

BHUTAN
Believe



MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

OCTOBER 2025

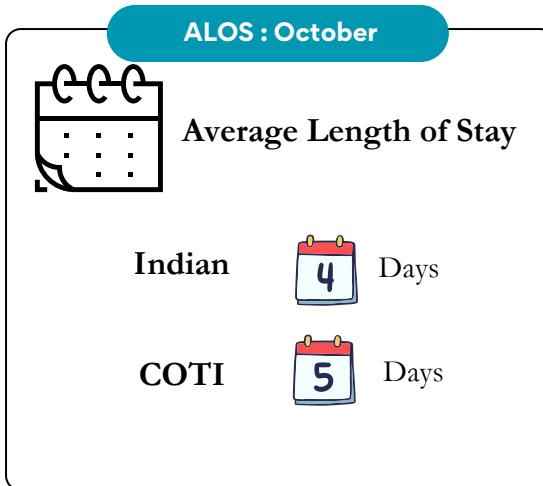
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DEPARTMENT OF TOURISM

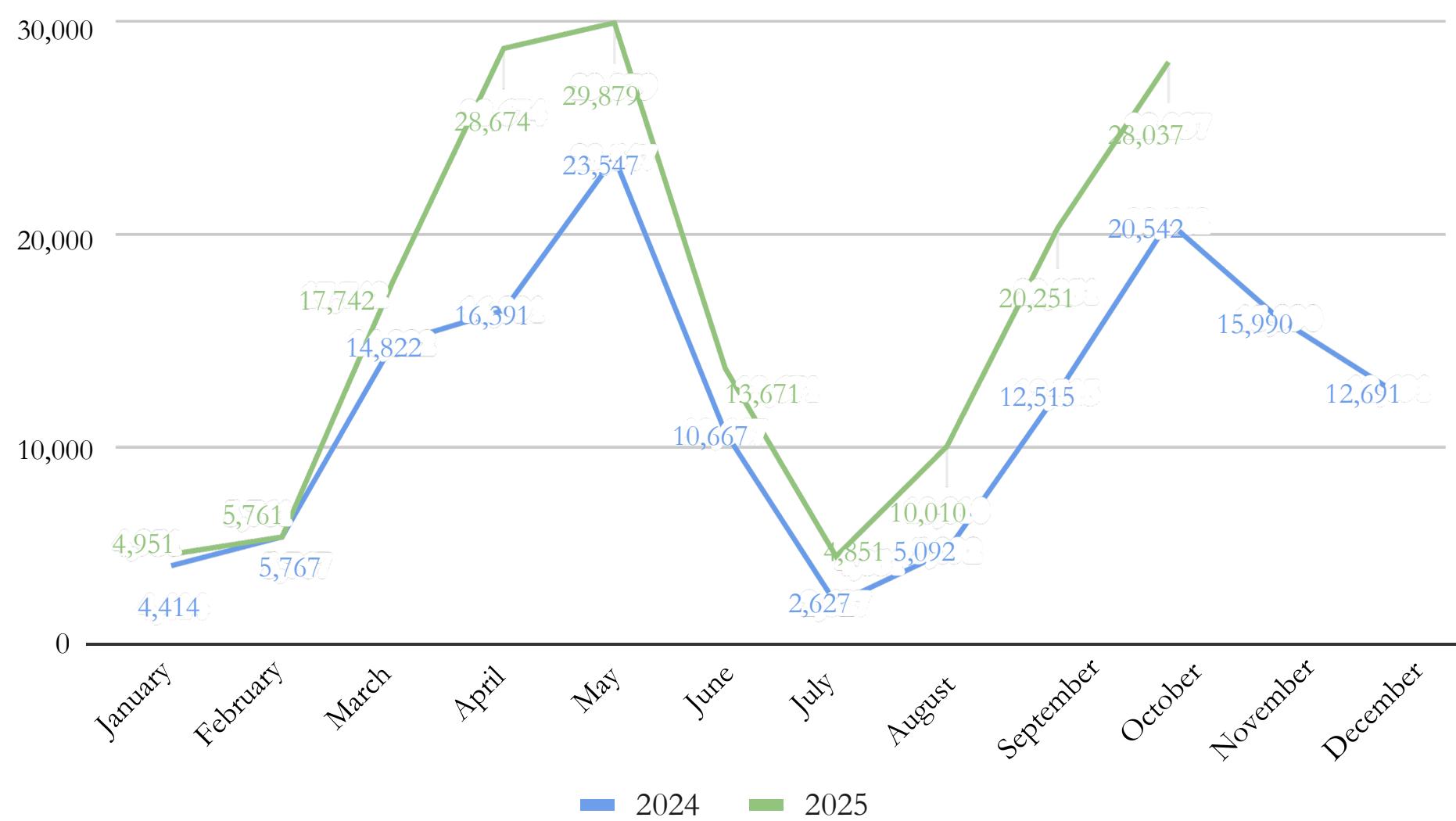
MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

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Tourist Arrival

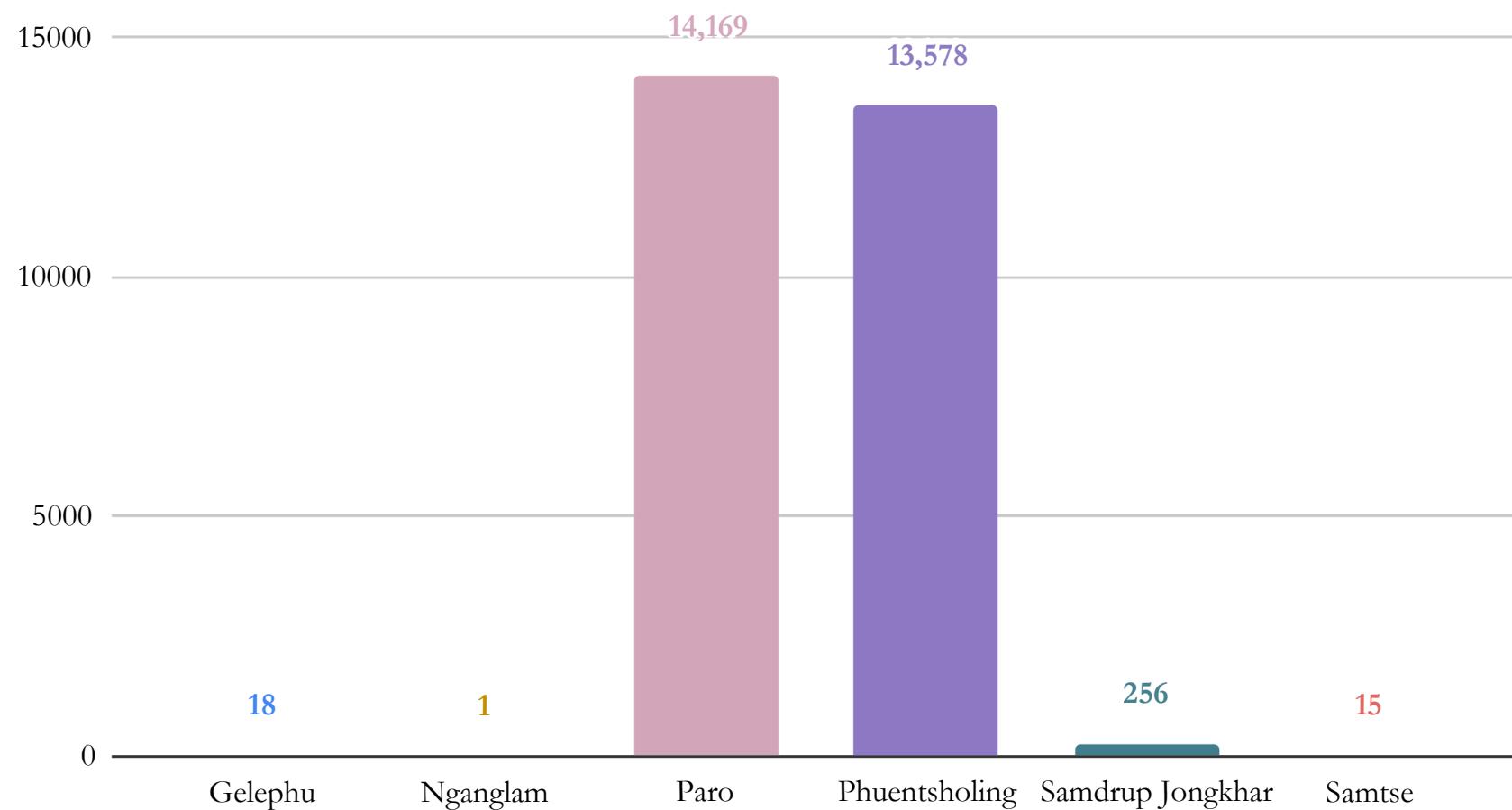


Monthly Tourist Arrival 2024 Vs 2025

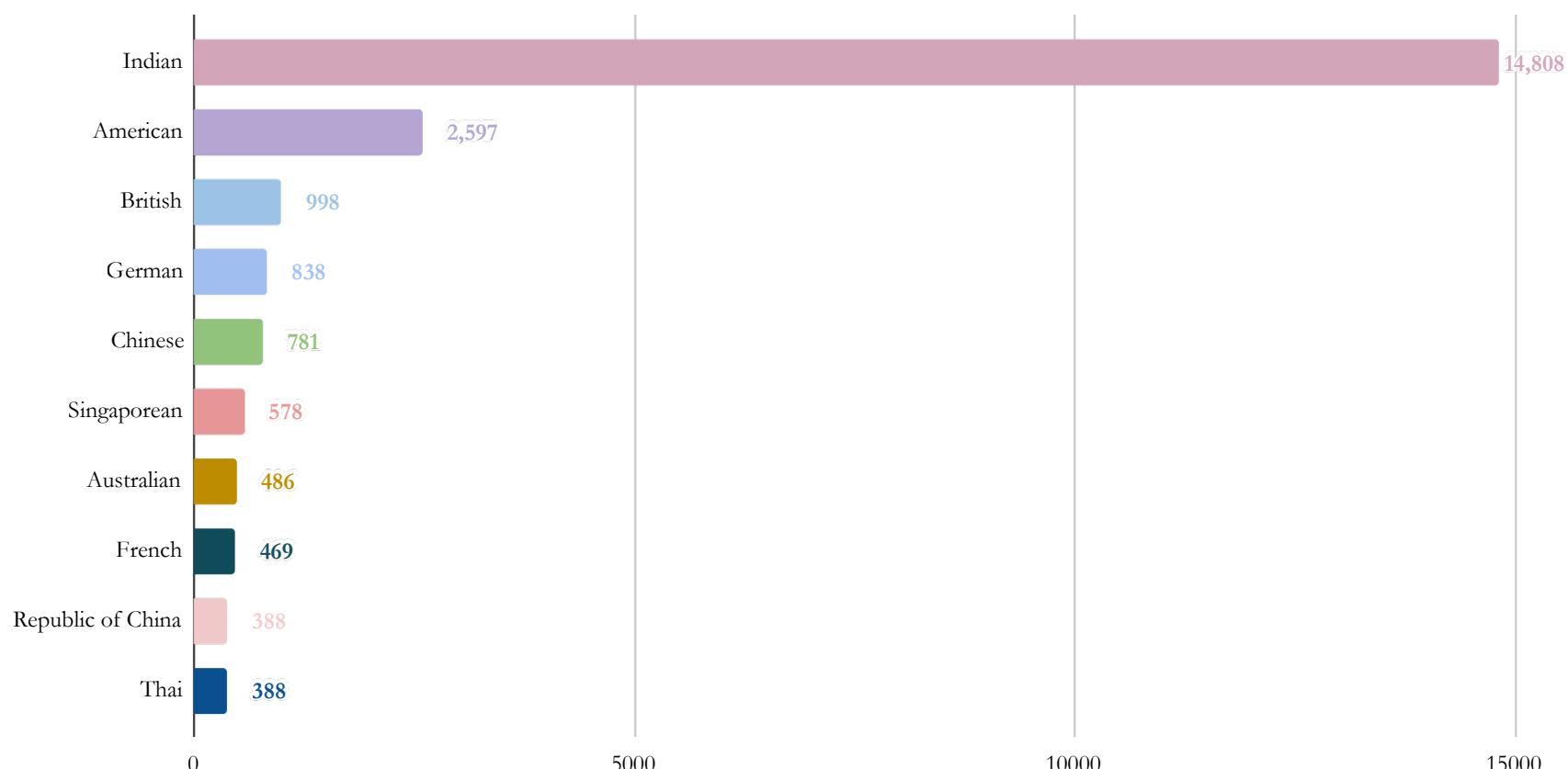


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Port of Entry: October



Top 10 Source Markets: October



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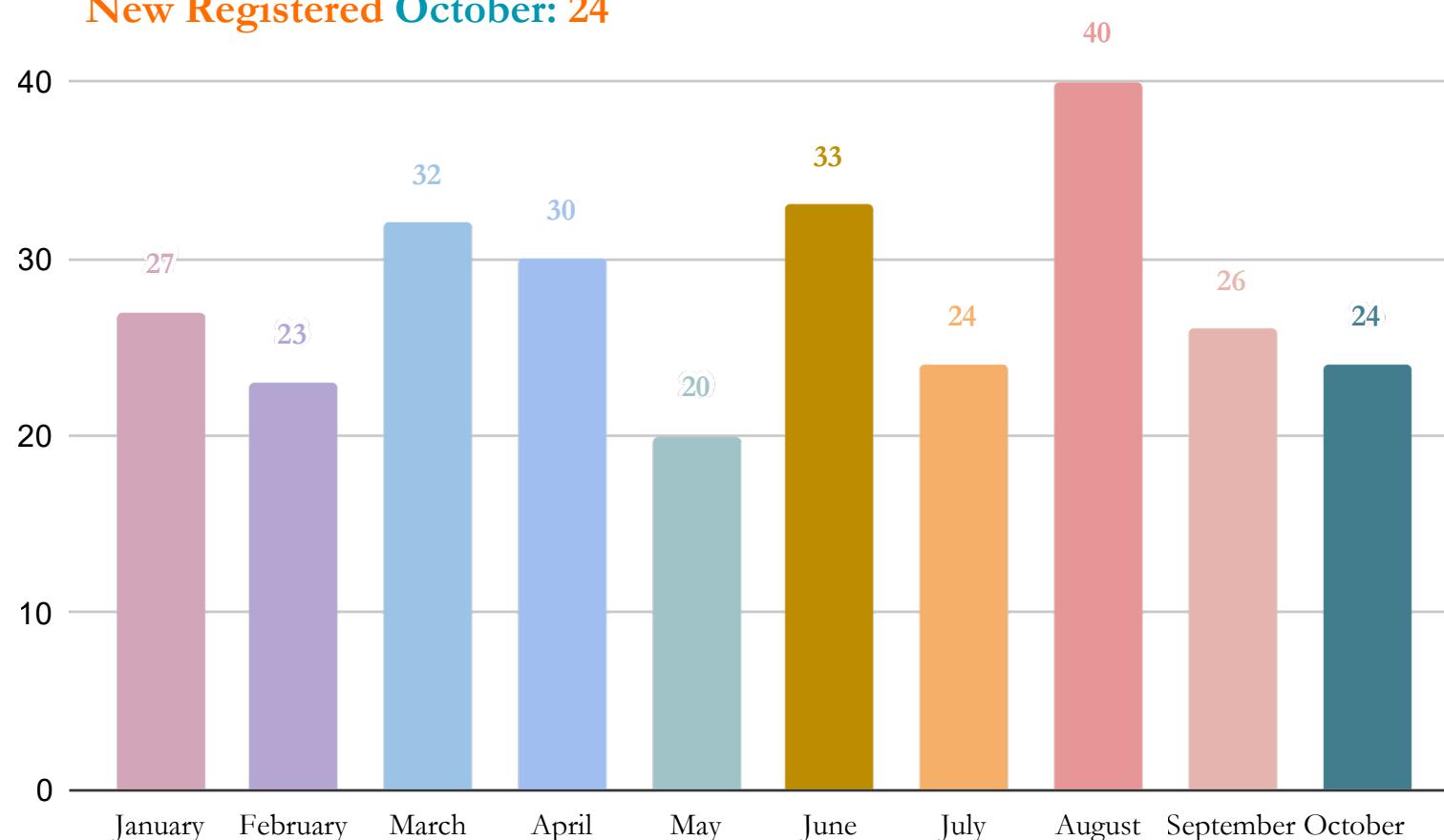
Service Providers

1. Tour Guide (3,174 as of October)



2. Tour Operators (Total 2,890 as of October)

New Registered October: 24



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Services

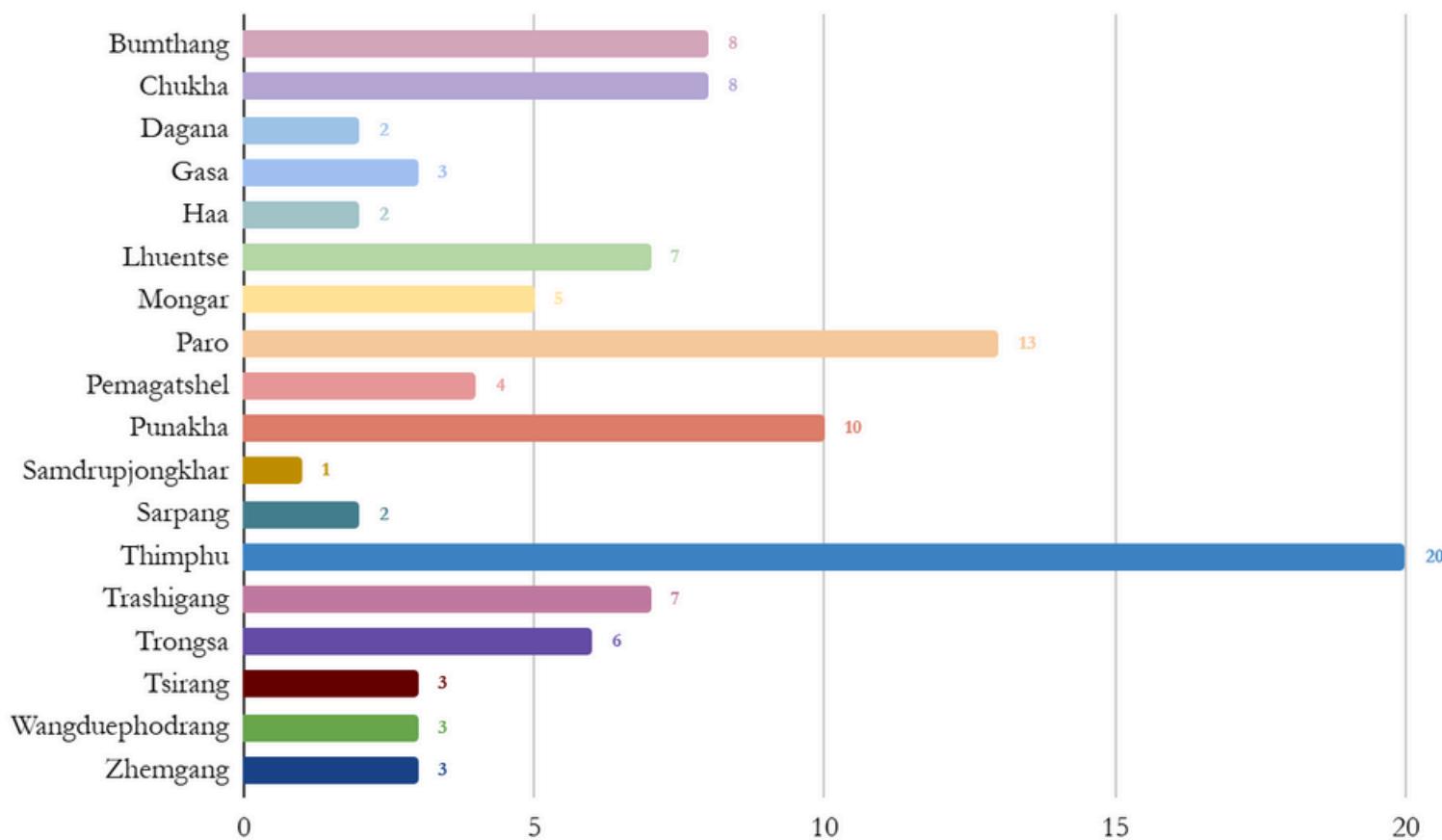
3. Accommodations Across Bhutan (571 as of October)

SN	Dzongkhang	Five Star (20)			Four Star (23)			Three Star (184)			Two Star (60)			One Star (102)			Village Home Stay (182)			Grand Total (591)		
		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	450	852	2	7	14	3	28	50	31	93	186	57	603	1,127
2	Chhukha	0	0	0	0	0	0	16	591	1,052	0	0	0	9	180	318	5	15	30	30	786	1,400
3	Dagana	0	0	0	0	0	0	0	0	0	0	0	0	1	11	18	3	9	18	4	20	36
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	104	184	3	21	35	1	6	10	17	51	102	25	182	331
6	Lhentse	0	0	0	0	0	0	0	0	0	1	24	24	0	0	0	13	39	78	14	63	102
7	Mongar	0	0	0	0	0	0	3	64	120	1	7	11	2	20	32	1	3	6	7	94	169
8	Paro	6	201	308	6	170	319	48	1,127	1,952	13	217	350	22	204	324	18	54	108	113	1,973	3,361
9	Pemagatshel	0	0	0	0	0	0	0	0	0	5	47	72	1	8	12	0	0	0	6	55	84
10	Punakha	4	49	84	2	65	121	14	373	671	8	89	163	4	55	94	23	69	138	55	700	1,271
11	Samtse	0	0	0	0	0	0	1	14	28	1	24	36	4	43	79	0	0	0	6	81	143
12	S/jongkhar	0	0	0	0	0	0	0	0	0	2	32	59	5	86	139	0	0	0	7	118	198
13	Sarpang	0	0	0	0	0	0	1	26	39	5	42	59	21	200	337	0	0	0	27	268	435
14	Thimphu	5	268	369	15	492	867	63	1,690	3,059	11	229	352	16	274	442	4	12	24	114	2,965	5,113
15	Tashigang	0	0	0	0	0	0	2	43	86	2	18	31	1	4	8	17	51	102	22	116	227
16	Trashiyangtse	0	0	0	0	0	0	0	0	0	0	0	0	1	0	0	4	12	24	5	12	24
17	Trongsa	0	0	0	0	0	0	3	59	103	2	14	24	1	14	24	1	3	6	7	90	157
18	Tsirang	0	0	0	0	0	0	0	0	0	1	0	0	3	36	65	0	0	0	4	36	65
19	Wangdue	3	29	29	0	0	0	10	197	370	3	45	81	7	67	112	33	99	198	56	437	790
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	184	4,738	8,516	60	816	1,311	102	1,236	2,064	182	546	1,092	571	8,635	15,105

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 October

1/1

Condé Nast Traveler UK
Readers' Choice Awards 2025



Bhutan: A Journey
Beyond Leisure



1/2

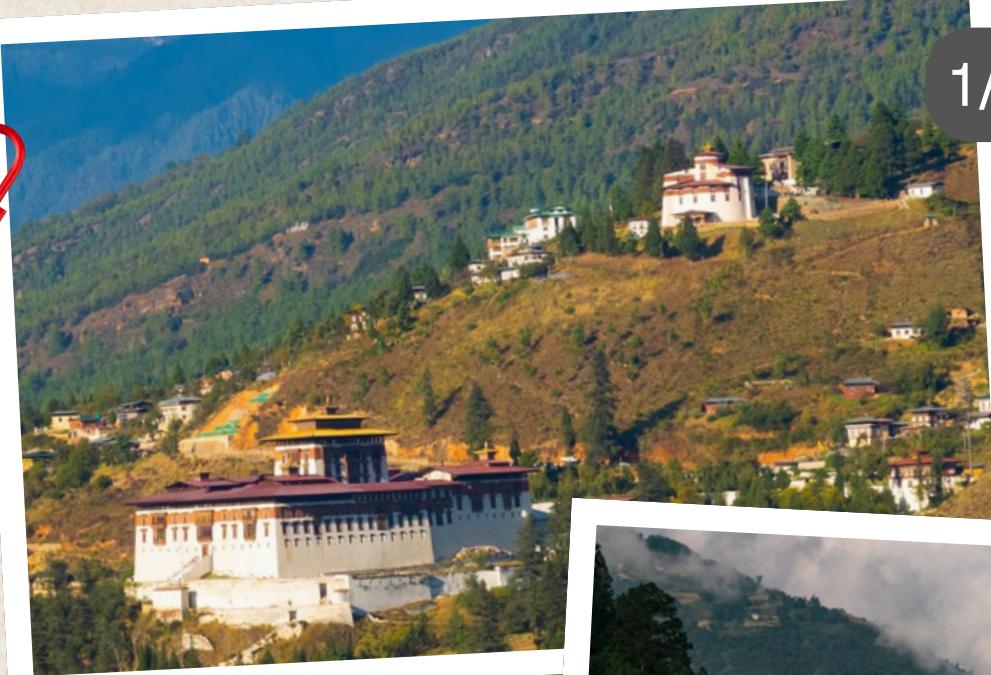
Every Journey in Bhutan
Tells a Story



1/3

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3. Top 3 Instagram Posts of October



1/1

*Bhutan: Where Nature
Inspires and Spirit
Awakens*

*Exploring the Diverse Wonders of
Bhutan: Culture, Nature, and
Adventure Await*

1/2



1/3

Black-necked Crane Festival

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4. Highlight Coverage in Travel Publication



In The Land Of Stillness: Life Among Bhutan Monks

@ 6690

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Bhutan offers something different. It doesn't shout for attention; it whispers.

Landing in Paro feels less like arriving and more like exhaling. The mountains wrap around the valley, folded arms, and the air carries a kind of hush that's hard to describe. Bhutan doesn't shout its presence—it simply exists, quietly, with grace. And at the centre of it all are the monks, living embodiments of a culture that values stillness over speed, intention over impulse.

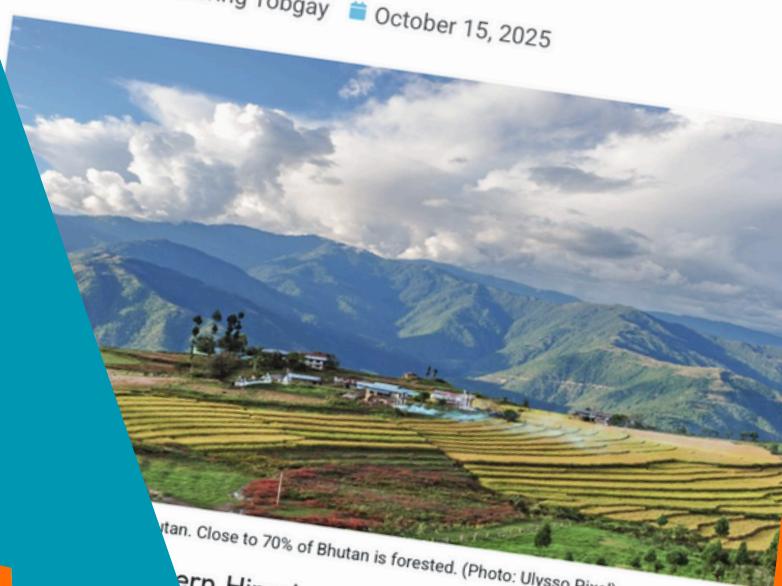

[\(LINK\)](#)

Preserving Happiness: Bhutan's Journey of Conservation and Sustainability



Hon'ble Tshering Tobgay

October 15, 2025


[\(LINK\)](#)

Haute Meets Himalayas: What To Do Beyond The Ramps At Bhutan's Debut Fashion Week

Bhutan is gearing up to host its first fashion week. Discover the top things to do across this scenic nation.

BY YASHITA VASHISHTH | PUBLISHED: OCT 22, 2025 10:00 AM IST | 6 MIN READ

Share this on | [Facebook](#) [Twitter](#) [Email](#)

Paro | Image Credit: Bernard Gagnon, Bhutan, celebrated as the world's first country to ban plastic bags. Bhutan's journey towards a sustainable future began in 2008 with the introduction of a ban on plastic bags. The country is also committed to becoming carbon neutral by 2030. The Bhutanese government has implemented various policies and programs to promote sustainable development, including the promotion of renewable energy, the protection of forests, and the preservation of traditional knowledge and practices. The country is also working to develop its tourism industry in a sustainable manner, with a focus on responsible tourism and the promotion of Bhutan's unique culture and traditions.

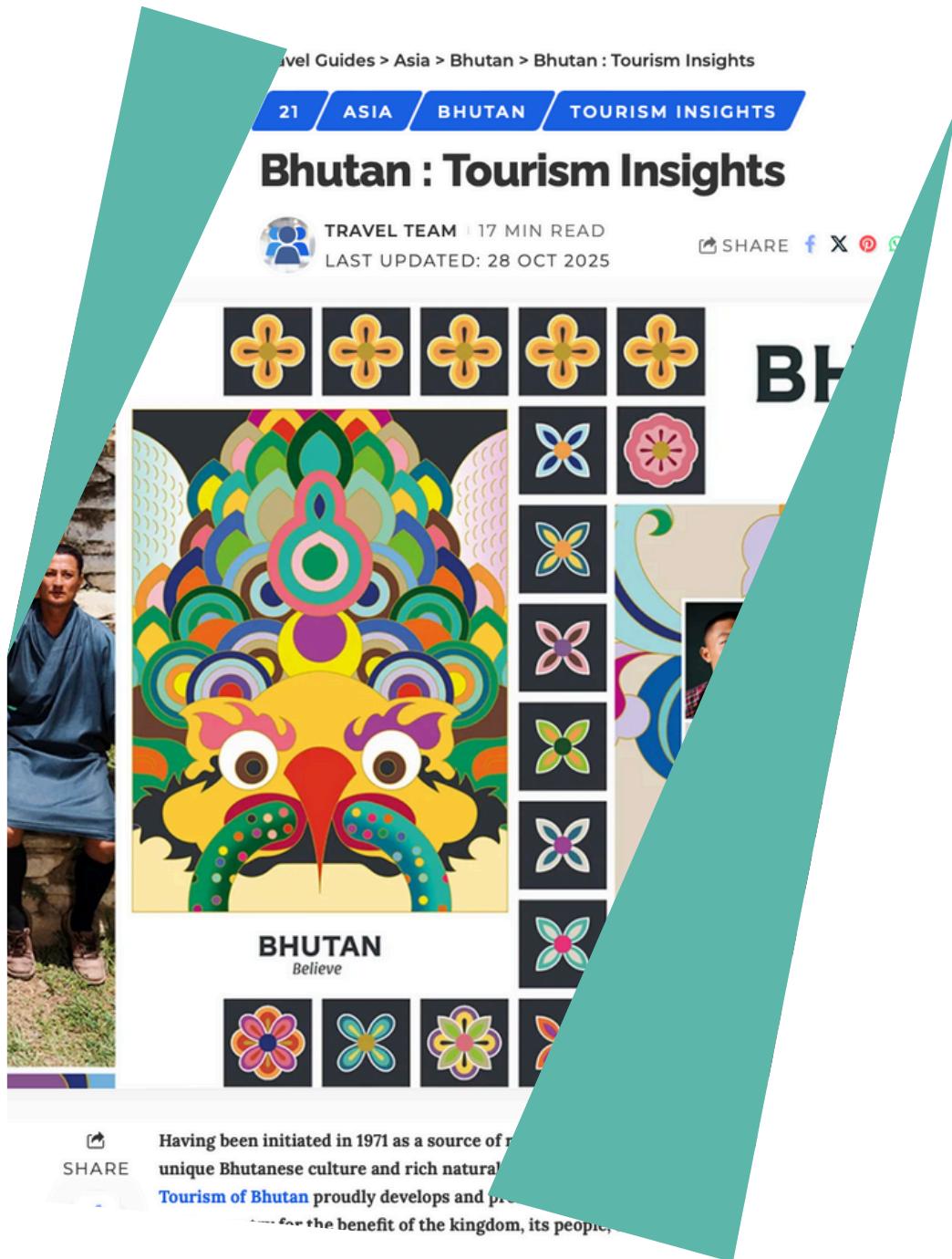
[\(LINK\)](#)

Bhutan. Close to 70% of Bhutan is forested. (Photo: Ulysso Pixel)
In the heart of the Eastern Himalayas, Bhutan is often described as a land of contrasts. It is a place where ancient culture, tradition, with a profound reverence for nature, coexist. The towering mountains shelter ancient monasteries, our rivers carve

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4. Highlight Coverage in Travel Publication





Bhutan : Tourism Insights

Travel Guides > Asia > Bhutan > Bhutan : Tourism Insights

21 ASIA BHUTAN TOURISM INSIGHTS

TRAVEL TEAM | 17 MIN READ

LAST UPDATED: 28 OCT 2025

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Having been initiated in 1971 as a source of revenue, Bhutan's tourism industry is based on the principles of sustainable development, environmental protection, and cultural preservation. The Department of Tourism of Bhutan proudly develops and promotes the tourism industry in the country for the benefit of the kingdom, its people, and the world.

[\(LINK\)](#)



| Dance Across the World | S02 | EP 1 |

7.4K Share Thank

[\(LINK\)](#)

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