

BHUTAN
Believe



MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

JANUARY 2026

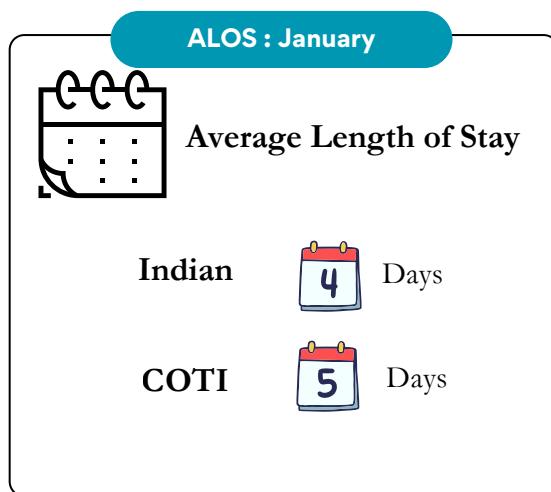
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DEPARTMENT OF TOURISM

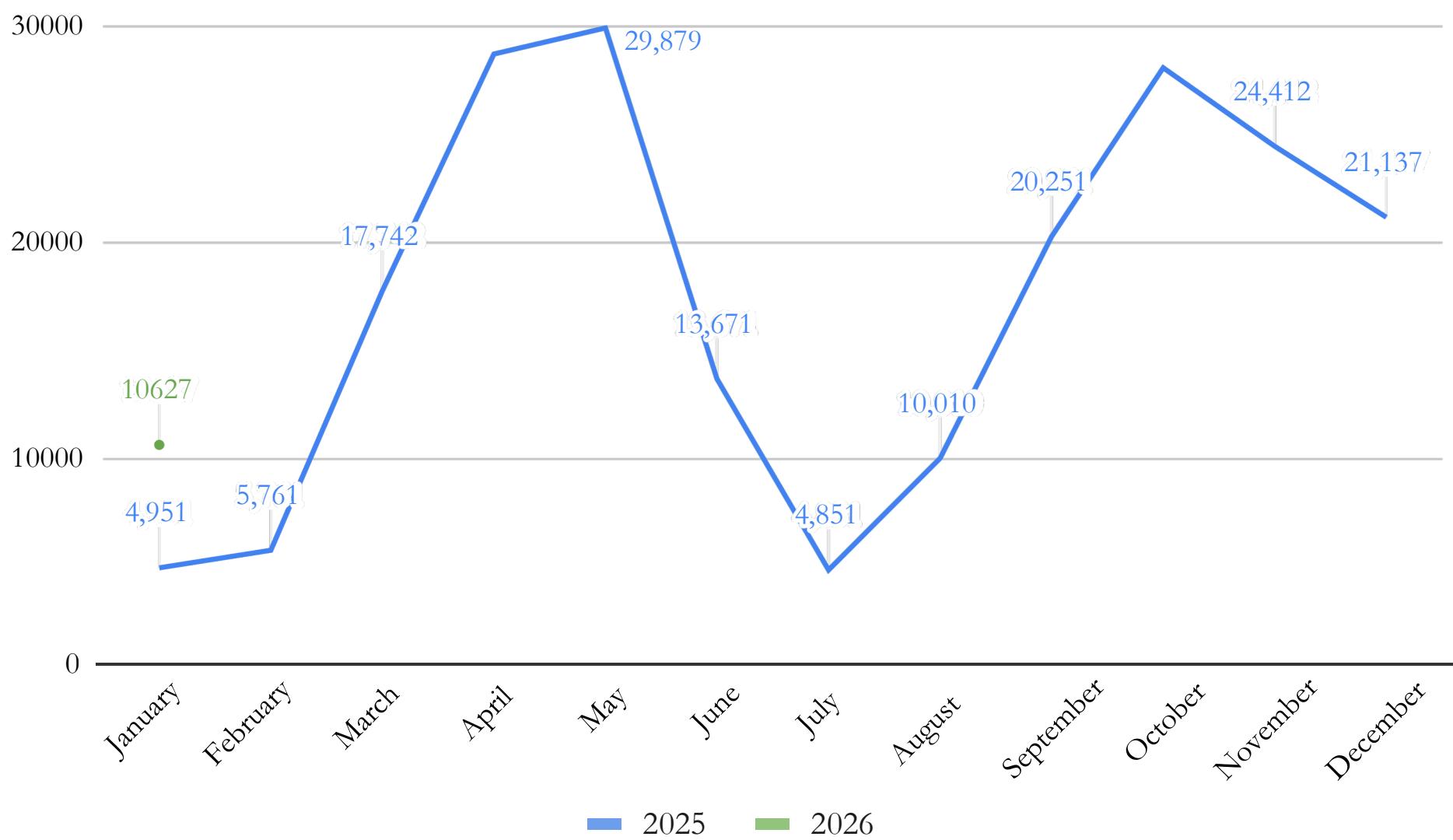
MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

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Tourist Arrival

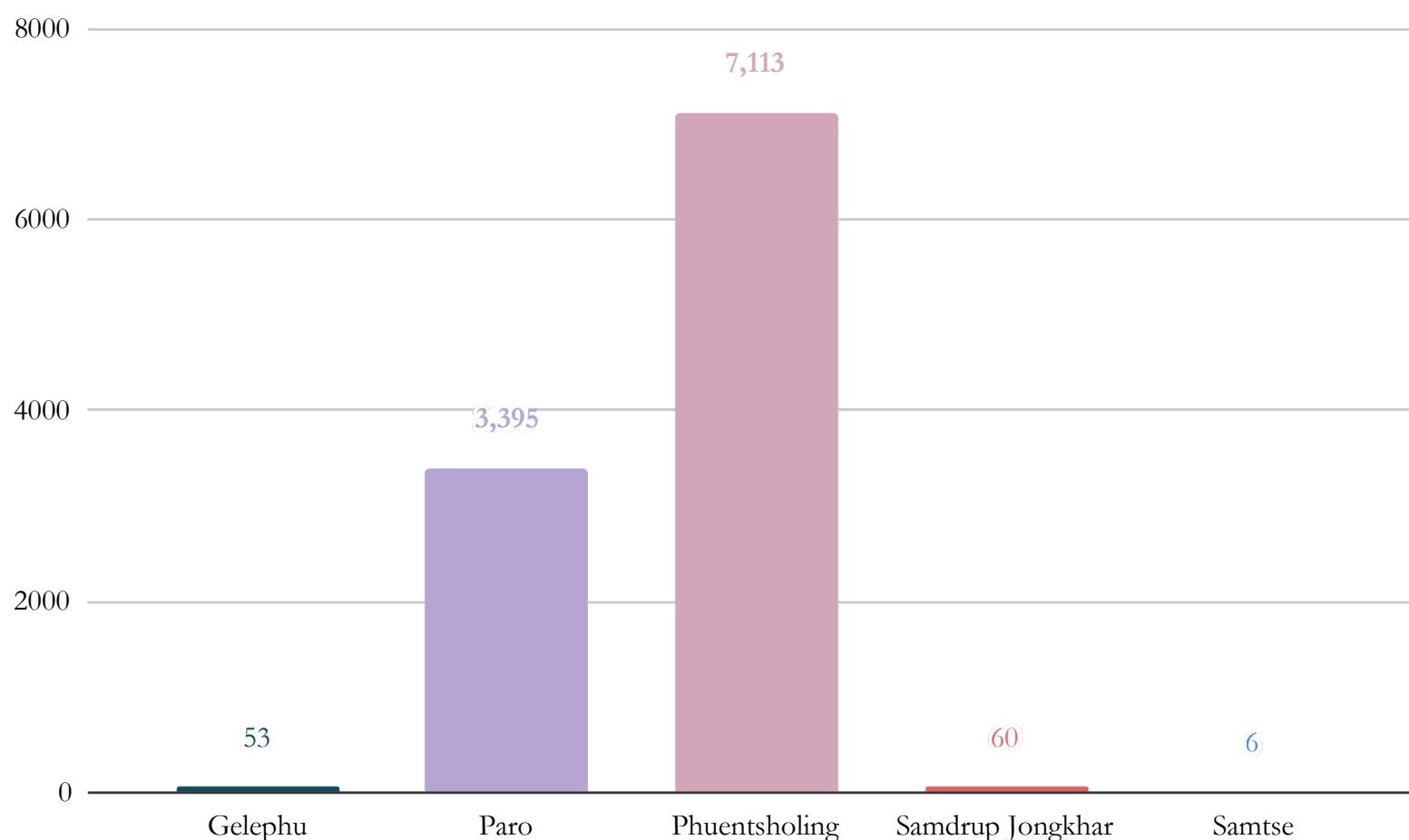


Monthly Tourist Arrival 2025 Vs 2026

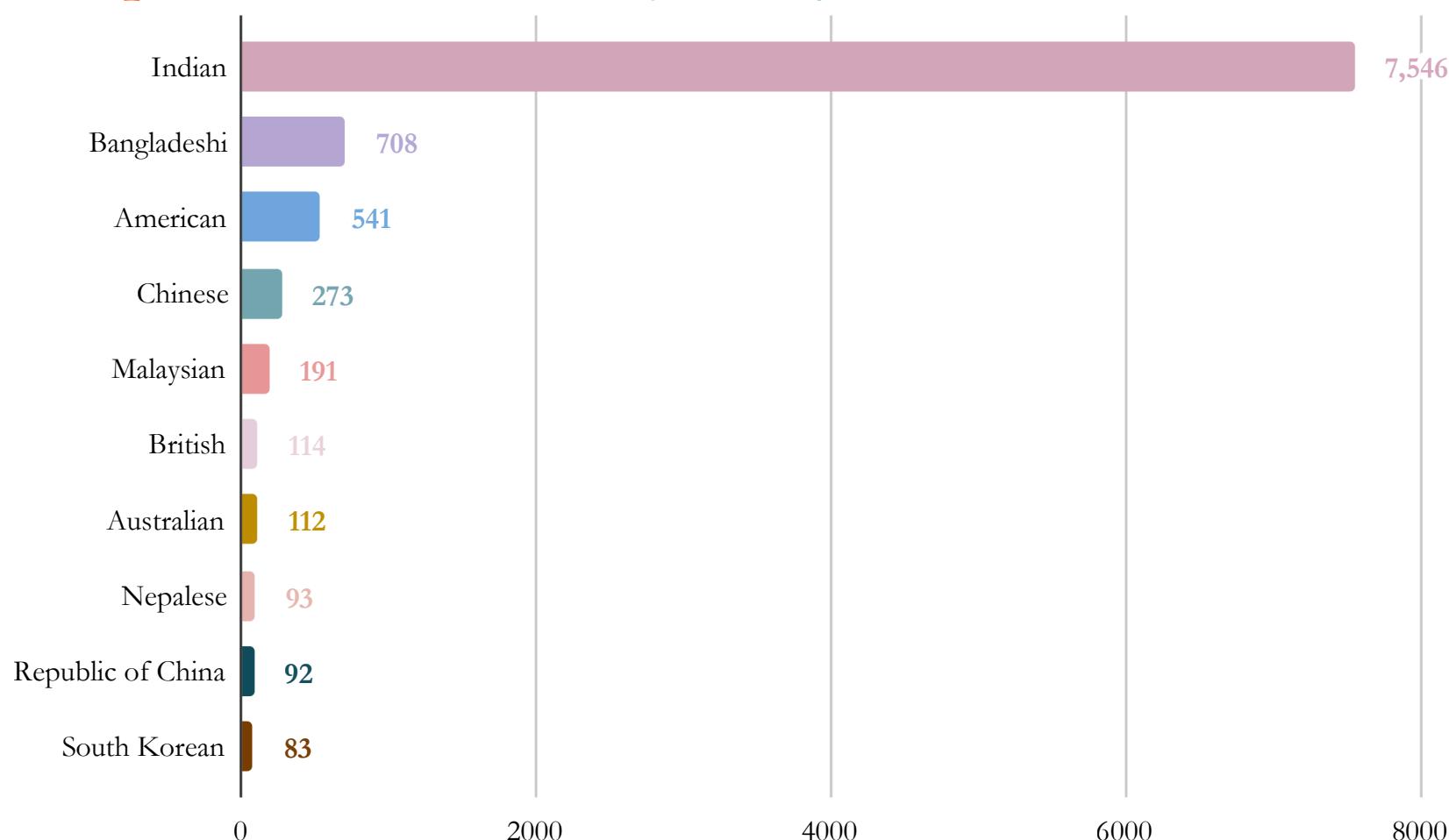


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Port of Entry: January



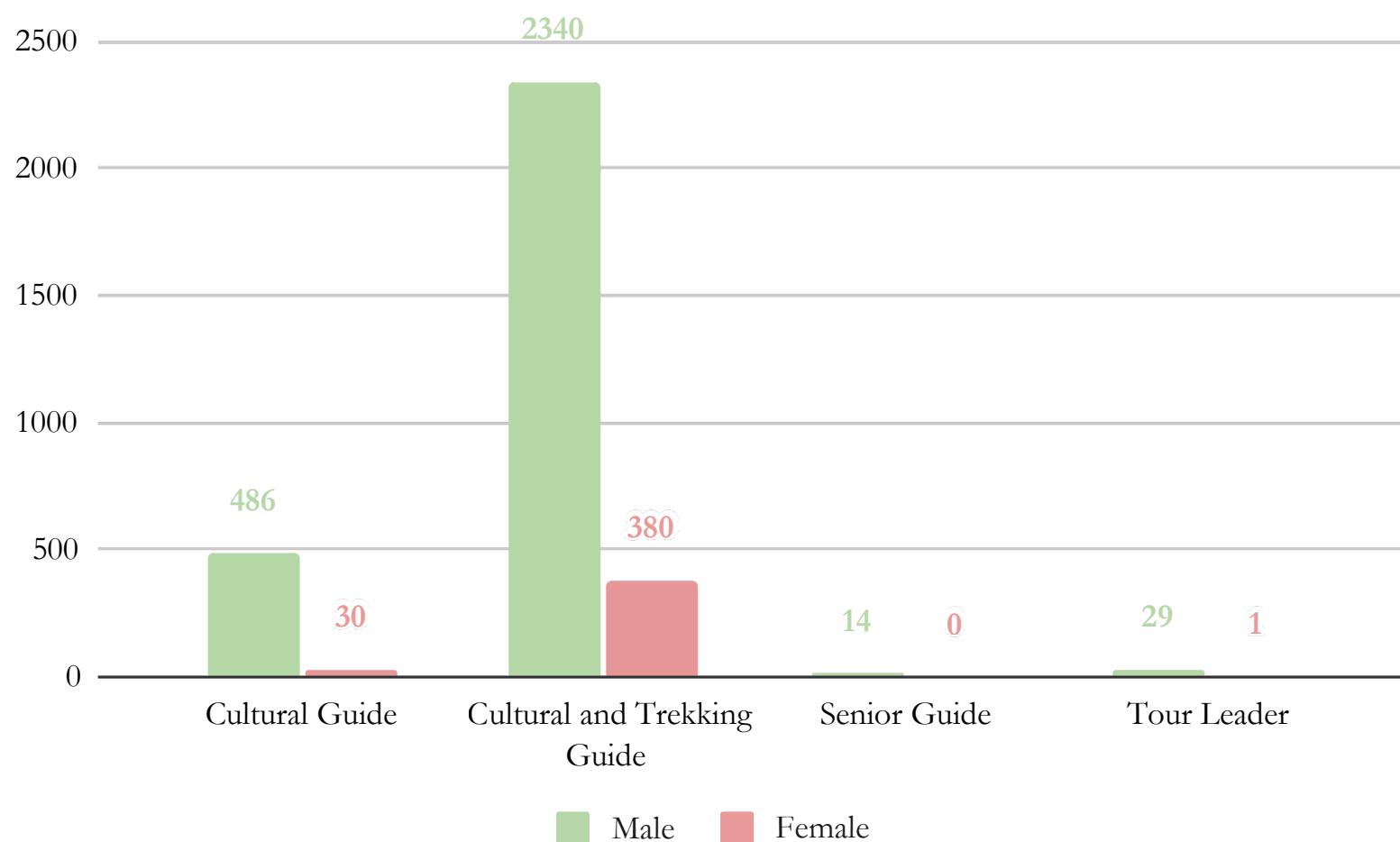
Top 10 Source Markets: January



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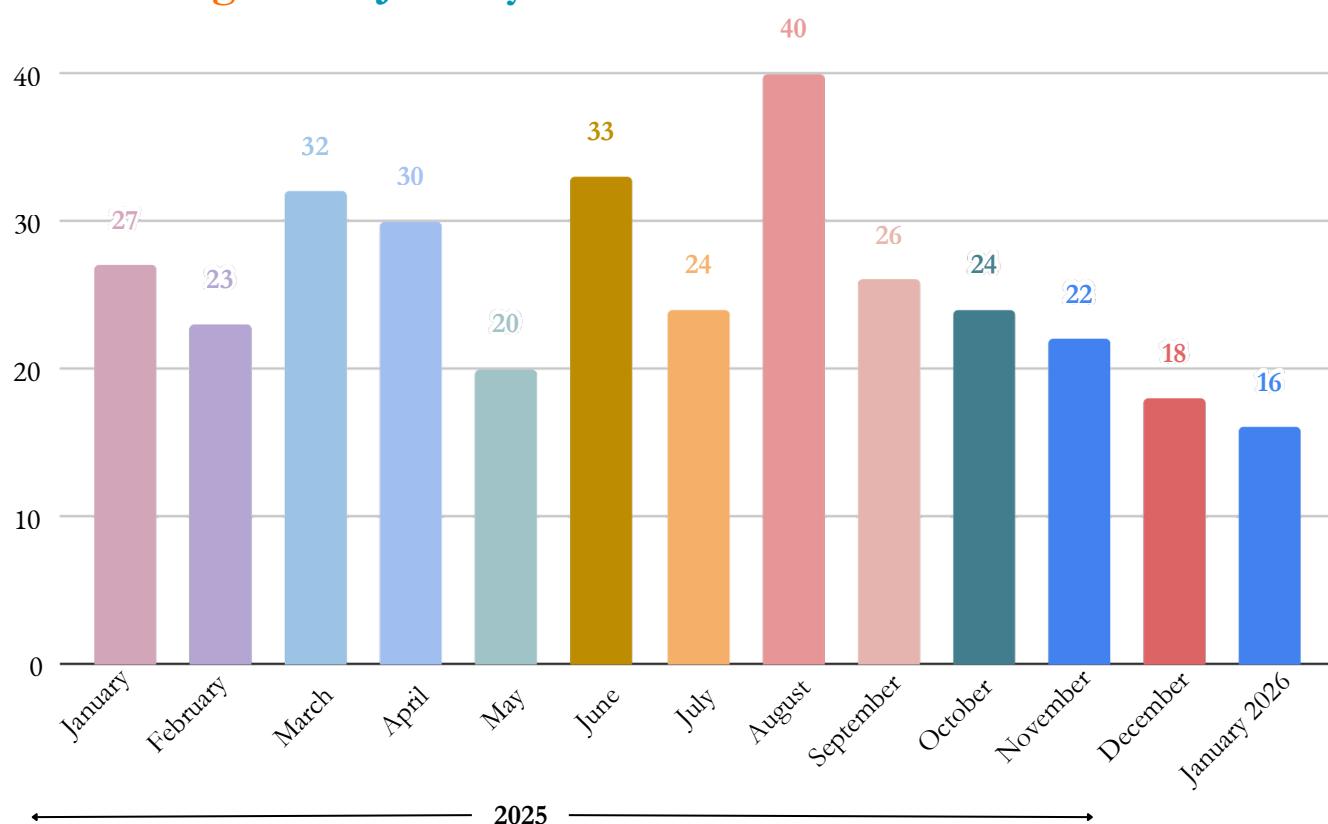
Services

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

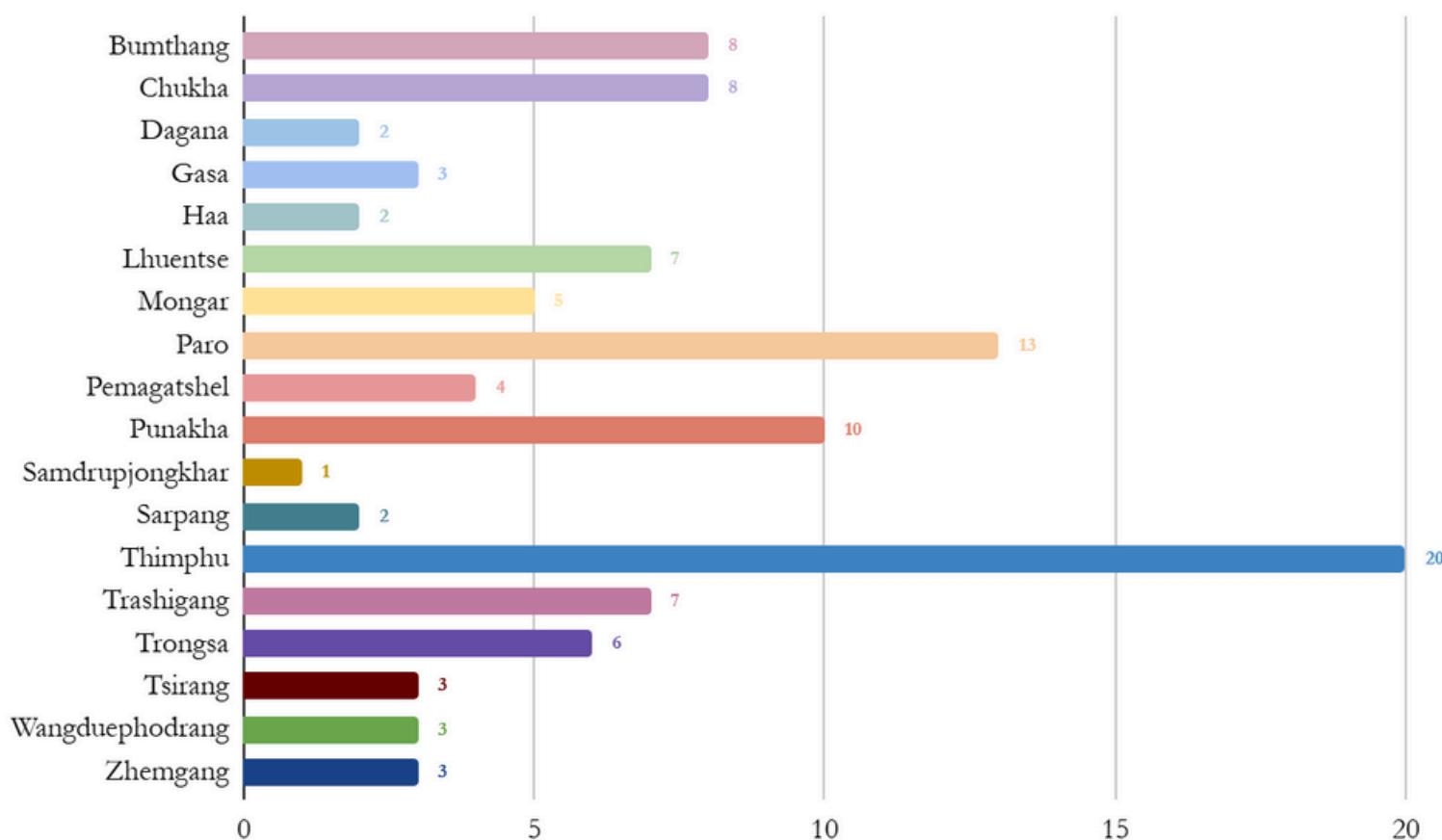
3. Accommodations Across Bhutan (442 as of January)

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	Accommodation	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

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Restrooms Across Bhutan



Website and Social Media Analytics

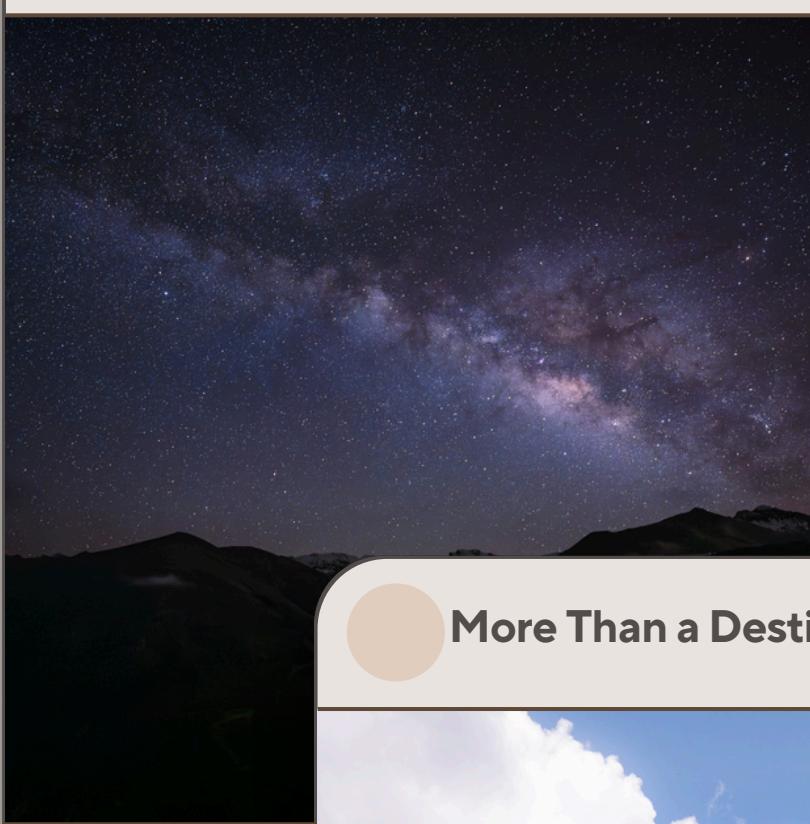
1. Top 5 visited links on bhutan.travel

- 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

1/1

Stargazing in Bhutan**More Than a Destination**

1/2

Black-Necked Crane Countdown Post

1/3

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3. Top 3 Instagram Posts of January



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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

[\(LINK\)](#)

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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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