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TOURISM COUNCIL OF BHUTAN



PROMOTION OF BHUTAN: International Tourism Events List 2019

The Tourism Council of Bhutan, in collaboration with the private Bhutanese tourism partners, participates in tourism events in different key source markets. The event list is developed based on the importance of that particular region, country or market to Bhutan, feedback received from previous participation (This includes benefit derived in terms of business prospects), internal research conducted and to broaden source market base for increasing number of Bhutanese entrants into tourism business.

Objectives

The following are some of the main objectives of participating in tourism events. However, there will be other benefits of showcasing Bhutan in these events.

1. Promote Bhutan as a year-round exclusive travel destination of South Asia
2. Develop, strengthen and promote Brand Bhutan
3. Showcase and reinforce Bhutan's presence in the global travel market [platforms]
4. Educate and update on visiting Bhutan
5. Provide affordable opportunity to private tourism partners to network and market their services & products
6. Generate business through tie-ups with foreign tour operators
7. Develop direct link with the source market tour operators & travel advisors, thus doing away with the role of middle agents
8. Help renew & maintain confidence on selling Bhutan
9. Understand expectations of visitors and travel trade partners
10. Get direct clients (tourists) from these events



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Expected Result

Among others, following are some of the expected results from participating in tourism events.

1. Increased awareness on Bhutan
2. More informed & knowledgeable international tour operators
3. Immediate business (bookings) generated
4. Easy access (Instant) to destination information for travelers and trade partners
5. Face-to-face platform for interaction & business discussion provided
6. Increased business opportunities
7. Increased confidence on selling Bhutan
8. Increased publicity on Bhutan (Including media coverage)
9. Increased number of international tour operators including Bhutan packages in their promotional collaterals
10. Increased number of international tour operators recommending Bhutan to their clients



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Tourism Event List [2019]

TCB will participate in the following tourism events in 2019 together with the Bhutanese tourism industry partners. Please register with the relevant contact person through email at the earliest possible. After you have sent an email, please speak with the relevant person if you don't hear back from him or her about your expression of interest to participate in the following tourism events.

	Event Name	Date	City	Country	Website	Contact Person	Last date of registration & payment of security
1	India International Travel & Tourism Exhibition (IITT)	10-12 January	Mumbai	India	www.tourismfair.asia	Namgay Wangmo namgay@tourism.gov.bt	25 September 2018
2	South Asia Travel & Tourism Event (SATTE)	16-18 January	Delhi	India	www.satte.in	Namgay Wangmo namgay@tourism.gov.bt	25 September 2018
3	International Tourism Trade Fair (FITUR)	23-27 January	Madrid	Spain	www.fituronline.com	Karma Zangmo karmazangmo@tourism.gov.bt	25 September 2018
4	Travel & Adventure	16-17 February	Los Angeles	United States	www.travelshows.com	Damcho Rinzin damchorinzin@tourism.gov.bt	31 August 2018



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	Show						
5	Internationale Tourismus Borse (ITB Berlin)	6-10 March	Berlin	Germany	www.itb-berlin.de/en	Thinley Wangdi twangdi@tourism.gov.bt	14 September 2018
6	China Outbound Travel & Tourism Market (COTTM)	15-17 April	Beijing	China	www.cottm.com	Tshering Pem tsheringpem@tourism.gov.bt	30 November 2018
7	Arabian Travel Market (ATM)	28 April - 1 May	Dubai	United Arab Emirates	www.arabiantravelmarket.wtm.com	Namgay Wangmo namgay@tourism.gov.bt	30 November 2018
8	Korea World Travel Fair (KOTFA)	6-9 June	Seoul	South Korea	http://en.kotfa.net	Tshering Pem tsheringpem@tourism.gov.bt	31 December 2018
9	Tourism Expo Japan (JATA)	September	Tokyo	Japan	www.t-expo.jp/en	Thinley Wangdi twangdi@tourism.gov.bt	15 January 2019
10	Luxperience	September	Sydney	Australia	www.luxperience.com.au	Thinley Wangdi twangdi@tourism.gov.bt	16 October 2018
11	Internationale Tourismus Borse (ITB)	16-18 October	Singapore	Singapore	www.itb-asia.com	Tshering Pem tsheringpem@tourism.gov.bt	31 May 2019



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	Asia)						
12	World Travel Market (WTM)	November	London	United Kingdom	www.london.wtm.com	Tshering Pem tsheringpem@tourism.gov.bt	5 June 2019

Terms & Conditions

- Feedback:** We urge participants to provide feedback to TCB. If a participant fails to provide feedback formally then it may affect his or her future participation in tourism events. This is because your feedback is very important to better utilize resources and formulate plans. You are welcome to share your feedback whenever it is convenient to you but we recommend you to use the formal feedback system to allow proper assessment of our activities.
- Last date of registration:** Please ensure that you send email to relevant official(s) mentioned above. After the last date of registration, interested participants will be waitlisted, in case some participants withdraw. Registration will only be accepted through email because this allows us to be transparent and keep proper record of our communication. Please keep a copy of this email for reference should the need arise.
- Security deposit:** A security amount of Nu. 30,000 (Thirty thousand only) must be deposited with TCB to confirm your participation on or before the last date of registration. Security deposit is must to gauge serious participants. Once we have clear idea on the number of confirmed participants we will be able to plan so many things and it will also allow serious participants to make their travel plans ahead of time. Security deposit is non-refundable and it will be adjusted to your final payment. However, security deposit will be refunded if a participant does not get selected during lucky draw. Those who fail to pay security deposit by last date of registration, they will be waitlisted and will not be allowed for the selection process.



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4. **Event research:** It is highly recommended that you conduct research about the above events to better prepare and to get best out of your participation.
5. **Meetings (Briefing):** Attend meetings organized by TCB. Date and time of meeting will be communicated to you through email for each event. We finalize many things during our meeting, so it is important that you attend these meetings.
6. **Cost:** Please contact respective official to enquire about cost for participation. The cost of booth space will be shared between TCB and the private participants on a 50:50 ratio. All participants bear 50% of the total bare booth space cost only. The cost for construction and decoration of the booth will be borne fully by TCB.
7. **Undertaking:** For better coordination and efficient future planning, we require everyone to sign an undertaking during the time of depositing the security amount.

Code of Conduct

- ✓ Please have your own product brochures and sample itineraries to differentiate your company from others. If possible, have language brochure(s) for relevant regions or countries.
- ✓ National dress is always our pride and a good attraction so all Bhutanese participants must wear ghos and kiras.
- ✓ It would be good to have souvenir items or similar things with you or displayed on your table to attract attention or to start a conversation. Sometimes these small things will do magic for you.
- ✓ Study the source market before participating in tourism events.
- ✓ In some events you will require to schedule appointments in advance. Make sure that you remember the deadline for this. Please ask relevant official on this.
- ✓ Try and attend business-networking sessions because you may come across good business partners.
- ✓ Please don't forget to take enough business cards.



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- ✓ Must send high resolution logo to the relevant official
- ✓ Must not stand or promote in the walkway
- ✓ Must refrain from promoting in areas others than allocated to you.
- ✓ Must not interrupt others during their business meetings
- ✓ Must not occupy meeting tables unless it is for business meetings as there is limited meeting space/tables.
- ✓ Must take care of your own garbage by disposing off appropriately
- ✓ Must take care of your own belongings (Including brochures)
- ✓ Must not take standing banners unless advised.
- ✓ Any additional major decoration must be approved by TCB in advance.
- ✓ Must inform TCB representative on media interviews or similar.
- ✓ Ensure that you have one representative in your booth all time.

----- **THANK YOU [END]** -----