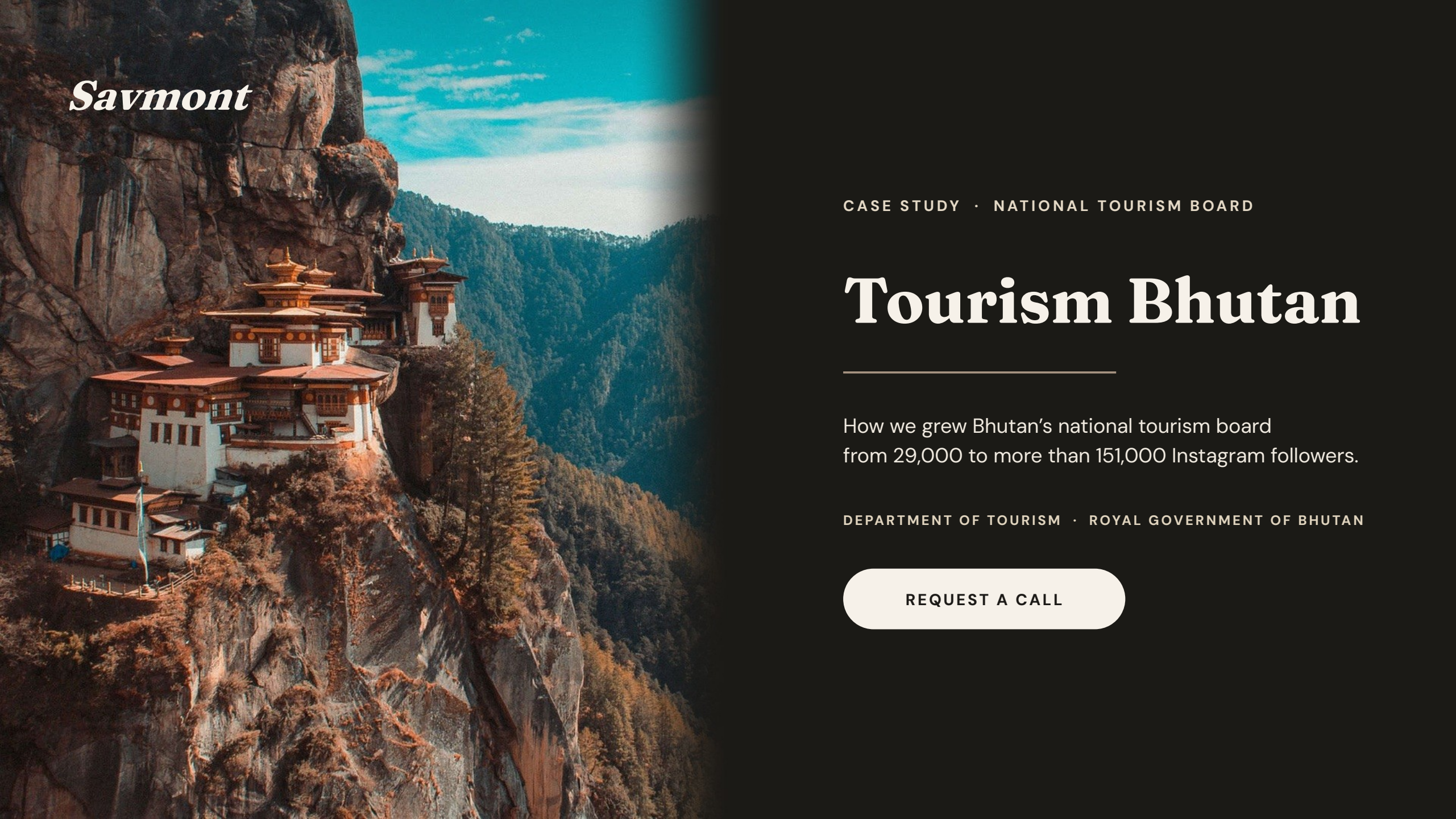




Savmont

CASE STUDY · NATIONAL TOURISM BOARD

Tourism Bhutan

How we grew Bhutan's national tourism board
from 29,000 to more than 151,000 Instagram followers.

DEPARTMENT OF TOURISM · ROYAL GOVERNMENT OF BHUTAN

REQUEST A CALL

THE BACKSTORY

We led with content, and a country followed.

Bhutan is one of the hardest destinations in the world to sell. It is remote, expensive to reach, and it deliberately keeps visitor numbers low.

The account had a small following and almost no original material to post. Nothing we needed existed yet.

So we started with the content itself and built everything else on top of it.



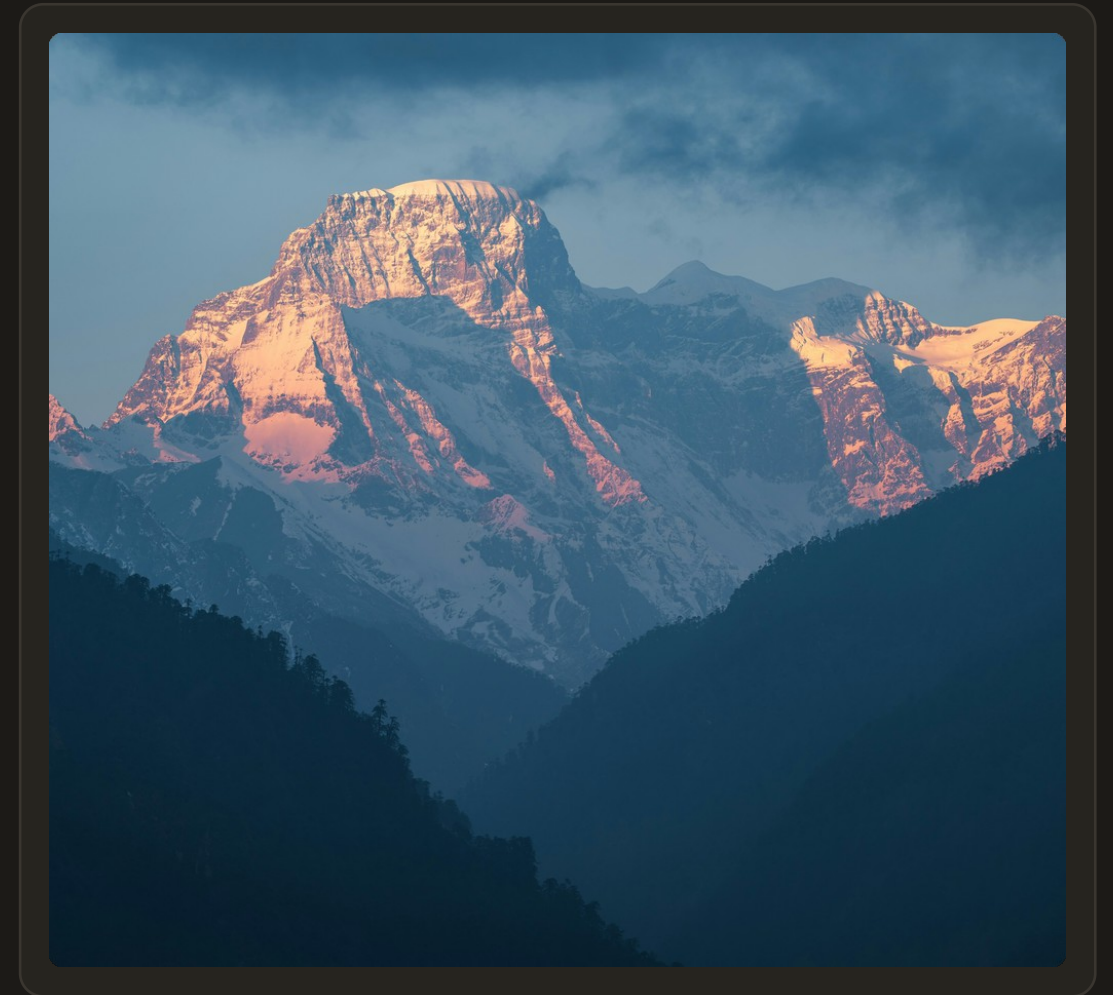
THE CHALLENGE

Make a small country impossible to ignore.

Bhutan could not compete on volume, and it was never trying to. The job was desire.

That meant reaching millions of the right travelers worldwide, on a fixed monthly budget, with work good enough to make a rarely visited kingdom feel unmissable.

*Reach was never the hard part.
Making people want to go was.*



THE APPROACH

Four levers, run as one engine.

1

Content production

Repeat shoots across Bhutan,
building an original library.

2

Creative direction

Every cut made for the feed,
built to hold attention.

3

Paid advertising

Targeted campaigns placing
the work in front of travelers.

4

In-house partnership

We ran it as their internal
social team, end to end.

THE CONTENT ENGINE

The work that carried it.

Original video shot across the kingdom, cut for the feed and published on a fixed rhythm.
The strongest pieces traveled far past Bhutan's own audience.

CLICK ANY VIDEO BELOW TO OPEN IT ON INSTAGRAM



10.9M VIEWS



4.6M VIEWS



4.2M VIEWS



2.7M VIEWS



2.6M VIEWS



1.9M VIEWS

THE RESULT

29K → 151K

Instagram followers, grown from a small account to a six-figure audience.

[VIEW INSTAGRAM](#)

+122K

FOLLOWERS ADDED

5x

AUDIENCE MULTIPLIED

100K

PASSED IN 9 MONTHS



BY THE NUMBERS

Reach at national scale.

INSTAGRAM REACH

140M+

Impressions in a single year.

FACEBOOK REACH

700M+

Impressions in the same year.

TOP VIDEO

10.9M

Views on a single Instagram reel.

ENGAGEMENT

1.6M

Reactions, comments, and shares.

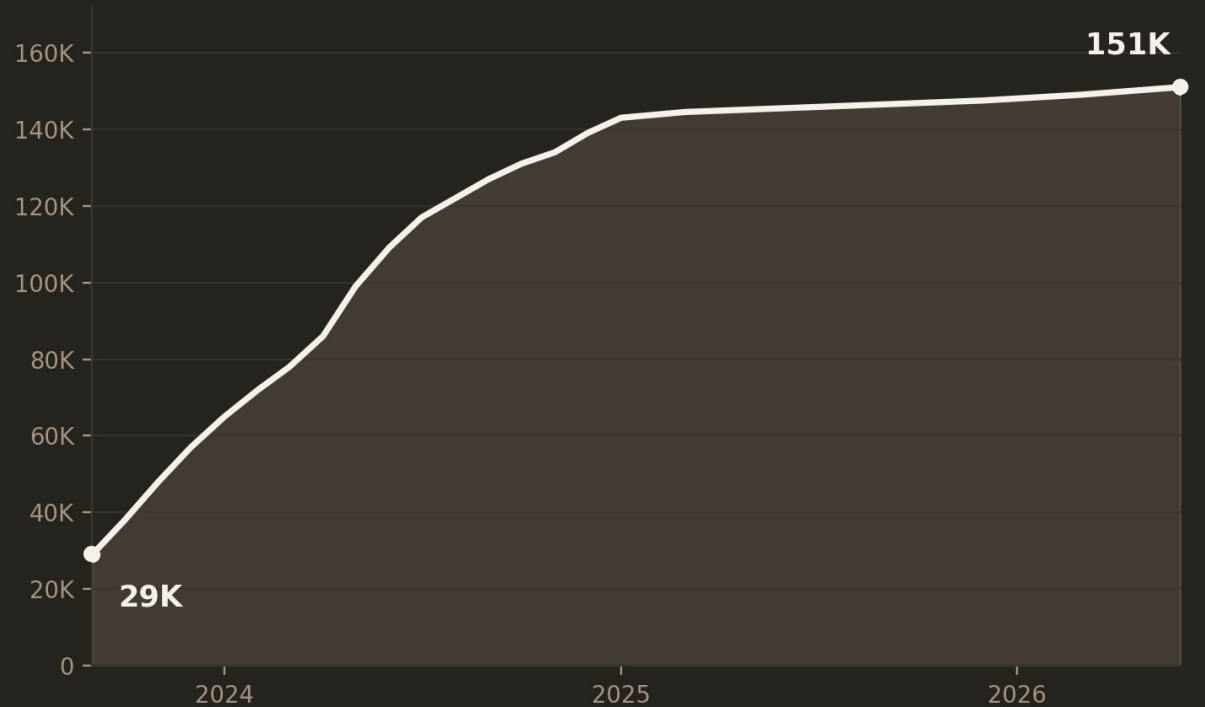
THE GROWTH STORY

Compounding, not a spike.

The audience climbed every month for two straight years, then held. No bought spike, and no single post carrying the whole account.

It crossed 100,000 followers inside the first year and kept going.

Every month up, on a fixed monthly budget.



Instagram Followers, Month by Month

THE COMPETITIVE EDGE

We outgrew every board
we were measured against.

NATIONAL TOURISM BOARD	FOLLOWERS	NEW FOLLOWERS THAT MONTH	GROWTH
Bhutan	109,091	+10,457	10.60%
India	757,503	+5,622	0.75%
Switzerland	897,963	+4,873	0.55%
Thailand	205,149	+973	0.48%
Vietnam	201,303	+356	0.18%
Maldives	503,926	-122	-0.02%



TESTIMONIAL

“The reels are beautiful and I love the images uploaded so far too. Your team worked really hard.”

KEZANG CHODEN · DEPARTMENT OF TOURISM, BHUTAN

Given in November 2023, on delivery of the first library of original video.

Savmont

**If we can do it for a kingdom,
we can do it for you.**

REQUEST A CALL

Tell us what you're working with and we'll map the first 90 days.

savmont.com · mike@savmont.com