

**BHUTAN**  
*Believe*



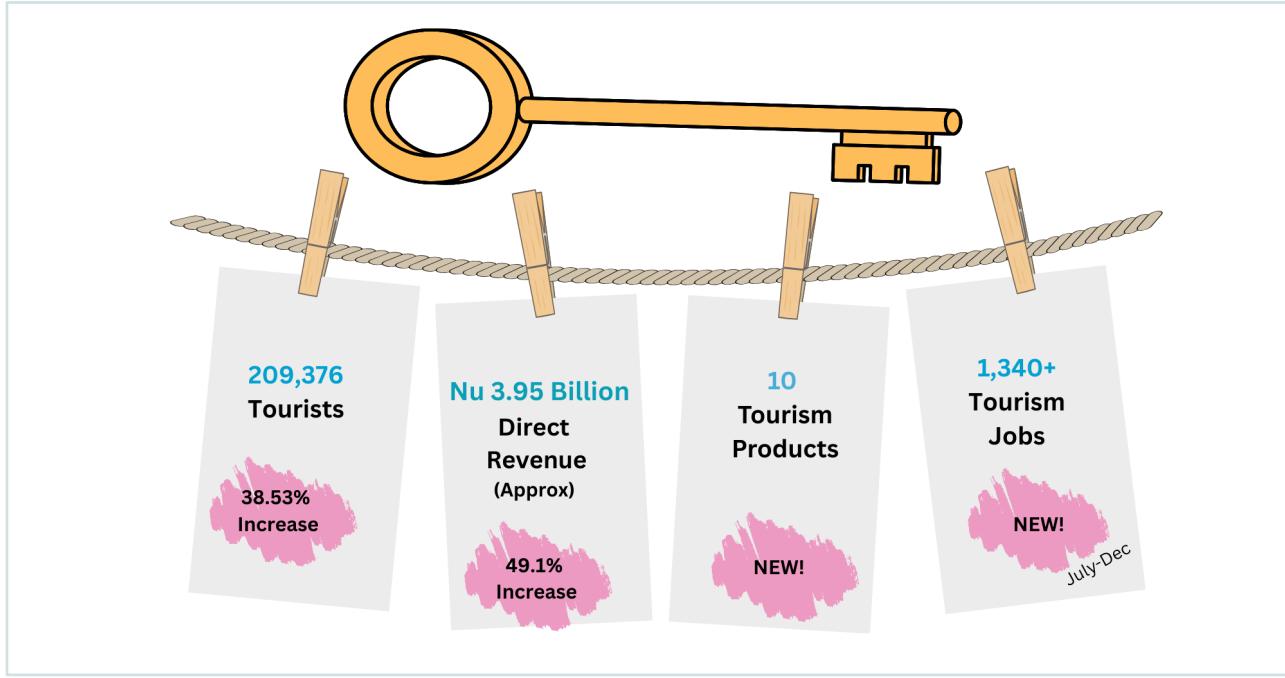
# TASHEL MELONG

*“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.

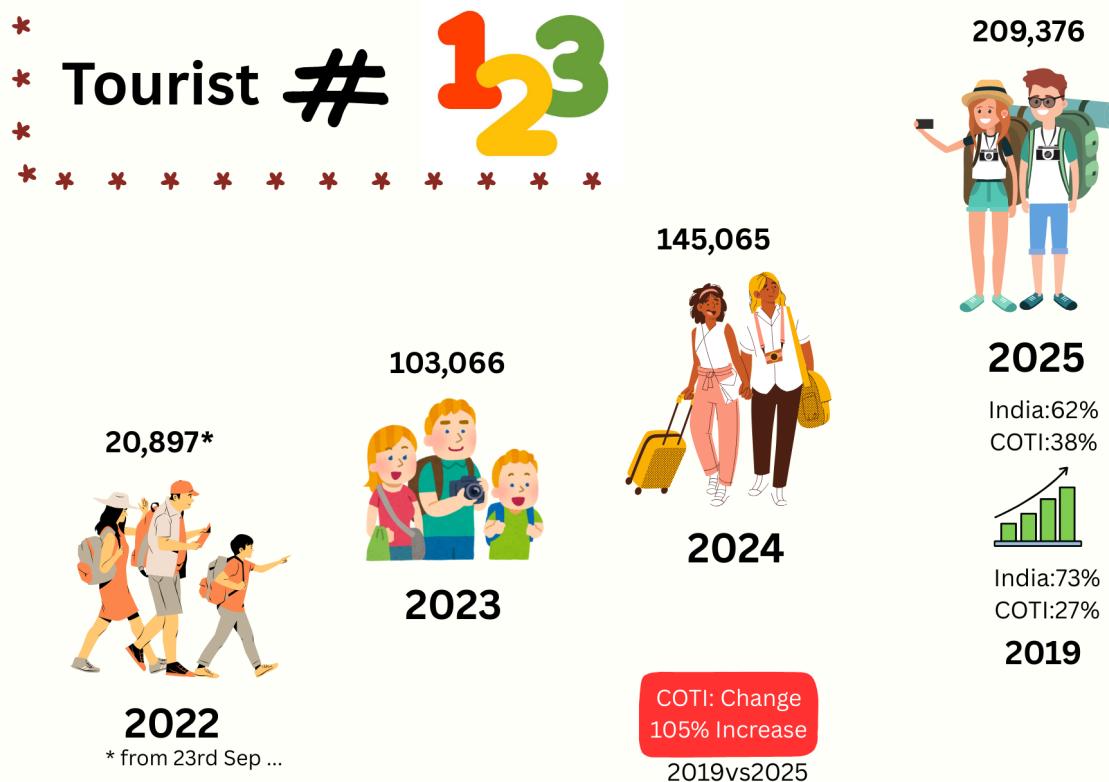
#### 3. Industrial Development Roadmap

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.

## Top 10 Markets 2025

The Kingdom of Bhutan received guests from **157** countries (nationalities) in 2025 and the top **10** countries are presented below.



Chart: *Annual Monthly Arrivals Distribution Comparison*

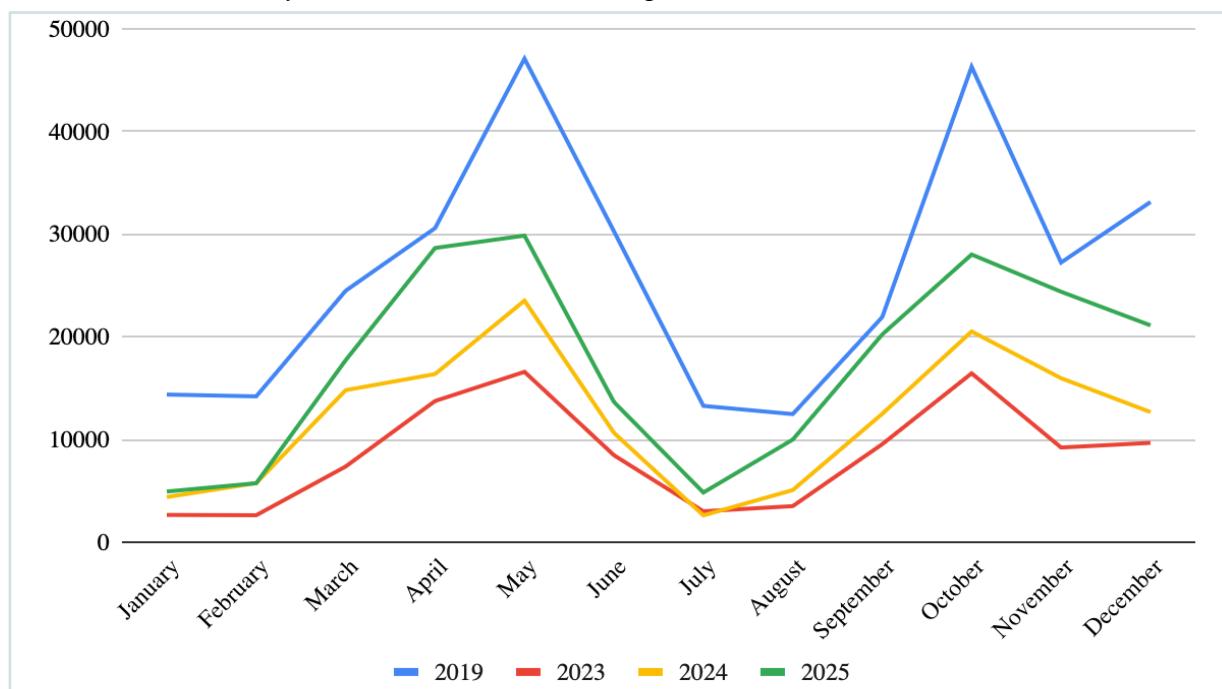


Table: Annual Monthly Arrivals (% of the total annual arrival)

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.

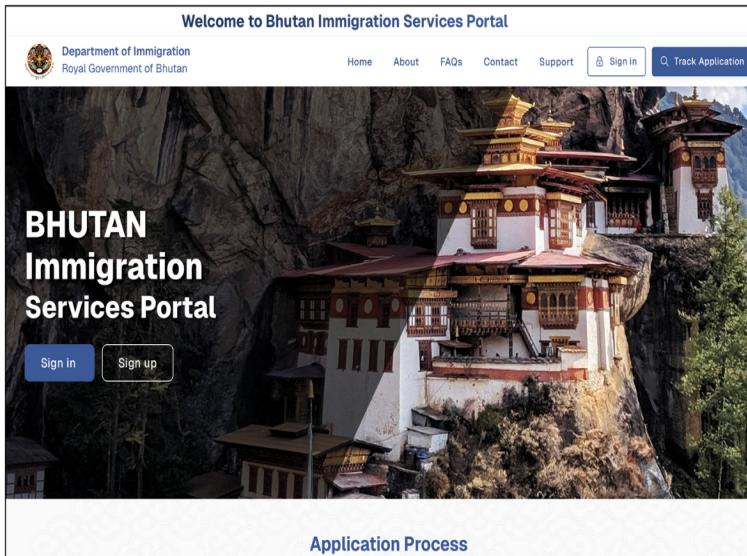
## Tourist Visa Application Overview 2025

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.

Welcome to Bhutan Immigration Services Portal

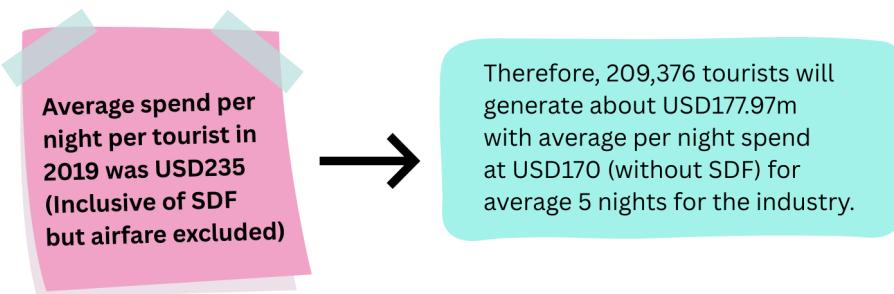
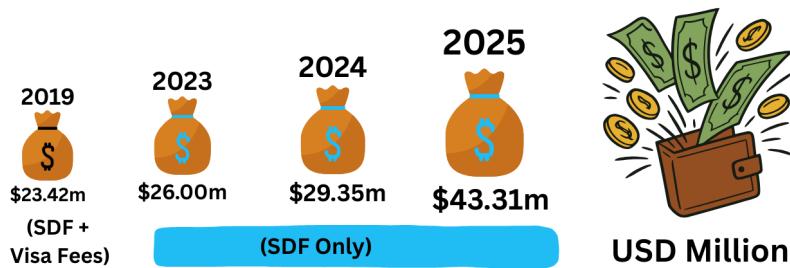
Department of Immigration  
Royal Government of Bhutan

Home About FAQs Contact Support [Sign in](#) [Track Application](#)



#	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-bhutan-haa> ::

**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**

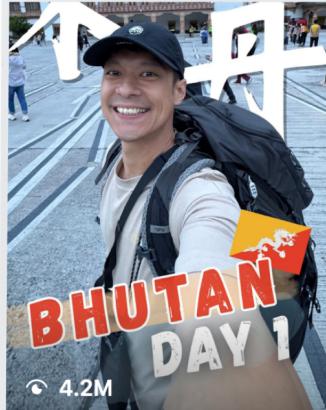
Dec 18, 2025 — In the remote country of Bhutan, one writer found breathtaking scenery, a happiness and, of course, golf.



1.2M

@fonziegomez ✅

#Crypto Tourism Payment



4.2M

@outside\_richie ✅

#Day 1 in Bhutan



6.2M

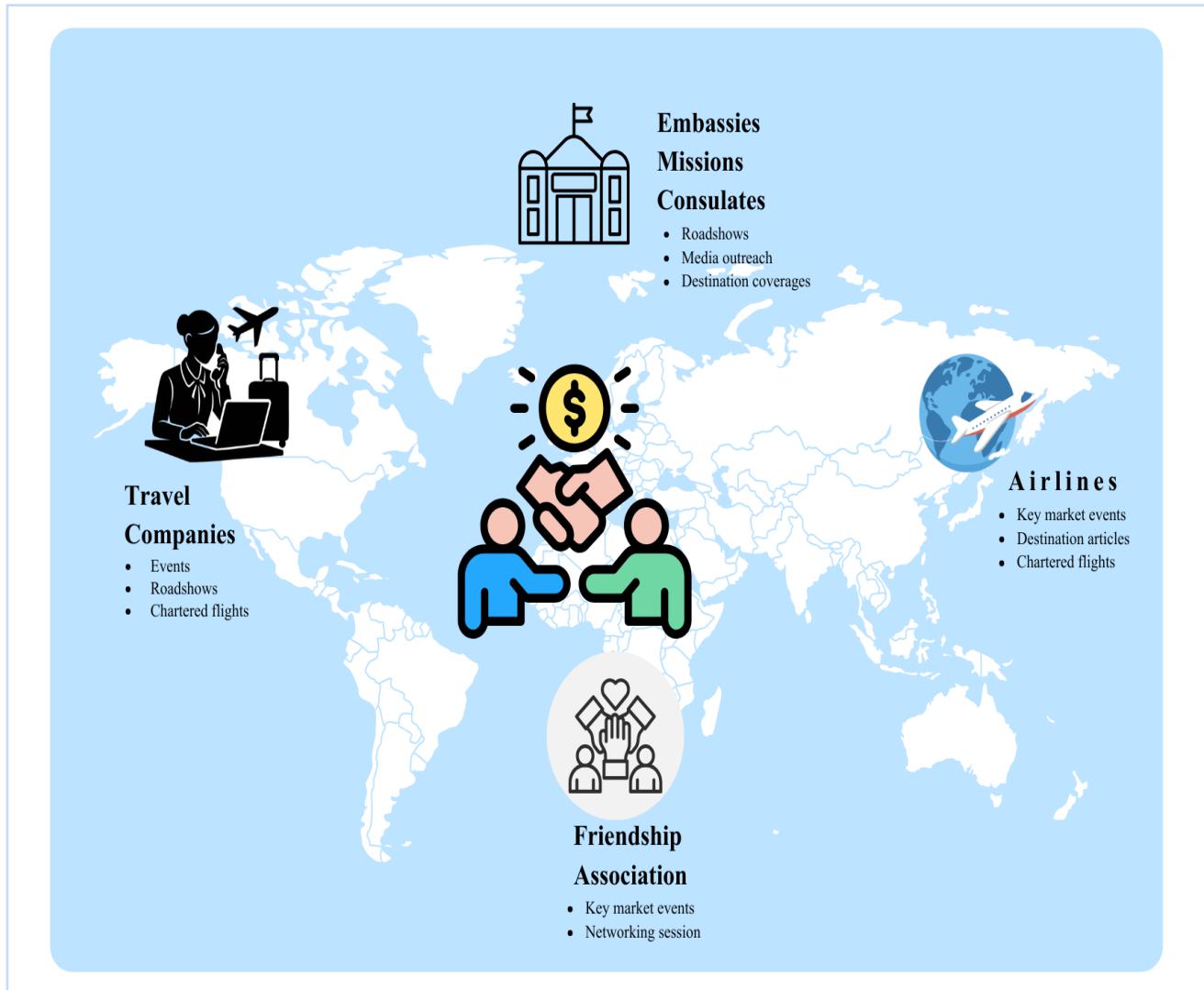
@nasdaily ✅

#Most romantic country in the world!

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*

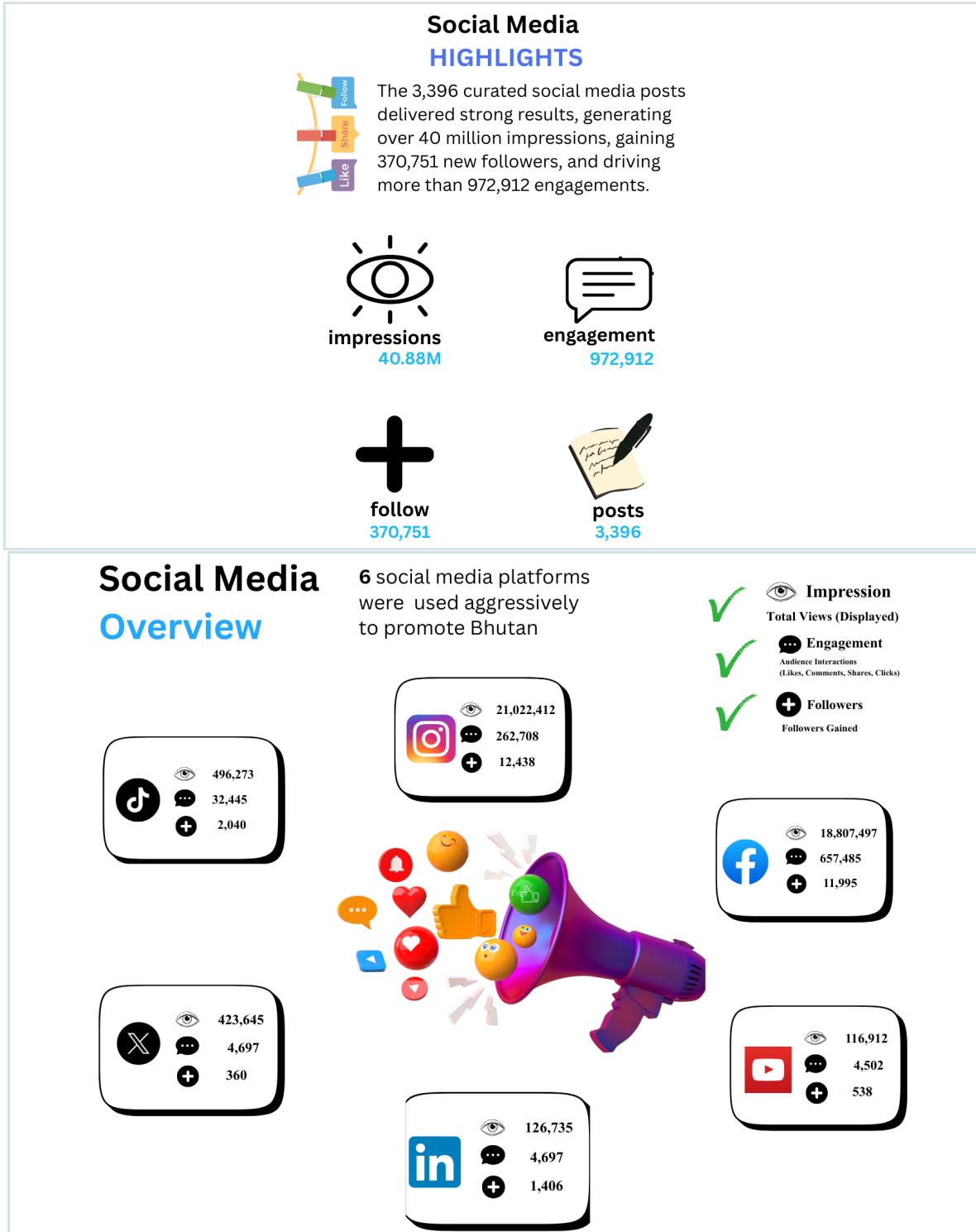
The engagement of the Public Relations (PR) and Sales Representative agencies helps increase attractiveness and visibility for Bhutan, and increase business to business promotion reach leading to increased visitor footfalls.

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

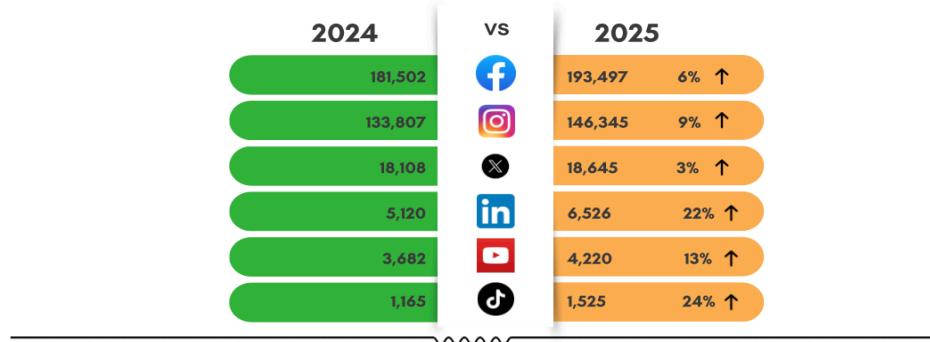


## e. Digital and Social Media Promotion

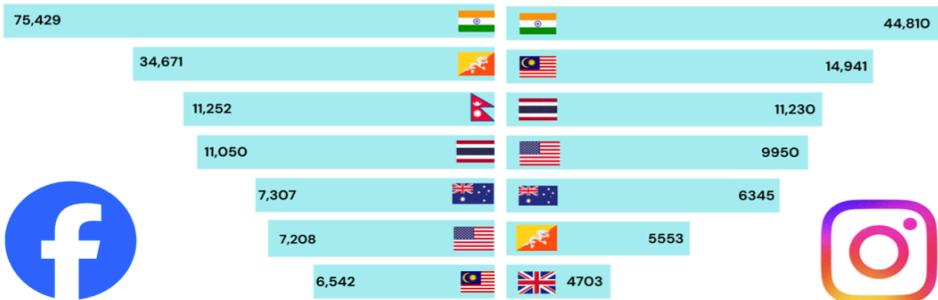
Social media promotion is a powerful tool for promotion because it enables fast, wide, and cost-effective communication with a large audience, allowing messages, ideas, products, or identities to gain visibility, influence perceptions, and reach a large number of people. A total of 6 dedicated social 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

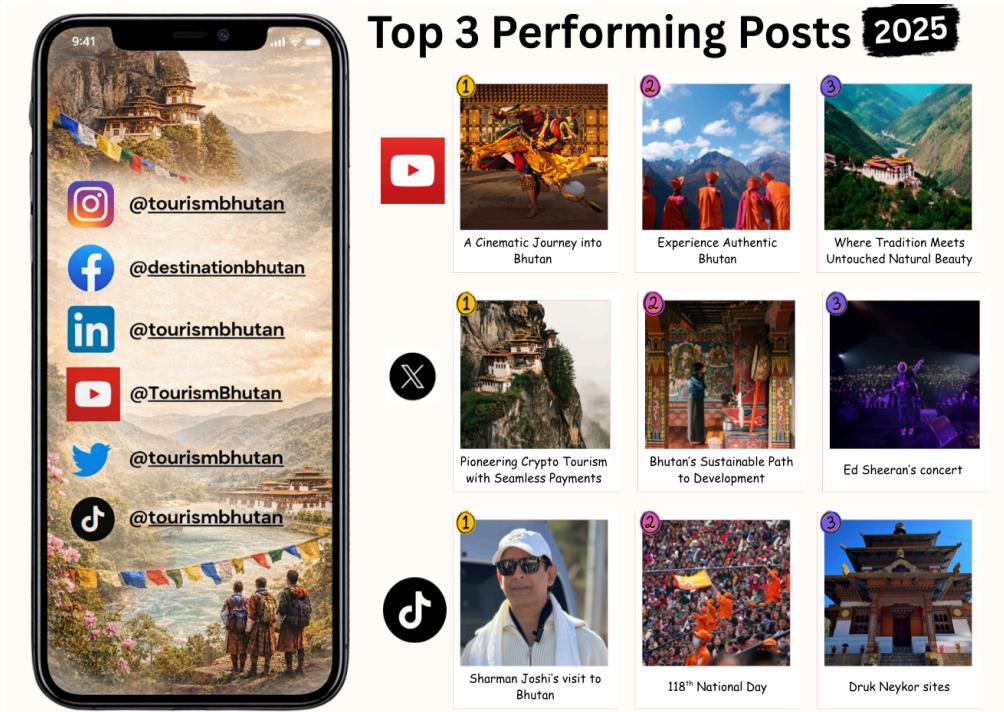


The following posts of the Department generated the highest engagement across Instagram, Facebook, TikTok, and YouTube for 2025. Each post positioned Bhutan's unique culture, landscapes, and experiences, resonating strongly with audiences and enhancing destination awareness.

### Top 3 Performing Posts 2025

 <b>1</b>  Ed Sheeran's concert	 <b>2</b>  The Meaning Behind Bhutan's Phallic Tradition	 <b>3</b>  Druk Neykor sites
 <b>1</b>  Rhododendron Week, Trashigang	 <b>2</b>  Ed Sheeran's concert	 <b>3</b>  Sharman Joshi's visit to Bhutan
 <b>1</b>  Bhutan as a wedding Destination	 <b>2</b>  Bhutan Ranked Among the World's Top Travel Destinations	 <b>3</b>  Getting to Bhutan

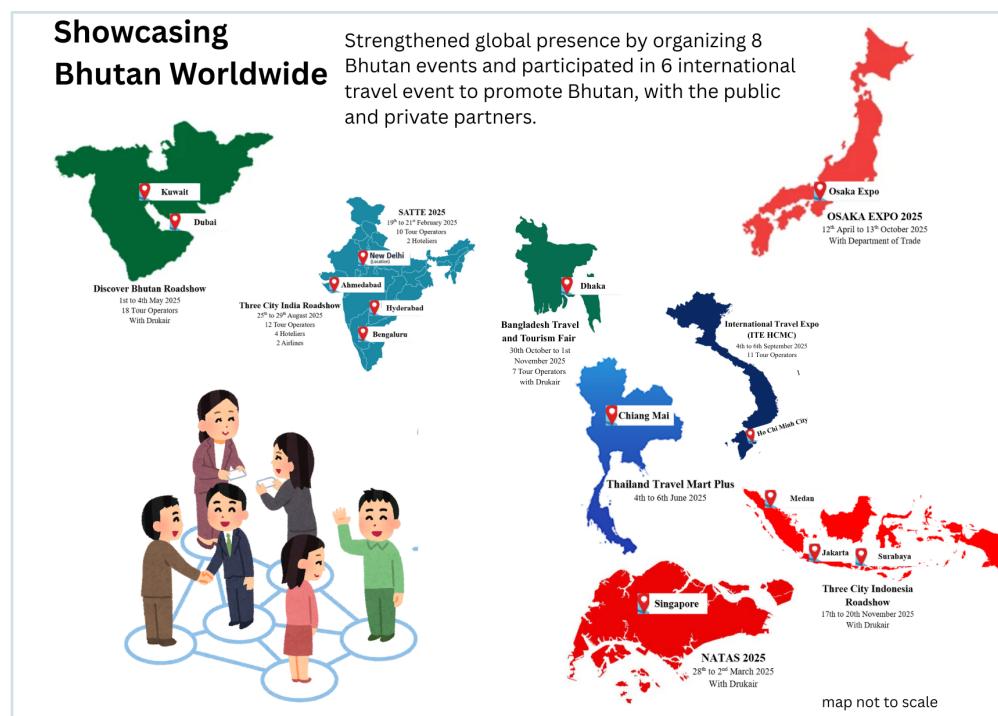
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#### f. International Travel Fair and Roadshow

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.

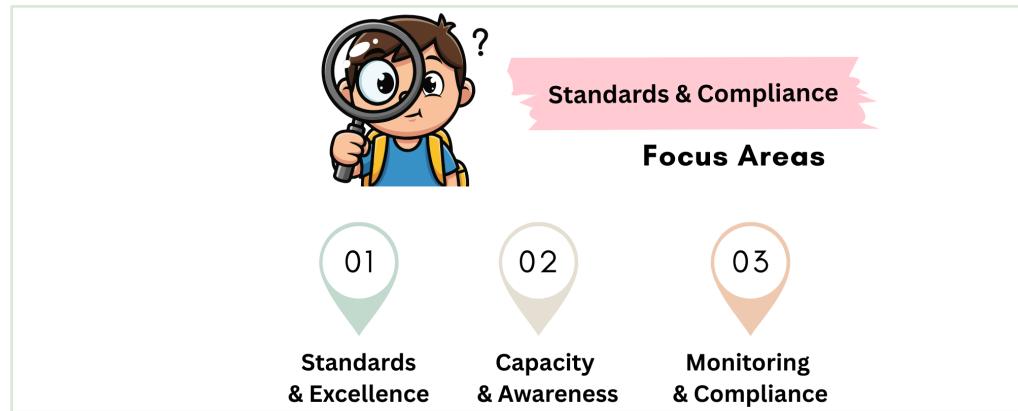
Organized 8 Bhutan-themed roadshows and participated in 5 key travel fairs with private tourism partners.



## 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.

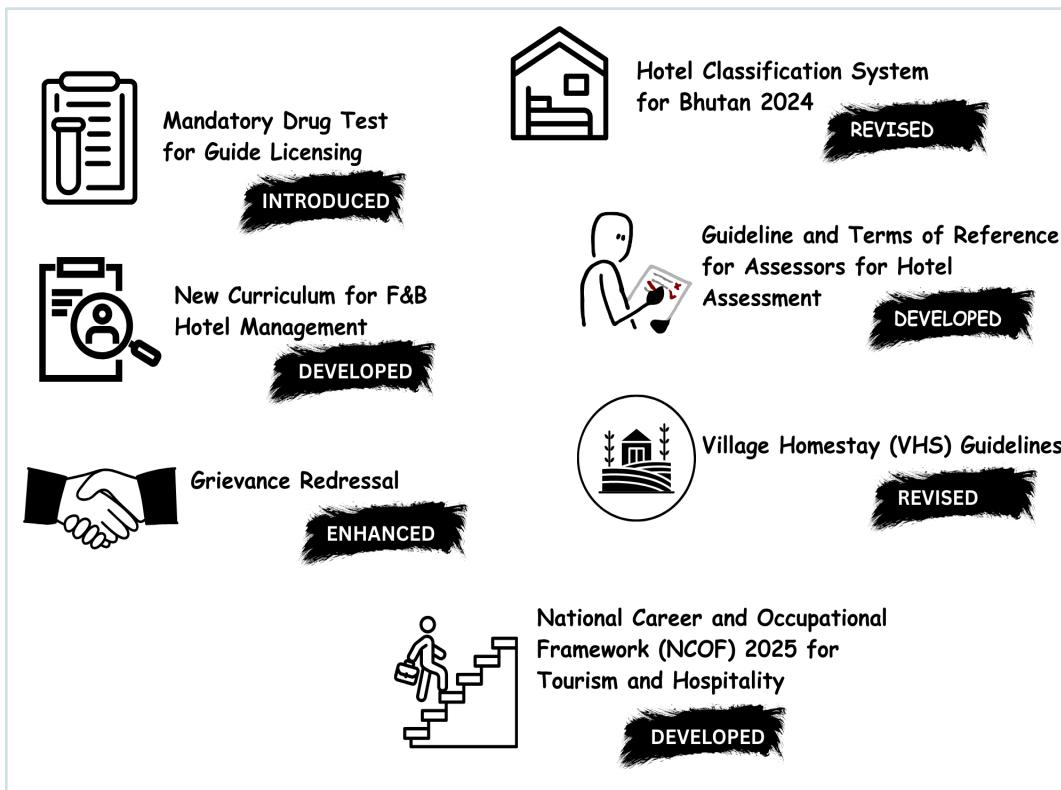
Numerous initiatives were undertaken to strengthen professionalism and service excellence, with a focus on three key areas.



### 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.

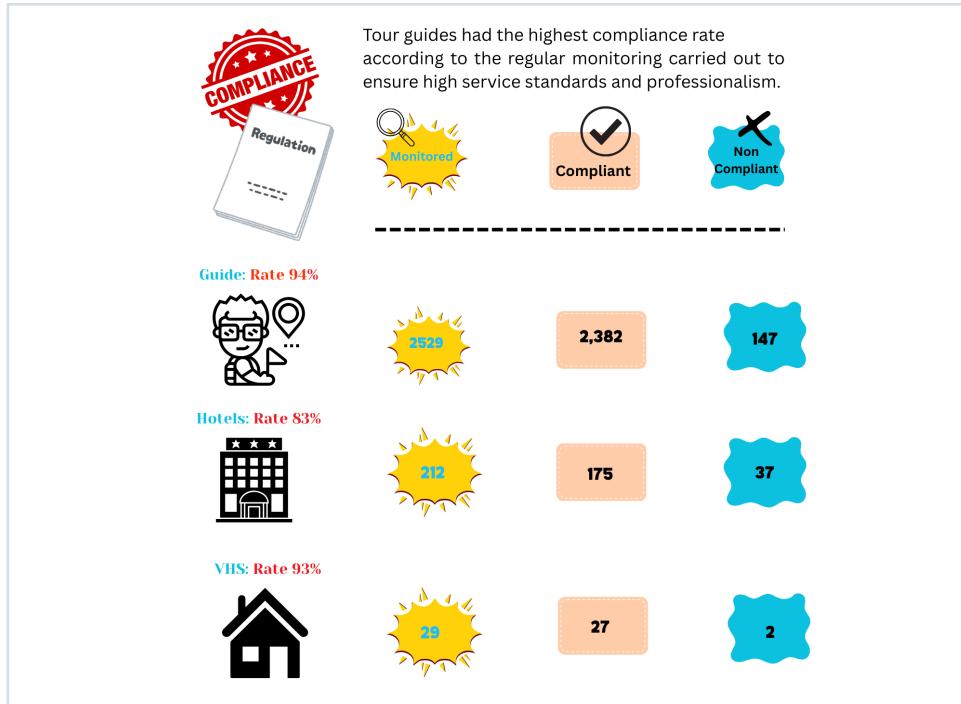
Following interventions and initiatives were carried out to strengthen standards and enhance professionalism service standards.



## 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.

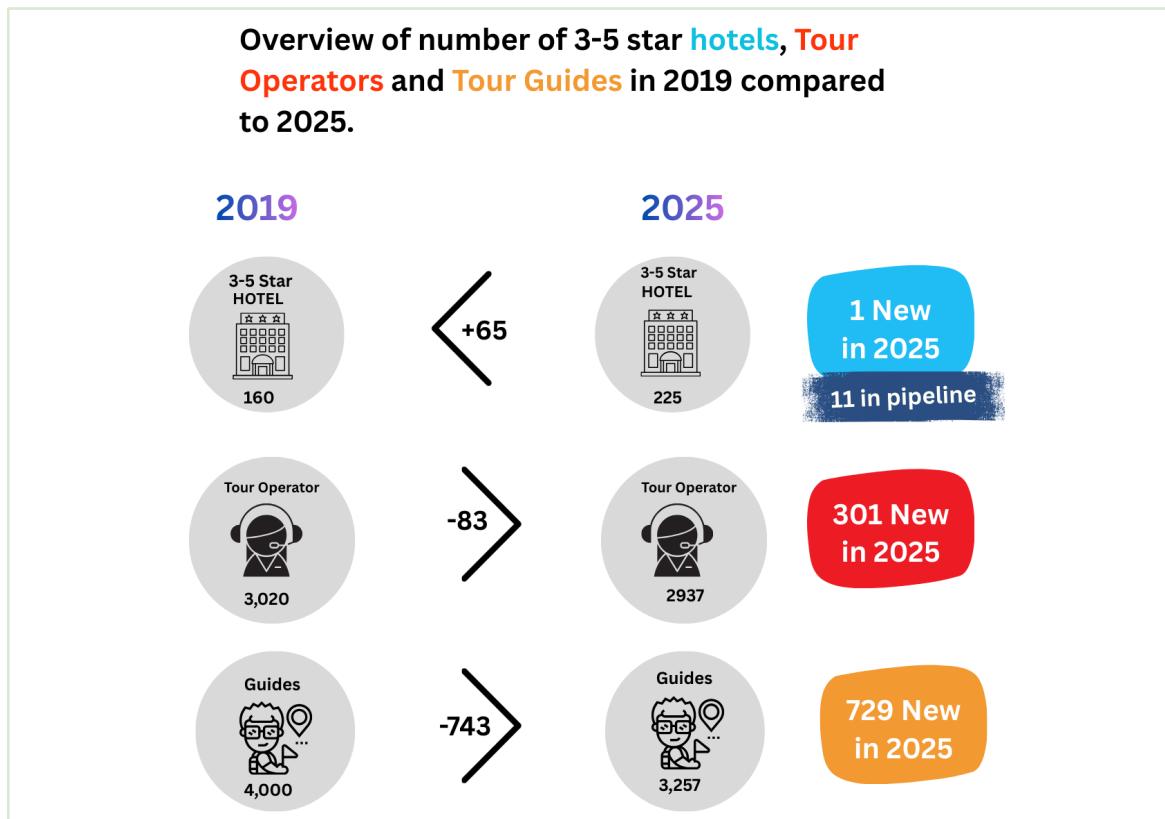


A total of **2,398** guides underwent competency assessments, 84% were assessed as “competent”. Mandatory drug testing was also introduced. Those who are not competent enough will be provided further training to enhance their competency.



*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.

2019



309

2025



442

43%



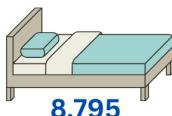
4,844

30%

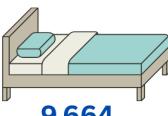


6,439

10%



8,795



9,664

## Overview of increase in accommodation number by category

2019



17 HOTELS



2025



20 HOTELS



13 HOTELS



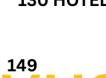
23 HOTELS



130 HOTELS



182 HOTELS



149 VHS

Village Homestays



182 VHS

Village Homestays

## 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.



### Innovation & Strategy

#### Focus Areas

01

High-end tourism products

02

Waste management along popular trek routes

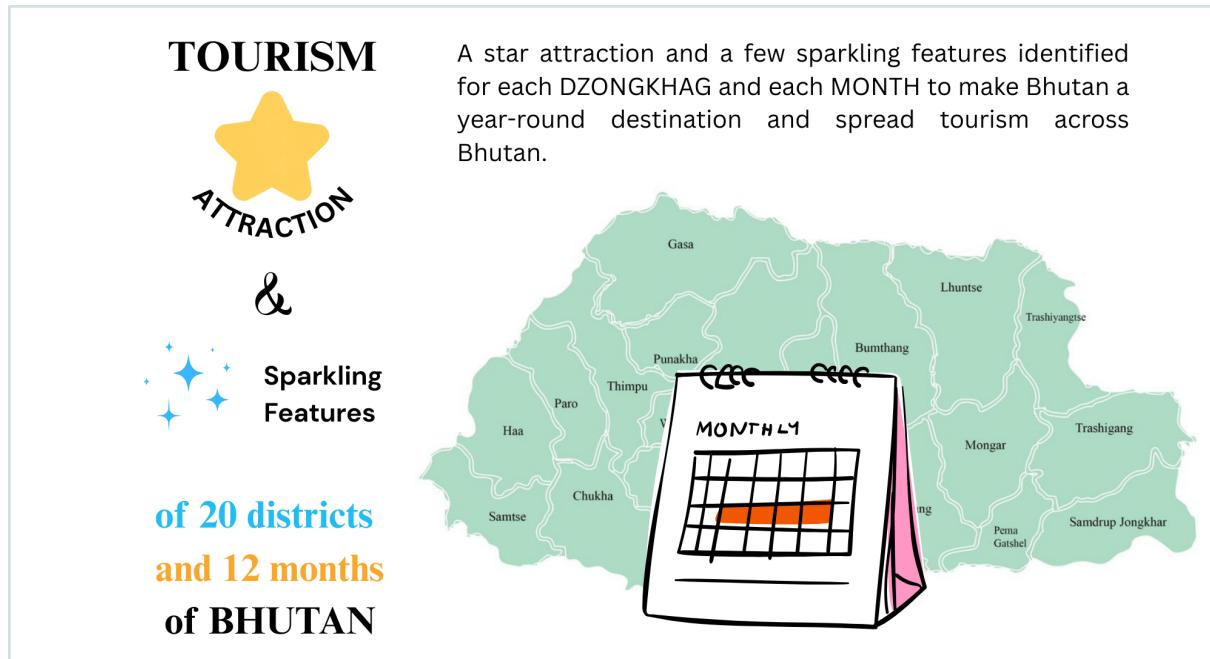
03

Tourism amenities and infrastructure

## 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

Bumthang		Chhukha		Dagana		Gasa	
• Sparking Features • Major Tsho (Running Lake) • Bhutanese New Year Festival • Yatra Festival	Wangduephodrang Festival	• Sparking Features • Tunka Ami Ney Monastery • Burchenling Monastery • Tsho Phu Monastery • Family Getaway Market	Agnesho Eco Camp	• Sparking Features • Jomphu Chhukha	White Bellied Hornbill	• Sparking Features • Chhukha Pine Tree • Gasa Dzong Festival • Laya Run • Hunting	Royal Highland Festival
Haa		Lhuentse		Mongar		Paro	
• Chhukha La River • Agne Khebar Strict Nature Reserve • Hunting Festival • Nutritious Pine Tree • Fly fishing	Lhuentse Karpo & Yagnak	• Sparking Features • Khishutsho Textiles • Dungkar Chhongshing	Khukhuthu Festival	• Sparking Features • Mongar Tshchu	Bird Watching Yangtze	• Sparking Features • National Museum of Bhutan • Da Dzong • Bhutanese New Year • Paro Tshchu	Falkhang Monastery
Pemagatshel		Punakha		Samtse		Samdrup Jongkhar	
• Sparking Features • Pungmey Dzong • Bathing carnival	Yongle River Festival Dragyecheeling Gompa	• Sparking Features • Suspension Bridge • Chhukha Chhongshing • White water rafting	Punakha Dzong	• Sparking Features • Diana suspension bridge • Shop Community	The Dzong people & New Culture	• Sparking Features • Jomphu Pelli Chhukha	Chokha Gyatso Institute
Sarpang		Thimphu		Trongsa		Trashigang	
• Sparking Features • Dzongkhag National Park • Bhutan National Park & Nature Trails • Gelephu Tshchu	Gelaphu Mindfulness Gompa	• Sparking Features • National Memorial Chorten • Dochula Pass • Phobjikha Monastery trail	Buddha Jordenka Stupa	• Sparking Features • National Museum • Kuenga Ralophu Palace • Throsseling Palace	Black Mountain Festival	• Sparking Features • Bhutan Wildlife Sanctuary • Transheng Tshchu • Tsho Phu Chhongshing • Trongsa Fest • Great Tent Quest • New Year	Wheodongchukhakha Week
Trashiyangtse		Tsrang		Wangdue phodrang		Zhemgang	
• Sparking Features • Chhukha Forest • Bhutan National Park • BNC Tenzin Festival	Arts & Crafts	• Sparking Features • Pemacholing Heritage Forest • Sengthang Valley River	Taming Dzong	• Sparking Features • Gangteng Monastery • Bhutanese New Year • Bhutanese New Year • Black-necked Crane Festival	Phobjikha Valley	• Sparking Features • Bhutan Forest • Bhutan Forest • Dzongshing Tshchu (Hot Spring) • Twin water fall	Eco Tourism

### Across Seasons

National Tourism Events Calendar of Bhutan (2025-2026)		
<b>JULY</b>	<b>AUGUST</b>	<b>SEPTEMBER</b>
• Bloggers Conference of Bhutan () • Beer Festival () Samdrup Jongkhar • Rain or Summer Fest ()	• Matsukale Festival (15-16), Genekha, Bhutan • Bhutan Bird Festival (15-16), Bumthang	• Dragon's Day (1), Wangdue to Thimphu • World Tourism Day (27) • Bhutan Day (28) • Bathing Carnival (22-24), Paro • Menjung Sonji Festival () Paro • Local Farm Festival (), Mongar
<b>OCTOBER</b>	<b>NOVEMBER</b>	<b>DECEMBER</b>
• Black Mountain Festival (5-6), Trongsa Thimphu • Bhutan Highland Festival (23-24), Laya, Gasa • Laya Run (23), Gasa • Snowman Race (24-28, 2026) • Bhutan Fashion Week ()	• Black Necked Crane Festival (11), Gangtey, Wangphodrang • Bhutan Highland Festival (15-16), Tingtibi, Chhukha • Ecotourism Conclave (5 & 16), Zhemgang • Orange Festival (), Tisring	• Rongtsey Nyi Festival (1-2), Haa • Bhutan Textile Exhibition (), Lhuentse • Southern Foothills Festival (1), Sarpang • Lotus Festival (), Paro
<b>JANUARY</b>	<b>FEBRUARY</b>	<b>MARCH</b>
• Meeting of Nine Evils (1), Paro • Sonam Bhutan Fair (TBC) Phuentsholing, Chhukha • Khang Festival () Samdrup Jongkhar • Mindfulness Festival (1) Gelephu	• Black-necked Crane Festival (22 & 23), Bumdeling, Trashigang • Marus Winter Fest (22-23), Paro, Zhemgang • Ecotourism Conclave (5 & 16), Zhemgang • Orange Festival (), Tisring	• Bhutan International Marathon (3), Punakha • Tragoin Fest (27-29), Wangchuk, Trongsa • Zong Festival (), Trashi Yangtse • Meditation Festival (1), Dagana • Suppliers Meet (1), Chhukha
<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>
• Phobjikha Week (3-9), Sheytemi, Trashigang • Ha Spring Festival (7-9), Haa • Bhutan Day (10), Lhuentse, Trongsa • Great Yeti Quest (8-9), Sakteng, Trashigang • Spiritual Festival (1), Thimphu	• Bhutan for Wellbeing (14-15), TBC • Bhutan Tourism Event (1), Tashigang • The Great Yeti Quest (8-9), Sakteng, Trashigang • Spiritual Festival (1), Thimphu	• Bhutan for Wellbeing (14-15), TBC • Bhutan Tourism Event (1), Tashigang • The Great Yeti Quest (8-9), Sakteng, Trashigang • Spiritual Festival (1), Thimphu

### 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.

The collage includes:

- BATHING CARNIVAL BHUTAN** (22 - 24 Sep) at Telung, Pema Gatshel. Includes a logo with three blue stylized leaves and a calendar icon.
- Bhutan for Wellbeing (BfW)** ("Celebrating wellbeing every JUNE, across Bhutan") at Yangthang Haa. Includes a logo with a green leaf and a collage of people in a room.
- Rhododendron Week** (3-9 April) at Sheytemi Merak, Trashigang. Includes a logo with a red flower and a collage of people in traditional dress.
- A central collage of 16 small images showing various tourism activities: people in a lake, a beach, a room, a mountain, a festival, a person in a white costume, a person in a red costume, a crowd, a person in a green costume, a person in a red costume, a person in a yellow costume, a person in a pink costume, a person in a blue costume, a person in a red costume, a person in a green costume, and a person in a pink costume.
- A red and blue calendar icon with a yellow star and the word "EVENTS".
- A red banner with the text "UPCOMING EVENTS" in white.
- The text "Some examples of tourism events introduced" in blue.

### c. Other Tourism Products

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

**Some Tourism Products Considered, Developed & Facilitated**

Here is some products introduced, planned and supported to diversify tourism products.

- Astro Tourism
- Bumdeling Ecodge
- Zipline Service
- Zomlingthang Park
- Ecotourism Conclave
- Adventure Tourism
- Rafting
- Boating
- Bungee Jumping
- Recreational Park
- High-end eco-resort
- High-end wildlife Tourism



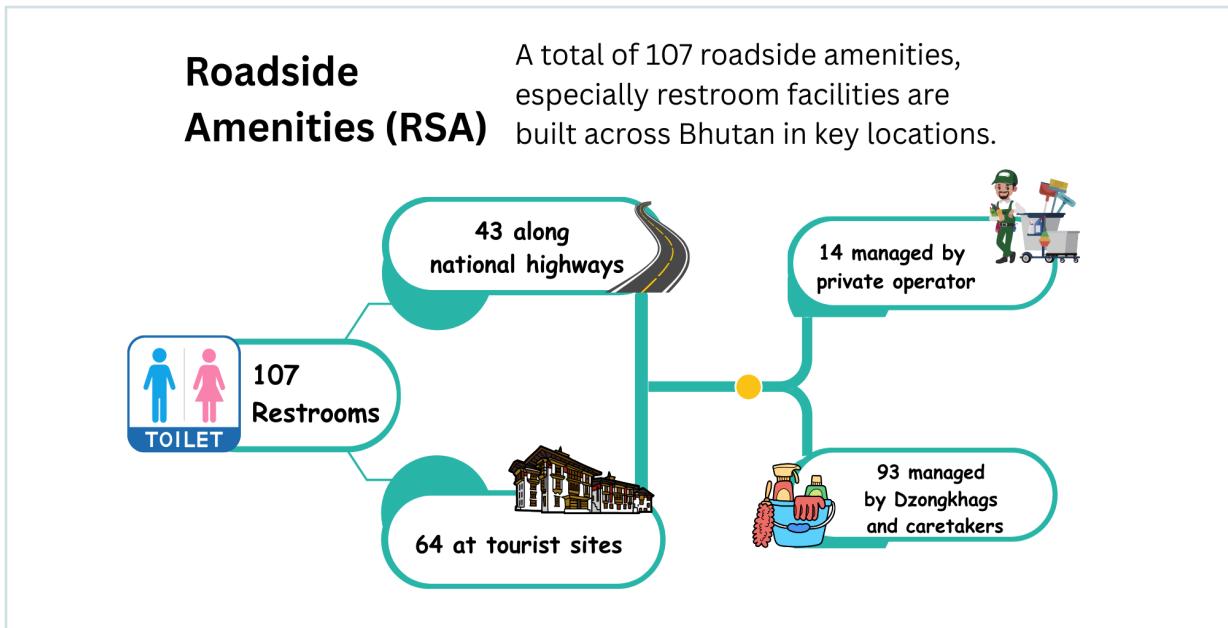
*d. Amenities and Infrastructure Strengthened*

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**

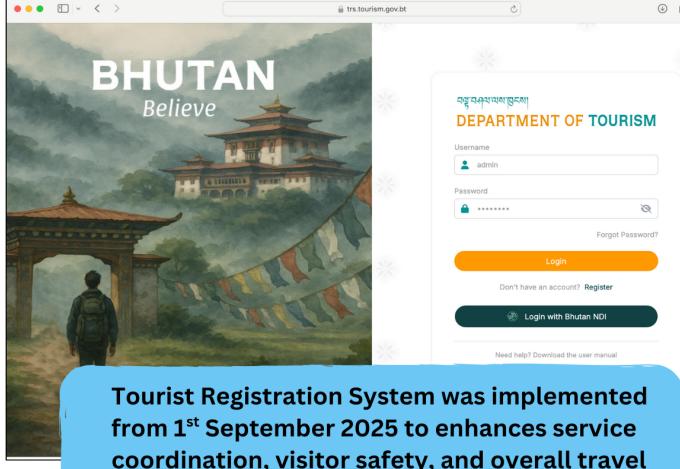
Numerous platforms were introduced and strengthened to connect, collaborate and work closely with the industry and also to share information about tourism to increase awareness.

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.

### Tourist Registration System (TRS)



**BHUTAN Believe**

DEPARTMENT OF TOURISM

Username: admin

Password:

Forgot Password?

Login

Don't have an account? [Register](#)

[Login with Bhutan NDI](#)

Need help? Download the user manual!

**Tourist Registration System was implemented from 1<sup>st</sup> September 2025 to enhance service coordination, visitor safety, and overall travel experience of tourists.**

**It enables the digital recording of tourist stay details at DoT certified accommodation facilities, improving the accuracy of tourism data and supporting better planning and decision-making.**

**Launched Sep 2025**

**306 Hotels Registered**

**55,000 + Tourist Data**

### ii. Tourism Initiative: Tashel ZoomDu

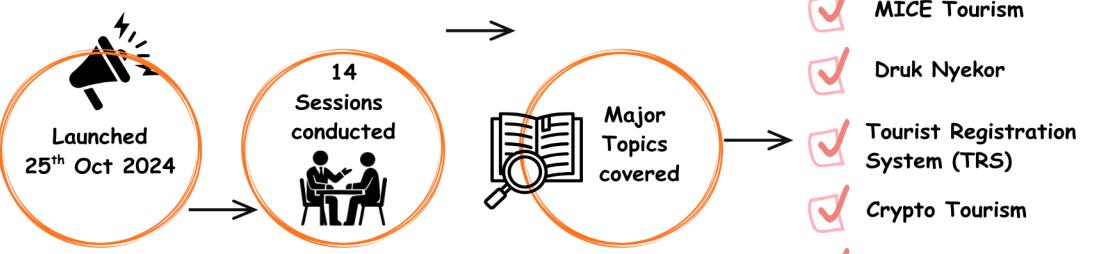
Introduced the **Tashel ZoomDu**, dedicated virtual platforms aimed at bringing together tourism partners and stakeholders to foster dialogue, collaboration and exchange ideas towards a shared vision of Bhutan's tourism future.

**Monthly**

## Tashel ZoomDu

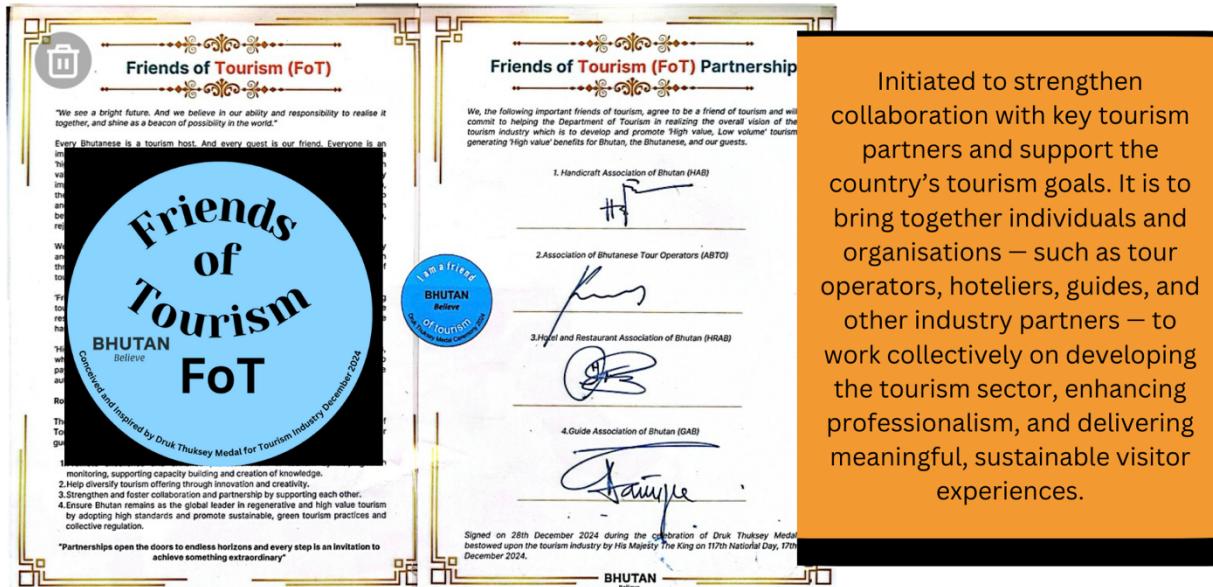
A monthly open online platform to engage public and private tourism partners to strengthen coordination, communication and collaboration on various topics of tourism.

It is a platform to share ideas, raise questions, discuss challenges, and collaborate to collectively develop and promote tourism.



- MICE Tourism
- Druk Nyekor
- Tourist Registration System (TRS)
- Crypto Tourism
- Visa & Permit System

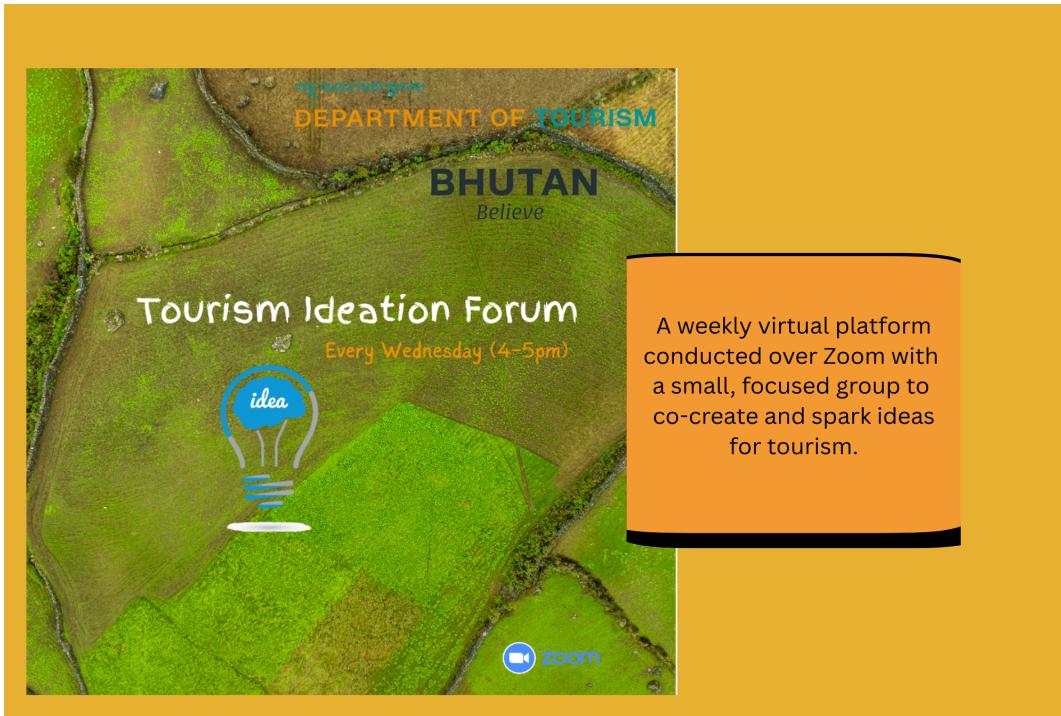
### iii. Friends of Tourism (FoT)



### iv. Tourism Disciplinary Committee (TDC)

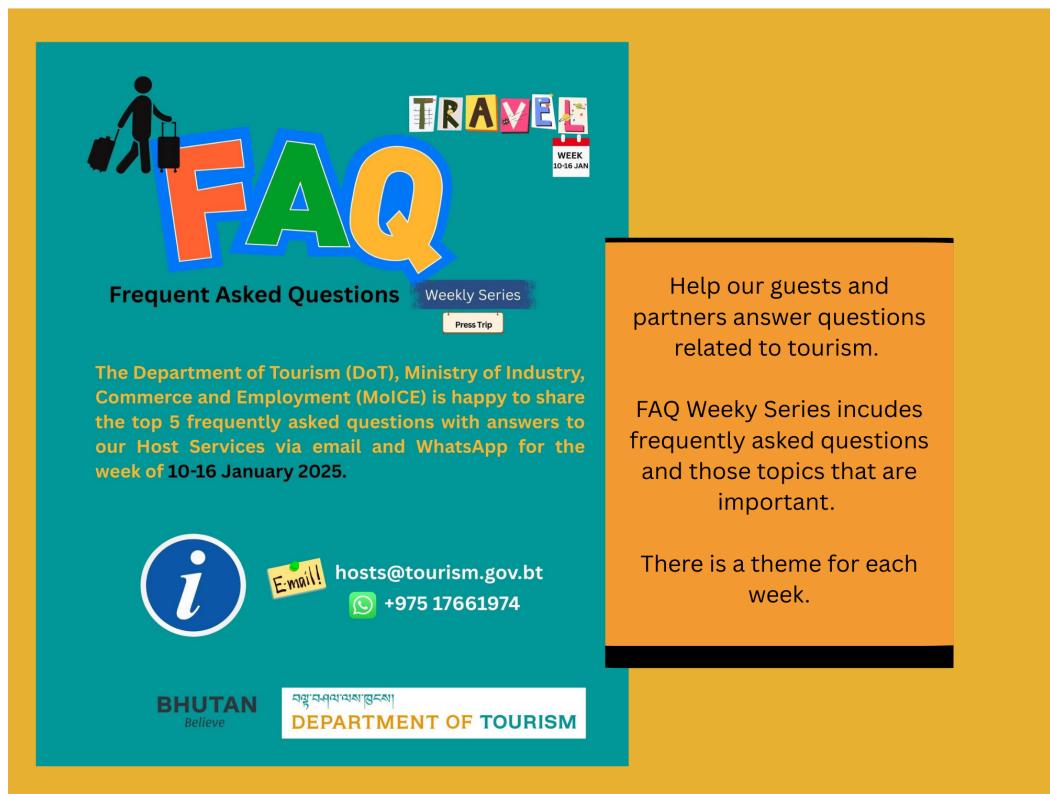
The image features a central illustration of four stylized human figures (two men and two women) around a large white rectangular table, representing the committee members. To the right of the illustration, the text reads: 'Multi-sector committee with representatives from sector associations'. Below this, a large orange box contains the following text: '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)'*



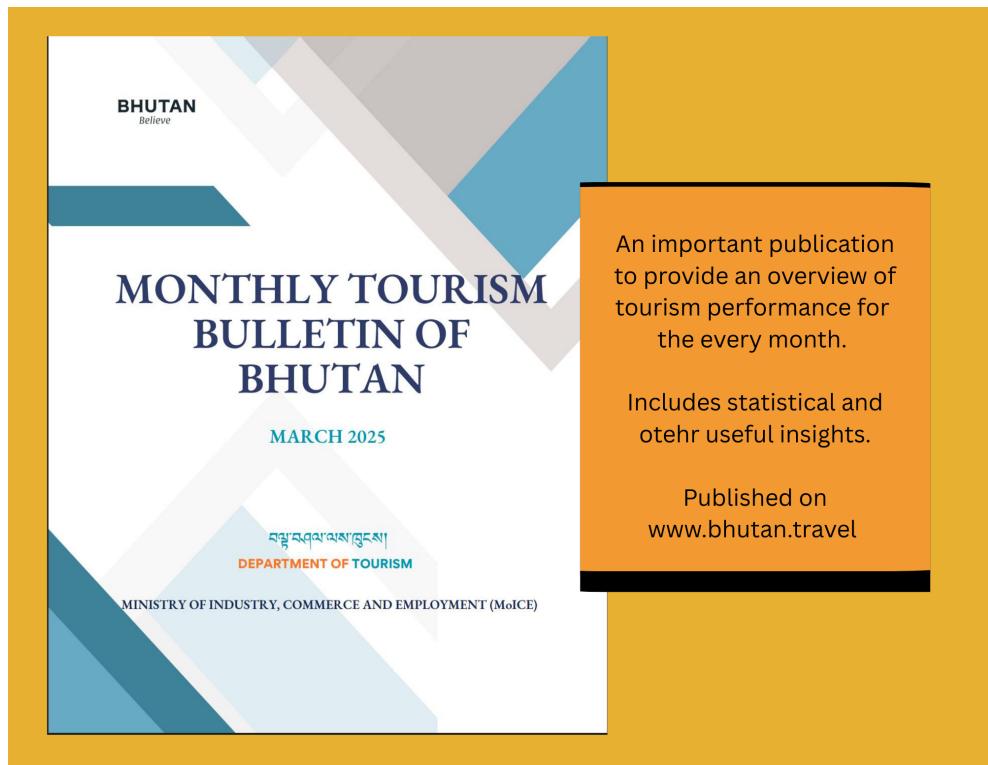
The graphic features a background image of a green, terraced landscape. Overlaid text includes 'DEPARTMENT OF TOURISM' and 'BHUTAN Believe' at the top, and 'Tourism Ideation Forum' with 'Every Wednesday (4-5pm)' and a lightbulb icon labeled 'idea' in the center. A 'zoom' logo is in the bottom right. To the right is a yellow box containing the text: '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 features a teal background with a white central box. The box contains a silhouette of a person with a suitcase, the word 'TRAVEL' in a colorful font, 'FAQ' in large letters, 'Frequent Asked Questions' and 'Weekly Series' text, a 'PressTrip' button, and a 'WEEK 10-16 JAN' box. Below this is a paragraph about the FAQ series, an 'i' icon, and contact information for email and WhatsApp. At the bottom are the 'BHUTAN Believe' logo and 'DEPARTMENT OF TOURISM' text. To the right is a yellow box containing the text: 'Help our guests and partners answer questions related to tourism.', 'FAQ Weekly Series includes frequently asked questions and those topics that are important.', and 'There is a theme for each week.'

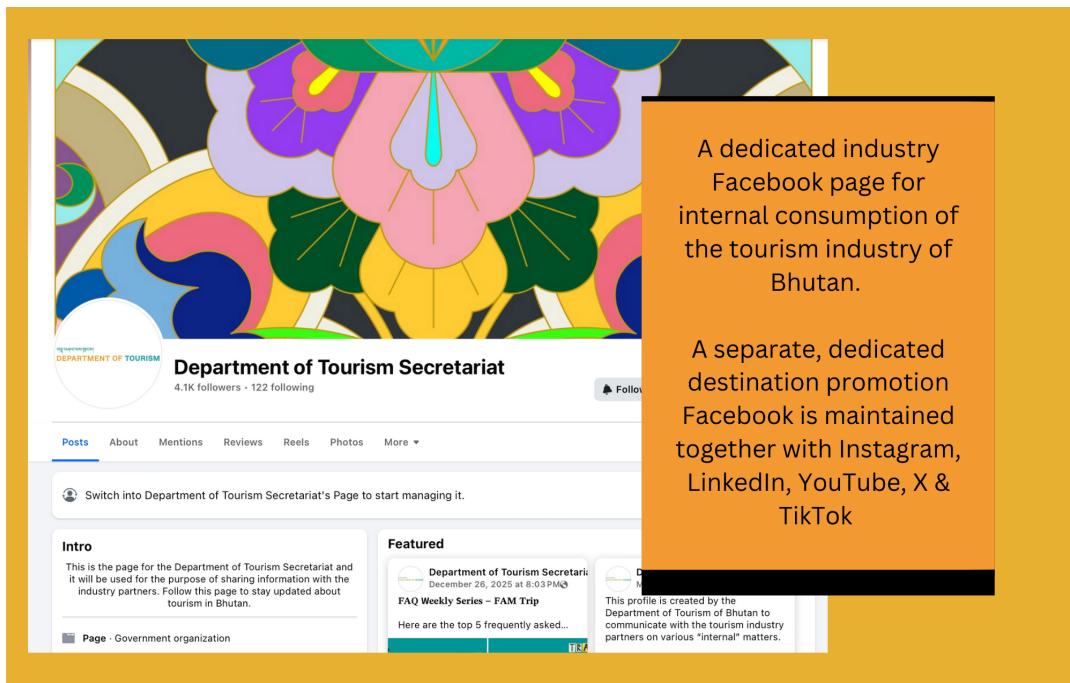
vii. *Monthly Tourism Bulletin of Bhutan*



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



## ix. Industry Facebook Page

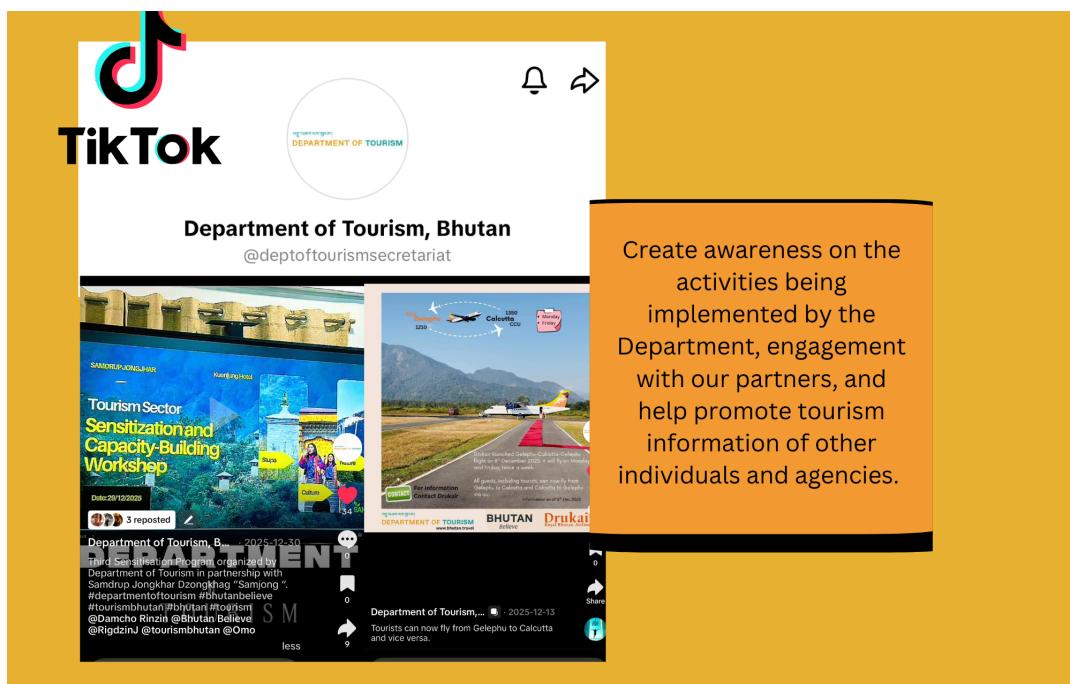


The screenshot shows the Facebook page for the Department of Tourism Secretariat. The page has 4.1K followers and 122 following. The cover photo is a colorful, stylized illustration of flowers. The page features a navigation bar with links to Posts, About, Mentions, Reviews, Reels, Photos, and More. A message box says, "Switch into Department of Tourism Secretariat's Page to start managing it." The Intro section explains the purpose of the page. The Featured section shows a post from December 26, 2025, at 8:03 PM, titled "FAQ Weekly Series – FAM Trip". The right side of the page has an orange sidebar with text about the industry Facebook page and its integration with other platforms.

A dedicated industry Facebook page for internal consumption of the tourism industry of Bhutan.

A separate, dedicated destination promotion Facebook is maintained together with Instagram, LinkedIn, YouTube, X & TikTok

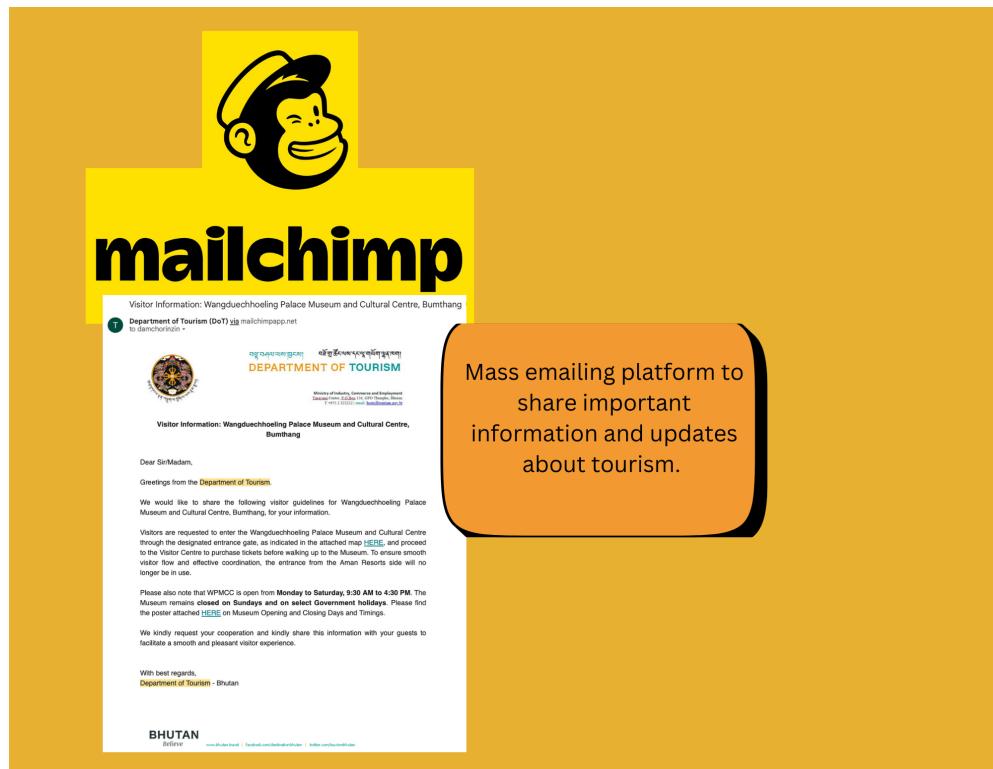
## x. Industry TikTok Account



The screenshot shows the TikTok account for the Department of Tourism, Bhutan. The profile picture is a circular logo with the text "DEPARTMENT OF TOURISM". The account is named "Department of Tourism, Bhutan" and has the handle "@deptoftourismsecretariat". The bio section includes a link to the website "www.bhutantravel.com". The feed shows two posts: one about a sensitization workshop and another about flight connectivity. The right side of the page has an orange sidebar with text about the TikTok account's purpose.

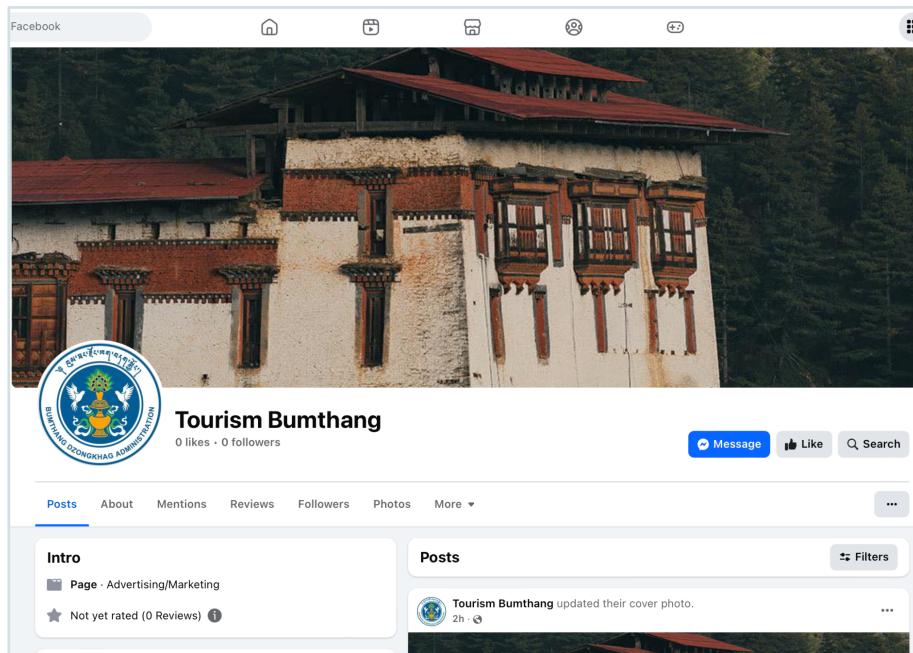
Create awareness on the activities being implemented by the Department, engagement with our partners, and help promote tourism information of other individuals and agencies.

## *xi. Mass Emailing*



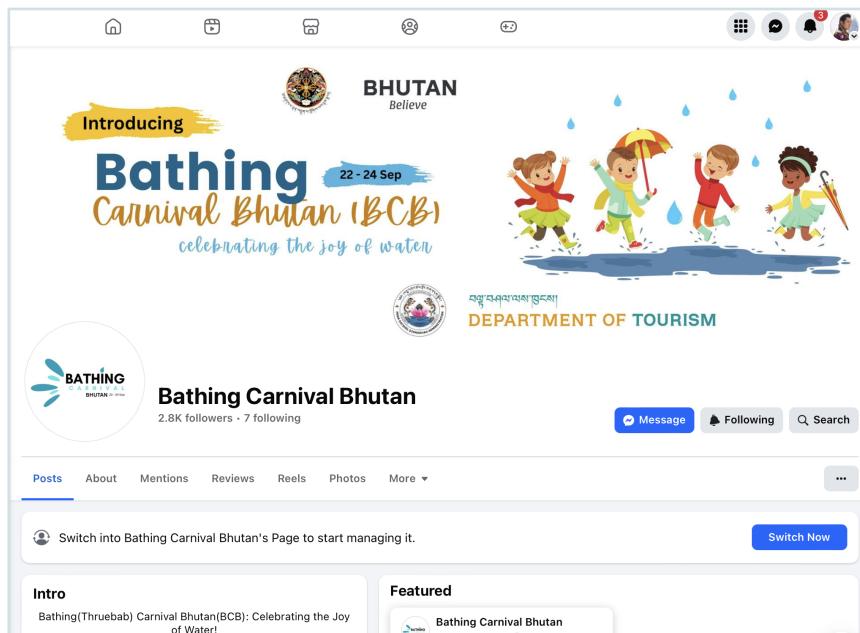
## *xii. Dedicated Tourism Dzongkhag Social Media Platform*

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



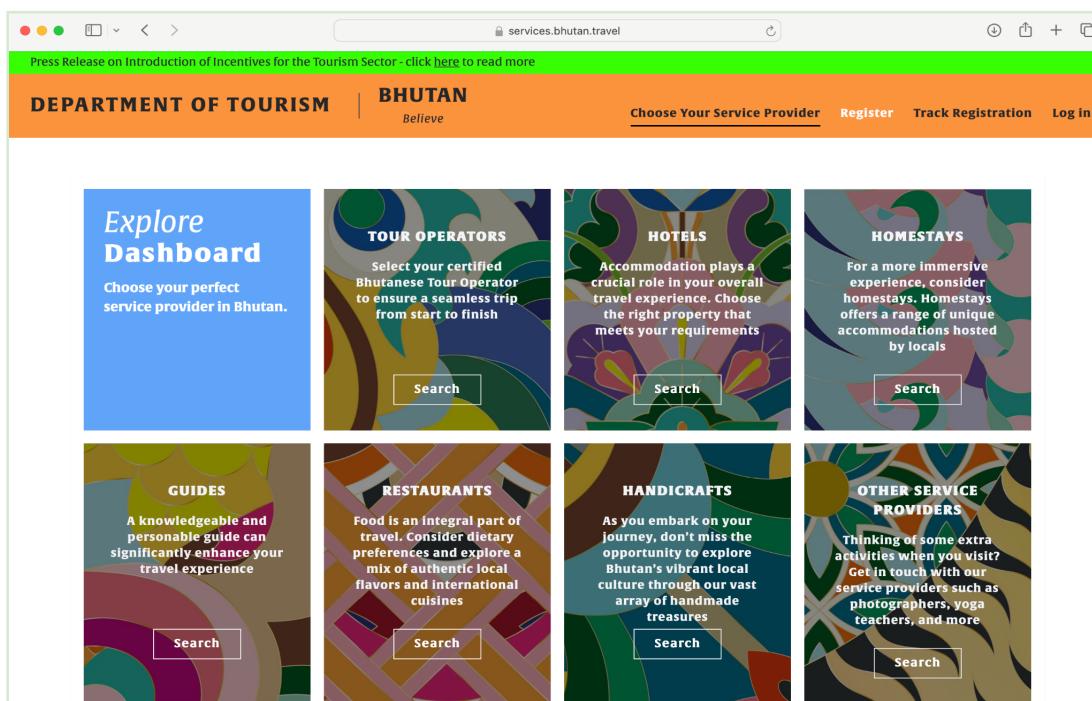
### *xiii. Dedicated Event-based Social Media Platform*

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 substantive 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.



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and regenerate what it encounters.

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

**BHUTAN**  
*Believe*