

Travel has the potential to be the single greatest catalyst for social & environment impact (value creation).



The journey that
led me here today...



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Sala Bai Hotel & Restaurant School







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an annual 11-m
school sees 10
in the local ho
average three



Sam McGoun
Founder of Touch Sala Bai

PARKROYAL
ON PICKERING STREET SINGAPORE



A single travel experience
changed everything.

Purpose

Happiness

Legacy

Shared Reality



Bhutan

CHINA

Mt. Everest
(highest point in the world
8850 m)

INDIA

Arabian
Sea

Bay of
Bengal

South
China
Sea

SRI LANKA

MALDIVES

NICOBAR
ISLANDS
(INDIA)

BRUNEL



Tiger's Nest

Natural Environment





Alpine: 4000 – 7570m



Temperate: 2000 – 4000m



Subtropical: <2000m



Wildlife





Spirituality



Culture

Architecture





Sport

To me, Bhutan is a ultimately a story of enlightened leaders, and the value of scarcity.



“Gross National Happiness (GNH) is more than Gross National Product (GNP).”

His Majesty the 4th King

“Development with values.”

His Majesty the 5th King

Sustainable & Equitable Socio-Economic Development

**Environmental
Conservation**



**Good
Governance**

**Preservation & Promotion
Of Culture**









#	COUNTRY	REGION	2018	2017	2016
21	France	Western Europe & European Union	72	70	69
22	United States of America	Americas	71	75	74
23	United Arab Emirates	Middle East & North Africa	70	71	66
23	Uruguay	Americas	70	70	71
25	Barbados	Americas	68	68	61
25	Bhutan	Asia Pacific	68	67	65
27	Chile	Americas	67	67	66
28	Seychelles	Sub-Saharan Africa	66	60	N/A
29	Bahamas	Americas	65	65	66
30	Portugal	Western Europe & European Union	64	63	62
31	Brunei Darussalam	Asia Pacific	63	62	58
31	Taiwan	Asia Pacific	63	63	61
33	Qatar	Middle East & North Africa	62	63	61
34	Botswana	Sub-Saharan Africa	61	61	60
34	Israel	Middle East & North Africa	61	62	64
36	Poland	Western Europe & European Union	60	60	62
36	Slovenia	Western Europe & European Union	60	61	61



Tourism Rules and Regulations 2017

High-Value, Low-Volume
Tourism Policy



Tourism Council of Bhutan







**WOMEN
4IMPACT**



WOMEN 4 IMPACT BHUTAN
October 21 - November 6, 2014







It's not just the right thing to do,
it's the smart thing to do.

In US alone, AUM using SRI (sustainable & responsible investment) strategies grew from \$8.7 trillion at the start of 2016 to \$12.0 trillion at the start of 2018, an increase of 38%.

This represents 26%—or 1 in 4 dollars—of the \$46.6 trillion in total US AUM.

2 in 3 consumers consider sustainability when making a purchase and are willing to pay more for sustainable products.

Over one-third of consumers will pay 25% more for sustainable products.

Morale is 55% better in companies with strong sustainability programs.

Employee loyalty is 38% better.

The world's fastest growing emerging market is not a country or a region; it is the world's women.

The female economy represents a market more than twice the size of India and China combined. By 2028, female consumers will control around \$15 trillion of global consumer spending.

Women drive 70-80% of all consumer purchasing.

Our collective opportunity:

Create travel experiences that
build-in transparent, measureable,
positive social & environmental
impact.

Use scarcity to create value and price premiums that enable you to build-in impact, while making the same or better margin.

Use local stories that inspire as the base for product development and marketing.

Your employees will perform better.

Your clients will promote, recommend, and return more often.

Your shareholders may require a test & learn prior to a model reorientation.

It's a choice - a proactive one.

