

## **CCAA Partners with Pilgrim Tour Operators to Promote Ethical, Safe Pilgrimages**

*Thimphu, December 5, 2025*

The Competition and Consumer Affairs Authority (CCAA) conducted an advocacy program on **5 December 2025** with **14 licensed outbound pilgrimage tour operators** in attendance. The program aimed to strengthen ethical business practices, enhance transparency, and reinforce compliance with the *Consumer Protection Act 2012* and the *Package Pilgrimage Regulation (PPR) 2017*.

The session also served as a platform for tour operators to raise issues and challenges related to the operation of outbound tours and pilgrimage services.

M/s Apala Travel and Adventures, M/s Happiness Country Tours, and M/s Rada Puensum Travel Agents highlighted concerns about the increasing number of unlicensed operators offering outbound pilgrimage services. They also raised the issue of limited parking space at the BCTA terminal for pilgrimage buses in Phuntsholing. In addition, participants suggested standardized terms-and-conditions templates for operators and revising cancellation provisions in the PPR 2017 which are too restrictive and redundant.

CCAA acknowledged the feedback and concerns shared during the meeting and reaffirmed its commitment to reviewing the PPR2027 issues and also consulting relevant stakeholders to seek appropriate solutions on priority basis.

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