

**BHUTAN**  
*Believe*



# MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

JANUARY 2026

བཟུ་བཤམ་ལས་ཁུངས།  
**DEPARTMENT OF TOURISM**

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

# Monthly Tourism Bulletin of Bhutan

## Tourist Arrival

January Arrival: 2025 Vs 2026

10,627

↑ 5,676 Vs January, 2025

ALOS : January



Average Length of Stay

Indian



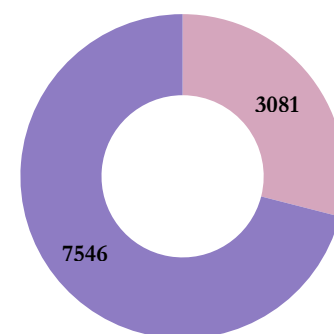
Days

COTI



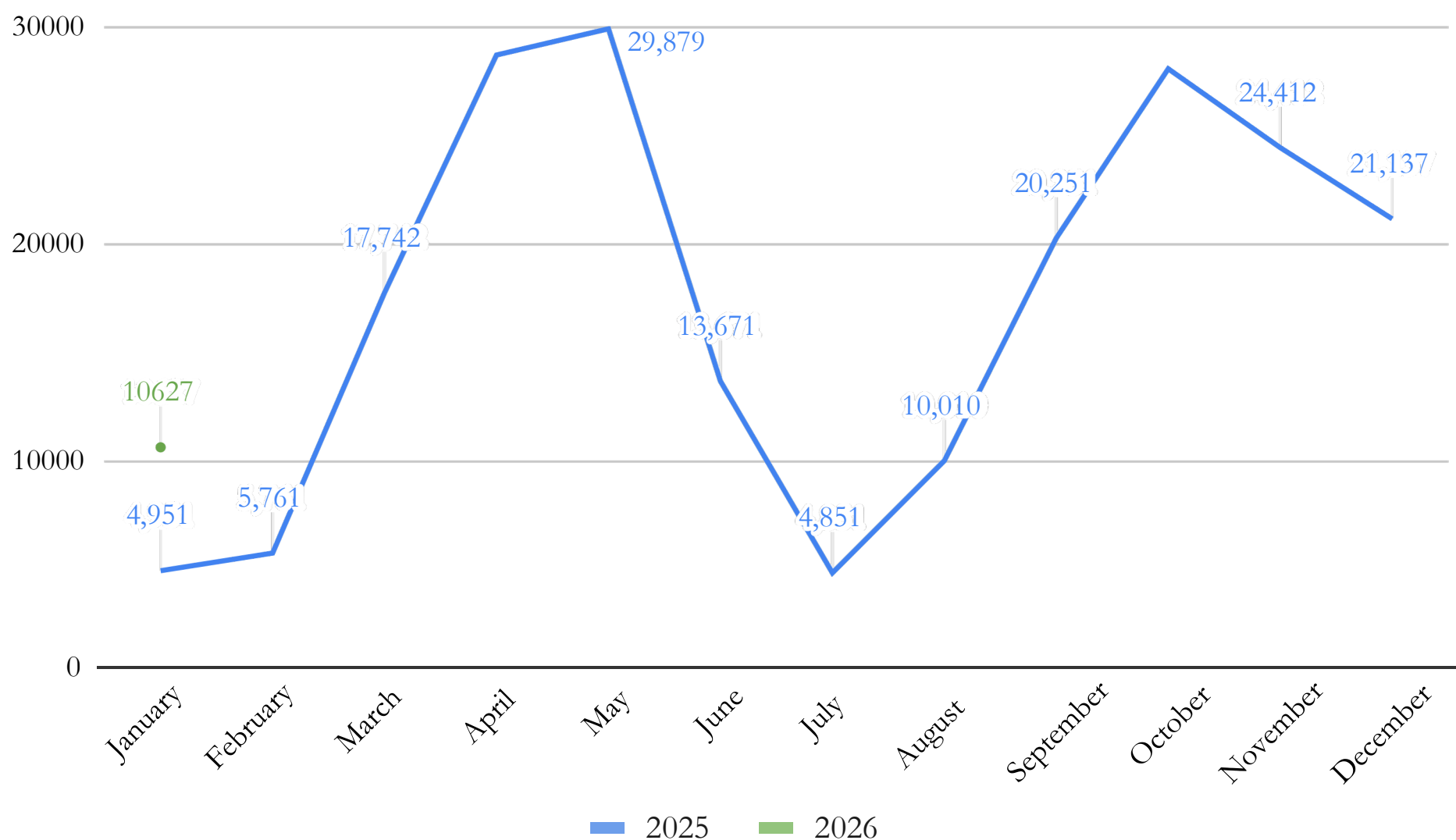
Days

Tourist Category : January



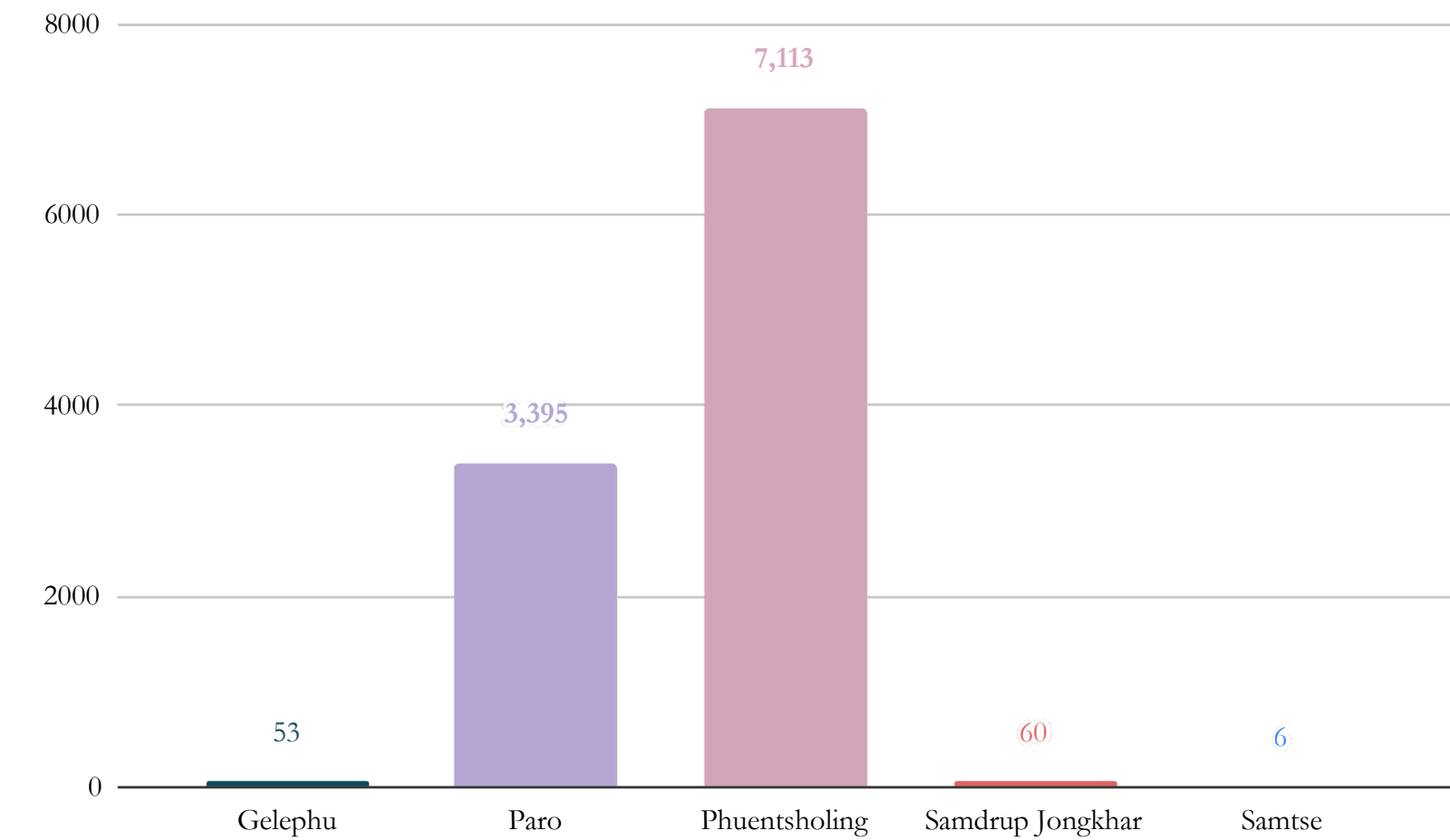
● Countries other than India ● Indian

## Monthly Tourist Arrival 2025 Vs 2026

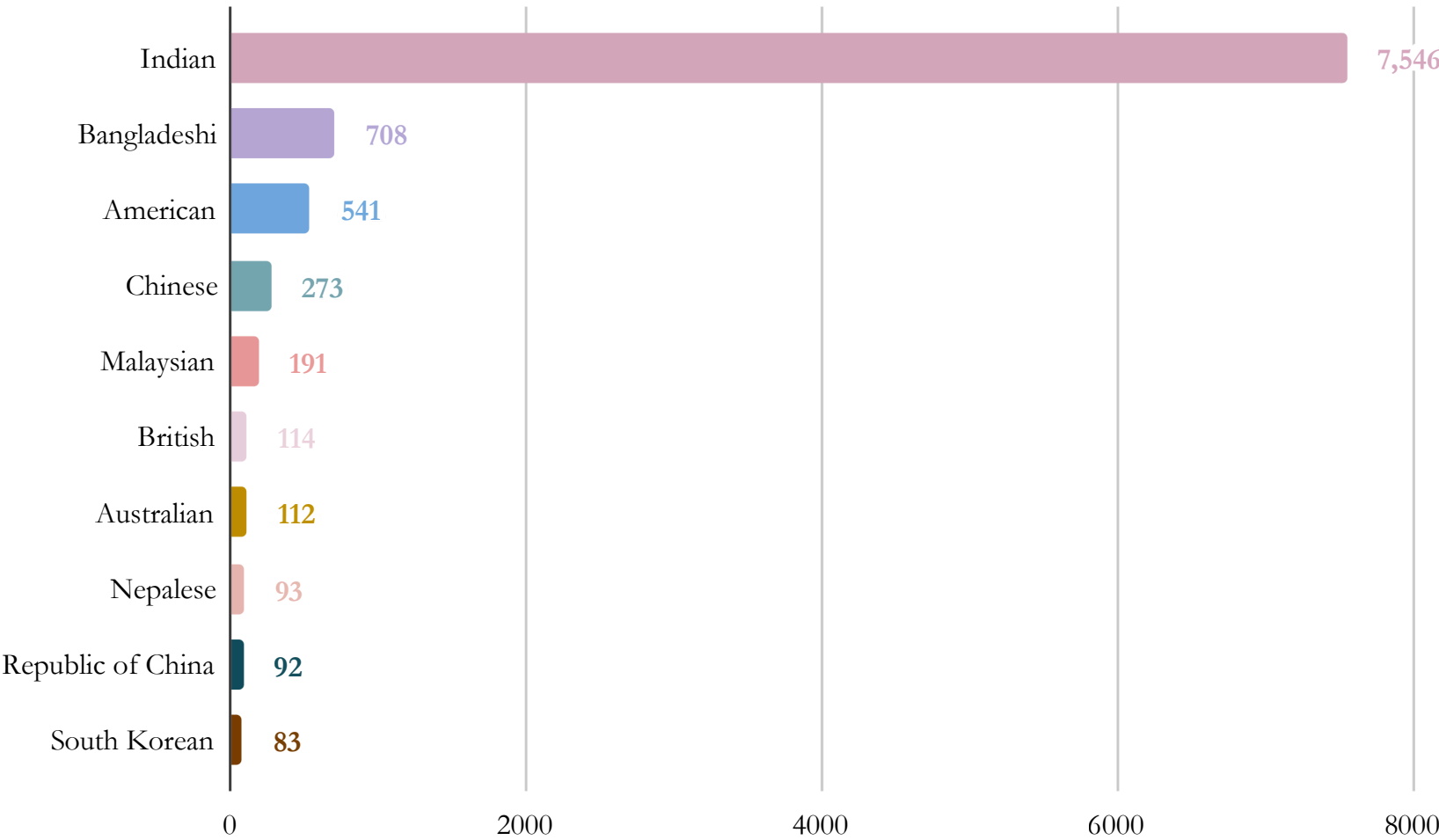


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## Port of Entry: January



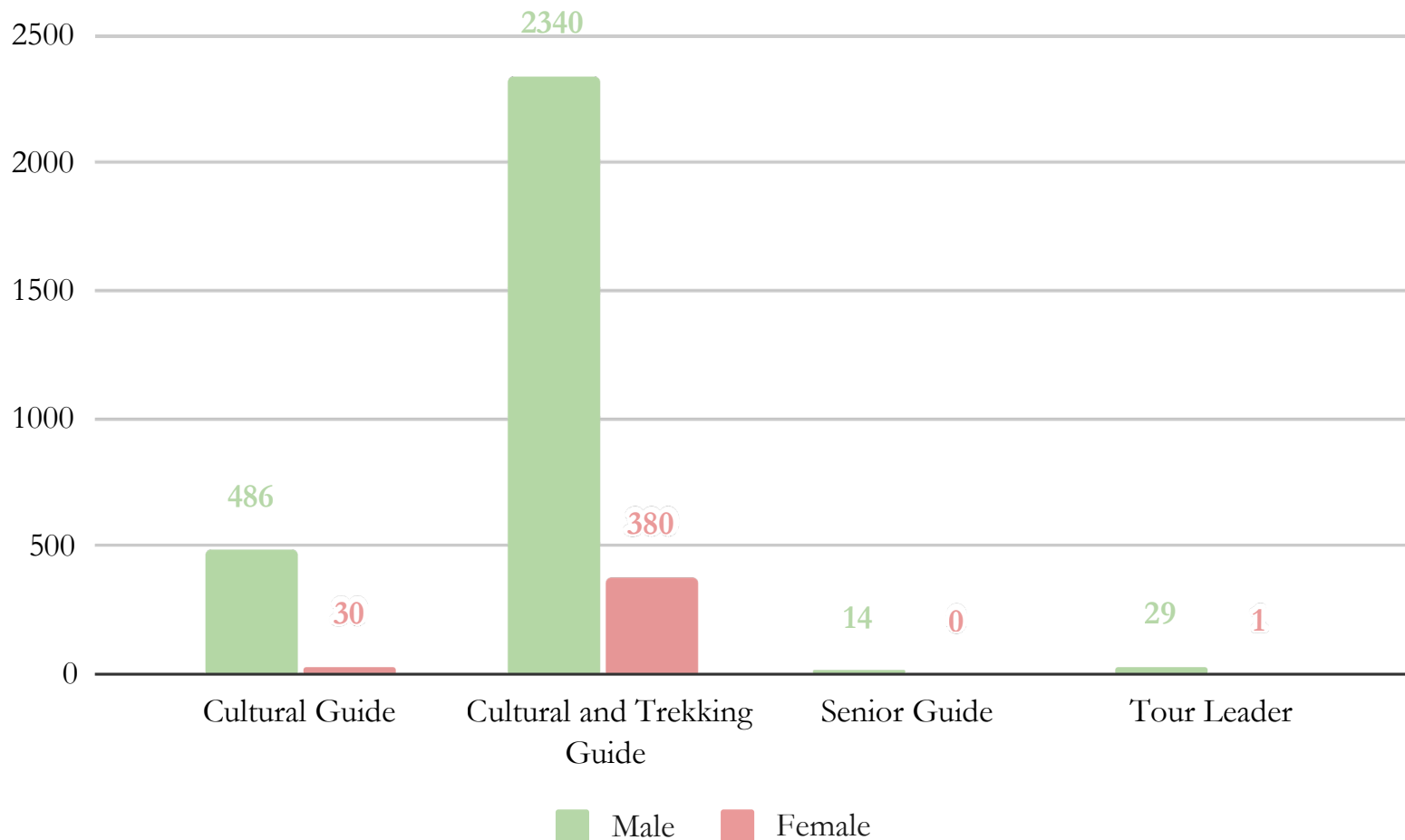
## Top 10 Source Markets: January



# Monthly Tourism Bulletin of Bhutan

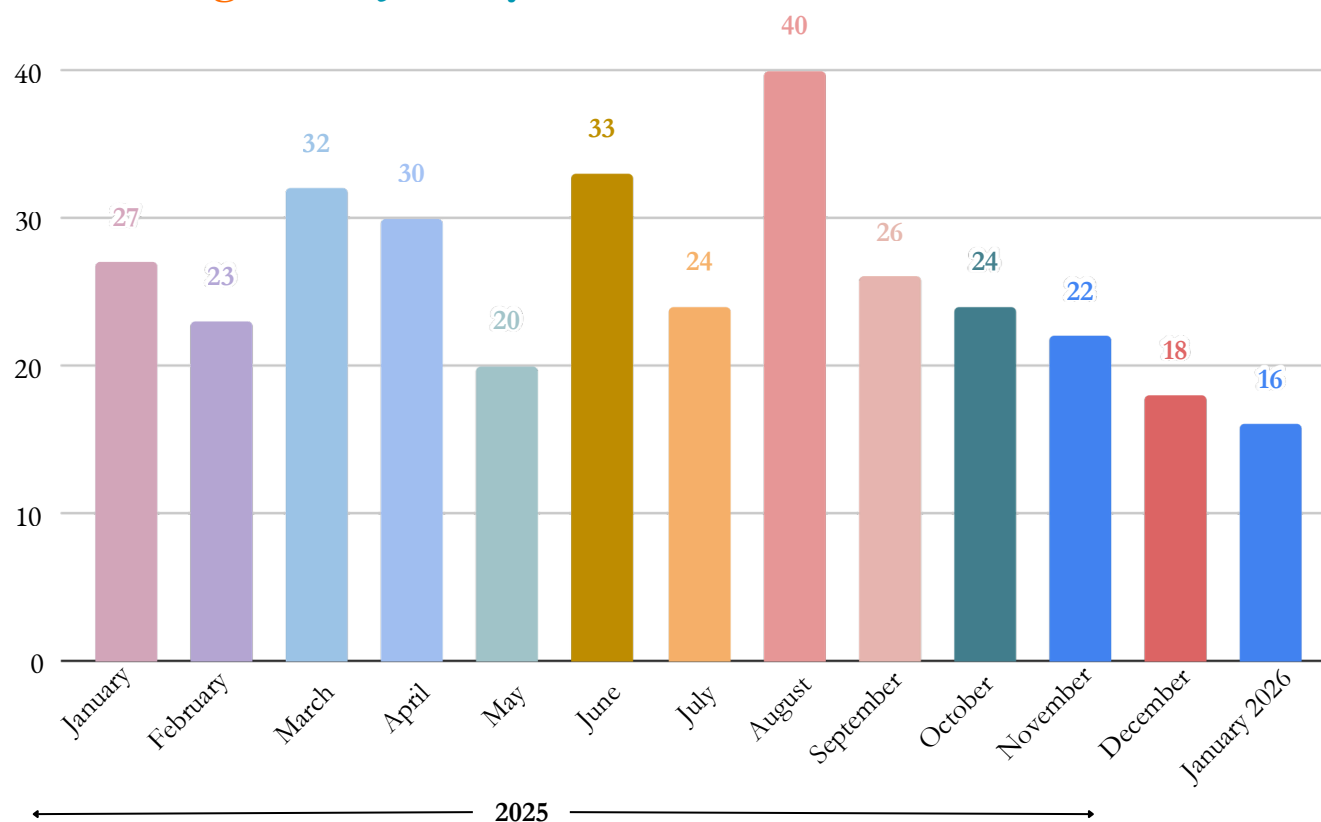
## Services

### 1. Tour Guide (3,280 as of January)



### 2. Tour Operators (Total 2,930 as of January)

New Registered January: 16





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## Services

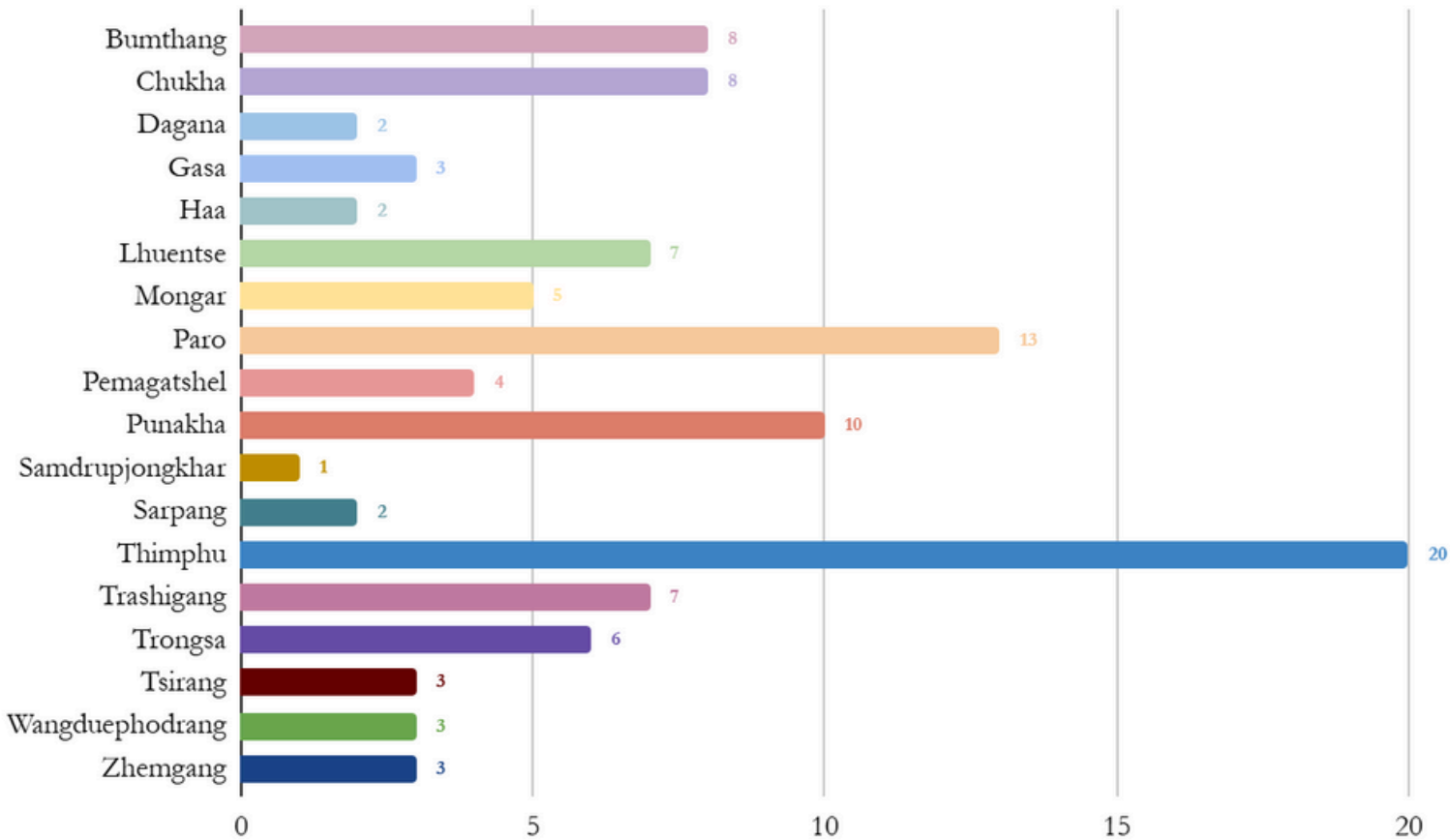
### 3. Accommodations Across Bhutan (442 as of January)

SN	Dzongkhang	Five Star (20)			Four Star (23)			Three Star (182)			Two Star(28)			One Star (7)			Village Home Stay (182)			Grand Total (442)		
		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	31	93	186	54	561	1,045
2	Chhukha	0	0	0	0	0	0	15	486	858	0	0	0	0	0	0	5	15	30	20	501	888
3	Dagana	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	3	9	18	3	9	18
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	4	72	140	2	21	23	0	0	0	17	51	102	23	144	265
6	Lhentse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	39	78	13	39	78
7	Mongar	0	0	0	0	0	0	3	64	128	0	0	0	0	0	0	1	3	6	4	67	134
8	Paro	6	201	308	6	170	319	46	920	1,288	4	45	20	1	13	20	18	54	108	81	1,403	2,063
9	Pemagatshel	0	0	0	0	0	0	0	0	0	5	27	43	1	10	18	0	0	0	6	37	61
10	Punakha	4	49	84	2	65	121	14	306	538	5	61	110	1	7	12	23	69	138	49	557	1,003
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	15	492	867	64	1,631	1,827	2	60	126	1	34	58	4	12	24	91	2,497	3,271
15	Tashigang	0	0	0	0	0	0	2	43	86	0	0	0	1	4	8	17	51	102	20	98	196
16	Trashiyangtse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	4	12	24	4	12	24
17	Trongsa	0	0	0	0	0	0	3	59	103	1	11	18	0	0	0	1	3	6	5	73	127
18	Tsirang	0	0	0	0	0	0	0	0	0	1	10	15	0	0	0	0	0	0	1	10	15
19	Wangdue	3	29	29	0	0	0	10	162	300	3	28	50	1	9	14	33	99	198	50	327	591
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	182	4,209	6,139	28	300	463	7	85	145	182	546	1,092	442	6,439	9,964

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

# Monthly Tourism Bulletin of Bhutan

## 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>)



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## 2. Top 3 Facebook Posts of January





# Monthly Tourism Bulletin of Bhutan

## 3. Top 3 Instagram Posts of January



1/1

*Seeing Life Differently*



1/2

*The Bhutanese Way*



1/3

*A Season of Stillness*



# Monthly Tourism Bulletin of Bhutan

#### 4. Highlight Coverage in Travel Publication



# BHUTAN TOURISM UPDATE: STRONG H2 SURGE, AVIATION MILESTONES, AND HIGH- END HOTEL PIPELINE

**(LINK)**



# BHUTAN ACHIEVES 44.3% SURGE IN TOURIST ARRIVALS IN 2025 AMID STRATEGIC MARKET DIVERSIFICATION

**(LINK)**



# BHUTAN'S TOURISM BOOMS IN 2025 WITH 44% INCREASE IN ARRIVALS, SIGNALING A STRONG COMEBACK FOR THE KINGDOM OF THE THUNDER DRAGON

**(LINK)**





# Monthly Tourism Bulletin of Bhutan

## 4. Highlight Coverage in Travel Publication



**BHUTAN'S HIGH-VALUE,  
LOW-IMPACT TOURISM:  
HOW THE HIMALAYAN  
KINGDOM IS LEADING THE  
CHARGE FOR SUSTAINABLE  
TRAVEL**

[\(LINK\)](#)



**PUNAKHA STEPS INTO THE  
NIGHT SKY WITH BHUTAN'S  
FIRST ASTROTOURISM  
INITIATIVE, OFFERING  
STARGAZING AMID  
STUNNING HIMALAYAN  
LANDSCAPES**

[\(LINK\)](#)



**BHUTAN ATTRACTS  
TRAVELLERS AS FOCUS TURNS  
FROM MASS TOURISM TO  
CULTURAL AUTHENTICITY**

[\(LINK\)](#)



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