

BHUTAN
Believe

MONTHLY TOURISM BULLETIN OF BHUTAN

JULY 2025

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DEPARTMENT OF TOURISM

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

Tourist Arrival

July Arrival: 2024 Vs 2025

4,851

2,224 Vs July, 2024

ALOS : July



Average Length of Stay

Indian



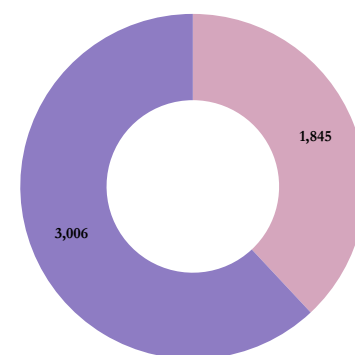
Days

COTI



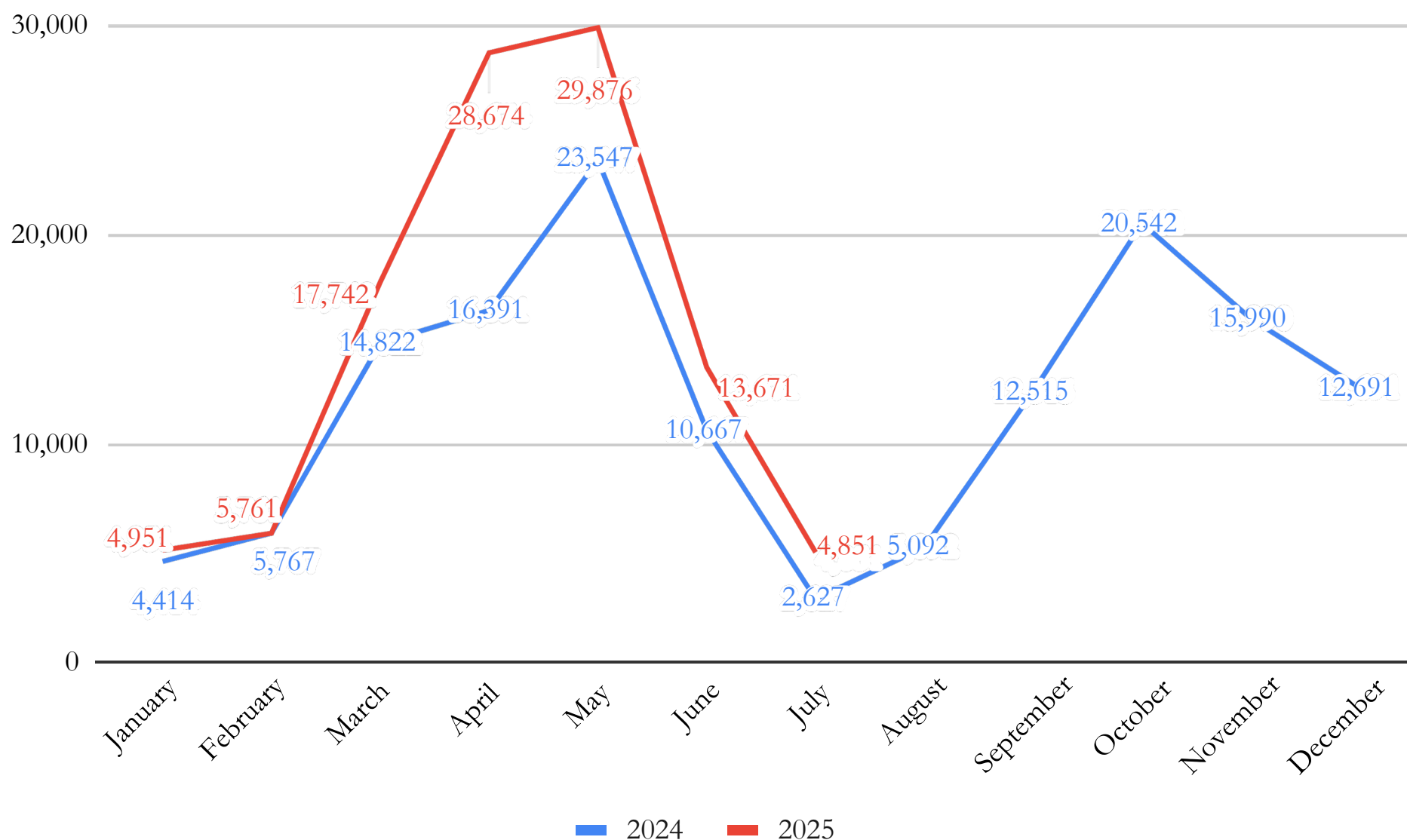
Days

Tourist Category : July



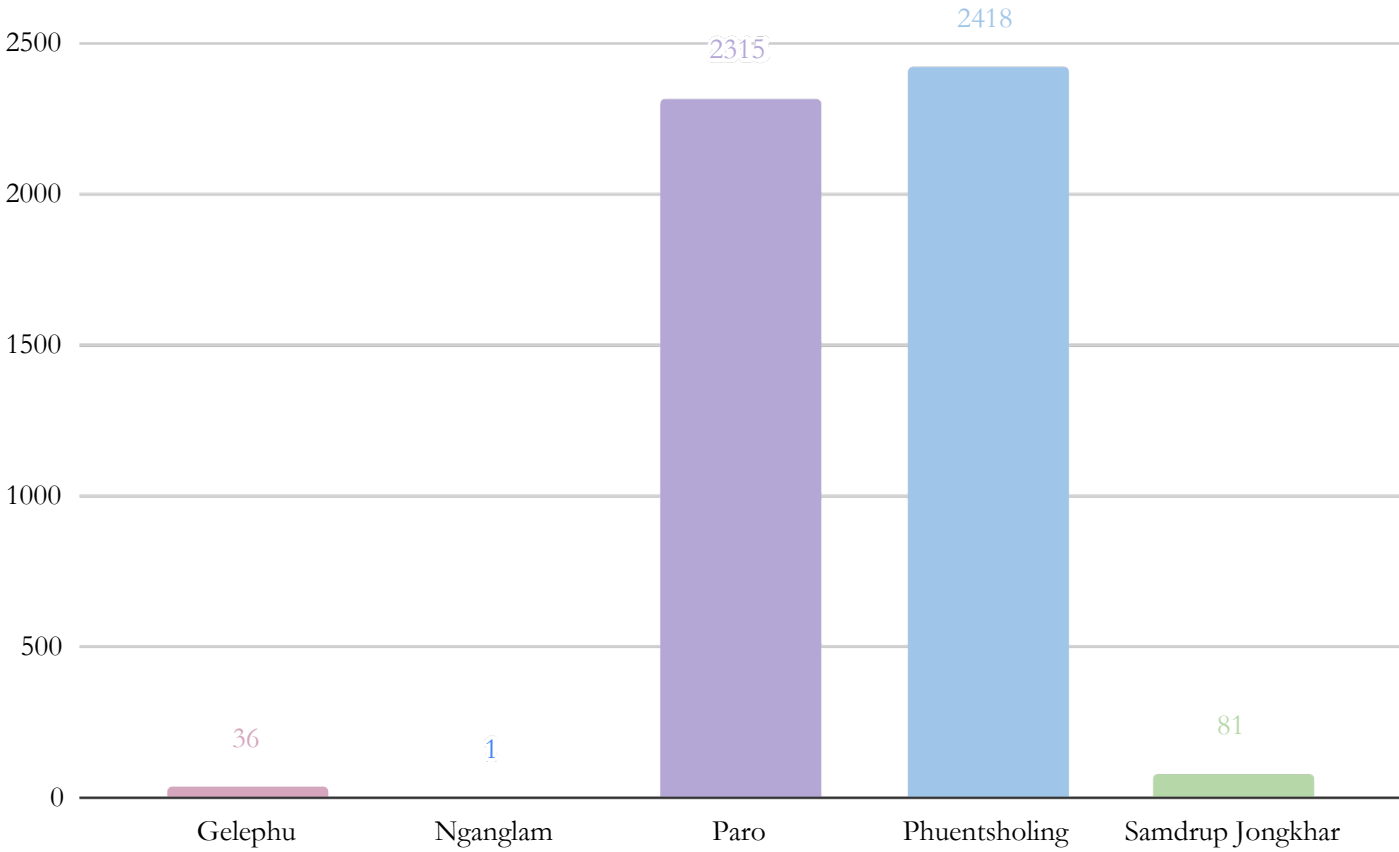
Countries Other than India India

Monthly Tourist Arrival 2024 Vs 2025

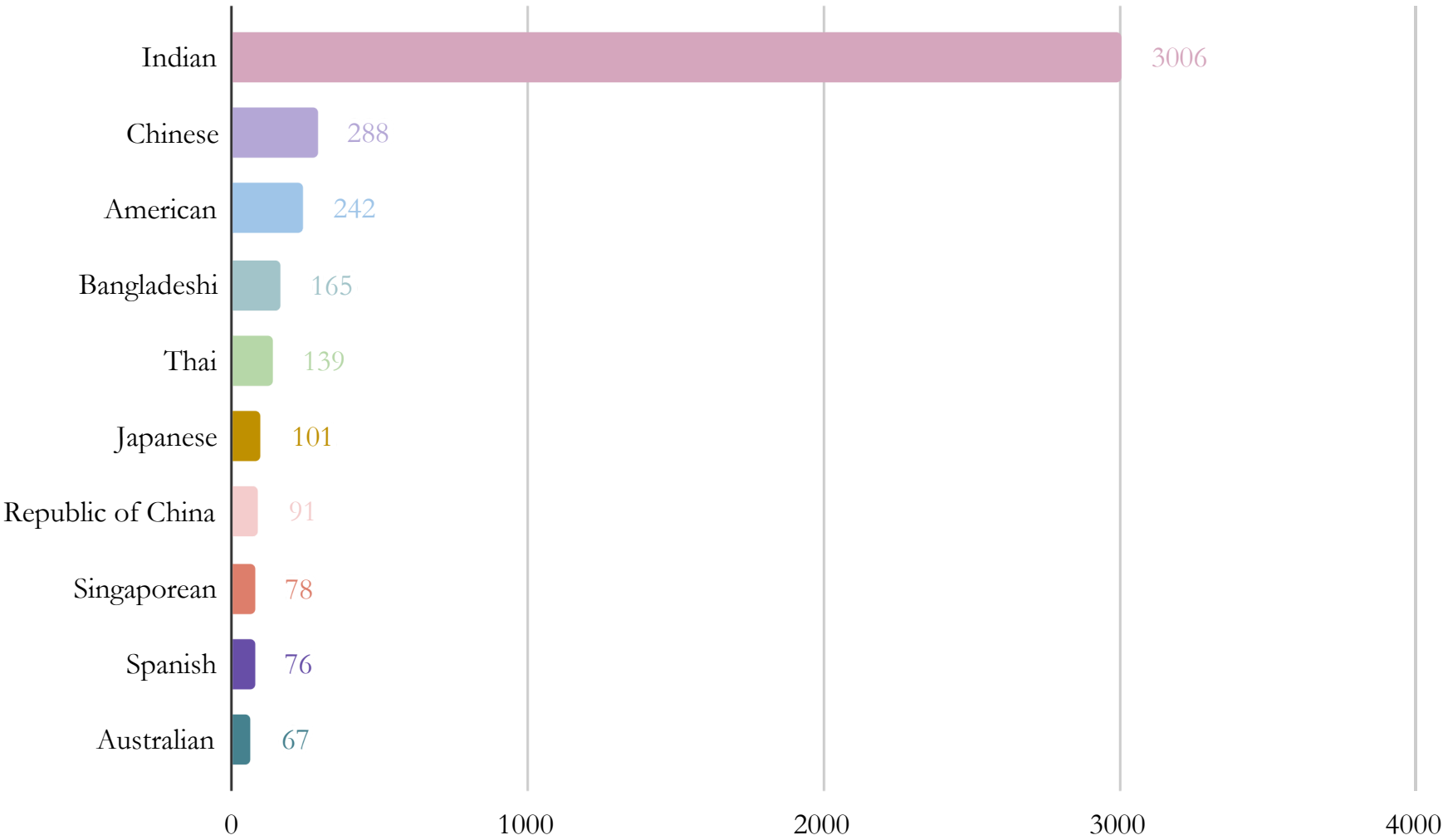


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Port of Entry: July



Top 10 Source Markets : July



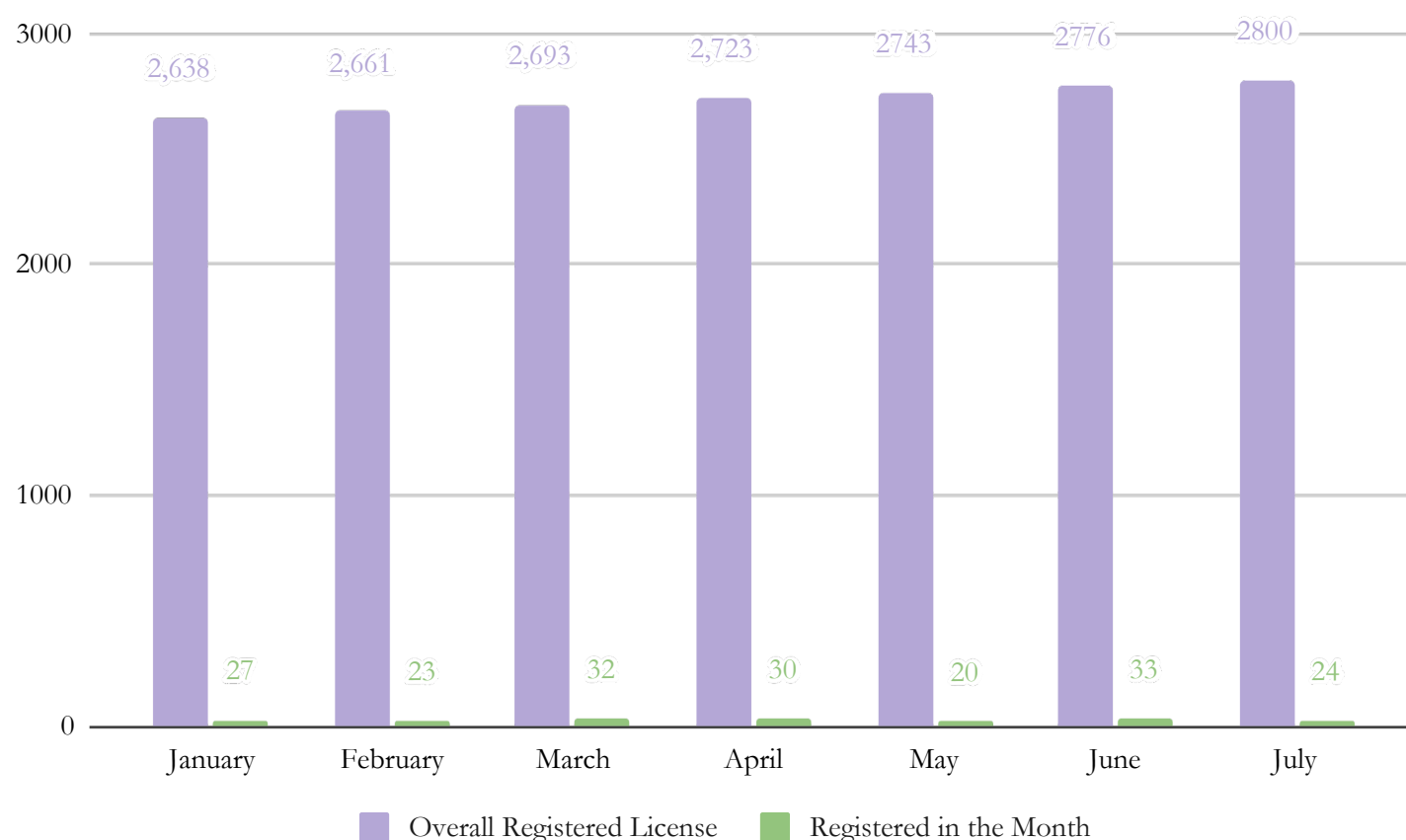
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Services

1. Tour Guide (2,966 as of July)



2. Tour Operators (2,800 as of July)



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Services

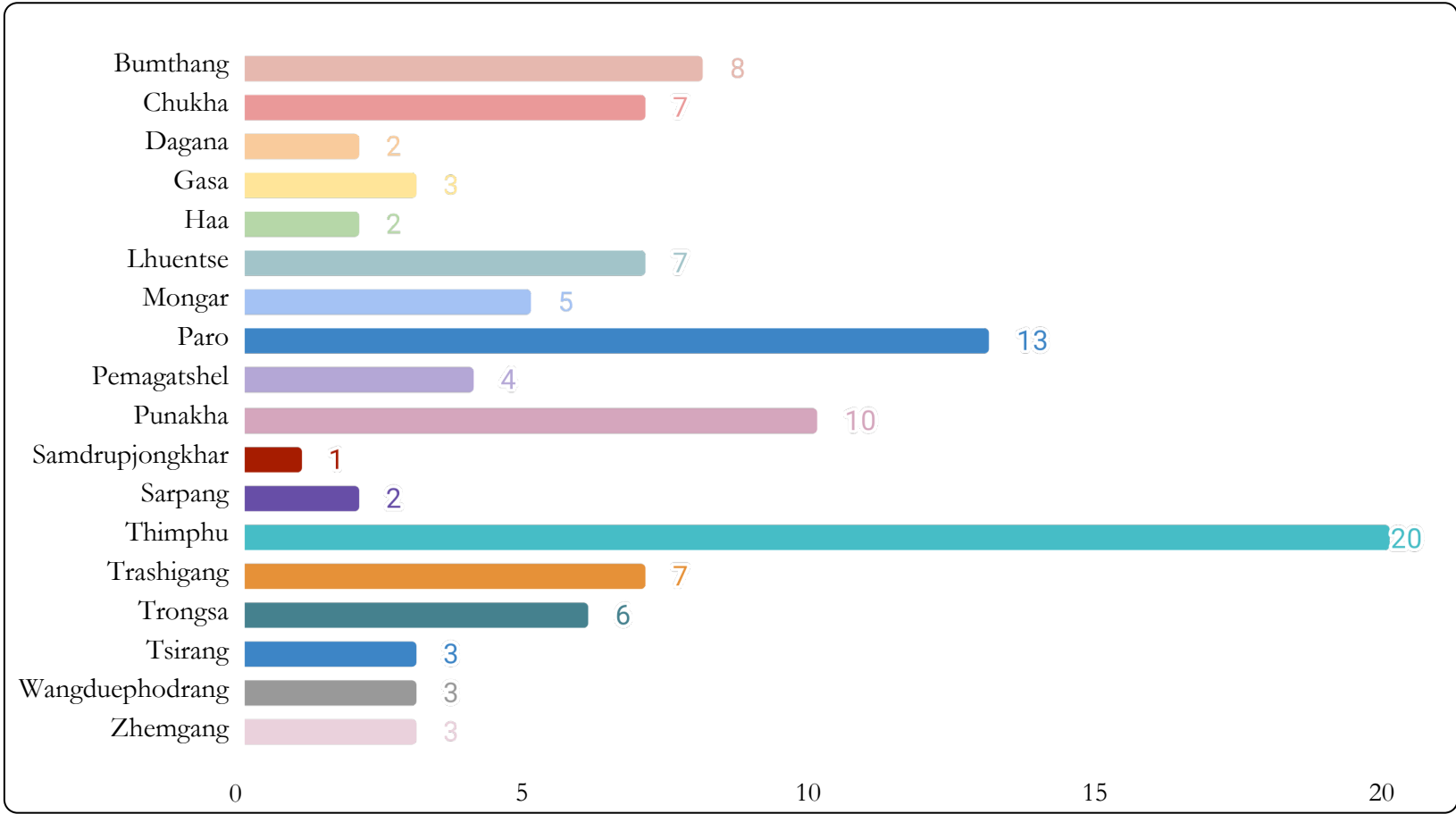
2. Accommodations Across Bhutan (568 as of July)

SN	Dzongkhag	Five Star (20)			Four Star (22)			Three Star (202)			Two Star (61)			One Star (92)			Village Home Stay (171)			Grand Total (568)		
		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	16	591	1052	8	0	0	0	180	318	5	15	30	29	786	1,400
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	8	24	48	8	24	48
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	6	170	319	55	1,127	1,952	13	217	350	21	204	324	22	66	132	124	1,985	3,385
9	Punakha	4	49	84	2	65	121	17	373	671	7	89	163	5	55	94	23	69	138	58	700	1,271
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	65	1,690	3,059	11	229	352	16	274	442	4	12	24	115	2,922	5,039
14	Tashigang	0	0	0	0	0	0	2	43	86	2	18	31	1	4	8	12	36	72	17	101	197
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	27	81	162	52	437	793
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	22	687	1,239	202	4,761	8,562	61	809	1,310	92	1,228	2,052	171	513	1026	568	8,570	15,004

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

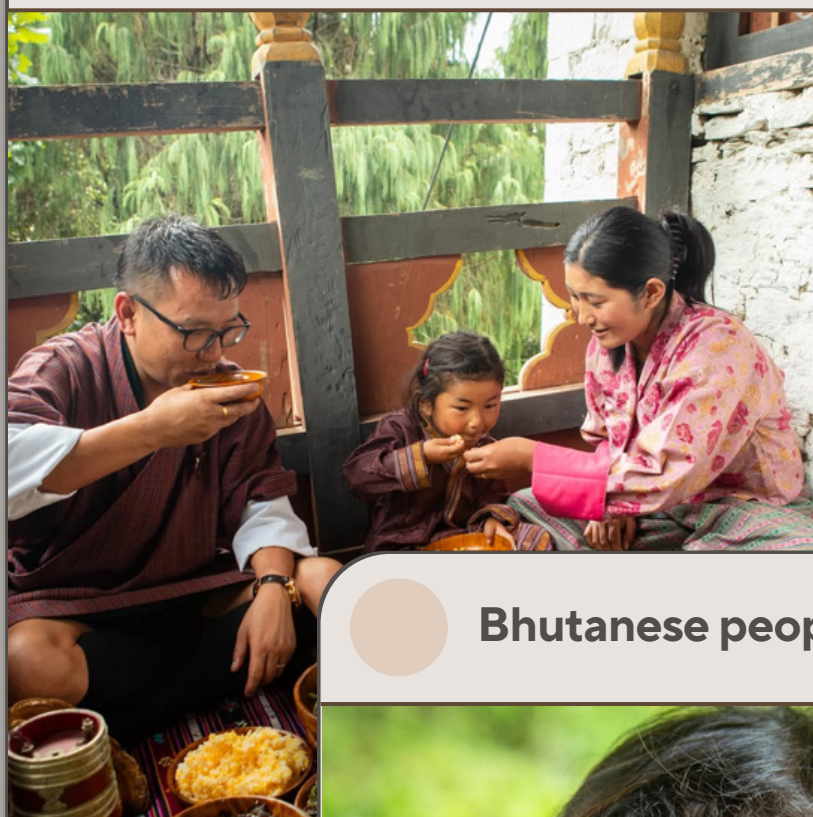
1. Top 5 visited links on bhutan.travel

- 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

Bhutanese Cuisine



Bhutanese people



Eastern Bhutan



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3. Top 3 Instagram Posts



1/1

Phallus

Bhutan: Where Tourism Gives Back

1/2



1/3

Bhutanese People

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4. Highlight Coverage

**BHUTAN MAKES
CRYPTOCURRENCIES A
PAYMENT METHOD FOR
TOURISTS**

([LINK](#))



**WHICH TRAVEL DESTINATIONS
ARE STILL INSIDER TIPS IN 2025**

([LINK](#))



**BHUTAN: WHERE THE SACRED
AND SUBLIME INTERTWINE**

([LINK](#))

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4. Highlight Coverage

HIS MAJESTY KING JIGME
KHESAR NAMGYEL
WANGCHUCK PRESIDED
OVER THR OFFICIAL
OPENING CEREMONY OF
GELEPHU INTERNATIONAL
AIRPORT
([LINK](#))



UMA WANG SPRING/SUMMER
2026 MENSWEAR COLLECTION:
STARTING FROM THE HEART,
TAKING BHUTAN AS THE ORIGIN
AND THE HOME

([LINK](#))

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