

# BHUTAN

## *Believe*

### Press Release

## **Bhutan wins prestigious international travel awards**

*Awards include T+L India's 'Best Emerging (International) Destination', Wanderlust's 'Best Sustainability Initiative' for the Trans Bhutan Trail, sustainability awards at the World Travel Mart, and inclusions on list of best places to travel in 2023 for Lonely Planet and Travel Lemming*

**(Bhutan, November 14, 2022):** Bhutan has picked up several prestigious international travel awards in the past two weeks, underscoring the country's efforts during the COVID-19 pandemic to improve the overall tourism strategy and guest experience in the country.

On November 16, Bhutan was recognised as the Editor's Choice Award Winner in the 'Best Emerging Destination' (international) category of the Travel + Leisure India's Best Awards 2022 in Delhi. T+L India's Best Awards 2022 felicitates the best in travel, hospitality and lifestyle, and the winners are chosen through an online voting platform, culminating in an evening gala that brings together the travel, hospitality, and lifestyle community during the awards ceremony.

Also in November, the Trans Bhutan Trail won a 'Special Achievement Award' at the Wanderlust event in the category of 'Best Sustainability Initiative', in addition to a 'one to watch' prize at the World Travel Mart awards ceremony in London. The Trans Bhutan Trail has also been selected by the New York Times as one of the 52 places to go next year.

Recently, Travel Lemming, a US-based online travel guide read by more than 6 million travelers has also named Bhutan as the best place to travel to in Asia next year, as well as the World's #2 Best Place to Travel in 2023 on its annual list of the world's 50 best travel destinations. The annual [list of 50 best places to travel](#) highlights emerging destinations and hidden gems around the world. In explaining why Bhutan was selected, the article says Bhutan "is a special place ... with breathtaking scenery and the freshest air you'll ever inhale." [Lonely Planet](#) also included Bhutan in its list of six journeys worth exploring in 2023.

"While we are excited with these awards, we are also mindful that these recognitions have entrusted us with added responsibility to deliver an even better experience to our guests. I am happy to share that Bhutan's newly adopted Nation Brand – Bhutan Believe, offers inspiration for us to offer a truly world-class holiday for our guests, and help them to connect with us and reconnect with their inner-self and inspire wellness," said Dorji Dhradhul, Director General, Department of Tourism, Bhutan.

"These are our commitments guided by our time-tested golden tourism policy of High Value(s) and Low Volume, knowing that for Bhutan, tourism is beyond revenue and receipts, and it's instead more about sustainable and ethical sources of revenue and investment, and about enhancing and protecting our social, cultural, environmental, natural and economic dimensions," he concluded.

- Ends

## About the Department of Tourism

The Department of Tourism of Bhutan 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.

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