

Bhutan inaugurates tourism services portal to enhance traveller experience

- A Monitor Report

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Thimphu : Bhutan's Department of Tourism has launched a new Tourism Services Portal, an innovative platform designed to streamline the experience of visitors to the Kingdom.

Till date, more than 400 Bhutanese tour operators, nearly 1,000 certified guides, 100 hotels, more than a dozen homestays and several other service providers in Bhutan have joined the site.

About the development, Damcho Rinzin, Director, Department of Tourism Bhutan, said, "This site provides effortless access to our tourism service providers and it underscores our dedication to supporting local businesses and ensuring the highest standards of service."

"This portal is a game-changer for visitors to Bhutan," said Kinley

Gyeltshen, Chairman of the Association of Bhutanese Tour Operators (ABTO), cited reports.

"It enables them to find and connect easily with a preferred Bhutanese tour operator and plan the perfect trip; the user-friendly interface and drop-down filters make the search process intuitive, enhancing the overall visitor experience."

As Bhutan celebrates 50 years of international tourism in 2024, the launch of the site is a milestone in the Kingdom's journey to modernise and sustain its unique approach to tourism. The new portal is being promoted to guests through the Department of Tourism's website, marketing collateral and social media.

Bhutan's Department of Tourism is responsible for the development and promotion of sustainable tourism in Bhutan. It works to share the Kingdom's remarkable places, people and experiences with conscious travellers, guided by the principles of high-value, low-volume tourism.