

BHUTAN
Believe

MONTHLY TOURISM BULLETIN OF BHUTAN

JUNE 2025

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DEPARTMENT OF TOURISM

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

Tourist Arrival

June Arrival: 2024 Vs 2025

13,671

3,004 Vs June, 2024

ALOS : June

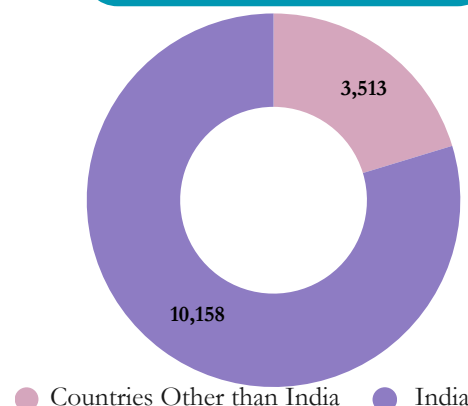


Average Length of Stay

Indian 6 Days

COTI 5 Days

Tourist Category : June

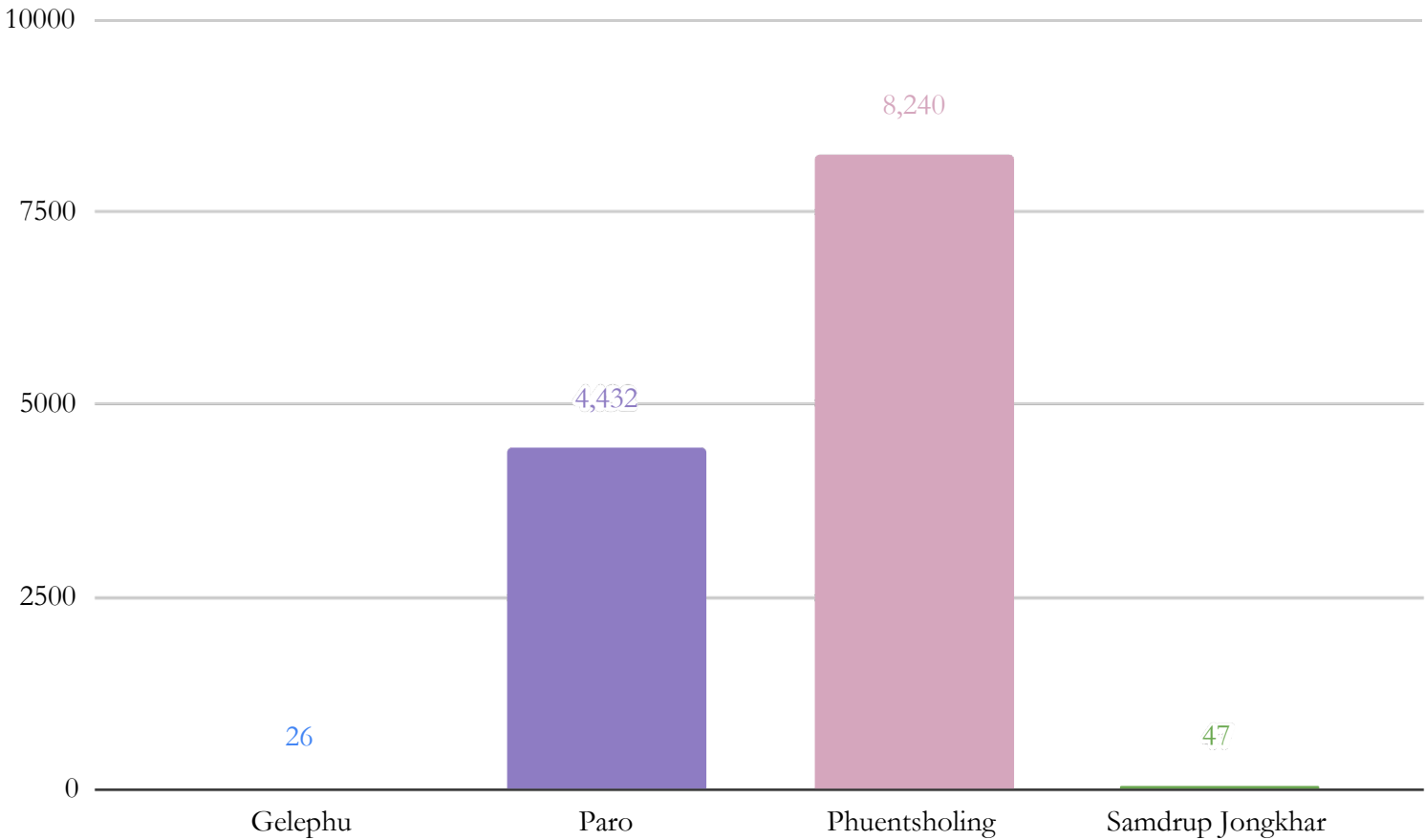


Monthly Tourist Arrival 2024 Vs 2025

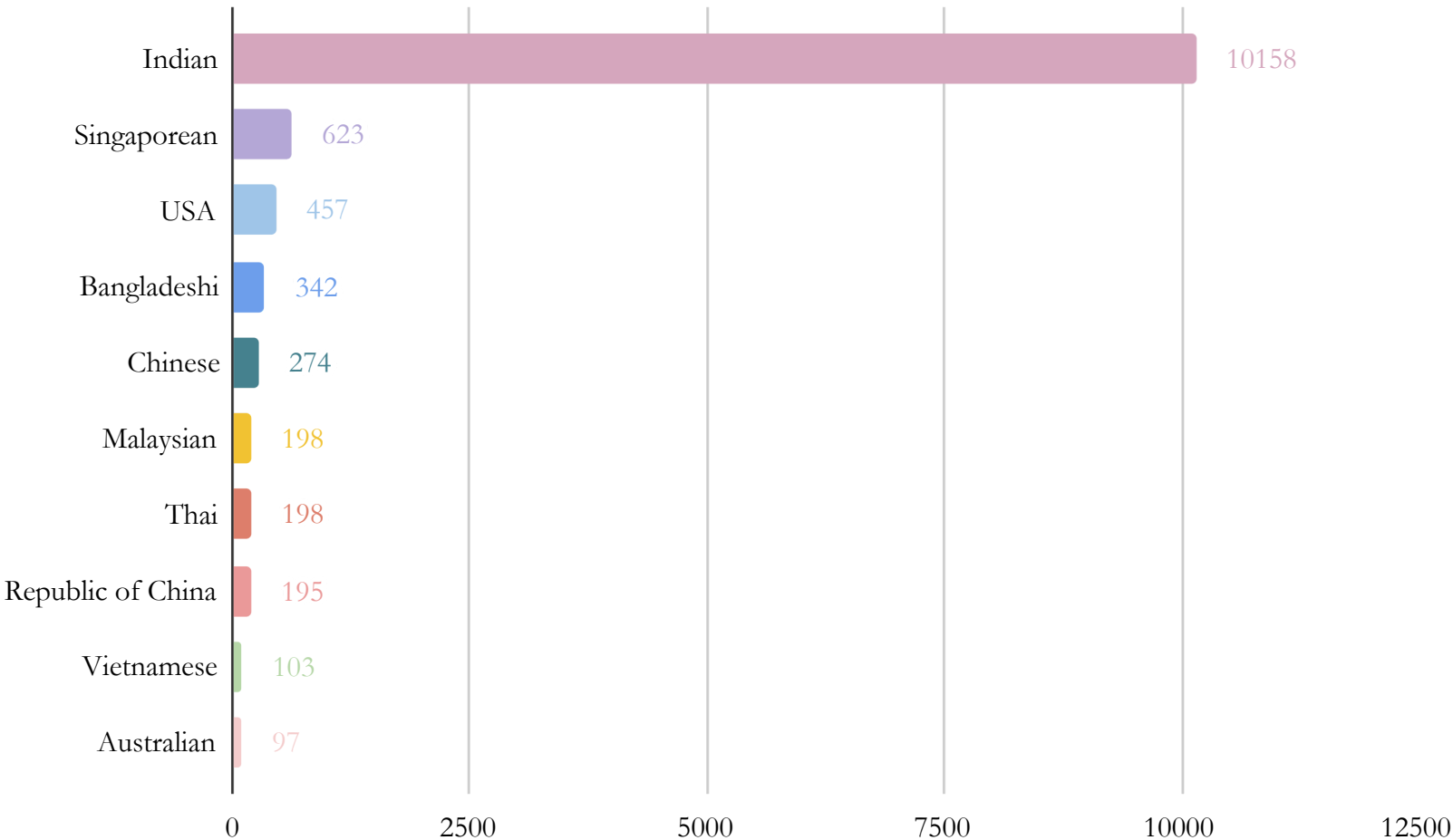


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Port of Entry: June



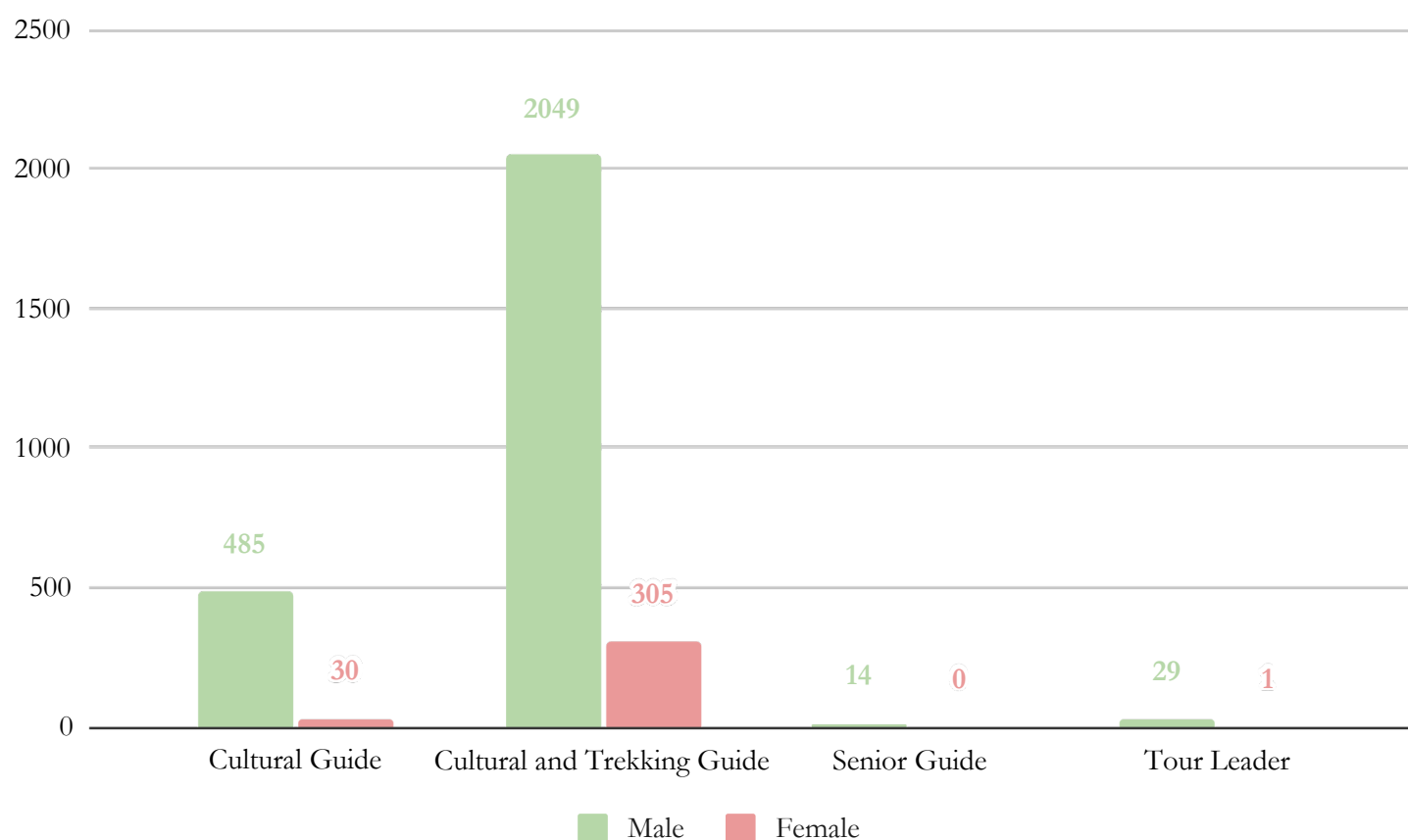
Top 10 Source Markets : June



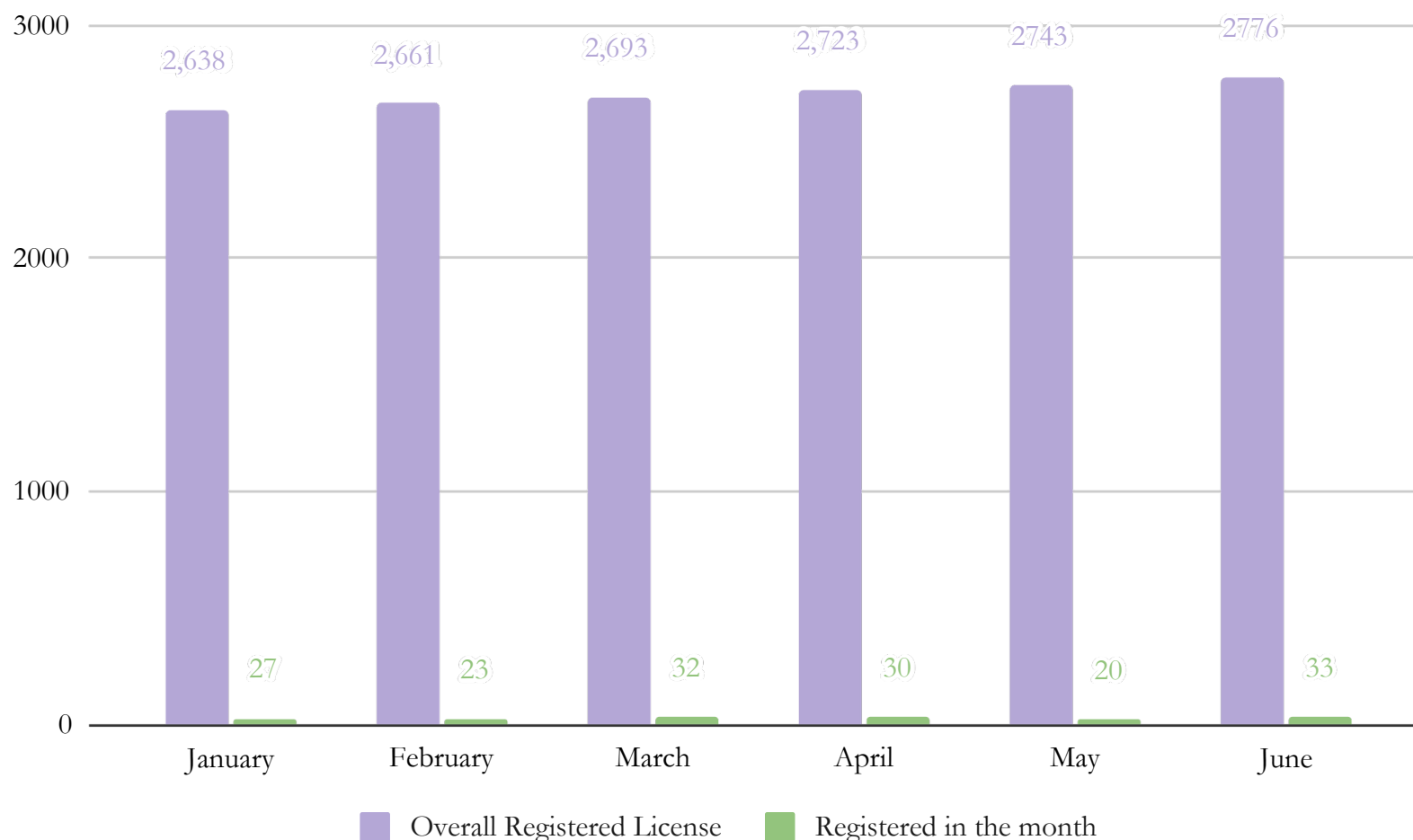
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Services

1. Tour Guide (2,913 as of June)



2. Tour Operators (2,776 as of June)



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Services

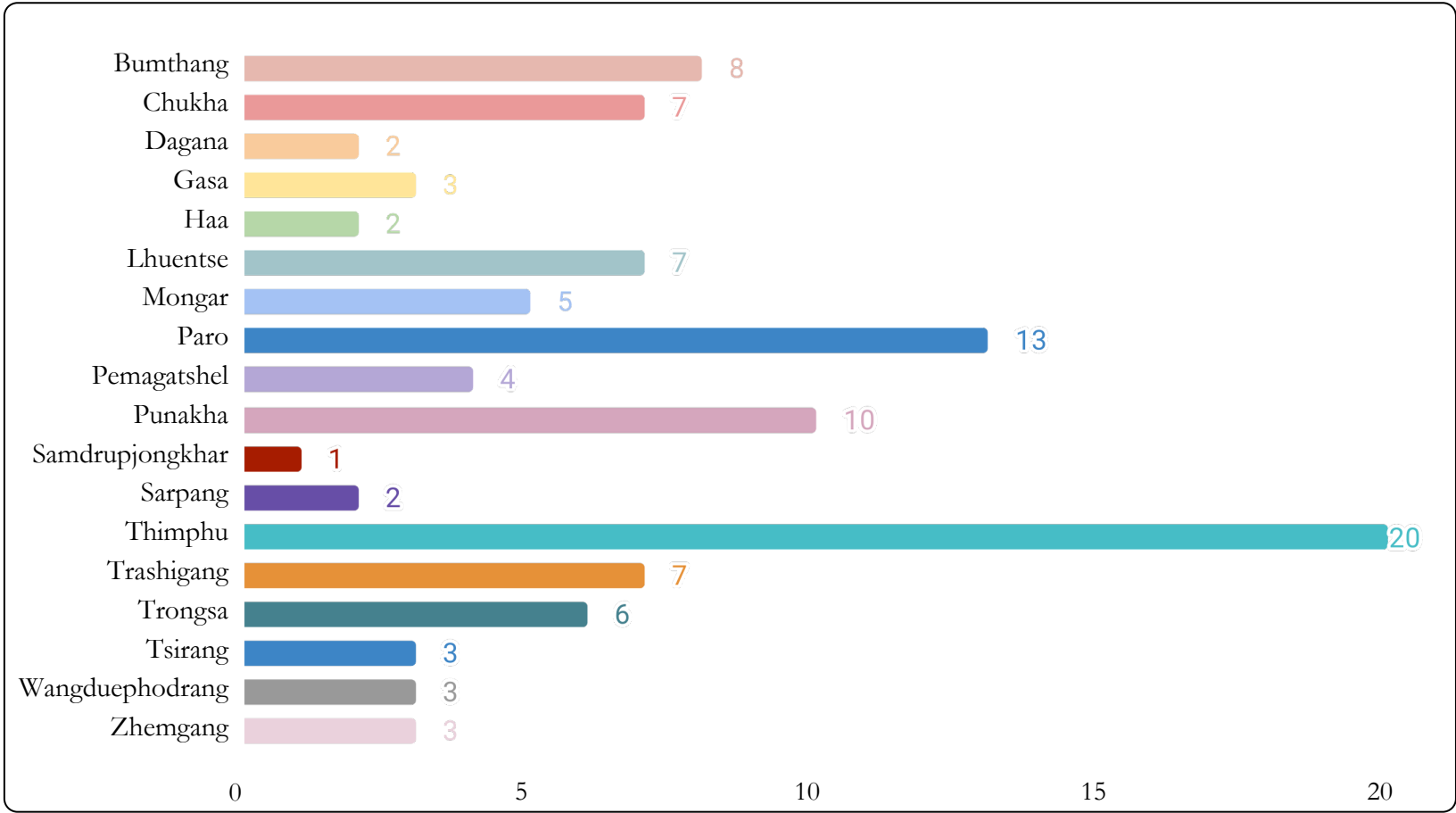
2. Accommodations Across Bhutan (557 as of June)

SN	Dzongkhag	Five Star (20)			Four Star (19)			Three Star (193)			Two Star(53)			One Star(117)			Village Home Stay			Grand Total		
		Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	VHS	Rooms	Beds	Accomodation	Rooms	Beds
1	Bumthang	2	25	25	0	0	0	20	450	852	1	7	14	3	28	50	30	90	180	56	600	1,121
2	Chhukha	0	0	0	0	0	0	15	499	889	8	0	0	0	180	318	5	15	30	28	694	1,237
3	Dagana	0	0	0	0	0	0	0	0	0	0	0	0	1	11	18	3	9	18	4	20	36
4	Gasa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	7	21	42	7	21	42
5	Haa	0	0	0	0	0	0	6	104	184	2	21	35	1	6	10	14	42	84	23	173	313
6	Lhentse	0	0	0	0	0	0	1	10	20	1	24	24	0	0	0	13	39	78	15	73	122
7	Mongar	0	0	0	0	0	0	3	64	120	1	7	11	2	20	32	1	3	6	7	94	169
8	Paro	6	201	308	5	146	270	53	1,127	1,952	14	217	350	21	204	324	19	57	114	118	1,952	3,318
9	Punakha	4	49	84	2	65	121	17	373	671	7	89	163	5	55	94	24	72	144	59	703	1,277
10	Samtse	0	0	0	0	0	0	1	14	28	1	24	36	3	43	79	0	0	0	5	81	143
11	S/jongkhar	0	0	0	0	0	0	0	0	0	2	32	59	5	86	139	0	0	0	7	118	198
12	Sarpang	0	0	0	0	0	0	1	26	39	5	42	59	21	200	337	0	0	0	27	268	435
13	Thimphu	5	268	369	14	452	799	66	1,690	3,059	11	229	352	16	274	442	3	9	18	115	2,922	5,039
14	Tashigang	0	0	0	0	0	0	2	43	86	2	18	31	1	4	8	13	39	78	18	104	203
15	Trashiyangtse	0	0	0	0	0	0	0	0	0	1	22	32	1	0	0	4	12	24	6	34	56
16	Trongsa	0	0	0	0	0	0	3	59	103	1	14	24	1	14	24	1	3	6	6	90	157
17	Tsirang	0	0	0	0	0	0	1	13	26	0	0	0	4	36	65	0	0	0	5	49	91
18	Wangdue/ Gangtey	3	29	29	0	0	0	11	197	370	4	63	120	7	67	112	26	78	156	51	434	787
19	Zhemgang	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	12	24	4	12	24
	Total	20	572	815	21	663	1,190	200	4,669	8,399	61	809	1,310	92	1,228	2,052	163	489	978	557	8,430	14,744

Note: The above data represents the Department of Tourism certified accommodations only

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3. Restrooms Across Bhutan



Website and Social Media Analytics

1. Top 5 visited links on bhutan.travel

- 1 Announcements (<https://bhutan.travel/announcements>)
- 2 Visa (<https://bhutan.travel/visa>)
- 3 Visit Bhutan (<https://bhutan.travel/visit>)
- 4 FAQs (<https://bhutan.travel/faqs>)
- 5 Travel Trade (<https://bhutan.travel/travel-trade>)

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2. Top 3 Facebook posts

Archery



Village Homestays



Bhutan- A year round destination



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3. Top 3 Instagram Posts



1/1

*Bhutan as a preferred
choice for MICE
events*



1/2

Bhutan: a spiritual landscape



1/3

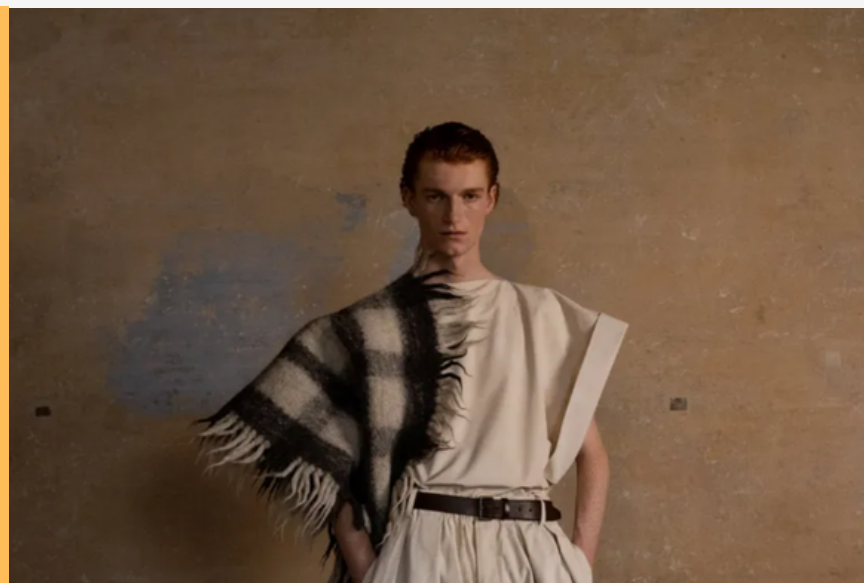
Bhutan for Wellbeing

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4. Highlight Coverage

UMA WANG MEN'S SPRING 2026: BIG ON BHUTAN

<https://wwd.com/runway/mens-spring-2026/milan/uma-wang/review/>



DRUK AIR LAUNCHES SPECIAL FARE PROMOTION, OFFERING DISCOUNTS OF UP TO 35% [\(LINK\)](#)



THAILAND, BHUTAN, MYANMAR AND CAMBODIA STRENGTHEN REGIONAL TOURISM AT TTM+ 2025 IN CHIANG MAI



<https://www.travelandtourworld.de/News/Artikel/Thailand--Bhutan--Myanmar-und-Kambodscha-st%C3%A4rken-den-regionalen-Tourismus-auf-der-TTM-2025-in-Chiang-Mai/>

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4. Highlight Coverage

IN THE KINGDOM OF THE THUNDER DRAGONS – MYTH OF BHUTAN

<https://cointelegraph.com/news/bhutan-crypto-payments-tourism-binance-pay-dk-bank>



BHUTAN EMBRACES CRYPTO TO BOOST TOURISM AND BUILD A DIGITAL ECONOMY

<https://www.tokenpost.com/news/business/16107>

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