Mission

The Trans Bhutan Trail’s mission is to refurbish, protect, promote and sustain the ancient East-West route across Central Bhutan between Haa and Trashigang.

Vision

The Trans Bhutan Trail’s vision is the creation of a link between Bhutan’s past, present and future. We preserve this trail out of respect for our ancestors, as a symbol of National Unity. We celebrate this trail as a connection between communities across the Nation. We protect this trail as a gift to future generations.

Values

The values of the Trans Bhutan Trail are based on the four pillars of Gross National Happiness.

Good Governance - The Trans Bhutan Trail maintains a thoughtful, engaged and inclusive governance structure to ensure the long-term sustainability of the trail.

Sustainable Socio-Economic Development - The Trans Bhutan Trail strives to ensure that the trail contributes to sustainable livelihoods for the people who reside in communities through which it travels.

Preservation and Promotion of Culture - The Trans Bhutan Trail preserves and celebrates the hundreds of sites of cultural significance along its way, connecting generations as a living experiential classroom for the sharing of knowledge, story and history.

Environmental Conservation - The Trans Bhutan Trail protects the delicate ecosystems through which it passes, ensuring that generations to come will be able to appreciate clean water, fresh air and diverse flora and fauna across Bhutan.
Greetings from the Chair of the Trans Bhutan Trail,

As we look back on the second year of development of the Trans Bhutan Trail it is helpful to remember that a trail is as much about building community as it is about constructing a path. Over the past 2 years over 900 community members have joined the effort to build the trail and prepare for domestic and international trekkers alike. These individuals have joined close to 40 local, national and international organizations and agencies which supported the TBT during 2021.

A trail of national unity requires a unified team. We are proud that the TBT represents such a diverse group of individuals and organizations all sharing His Majesty's vision to restore and maintain the path of our ancestors for generations to come.

As we look forward to the resumption of tourism in 2022, we are pleased to have the TBT as a new community-based tourism opportunity to share with the world. Whether visitors trek for one hour or one month, by walking the TBT they will gain a deeper appreciation for our beautiful land.

All Bhutanese are also encouraged to learn more about the TBT and walk the trail. I urge those in the tourism industry to explore the trail and see how it might be utilized to enhance their offerings. In doing so we expect that you will appreciate the value of the TBT represents and join the community by contributing back to trail sustainability. This will ensure that the trail provides a high value experience for your guests while benefiting local communities for many years to come.

I look forward to seeing you along the path.

Tashi Delek,

**Dorji Dhradhul**
Chair, Trans Bhutan Trail Project
Director-General, Tourism Council of Bhutan
Greetings from the Founder and Chair of the Bhutan Canada Foundation,

On behalf of the Bhutan Canada Foundation and its directors I would once again like to recognize the Trans Bhutan Trail team in their efforts to develop and share one of the world’s great ancient trekking routes.

As the pandemic continued through 2021 we faced many challenges. Ensuring continued sustainability of the trail as a world-class trekking route has been a critical concern. We are pleased to continue as lead sponsor of trail development along with our partners at Tourism Council of Bhutan. We also welcome new contributions from Bhutan for Life, Natural Resources Development Corporation Limited, and Druk Holding and Investment.

International interest in the trail has piqued. The Trans Bhutan Trail has now been profiled in major media around the globe. This has not only generated interest in trekking the TBT but also raised the profile of Bhutan as a whole. All boats rise with the tide. We anticipate that efforts to promote the trail will benefit the tourism industry as a whole, deepening the contribution to the well-being of all Bhutanese.

To this end in 2021, effort has been placed on developing a trail-based social enterprise associated with the TBT. All profits generated from tourists who book through the TBT portal will fund the ongoing maintenance of the trail as well as providing opportunities for local entrepreneurs to launch and expand enterprises along the route. This is a model which has ensured long-term sustainability of trekking routes around the world without reliance on government funding. We are confident that every footstep on the TBT will represent an additional contribution to sustainability and community economic development.

Once again, I invite both Bhutanese and international travellers to walk the trail and become part of our growing community.

Tashi Delek,

Sam Blyth
Founder and Chair, Bhutan Canada Foundation
Following are some of the highlights for 2021:

1. **Reconstruction** – Completion of trail reconstruction through Royal Government stimulus funding of Nu. 20.06m, distributed to 27 Gewogs and 1 National Park and employing a total of over 900 tourism workers and community members impacted by the pandemic. In addition, several major bridges were constructed and blazing work undertaken.

2. **Survey Work** – In partnership with National Land Commission Secretariat (NLCS), 120 km of the trail was resurveyed. Subsequently, the total length of the trail dropped from 430 km to 403 km and road walking was reduced to approximately 10% of the total distance.

3. **Sponsorship** – In 2021 TBT welcomed sponsorship support from Bhutan for Life, Druk Holding and Investment and Natural Resources Development Corporation Ltd. Sponsorship meetings were held with about 15 Corporations and private business entities. All have shown keen interest to support TBT. Due to the economic downturn, only a handful of them have contributed at this time.

4. **De-Suung** – A partnership Agreement was signed with the Office of the De-Suung (Guardian of Peace) to formalize the relationship between the two offices for maintenance of the trail.

5. **National Land Commission** – A Memorandum of Agreement was signed with Department of Survey and Mapping, NLCS, to collaborate on production and maintenance of trail assets such as, Trail Guide, inclusion of Druk One Map on TBT Website, and Mobile App.

6. **Gyalsung** – TBT and Gyalsung National Service established a Working Group to develop a multi day experiential learning curriculum to be used by the Gyalsuups walking the trail.

7. **Trail Code and Risk Management** – The Trail Code and Risk Management Plan will ensure the safety of all trail users. The Trail Code also addresses important issues of waste management and community relations.

8. **Royal Audience** – In November, TBT had the honour of presenting the trail updates to His Majesty the King.

9. **Website** – TBT Website was launched on 17th December coinciding with the National Day celebrations.
10. **International Sales and Marketing** - TBT has benefitted greatly from the contribution of the expanded International Sales and Marketing team. The team has:
   - Secured coverage for TBT in major international media including CNN, Newsweek, Forbes, South China Morning Post, Der Spiegel, and The Times through PR agencies in London, New York, and Hong Kong.
   - Developed 14 unique itineraries for international guests with bookings in place for 2022 and 2023.
   - Entered into several mutually beneficial tourism partnerships.
   - This effort has not only benefitted the TBT but also raised the international profile of Bhutan as a desirable post-COVID destination.

11. **Trail Inspection** - The first annual full trail inspection was undertaken to assess trail condition, prioritize further development and build community connection.

Looking forward to 2022 and beyond, the TBT team will focus on the following activities:

1. **Education, Environmental and Social Impact** - The TBT has been working with several youth groups and educators to develop curriculum-based programs for Bhutanese youth, environmental programs to ensure that TBT is one of the most sustainable trails in the world, and develop capacities of local communities in building enterprises that will serve all trail users.

2. **Trail Development and Amenities** - Improvements to the trail are ongoing. Plans are in place for multiple improvements including drainage, re-routing, signage and way finding. Developments including campsites, homestays and community guesthouses as well as toilets and clean water sources are priorities for 2022.

3. **Membership** - The Trailblazer membership and passport program will engage individuals in trekking on the TBT and protecting and maintaining the trail as part of the TBT Trail Community.

4. **Sponsorship support** - The team will continue to welcome new domestic and international sponsors and donors to the TBT Community. If you are interested in sponsorship opportunities or know someone who might be, please contact us at info@transbhutantrail.org

5. **Launch of the Tourism Social Enterprise** - The TBT looks forward to working with tourism partners in providing unique trekking experiences for tourists while generating much-needed revenue for trail development.

Trans Bhutan Trail would like to share its gratitude to the Tourism Council of Bhutan and the Bhutan Canada Foundation for their support to the project. We would also like to thank our partners and stakeholders. We look forward to your continued support and growth of TBT Trail Community as we work towards completing the third phase of the project.

**Sonam Rinchen**
Senior Project Director,
Trans Bhutan Trail
STEERING COMMITTEE

Dori Dhradhu (Chair)
Director General, Tourism Council of Bhutan

Kado Zangpo
Director, Ministry of Home and Cultural Affairs
Alt. Demay Wayzair; Passang Wangchuk

Tandin Dorji
Chief Planning Officer, De-Suung

Kinley Tenzin
Executive Director, Royal Society for the Protection of Nature

Sam Blyth
Founder and Chair, Bhutan Canada Foundation

Passang Wangchen Norbu
Advisor, Department of Forest and Park Services

Tsewang Nidup
Founding member, Bhutan Sustainable Tourism Society

Tshering Choki
Founding member, Bhutan Sustainable Tourism Society

Karma Tshering
Field Director, Bhutan Canada Foundation

Karma Tshering
Founder, Bhutan Sustainable Tourism Society

Sonam Dorji
Executive Director, Association of Bhutan Tour Operators
Alt. Tek Bahadur

Garab Dorji
Chairman, Guide Association of Bhutan

STAFF

Sonam Rinchen
Senior Project Director (BCF)

Stephen Couchman
Project Director (BCF)

Rabsel Dorji
Marketing Focal

Brad John-Davis
Director of Development & Head of International Sales

Rosanna Neophytou
International Marketing Manager

Tshering Dokkar
Marketing Manager

Pema Drukpa
Project Manager

Mark Renshaw
Sales & Reservations Manager

Singey Dradul
Researcher

Alicia Della Maestra
International Marketing Director (Completed April 2022)

Catherine Smart
Project Director (Completed April 2022)

Dina Poulopoulos
Travel Business Administration

Tandin Peday
Social Media Officer

Dechen Wangmo
Graphic Designer

Karma Rigsang Nima
Travel Consultant + Regional and Domestic Sales Officer
SOCIAL MEDIA ACTIVITIES COMPARISON 2020 AND 2021

### 2020
- **No. of Posts**: 96
- **Impressions**: 265,468
- **Engagement**: 5768
- **Followers**: 627
- **Followers**: 5225
- **Likes**: 70
- **Views**: 5
- **Followers**: 0

### 2021
- **No. of Posts**: 142
- **Impressions**: 903576
- **Engagement**: 13187
- **Followers**: 1041
- **Followers**: 1021
- **Likes**: 91
- **Views**: 5
- **Followers**: 15
The Trans Bhutan Trail is an important cultural heritage for Bhutanese - to that end, it belongs to all of us. Throughout history, the Trail has played an important role in uniting and connecting our country. At TBT, our mission is to revive this ancient trail of unity in order to connect Bhutan’s past, present, and future. As a community we commit to maintaining and enhancing the Trail out of respect to the ancestors who built it, and as a gift to future generations.

To this end we would like to invite all Bhutanese and Friends of Bhutan to the Trans Bhutan Trail Community and encourage everyone to register for the Trans Bhutan Trail membership program - TBT Trailblazer Membership

The TBT Trailblazers membership program will encourage all members to take pride in the stewardship of this important national treasure and contribute to the long-term sustainability of the Trail itself. As a part of the program, members will receive the TBT Trail Passport to document and log their trail exploration and adventures. It will help members track their journey in the footsteps of their ancestors across the nation. Other benefits of membership include opportunities to plant trees along the trail, discounts on Trans Bhutan Trail partner locations and TBT merchandise, invitations to all TBT events, and members-only hikes along the trail.

To register Click Here

Tshering Yangchen Dorji from Wangduechoeling Lower Secondary School, Bumthang was a participant of the November 11th scout walk. She sent a hand written letter on her experience on the TBT
## Contributions

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**Notes:**

1. Approximately Nu. 2.2m work carried forward to 2021.
2. Does not include contribution to international sales and marketing.
3. Bhutan for Life - Trail development and bridge construction in Thrumsingla and Scout Walk.
4. Revenues anticipated but not secured.
5. Includes contributions from NRDCL, Desuung, National Land Commission and others.
252 young scouts and their leaders from all 9 dzongkhags walked the Trans Bhutan Trail to commemorate His Majesty the Fourth King’s Birthday on November 11th, 2021. As a tribute to His Majesty, the youth conducted a one-day cleaning campaign throughout the trail.

The TBT Trailblazer membership program was launched on November, 2021 with the objective to allow all Bhutanese the opportunity to contribute to the preservation of this trail of unity.

The trail revival wouldn’t be possible without the support of the local leaders and the communities they serve. As a token of appreciation, the TBT issued certification of appreciations to all 28 gewogs.

To celebrate the trail, the TBT Challenge Week was launched on October 18, 2021. 226 number of participants registered from 18-24 October and covered a total of 3425.5 KM.
Scouts on the bridge built by NRDCL

Trail team during September Trail inspection, 2021

Blazing

Desuung survey (Pumola-Buddha Dordenma)

We would like to introduce the Trans Bhutan Trail Code to all our supporters. The trail code has been developed to ensure that the trail is used responsibly. It aims at promoting mutual respect between local communities and other trail users, preserving the rich Bhutanese culture and protecting our lush green nature.

Trans Bhutan Trail Code

By walking the Trans Bhutan Trail, you become part of a Trail Community. As a community we commit to maintaining and enhancing the Trail out of respect to the ancestors who built it, and as a gift to future generations. We do this by adhering to the following:

1. Trek only along marked routes; avoid taking short cuts and walking across farm fields or private land.
2. Obey all blazing and signage.
3. Pass to the left of all hikers.
4. Respect the local community and do not disturb people living along the trail.
5. Show gratitude that they have welcomed you to walk through their farms, forests and villages.
6. Respect local customs and spirits by making offerings.
7. Dress appropriately if you plan to visit monasteries, dzongs or other sacred sites during your trek. National dress may be required. T-shirts, shorts and sandals are not allowed within these institutions.
8. Leave the trail cleaner than you found it. Carry out all litter.
9. Leave flowers and plants for others to enjoy.
10. Avoid disturbing wildlife and farm animals.
11. Contribute to local economies by purchasing local goods and services including camping and homestays, as well as produce from farmers.
12. When you can, make the way easier for those who follow by clearing the trail of fallen branches and overgrowth.
13. Inform the TRT teams of major trail issues such as fallen trees or damaged bridges.
14. Take responsibility for your own safety by planning your journey and carrying food, water, first aid and other necessities as appropriate.
15. Leave only your footprints and thanks, take nothing but pictures and memories.

Trans Bhutan Trail traverses rugged semi-wilderness and various wildlife habitats. Weather conditions can vary dramatically. Trail users should be prepared. You are responsible for your own safety and use the trail at your own risk.
THANK YOU