

**BHUTAN**  
*Believe*



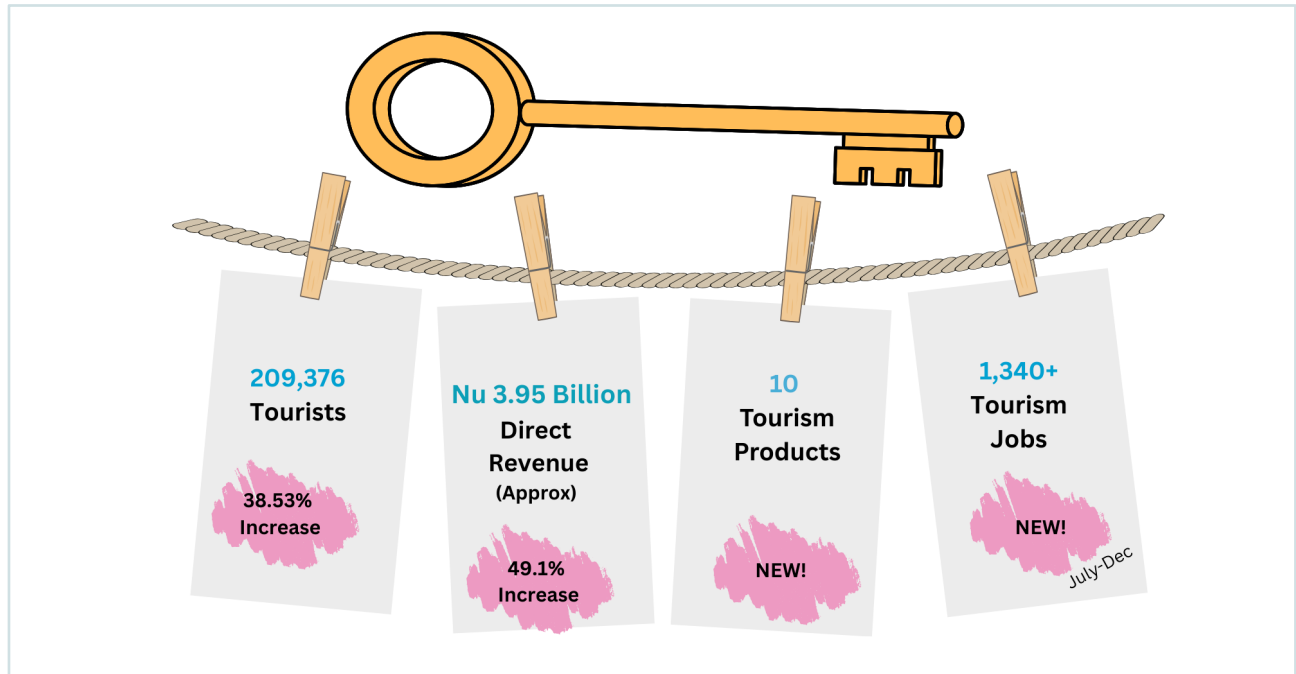
# TASHEL MELONG

*“Annual Tourism Snapshot 2025”*



**Department of Tourism (DoT)**  
**Ministry of Industry, Commerce and Employment (MoICE)**

## 1. Snapshot 2025



## 2. Objective

The Department of Tourism, Ministry of Industry, Commerce and Employment initiated the *Tashel Melong*, an annual tourism snapshot, to present an overview of tourism in Bhutan with the objective to disseminate insights and information about the industry.

*Tashi Melong* is intended to provide an account of the engagement and interventions of the Ministry, the Department and also of the industry to develop Bhutan into a high value, regenerative destination.



### 3. Strategic Direction

The overall tourism is guided by the **THREE** national documents, developed to provide strategic direction for the industry, aligned to the national visions and goals.



#### 1. 21st Century Economic Roadmap

The 21st Century Economic Roadmap serves as a strategic blueprint to achieve Bhutan's 10X National Economic Vision, grounded in the principles of Gross National Happiness (GNH), Environmental Stewardship, and Equitable Growth.

Tourism is identified as one of the three core industries with a target to contribute 10-15% to the GDP by 2050.

#### 2. Bhutan Integrated Tourism Masterplan 2025-2034

The Bhutan Integrated Tourism Masterplan 2025-2034 was launched in February 2025. The Masterplan charts an ambitious course to transform the tourism industry through sustainable and regenerative development, with frameworks establishing clear strategic vision and roadmap for the next decade, highlighting the necessary conditions (policy directives, key strategic initiatives, and critical investments) and ecosystem required to achieve these aspirations.

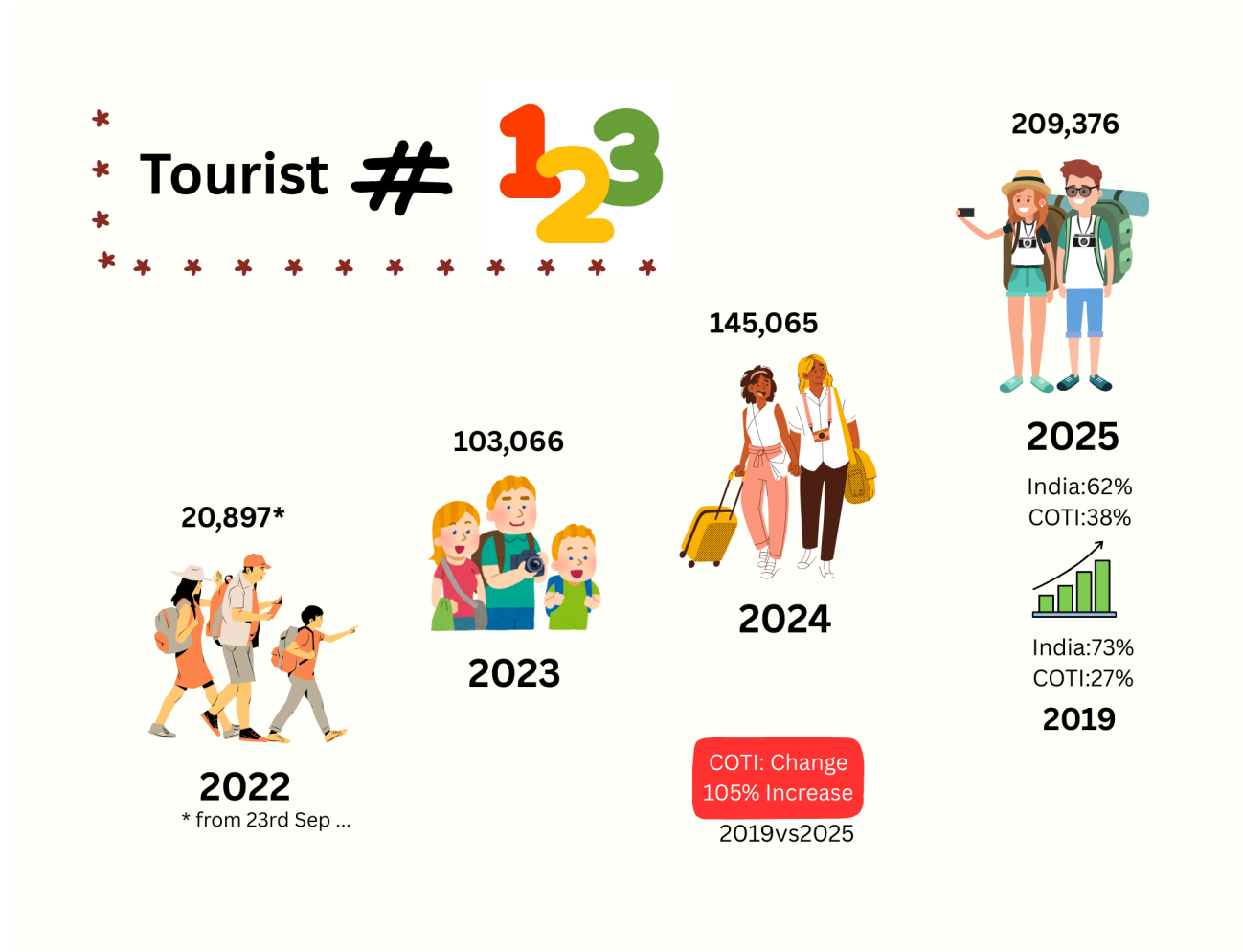
#### 3. Industrial Development Roadmap

The Industrial Development Roadmap (IDR) provides a strategic blueprint for building a dynamic, resilient, and inclusive industrial economy in Bhutan. Aligned to the Bhutan Integrated Tourism Masterplan, the IDR has the same objective for tourism.

#### 4. Arrivals & Revenue

Bhutan welcomed a total of 209,376 tourists in 2025 compared to 145,065 in 2024, an increase of **44.33%**.

About 62% of the total arrivals in 2025 were from India compared to about 73% in 2019. Tourists from Countries Other Than India (COTI) accounted for about 38% of total arrivals in 2025, compared to only about 27% in 2019.



India remained the largest source market accounting for 62% of the total visitors, followed by USA, China, Singapore, UK, Malaysia, Bangladesh, Germany, Australia and Thailand. A steady growth of arrivals was observed throughout the year, represented by visitors from 157 countries. Indian tourists visited for an average length of stay of four nights while tourists from Countries Other Than India (COTI) visited for an average length of stay of five nights.

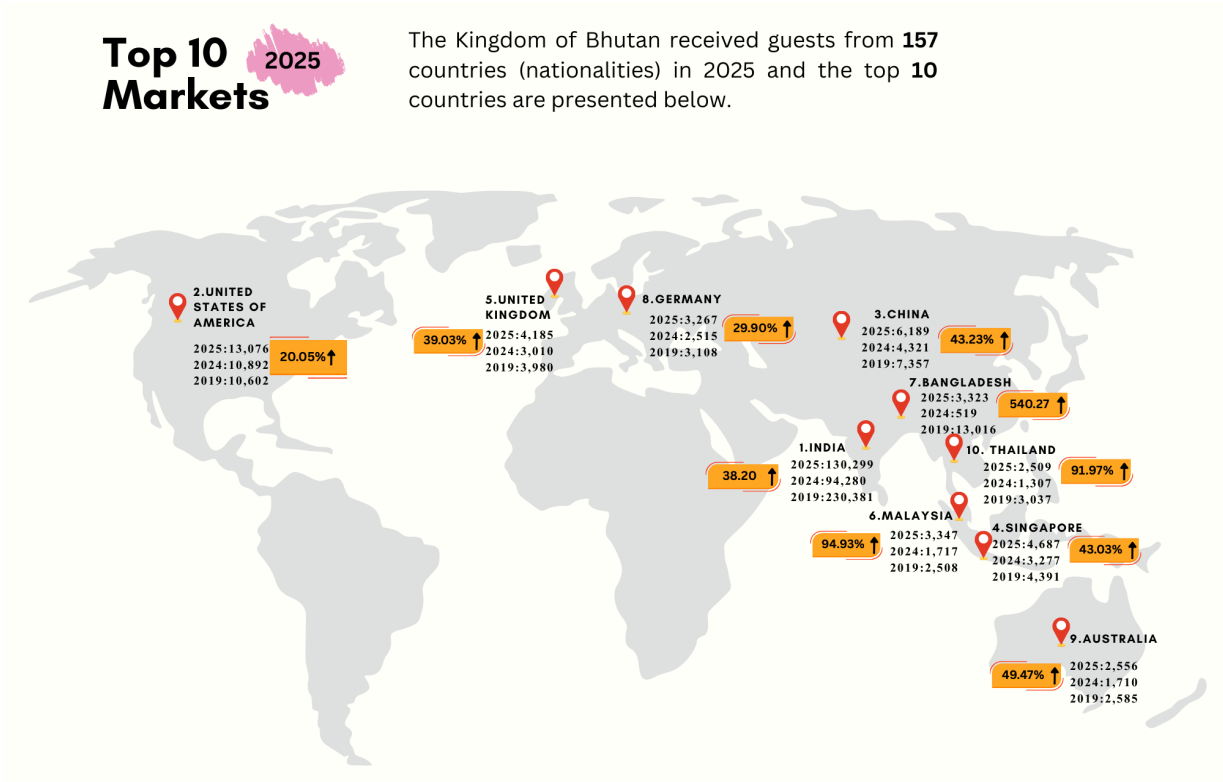


Chart: Annual Monthly Arrivals Distribution Comparison

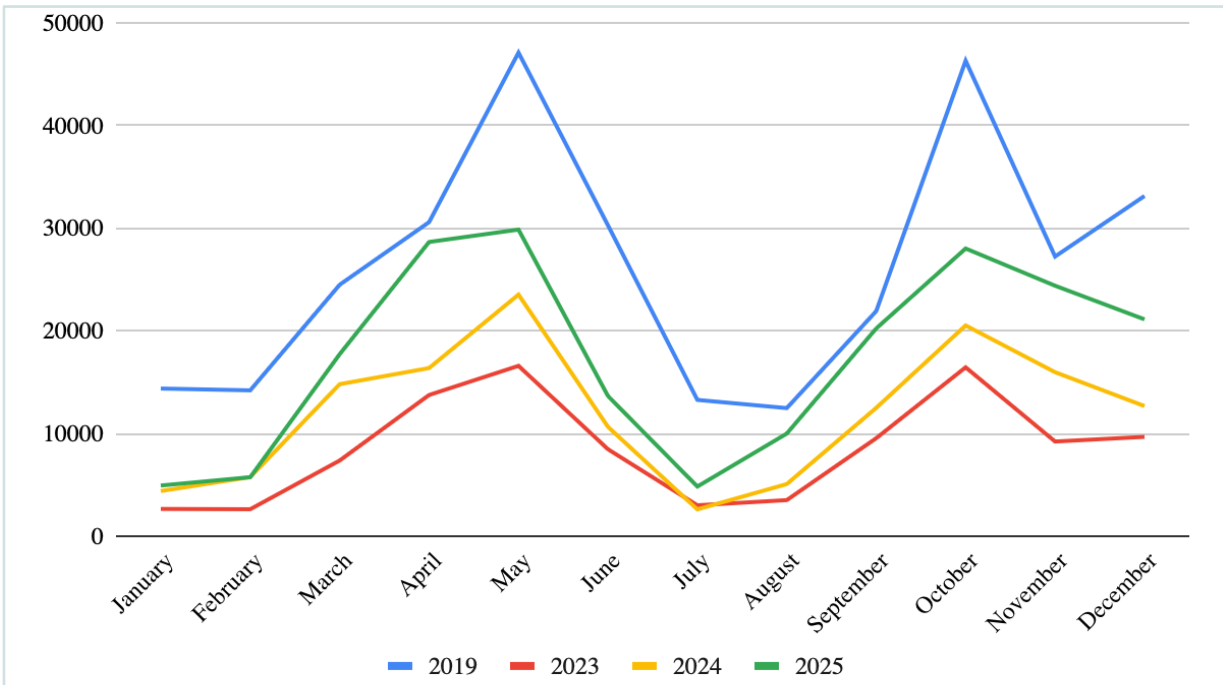


Table: Annual Monthly Arrivals (% of the total annual arrival)

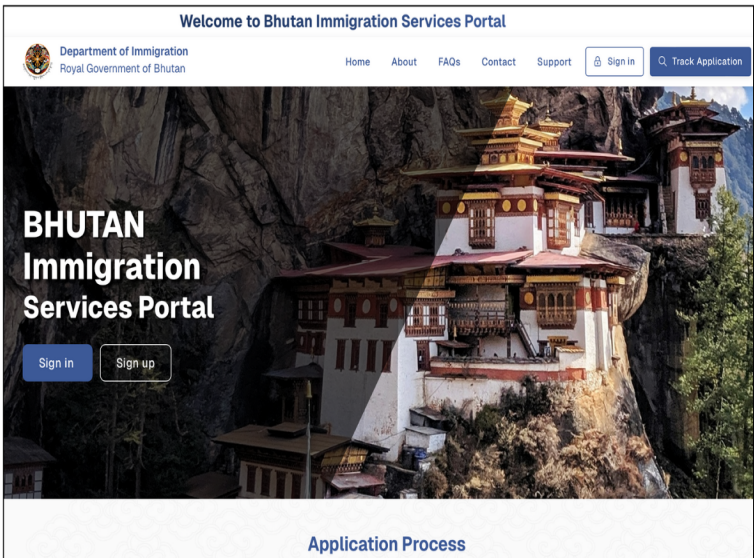
Month	2025	2024	2023	2019
January	2.36	3.04	2.59	4.56
February	2.75	3.98	2.56	4.51
March	8.47	10.22	7.17	7.77
April	13.69	11.30	13.36	9.70
May	14.27	16.23	16.11	14.93
June	6.53	7.35	8.23	9.60
July	2.32	1.81	2.94	4.21
August	4.78	3.51	3.42	3.96
September	9.67	8.63	9.27	6.95
October	13.39	14.16	15.98	14.68
November	11.66	11.02	8.96	8.64
December	10.10	8.75	9.40	10.51
<b>Total</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
	<i>Top two months for 2019, 2023, 2024 &amp; 2025</i>			
	<i>Bottom two months for 2019, 2023, 2024 &amp; 2025</i>			

Spring season saw the highest number with 36.4% of the total arrivals, followed by Autumn with 34.7%, winter with 15.2% and summer with 13.6%.

Most tourists, particularly Indians processed their permits on arrival, followed by Bhutanese tour operators with 43% of tourist visas and permits. About 3% was processed by tourists themselves.

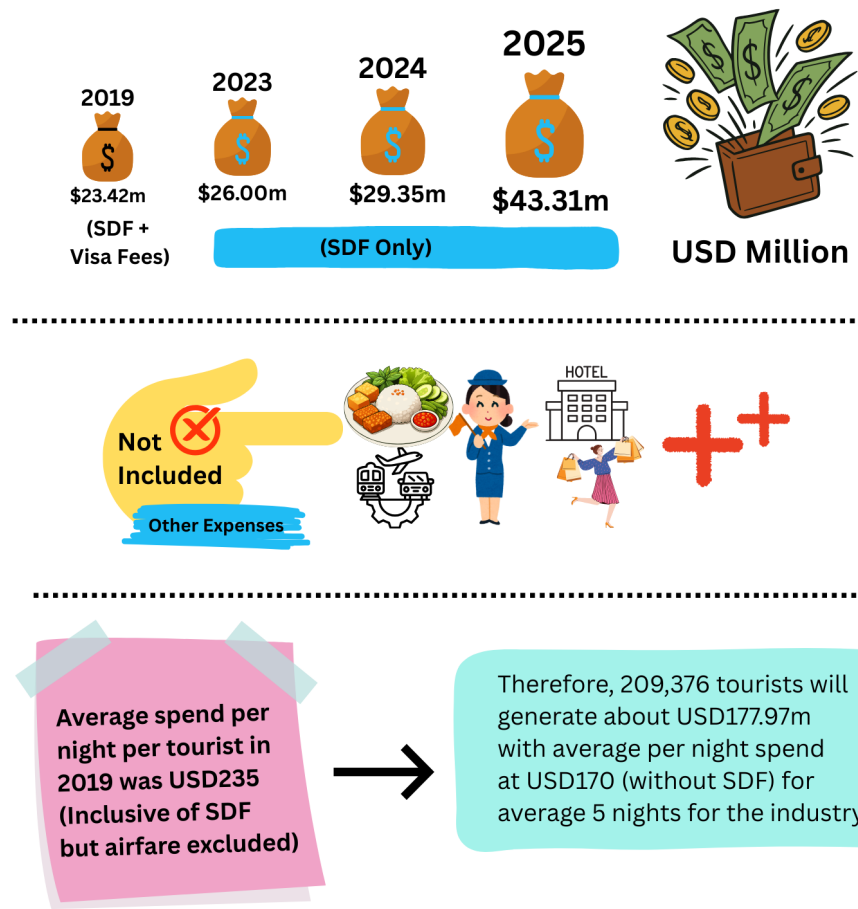
# Tourist Visa Application Overview 2025

Over **82,000 tourist visas and permits** were processed by Bhutanese tour operators. The highest number was ‘on arrival’ which is mostly permits for Indian tourists processed on arrival.



#	Category	%
1	On Arrival	52
2	Bhutan Tour Operator	43
3	Tourist (Self)	3
4	Others	2

In 2025, the sector generated a direct revenue of **USD 43.31 million (Nu. 3.95 Billion)**, an increase of **49.1 %** over 2024. The revenue was only from the SDF collection and it does not include revenue from other tourism services and tourists’ spending.



**5. Enhance awareness and attractiveness of Bhutan as a premium regenerative tourism destination**

The following activities were carried out to enhance awareness and increase attractiveness of Bhutan to position it as a premium regenerative tourism destination.



a. *Collaboration with International Travel Leaders, Press and Influencers to promote Bhutan in International Markets*

Working closely with travel advisors, media, and influencers from key source markets to provide firsthand experiences of Bhutan, enabling them to promote the destination effectively.

In 2025, Bhutan welcomed a total of 1,638 industry experts from over 70 countries, and 166 top influencers from over 30 countries.





b. *Destination Coverage through Media Outreach Activities*

Targeted media outreach through leading international platforms and digital creators significantly enhance Bhutan's global visibility, generating wide reach, positive destination perception, and stronger positioning as a high-value destination. Bhutan was featured in some of the top media platforms and generated huge social media impressions with the help of some top media journalists and influencers.

## Top Destination Features

**BBC**  
<https://www.bbc.com/travel/article/20251126-bhu...>

**Bhutan's long-secluded 'hidden paradise'**

Nov 30, 2025 — Located along Bhutan's rugged western frontier near the Tibetan border, Haa is one of the smallest and most secluded districts in the world's ... [Read more](#)

**Lonely Planet**  
<https://www.lonelyplanet.com/articles/best-places-to...>

**Bhutan's 9 top spots to visit**

Dec 10, 2025 — 9 places in Bhutan that should be on every itinerary · 1. Paro · 2. Thimphu · 3. Punakha · 4. Laya · 4. Khoma · 5. Phobjikha Valley · 6. Dochu La · 8. [Read more](#)

**albertreview.com.au**  
<https://albertreview.com.au/Travel>

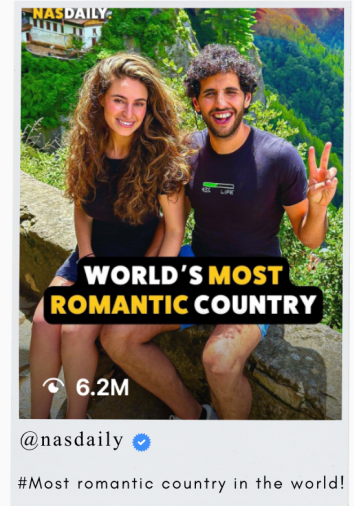
**The 9 Best Boutique & Luxury Hotels In Bhutan**

Sep 23, 2025 — For an immersive experience in nature in unparalleled splendour, these are the best luxury hotels and lodges in Bhutan.

**GOLF.com**  
<https://golf.com/bhutan-golf-happiest-place-earth>

**The world's happiest golf destination? It might be Bhutan**

Dec 18, 2025 — In the remote country of Bhutan, one writer found breathtaking scenery, a happiness and, of course, golf.

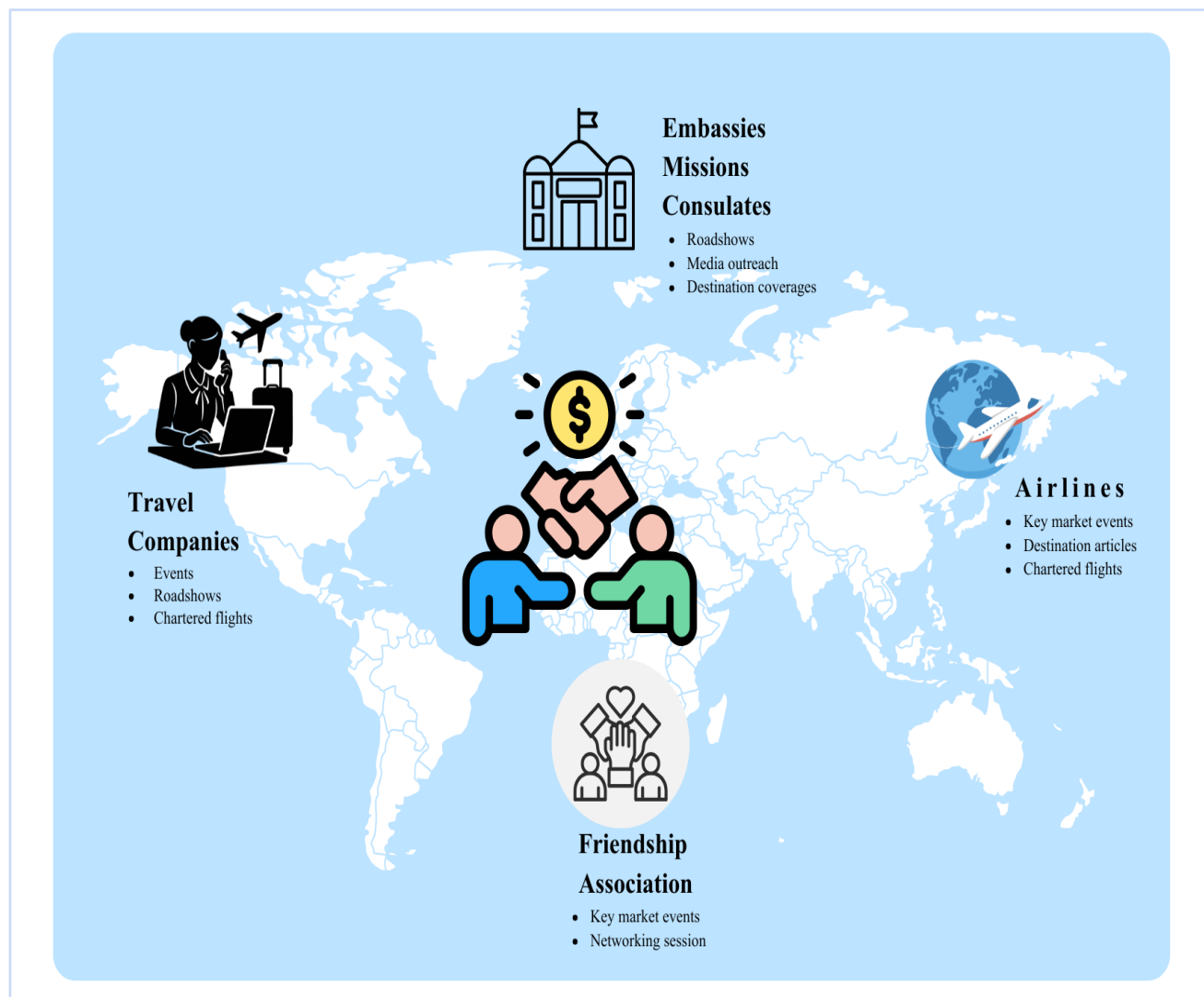




c. *Joint Promotion with Tourism Partners*

Working closely with national and international tourism partners amplifies and increases the promotional reach, using their respective networks and resources.

The Department partnered with travel partners, embassies, missions and consulate offices, airlines, and friendship associations from across the globe to promote Bhutan.



d. *Public Relations and Sales Representative Engagements*

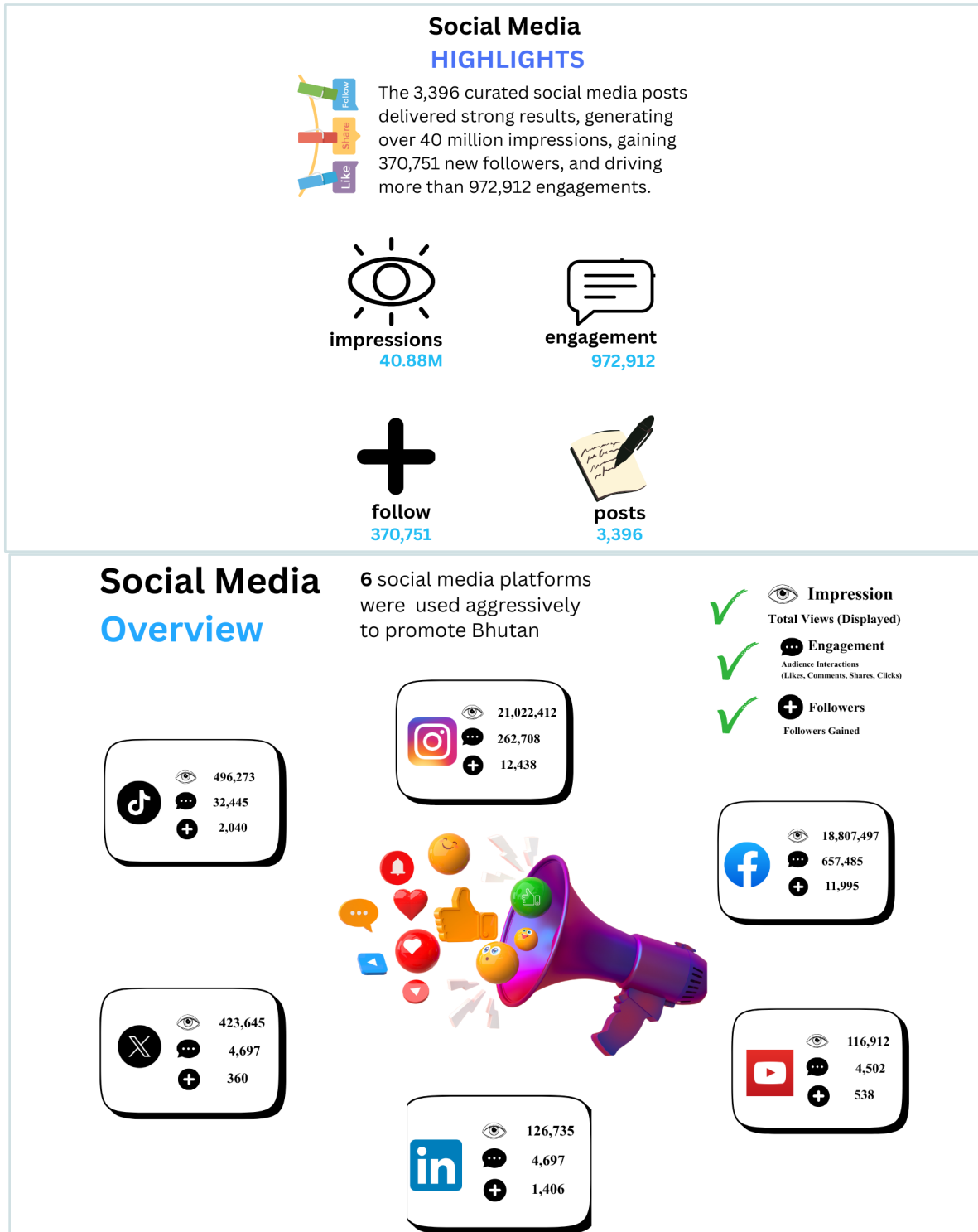
The engagement of the Public Relations (PR) and Sales Representative agencies helps increase attractiveness and visibility for Bhutan, and increase business to business promotion reach leading to increased visitor footfalls.

A total of 14 PR and Sales Representatives were engaged in key source markets to promote Bhutan aggressively through strategic interventions.

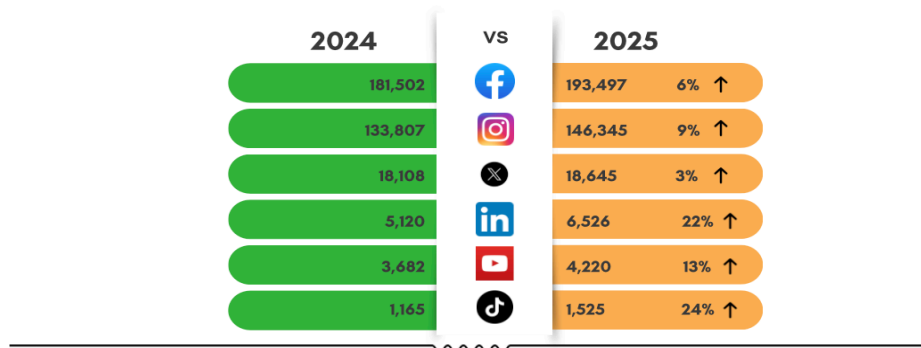


e. *Digital and Social Media Promotion*

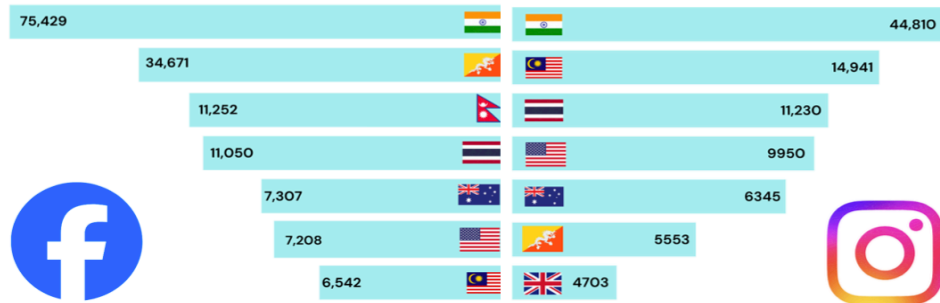
Social media promotion is a powerful tool for promotion because it enables fast, wide, and cost-effective communication with a large audience, allowing messages, ideas, products, or identities to gain visibility, influence perceptions, and reach a large number of people. A total of 6 dedicated social media platforms were used with over 3,396 posts in 2025 with meaningful stories and impressive visuals that generated over 40 million impressions.



## FOLLOWER GROWTH COMPARISON



## Top Audience by Country



The following posts of the Department generated the highest engagement across Instagram, Facebook, TikTok, and YouTube for 2025. Each post positioned Bhutan's unique culture, landscapes, and experiences, resonating strongly with audiences and enhancing destination awareness.



### Top 3 Performing Posts 2025



Ed Sheeran's concert



The Meaning Behind Bhutan's Phallic Tradition



Druk Neykor sites



Rhododendron Week, Trashigang



Ed Sheeran's concert



Sharman Joshi's visit to Bhutan



Bhutan as a wedding Destination



Bhutan Ranked Among the World's Top Travel Destinations



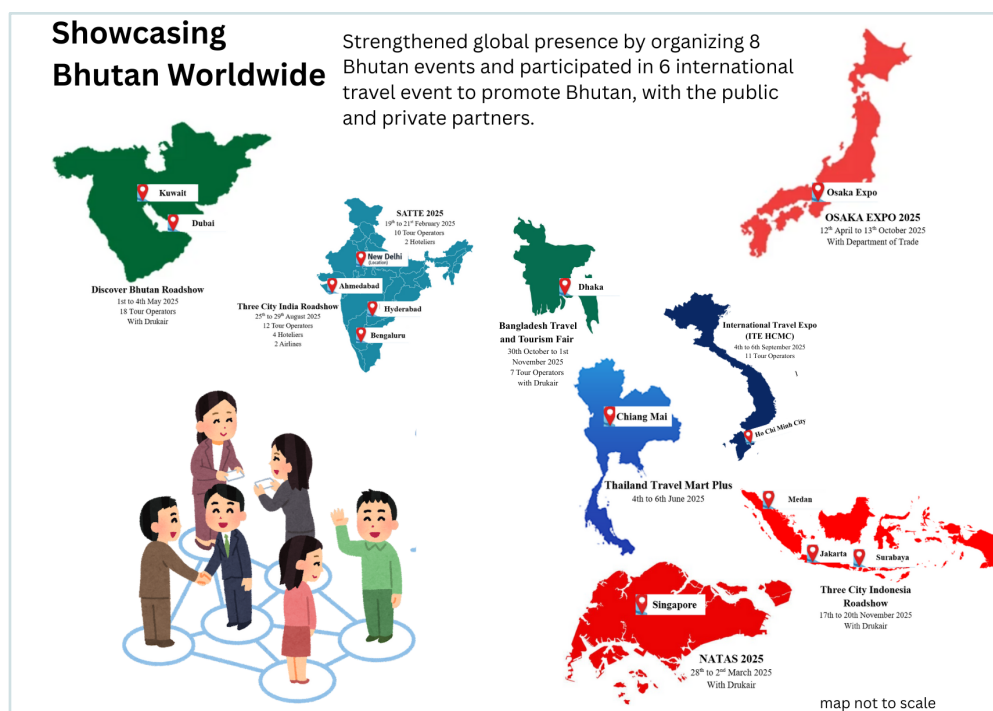
Getting to Bhutan



f. *International Travel Fair and Roadshow*

International Travel Fairs and Roadshows are important because they promote destinations and tourism products to global audiences, increasing visibility and attracting visitors and investors. They also create direct opportunities for networking, partnerships, and market expansion within the international tourism industry.

Organized 8 Bhutan-themed roadshows and participated in 5 key travel fairs with private tourism partners.

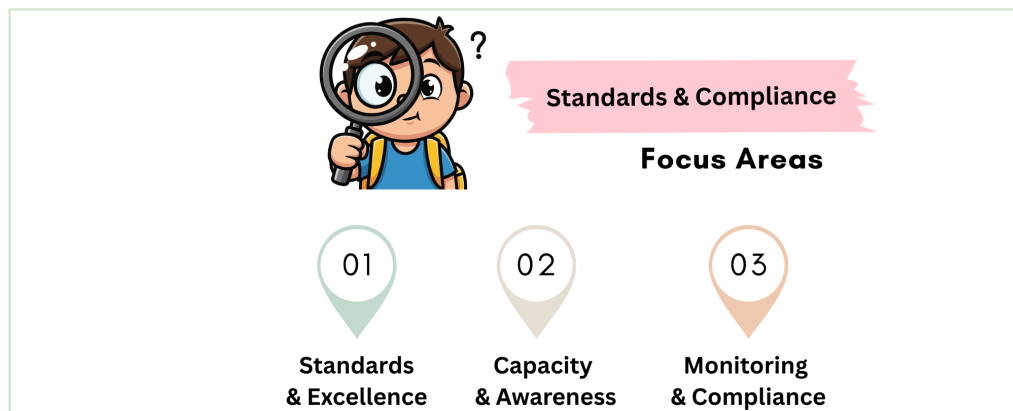




## 6. Enhance Professionalism and Service Excellence

Enhancing professionalism and service excellence is important because it ensures high-quality visitor experiences, strengthens the country's tourism reputation, and encourages repeat visits and positive global perception.

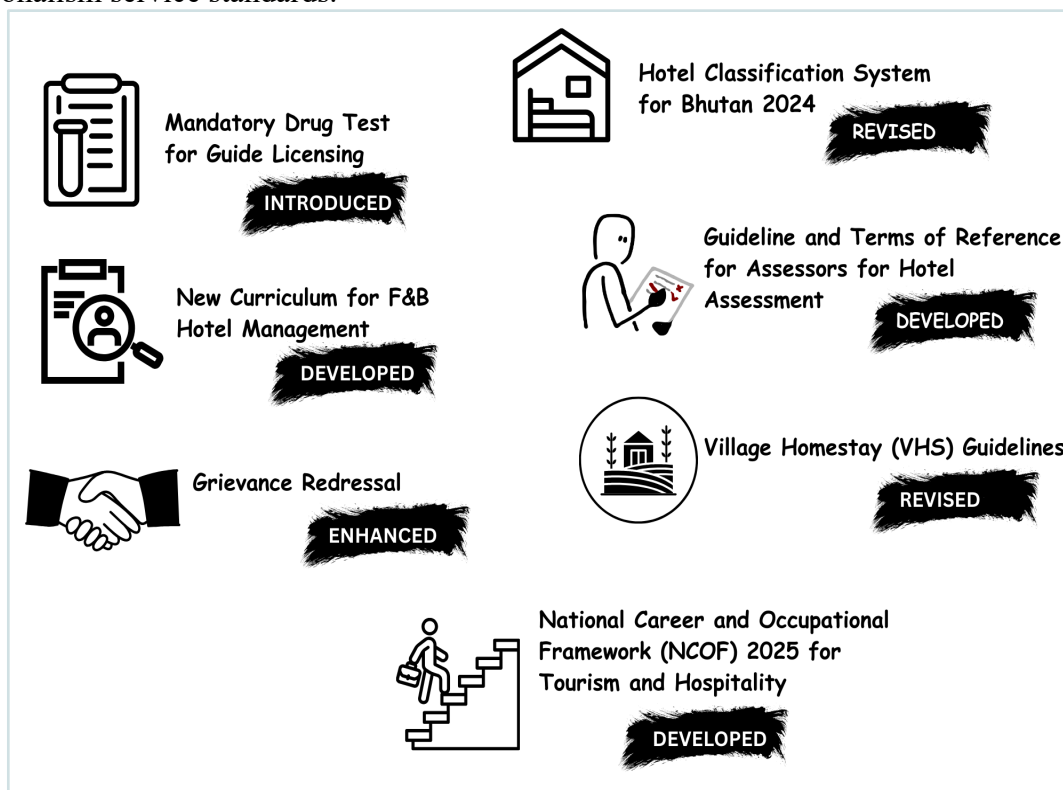
Numerous initiatives were undertaken to strengthen professionalism and service excellence, with a focus on three key areas.



### a. Strengthened Standards and Regulations

Strengthened standards and regulations are important for tourism because they ensure safety, quality, and consistency in services, building visitor trust and protecting the country's reputation as a reliable destination.

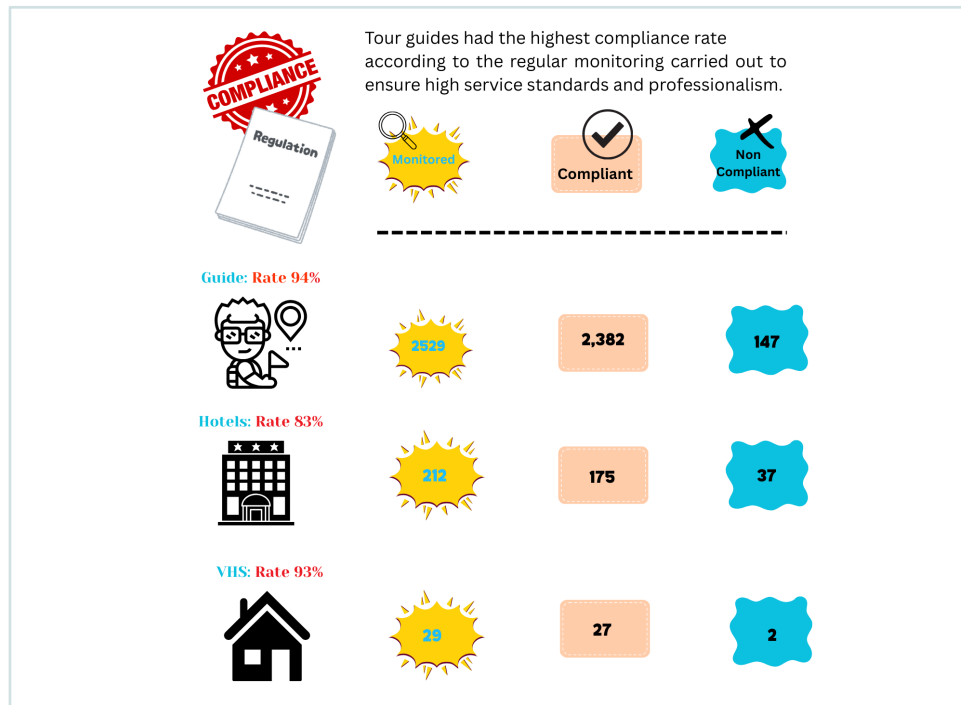
Following interventions and initiatives were carried out to strengthen standards and enhance professionalism service standards.



### b. Compliance Monitoring

Compliance monitoring ensures businesses meet quality, safety, and standards, protecting visitors, preserving the country's reputation, and supporting sustainable economic growth.

Rigorous compliance monitoring was carried out and penalized those for non-compliance to increase future compliance.



### c. Capacity Building and Professional Development

Capacity building and professional development enhance the skills and expertise, improving service quality, competitiveness, and the overall visitor experience. Over 947 people were engaged in capacity building and sensitization on different topics of tourism.

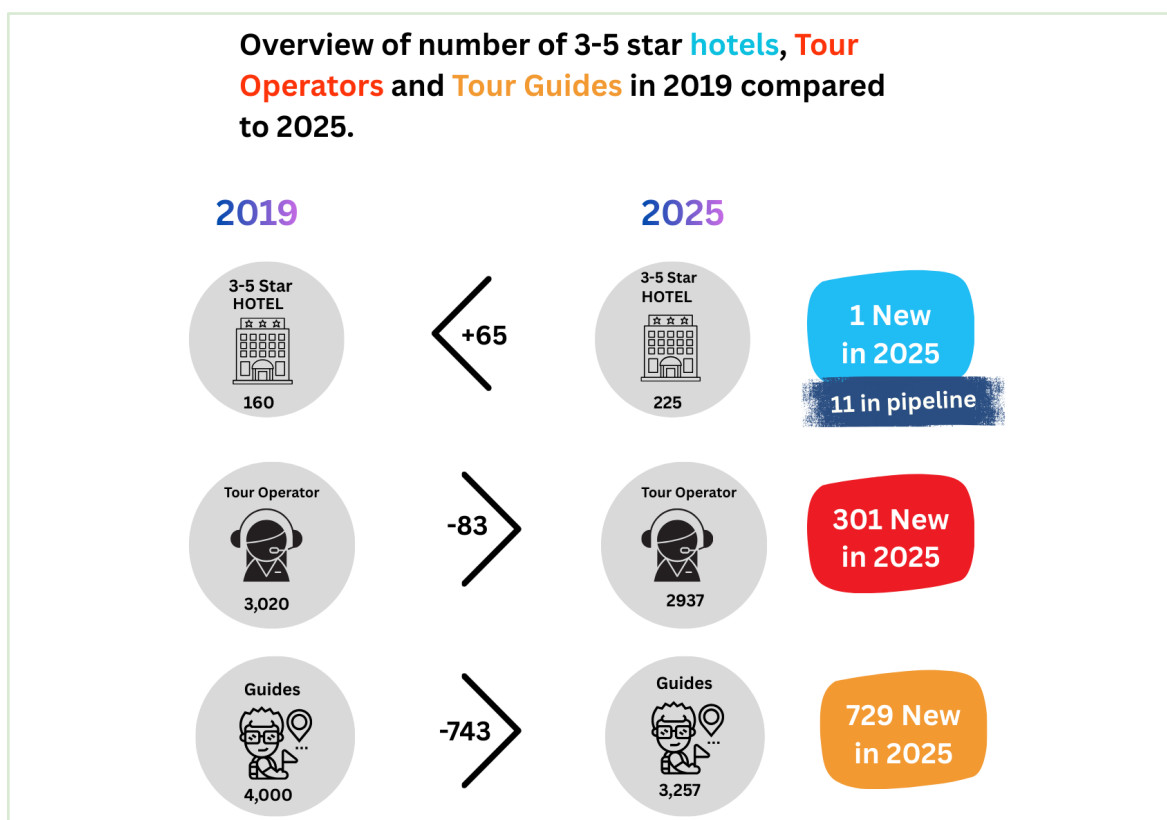


A total of **2,398** guides underwent competency assessments, 84% were assessed as “competent”. Mandatory drug testing was also introduced. Those who are not competent enough will be provided further training to enhance their competency.



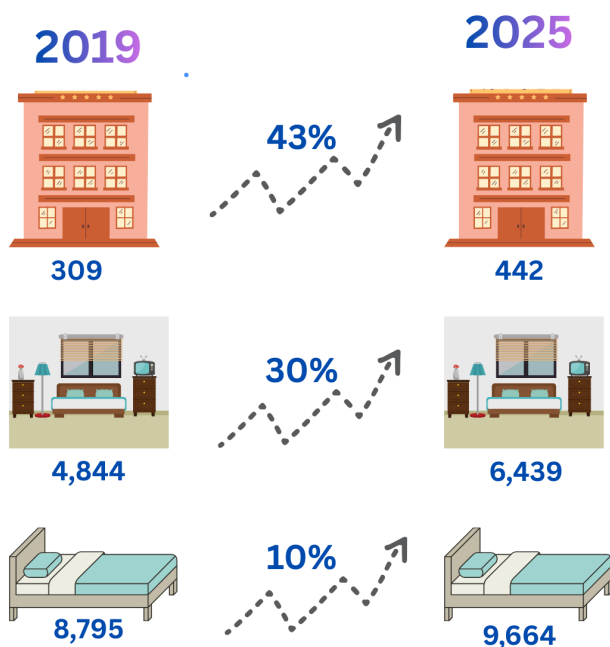
d. *Tourism Service Providers Overview*

The following looks at the changes in the number of service providers in 2019, before the pandemic compared to last year, 2025.

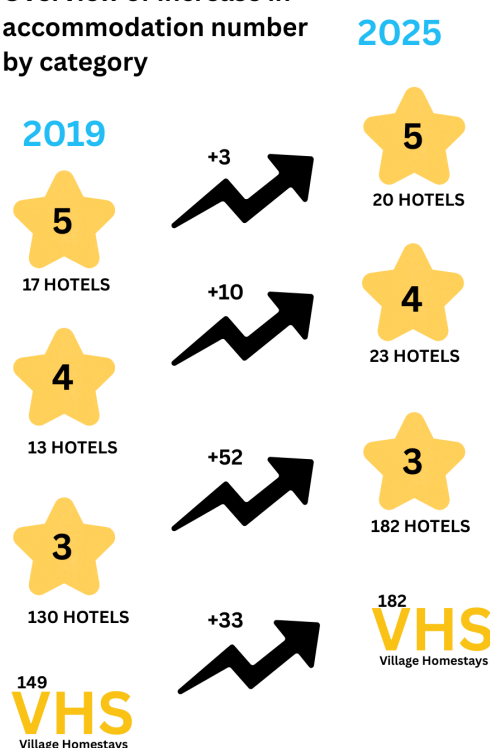




## Overview of increase in number of accommodations, rooms, and beds in 2019 and 2025.



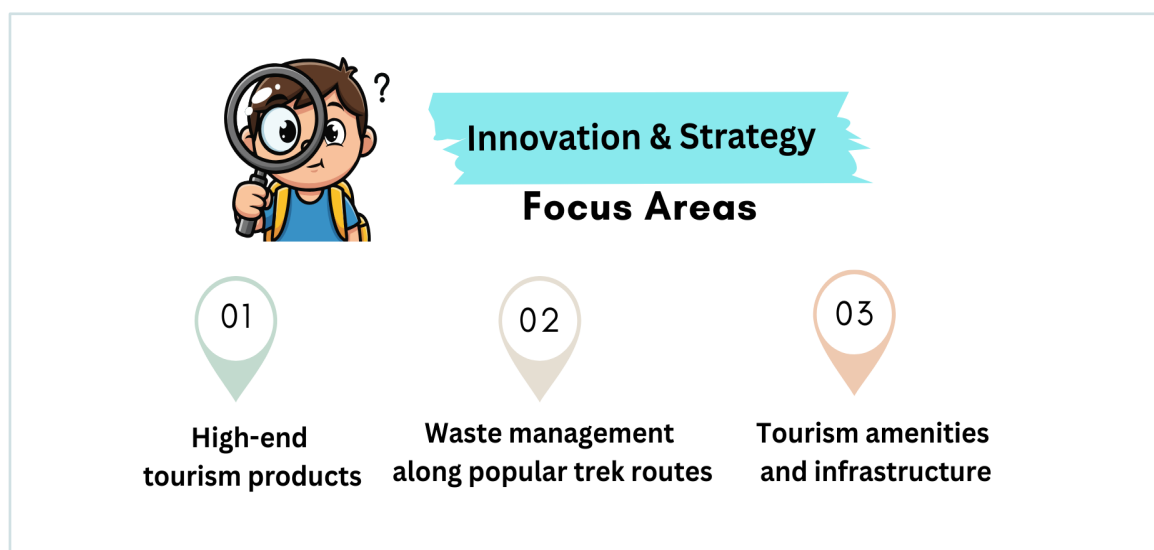
## Overview of increase in accommodation number by category



## 7. Curated Unique and High Value Experience

Innovative initiatives to diversify high-end experiences witnessed the introduction of new tourism products and events, spread across the dzongkhags.

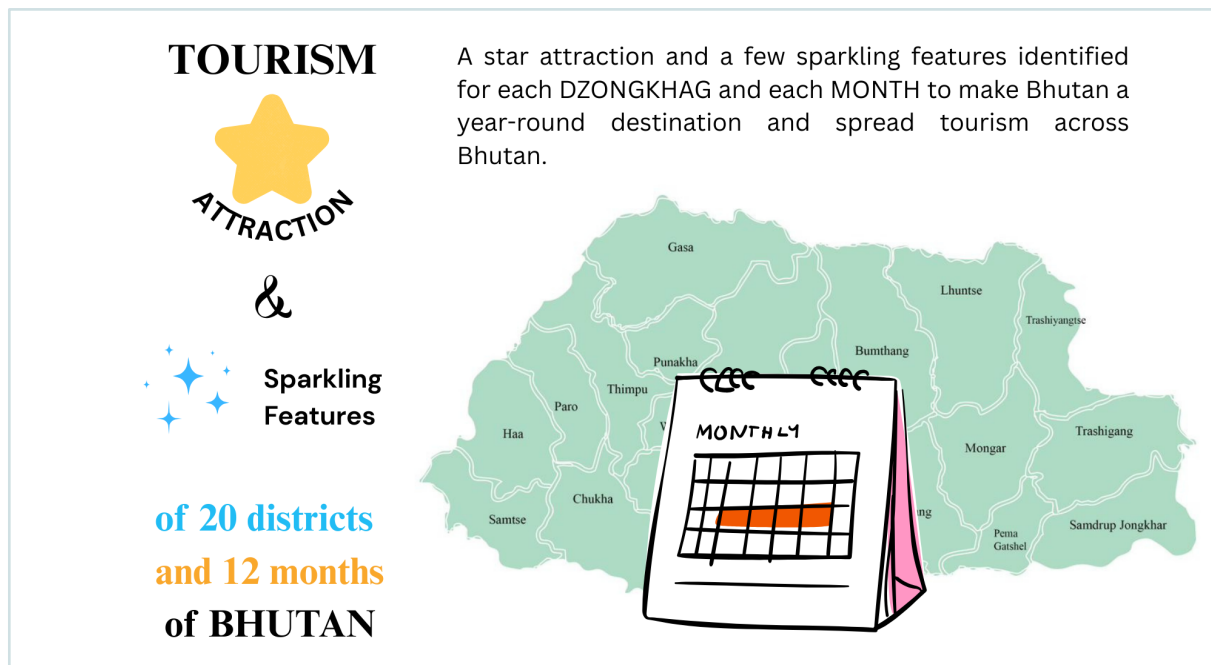
Similarly, new tourism amenities were developed and enhanced the existing ones to provide high value experiences.



## a. Star Attractions and Sparkling Features

Every Dzongkhag has to have its own differentiation and identify a few key attractions in addition to its star attraction. Similarly, every month has to have a unique event to ensure that there is something every month in order to make Bhutan a year-round destination.

A star or hero attraction for each district and month was conceptualized and promoted by introducing different and unique events, closely aligned to the local culture and traditions.



# Star Attraction & Sparkling Features

## Across Bhutan

<b>Bumthang</b>  <b>Wangchuck Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Wangchuck Dorji</li> <li>Wangchuck Dorji</li> <li>Wangchuck Dorji</li> </ul>	<b>Chukha</b>  <b>Agartha</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Agartha</li> <li>Agartha</li> <li>Agartha</li> </ul>	<b>Dagana</b>  <b>Wangchuck Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Wangchuck Dorji</li> <li>Wangchuck Dorji</li> <li>Wangchuck Dorji</li> </ul>	<b>Gasa</b>  <b>Wangchuck Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Wangchuck Dorji</li> <li>Wangchuck Dorji</li> <li>Wangchuck Dorji</li> </ul>
<b>Haa</b>  <b>Uphang Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Uphang Dorji</li> <li>Uphang Dorji</li> <li>Uphang Dorji</li> </ul>	<b>Lhuntse</b>  <b>Khangtso</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Khangtso</li> <li>Khangtso</li> <li>Khangtso</li> </ul>	<b>Mongar</b>  <b>Bird Watching</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Bird Watching</li> <li>Bird Watching</li> <li>Bird Watching</li> </ul>	<b>Paro</b>  <b>Taktang Monastery</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Taktang Monastery</li> <li>Taktang Monastery</li> <li>Taktang Monastery</li> </ul>
<b>Pemagatshel</b>  <b>Yongye Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Yongye Dorji</li> <li>Yongye Dorji</li> <li>Yongye Dorji</li> </ul>	<b>Punakha</b>  <b>Punakha Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Punakha Dorji</li> <li>Punakha Dorji</li> <li>Punakha Dorji</li> </ul>	<b>Samtse</b>  <b>The Utopia people &amp; their Culture</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>The Utopia people &amp; their Culture</li> <li>The Utopia people &amp; their Culture</li> <li>The Utopia people &amp; their Culture</li> </ul>	<b>Samdrup Jongkhar</b>  <b>Chokyi Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Chokyi Dorji</li> <li>Chokyi Dorji</li> <li>Chokyi Dorji</li> </ul>
<b>Sarpang</b>  <b>Gedphu Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Gedphu Dorji</li> <li>Gedphu Dorji</li> <li>Gedphu Dorji</li> </ul>	<b>Thimphu</b>  <b>Buddha Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Buddha Dorji</li> <li>Buddha Dorji</li> <li>Buddha Dorji</li> </ul>	<b>Trongsa</b>  <b>Black Mountain</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Black Mountain</li> <li>Black Mountain</li> <li>Black Mountain</li> </ul>	<b>Trashigang</b>  <b>Rhododendron</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Rhododendron</li> <li>Rhododendron</li> <li>Rhododendron</li> </ul>
<b>Trashi Yangtse</b>  <b>Chokyi Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Chokyi Dorji</li> <li>Chokyi Dorji</li> <li>Chokyi Dorji</li> </ul>	<b>Tsirang</b>  <b>Tsing Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Tsing Dorji</li> <li>Tsing Dorji</li> <li>Tsing Dorji</li> </ul>	<b>Wangdue phodrang</b>  <b>Gedphu Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Gedphu Dorji</li> <li>Gedphu Dorji</li> <li>Gedphu Dorji</li> </ul>	<b>Zhemgang</b>  <b>Phugta Dorji</b> <ul style="list-style-type: none"> <li>Sparkling Features</li> <li>Phugta Dorji</li> <li>Phugta Dorji</li> <li>Phugta Dorji</li> </ul>

## Across Seasons

National Tourism Events Calendar of Bhutan (2025-2026)		
<b>JULY</b> <ul style="list-style-type: none"> <li>Bloggers Conference of Bhutan (1)</li> <li>Beer Festival (1), Samdrup Jongkhar</li> <li>Rain or Summer Fest (1)</li> </ul>	<b>AUGUST</b> <ul style="list-style-type: none"> <li>Matsutake Festival (15-16), Gasa, Bumthang</li> <li>World Tourism Day (27)</li> <li>Matsutake Festival (22-24), Ura, Bumthang</li> </ul>	<b>SEPTEMBER</b> <ul style="list-style-type: none"> <li>Dragon's Fury (6), Wangdue to Thimphu</li> <li>World Tourism Day (27)</li> <li>Tour of the Dragon (2024)</li> <li>Bathing Carnival (22-24), Pemagatshel</li> <li>Menjong Sang Festival (1), Pemagatshel</li> <li>Local Farm Festival (1), Mongar</li> </ul>
<b>OCTOBER</b> <ul style="list-style-type: none"> <li>Black Mountain Festival (5-6), Trongsa</li> <li>Jonakhar Mountain Festival (14-15), Thimphu</li> <li>Royal Highland Festival (23-24), Laya, Gasa</li> <li>Laya Run (23), Gasa</li> <li>Soleman Race (24-28, 2026)</li> <li>Bhutan Fashion Week (1)</li> </ul>	<b>NOVEMBER</b> <ul style="list-style-type: none"> <li>Black Necked Crane Festival (11), Gangtry, Wangphodrang</li> <li>Bhutan Bird Festival (13-15), Tingbit, Zhemgang</li> <li>Ecotourism Conclave (15 &amp; 16), Zhemgang</li> <li>Orange Festival (1), Tising</li> </ul>	<b>DECEMBER</b> <ul style="list-style-type: none"> <li>Bongthang New Festival (1-2), Haa</li> <li>Bhutan Textile Exhibition (1), Uluemba</li> <li>Southern Football Festival (1), Sarpang</li> <li>Local Farm Festival (1), Pemagatshel</li> </ul>
<b>JANUARY</b> <ul style="list-style-type: none"> <li>Meeting of Nine Elys (9), Paro</li> <li>Tourism Bhutan Fair (TBC), Phuentsholing, Chukha</li> <li>Phuentsholing Festival (1), Samdrup Jongkhar</li> <li>Mindful Festival (1), Gasa</li> </ul>	<b>FEBRUARY</b> <ul style="list-style-type: none"> <li>Black Necked Crane Fair Festival (22 &amp; 23), Bundeling, Trashigang</li> <li>Manas Winter Fest (22-23), Parang, Zhemgang</li> <li>Coffee &amp; Nut Festival Samsa</li> <li>Enduro Bike Race, Mongar</li> </ul>	<b>MARCH</b> <ul style="list-style-type: none"> <li>Bhutan International Marathon (3), Punakha</li> <li>Tripura Fest (27-29), Wangdue, Trashigang</li> <li>Zong Festival (1), Trashigang</li> <li>Meditation Festival (1), Dagana</li> <li>Supplies Meet (1), Chukha</li> </ul>
<b>APRIL</b> <ul style="list-style-type: none"> <li>Rhododendron Week (3-9), Sheytem, Trashigang</li> <li>Haa Spring Festival (7-9), Haa</li> <li>Rhododendron Festival (13-14), Lamperi, Thimphu</li> <li>Gastronomy Tourism (1), Punakha</li> <li>Spiritual Festival (1), Thimphu</li> </ul>	<b>MAY</b> <ul style="list-style-type: none"> <li>Phalbu Festival (1), Punakha</li> <li>Apertourism Event (1), Taring</li> <li>The Great Yeti Quest (8-9), Saktang, Trashigang</li> </ul>	<b>JUNE</b> <ul style="list-style-type: none"> <li>Bhutan for Wellbeing (14-15), TBC</li> <li>Wangdue Festival (1), Bumthang</li> <li>Rice Festival (1), Paro</li> </ul>

b. *New and Unique Events*

Several new and unique immersive events were introduced, especially to promote those months that do not receive a good number of guests.



c. *Other Tourism Products*

New tourism products are developed, considered, and facilitated to diversify tourism offerings and spread tourism across Bhutan and across seasons.



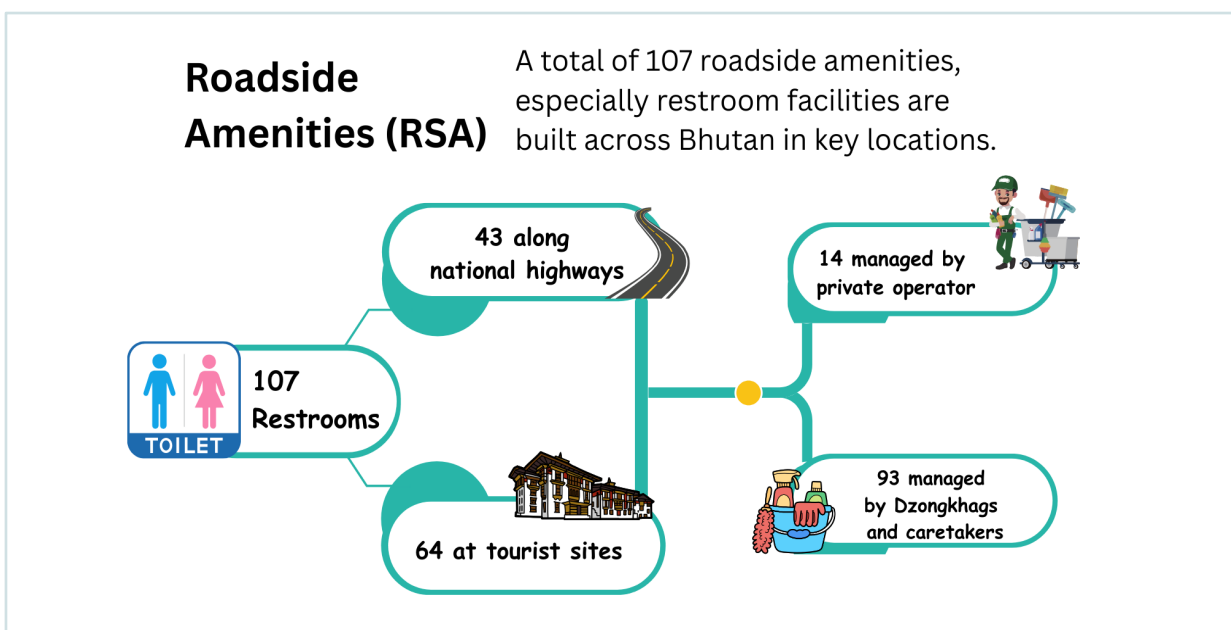
d. *Amenities and Infrastructure Strengthened*

Continued investment made to uplift and strengthen amenities and infrastructure, to enhance visitors' experiences.



e. *Roadside Amenities (RSA) Enhanced*

The Roadside Amenities (RSA), especially toilet facilities across Bhutan in key tourism sites are important. The toilets are managed by private individuals, Dzongkhags and site-based caretakers.



*f. Waste Management Programs Conducted*

Collaborative waste management programs were implemented to support responsible and regenerative tourism, focusing on keeping tourism sites - particularly trekking routes and campsites - waste-free, while fostering positive behavioral change toward responsible waste management.



## 8. Industry Platform Introduced and Strengthened

Numerous platforms were introduced and strengthened to connect, collaborate and work closely with the industry and also to share information about tourism to increase awareness.

Numerous platforms are introduced and strengthened to ensure that our industry partners are given enough platforms at their convenience to access information, connect and collaborate with the Department and other partners, public and private.

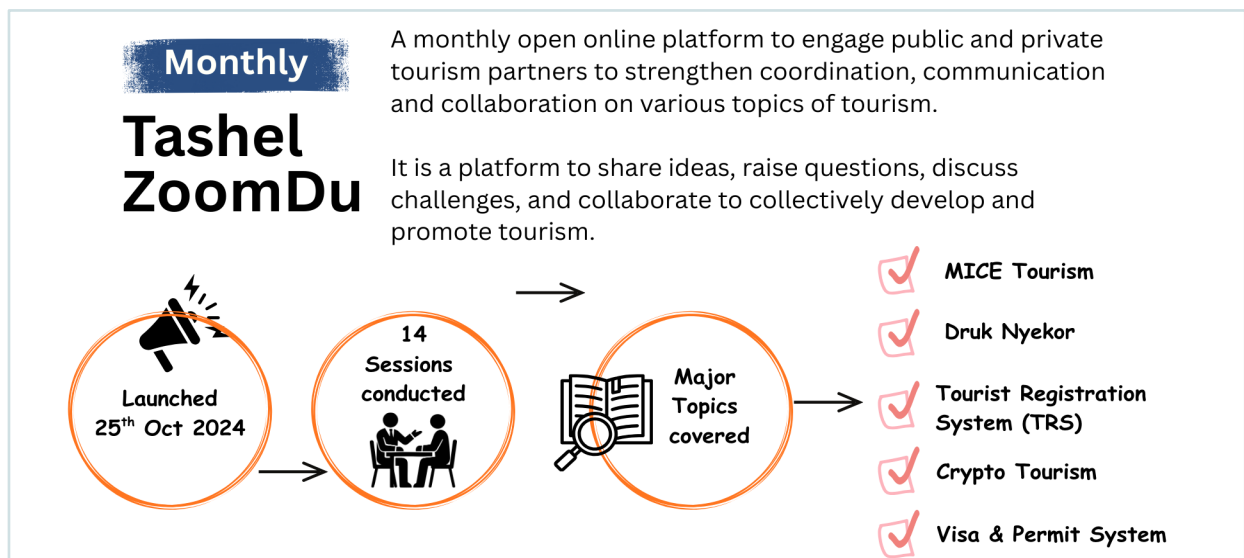
**i. Tourist Registration System (TRS)**

TRS is a centralized digital platform, designed to efficiently record night stay details of tourists in certified hotels. It will also provide hotels with valuable data insights, allowing for better management, planning, and enhanced guest experience, in addition to enhanced service delivery and coordination.



**ii. Tourism Initiative: Tashel ZoomDu**

Introduced the *Tashel ZoomDu*, dedicated virtual platforms aimed at bringing together tourism partners and stakeholders to foster dialogue, collaboration and exchange ideas towards a shared vision of Bhutan's tourism future.





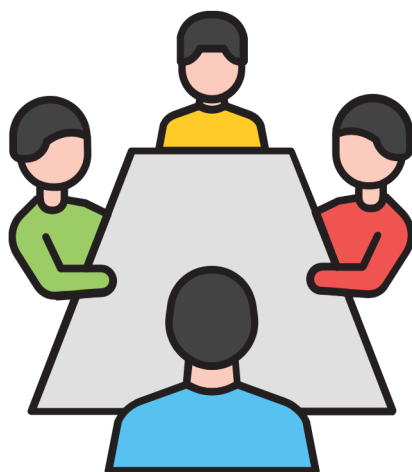
### iii. Friends of Tourism (FoT)



Initiated to strengthen collaboration with key tourism partners and support the country's tourism goals. It is to bring together individuals and organisations – such as tour operators, hoteliers, guides, and other industry partners – to work collectively on developing the tourism sector, enhancing professionalism, and delivering meaningful, sustainable visitor experiences.

### iv. Tourism Disciplinary Committee (TDC)

#### Tourism Disciplinary Committee (TDC)




Multi-sector committee with representatives from sector associations

Responsible for reviewing complaints against tourism service providers, enforcing tourism rules and regulations, and taking disciplinary action when violations occur.

Its role is to uphold professionalism, ethical conduct, and service quality within tourism sector of Bhutan.

v. **Wednesday ‘Tourism Ideation Forum (TIF)’**



The graphic features a background image of a lush green landscape with a river. At the top, it reads 'DEPARTMENT OF TOURISM' and 'BHUTAN Believe'. The main title 'Tourism Ideation Forum' is prominently displayed, followed by 'Every Wednesday (4-5pm)'. A lightbulb icon with the word 'idea' inside is shown. A Zoom logo is in the bottom right corner.

A weekly virtual platform conducted over Zoom with a small, focused group to co-create and spark ideas for tourism.

vi. **FAQ Weekly Series**



The graphic has a teal background. It features a silhouette of a person with luggage, the word 'TRAVEL' in a colorful font, and a large 'FAQ' in bold letters. Below this, it says 'Frequent Asked Questions' and 'Weekly Series'. A small calendar icon indicates 'WEEK 10-16 JAN'. The text describes the series as sharing top 5 frequently asked questions with answers for the week of 10-16 January 2025. Contact information includes an email icon, 'hosts@tourism.gov.bt', and a WhatsApp icon with '+975 17661974'. The Bhutan Department of Tourism logo and name are at the bottom.

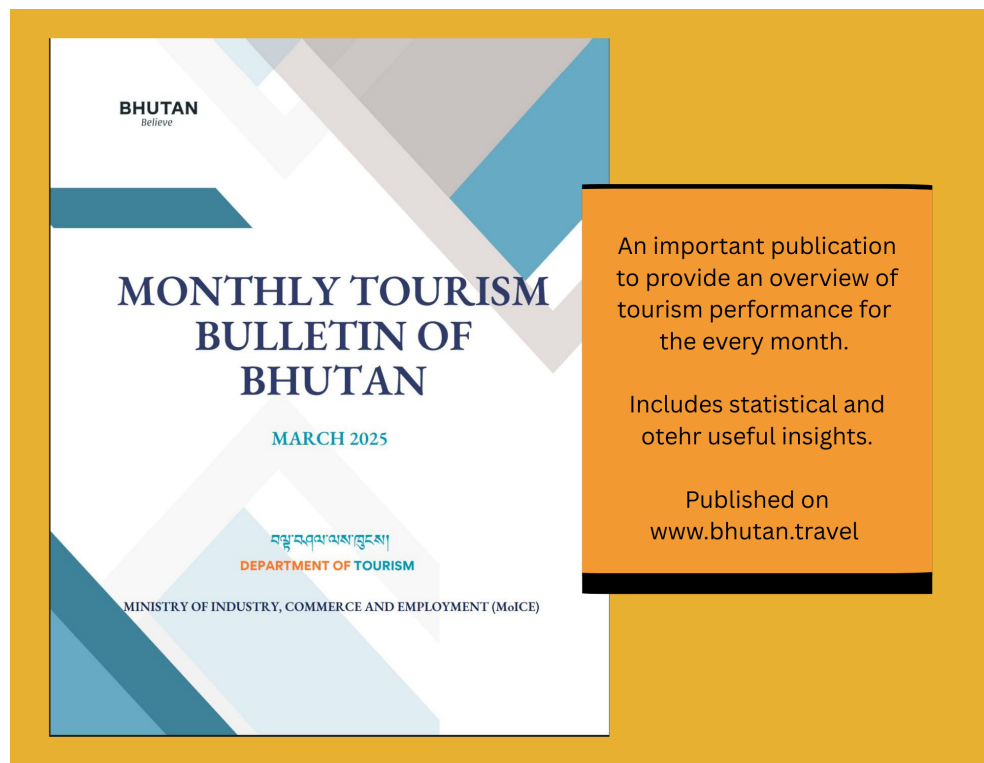
Help our guests and partners answer questions related to tourism.

FAQ Weekly Series includes frequently asked questions and those topics that are important.

There is a theme for each week.



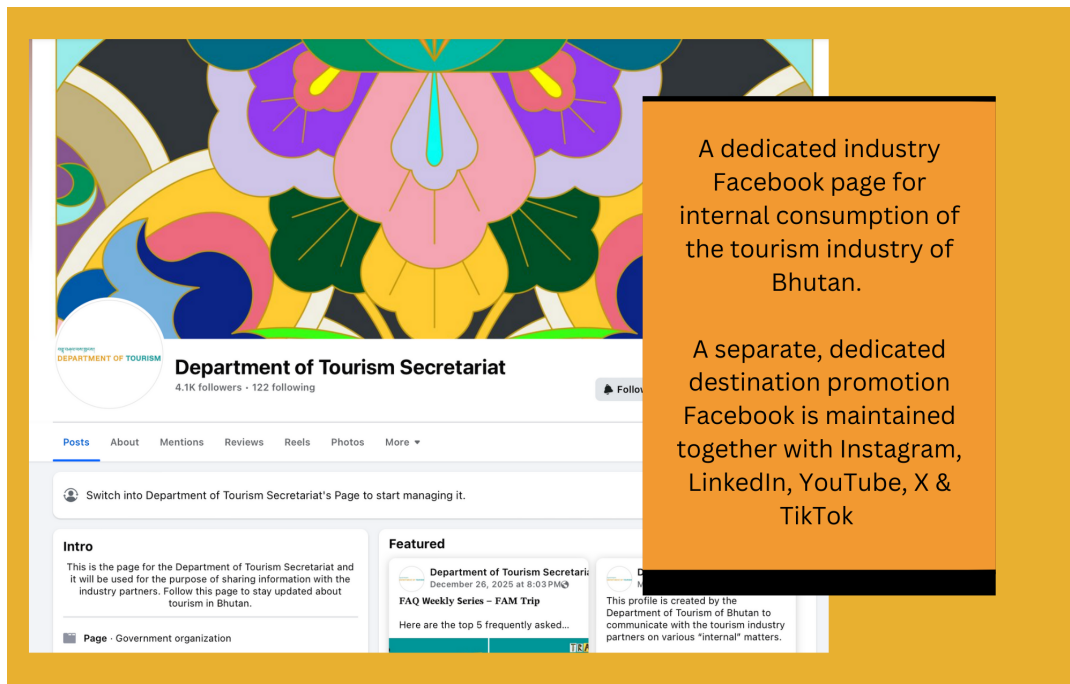
vii. *Monthly Tourism Bulletin of Bhutan*



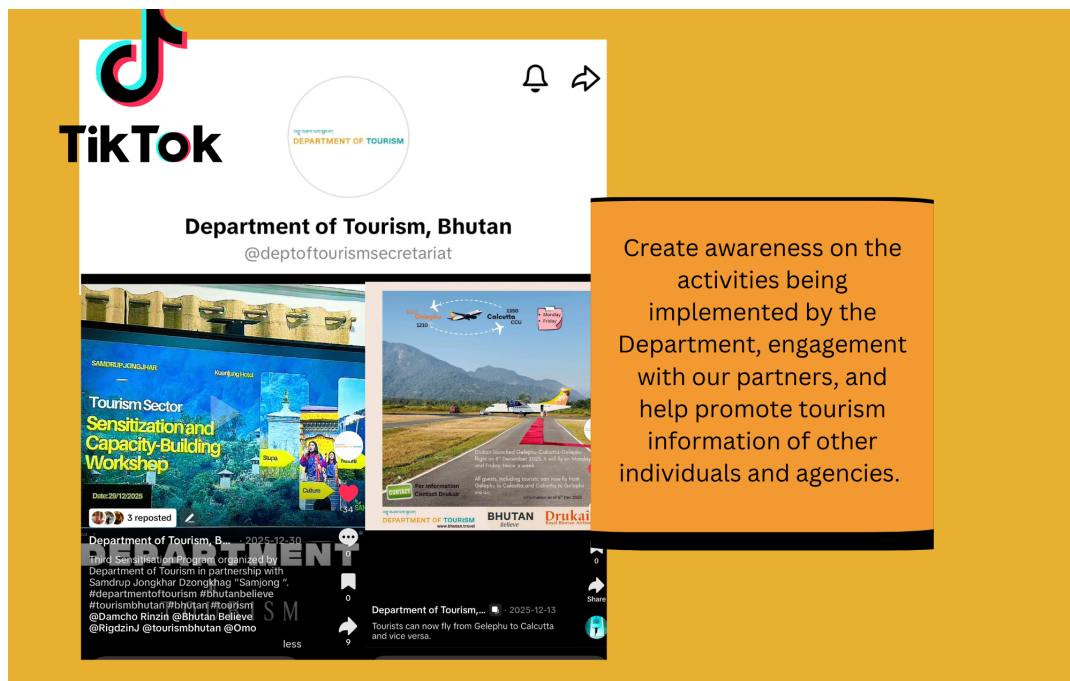
viii. *The Tourism Hosts: “Guardian of our Guests”*



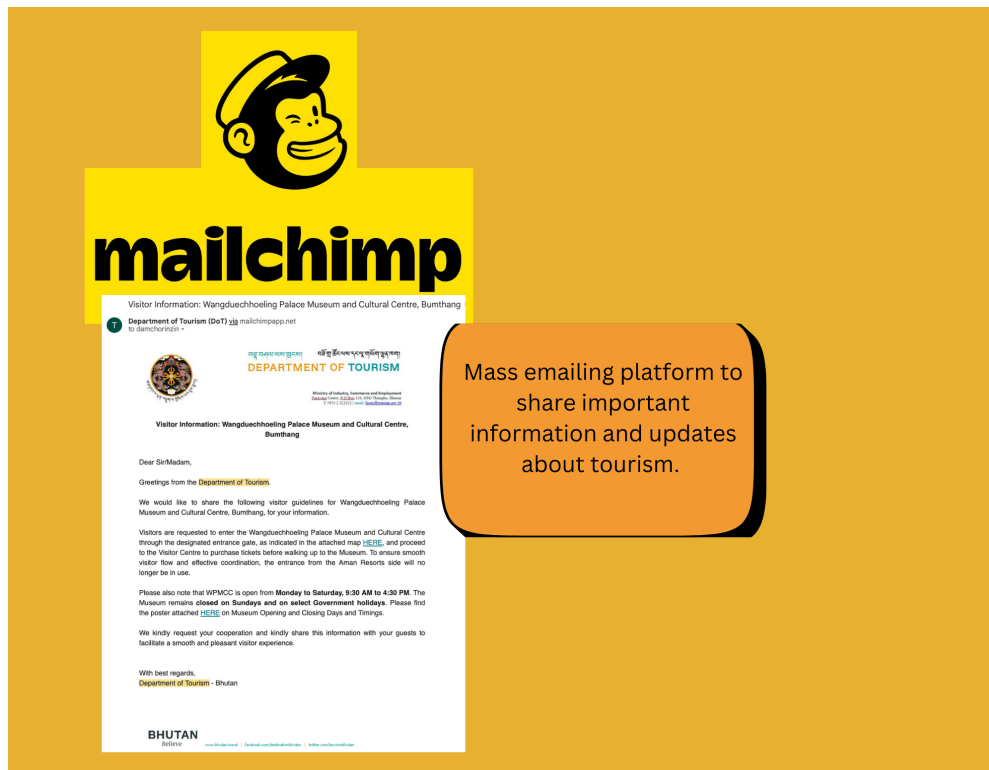
ix. *Industry Facebook Page*



x. *Industry TikTok Account*

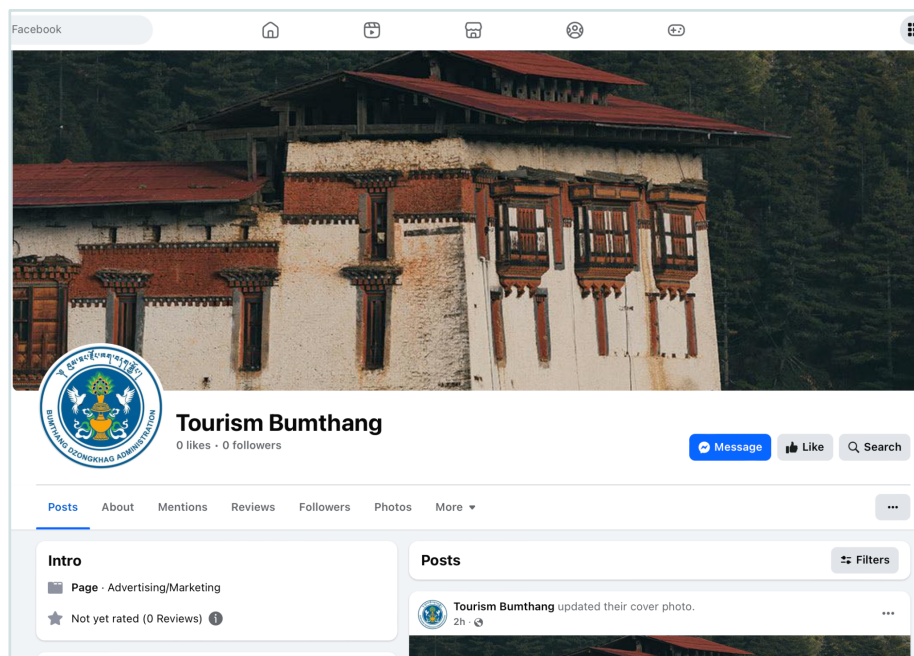


## xi. Mass Emailing



## xii. Dedicated Tourism Dzongkhag Social Media Platform

ONE dedicated social media channel is being developed for each Dzongkhag to streamline tourism promotion and information sharing under the name ‘Tourism [Dzongkhag Name]’.



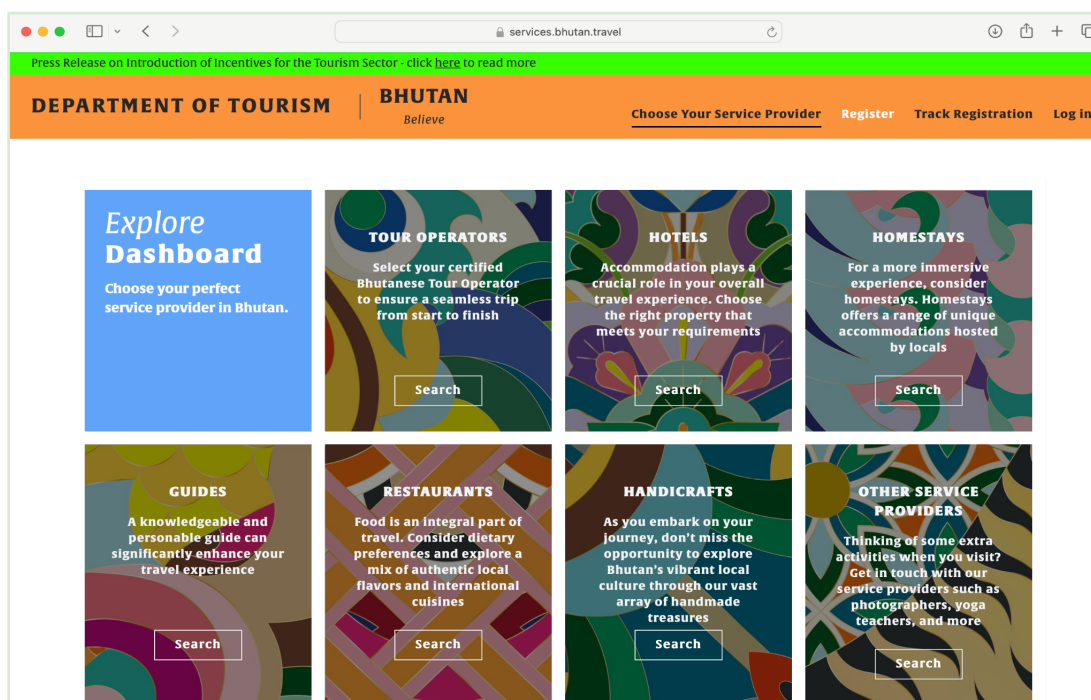
### xiii. *Dedicated Event-based Social Media Platform*

Similarly, a dedicated social media channel is being developed for the star attractions and events to streamline promotion and information sharing.



### xiv. *Tourism Services Portal*

This dedicated services portal for the tourism service providers of Bhutan allow visibility and promotion of tourist service providers to the guests. It is available at <https://services.bhutan.travel>.



## 9. Conclusion

2025 witnessed substantiate growth of the tourism industry, which gives the Ministry and the Department renewed purposes to focus on strategic intervention areas. Looking forward, the Ministry and the Department intend to focus on key challenges and issues faced by the industry and channel resources to mitigate them, while also continuing on the efforts to promote Bhutan's niche products and services and strengthen the service standards.

## 10. Acknowledgement

The Department sincerely extends appreciation and gratitude to all our partners for the contribution and support. We continue to look forward to the same as we look forward to bringing positive changes and improvements.

### Digital copy of Tashel Melong

A digital copy of this snapshot can be found with other useful publications at [www.bhutan.travel](http://www.bhutan.travel) under 'Reports and Publications' when you click the 'Travel Trade Resources' menu at the bottom of the page.




Scan to access the Snapshot

**Travel can restore what it touches,  
and regenerate what it encounters.**

[www.bhutan.travel](http://www.bhutan.travel)

**The Tourism Host**

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**DEPARTMENT OF TOURISM**  
Ministry of Industry, Commerce and Employment

**BHUTAN**  
*Believe*