BHUTAN
Believe

MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

OCTOBER 2026

བལ་བཞལ་ལས་ཁུངས།

DEPARTMENT OF TOURISM

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

Tourist Arrival

October Arrival: 2025 Vs 2026

38,326

↗10,289 Vs October, 2025

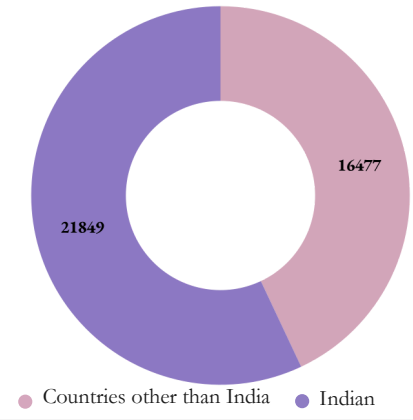
ALOS : October

Average Length of Stay

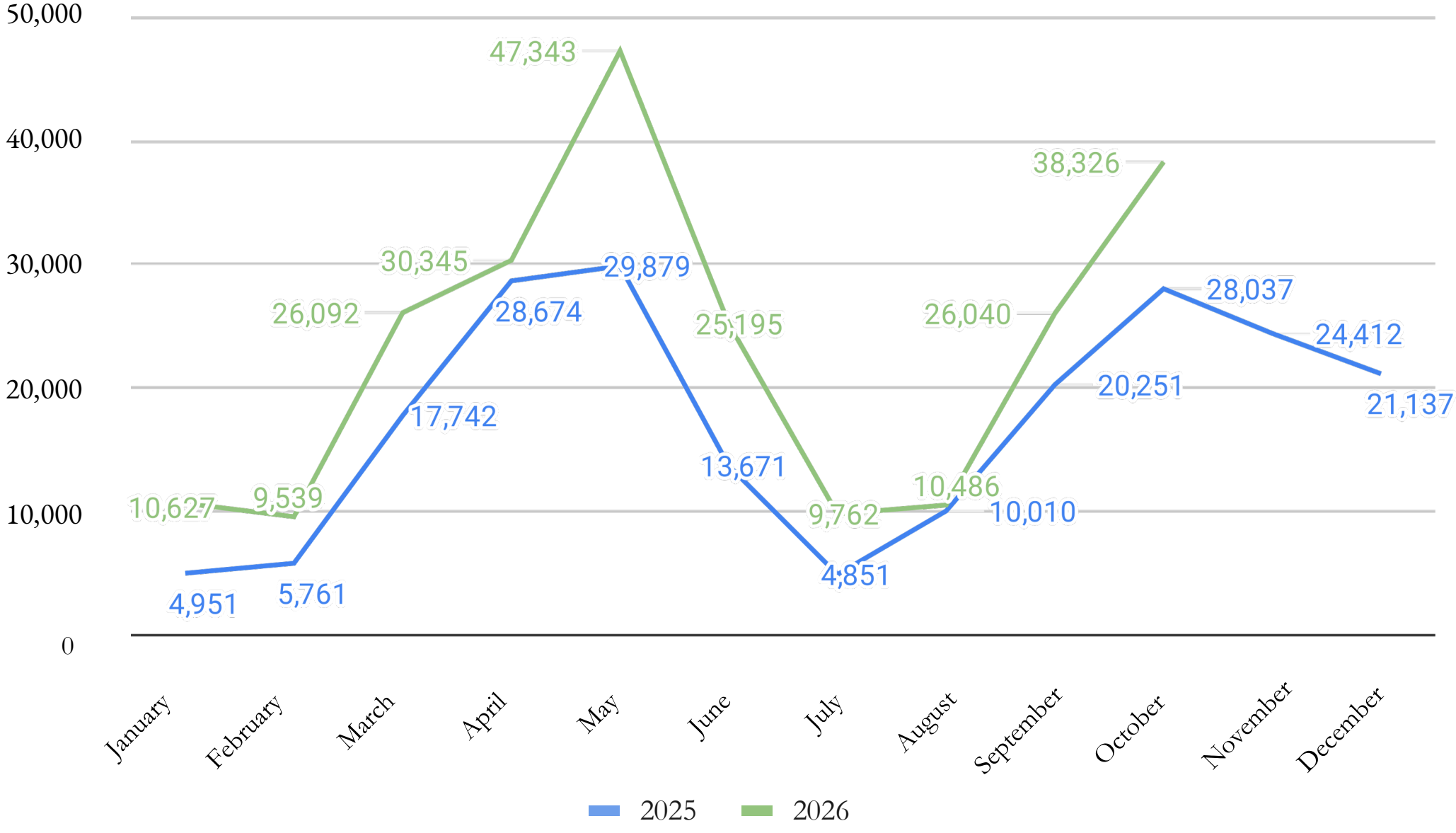
Indian 4 Days

COTI 5 Days

Tourist Category : October

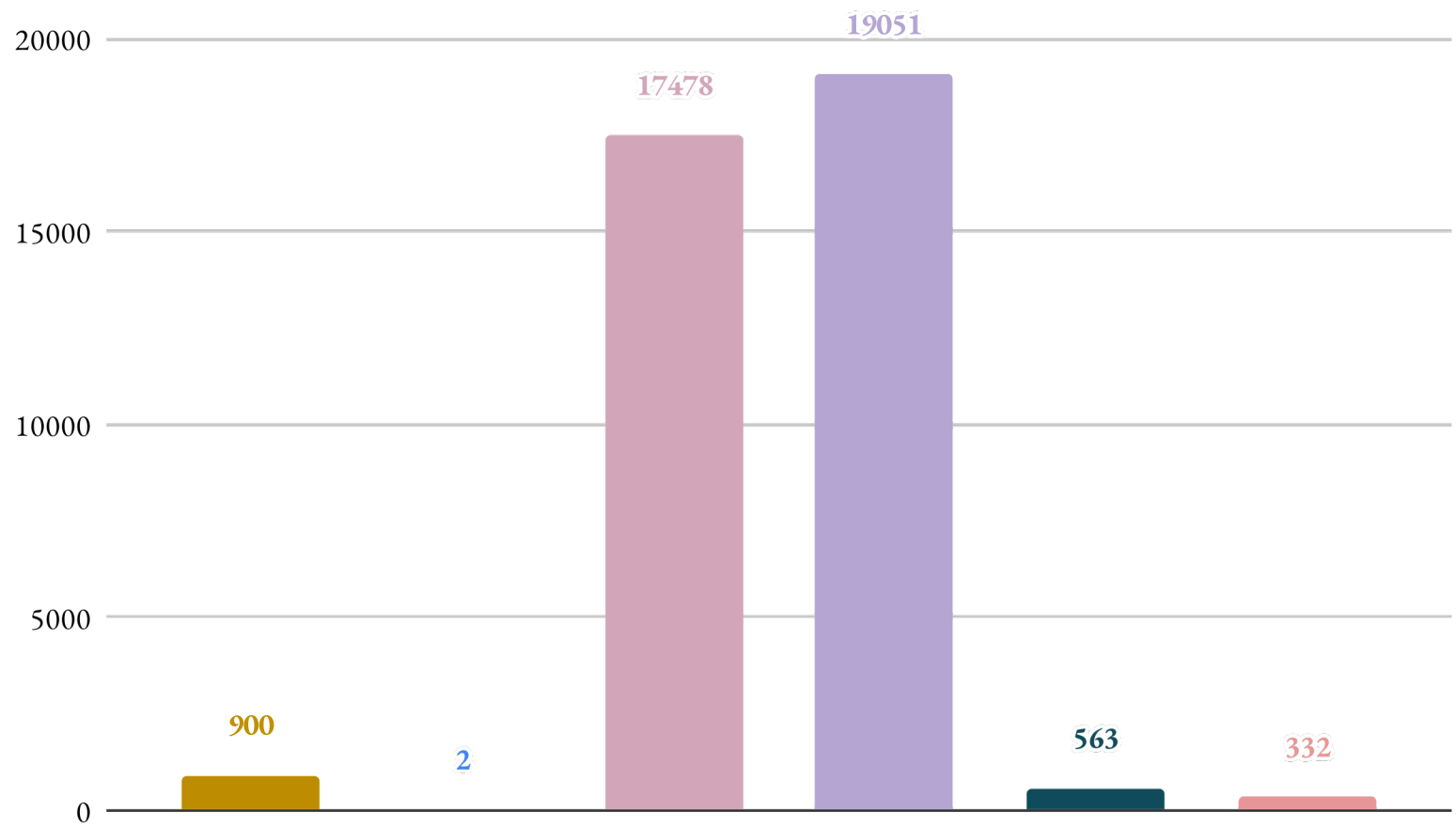


Monthly Tourist Arrival 2025 Vs 2026

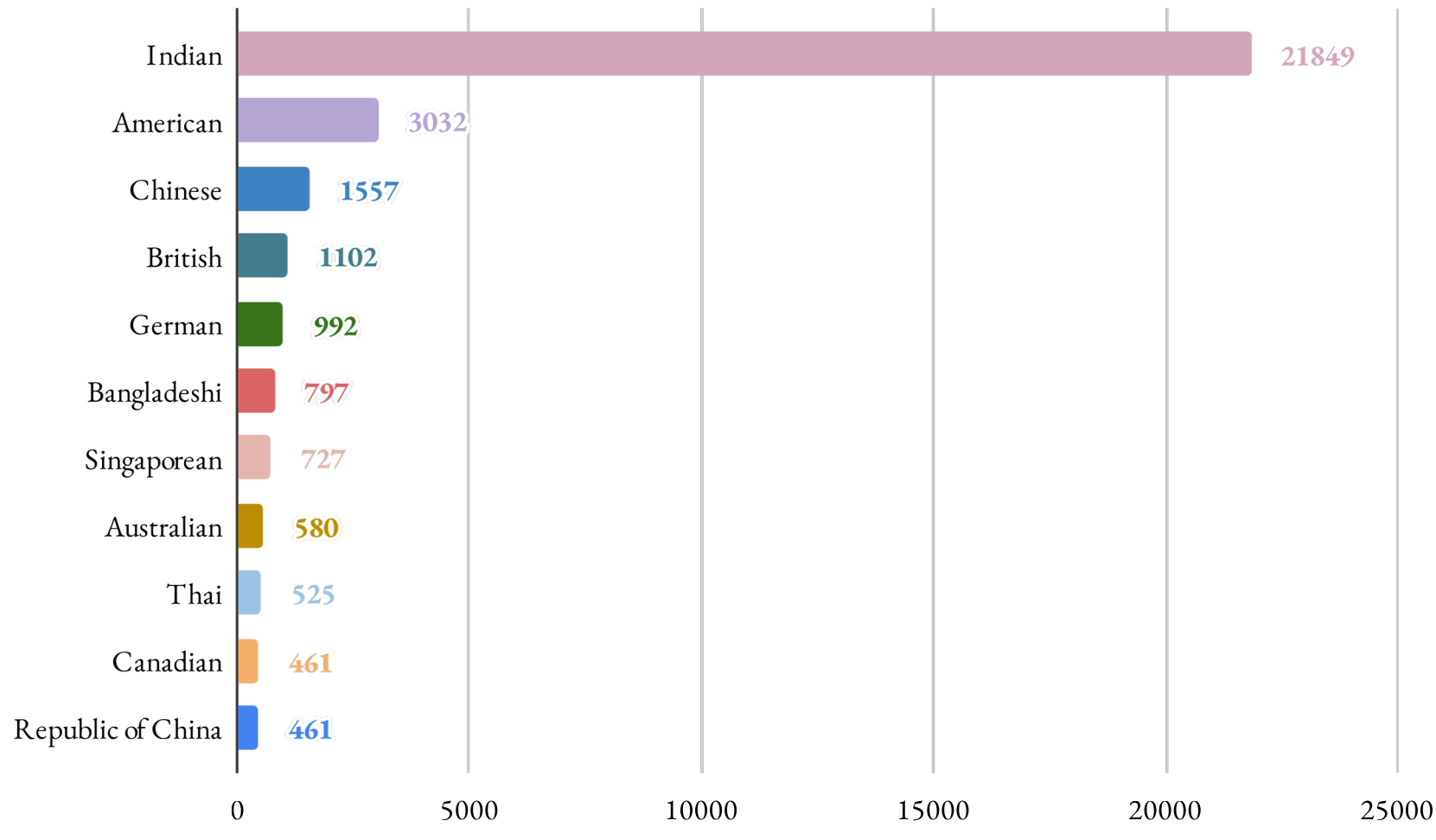


Monthly Tourism Bulletin of Bhutan

Port of Entry: October

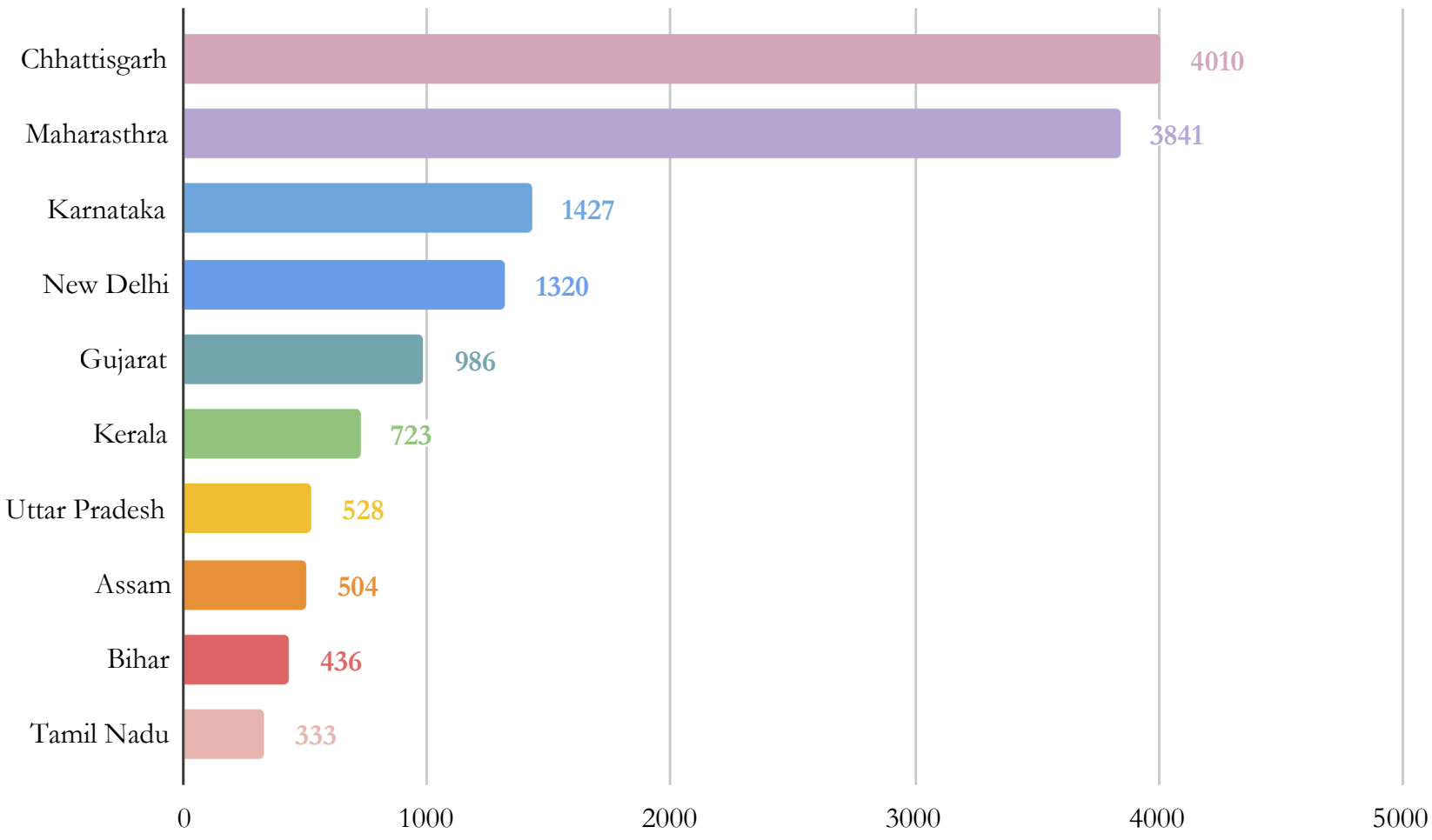


Top 10 Source Markets: October



Monthly Tourism Bulletin of Bhutan

Top 10 State/City: October



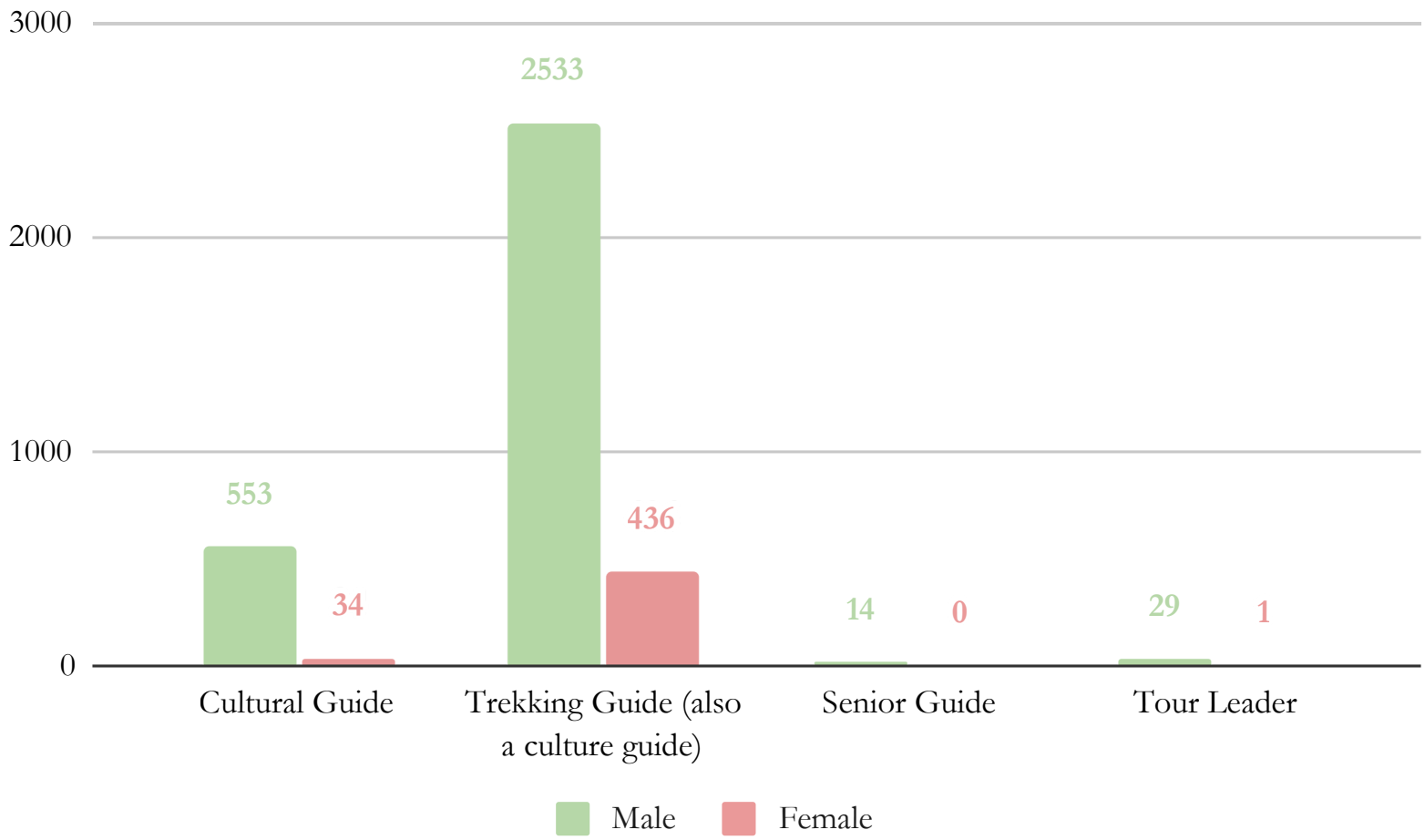
Note: The above data represents the data collected at 3 land ports only.

Monthly Tourism Bulletin of Bhutan

Services

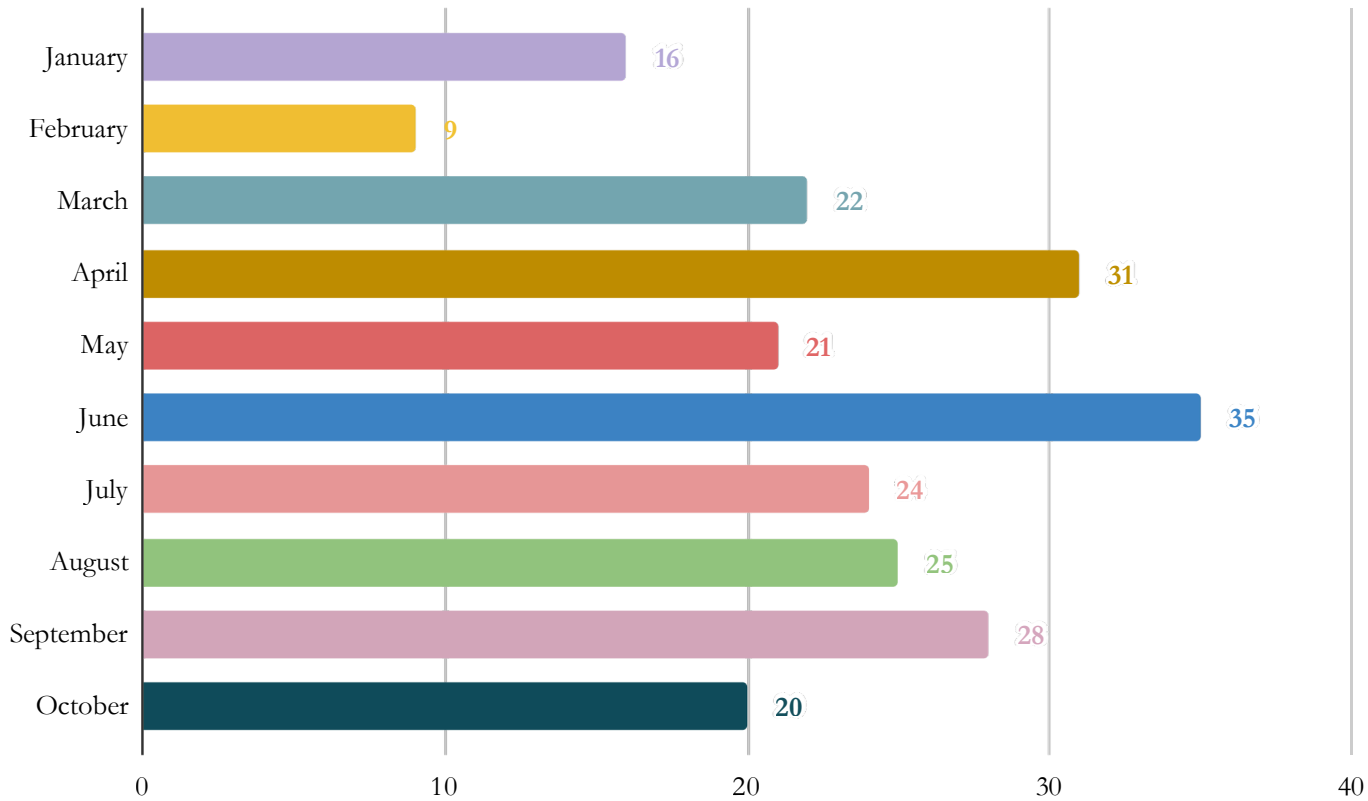
1. Tour Guide (3,600 as of October)

New Registered October: 53



2. Tour Operators (Total 1,786 as of October)

New Registered October: 20



Monthly Tourism Bulletin of Bhutan

Services

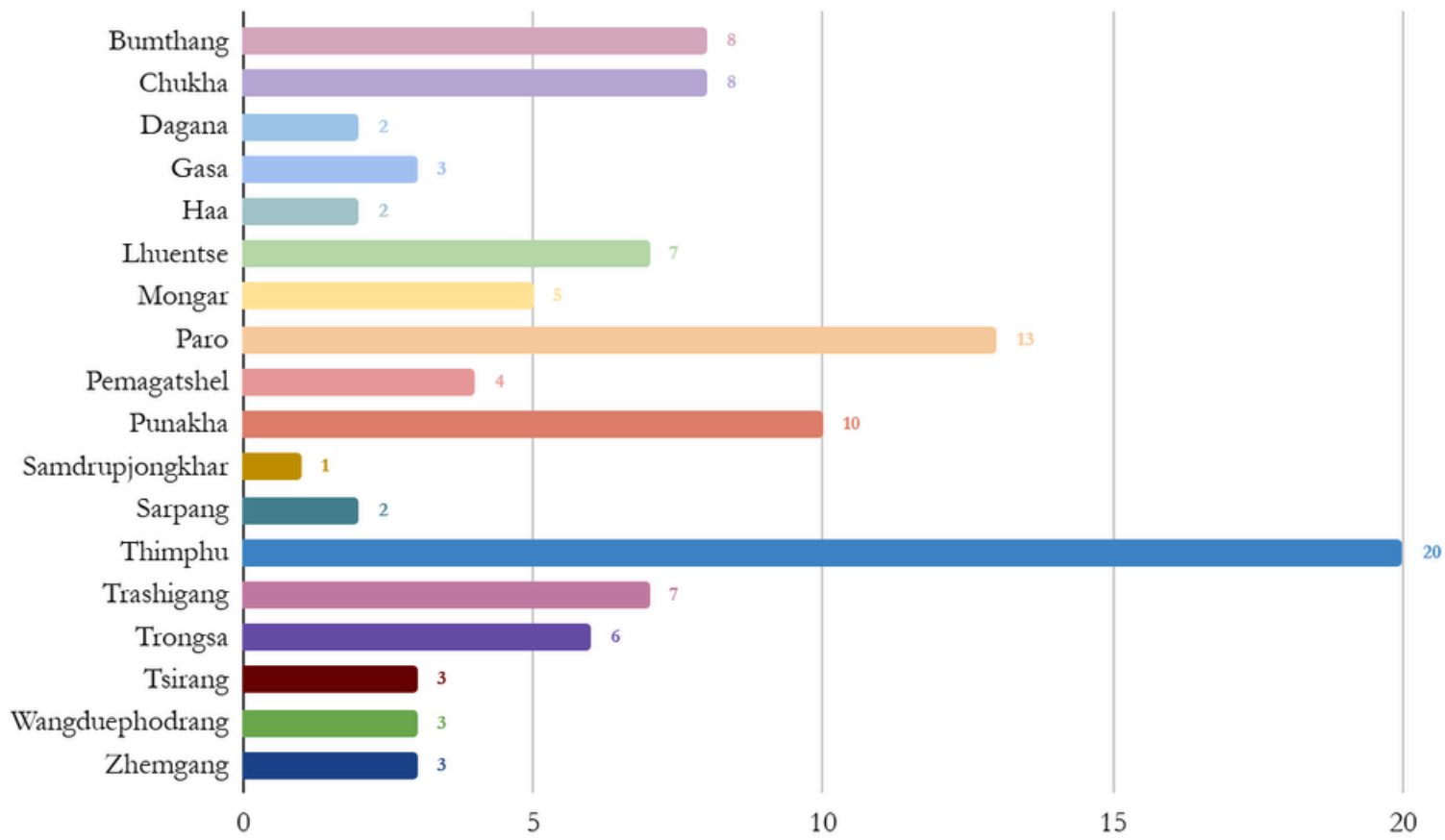
3. Accommodations Across Bhutan (552 as of October)

SN		One Star (24)			Two Star (96)			Three Star (190)			Four Star (23)			Five Star (21)			Village Home Stays (197)			Grand Total (552)		
	Dzongkhag	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	VHS	Rooms	Beds	Total Hotels	Total Rooms	Total Beds
1	Bumthang	1	5	9	5	38	71	18	412	776	0	0	0	2	25	25	21	63	108	47	466	855
2	Chhukha	2	31	51	10	185	331	16	486	858	0	0	0	0	0	0	3	7	14	31	702	1,240
3	Dagana	2	22	28	1	0	0	0	0	0	0	0	0	0	0	0	5	9	19	8	36	50
4	Gasa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	27	54	12	0	0
5	Haa	0	0	0	2	23	32	5	72	140	0	0	0	0	0	0	13	46	92	20	95	172
6	Lhuentse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	31	62	13	0	0
7	Mongar	1	10	17	1	16	27	2	44	88	0	0	0	0	0	0	3	5	10	7	70	132
8	Paro	4	45	69	19	257	452	54	1,016	1,692	6	163	309	6	201	308	18	45	90	110	1,699	2,847
9	Pemagatshel	1	0	0	3	20	38	0	0	0	0	0	0	0	0	0	0	0	0	4	39	67
10	Punakha	3	12	20	9	151	274	15	272	481	2	65	121	5	70	182	28	75	149	62	570	1,078
11	Samdrup Jongkhar	0	0	0	4	50	89	0	0	0	0	0	0	0	0	0	0	0	0	4	50	89
12	Samtse	1	10	16	2	14	24	1	14	28	0	0	0	0	0	0	0	0	0	3	38	68
13	Sarpang	1	20	30	7	91	154	1	26	39	0	0	0	0	0	0	0	0	0	9	137	223
14	Thimphu	6	18	32	15	318	596	67	1,584	2,758	15	467	814	5	268	369	6	14	28	112	2,655	4,569
15	Trashigang	1	4	8	0	0	0	2	43	86	0	0	0	0	0	0	17	40	80	20	47	94
16	Trashiyangtse	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2	5	10	3	0	0
17	Trongsa	0	0	0	1	0	0	3	59	103	0	0	0	0	0	0	7	17	34	11	59	103
18	Tsirang	0	0	0	1	17	28	0	0	0	0	0	0	0	0	0	2	5	10	3	17	28
19	Wangdue	1	12	24	15	209	408	6	90	170	0	0	0	3	29	29	38	97	199	63	345	639
20	Zhemgang	1	7	12	0	0	0	0	0	0	0	0	0	0	0	0	9	24	48	10	7	12
	Grand Total	**24**	**196**	**316**	**96**	**1389**	**2524**	**190**	**4118**	**7219**	**23**	**695**	**1244**	**21**	**593**	**913**	**197**	**510**	**1007**	**552**	**7032**	**12266**

Note: The above data includes the Department of Tourism (DoT) certified accommodations only.
***Increase in accommodation number due to hotels seeking certification with the DoT to qualify for the government's Economic Stimulus Programme (ESP) loan interest subsidy.*

Monthly Tourism Bulletin of Bhutan

Restrooms Across Bhutan (107)



Restroom Location Map- LINK

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

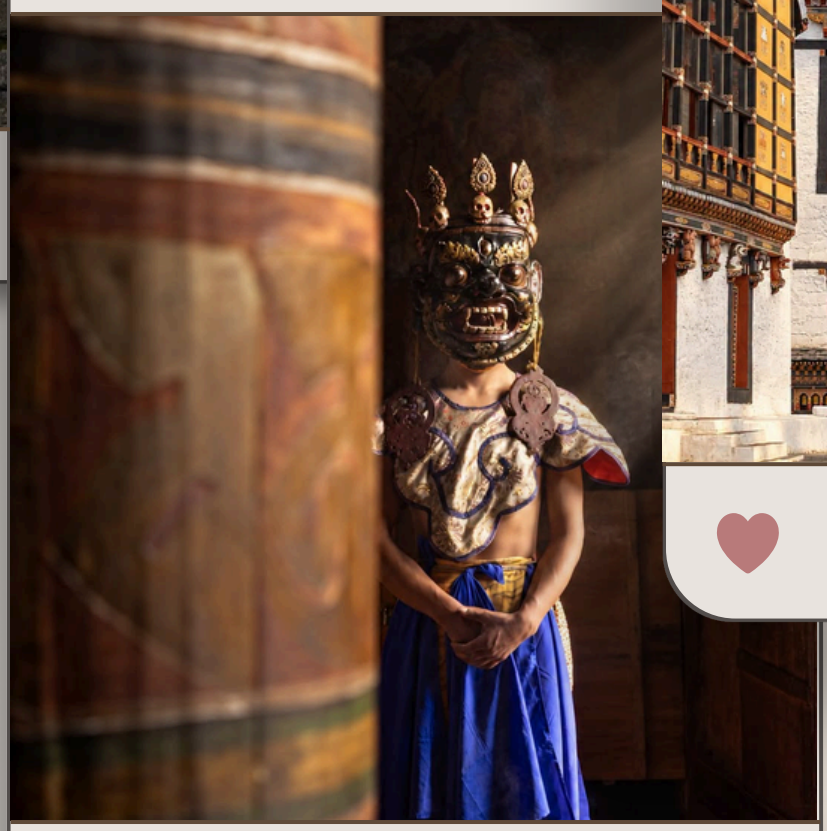
2. Top 3 Facebook Posts of October

1/3

Bhutan: A Journey for Every Traveller



A Journey into Bhutan's Living Heritage



3/3

2/3

Bhutan: Nature's Cinematic Masterpiece



Monthly Tourism Bulletin of Bhutan

3. Top 3 Instagram Posts of October



Bhutan: Nature's Cinematic Masterpiece



Bhutan's Living Heritage: Stories Etched in Architecture



Unique Experiences, Unforgettable Journeys

Monthly Tourism Bulletin of Bhutan

4. Highlight Coverage in Travel Publication

HEADLINES

Forbes THAILAND

GELEPHU MINDFULNESS CITY: A MAJOR GAMBLE FOR BHUTAN, ATTRACTING GLOBAL INVESTMENT TO BUILD A NEW CITY AND CULTIVATE AN ECONOMY BASED ON THE CONCEPT OF "MINDFUL PROSPERITY."

(LINK)







13 THINGS YOU SHOULDN'T MISS IN BHUTAN.

(LINK)

GQ THAILAND

Monthly Tourism Bulletin of Bhutan

4. Highlight Coverage in Travel Publication

HEADLINES

Esquire

"YOU'RE ON BHUTAN STRETCHABLE TIME" AND OTHER TRUTHS

(LINK)





NEW PRIVATE JET ADVENTURES WITH AMAN

(LINK)



THE WORLD'S 10 MOST STRESS-FREE DESTINATIONS

(LINK)

The Telegraph

Monthly Tourism Bulletin of Bhutan



THE BLACK MOUNTAIN FESTIVAL 5TH EDITION

Participated and supported the promotion of the Black Mountain Festival, held in Trongsa from 3 to 4 October, as part of its efforts to promote local festivals and enhance tourism visibility. The festival attracted over 800 local attendees and more than 50 tourists, providing an important platform to showcase Trongsa's cultural heritage, local traditions and tourism potential. The event also contributed to promoting community participation, strengthening local tourism experiences and encouraging greater visitor interest in the destination.

THE JOMOLHARI MOUNTAIN FESTIVAL 12TH EDITION

Supported the promotion of the Jomolhari Mountain Festival held from 14-15 October 2026. The festival attracted 337 tourists with over 230 visitors on the first day and 107 on the second day. The eventgeneratedapproximately Nu. 1.1 million in local revenue, providing economic benefits to the local community. The sustainability plan was also launched during the festival to support sustainabletourism development inthe region.





SHA FESTIVAL (2ND EDITION) AND DRAGON FURY (7TH EDITION), WANGDUE PHODRANG

Supported and promotion of the Sha Festival and DragonFury, held from 16 to 17 October, attracting over 1,000 local attendees and more than 100 tourists. The festival provided an opportunity toshowcasethe local culture, traditions and community activities while promotingthe region's tourismpotential. It also encouraged visitor participationand supported local businesses through increased touristarrivals

THE 9TH EDITION OF ROYAL HIGHLAND FESTIVAL 2025 THROUGH COMMUNITY ENGAGEMENT AND ASTRO-TOURISM INITIATIVES IN LAYA, GASA.

Participated and supported the promotion of the Royal Highland Festival, held from 23 to 24 October2025 in Laya, Gasa. The activities included engagement with the Layap community and the preparationof astro-tourism information kits to support festival promotion and provide visitors with informationon local tourismexperiences. These efforts aimed to highlight the unique culture, traditions andhighland lifestyle of theLayap community while promoting Laya as a tourism destination. The initiativealso helped create awarenessof astro-tourism opportunities and diversify the range of tourismexperiences available to visitors.

Monthly Tourism Bulletin of Bhutan



ENHANCEMENT OF ROADSIDE AMENITIES ALONG THIMPHU-GMC HIGHWAY

Maintenance works were carried out at the restroom facilities in Dochula, Hongtsho and Lungsigang in preparation for the raising of the 108 Jangchub Chortens. In addition, photobooths were installed at strategic locations along the highway to provide visitors with opportunities to capture photographs and create memorable experiences while travelling towards Gelephu Mindfulness City (GMC).

ASTROTOURISM PROMOTION



Organised and promoted astrotourism products and services during the 9th Royal Highland Festival, providing visitors with opportunities to explore Bhutan's night skies through curated stargazing and astrophotography experiences. Visitors were able to interact with astro guides, learn about the available experiences, and make bookings for guided astrotourism and astrophotography sessions.

RESTROOM MANAGERS' TRAINING IN PREPARATION FOR THE PROJECT 108

Conducted a restroom management training for restroom managers along the Thimphu-GMC highway from October 5-11, 2026 in Tsirang in collaboration with ProTouch Training Institute to strengthen hygiene standards and provide clean toilet services for travelers to GMC during the Project 108.



SNOWMAN RACE 2026 3RD EDITION



The 3rd Edition of the Snowman Race was officially flagged off on 24 October 2026 in Laya, Gasa, bringing together 17 runners from across the world for a challenging five-day high-altitude race. The race concluded on 28 October 2026 in Bumthang, celebrating the endurance, determination and sporting spirit of the participants.

Jampel Choda of Bhutan secured first place in the male category, while Pem Choki of Bhutan emerged as the winner in the female category.

Monthly Tourism Bulletin of Bhutan

AD HOC MONITORING AND ASSESSMENT OF VILLAGE HOMESTAYS



The Department of Tourism commenced ad hoc monitoring of Village Homestays in Paro Dzongkhag on 17 October 2026, alongside its annual assessment and reassessment. The monitoring identified uncertified properties advertised as Village Homestays on social media, with some offering herbal baths and restaurant services without the required licences or certifications. Through these exercises, the Department aims to promote responsible service delivery, uphold tourism standards, and preserve the authenticity of Bhutanese hospitality while ensuring meaningful visitor experiences and public trust

SPECIAL MONITORING ON MANDATORY STAR CERTIFICATION



Following the notification on mandatory Star Certification for tourist-accommodating hotels, the Department of Tourism is conducting special monitoring visits to ensure compliance and uphold accommodation standards. The first round was conducted in Phuentsholing on 29 September 2026, identifying more than 12 hotels without valid Star Certification. The second round was done in Paro, focusing on establishments catering to tourists without the required certification. The initiative aims to strengthen compliance, promote quality accommodation services, and ensure safe and standardized experiences for visitors to Bhutan.

RANDOM DRUG TESTING FOR GUIDES

The Department of Tourism, in collaboration with the Narcotic Drugs and Other Vices Unit of the Royal Bhutan Police (RBP), conducted random drug testing of tourist guides at Bumpagang, Chukha, on 24 and 25 October 2026. Of the 311 guides tested, 13 tested positive, with RBP handling the cases in accordance with established procedures. The Department appreciates the cooperation of the majority of guides and encourages all stakeholders to work together towards ensuring safe, responsible, and memorable tourist experiences in Bhutan.



འབྲུག་བལྟ་ལས་ཁུངས།

DEPARTMENT OF TOURISM

BHUTAN
Believe

Contact Us

+975-02-323252 /

hosts@tourism.gov.bt/ +975 17661974

Tarayana Building Chubachu

Connect With Us