

BHUTAN
Believe



MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

SEPTEMBER 2026

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

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

Monthly Tourism Bulletin of Bhutan

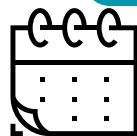
Tourist Arrival

September Arrival: 2025 Vs 2026

26,040

5,789 Vs September, 2025

ALOS : September



Average Length of Stay

Indian



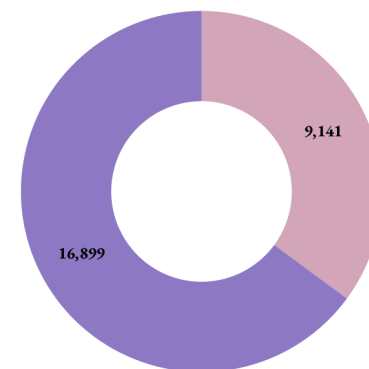
Days

COTI



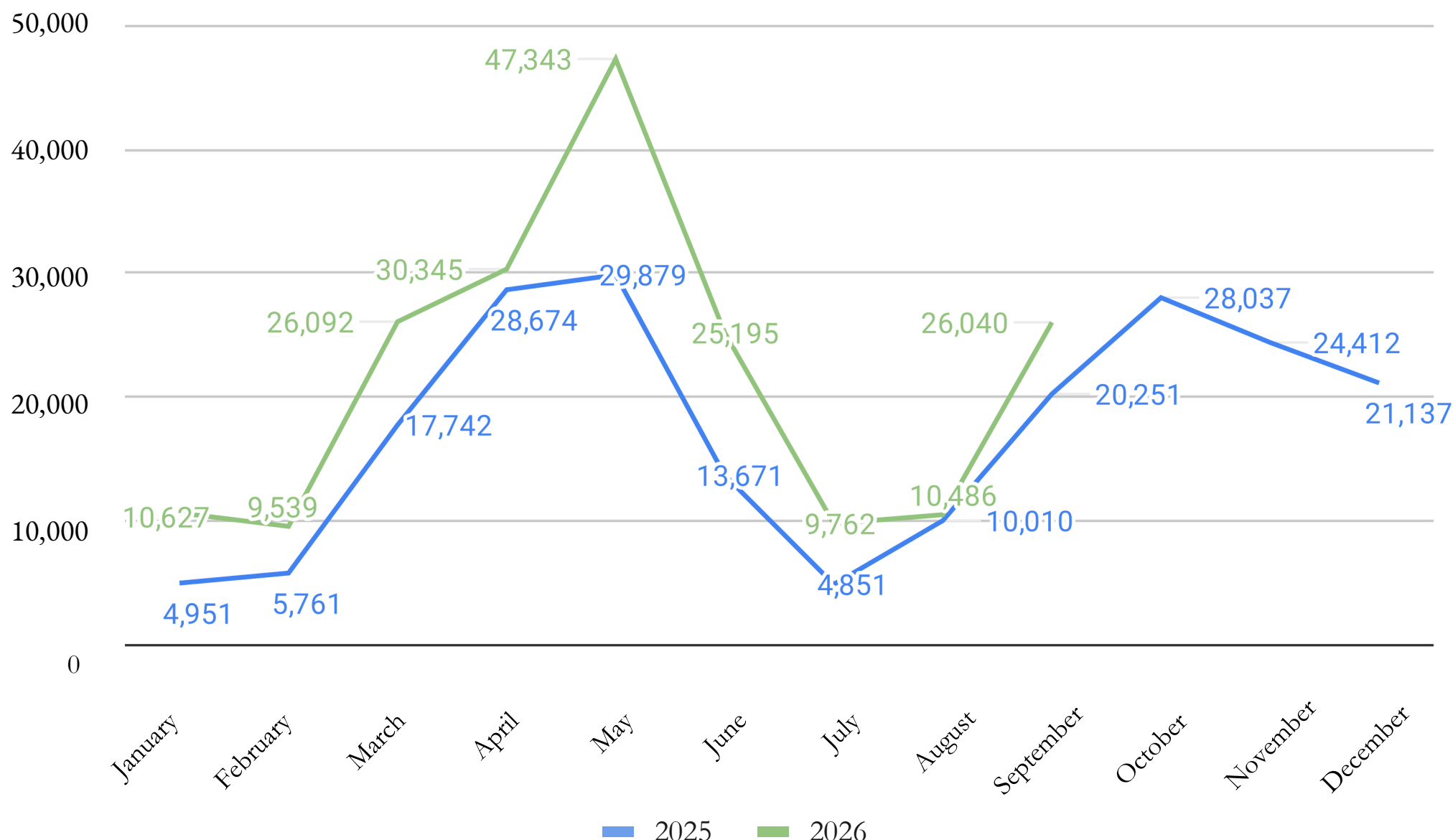
Days

Tourist Category : September



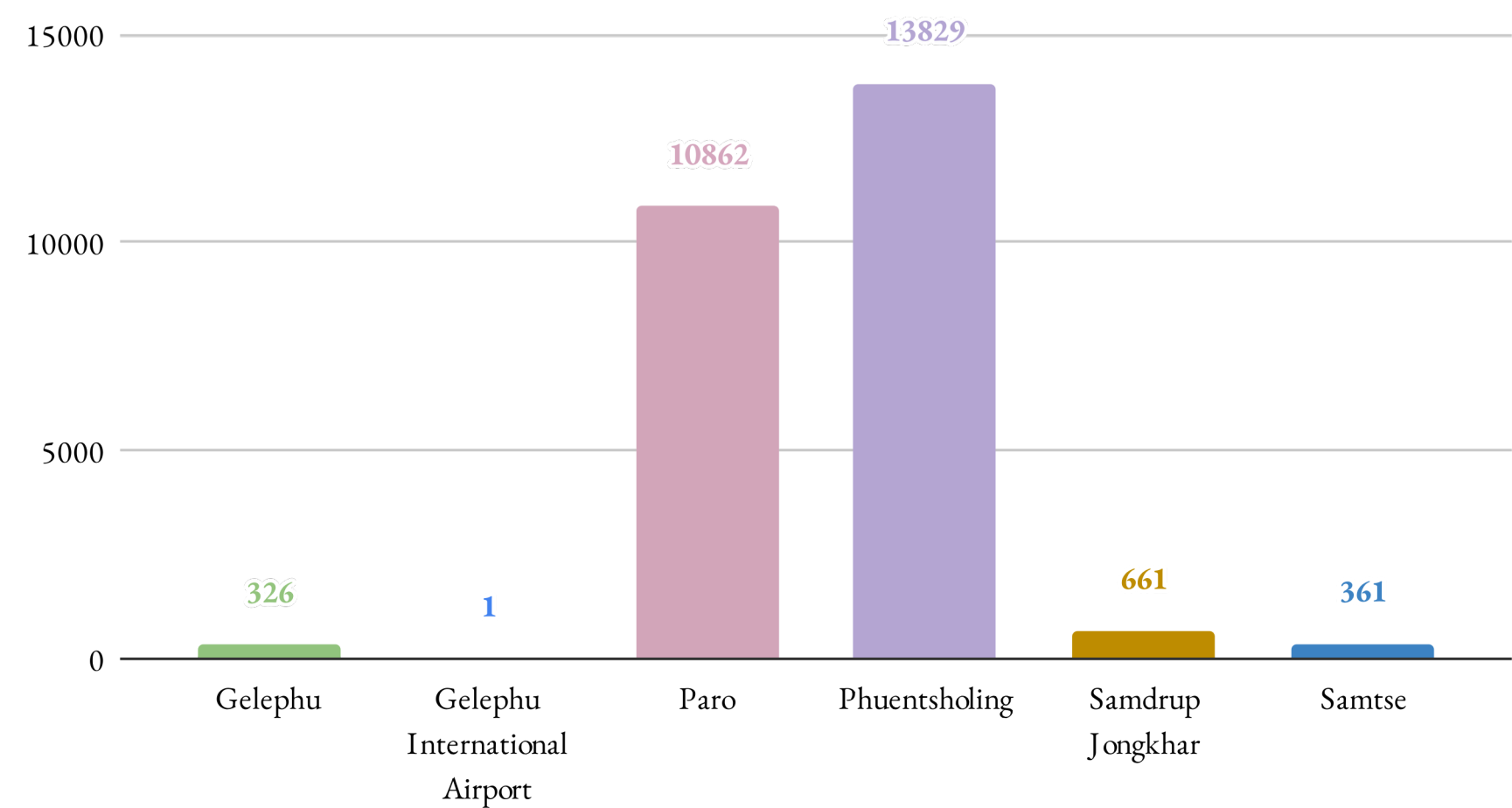
Countries other than India Indian

Monthly Tourist Arrival 2025 Vs 2026

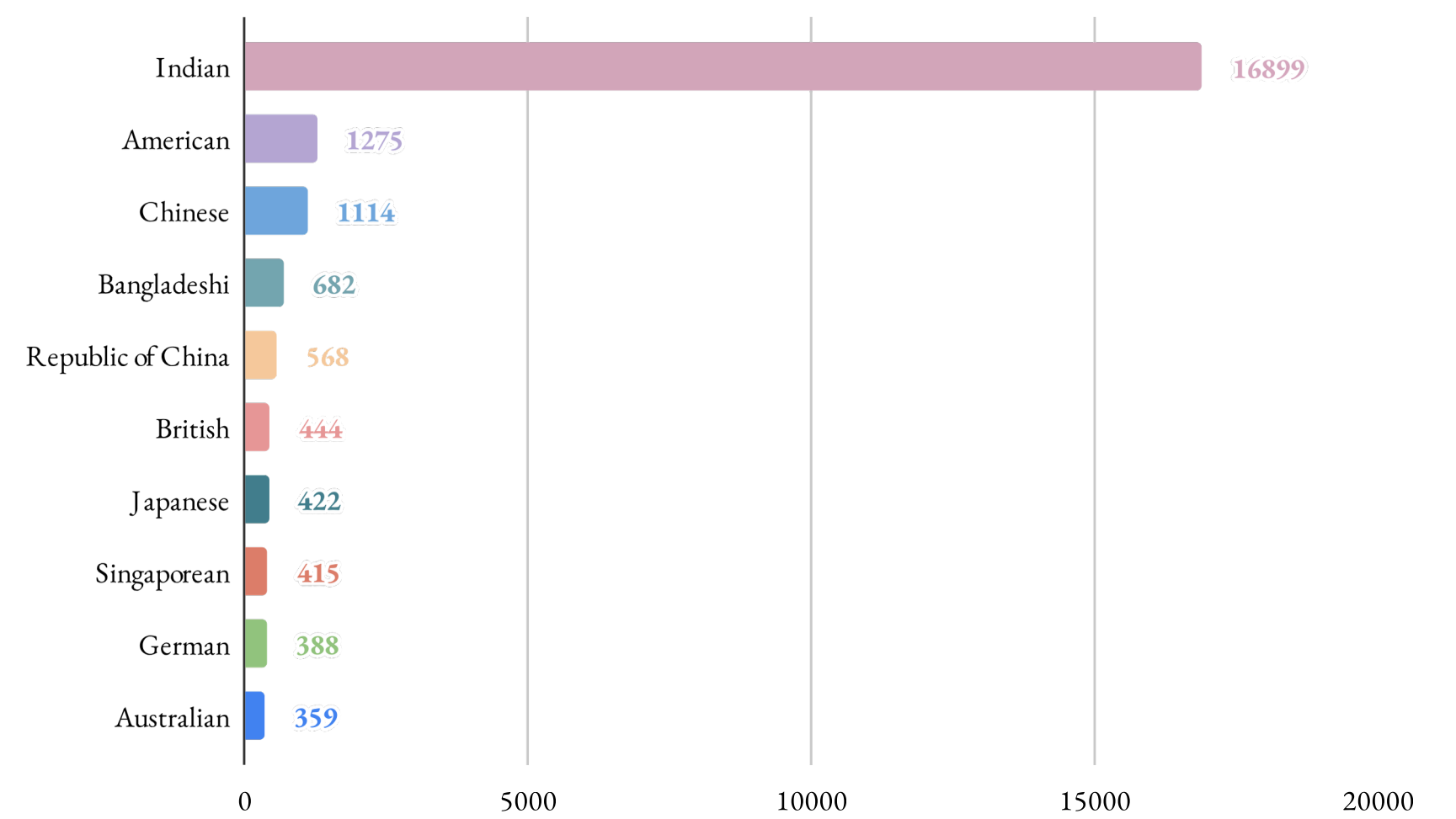


Monthly Tourism Bulletin of Bhutan

Port of Entry: September

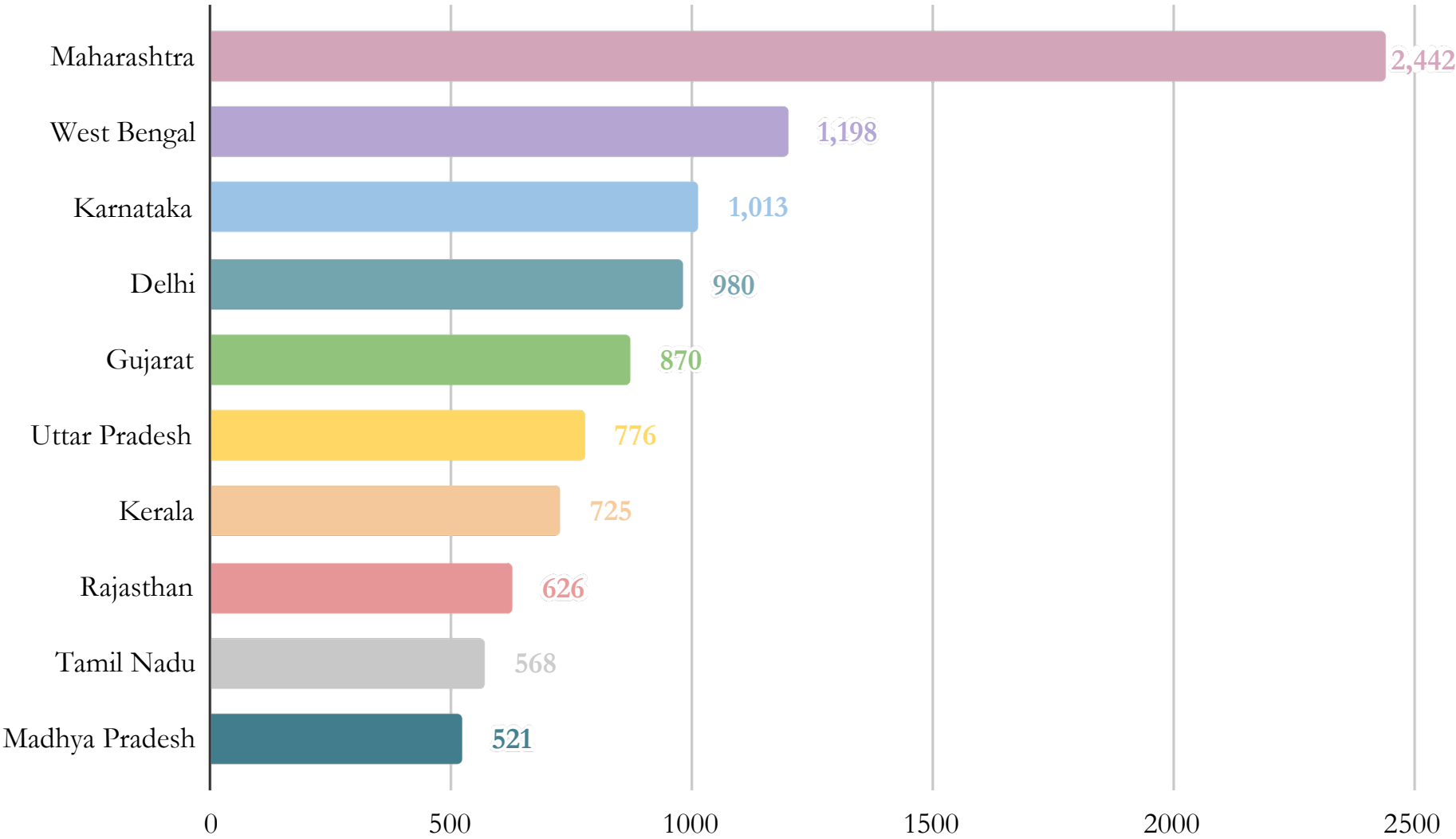


Top 10 Source Markets: September



Monthly Tourism Bulletin of Bhutan

Top 10 State/City: September



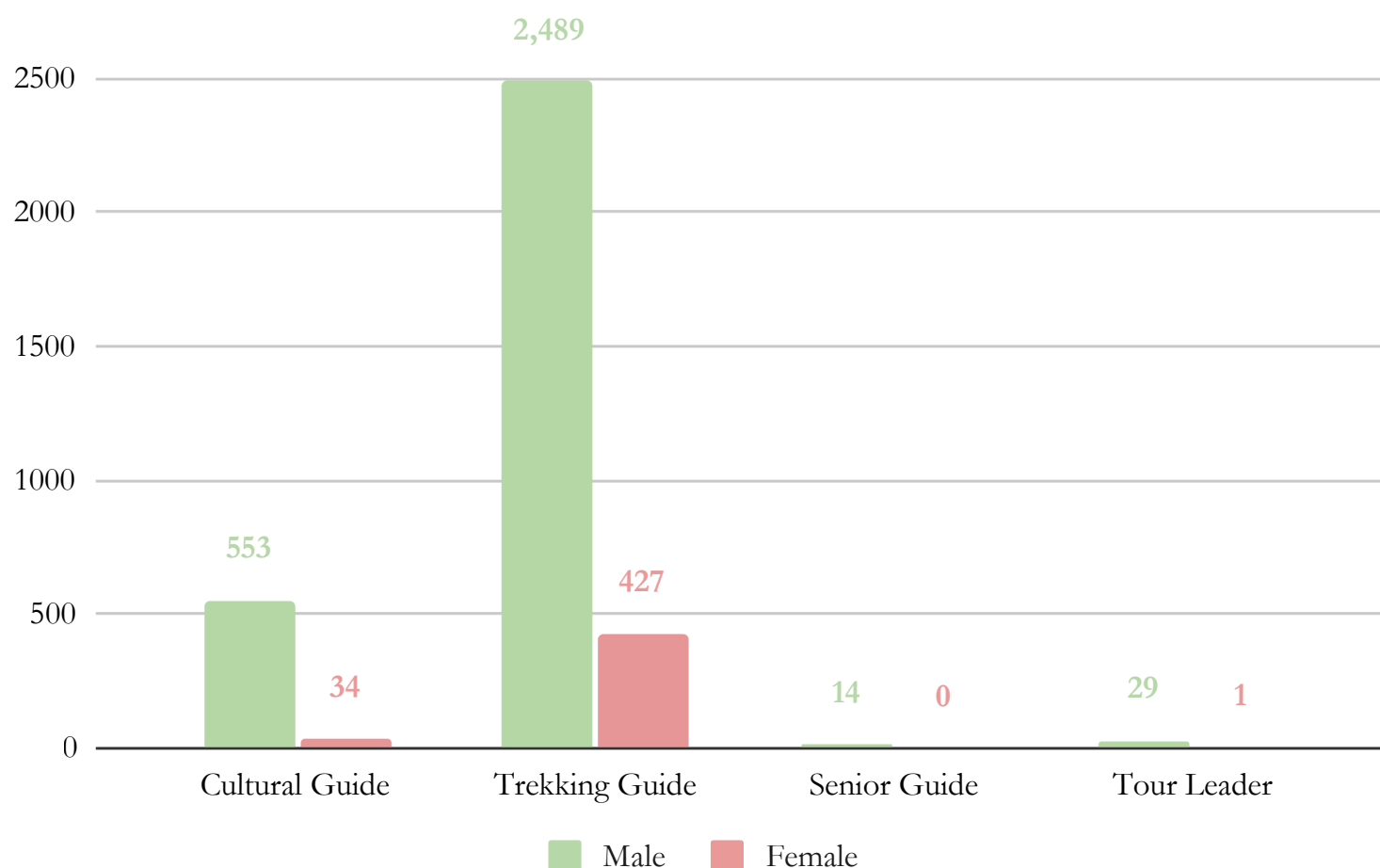
Note: The above data represents the data collected at 3 land ports only.

Monthly Tourism Bulletin of Bhutan

Services

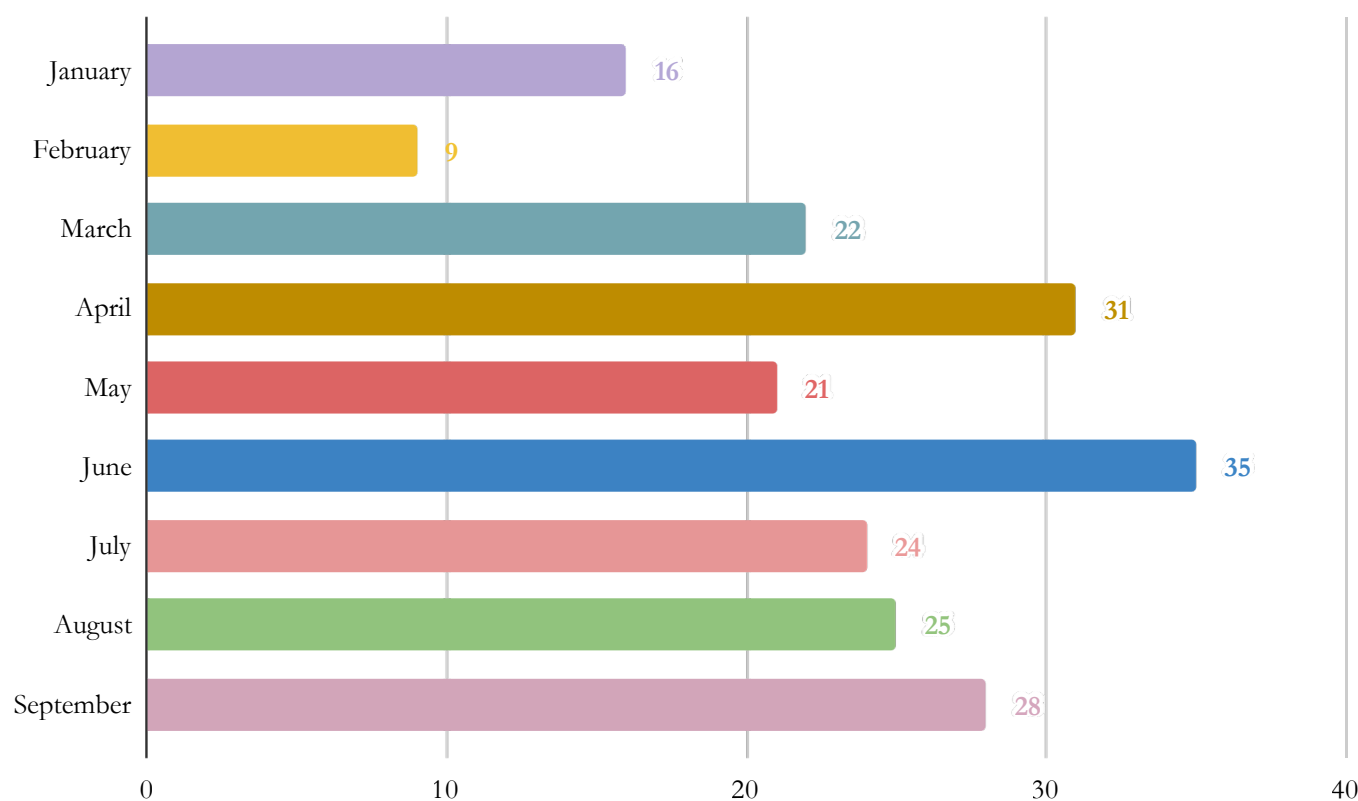
1. Tour Guide (3,547 as of September)

New Registered September: 52



2. Tour Operators (Total 1,774 as of September)

New Registered September: 28



Monthly Tourism Bulletin of Bhutan

Services

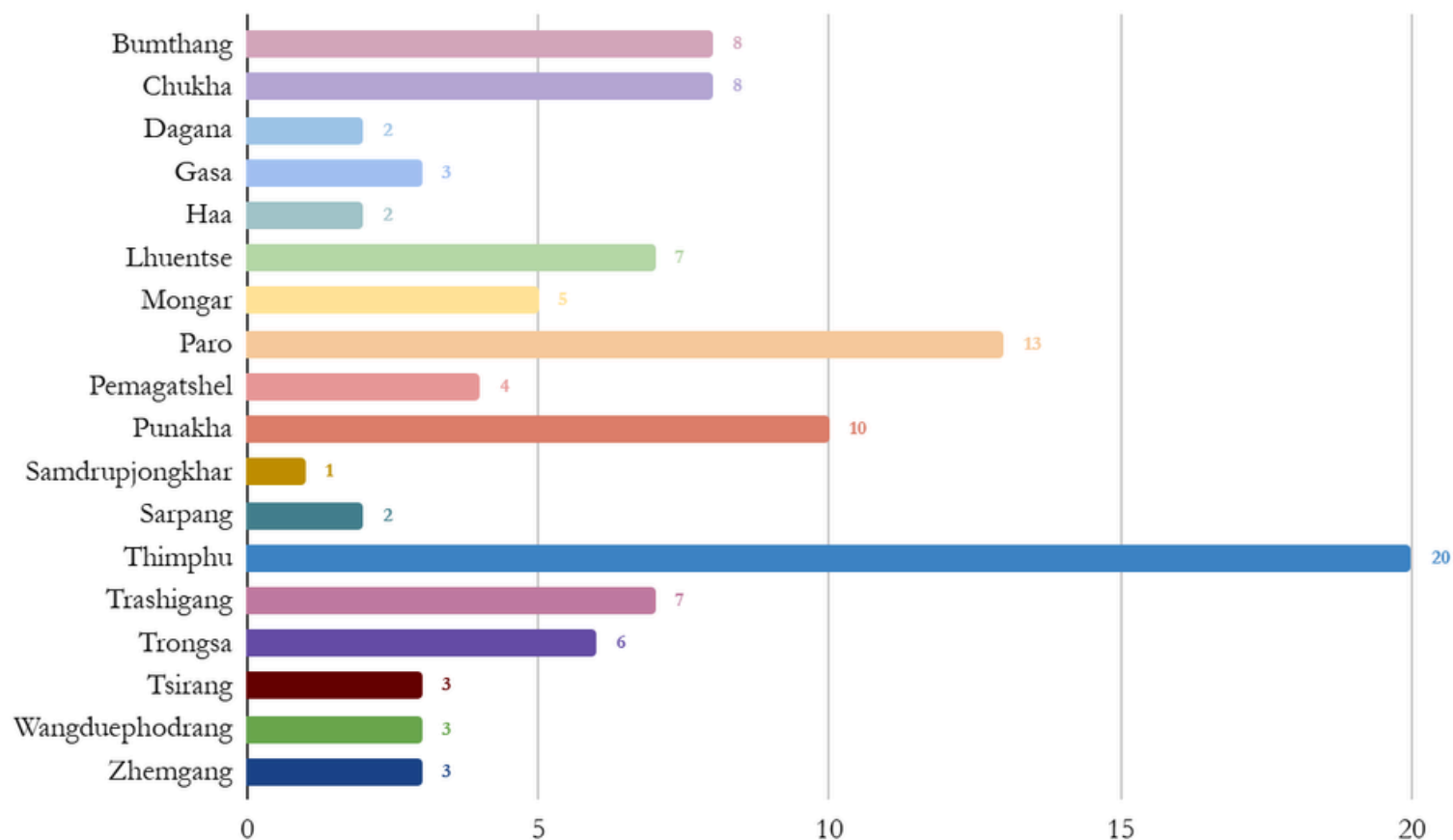
3. Accommodations Across Bhutan (552 as of September)

SN		One Star (24)			Two Star (96)			Three Star (188)			Four Star (23)			Five Star (21)			Village Home Stays (199)			Grand Total (552)		
	Dzongkhag	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	2	22	28	1	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	54	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	2	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	1	12	24	15	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	24	196	316	96	1389	2524	188	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.
**Increase in accommodation number due to hotels seeking certification with the DoT to qualify for the government's Economic Stimulus Programme (ESP) loan interest subsidy.

Monthly Tourism Bulletin of Bhutan

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>)

Monthly Tourism Bulletin of Bhutan

2. Top 3 Facebook Posts of September

1/3



Bhutanese Festivals & Cultural Heritage



Travel Differently in Bhutan



2/3



Bhutan: A Destination Like No Other



3/3

Monthly Tourism Bulletin of Bhutan

3. Top 3 Instagram Posts of September



*Mindful and
Meaningful Travel in
Bhutan*

2/3

*Bhutan's Landscapes, Culture and
Heritage*



Beyond the Landmarks

Monthly Tourism Bulletin of Bhutan

4. Highlight Coverage in Travel Publication



Good Housekeeping

IS THIS THE WORLD'S HAPPIEST KINGDOM?

([LINK](#))



BHUTAN'S GELEPHU MINDFULNESS CITY LAUNCHES
NEW FRAMEWORK FOR GLOBAL FAMILY OFFICES

TIMES
NOW
WORLD

([LINK](#))



I VISITED THE 'KINGDOM OF
HAPPINESS' TO FIND THE
SECRET TO JOY – HERE IS
EVERYTHING I LEARNT

([LINK](#))



Condé Nast
Traveler

Monthly Tourism Bulletin of Bhutan

4. Highlight Coverage in Travel Publication



**BHUTAN ADOPTS
ECOSYSTEM TRACKING AS
CLIMATE CRISIS FORCES
SHIFT IN LUXURY TRAVEL**

[\(LINK\)](#)



**HOW BHUTAN BECAME THE KINGDOM OF
WELLNESS**

[\(LINK\)](#)



THE  TIMES



**BHUTAN'S BATHING CARNIVAL
2026 OFFERS WATER AND
CULTURAL TOURISM**

[\(LINK\)](#)



Monthly Tourism Bulletin of Bhutan



PARTICIPATED IN TOURISM EXPO JAPAN 2026 FROM 24–27 SEPTEMBER IN TOKYO

The Department of Tourism participated in Tourism EXPO Japan 2026 from 24–27 September in Tokyo, with 11 participants, including Bhutan Airlines and ten tour operators. The participation was significant as Bhutan and Japan commemorated the 40th anniversary of diplomatic relations. The Bhutan Pavilion was inaugurated on the opening day.

The Department also launched the “Healing & Happiness” Campaign with Thailand under the existing “Two Kingdoms, One Destination” MoU, further strengthening tourism collaboration between the two countries and promoting their complementary destination offerings.

On 28 September, the Department participated in the Invest Bhutan Roadshow in Tokyo, organized by the Department of Industry, MoICE, bringing together representatives from more than 50 Japanese companies, government agencies and business organizations. The engagement promoted Bhutan’s investment opportunities and strengthened Bhutan–Japan business and economic ties as part of the 40th anniversary commemoration.

CELEBRATED WORLD TOURISM DAY ON 27 SEPTEMBER 2026

The Kingdom of Bhutan joined the global tourism community in celebrating World Tourism Day 2026 under the theme Digital Agenda and AI to Redesign Tourism on 27th September in Milarepa Lhakhang, Phuentsholing.

Four key initiatives were launched during the day: Phuentsholing Thromde Enhancement Project Regulatory Sandbox; Phuentsholing Brand and portal (www.phuentsholing.travel); Bhutan Tour Guides Network (www.tourguides.gov.bt); and Tourism Recognition Program. The event brought together more than 180 participants including visitors from the neighbouring states of Assam, Sikkim and Alipurduar.



PUBLICATION OF DEPARTMENT OF TOURISM CONTENT IN THE HAPPINESS JOURNAL

Prepared and published three pages of Department of Tourism content in the Happiness Journal, highlighting Bhutan’s tourism offerings and wellness-related experiences. The publication was undertaken as part of the Department’s efforts to promote tourism products through relevant platforms and partners. e Department’s efforts to promote tourism products through relevant platforms and partners.
(LINK)

APPOINTMENT OF PUBLIC RELATIONS / SALES REPRESENTATIVES IN THE KEY MARKETS

- BlinkBrand Solutions Pvt Ltd – India and GCC
- Segara Kommunikation® – Germany, Austria, Switzerland (DACH)
- Petrie PR Ltd. – Singapore, China, Hong Kong, Taiwan
- The Source Consulting Private Limited – Thailand, Vietnam, Indonesia, Malaysia
- The PC AGENCY – UK and Ireland
- Elysee Collective Pty Ltd – Australia & New Zealand
- Geoffrey Weill Associates, Inc. – USA and Canada (North America)
- Carolyn Izzo Integrated Communications (CIIC PR) – Mexico, Brazil, Argentina, and Chile (Latin America)

Monthly Tourism Bulletin of Bhutan

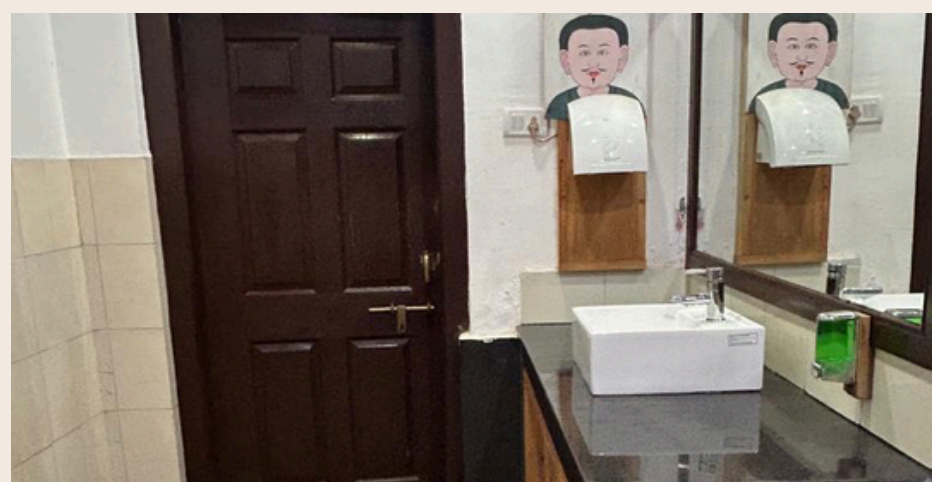
CLEAN UP CAMPAIGN ALONG SNOWMAN TREK ROUTE



Carried out waste management along the Snowman Trek route from 25th September to 12th October by engaging a private company. In addition, the team with additional manpower from Royal Bhutan Army and Bhutan Amateur Athletic Federation (BAAF) will carry out route marking in preparation for the 3rd edition of Snowman Race 2026. 63 sacks of wastes have been collected along the trek route.

ASSESSMENT OF TOURISM AMENITIES ALONG THIMPHU-GMC HIGHWAY

Completed the assessment for tourism amenities, attractions and experiences along Thimphu- GMC highway as a part of the preparation for the Project 108. The team identified 22 locations across 4 Dzongkhags (Thimphu, Punakha, Wangdue and Tsirang).



BIMSTEC WORKING GROUP MEETING



Participated in the 4th Meeting of the BIMSTEC Working Group on Tourism in Bangkok from 14-16 September 2026 to strengthen regional tourism cooperation, connectivity, knowledge exchange, and sustainable and inclusive tourism development. Also held a meeting with the Designated Area for Sustainable Tourism Administration (DASTA) to discuss the operationalisation of the MoU between the Department of Tourism and DASTA.

SASEC TOURISM KNOWLEDGE WORKSHOP



Participated in the 3-day SASEC workshop from 1-3 September to finalize the Tourism Development Framework 2035, which will guide joint implementation among partner countries. The framework focuses on four key areas: sustainable and climate-resilient destinations and circuits; seamless cross-border travel and connectivity; community development and inclusive tourism; and digital integration and smart tourism.

Monthly Tourism Bulletin of Bhutan

CAPACITY BUILDING

Carried out capacity building for the household owners in Laya (65 participants) and Soe Gewog (20 participants) in Tourism and Hospitality in collaboration with RSPN and Thimphu Dzongkhag respectively. The capacity was conducted in preparation for the Royal Highland Festival at Laya and Jomolhari Mountain Festival at Jomolhari.



FACILITATION OF SUBSIDY OF 4% INTEREST OF HOTEL LOANS UNDER ESP



25 hotels were assessed across Bumthang, Paro, Thimphu and Punakha, while the 7th and 8th Hotel Certification Committee Meetings considered 23 hotels, of which 21 were conditionally certified and 2 were rejected. A further 9 hotels were presented at the 9th Committee Meeting on 29 September, with 8 conditionally certified and 1 approved.

MONITORING OF GUIDES AND HOTELS

A total of 82 guides were monitored at Paro International Airport, Paro Taktsang Base and Ta Dzong, of which 8 guides were found to have either no valid licence at the time of monitoring or an expired licence. Among these, 7 guides were identified as first-time offenders for non-compliance with the Guide Code of Conduct, while 1 guide was identified as a third-time offender. Accordingly, warning letters were issued to the 7 first-time offenders, while the third-time offender was imposed a penalty of Nu. 50,000/- in accordance with the Tourism Rules and Regulations (TRR) 2024. Moreover, A total of 12 hotels in Phuentsholing were monitored, along with 2 hotels in Paro through special monitoring to follow up on complaints received. As an enforcement action, one hotel was issued a letter directing the closure of the establishment until the required compliance measures are fulfilled.



TOURISM INDUSTRY RECOGNITION PROGRAM

18 individuals inclusive of guides, travel agents, hotels and Tourism Information Officer were awarded the recognition certificate for their exceptional contribution to tourism industry during the World Tourism Day on September 27, 2026 at Phuentsholing.



Contact Us



+975-02-323252 / +975 17661974



hosts@tourism.gov.bt



Tarayana Building Chubachu

Connect With Us



tourismbhutan



@destinationbhutan



tourismbhutan



bhutan.travel