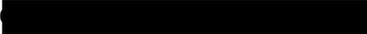




Destination Website

Tourism Council of Bhutan (TCB) <info@tourism.gov.bt>
Reply-To: "Tourism Council of Bhutan (TCB)" <info@tourism.gov.bt>
To: 

3 October 2017 at 10:09



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TOURISM COUNCIL OF BHUTAN

Destination Website



Message here.

Dear Sir/Madam,

The Tourism Council of Bhutan (TCB) launched new official destination website on 27th September, 2017, on the World Tourism Day. The TCB has undertaken this major development and up-gradation of official travel destination website during the past few months with the hope and expectation of improving information sharing among the stakeholders of the tourism industry and among the industry members and visitors. The TCB also expects that this major up-gradation of the destination website would greatly improve confidence of the stakeholders and visitors in information shared by the TCB regarding visiting Bhutan.

The TCB's Destination website (www.bhutan.travel) will mainly act as an information portal for the potential visitors to Bhutan. The tour operators can register and promote their tour packages on the website. Similarly, the Dzongkhags, gewogs and various event organizers can promote their festivals, events and other tourism products on the website after creating their user accounts on the website. Thus, the information on our website will become more authentic and reliable. This feature will help in bringing the tourism benefits to their respective Dzongkhag or gewog, which will in turn, help the TCB in spreading the tourism benefits evenly throughout the country.

The new destination website offers some new features which were not available in TCB's previous website. While the stakeholders can still promote their tour packages and tourism products on the new websites, they do not have to come all the way to TCB office or contact officials in TCB to register and submit their tour packages and tourism products, as the new website provides a special feature whereby the stakeholders can register, submit and also manage their tour packages from anywhere. Another new improvement that has been incorporated in the new website is the information segregation. Unlike in old websites, the new destination website will provide only those information that are important and relevant to tourists, in contrast to the TCB's corporate website which will provide only those information that are important for the industry members/stakeholders. Hence, there will be no confusions regarding the information shared on the two websites.

Please download website user guideline from <https://www.bhutan.travel/resource/user-guidelines>.

For more information, please contact:

Tshering Wangchuk (Mr),
Assistant Tourism Officer,
Tourism Promotion Division.

With warm regards

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