

**BHUTAN**  
*Believe*

# MONTHLY TOURISM BULLETIN OF BHUTAN

SEPTEMBER 2025

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DEPARTMENT OF TOURISM

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

# Monthly Tourism Bulletin of Bhutan

## Tourist Arrival

September Arrival: 2024 Vs 2025

20,251

↑ 7,736 Vs September, 2024

January - September 2025

135,787

↑ 39,945 Vs 2024

ALOS : September

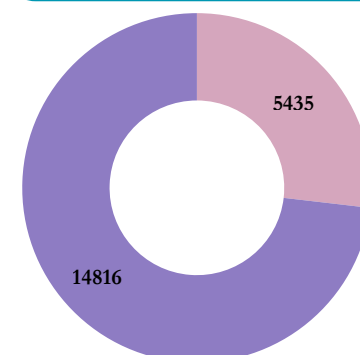


Average Length of Stay

Indian 4 Days

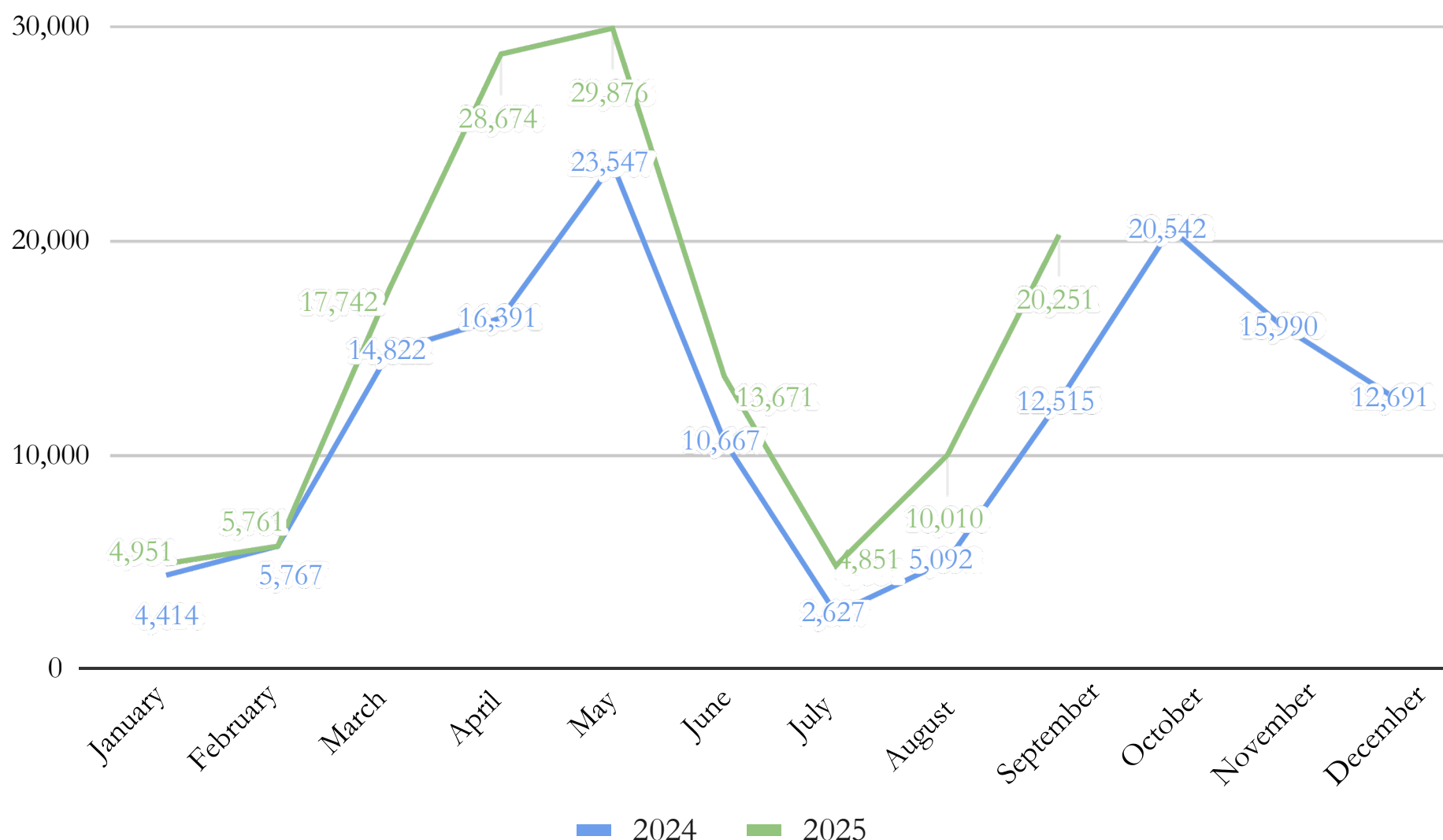
COTI 5 Days

Tourist Category : September



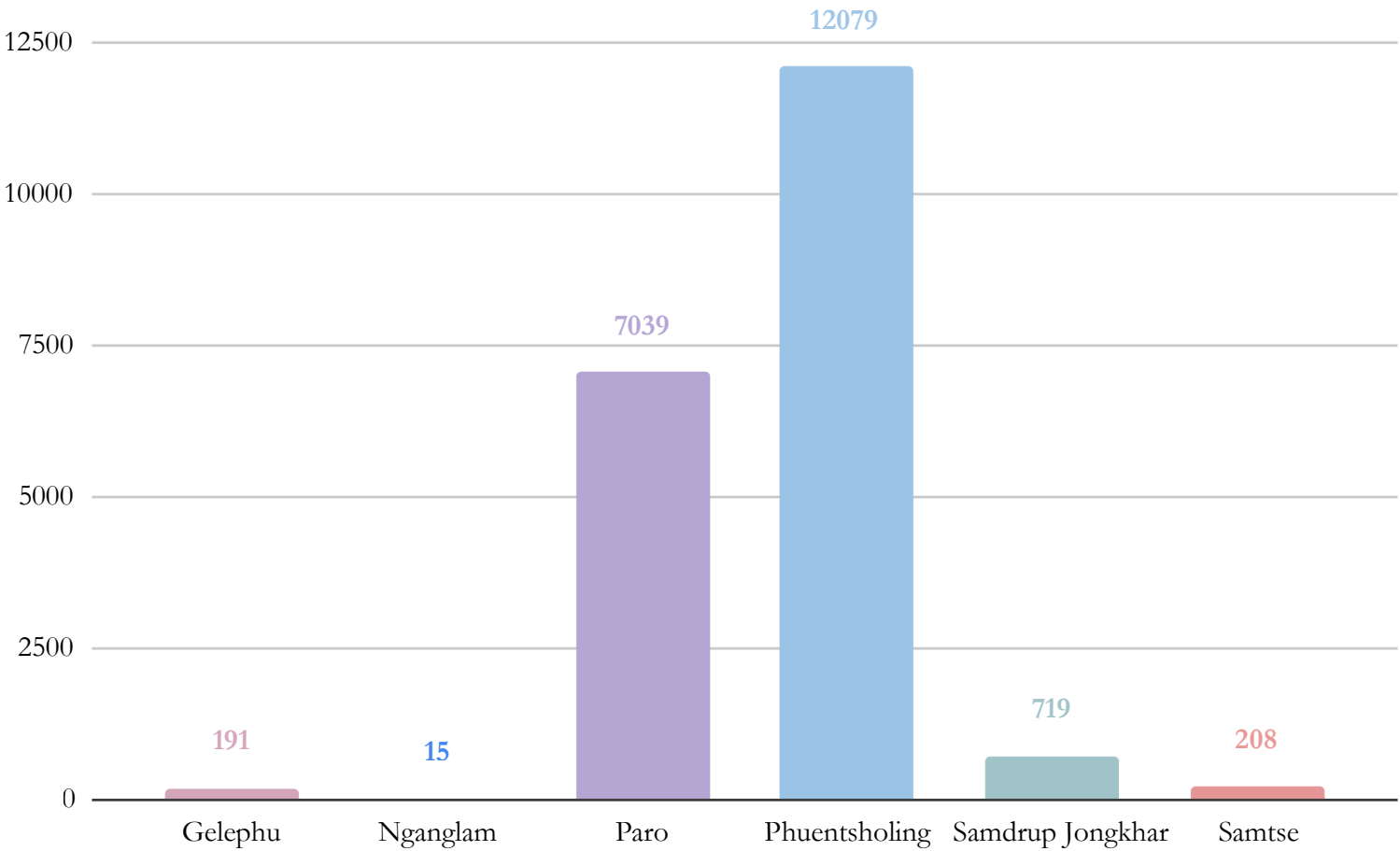
● Countries other than India ● Indian

## Monthly Tourist Arrival 2024 Vs 2025

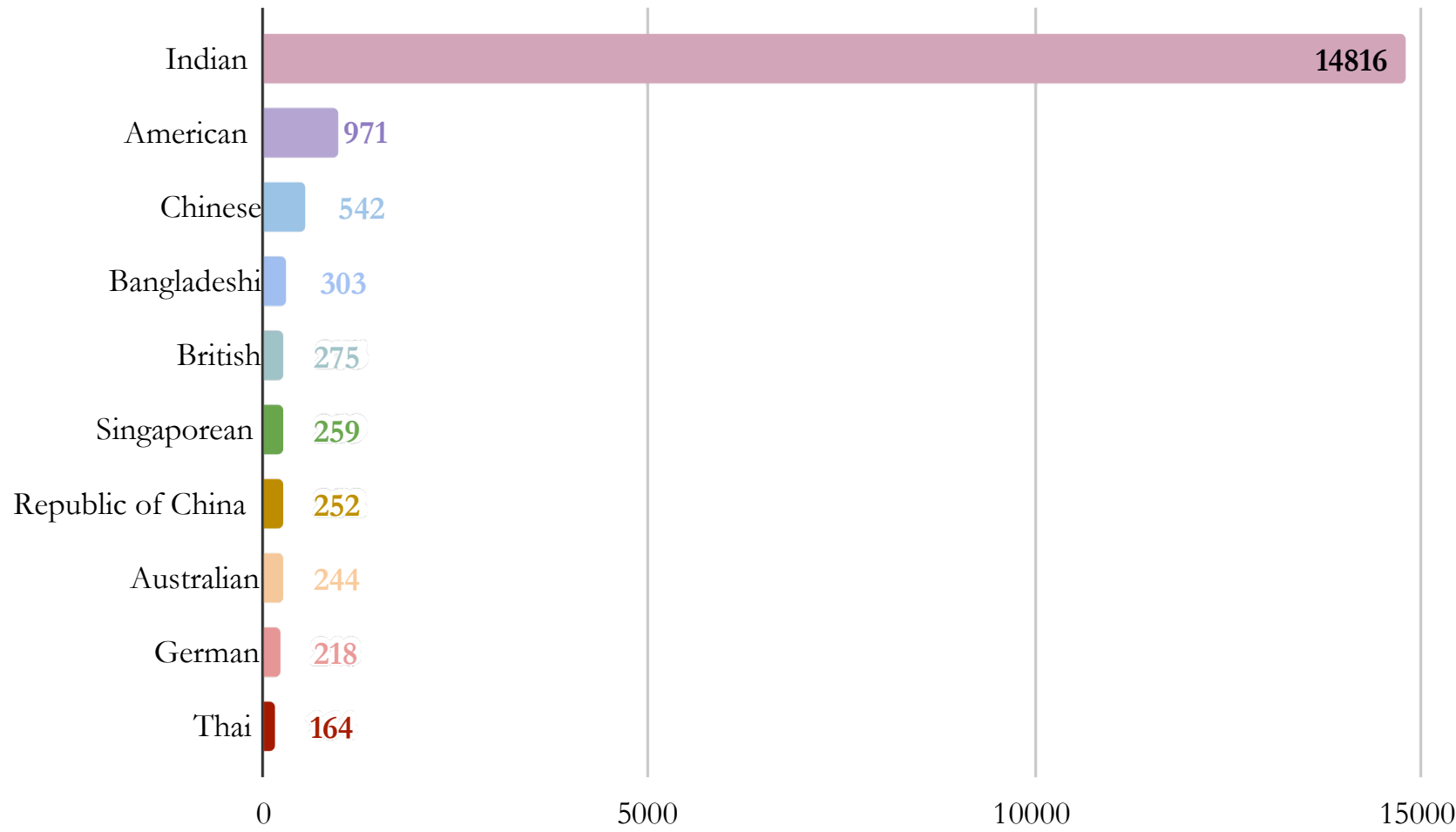


# Monthly Tourism Bulletin of Bhutan

Port of Entry: **September**



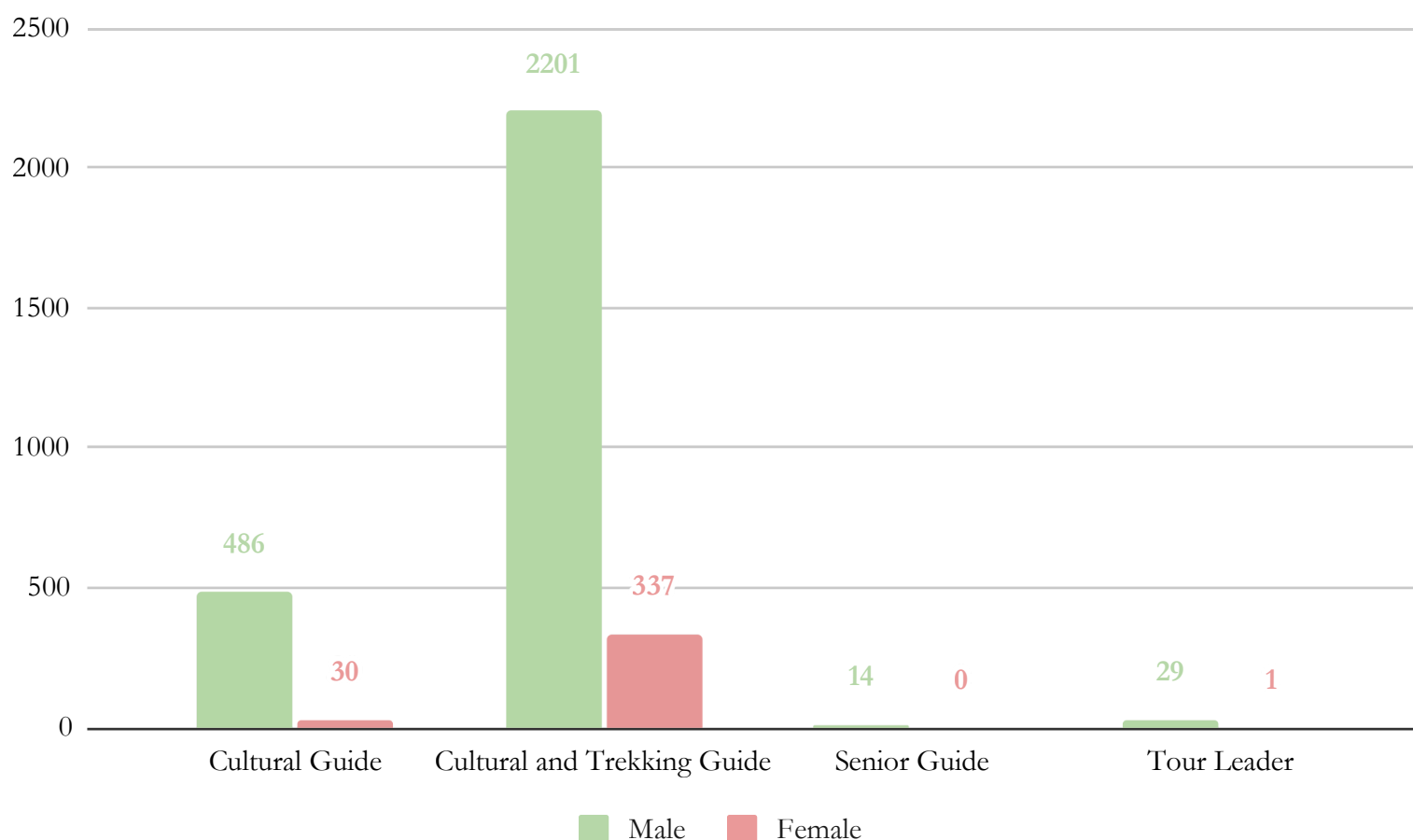
Top 10 Source Markets : **September**



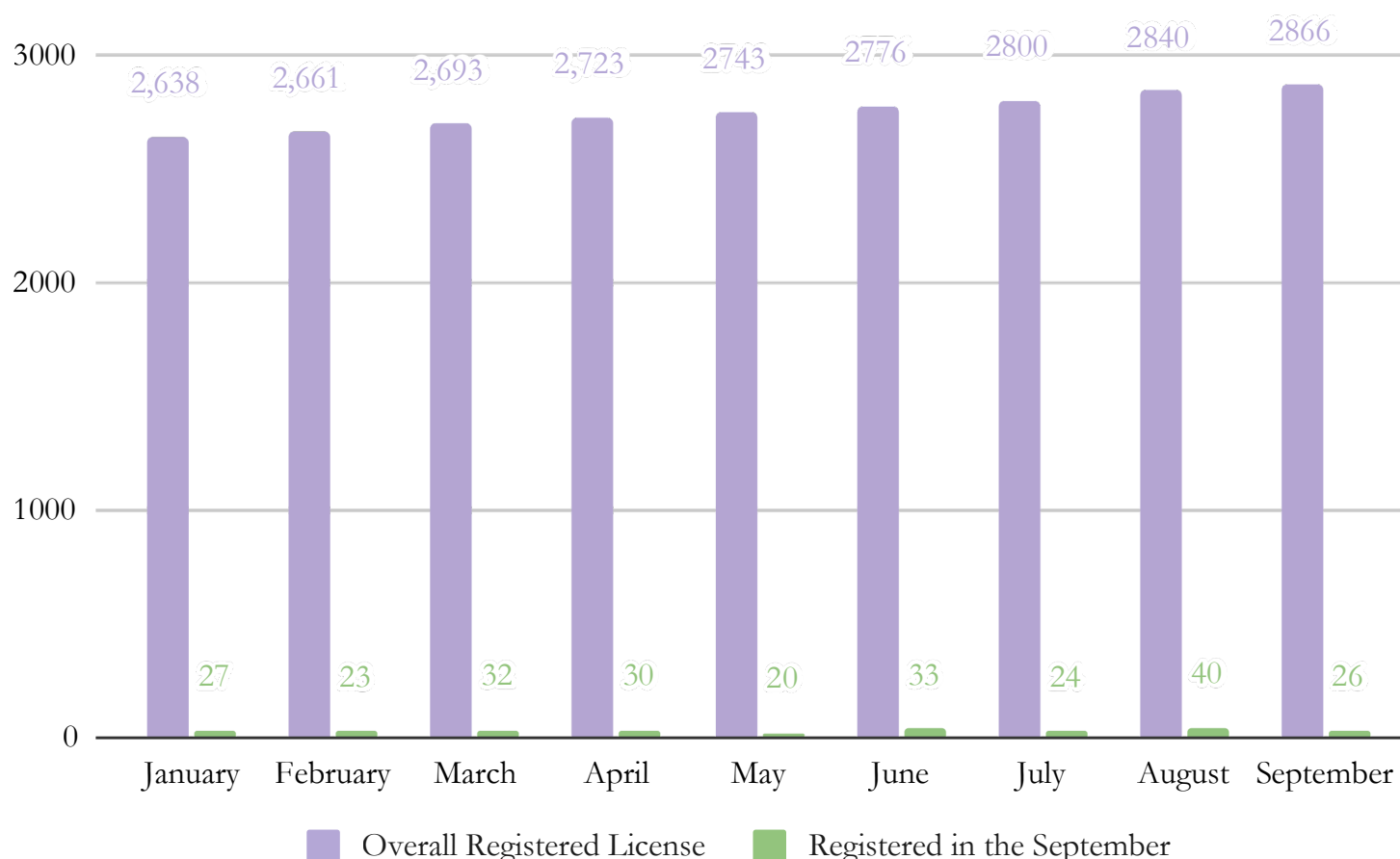
# Monthly Tourism Bulletin of Bhutan

## Services

### 1. Tour Guide (3,098 as of September)



### 2. Tour Operators (2,866 as of September)





# Monthly Tourism Bulletin of Bhutan

## Services

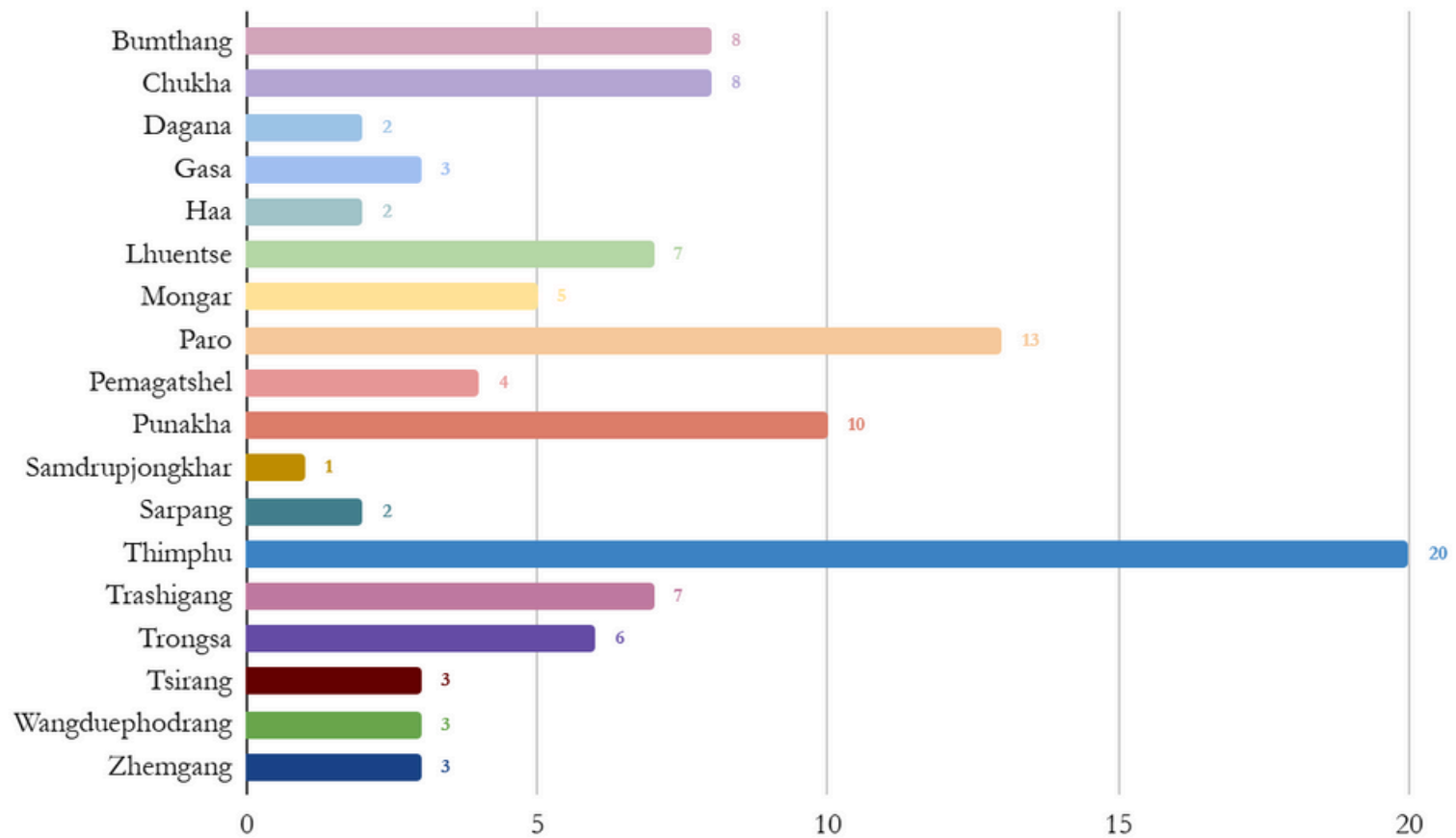
### 3. Accommodations Across Bhutan (591 as of September)

SN	Dzongkhang	Five Star (20)			Four Star (23)			Three Star (204)			Two Star(60)			One Star(102)			Village Home Stay (182)			Grand Total (591)		
		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	2	7	14	3	28	50	31	93	186	58	603	1,127
2	Chhukha	0	0	0	0	0	0	16	591	1,052	0	0	0	9	180	318	5	15	30	30	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	3	21	35	1	6	10	17	51	102	27	182	331
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	22	204	324	18	54	108	120	1,973	3,361
9	Pemagatshel	0	0	0	0	0	0	0	0	0	5	47	72	1	8	12	0	0	0	6	55	84
10	Punakha	4	49	84	2	65	121	17	373	671	8	89	163	4	55	94	23	69	138	58	700	1,271
11	Samtse	0	0	0	0	0	0	1	14	28	1	24	36	4	43	79	0	0	0	6	81	143
12	S/jongkhar	0	0	0	0	0	0	0	0	0	2	32	59	5	86	139	0	0	0	7	118	198
13	Sarpang	0	0	0	0	0	0	1	26	39	5	42	59	21	200	337	0	0	0	27	268	435
14	Thimphu	5	268	369	15	492	867	67	1,690	3,059	11	229	352	16	274	442	4	12	24	118	2,965	5,113
15	Tashigang	0	0	0	0	0	0	2	43	86	2	18	31	1	4	8	17	51	102	22	116	227
16	Trashiyangtse	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	4	12	24	5	12	24
17	Trongsa	0	0	0	0	0	0	3	59	103	2	14	24	1	14	24	1	3	6	7	90	157
18	Tsirang	0	0	0	0	0	0	1	13	26	1	0	0	3	36	65	0	0	0	5	49	91
19	Wangdue	3	29	29	0	0	0	11	197	370	3	45	81	7	67	112	33	99	198	57	437	790
20	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	23	727	1,307	204	4,761	8,562	60	816	1,311	102	1,236	2,064	182	546	1,092	591	8,658	15,151

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

# Monthly Tourism Bulletin of Bhutan

## 4. 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 Facebook posts of September

# Thimphu: Blessed Rainy Day



# Exploring Bhutan Off the Beaten Path



# Bhutan: People, Art, and Architecture





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## 3. Top 3 Instagram Posts of September



1/1

*Rhododendron Week,  
Sheytemi, Trashigang*



1/2

*Exploring Bhutan Off the Beaten  
Path*



1/3

*Royal Highland Festival, Laya*



# Monthly Tourism Bulletin of Bhutan

## 4. Highlight Coverage in Travel Publication

TO DRINK A SECRET  
BREWED IN SECRET

([LINK](#))



AN ARTIST'S DREAM OF A  
CULTURAL RENAISSANCE IN  
REMOTE BHUTAN

([LINK](#))



IS A COUNTRY THAT TRACKS  
NATIONAL HAPPINESS  
\*ACTUALLY\* FULL OF HAPPY  
PEOPLE?

([LINK](#))



# Monthly Tourism Bulletin of Bhutan

## 4. Highlight Coverage in Travel Publication

THE BHUTANESE WAY TO  
WELLNESS: HOT STONE  
BATHS, BUTTER LAMPS,  
AND STILLNESS

([LINK](#))



BHUTAN'S PHOBJIKHA  
VALLEY: WHERE RARE  
BLACK-NECKED CRANES  
FIND REFUGE

([LINK](#))

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