

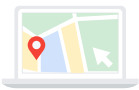
Landlocked to unlocked - how Street View opened a Buddhist kingdom to the world.



2625.86 km
photographed



2,398,285
images published



7.4 M
views

“ Bhutan’s version of Google Street View has helped the country as well as individuals all around the world. It may be used by land surveyors, businesses, government agencies, educational institutions, and others to improve their services. ”

- **Dorji Dhradhul, Director**
General Tourism Council of
Bhutan

The challenge

Bhutan was always filled with natural gems but hidden from the rest of the world. Without the technical expertise or equipment to connect with potential visitors, it was challenging for tourists to explore Bhutan and unearth its pristine villages and fortress monasteries. Lacking access to real time 360 footage and virtual tours of ground conditions, visitors weren't able to set their journey expectations, and local businesses weren't getting enough exposure.

The solution

So, the government partnered with Street View on a twelve-month initiative to showcase these concealed gems, while boosting Bhutan's tourism and socio-economic development. Street View supported the Tourism Council of Bhutan with two Ricoh Theta Vs, one Insta360 Pro, in-person trainings, and regular troubleshooting sessions to keep them up and running. With 500 new businesses added to Street View and 4,000 updates made to Bhutan maps, residents have also been able to reap the benefits, with everything from real time traffic updates, route suggestions, and better access to small businesses.

The results

Street View's smart navigation has opened tourists up to a worldwide hotspot. Access to real time 360 footage and virtual tours of ground conditions has helped visitors set their journey expectations, and explore accordingly. Now, anyone - from buddhist pilgrims to potential visitors - can virtually unearth the fortress monasteries of Thimpu and pristine villages of Punakha. With twenty towns covered, 38,394 sqm left to go, and plans to regularly update maps with new infrastructure developments, this Street View initiative has only just begun.

To see how Street View could help you boost your business, visit g.co/streetviewbusinesses.

