

BHUTAN
Believe



MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

AUGUST 2026

བཙུ་བཤའ་ལས་ཁུངས།
DEPARTMENT OF TOURISM

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

Tourist Arrival

August Arrival: 2025 Vs 2026

10,486

476 Vs August, 2025

ALOS : August



Average Length of Stay

Indian



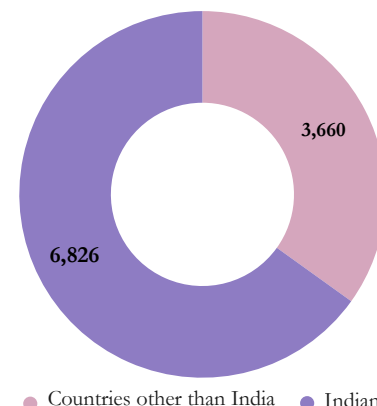
Days

COTI

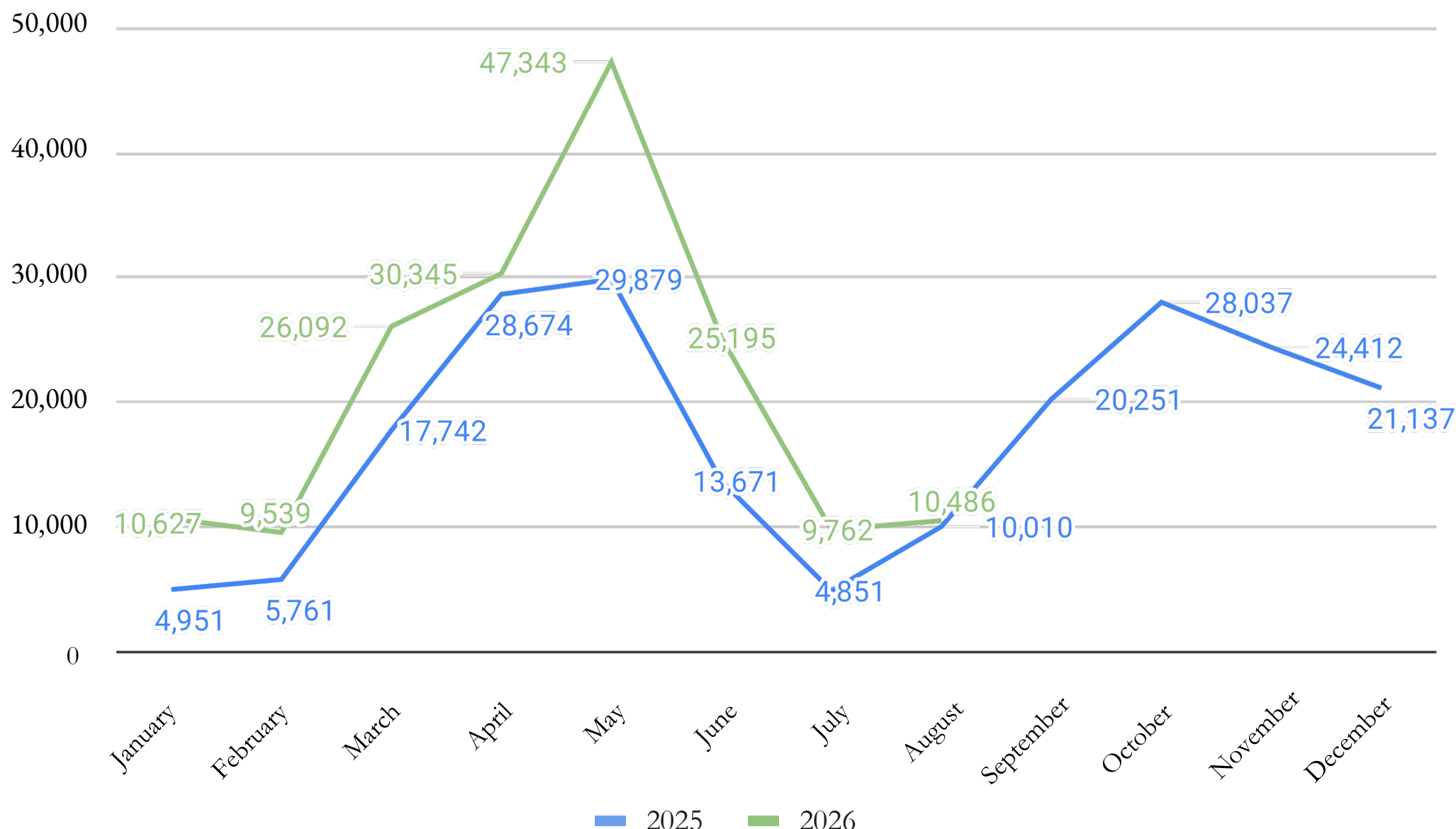


Days

Tourist Category : August

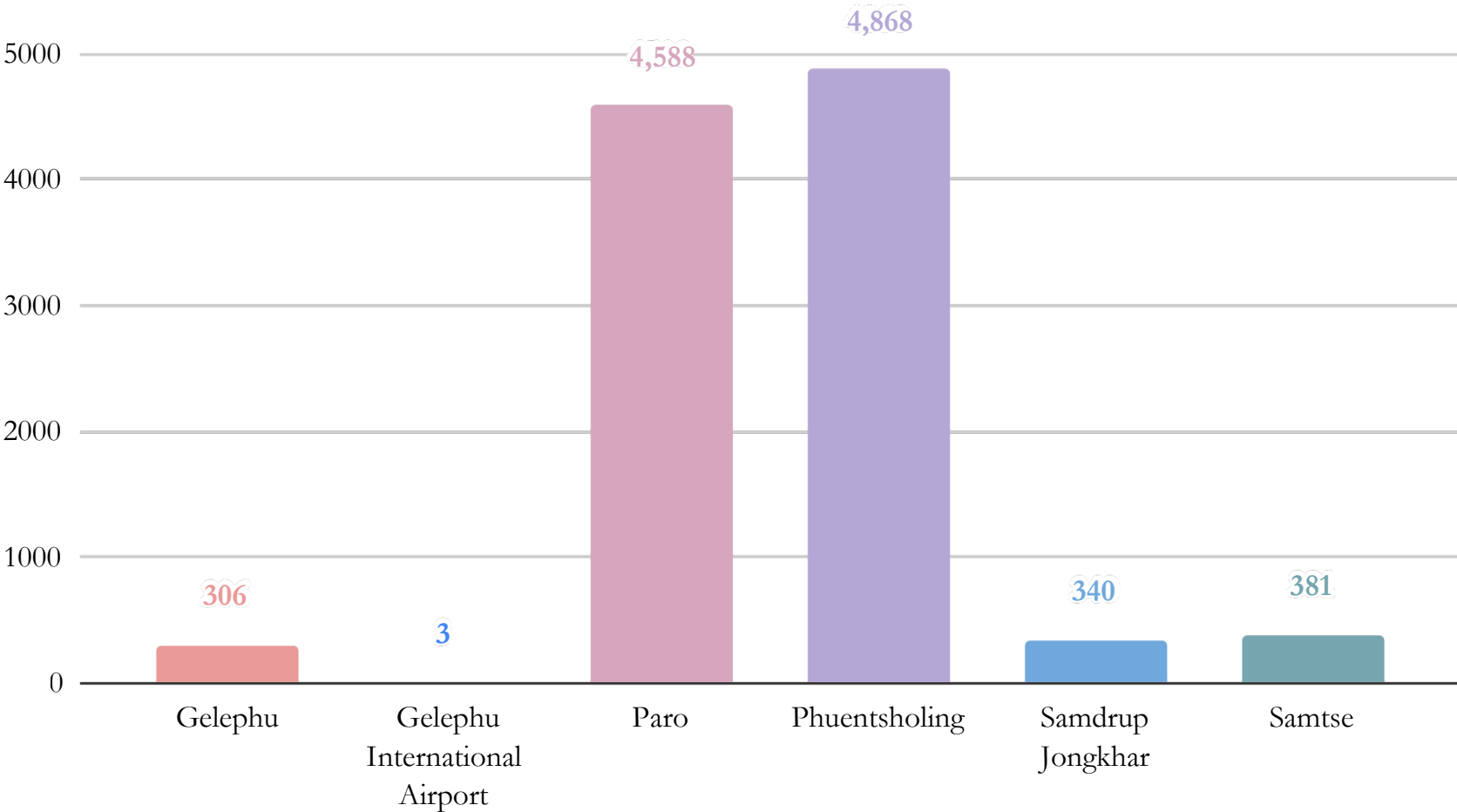


Monthly Tourist Arrival 2025 Vs 2026

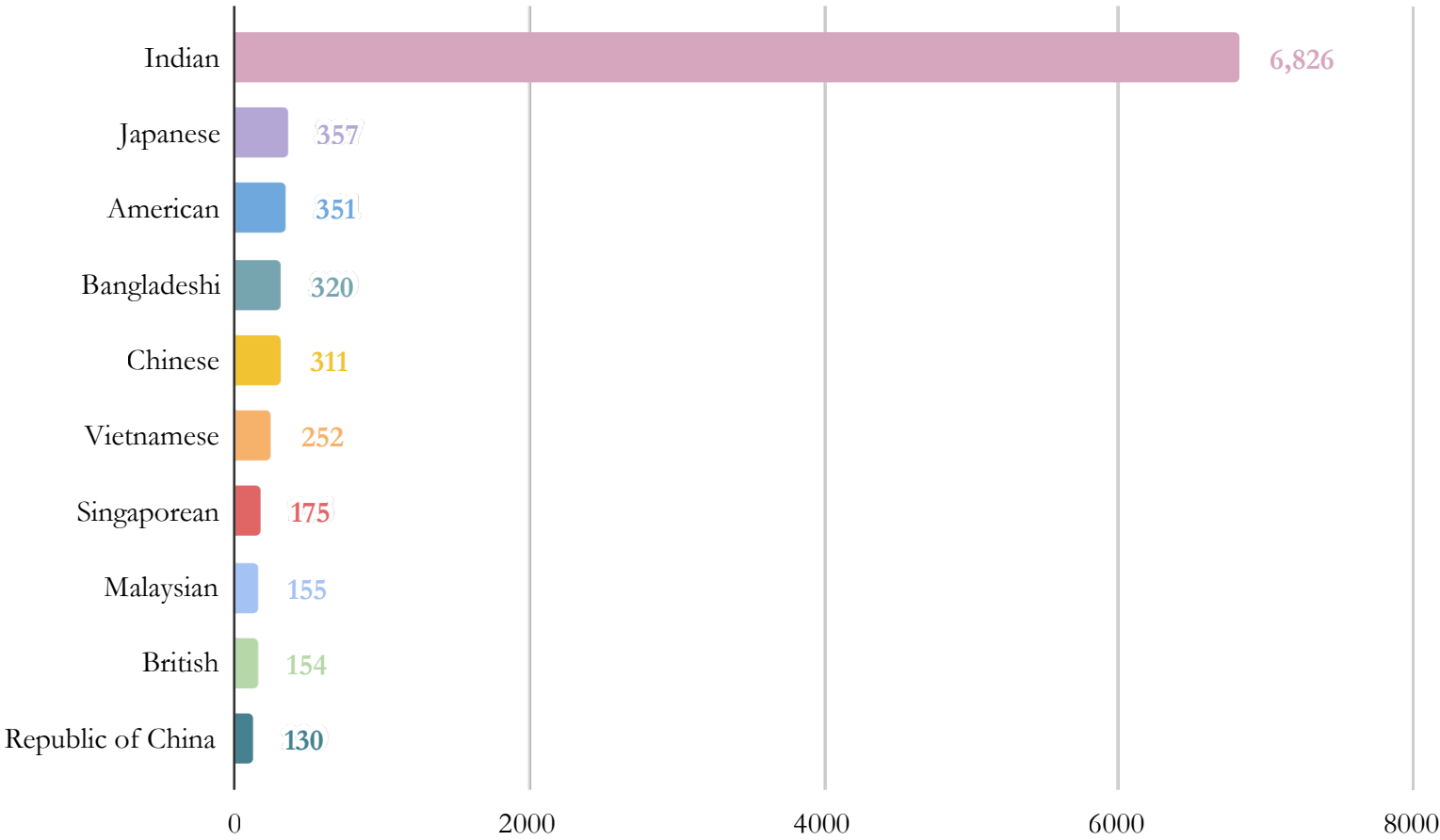


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Port of Entry: August

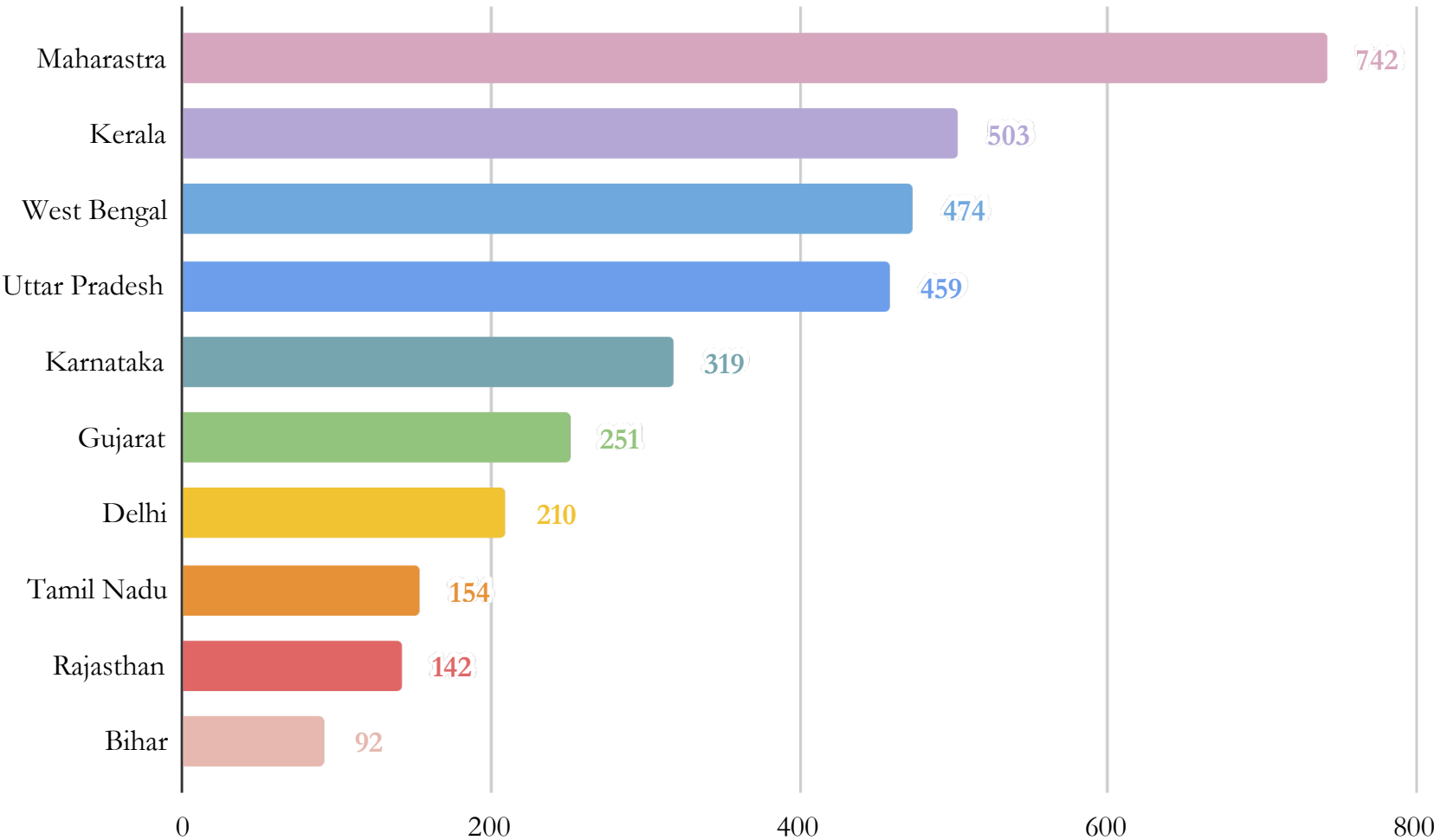


Top 10 Source Markets: August



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Top 10 State/City: August



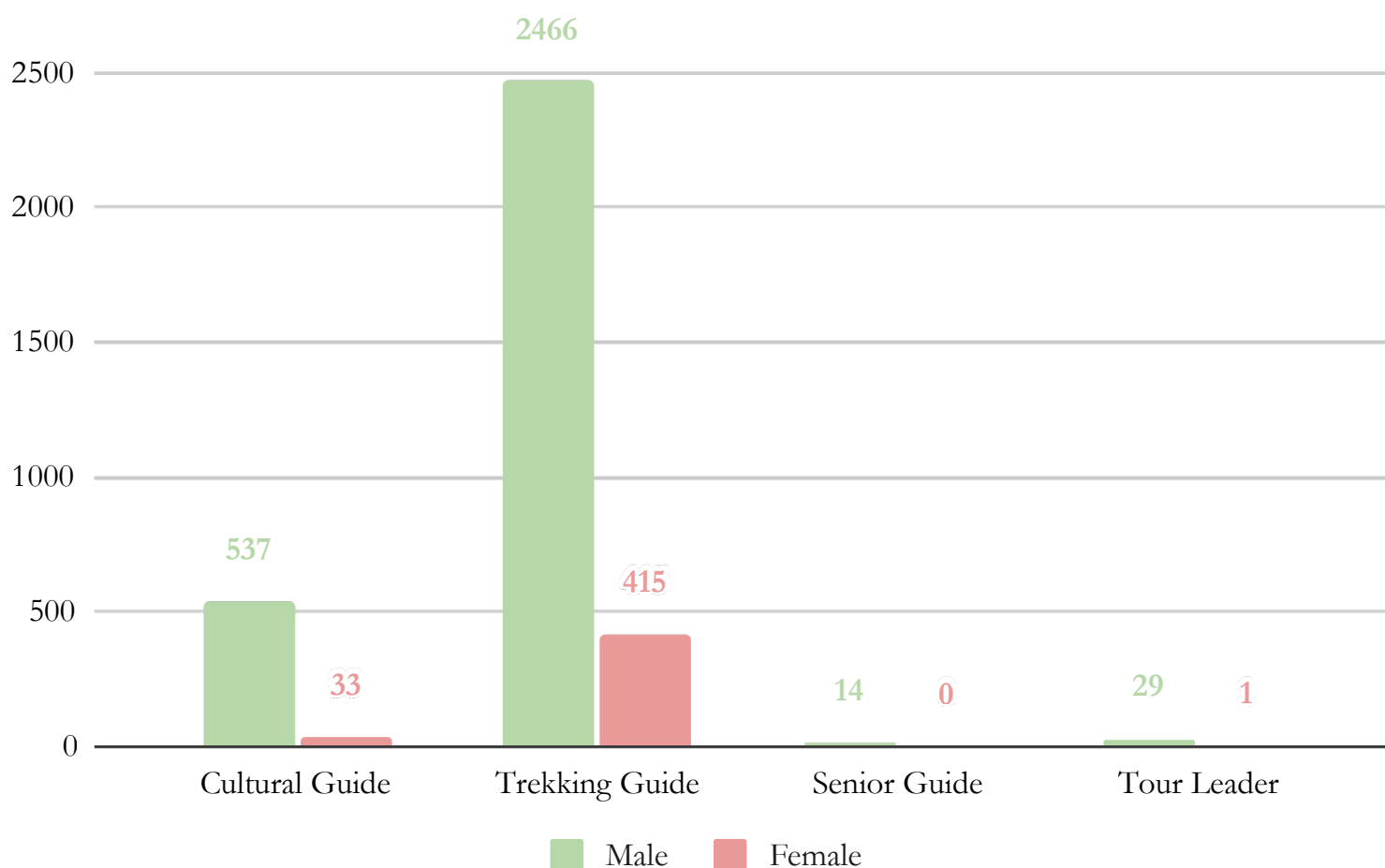
Note: The above data represents the data collected at 3 land ports only.

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Services

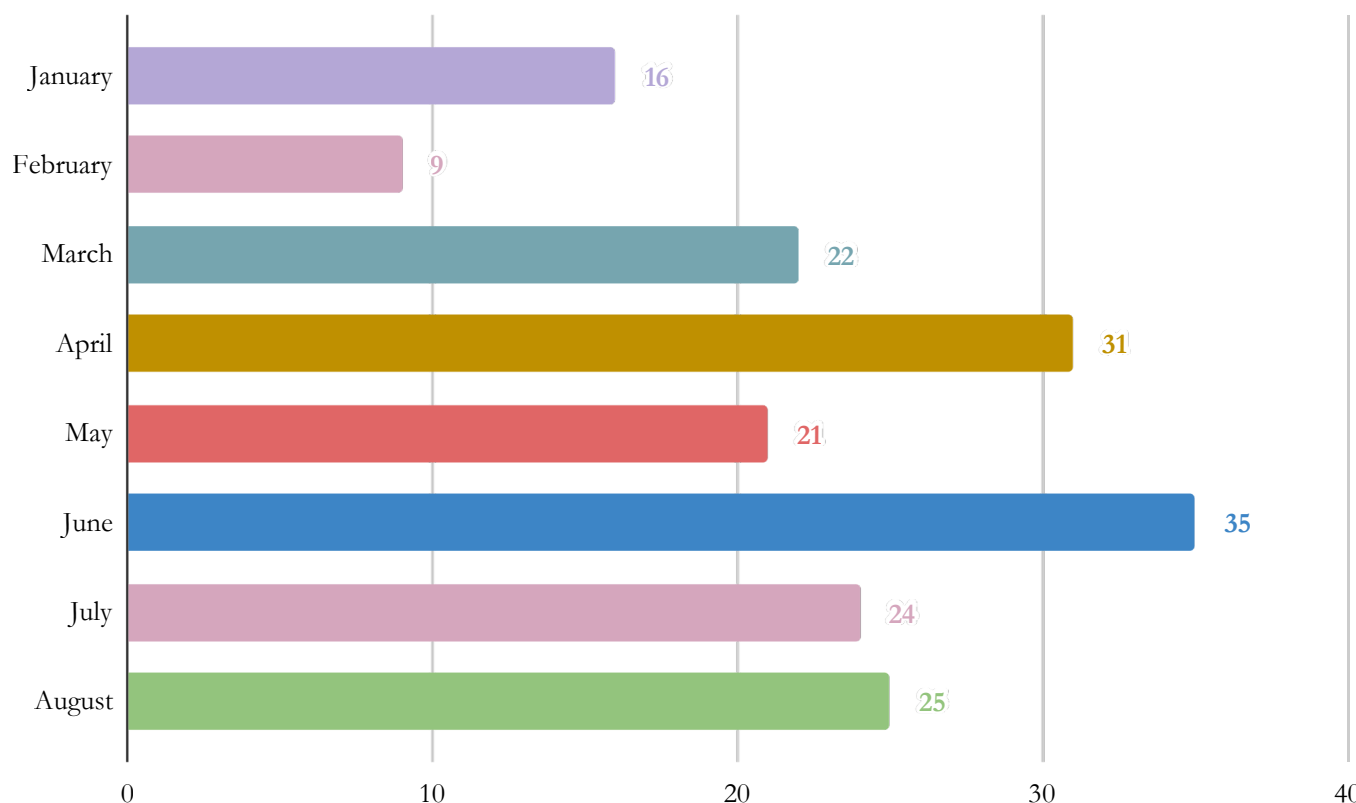
1. Tour Guide (3,495 as of August)

New Registered August: 25



2. Tour Operators (Total 1,746 as of August)

New Registered August: 25



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Services

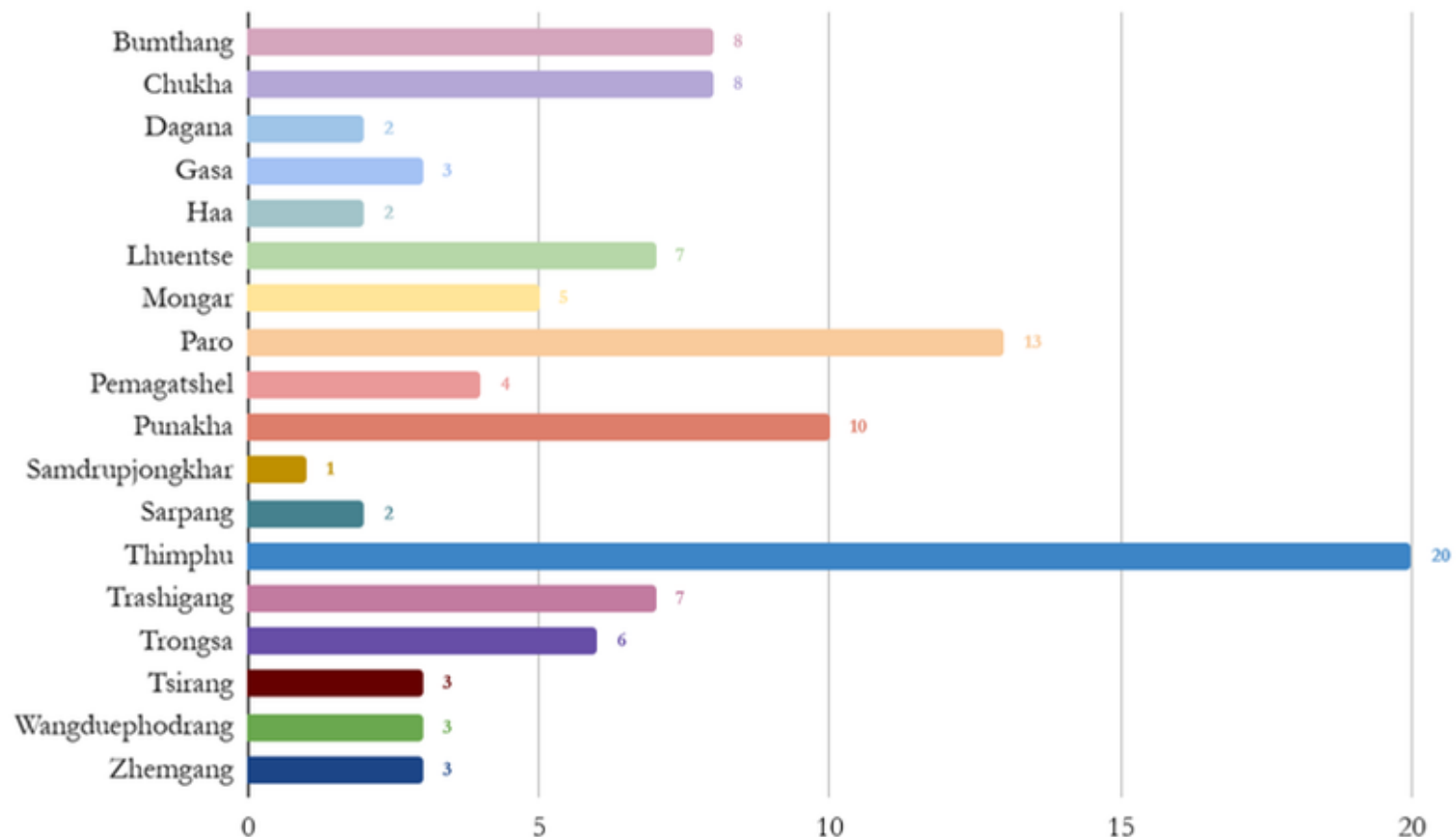
3. Accommodations Across Bhutan (541 as of August)

SN		One Star (27)			Two Star (93)			Three Star (189)			Four Star (23)			Five Star (21)			Village Home Stays (199)			Grand Total (552)		
		Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	Hotels	Rooms	Beds	VHS	Rooms	Beds	Total Hotels	Total Rooms	Total Beds
1	Bumthang	1	5	9	5	38	71	18	412	776	0	0	0	2	25	25	21	63	108	47	466	855
2	Chhukha	2	31	51	10	185	331	16	486	858	0	0	0	0	0	0	3	7	14	31	702	1,240
3	Dagana	3	22	28	0	0	0	0	0	0	0	0	0	0	0	0	5	9	19	8	36	50
4	Gasa	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	12	27	54	12	0	0
5	Haa	0	0	0	2	23	32	5	72	140	0	0	0	0	0	0	16	46	92	23	95	172
6	Lhuentse	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	13	31	62	13	0	0
7	Mongar	1	10	17	1	16	27	2	44	88	0	0	0	0	0	0	3	5	10	7	70	132
8	Paro	4	45	69	19	257	452	55	1,016	1,692	6	163	309	6	201	308	18	45	90	108	1,699	2,847
9	Pemagatshel	1	0	0	3	20	38	0	0	0	0	0	0	0	0	0	0	0	0	4	39	67
10	Punakha	3	12	20	9	151	274	15	272	481	2	65	121	5	70	182	28	75	149	62	570	1,078
11	Samdrup Jongkhar	0	0	0	4	50	89	0	0	0	0	0	0	0	0	0	0	0	0	4	50	89
12	Samtse	1	10	16	1	14	24	1	14	28	0	0	0	0	0	0	0	0	0	3	38	68
13	Sarpang	1	20	30	7	91	154	1	26	39	0	0	0	0	0	0	0	0	0	9	137	223
14	Thimphu	6	18	32	15	318	596	65	1,584	2,758	15	467	814	5	268	369	6	14	28	112	2,655	4,569
15	Trashigang	1	4	8	0	0	0	2	43	86	0	0	0	0	0	0	16	40	80	19	47	94
16	Trashiyangtse	0	0	0	1	0	0	0	0	0	0	0	0	0	0	0	2	5	10	3	0	0
17	Trongsa	0	0	0	1	0	0	3	59	103	0	0	0	0	0	0	7	17	34	11	59	103
18	Tsirang	0	0	0	1	17	28	0	0	0	0	0	0	0	0	0	2	5	10	3	17	28
19	Wangdue	2	12	24	14	209	408	6	90	170	0	0	0	3	29	29	38	97	199	63	345	639
20	Zhemgang	1	7	12	0	0	0	0	0	0	0	0	0	0	0	0	9	24	48	10	7	12
	Grand Total	27	196	316	93	1389	2524	189	4118	7219	23	695	1244	21	593	913	199	510	1007	552	7032	12266

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>)

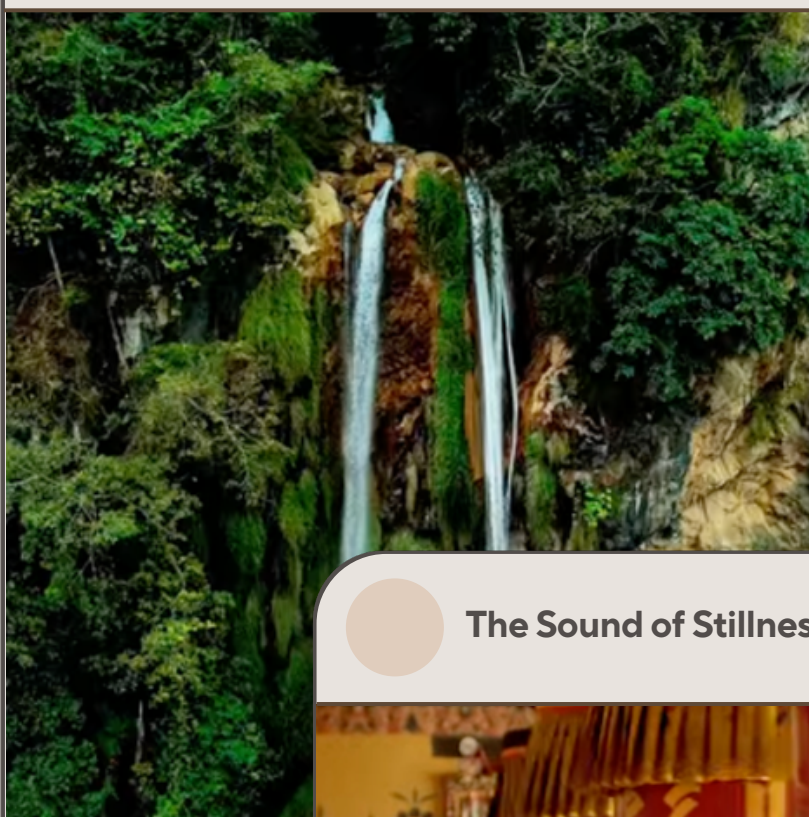
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2. Top 3 Facebook Posts of August

1/1



What does a Bhutan trip actually look like?



The Sound of Stillness



1/2



Into the Sanctuary of Yeti



1/3

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4. Highlight Coverage in Travel Publication



The Star

OFF SEASON ADVENTURES

[\(LINK\)](#)



LIFESTYLE TASTING

[\(LINK\)](#)



WHERE HAPPINESS TAKES THE
FORM OF SIMPLICITY

[\(LINK\)](#)

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4. Highlight Coverage in Travel Publication



JETGALA

BHUTAN AS A YEAR ROUND
DESTINATION

([LINK](#))

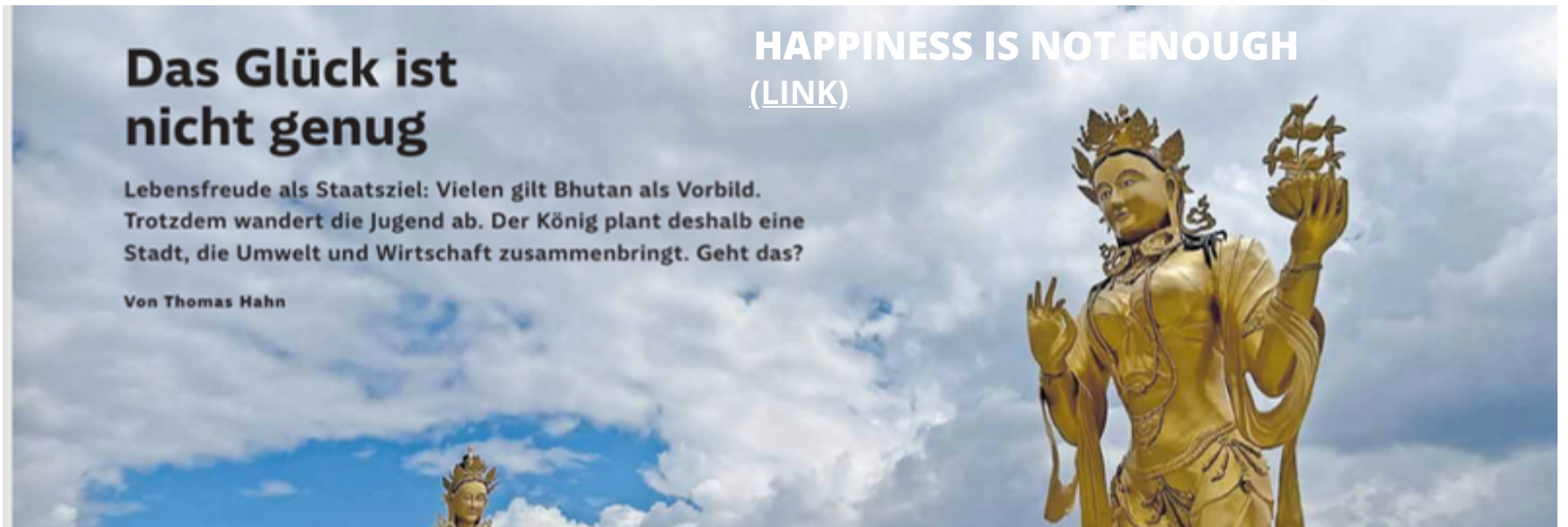


Das Glück ist
nicht genug

Lebensfreude als Staatsziel: Vielen gilt Bhutan als Vorbild.
Trotzdem wandert die Jugend ab. Der König plant deshalb eine
Stadt, die Umwelt und Wirtschaft zusammenbringt. Geht das?

Von Thomas Hahn

HAPPINESS IS NOT ENOUGH
([LINK](#))



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