



bitm
Bhutan International Travel Mart



བསྐྱེད་ལས་ལས་ཁུངས་ཁྲུང་སྐྱོང་ལྷན་ཁག་

DEPARTMENT OF TOURISM

བཟོ་གྲུ་རྩེ་ལས་དང་ལུ་གཡོག་སྐྱོན་ལག་

Ministry of Industry, Commerce and Employment

Tarayana Center, P.O.Box 126, GPO Thimphu, Bhutan

T +975 2 323251 | email: hosts@tourism.gov.bt

Press Release

Bhutan launched the Inaugural Bhutan International Travel Mart (BITM) 2026

(Thimphu, Bhutan, 12 June 2026): The Department of Tourism (DoT), under the Ministry of Industry, Commerce and Employment (MoICE), in partnership with the Association of Bhutanese Tour Operators (ABTO), officially launched the inaugural Bhutan International Travel Mart (BITM) 2026, a landmark event for Bhutan’s tourism sector. Following a welcome dinner on 10 June, the event opened on 11 June 2026 and was graced by the Honorable Minister for Industry, Commerce and Employment, Lyonpo Namgyal Dorji. Over three days, BITM 2026 will bring together tourism professionals, industry leaders, and stakeholders for business-to-business meetings, destination and product showcases, networking opportunities, technical tours, and industry engagement sessions.

The Bhutan International Travel Mart (BITM) is a landmark initiative strategically designed to elevate Bhutan’s status and standing on the global stage, positioning the Kingdom as a premier, high-value destination. It is a calculated investment in our national prosperity, serving as a dynamic engine that converts global interest into tangible local prosperity. By bringing the world’s most influential international buyers to our doorstep, we are unlocking a new frontier of business that ensures the economic dividends of tourism are captured within our borders. The goal is to develop BITM into a top global tourism event generating good employment and economic opportunities for Bhutan, in addition to the great promotional value.

The event has attracted strong interest from the global travel trade, underscoring Bhutan’s growing appeal as a premier high-value destination. The event attracted more than 200 confirmed international buyers from around 15 key markets, including India, Nepal, Thailand, Singapore, China, the United Arab Emirates, Israel, Bangladesh, Slovakia, Ukraine, Canada, Germany, Japan, Russia, and Spain. India represents a diverse range of cities and regions such as New Delhi, West Bengal, Bangalore, Kolkata, Bihar, Uttar Pradesh, Ahmedabad, Mumbai, Jaipur, Hyderabad, Haryana, Assam, Gurgaon, Chennai, Jharkhand, Sikkim, Amritsar, Pune, and others. This broad international representation reflects the increasing global demand for Bhutan’s unique tourism experiences and reinforces BITM’s role as a strategic platform for strengthening international partnerships and expanding market reach.

The event has also received strong support from Bhutan’s tourism industry, with more than 50 exhibitors confirmed, including tour operators, hoteliers, airlines, and a heli service provider. Their participation highlights the sector’s commitment to showcasing Bhutan’s diverse tourism products and experiences to the international travel trade. Through dedicated business-to-business meetings, networking sessions, and product and destination showcases, exhibitors will have valuable opportunities to establish new business relationships, deepen existing partnerships, and position Bhutan more prominently within key global tourism markets.

A key highlight of the inaugural Bhutan International Travel Mart (BITM) 2026 was the spotlight on Bhutan’s emerging destinations, innovative tourism products, and transformative national initiatives that

BHUTAN
Believe

www.bhutan.travel
facebook.com/destinationbhutan
instagram.com/tourismbhutan
TikTok @tourismbhutan
YouTube.com/tourismbhutan



bitm
Bhutan International Travel Mart



བསྐྱོབ་བཀའ་ལས་ཁུངས།

DEPARTMENT OF TOURISM

བའོ་གྲོ་ཚོང་ལས་དང་ལུ་གཡོག་ལྷན་ཁག།

Ministry of Industry, Commerce and Employment

Tarayana Center, P.O.Box 126, GPO Thimphu, Bhutan

T +975 2 323251 | email: hosts@tourism.gov.bt

embody the Kingdom’s commitment to sustainable and regenerative tourism. The event featured dedicated showcase spaces for flagship projects and experiences, including the visionary Gelephu Mindfulness City (GMC), the historic Wangduechoeling Palace Museum, the pioneering Dinchengang Regenerative Village, and the internationally acclaimed Snowman Race. Complementing these showcases, a curated selection of Bhutanese products and experiences were presented by the Tarayana Centre, CSI, the Embassy of India, and Bhutan Textiles: A Collective Collection, developed in collaboration with the Department of Media, Creative Industry and Intellectual Property. In line with efforts to promote balanced tourism development, BITM also provided a platform for 11 lesser visited Dzongkhags, including all six eastern Dzongkhags as well as Zhemgang, Haa, Gasa, Tsirang, and Dagana, to present their unique attractions and tourism potential to international buyers.

As Bhutan’s first international travel mart, BITM marks a historic milestone in the nation’s tourism journey and is envisioned as an annual flagship event that will strengthen Bhutan’s engagement with the global travel trade. Funded through the Economic Stimulus Programme (ESP) and the Royal Government of Bhutan, the event is strategically designed to elevate Bhutan’s standing as a premier high-value destination while creating tangible economic opportunities for Bhutanese businesses and communities. Furthermore, BITM 2026 will accord special attention to the Gelephu Mindfulness City (GMC), as we unveil its visionary potential to the global travel trade. By bringing GMC to the forefront for our international partners, we are inviting the world to witness the next chapter of the Bhutanese story.

“The inaugural Bhutan International Travel Mart 2026 marks a significant milestone in Bhutan’s tourism journey. More than a trade event, BITM is a strategic platform that strengthens our engagement with international markets while showcasing Bhutan’s unique approach to high-value, regenerative tourism. By bringing together global buyers, industry partners, and destinations from across the country, we are creating new opportunities for sustainable growth, fostering meaningful partnerships, and ensuring that the benefits of tourism reach communities throughout Bhutan. We are delighted to welcome the world to Bhutan and look forward to building enduring relationships that will shape the future of our tourism sector in Bhutan,” said Damcho Rinzin, the Director of the Department of Tourism, Bhutan.

“BITM 2026 represents a landmark opportunity for Bhutan’s tourism industry to connect directly with key international buyers and showcase the exceptional experiences that our country has to offer. For our tour operators, hoteliers, and tourism partners, this event provides a valuable platform to forge new business partnerships, expand market access, and highlight the innovation, quality, and authenticity that define Bhutanese hospitality. We are proud to partner with the Department of Tourism in making this historic event a success and in advancing the growth of Bhutan’s tourism industry,” said Kinley Gyeltshen, the Chairman of the Association of the Bhutanese Tour Operators (ABTO).

For more information on BITM, please visit www.bitm.bt

-Ends-

BHUTAN
Believe

www.bhutan.travel
facebook.com/destinationbhutan
instagram.com/tourismbhutan
TikTok @tourismbhutan
YouTube.com/tourismbhutan



bitm
Bhutan International Travel Mart



བསྐྱེད་བཀའ་ལས་ཁུངས།

བཟོ་གྲའི་ལས་དང་ལུ་གཡོག་ལྷན་ཁག།

DEPARTMENT OF TOURISM

Ministry of Industry, Commerce and Employment

Tarayana Center, P.O.Box 126, GPO Thimphu, Bhutan

T +975 2 323251 | email: hosts@tourism.gov.bt

About the Department of Tourism

The Department of Tourism of Bhutan is dedicated to fostering sustainable tourism, showcasing the Kingdom's extraordinary places, people, and experiences to conscious travelers. It operates under the guiding principle of high-value, low-volume tourism, ensuring that Bhutan's unique identity and resources are preserved for future generations.

About the Association of Bhutanese Tour Operators

The Association of Bhutanese Tour Operators (ABTO) is the national association representing licensed tour operators in Bhutan. ABTO works to promote sustainable tourism, support its members, strengthen industry collaboration, and contribute to the growth and development of Bhutan's tourism sector.

Bhutan Believe

Bhutan's national brand, "Bhutan Believe," reflects the nation's confidence in its future, rooted in the wisdom of its past. The tagline underscores Bhutan's potential, possibilities, and the collective optimism of its people. It calls on all citizens and visitors to embrace Bhutan's aspirations and contribute to its continued growth and resilience.

Visitor Information

Travelling to Bhutan requires a visa or permit, which can be easily obtained online or through a Bhutanese tour operator. The processing time is approximately five days. All international visitors, except those from India, Bangladesh, and the Maldives, must pay Bhutan's Sustainable Development Fee (SDF) of USD 100 per person per night. A one-time visa application fee of USD 40 also applies. Indian visitors pay an SDF of Nu/INR 1,200 per person per night. These contributions support vital cultural, environmental, health, and education initiatives in Bhutan. More details are available at

Tourism Service Providers

Bhutan's tourism services are delivered by certified tour operators, accommodation providers and guides, licensed and regulated by the Department of Tourism. These providers adhere to national standards on service quality, safety, sustainability, and cultural sensitivity. A comprehensive list of certified tourism service providers is available at services.bhutan.travel

Getting to Bhutan

Bhutan is accessible by air through Paro International Airport, served by Drukair – Royal Bhutan Airlines and Bhutan Airlines, with direct connections from key regional hubs including Bangkok, Delhi, Kolkata, Mumbai, Guwahati, Kathmandu, Singapore, Dhaka and Dubai. Overland entry is available for regional travellers through designated border points in southern Bhutan, providing access to central and eastern regions by road.

Things to Do in Bhutan – Key Highlights

Bhutan offers a diverse range of experiences for visitors, from adventure and outdoor activities such as hiking, motorbiking, rafting, and fly-fishing through its mountains, forests, and river valleys, to wellness

BHUTAN
Believe

www.bhutan.travel
facebook.com/destinationbhutan
instagram.com/tourismbhutan
TikTok @tourismbhutan
YouTube.com/tourismbhutan



བསྐྱེད་བཀའ་ལས་ཁུངས།

བཅོ་གྲོལ་ལས་དང་ལུ་གཡོག་ལྷན་ཁག།

DEPARTMENT OF TOURISM

Ministry of Industry, Commerce and Employment

Tarayana Center, P.O.Box 126, GPO Thimphu, Bhutan

T +975 2 323251 | email: hosts@tourism.gov.bt

and spiritual journeys that include visits to ancient monasteries, traditional hot stone baths, and immersion in Bhutan’s living spiritual culture. Nature lovers can explore protected landscapes and biodiversity-rich regions through ecotourism experiences, while heli-tours provide scenic flights over remote valleys and Himalayan peaks. Astro-tourism allows visitors to stargaze under some of the clearest night skies in the Himalayas. Bhutan’s vibrant festivals and events, including colourful Tshechus, the Black-Necked Crane Farewell Festival, and Rhododendron Week, offer rich cultural encounters. Culinary experiences further enhance the journey, with opportunities to savour local favourites such as chilli and cheese (Ema Datshi), butter tea, buckwheat pancakes, and Hoentay.

Best Time to Visit Bhutan – A Year-Round Destination

Bhutan is a year-round destination, with each season offering its own distinct character and experiences. In spring, flowers bloom and valleys come alive with colour. Summer transforms the landscape into a lush, green expanse, showcasing Bhutan at its wildest and most vibrant. Autumn brings clear skies, golden harvests, and some of the country’s most celebrated festivals, while winter offers crisp air, snow-capped peaks, and a quieter Himalayan magic ideal for cultural travel and nature appreciation.

For media inquiries, please contact:

Dawa Yangchen

Media Focal Person (+975 17255894)

Department of Tourism

Chencho Wangdi

Media Focal Person (+975 17600332)

Association of Bhutanese Tour Operators