

BHUTAN
Believe



MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

JULY 2026

བཟུ་བཤམ་ལས་བྱེད་སྒོ
DEPARTMENT OF TOURISM

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

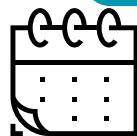
Tourist Arrival

July Arrival: 2025 Vs 2026

9,762

4,911 Vs July, 2025

ALOS : July



Average Length of Stay

Indian

4

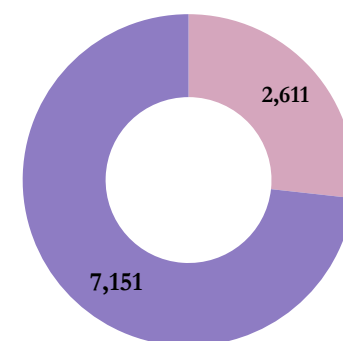
Days

COTI

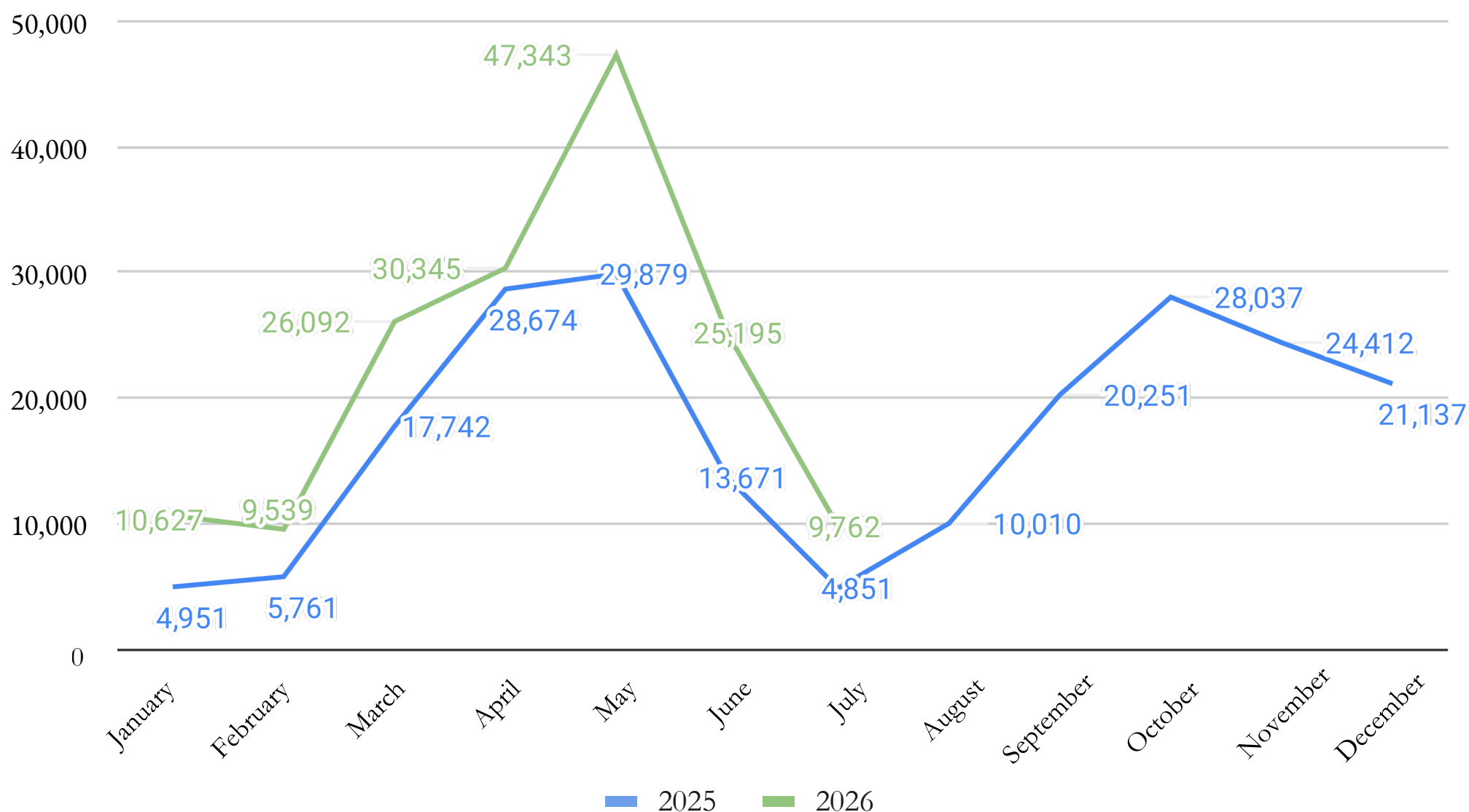
5

Days

Tourist Category : July

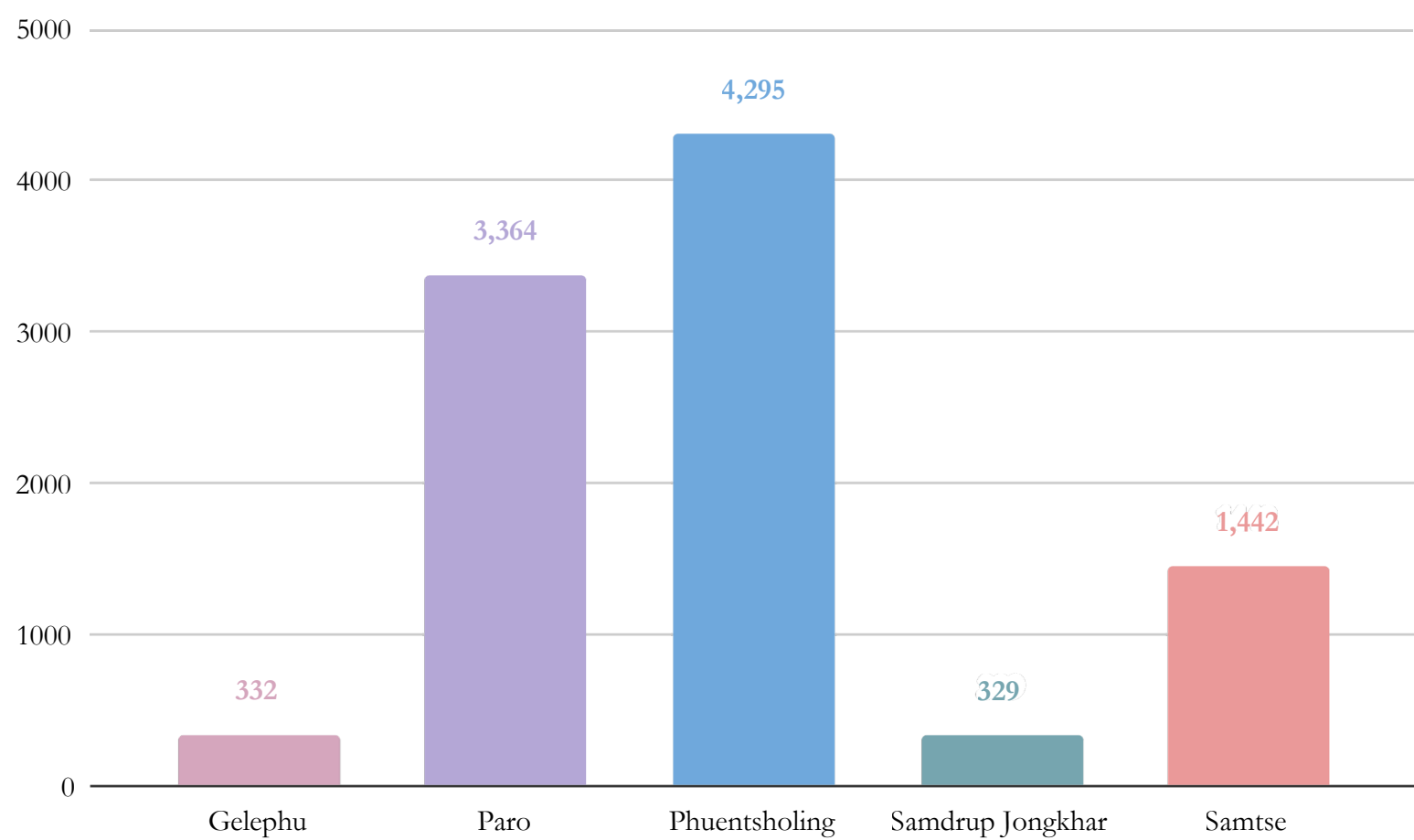


Monthly Tourist Arrival 2025 Vs 2026

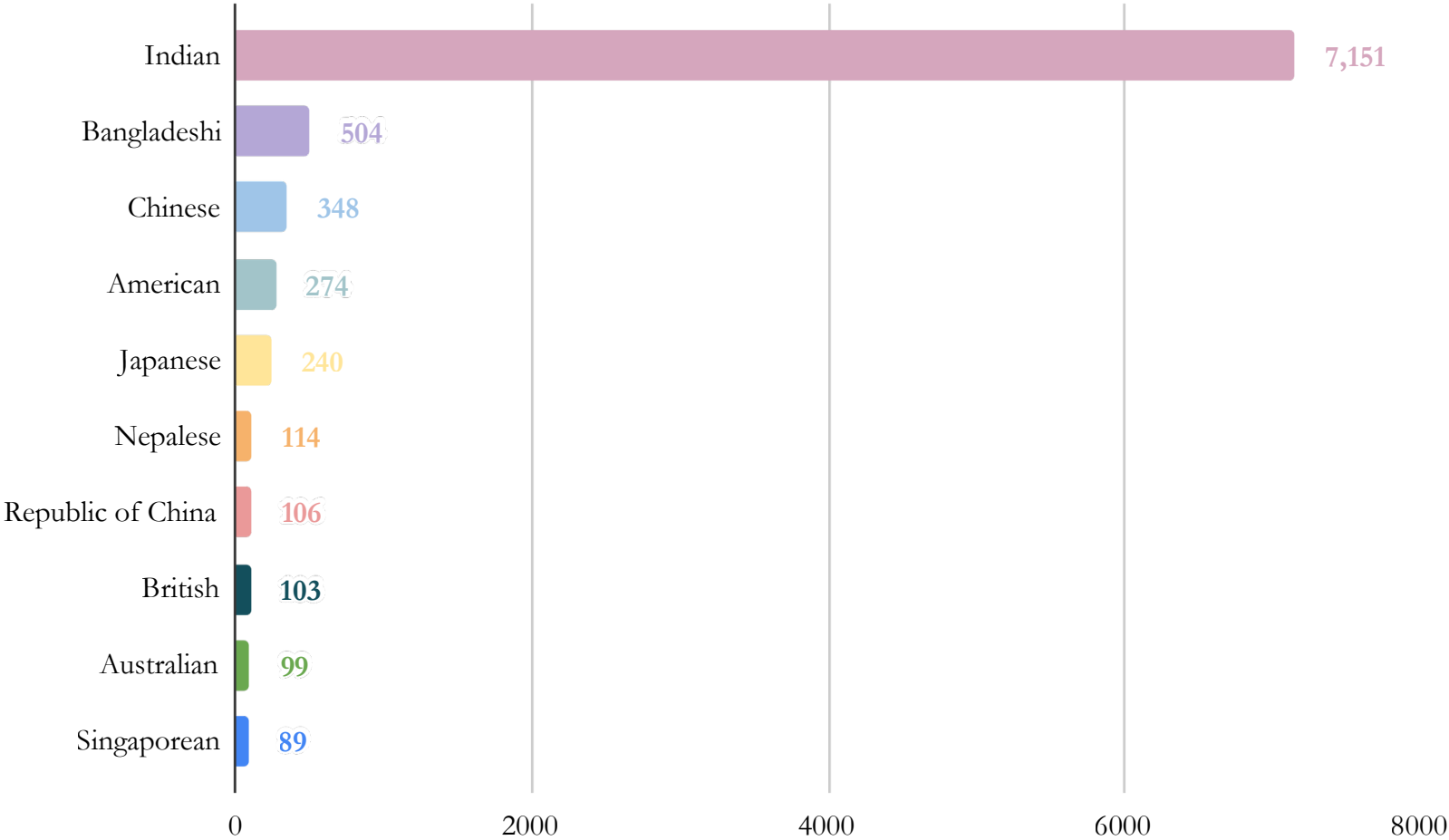


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Port of Entry: July

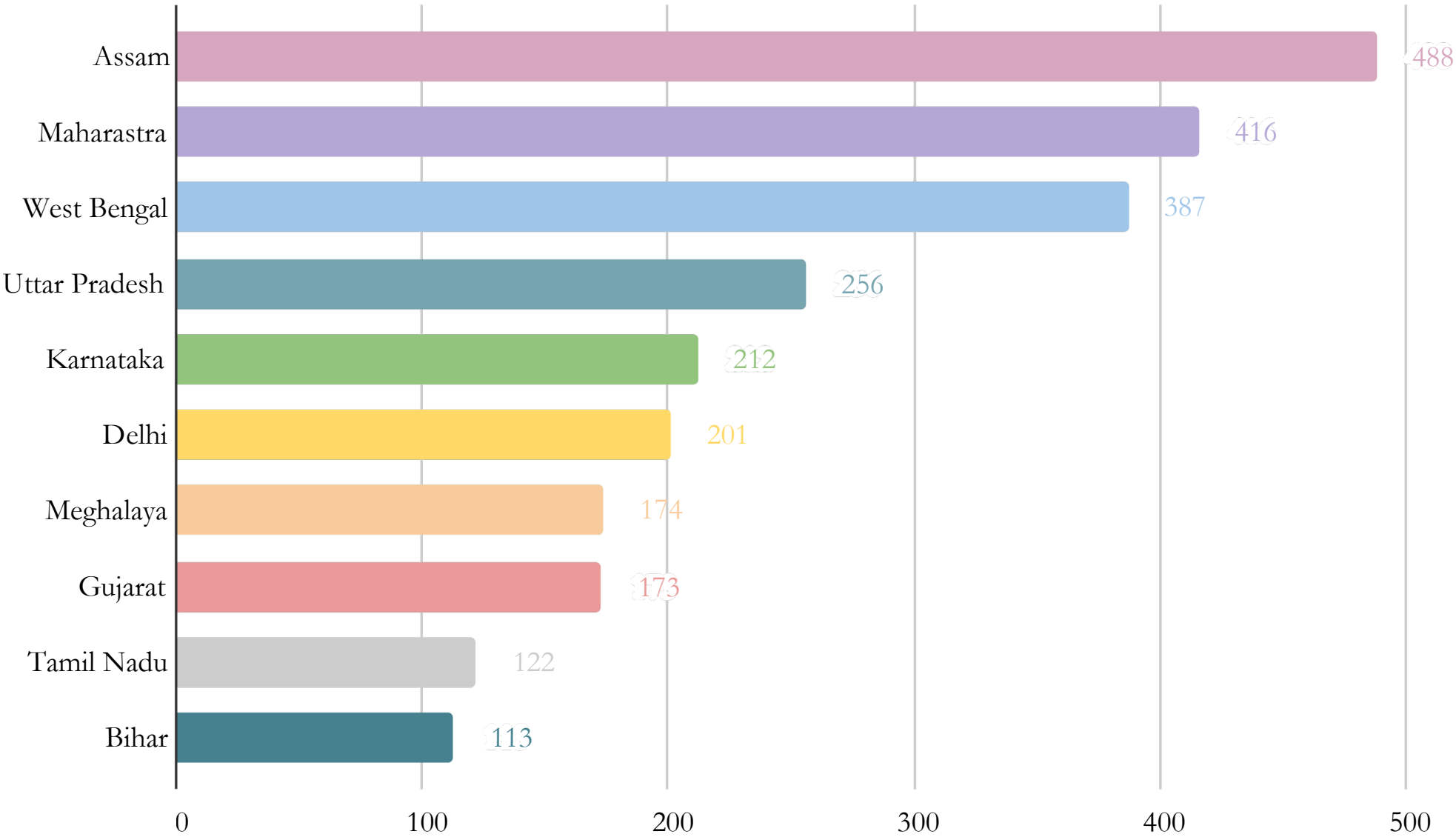


Top 10 Source Markets: July



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Top 10 Indian State/City: July



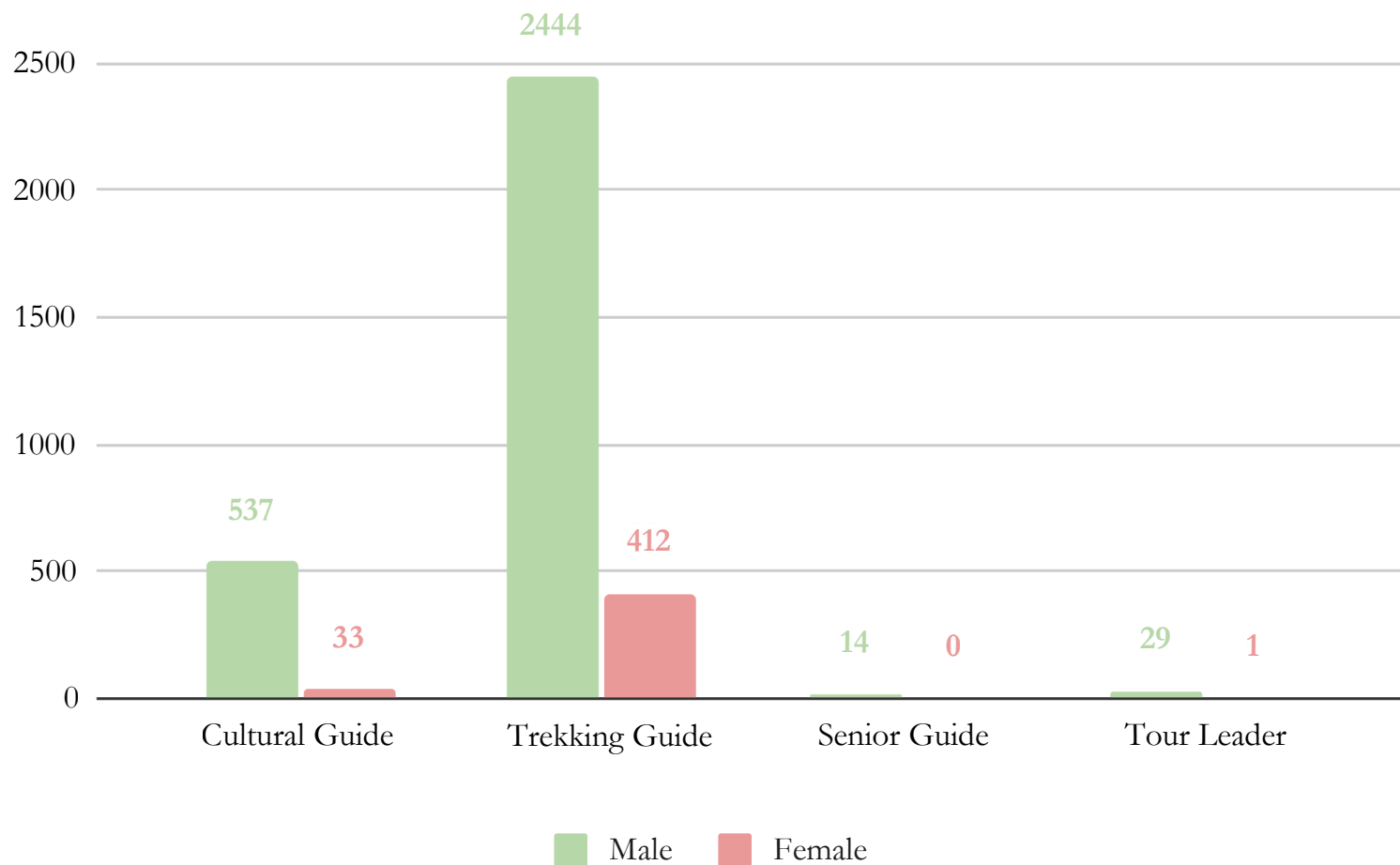
Note: The above data represents the data collected at 3 land ports only.

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Services

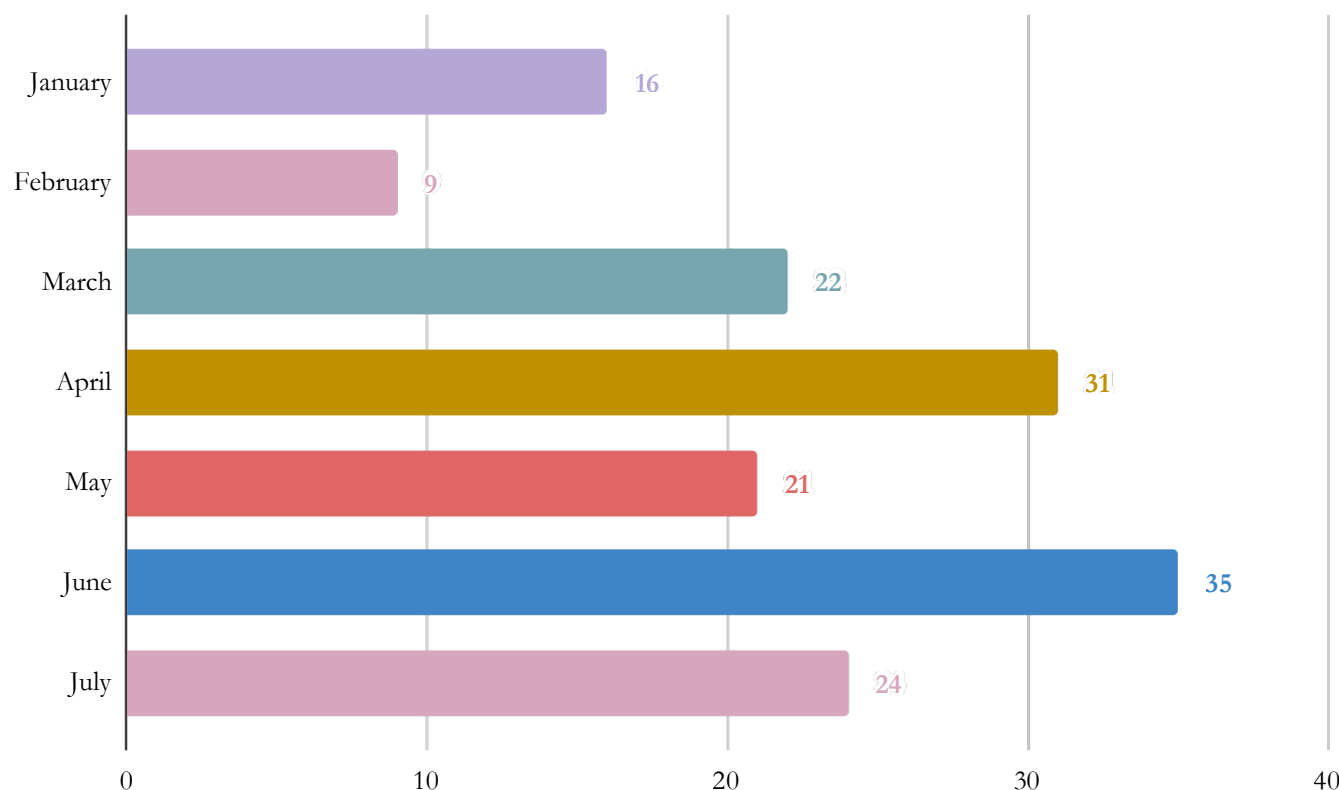
1. Tour Guide (3,470 as of July)

New Registered July: 21



2. Tour Operators (Total 1,721 as of July)

New Registered July: 24



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Services

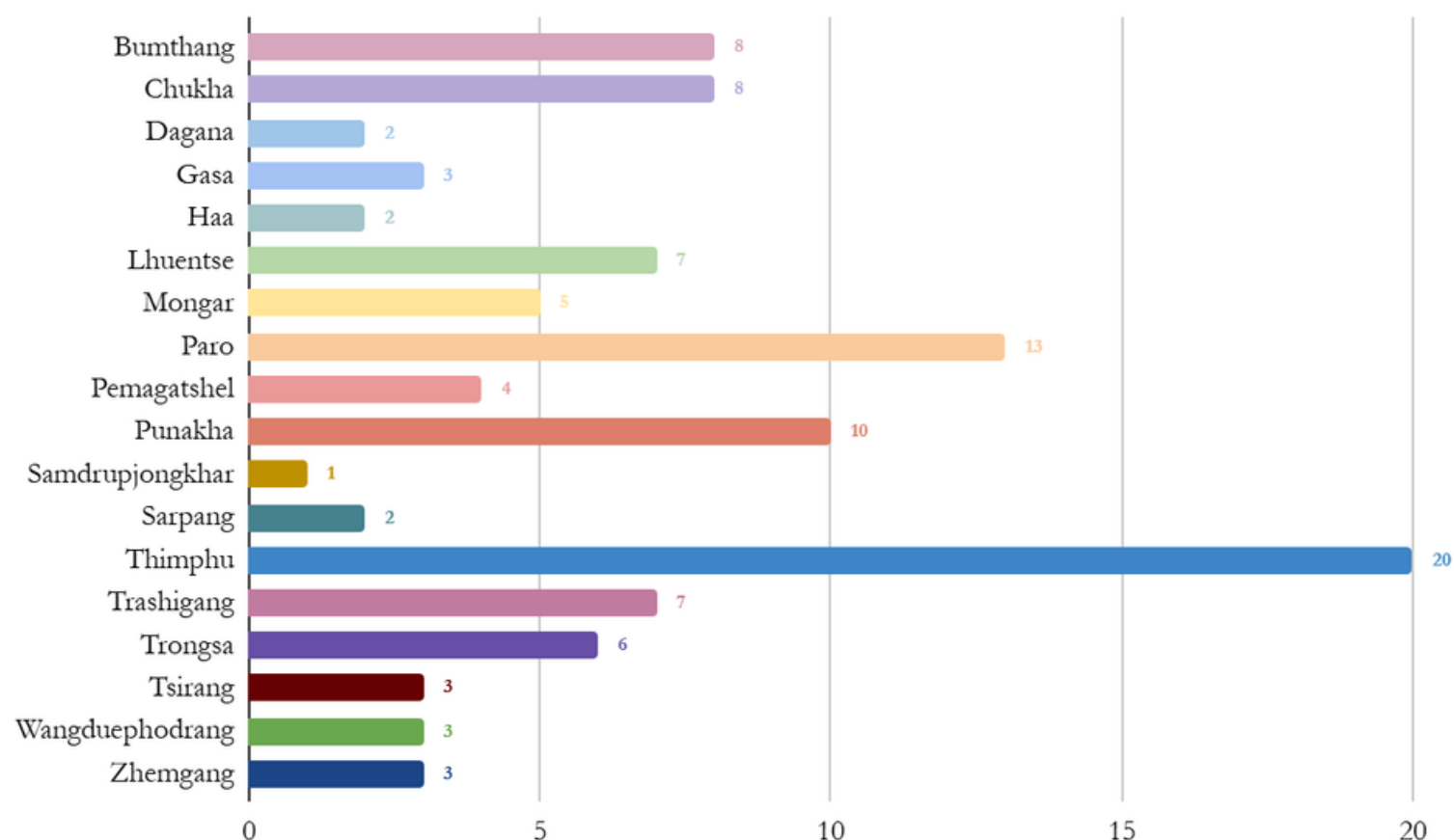
3. Accommodations Across Bhutan (459 as of July)

SN	Dzongkhang	Five Star (21)			Four Star (22)			Three Star (181)			Two Star(29)			One Star (7)			Village Home Stay (199)			Grand Total (459)		
		Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	VHS	Rooms	Beds	Accomo dation	Rooms	Beds
1	Bumthang	2	25	25	0	0	0	19	426	804	2	17	30	0	0	0	21	63	108	44	531	967
2	Chhukha	0	0	0	0	0	0	15	486	858	0	0	0	0	0	0	3	7	14	18	493	872
3	Dagana	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	5	9	19	5	9	19
4	Gasa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	27	54	12	27	54
5	Haa	0	0	0	0	0	0	4	72	140	2	21	23	0	0	0	16	46	92	22	139	255
6	Lhentse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	31	62	13	31	62
7	Mongar	0	0	0	0	0	0	3	64	128	0	0	0	0	0	0	3	5	10	6	69	138
8	Paro	6	201	308	6	170	319	46	920	1,288	4	45	20	1	13	20	18	45	90	81	1394	2,045
9	Pemagatshel	0	0	0	0	0	0	0	0	0	3	27	43	1	10	18	0	0	0	4	37	61
10	Punakha	5	49	84	2	65	121	14	306	538	5	61	110	1	7	12	28	75	149	55	563	1014
11	Samtse	0	0	0	0	0	0	1	14	28	0	0	0	1	8	15	0	0	0	2	22	43
12	S/jongkhar	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
13	Sarpang	0	0	0	0	0	0	1	26	39	3	20	31	0	0	0	0	0	0	4	46	70
14	Thimphu	5	268	369	14	492	867	63	1,631	1,827	4	60	126	1	34	58	6	14	28	93	2499	3275
15	Tashigang	0	0	0	0	0	0	2	43	86	1	0	0	1	4	8	16	40	80	20	87	174
16	Trashiyangtse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2	5	10	2	5	10
17	Trongsa	0	0	0	0	0	0	3	59	103	2	11	18	0	0	0	7	17	34	12	87	155
18	Tsirang	0	0	0	0	0	0	0	0	0	0	10	15	0	0	0	2	5	10	2	15	25
19	Wangdue	3	29	29	0	0	0	10	162	300	3	28	50	1	9	14	38	97	199	55	325	592
20	Zhemgang	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	9	24	48	9	24	48
	Total	21	572	815	22	727	1,307	181	4,209	6,139	29	300	466	7	85	145	199	510	1007	459	6403	9879

Note: The above data includes the Department of Tourism (DoT) certified accommodations only

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Restrooms Across Bhutan (107)



Restroom Location Map- [LINK](#)

Website and Social Media Analytics

1. Top 5 visited links on bhutan.travel

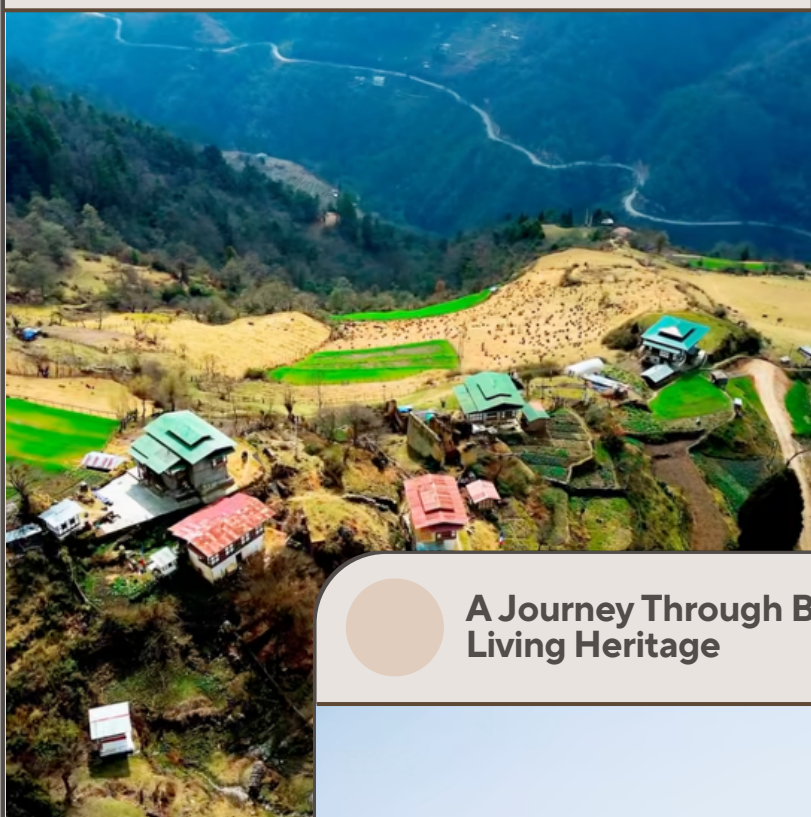
- 1 Announcements (<https://bhutan.travel/announcements>)
- 2 Visa (<https://bhutan.travel/visa>)
- 3 Visit Bhutan (<https://bhutan.travel/visit>)
- 4 FAQs (<https://bhutan.travel/faqs>)
- 5 Travel Trade (<https://bhutan.travel/travel-trade>)

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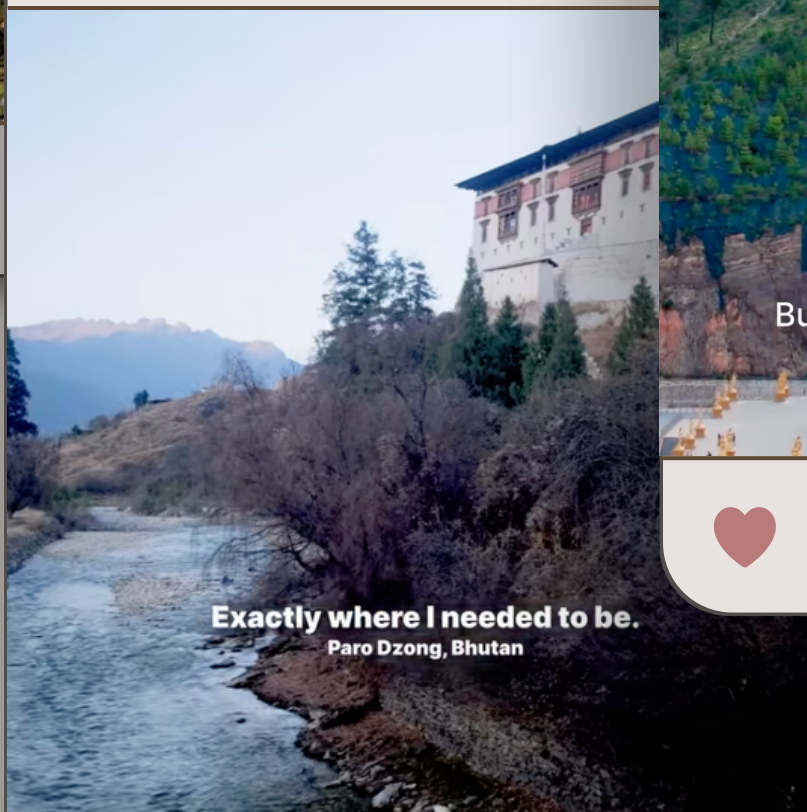
2. Top 3 Facebook Posts of July

1/1

Discover a Different Kind of Journey



A Journey Through Bhutan's Living Heritage

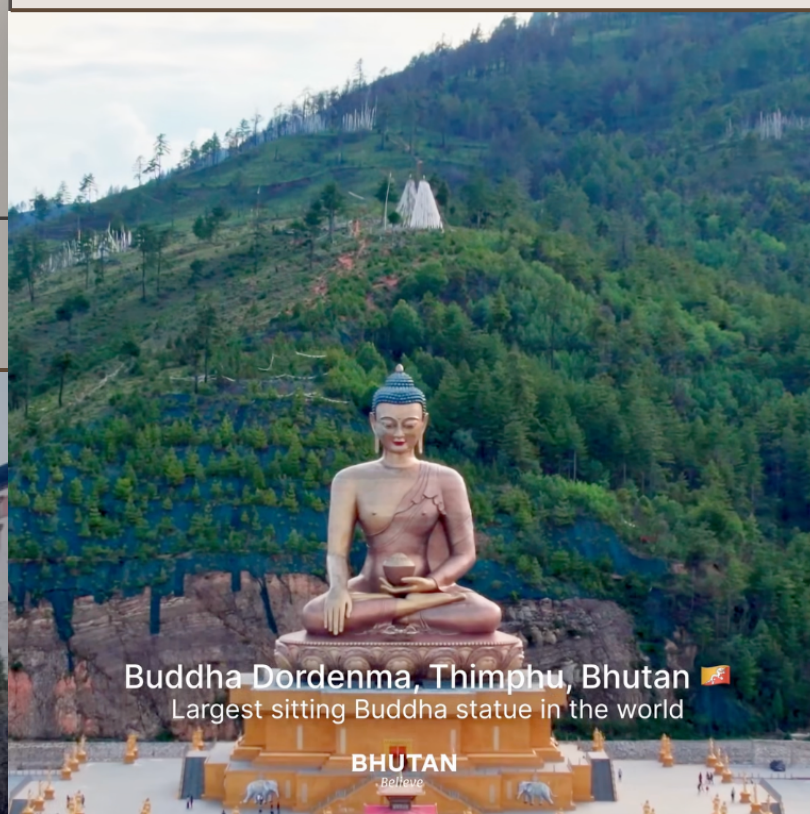


Exactly where I needed to be.
Paro Dzong, Bhutan



1/2

A Moment of Stillness in Bhutan



Buddha Dordenma, Thimphu, Bhutan 🇧🇹
Largest sitting Buddha statue in the world

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3. Top 3 Instagram Posts of July



1/1

The Spiritual Journey of Bhutan

1/2

Bhutan: Where Every Journey is Meaningful



Buddha Dordenma, Thimphu, Bhutan 
Largest sitting Buddha statue in the world

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The Journey Within

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4. Highlight Coverage in Travel Publication



SPICEROADS CYCLING

TRIP NOTES: BHUTAN HERITAGE WITH
GÜNTER KAST

[\(LINK\)](#)



**BHUTAN BEYOND TIGER'S NEST: A SLOWER JOURNEY
THROUGH PARO, THIMPHU AND PUNAKHA**

[\(LINK\)](#)



THE  TIMES

**22 OF THE WORLD'S BEST
LUXURY HOLIDAY
DESTINATIONS**

[\(LINK\)](#)

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4. Highlight Coverage in Travel Publication



VISAVERGE

BHUTAN'S SUSTAINABLE
DEVELOPMENT FEE
REDUCES TO \$100 FOR
INTERNATIONAL VISITORS

([LINK](#))



BHUTAN OR NEPAL: WHICH HIMALAYAN KINGDOM SHOULD
YOU VISIT FIRST?

UNDISCOVERED
DESTINATIONS

([LINK](#))



BEST BHUTAN
TOURS

BHUTAN TOURISM
STATISTICS: THE COMPLETE
HISTORICAL RECORD (1974-
2026)

([LINK](#))

Contact Us



+975-02-323252 / +975 17661974



hosts@tourism.gov.bt



Tarayana Building Chubachu

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