# APPLICATION FORM: Bhutan Media Familiarization Tour

# PLEASE TYPE WHEN FILLING UP THE FORM FOR CLARITY

# I. Personal Details

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Name** | | **Designation** | **Email** |
| 1 |  | |  |  |
| 2 |  | |  |  |
| Website |  | | | |
| Agency Name |  | | | |
| Agency Address |  | | | |
| *City* |  | | | |
| *Country* |  | | | |
| Intended date of travel  (*dd/mm/yy*) | From: |  | | |
| To: |  | | |

**II. Agency Profile**

[Please mention the kind of channel your agency uses to distribute/feature media coverage with details of circulation and target audience]

|  |  |  |  |
| --- | --- | --- | --- |
| **Channel** | **Name** | **Circulation** | **Target Audience** |
| *Online* |  |  |  |
| *TV* |  |  |  |
| *Print* |  |  |  |
| *Others* |  |  |  |

# III. Bhutan Coverage & Distribution Channel

[*In the table below* please mention what you intend to cover on Bhutan. Provide the **name** and **link** of the distribution channel you will use to feature your coverage on Bhutan. Mention the area/topic of your coverage].

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | *Mention all area/topic of Bhutan coverage* | *Channel Name* | *Channel Link* | *Channel Type\*\** | *Intended Date of Feature* |
| 1 |  |  |  |  |  |
| 2 |  |  |  |  |  |
| 3 |  |  |  |  |  |

\*\* Channel Type – Online/TV/Print/Others (Specify)

**IV. REQUIREMENT:**

**PLEASE only submit the following for approval.**

1. Address your application to the Director, Tourism Council of Bhutan (In English)
2. Recommendation letter from the head of the agency (In English)
   1. Include designation/role of your staff visiting Bhutan
3. Route your application through a registered Bhutanese tour operator
4. All members of the approved media FAM tour must meet relevant officials from the Tourism Council of Bhutan, preferably towards the end of your Bhutan trip
5. After your Bhutan visit you must submit copy/copies of your coverage to the Tourism Council of Bhutan. You can email Bhutan coverage to [info@tourism.gov.bt](mailto:info@tourism.gov.bt)
6. You hereby agree to give permission to the Tourism Council of Bhutan to use the coverage(s) (print, online and TV) on Bhutan to promote Bhutan. TCB and its partners will only use for promotion of Bhutan only.

(SIGNATURE OF THE APPLICANT)

& Agency Seal (Optional)

**Tourism Council of Bhutan**

[The Tourism Council of Bhutan is an apex government tourism organization mandated to oversee the overall development of tourism in Bhutan. It is an autonomous agency chaired by the Prime Minister with fair representation from both public and private as its Council members. Some of its main functions are: policymaking, marketing and promotion, infrastructure and product development, and monitoring and regulation]

|  |  |
| --- | --- |
| **Contact** | Tel: + 975 2 323251/2  Email: [info@tourism.gov.bt](mailto:info@tourism.gov.bt)  Web: [www.tourism.gov.bt](http://www.tourism.gov.bt)  facebook.com/destinationbhutan  twitter.com/tourismbhutan  Instagram.com/tourismbhutan  Skype: [info@tourism.gov.bt](mailto:info@tourism.gov.bt) |

**END**