Welcome to Bhutan
Tourism in Bhutan

- 1974 – 287 visitors
- High Value - Low Impact
  - Absorptive capacity
  - Socio-cultural and natural environment capacity

- Mindful & Responsible
  - Respect host destination
Tourism policy : Characteristics

- Responsible Tourism
- Unique Character
- Authenticity
- Quality
Objectives: Tourism

- Engender a more equitable socio-economic development
- Promoting and conserving our cultural and natural heritage
- Create gainful employment opportunities by harnessing the vast employment potential of the industry
- Contribute to overall socio-economic development
Strategies (STDM)

- Price model
- Product diversification
- Promotion and Marketing
- Infrastructure development
- FDI
- Tax and Incentives
- Capacity building
- Addressing seasonality
- Awareness building
- Decentralization
- Carbon Neutral Destination
For tourist development, four circuits have been identified to offer a combination of nature, culture and wellness.

Bumthang, Trongsa
Cultural heartland with elements of nature and wellness
- Focus key festivals and dzonghs, some of them in the current off seasons.
- Complement with range of natural exploration in the catchment area: alpine flowers, hot springs and bird watching.

Paro, Thimphu and Punakha: Western Circuit
Current tourist hub with a mix of all products
- Focus on culture in the backdrop of natural landscape
- Complement with range of water and easy trek activities/wellness options

Trashi Yangtse and Trashigang: Eastern circuit — unexplored opportunity under development
Elements of culture, nature and wellness accompanied by community based tourism
- Focus as an unexplored hub for community based tourism offering unique traditions and handicrafts
- All year retreat for meditation and wellness
- Complement with Birding and wildlife viewing

Manas and Zhemgang: Southern circuit — unexplored opportunity under development
Ecotourism at Manas National Park
- Focus safari-like eco tourism products
- Complement with bird watching and river rafting
Minimum Daily Tariff

- **US$250**
  - March – May
  - Sep – November

- **US$200**
  - June – August
  - Dec – February

Per person per night

- Food
- Tour guide
- Trekking tours
- Accommodation
- Ground transport
- Non-alcoholic beverage
Visitor Arrival (2001 – 2011)

<table>
<thead>
<tr>
<th>Year</th>
<th>Visitor Arrival</th>
</tr>
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<tbody>
<tr>
<td>2001</td>
<td>6393</td>
</tr>
<tr>
<td>2002</td>
<td>5599</td>
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<tr>
<td>2003</td>
<td>6261</td>
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<td>2004</td>
<td>9249</td>
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<td>2005</td>
<td>13626</td>
</tr>
<tr>
<td>2006</td>
<td>17344</td>
</tr>
<tr>
<td>2007</td>
<td>21094</td>
</tr>
<tr>
<td>2008</td>
<td>27636</td>
</tr>
<tr>
<td>2009</td>
<td>23480</td>
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<tr>
<td>2010</td>
<td>40873</td>
</tr>
<tr>
<td>2011</td>
<td>65756</td>
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Accommodation (Beds)

<table>
<thead>
<tr>
<th>Star Rating</th>
<th>Beds</th>
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<tbody>
<tr>
<td>5-Star</td>
<td>424</td>
</tr>
<tr>
<td>4-Star</td>
<td>392</td>
</tr>
<tr>
<td>3-Star</td>
<td>2115</td>
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<td>2-Star</td>
<td>2145</td>
</tr>
<tr>
<td>1-Star</td>
<td>496</td>
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</table>
... and arrivals from all over the world
Visitor Profile

**Age**

<table>
<thead>
<tr>
<th>Under 18</th>
<th>18-25</th>
<th>26-35</th>
<th>36-45</th>
<th>46-55</th>
<th>56-60</th>
<th>60+</th>
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<tbody>
<tr>
<td>1,95</td>
<td>2,31</td>
<td>11,69</td>
<td>16,7</td>
<td>19,65</td>
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<td>35,33</td>
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**Education**

<table>
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<tr>
<th>School</th>
<th>Bachelor Degree</th>
<th>Masters Degree</th>
<th>PhD</th>
<th>Others</th>
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</thead>
<tbody>
<tr>
<td>11,95</td>
<td>33,98</td>
<td>35,36</td>
<td>11,42</td>
<td>7,28</td>
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</tbody>
</table>
Visitor Profile ...

... heard from friends (29%)

...Visiting for the first time (67%)

....7- 8 nights
Visitation pattern

Bhutan Trend

World Trend

Number of total international tourists – global
Million

Grew by 60% Jan-December
Purpose of Visit

- Adventure Sports
- Cultural/Sightseeing/Festivals
- Bird Watching/Flora/Fauna
- Spiritual/Wellness
- Trekking
- Textiles
Attractions in Bhutan

Culture
Attractions in Bhutan

Nature
Attractions in Bhutan

Wellness
Attractions in Bhutan

MICE
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