

BHUTAN
Believe



MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

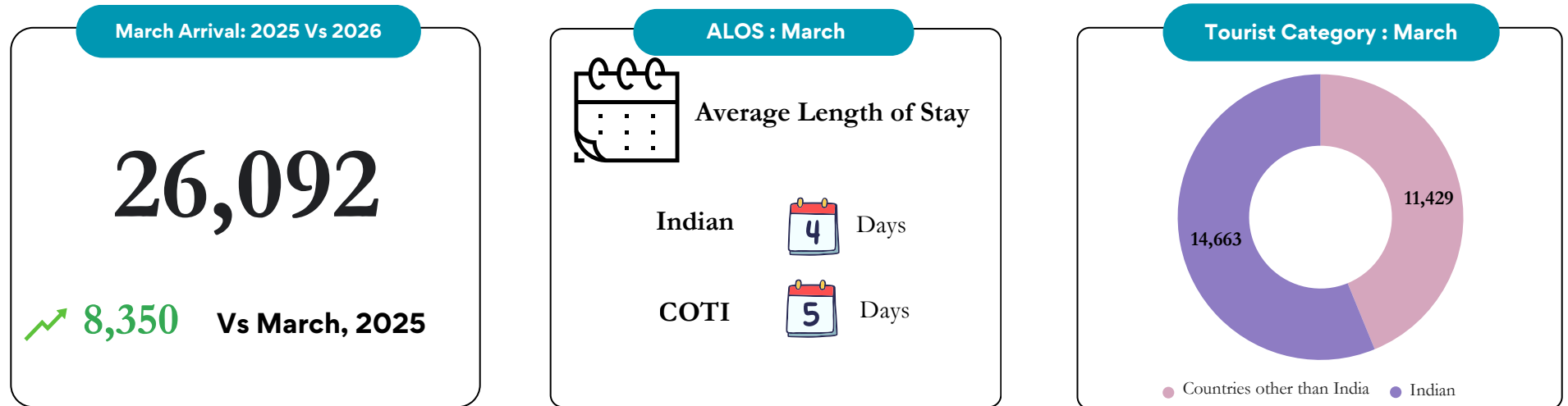
MARCH 2026

བཟུ་བཤའ་ལས་ཁུངས།
DEPARTMENT OF TOURISM

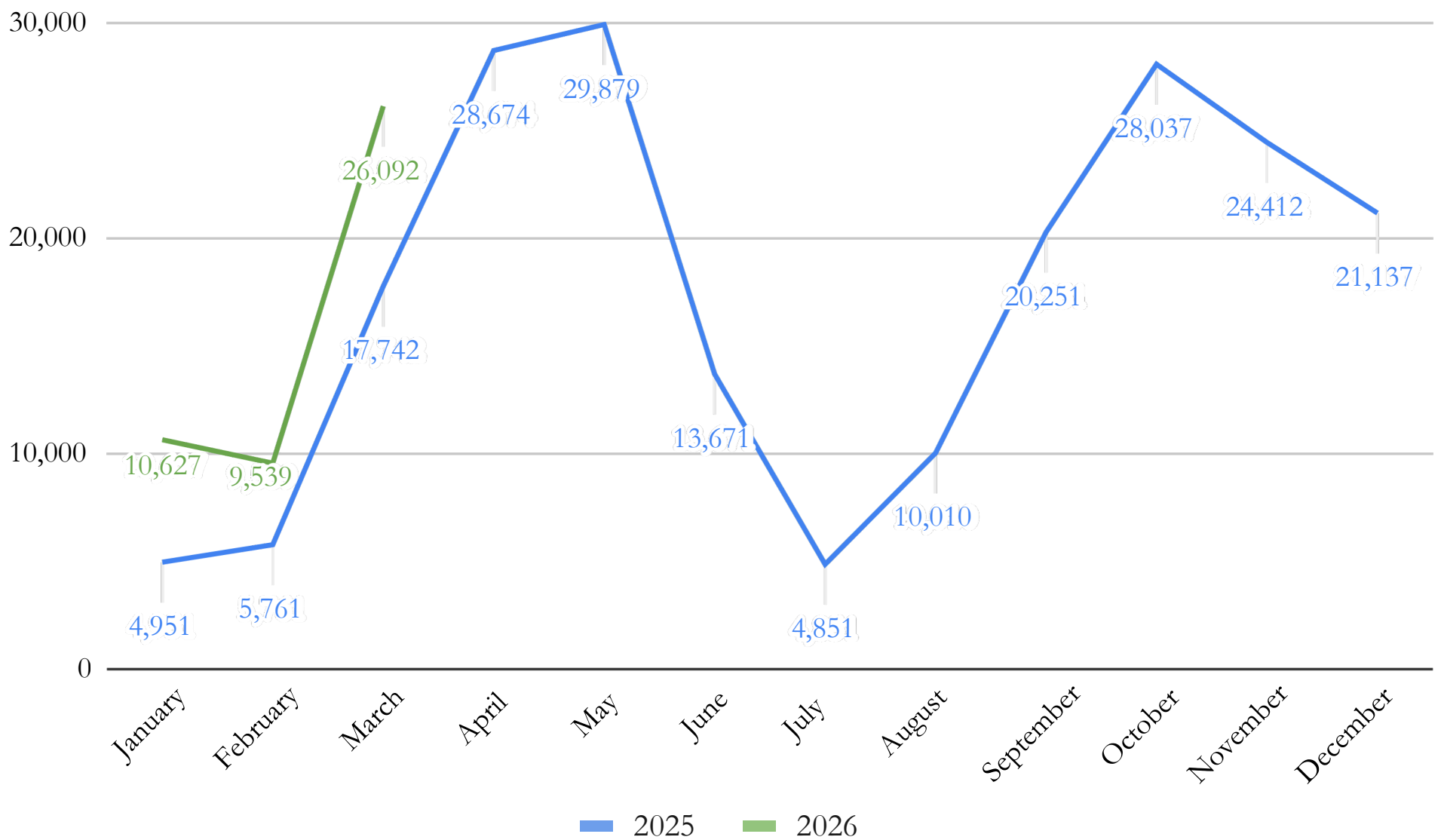
MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

Tourist Arrival

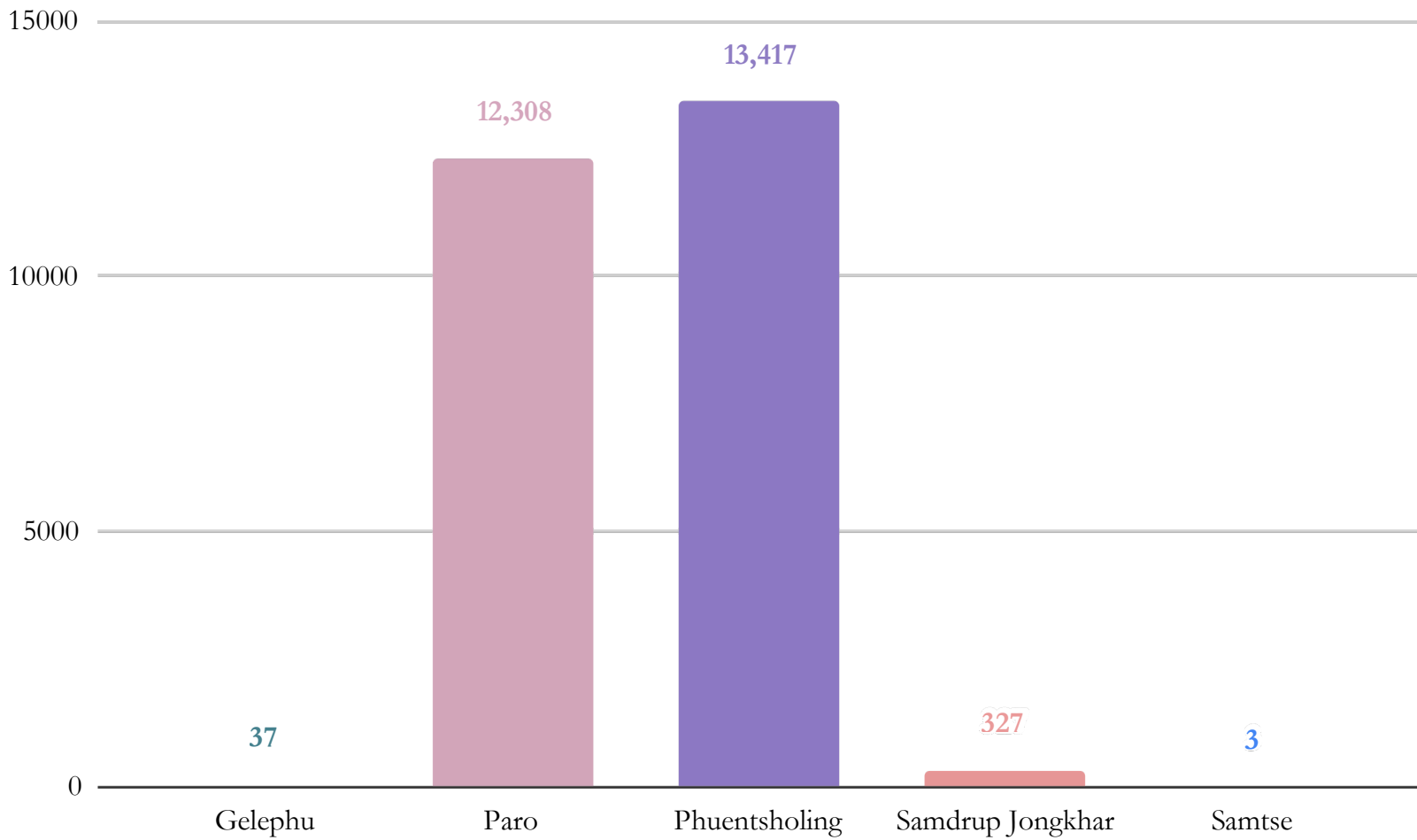


Monthly Tourist Arrival 2025 Vs 2026

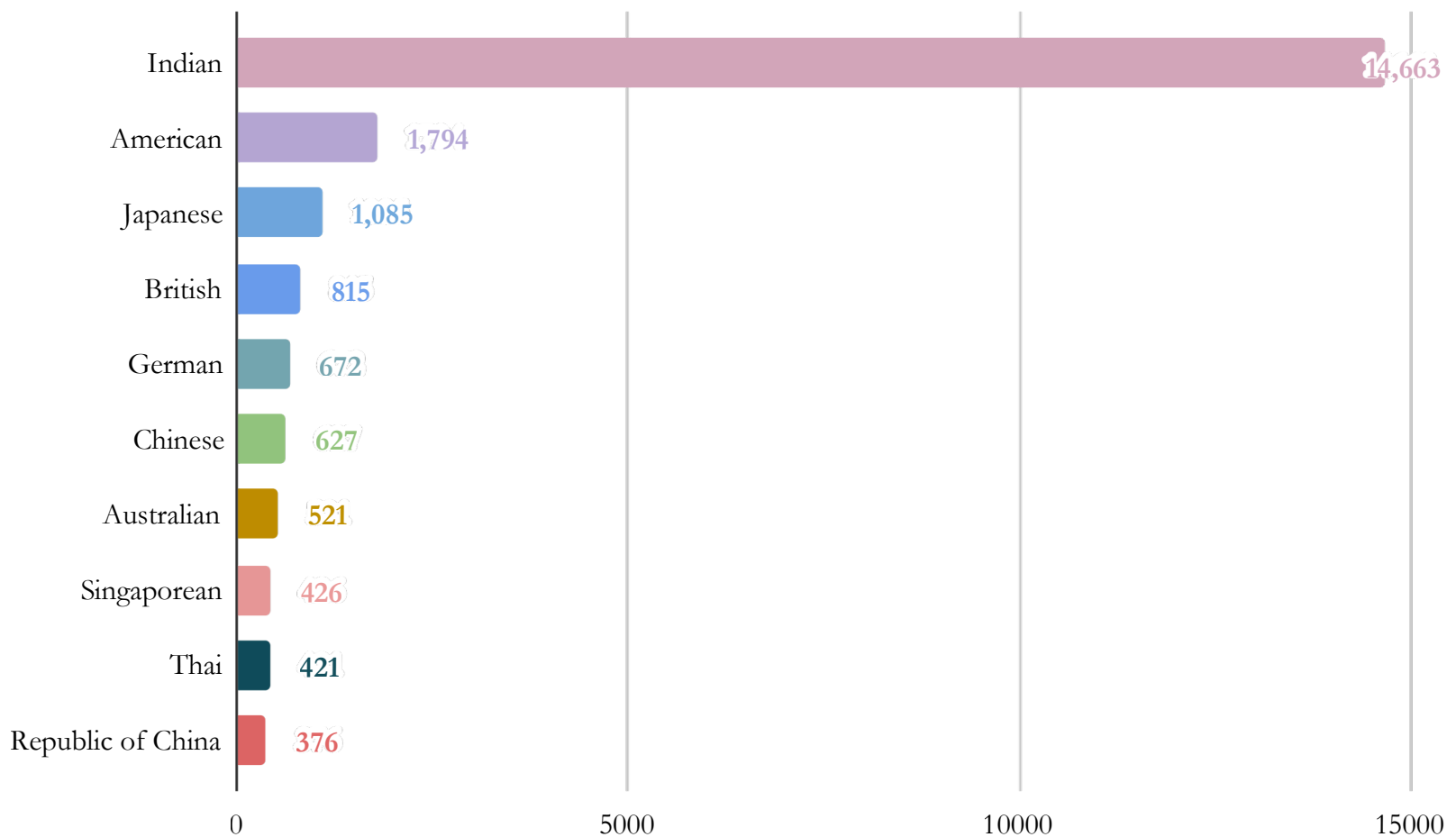


Monthly Tourism Bulletin of Bhutan

Port of Entry: March



Top 10 Source Markets: March



Monthly Tourism Bulletin of Bhutan

Services

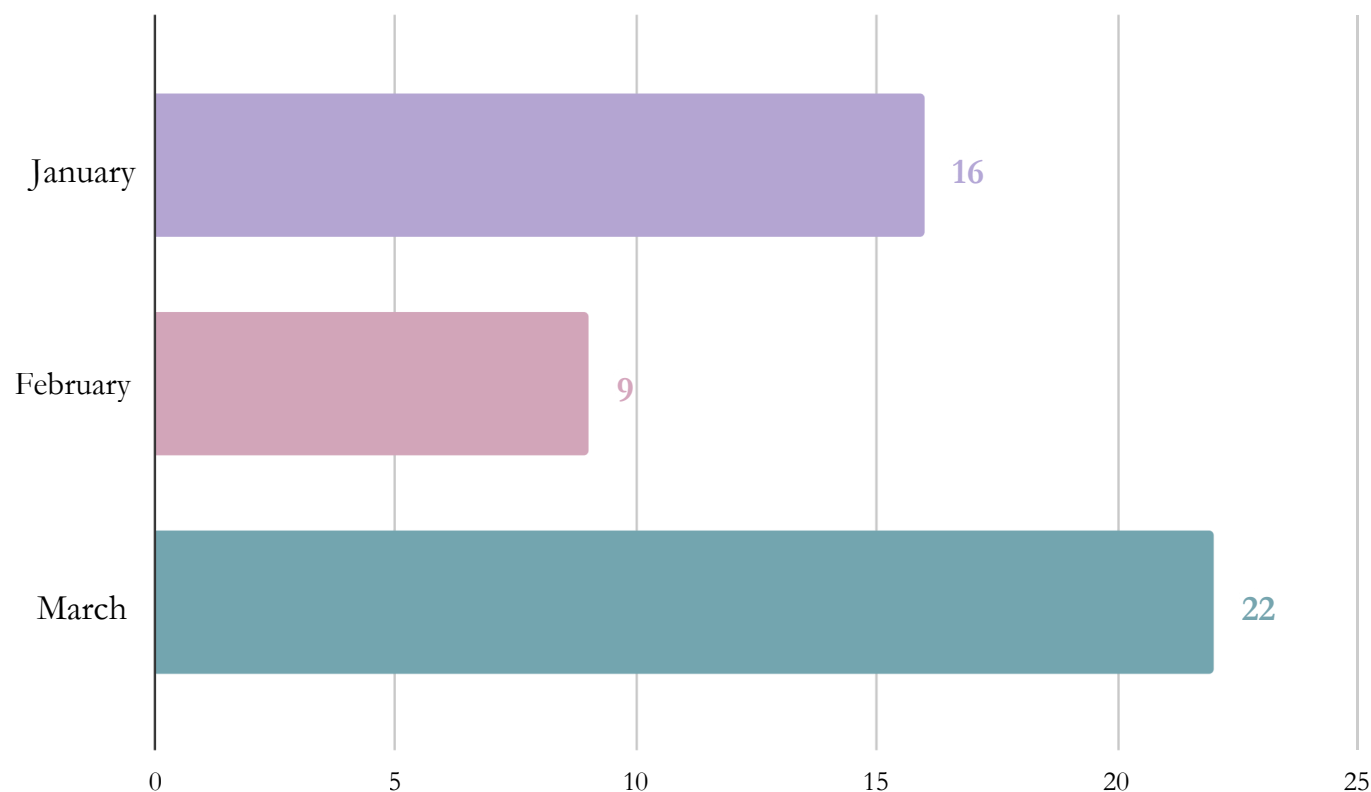
1. Tour Guide (3,354 as of March)

New Registered March: 27



2. Tour Operators (Total 1,630 as of March)

New Registered March: 22



Monthly Tourism Bulletin of Bhutan

Services

3. Accommodations Across Bhutan (448 as of March)

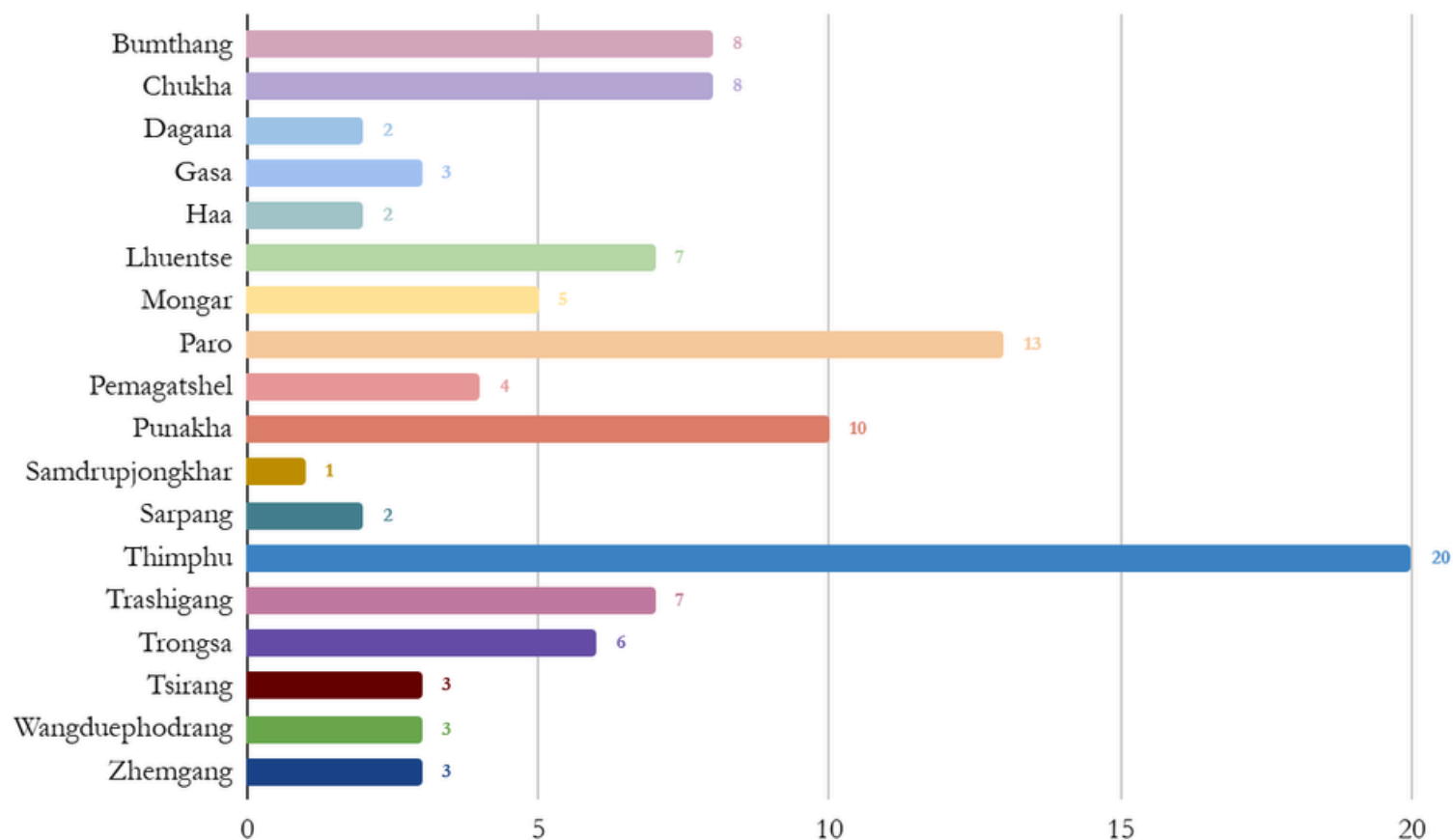
SN	Dzongkhang	Five Star (21)			Four Star (22)			Three Star (181)			Two Star(29)			One Star (7)			Village Home Stay (188)			Grand Total (448)		
		Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	VHS	Rooms	Beds	Accommodation	Rooms	Beds
1	Bumthang	2	25	25	0	0	0	19	426	804	2	17	30	0	0	0	21	63	126	44	531	985
2	Chhukha	0	0	0	0	0	0	15	486	858	0	0	0	0	0	0	3	9	18	18	495	876
3	Dagana	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	15	30	5	15	30
4	Gasa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	36	72	12	36	72
5	Haa	0	0	0	0	0	0	4	72	140	2	21	23	0	0	0	16	48	96	22	141	259
6	Lhentse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	39	78	13	39	78
7	Mongar	0	0	0	0	0	0	3	64	128	0	0	0	0	0	0	3	9	18	6	73	146
8	Paro	6	201	308	6	170	319	46	920	1,288	4	45	20	1	13	20	15	45	90	78	1,394	2,045
9	Pemagatshel	0	0	0	0	0	0	0	0	0	3	27	43	1	10	18	0	0	0	4	37	61
10	Punakha	5	49	84	2	65	121	14	306	538	5	61	110	1	7	12	26	78	156	53	566	1,021
11	Samtse	0	0	0	0	0	0	1	14	28	0	0	0	1	8	15	0	0	0	2	22	43
12	S/jongkhar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	Sarpang	0	0	0	0	0	0	1	26	39	3	20	31	0	0	0	0	0	0	4	46	70
14	Thimphu	5	268	369	14	492	867	63	1,631	1,827	4	60	126	1	34	58	4	12	24	91	2,497	3,271
15	Tashigang	0	0	0	0	0	0	2	43	86	1	0	0	1	4	8	16	48	96	20	95	190
16	Trashiyangtse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	6	12	2	6	12
17	Trongsa	0	0	0	0	0	0	3	59	103	2	11	18	0	0	0	7	21	42	12	91	163
18	Tsirang	0	0	0	0	0	0	0	0	0	0	10	15	0	0	0	2	6	12	2	16	27
19	Wangdue	3	29	29	0	0	0	10	162	300	3	28	50	1	9	14	34	102	204	51	330	597
20	Zhemgang	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	27	54	9	27	54
	Total	21	572	815	22	727	1,307	181	4,209	6,139	29	300	466	7	85	145	188	564	1,128	448	6,457	10,000

Accommodation Number: Increased by 8 compared to February

Note: The above data includes the Department of Tourism (DoT) certified accommodations only

Monthly Tourism Bulletin of Bhutan

Restrooms Across Bhutan



Website and Social Media Analytics

1. Top 5 visited links on bhutan.travel

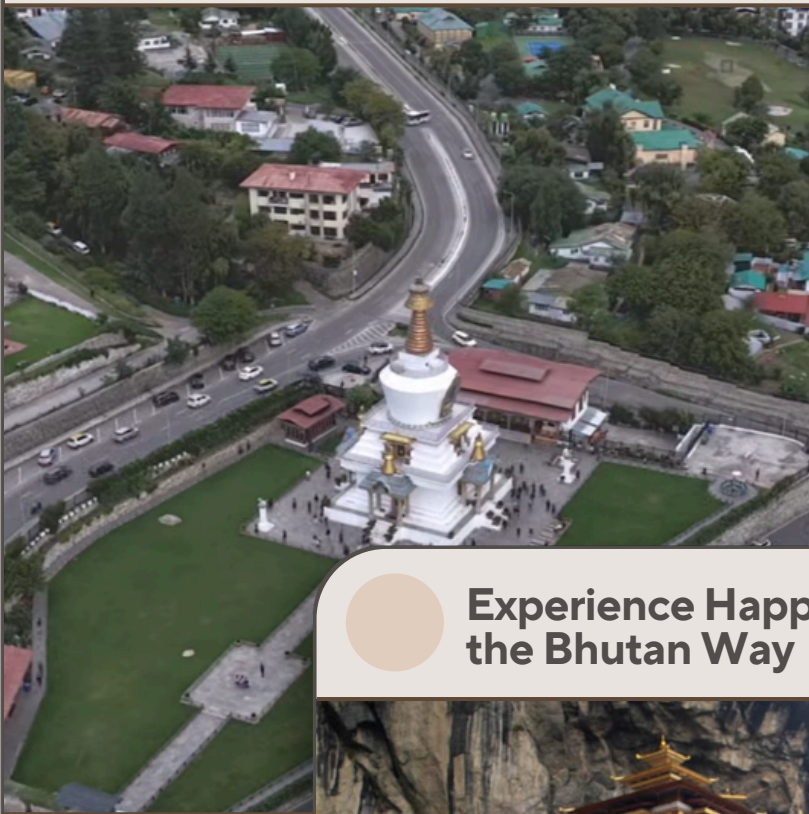
- 1 Announcements (<https://bhutan.travel/announcements>)
- 2 Visa (<https://bhutan.travel/visa>)
- 3 Visit Bhutan (<https://bhutan.travel/visit>)
- 4 FAQs (<https://bhutan.travel/faqs>)
- 5 Travel Trade (<https://bhutan.travel/travel-trade>)

Monthly Tourism Bulletin of Bhutan

2. Top 3 Facebook Posts of March

1/1

The National Memorial Chorten: A Spiritual and Social Landmark of Thimphu



1/2

Haa Spring Festival



Experience Happiness, the Bhutan Way



1/3

Monthly Tourism Bulletin of Bhutan

3. Top 3 Instagram Posts of March



1/1

*Experience Happiness,
the Bhutan Way*



1/2

Bhutan as a wedding destination



1/3

*Uniquely Bhutan: Experiences
Beyond the Ordinary*

Monthly Tourism Bulletin of Bhutan

4. Highlight Coverage in Travel Publication



KAZAKHSTAN JOINS MONTENEGRO,
BHUTAN, SEYCHELLES, UZBEKISTAN
AND ICELAND TO UNLEASH 2026
TOURISM SHOCKWAVE

(LINK)



HOME TALE LAYA

(LINK)

TIME



EXPERIENCE THE ENDLESS
NATURAL BEAUTY AND
WELLNESS OF BHUTAN

(LINK)

Artful Living

Monthly Tourism Bulletin of Bhutan

4. Highlight Coverage in Travel Publication



**BHUTAN RECOGNISED AS
'DESTINATION OF THE YEAR
- EARTHLY EXPERIENCES'
AT ITB**

(LINK)



**MUST-VISIT PARO TSHECHU
2026**

(LINK)



**MALDIVES JOINS THAILAND,
MAURITIUS, INDONESIA, SRI LANKA,
BHUTAN, AND MORE COUNTRIES IN
OFFERING INDIAN TRAVELERS
SEAMLESS VISA-FREE ACCESS AND
AFFORDABLE TRAVEL EXPERIENCE IN
2026**

(LINK)



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