



BHUTAN
Believe

DEPARTMENT OF TOURISM

Meetings & Events in Bhutan

17th UTM-UN Tourism Training Programme
Leveraging Meetings and Events for Local Development

21 – 24 October 2025
Macao SAR, China

Policy Framework and Brand

“High Value, Low Volume” Tourism Policy

Regenerative Tourism

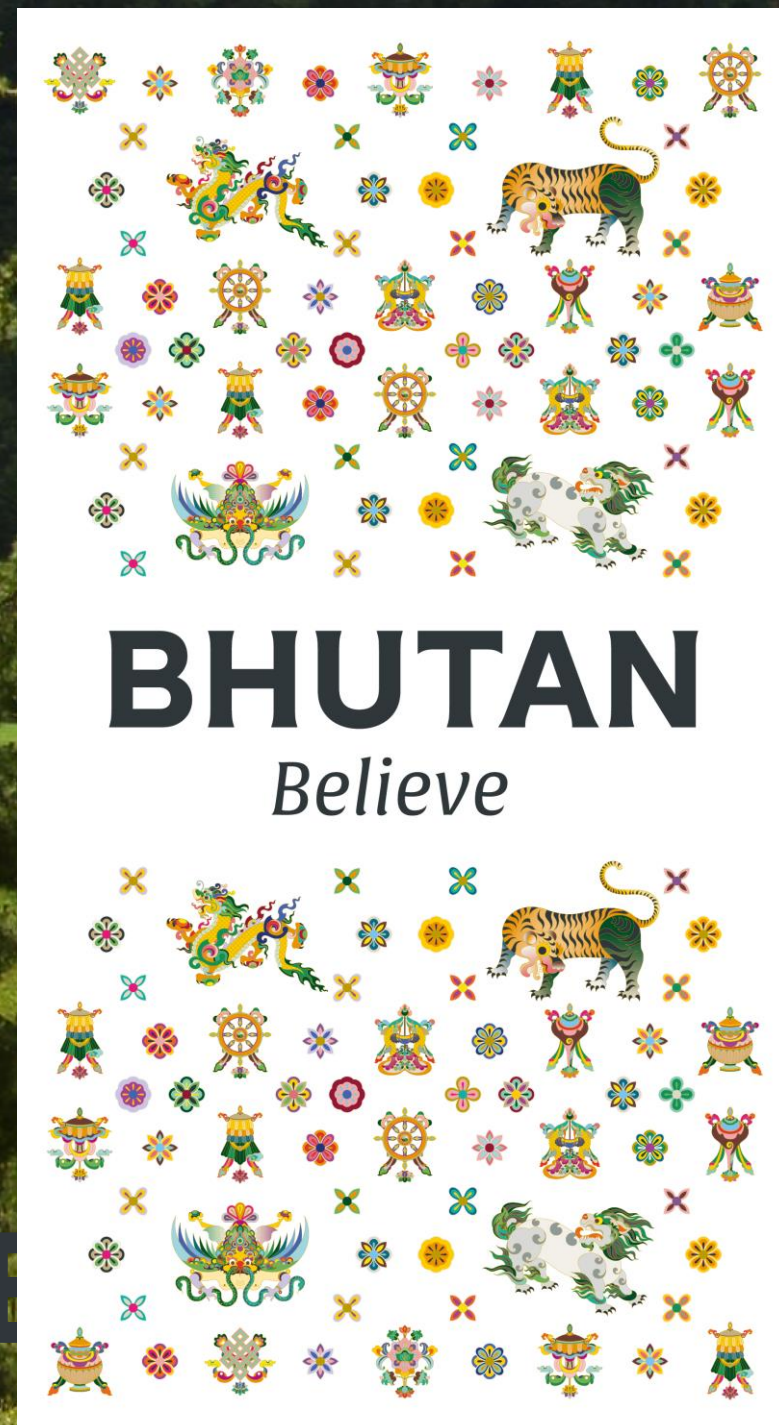
Travel that *regenerates, restores
and Cares*

Bhutan *Believe*

- More Than a Destination,
- More Than a Journey—A Belief

Sustainable Development Fee
(SDF)

*All our visitors to Bhutan make an active contribution
to Bhutan's economic, social and cultural development.*



Strategy & Approach



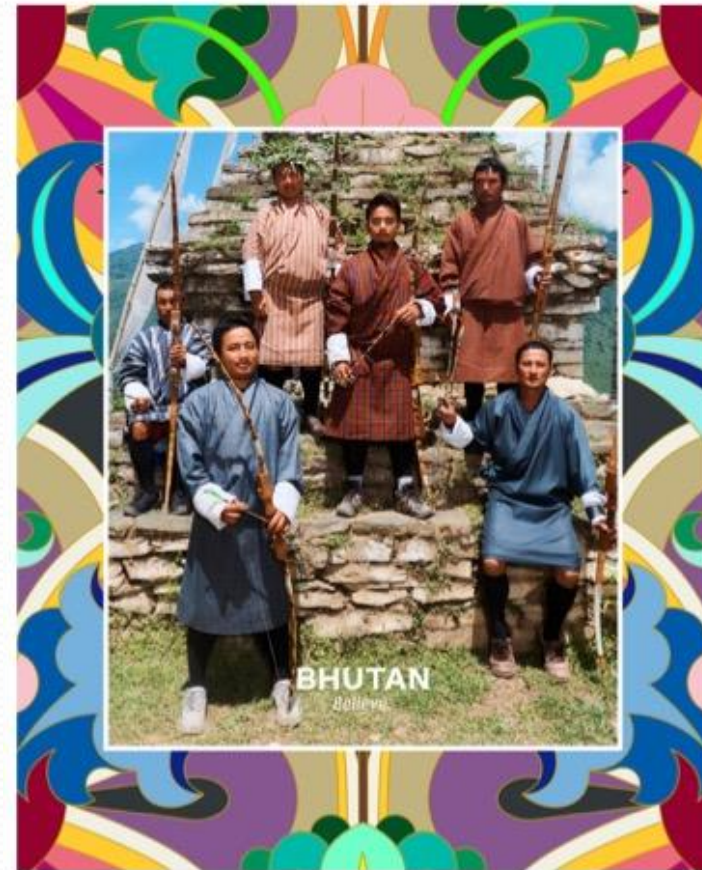
- MICE (Meetings, Incentives, Conferences and Events) as A strategic program to position Bhutan as a destination for international business and professional gatherings
- Recognizing the growing demand for meaningful and culturally immersive event experiences, the MICE initiative was designed to attract target this segment.

- Bhutan brand encompassing the essence of Gross National Happiness & cultural authenticity
- Pristine environment & exclusive, secure destination
- Differentiation: lower volume, exclusivity, sustainable
- Make Events and Meetings sustainable and experiential



Diverse offerings, experiences and Opportunities

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Unique experiences



Cultural heritage



Nature



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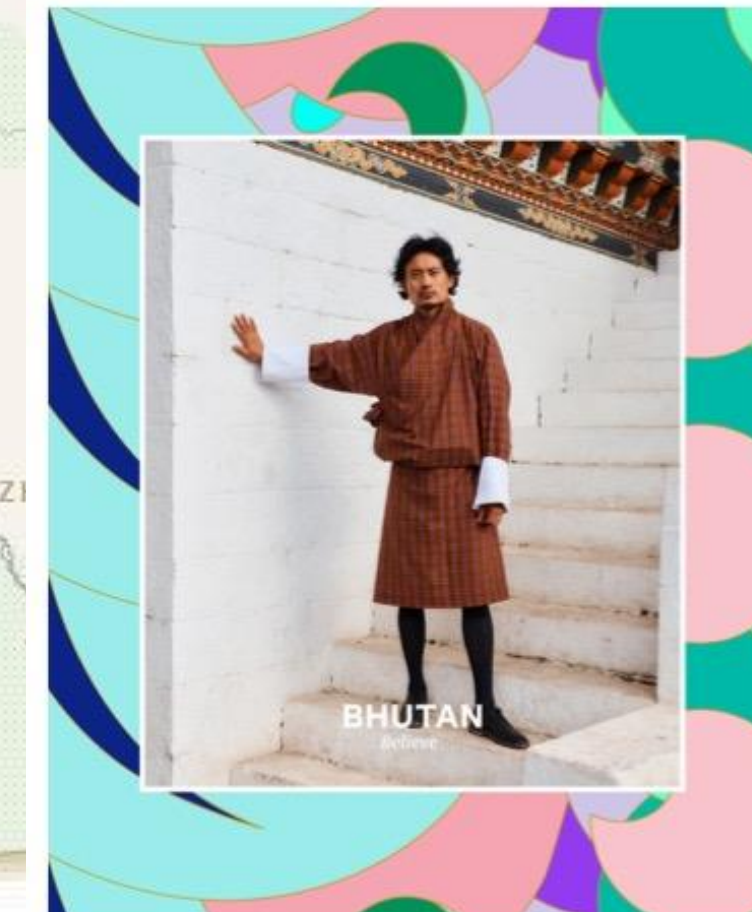
"Zhorsey is a local fermented cheese and a staple in the diet of Bhutanese. Just a tiny amount added to the famous national dish, delicious burst of flavor!"



Spiritual journeys



"The Lotus trek is part of an ancient Bhutanese trade route. Traders would use it to go from here to India and then onwards to China where the goods were sold."



Our people



Why Meetings and Events (MICE)



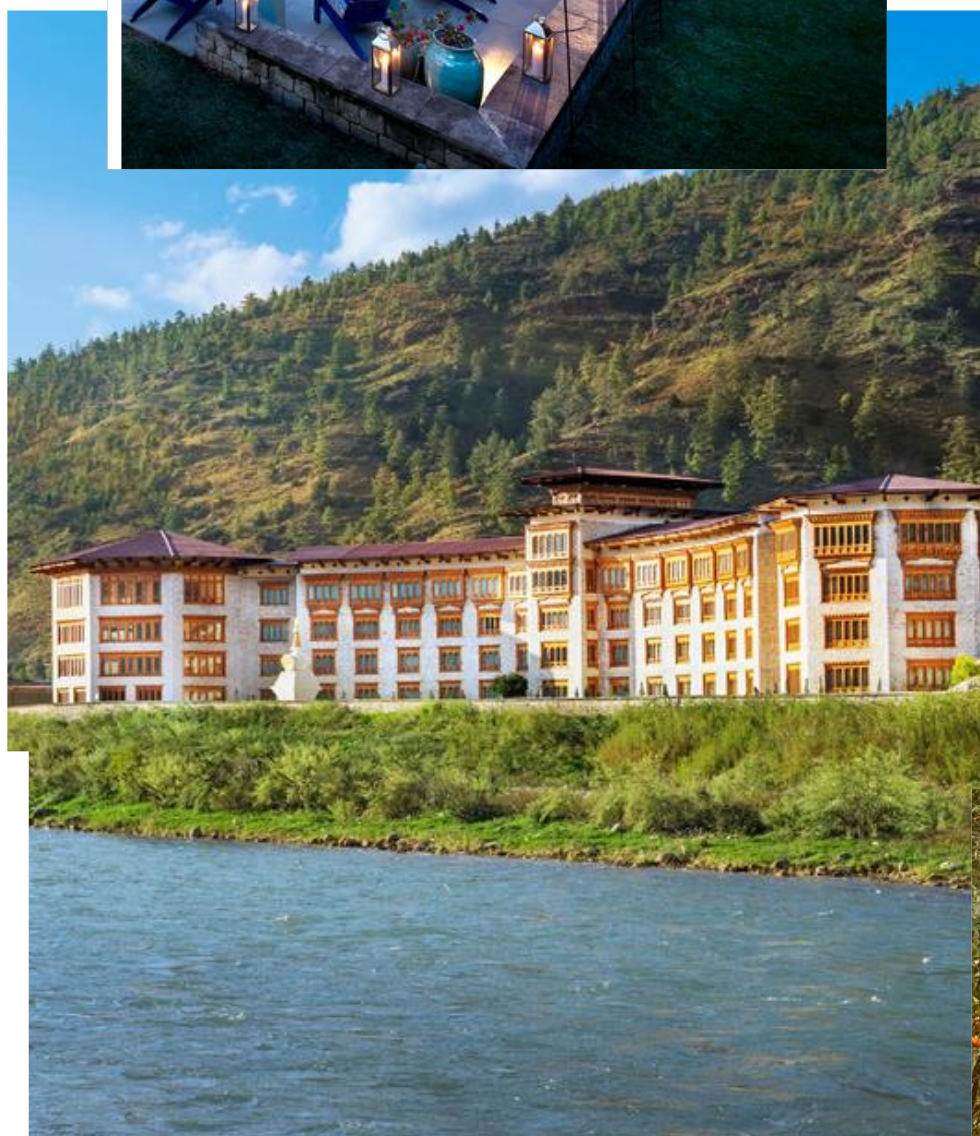
- *Year-round activities and events*
- *diversify / reduce seasonality*
- *Maximise utilisation of facilities / venues*
- *attract higher-yield business travellers,*
- *use events to strengthen destination brand*

*Priority focus on Infrastructure,
Capacity, Sustainability &
Community Inclusion*



Policy Support for MICE

- *SDF exemptions for MICE participants for upto 5 nights stay*
 - *MICE can be organized anytime of the year*
- *MICE must be organized / hosted by/through a Bhutanese Tour Operator or a Bhutanese Hotel*
- *Minimum requirement of 2 days official engagement with remaining days for relaxation and retreats*
- *Seamless facilitation of MICE with processes done online*



Systems and Platforms

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**EASIER TO
GET TO,
HARDER
TO LEAVE**



- Applying for a visa to visit Bhutan is simple and straightforward.
- With favorable weather all year around, and lush evergreen forests, any time is a good time to visit Bhutan.



Visit Bhutan whenever you want!

Gone are the days when planning a trip to Bhutan took months of preparation. With new flight connections, simplified entry, and flexible travel booking processes, you can now visit Bhutan on a whim. Whether it's next month or next week, Bhutan is ready when you are.

 bhutan.travel  hosts@tourism.gov.bt  +975 2 323252

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www.Bhutan.Travel

Your Story Begins Here
“gateway to your transformation”

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**Bhutan in a
Few Clicks!**



**It is easy to get a visa to
Bhutan**

The visas and SDF can be applied for and paid at this link: <https://immi.gov.bt/> or via your Bhutanese travel partner.

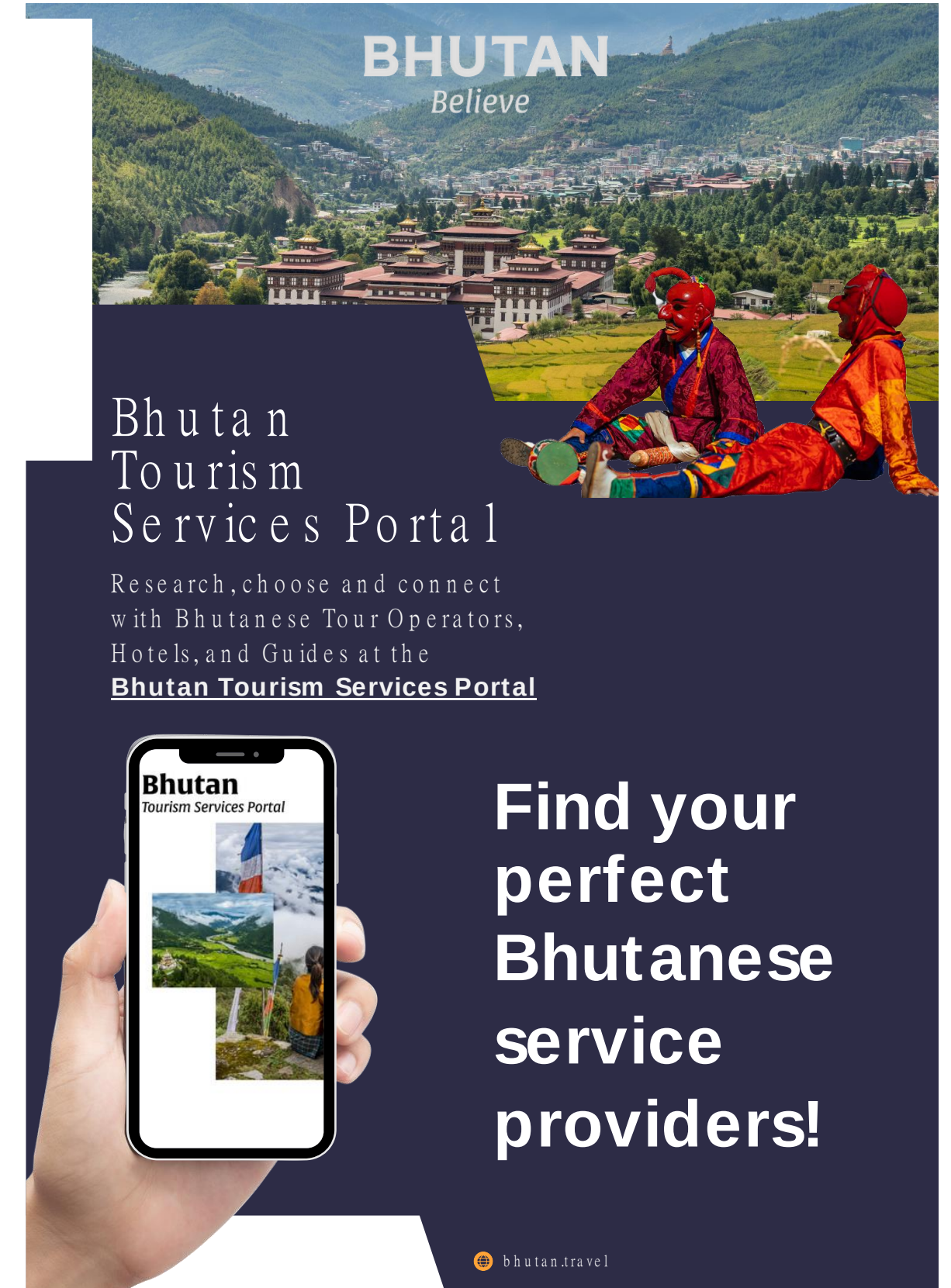
The visa usually takes 5 business days to process.

For an additional USD10, you can now opt for the fast-track service and receive your visa within 24 hours.



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**Bhutan
Tourism
Services Portal**
Research, choose and connect
with Bhutanese Tour Operators,
Hotels, and Guides at the
Bhutan Tourism Services Portal



**Find your
perfect
Bhutanese
service
providers!**

 bhutan.travel



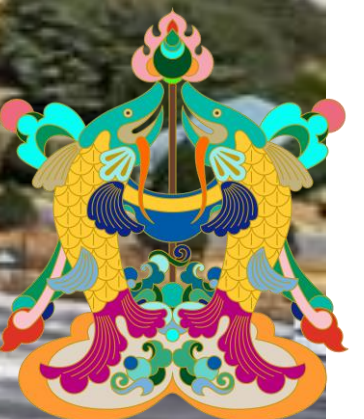
Current Scenario

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Connectivity

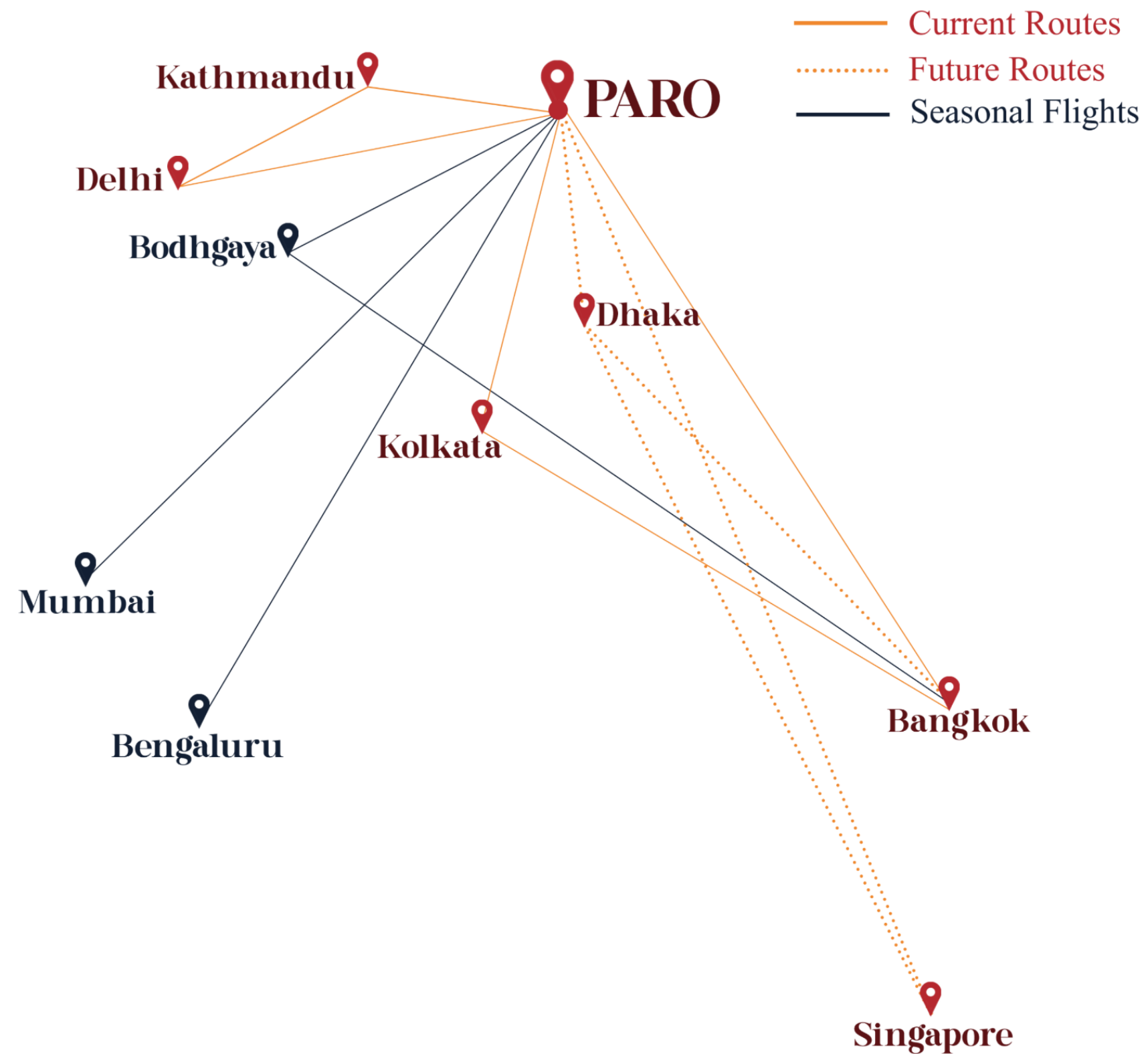


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Air connectivity

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<https://www.bhutanairlines.bt>

<https://drukair.com.bt>



Internal and Land connectivity

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LUXURY LODGES

luxury brands in Bhutan:

Aman - In Paro, Thimphu, Punakha, Gangtey and Bumthang

Six Senses - In Paro, Thimphu, Punakha, Gangtey and Bumthang

Como - In Paro and Punakha

Le Meridien - In Paro and Thimphu

Gangtey Lodge - In Phobjikha valley

Bhutan Spirit Sanctuary - In Paro

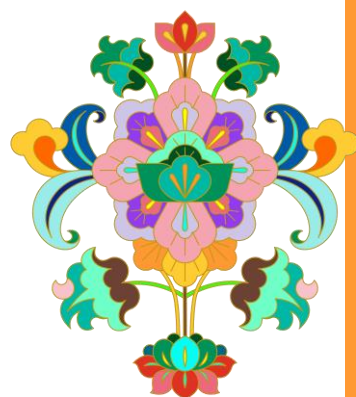
Yarkay - In Thimphu

Pemako Tashi - In Thimphu

Zhiwaling Heritage Resort - In Paro

&BEYOND - In Punakha

Pemako - In Punakha



EXCELLENT 4* OPTIONS

4* luxury brands in Bhutan:

Himalayan Keys Forest Resort - Paro

Naksel Boutique Hotel & Spa - Paro

Dhensa Boutique Resort - Punakha

RKPO Green Resort - Punakha

Hotel Ariya - Thimphu

Norkhil Boutique Hotel & Spa - Thimphu

The Pema - Thimphu

The Postcard Dewa - Thimphu

Zhiwa Ling Ascent - Thimphu

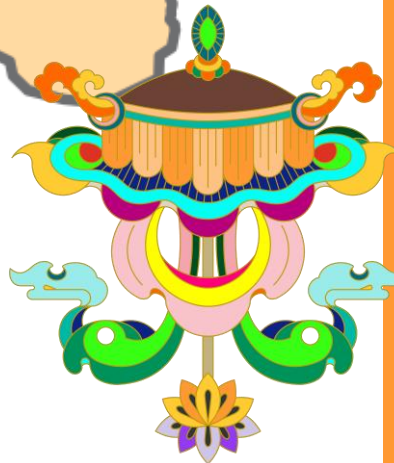
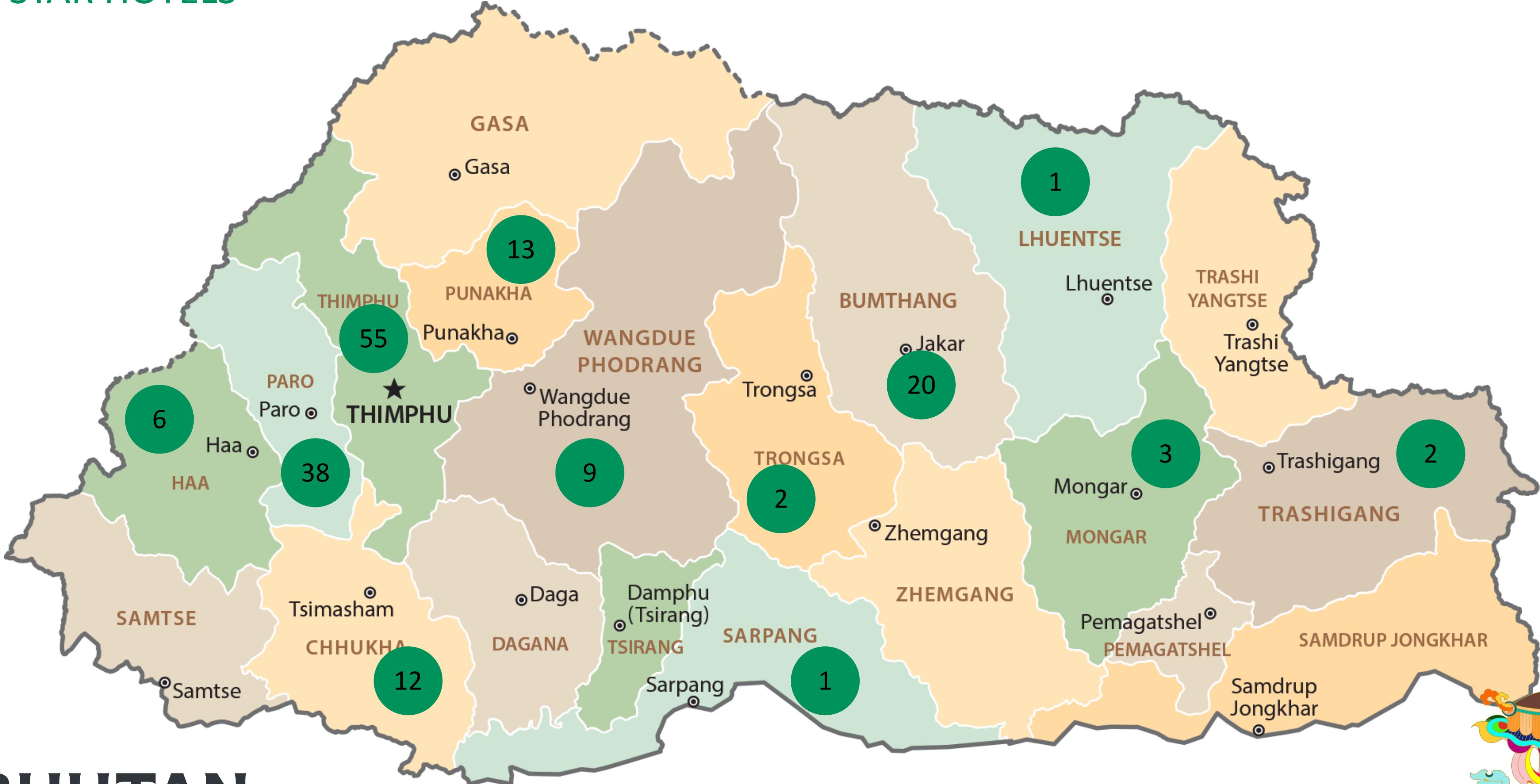
Terma Linca - Thimphu



**NORKHIL BOUTIQUE
HOTEL & SPA THIMPHU**



3 STAR HOTELS



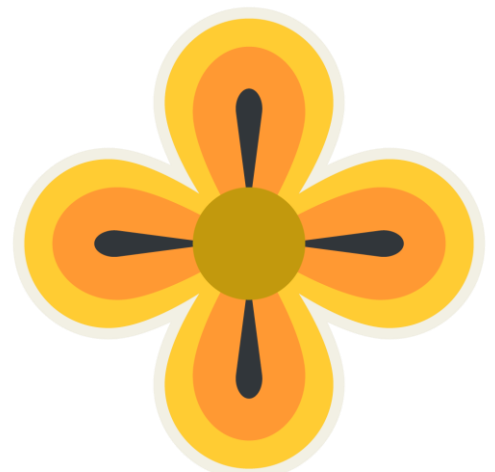
CHARMING HOMESTAYS

Experience traditional Bhutanese
life by staying at a traditional
homestay around the country.

Sample traditional meals

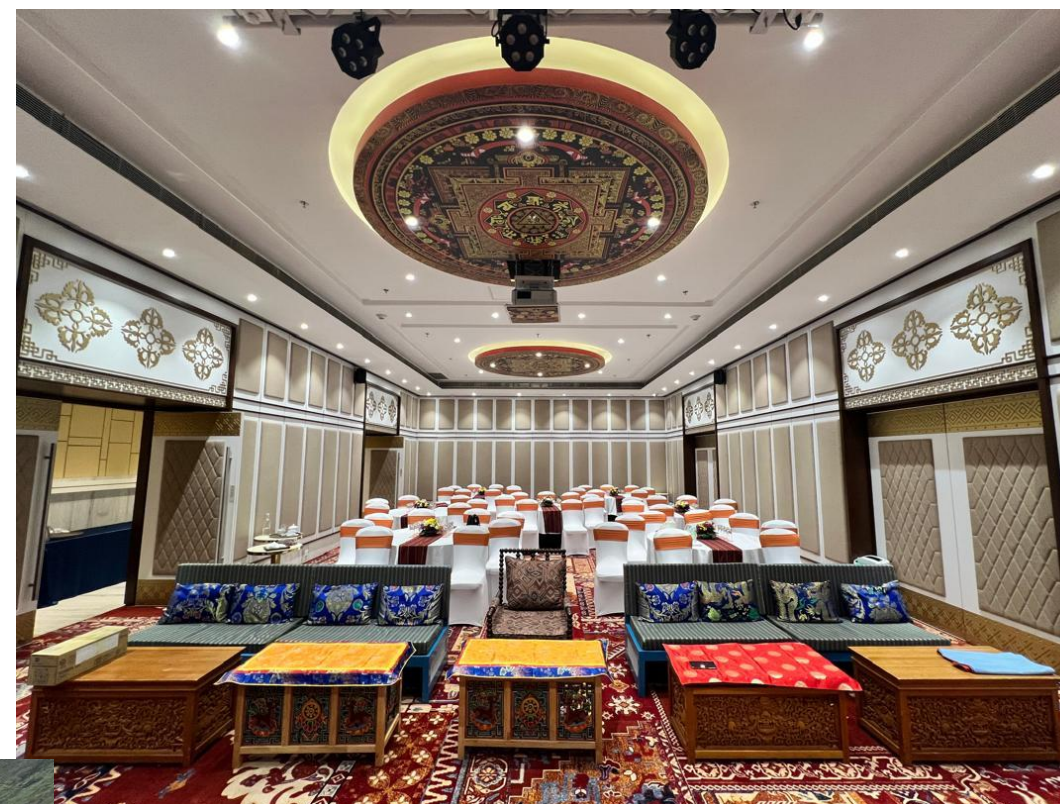
Meet local people

Experience local insights of the destination

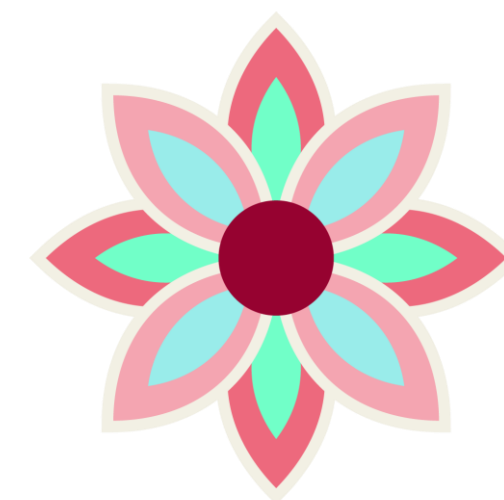


Facilities and activities

- *Diverse range of properties, facilities and services to choose from*
- *Unique and diverse activities*

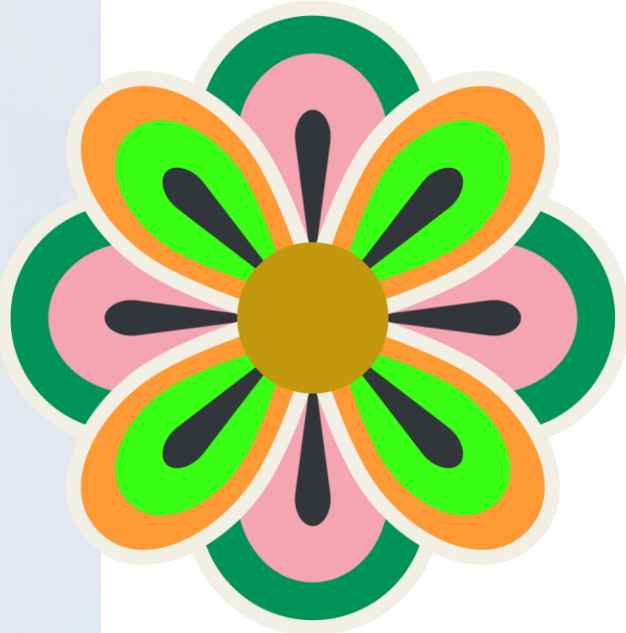


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Facilities and activities

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Meetings and Conferences Scenario

- 18 MICE Events held in Bhutan in the last 16 months with 836 visitors by 14+ Bhutanese TOS / Hotels hosting some 836 guest.
- Minimum MICE group participants were 15 and highest being 124 persons

Nationality of MICE participants

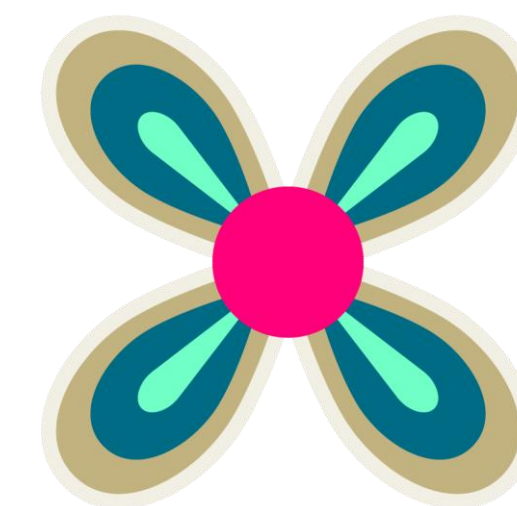
#	Nationality / Country	No. of Pax
1	Indian	410
2	American	69
3	Nepali	64
4	Korean	52
5	Vietnamese	50
6	Hongkong (China)	38
7	Northern Ireland	22
8	Australian	16
9	Mongolian	13
10	Singaporean	10

MICE by Month

Month	No. of participant
March	82
April	97
May	144
June	244
August	85
September	121
December	63

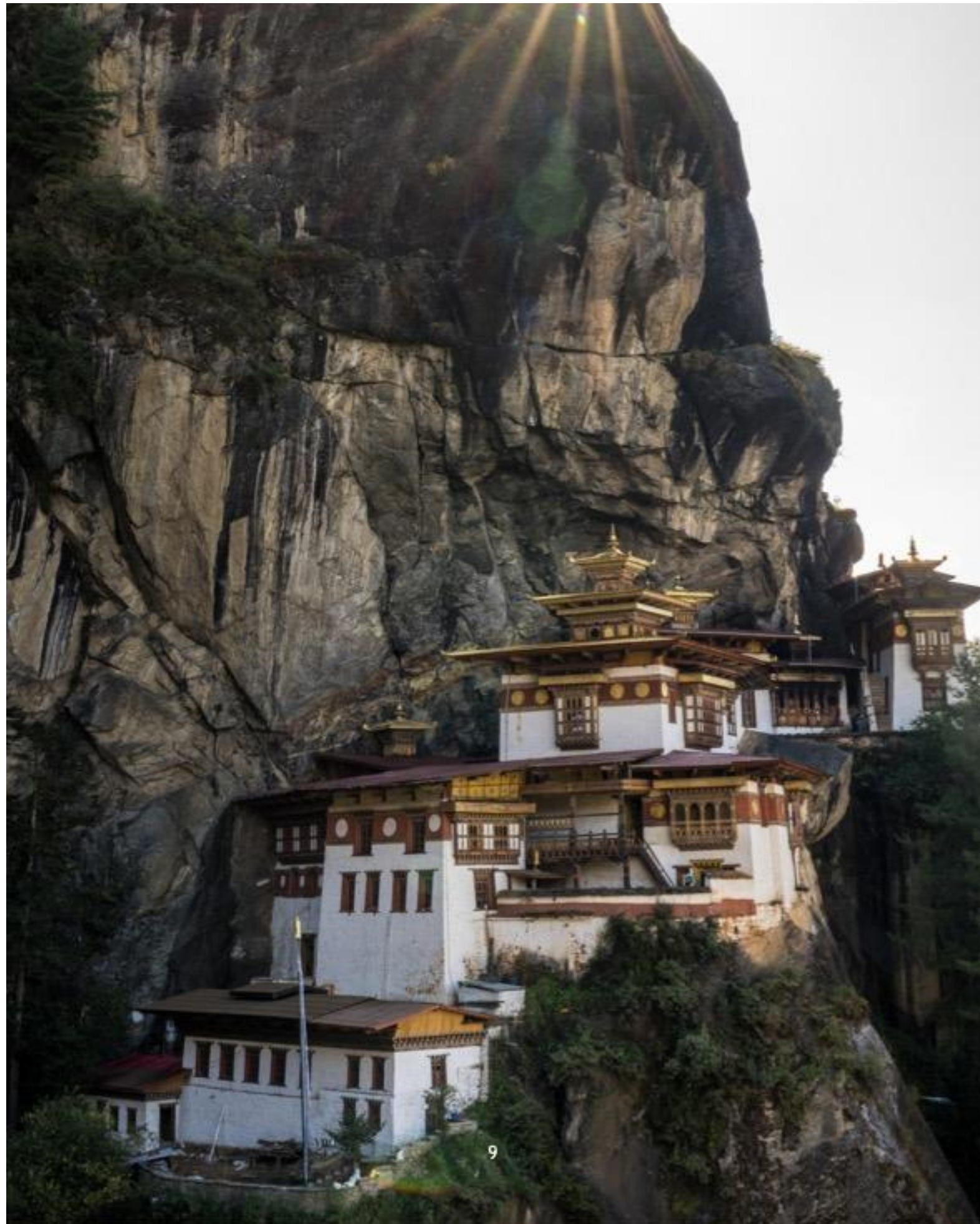
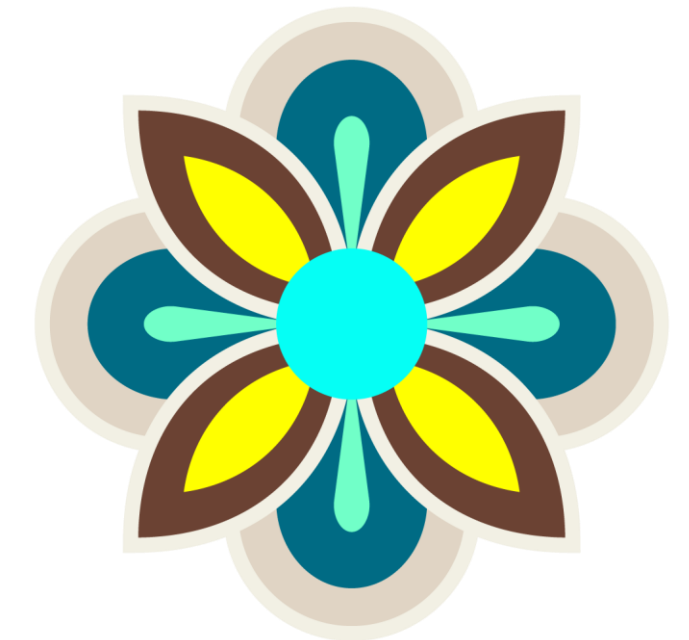
Economic Impact

- Benefits to local service providers – hotels, transport, guide, airlines, restaurants, shopping etc.



Going Forward

- Positioning events to promote Innovation & Knowledge Economy
- Sustainability & Responsible Events
- Attract major events
- Positioning, stronger national, regional and international partnerships
- Enhance facilities and infrastructure – venues, accommodations, digital and tech infra, support services
- PPPs and community engagements / benefits
- Events calendar to make it year-round



CONNECT WITH US



@destinationbhutan



@tourismbhutan



@bhutantourism



@tourismbhutan

WWW.BHUTAN.TRAVEL

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