

**BHUTAN**  
Believe



# MONTHLY TOURISM BULLETIN OF BHUTAN (MTBB)

OCTOBER 2025

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

MINISTRY OF INDUSTRY, COMMERCE AND EMPLOYMENT (MoICE)

# Monthly Tourism Bulletin of Bhutan

## Tourist Arrival

October Arrival: 2024 Vs 2025

28,037

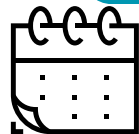
7,495 Vs October, 2024

January - October 2025

163,827

47,443 Vs 2024

ALOS : October



Average Length of Stay

Indian



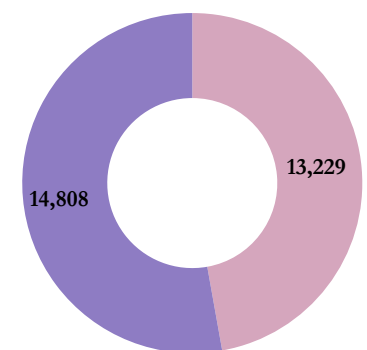
Days

COTI



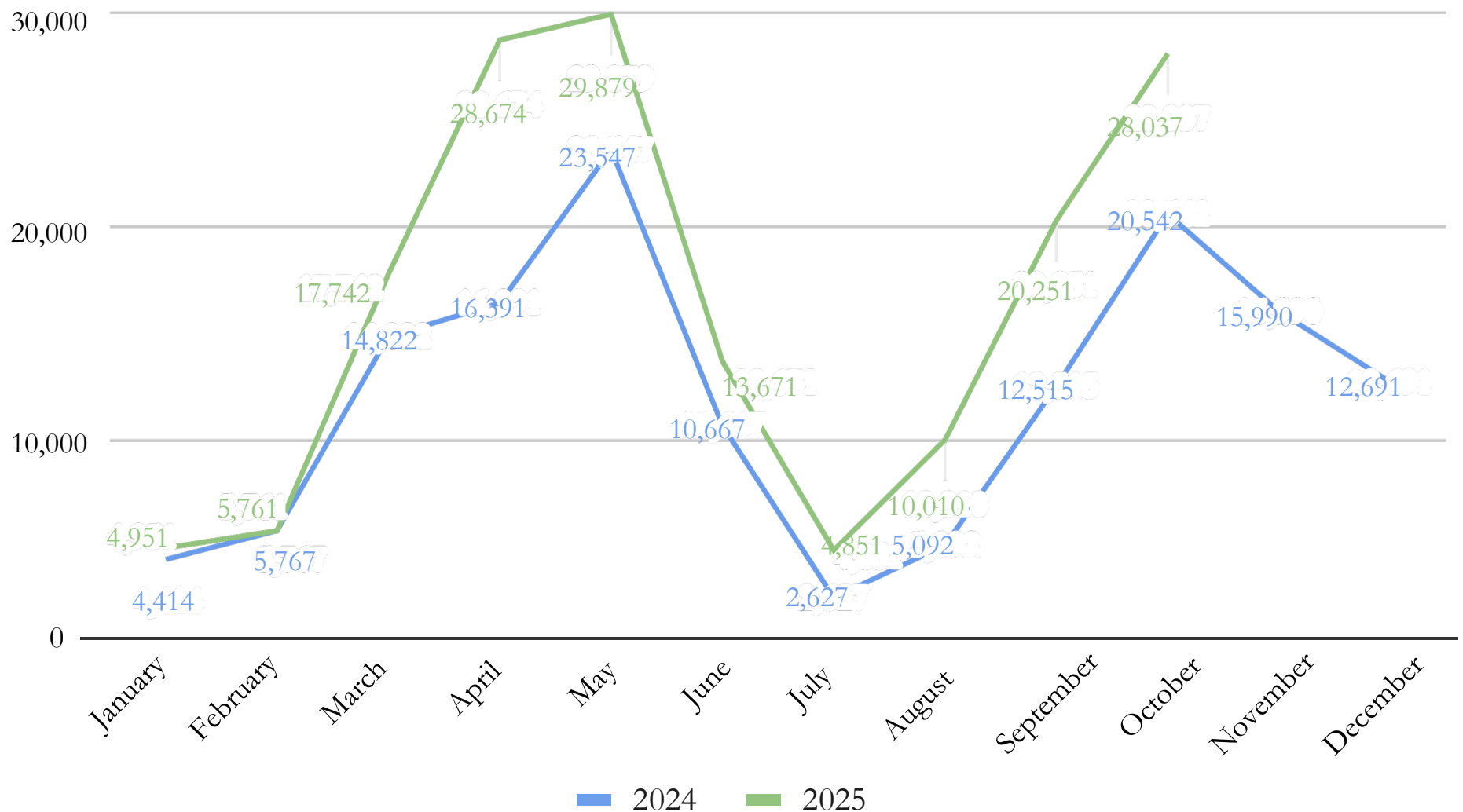
Days

Tourist Category : October



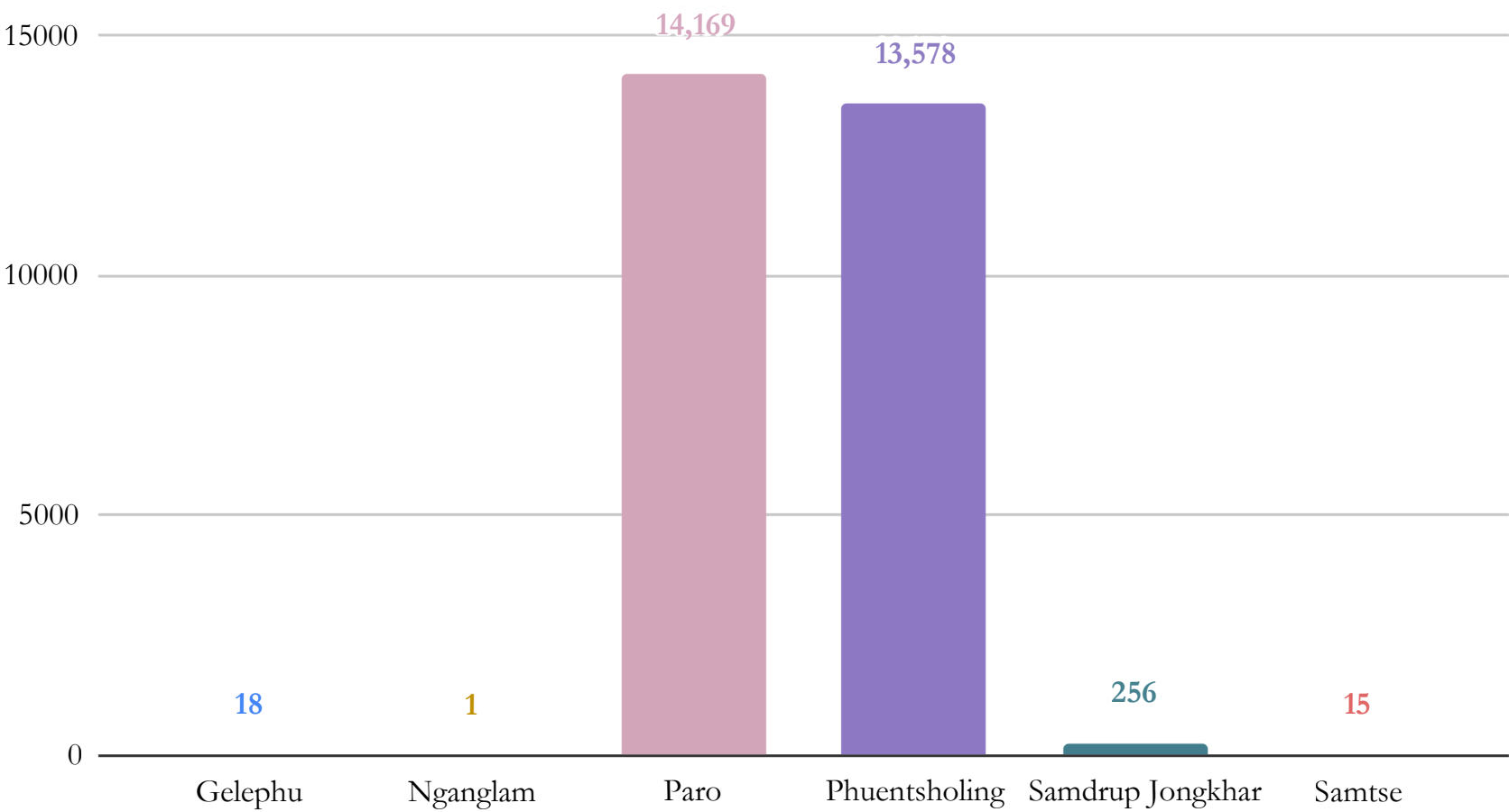
Countries other than India Indian

## Monthly Tourist Arrival 2024 Vs 2025

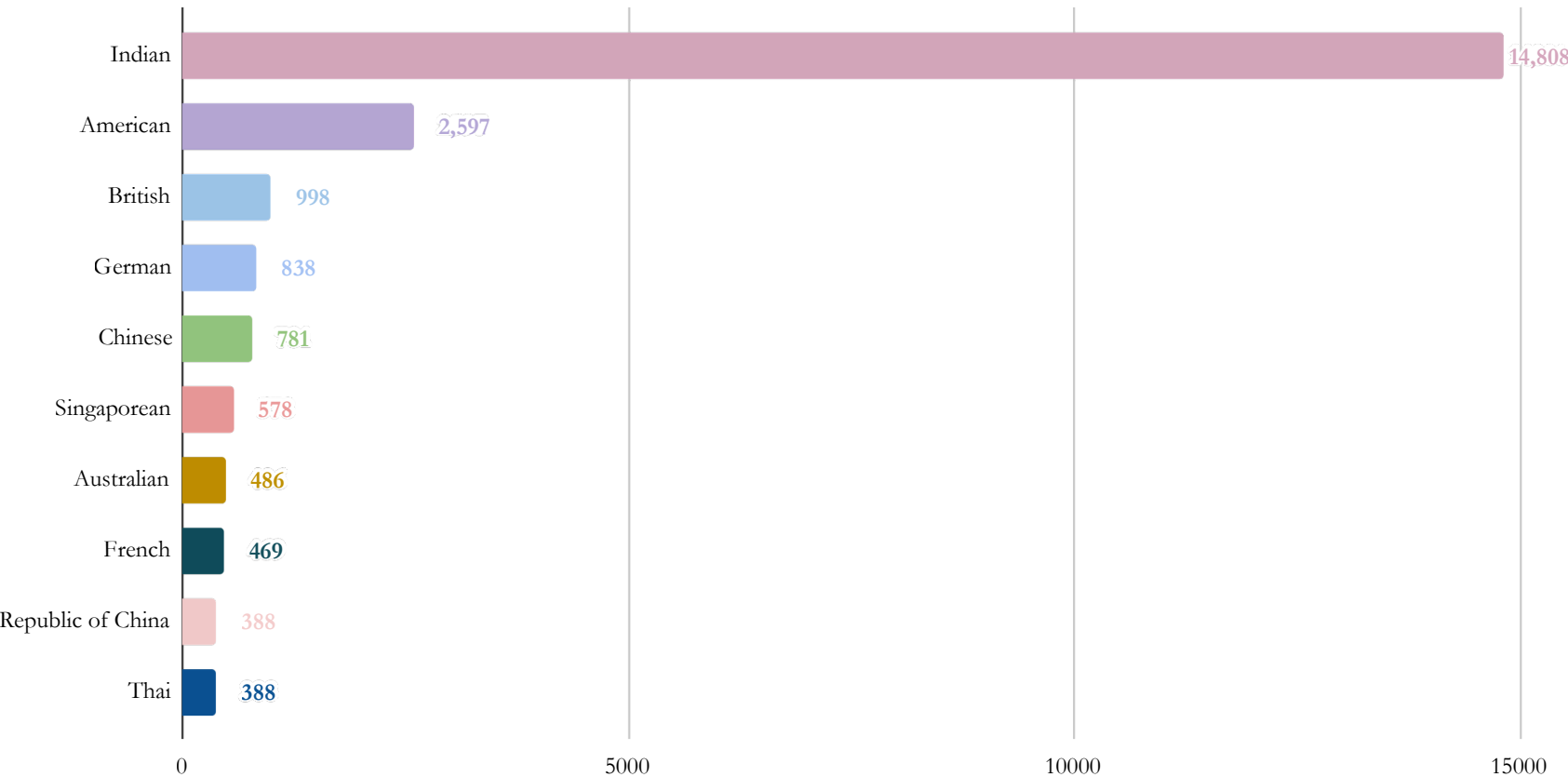


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## Port of Entry: October



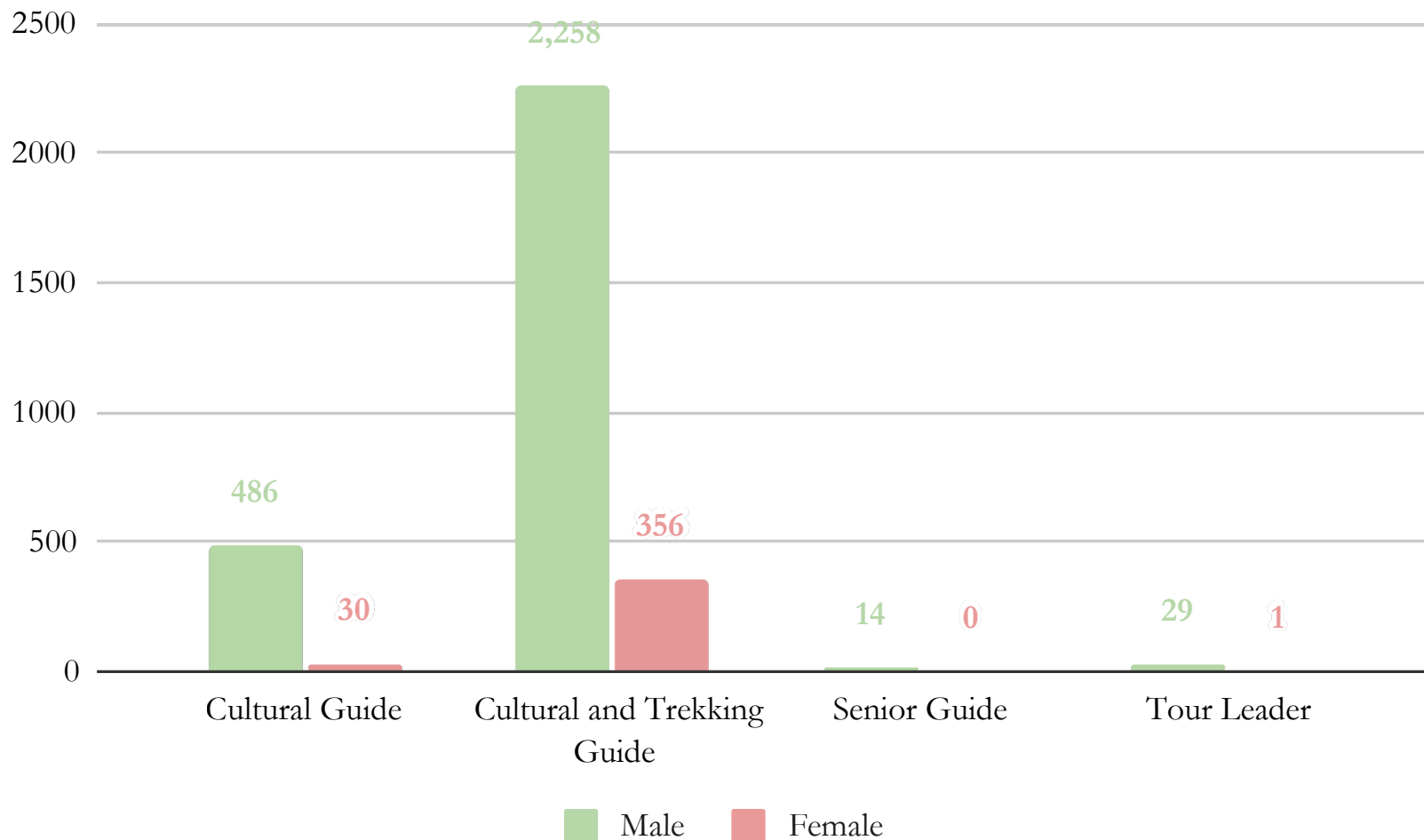
## Top 10 Source Markets: October



# Monthly Tourism Bulletin of Bhutan

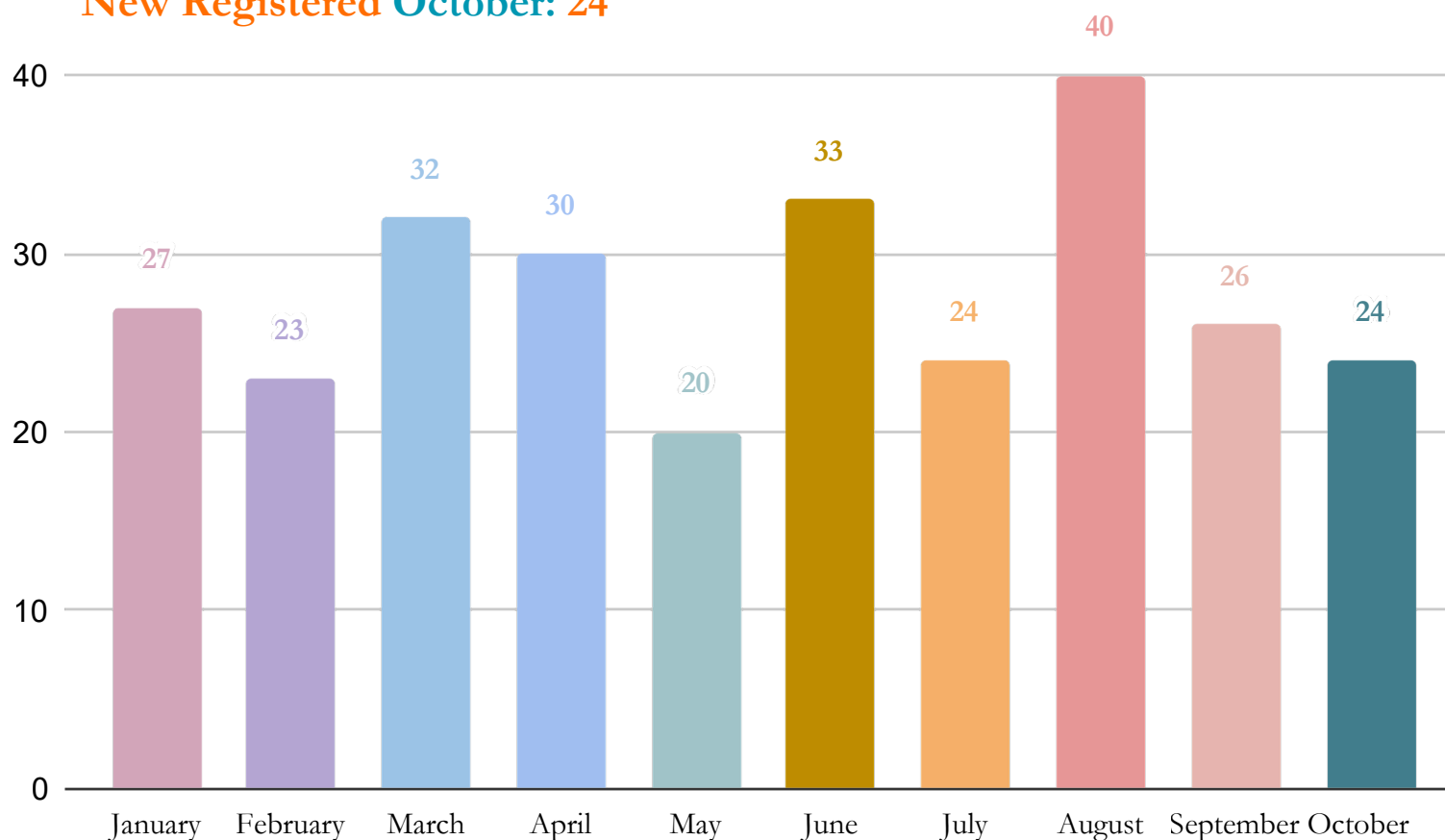
## Service Providers

### 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

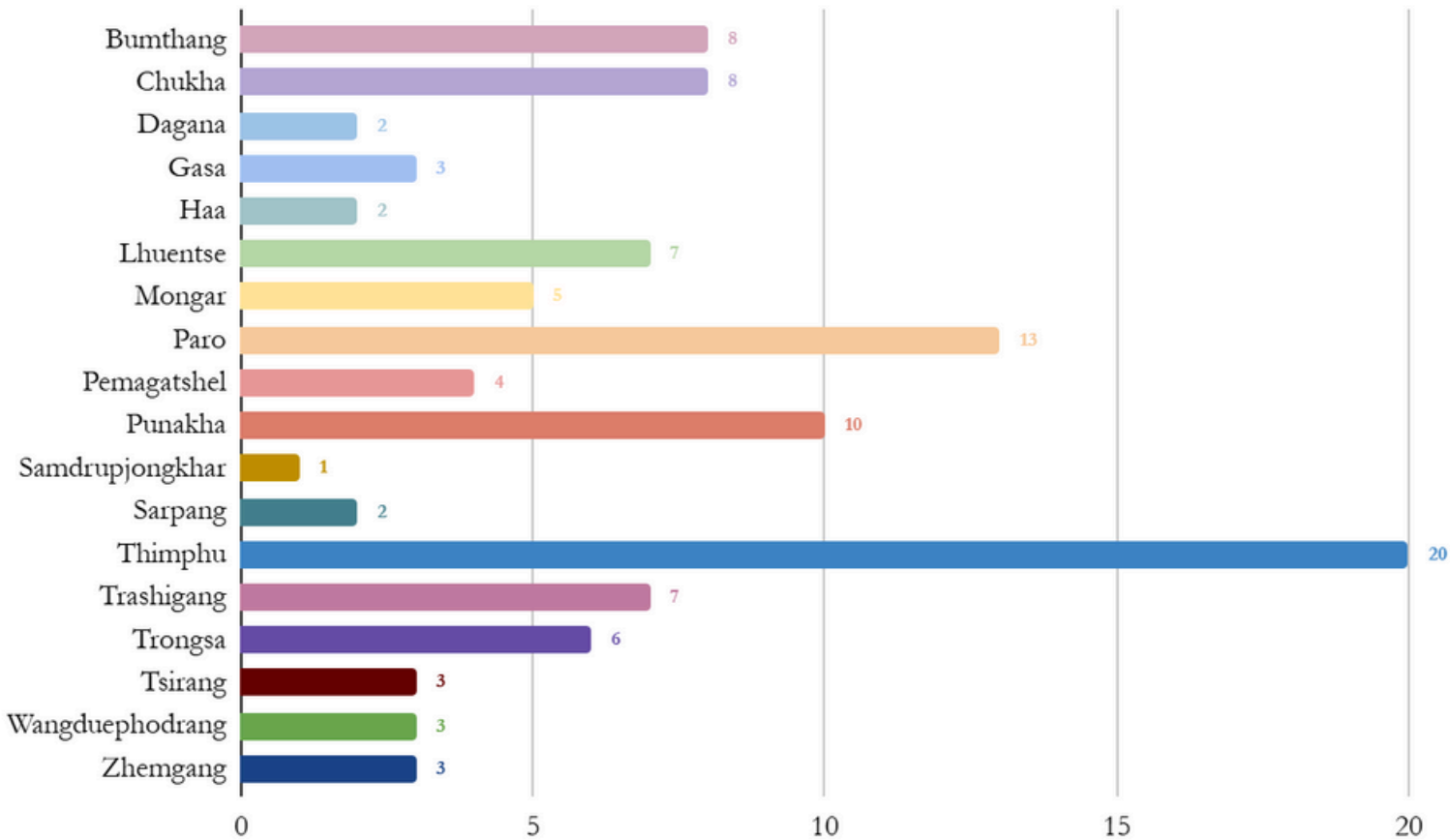
### 3. Accommodations Across Bhutan (571 as of October)

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	Accomo dation	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

# 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>)



# Monthly Tourism Bulletin of Bhutan

## 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



# Monthly Tourism Bulletin of Bhutan

## 3. Top 3 Instagram Posts of October



1/1

*Bhutan: Where Nature  
Inspires and Spirit  
Awakens*



1/2

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



1/3

*Black necked Crane Festival*



# Monthly Tourism Bulletin of Bhutan

## 4. Highlight Coverage in Travel Publication



### 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 |



Paro | Image Credit: Bernard Gagnon,  
Bhutan, celebrated as the world's first c  
in mindful living, sustainability, and s  
local textiles, design, and creativity  
to November 1, 2025.

[\(LINK\)](#)

### In The Land Of Stillness: Life Among Bhutan Monks

6690

tweet

Share

share

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.



robes move through the streets with a kind of unhurried grace. Novices sit cross-legged on worn cushions, chatting in their own language. Their days begin before sunrise, filled with rituals—sweeping courtyards, lighting butter lamps, and, here, just presence.

[\(LINK\)](#)

### Preserving Happiness: Bhutan's Journey of Conservation and Sustainability

Hon'ble Tshering Tobgay October 15, 2025



Bhutan. Close to 70% of Bhutan is forested. (Photo: Ulysses Pixel)

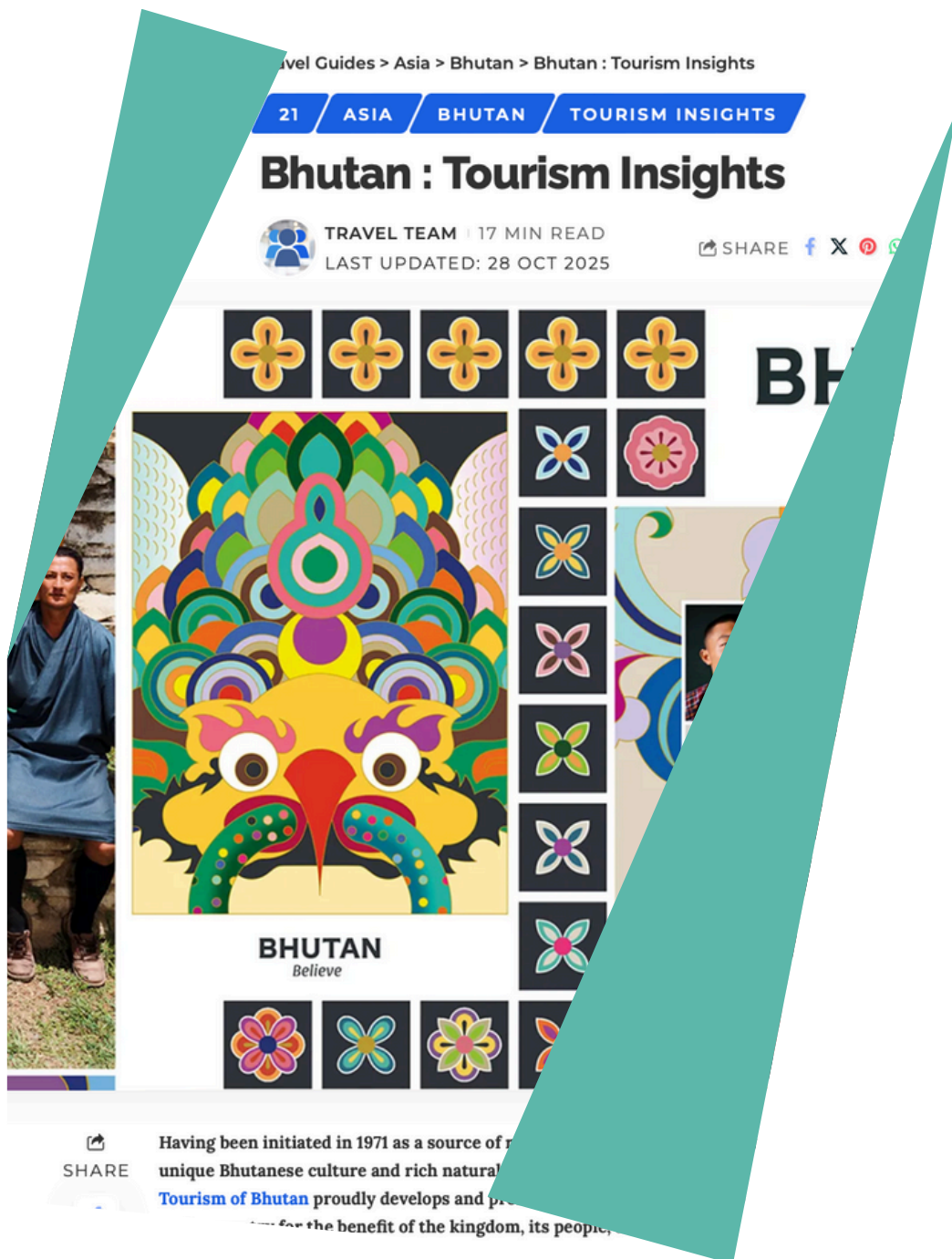
ern Himalayas, Bhutan is often described as a land of peace and culture, tradition, with a profound reverence for nature. The mountains shelter ancient monasteries, our rivers carve

[\(LINK\)](#)



# Monthly Tourism Bulletin of Bhutan

## 4. Highlight Coverage in Travel Publication



(LINK)



(LINK)

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