkar
- Rare wildlife at Manas
- Duemang hot spring
- Traditional medicated bath at Dangkar
- River rafting
- Zhemgang Tsechu

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Trashigang Trashiyangtse



- Unique customs of Merak Sakten
- Bird and wild life viewing
- Orchid viewing
- Black mountain trek
- Donphama medicinal bath
- Fishing

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Government has an integrated plan for tourism with multiple initiatives to drive the sector



Mission

To be a premium exclusive long stay destination for culture, nature & wellness tourism

Exclusivity and unique philosophy of Gross National Happiness

Strategic thrusts



Nature: unexplored beauty



Culture: 'living' culture & heritage



Wellness: Spirituality and serenity

Flagship projects

1 Destination marketing ...
 ... to identify, develop, market and promote unique products and experiences to travel partners around the world

2 Aviation
 ... International aviation capacity and service
 ... Domestic connectivity across the country

3 Supply Creation
 ... High end hotels to offer exclusive experiences

Key initiatives: Tourism

4 Pricing and channel
 ... minimum floor price to continue with greater transparency in packages

5 Supply up-gradation
 ... star rating of all hotels and mandatory for all tourists to stay in 3 star and above

6 Integrated destination infra
 ... holistic infrastructure for all tourist arrivals

7 Sustainable and Responsible Tourism
 ... Compliance towards standards

Key initiatives: Cross cutting themes

- 8** Key Tourist amenities: Credit card, Visa, Rest areas
- 9** Overall governance of the sector
- 10** Other enablers: Integrated transport infrastructure, land availability, talent development

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Our local tour operators fully support you to plan and execute tours



Basic support from local land tour operators

- Assist tour contents planning
- Obtain VISA
- Book flight tickets
- Book accommodation
- Arrange food
- Arrange guide
- Arrange car and driver
- Provide equipment for activities such as trekking etc.

USD 200/day/pax: Dec-Feb & June –Aug
USD 250/day/pax : Mar-May & Sept-Nov

Local tour operators will offer flexible support based on your request

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Druk Air flights are available from 8 cities to Bhutan

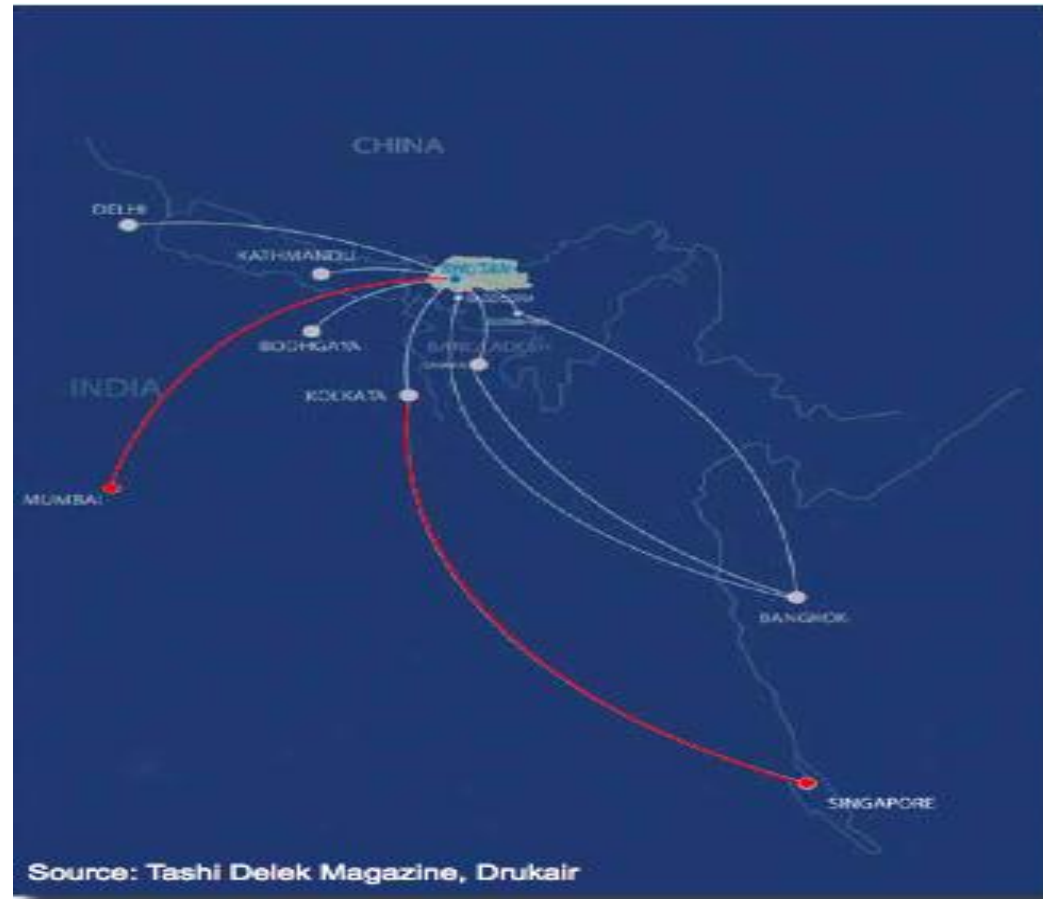


Druk Air info

- **Founded:** 1981, Commercially operated in 1983
- **HQ:** Paro, Bhutan
- **Chief Executive Officer :** Mr. Tandin Jamso
- **IATA Code :** KB
- **Aircraft Fleet :** 2 (A319)
- **Destinations**
International : 8 Cities
- **Website:**
<http://www.drukair.com.bt>



Operating area



Domestic air service route





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Tourism Council of Bhutan

www.tourism.gov.bt