



# BHUTAN TOURISM MONITOR

# 2020



Publication of the Tourism Council of Bhutan



# BHUTAN TOURISM MONITOR 2020



Planning and Research Services  
Tourism Council of Bhutan

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## FOREWORD

The Tourism Council of Bhutan is pleased to present the annual statistical publication 'Bhutan Tourism Monitor 2020'. This publication presents the overall performance of tourism for the year including data on market trends, findings and analysis to support future development of the tourism industry.

After recording continued growths over the years, visitor arrivals to Bhutan in 2020 was at a record low with 29,812 arrivals which is 90.55% drop from the previous high of 2019. The earnings from tourism has also seen a drop of 88% in 2020.

This decline is mainly attributed to the COVID-19 pandemic and the subsequent travel restrictions and closure of borders by countries across the globe bringing travel and tourism to a complete halt. The COVID-19 pandemic has created and continues to create unprecedented impacts on the economy and lives of people in Bhutan and around the world with travel and tourism being one of the severely impacted industries.

As we strive to work towards recovery, it is only imperative for the need to re-think on our development aspects to make our industry more sustainable and resilient. And what better way than to strengthen and build on the time-tested tourism policy of High value, Low Volume which is more significant and pertinent now than ever before.

I am hopeful that the BTM 2020 will provide necessary information on tourism for the formulation of plans and programs.

Tashi Delek



**Dorji Dhradhul**  
Director General

## **ACKNOWLEDGEMENT**

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TCB would also like to thank National Statistics Bureau for the technical support rendered for the design, operation and analysis of the VES 2020 and the Department of Immigration (DOI) for their continued support in sharing data.



## ABBREVIATION

<b>TCB</b>	Tourism Council of Bhutan
<b>MDPR</b>	Minimum Daily Package Rate
<b>DOI</b>	Department of Immigration
<b>VES</b>	Visitor Exit Survey
<b>SDF</b>	Sustainable Development Fee
<b>ALOS</b>	Average Length of Stay
<b>VFR</b>	Visiting Friends and Relatives
<b>USD / US \$</b>	United States Dollars
<b>VHS</b>	Village Home Stays

## DEFINITIONS

**Inbound tourism:** Inbound tourism comprise the activities of a non-resident visitor to the country of reference on an inbound tourism trip.

**Visitor / Tourist:** A visitor is a traveler taking a trip to a main destination outside his/her usual environment, for less than a year, for any main purpose (business, leisure or other personal purpose) other than to be employed by a resident entity in the country or place visited.

**Non-MDPR paying / Regional visitors:** Nationals of India, Bangladesh and Maldives arrivals to Bhutan for leisure, official, business and VFR.

**MDPR paying / International Visitors:** Nationals of all other countries (other than India, Bangladesh and Maldives) who visit Bhutan for leisure, official, business and VFR.

**Leisure Arrivals:** Non-resident arrivals to Bhutan for the purpose of holiday and leisure.

The leisure arrivals from MDPR paying countries pre-book their tours to Bhutan through a Bhutanese tour operator paying a Minimum Daily Package Rate (MDPR) for an all-inclusive package tour to Bhutan.

The leisure arrivals from non-MDPR paying countries (Bangladesh, India and Maldives) are levied a Sustainable Development Fee (SDF).

**Business Arrivals:** Non-resident arrivals to Bhutan whose main purpose for a tourism trip corresponds to the business category of purpose

**Official Arrivals:** Non-residents arrivals to Bhutan whose main purpose for a tourism trip corresponds to professional category of purpose

**Others / VFR – Visiting Friends and Relatives:** Personal guests, friends and relatives of Bhutanese and expat residents of Bhutan

**Minimum Daily Package Rate (MDPR):** Refers to the minimum rate paid by all leisure tourist for an all-inclusive package tour to Bhutan. This includes Sustainable Development Fee component and payment for the all-inclusive service package (accommodation, meals, guides and ground transport within Bhutan).

The current MDPR is USD 250 per person per night during the months of March, April, May,

September, October, November and USD 200 per person per night during other months of the year (December, January, February, June, July and August). For both periods the SDF is fixed at \$65 per person per night.

The MDPR will not apply to countries granted exemptions by the RGOB which currently includes nationals of Bangladesh, India and Maldives. However, for this category of leisure tourist a SDF will be applied. The SDF will be determined by the RGOB based on the need to manage the pressures on our society, culture and environment.

**Gross Earnings:** refers to the gross convertible currency earnings from MDPR paying leisure arrivals only and includes SDF.

**Sustainable Development Fee (SDF):** Refers to the tourism levy on all leisure tourists per person per night and applicable throughout the year as a contribution towards sustainable development initiatives undertaken by the Government and to compensate for the negative environmental impacts associated to tourism.

**Tourism Expenditure:** refers to the amount paid for the acquisition of consumption goods and services, as well as valuables, for own use or to give away, for and during tourism trips. It includes expenditures by visitors themselves, as well as expenses that are paid for or reimbursed by others

**Travel Group:** is made up of individuals or travel parties travelling together

## ABOUT US

The **Tourism Council of Bhutan** is the apex tourism organization responsible for the development, promotion and regulation of tourism in the country.

### Vision

A green, sustainable, inclusive and a high value tourism destination

### Guiding Principles

- i. Develop and promote forms of tourism that is consistent with our national development philosophy of Gross National Happiness.

#### ***High value, Low volume Tourism***

*Targeting mindful and responsible visitors, creating good value for money experiences, high revenue and yield, quality infrastructure and tourism products and services and Brand Bhutan.*

*While ensuring that the number of tourists Bhutan receives is consistent with the absorptive carrying capacity of our natural endowment, socio-cultural values and infrastructure and does not exacerbate our vulnerabilities as a small nation.*

- ii. Promote High value, Low volume tourism
- iii. Promote tourism that does not undermine national security and does not erode our tangible and intangible cultural heritage and environment.
- iv. Promote inclusive and equitable growth.
- v. Ensure sustainable tourism development.

## **Mandates**

1. Tourism Policy and planning
2. Regulation and monitoring
3. Facilitation and coordination
4. Development, promotion and branding of tourism products and services
5. Human resource development
6. Certification and accreditation of tourism services and facilities

## **Connect with us**

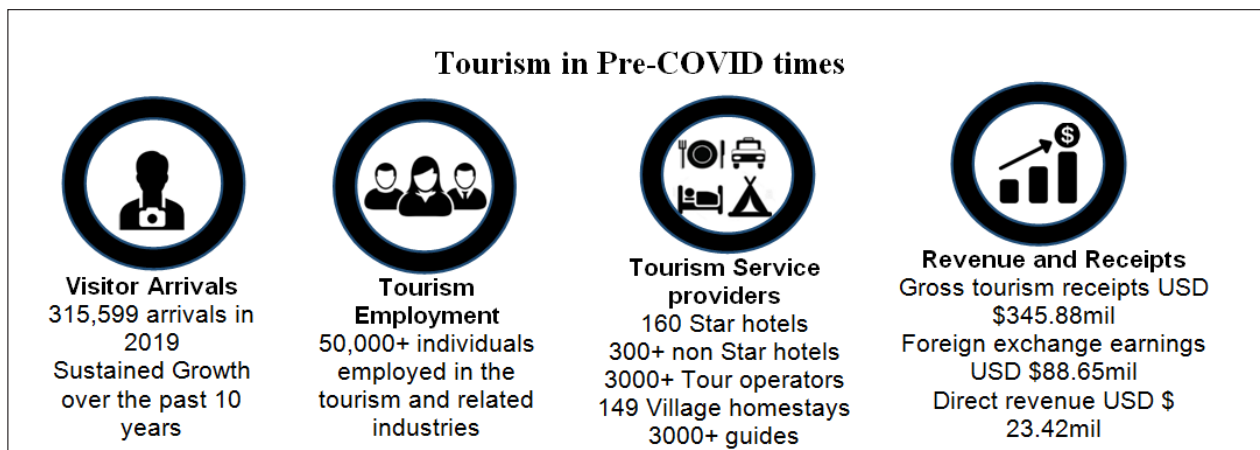
PO Box 126, GPO, Thimphu, Bhutan

Tel: +975 2 323251 / 323252 | Fax +975 2 323695

[www.tourism.gov.bt](http://www.tourism.gov.bt) | [bhutan.travel](http://bhutan.travel)

## COVID-19 AND TOURISM IN BHUTAN

The coronavirus pandemic has created and continues to create unprecedented impacts on the economy and livelihoods in the country and around the world. The detection of the first imported positive case in early March 2020 in the country and the subsequent imposition of travel restrictions has brought the tourism industry to a standstill with tourism being one of the worst hit.



### Impact of COVID-19

#### Visitor arrivals

Overall visitor arrivals fell by 91 percent, with only 29,812 visitors in 2020 as compared to 315,599 visitors in 2019. Of this, 6,376 were MDPR paying tourists (a 90.5 percent drop 2019); and 23,436 were Non-MDPR paying tourists (a 90 percent drop from 2019).

#### Receipt and revenue

Gross receipts fell by 92 percent to USD 19.84million in 2020, from USD 225.87million in 2019. Direct revenue also dropped by 90.4 percent to USD 2.76million in 2020, from USD 23.42million in 2019.

#### Employment

A total of 50,737 employees in the tourism sector have been impacted due to the outbreak

#### Tourism service providers

The accommodation, tour operations, restaurants, handicrafts, guides and other tourism related industries have been impacted by the pandemic facing problems meeting overhead costs, loan repayments and other fixed costs with no source of income.

## **Interventions**

Considering these unprecedented impacts, tourism was identified as one of the focus sectors for interventions. The interventions focused on addressing and mitigating the impacts of the pandemic and to work towards recovery through the implementation of programs on infrastructure and product development, training and re-skilling, survey and studies and waste management. These programs were implemented through the Economic Contingency Plan (ECP) I, ECP II and implementation of the re-prioritised Tourism Flagship Program.

Some of the major intervention areas are follows:

- Adoption of Tourism Levy Act of Bhutan 2020 and Tourism Policy of the Kingdom of Bhutan 2021.
- Rules and regulations for implementation of Tourism Levy Act of Bhutan 2020, Action plan for Tourism Policy, guidelines for reopening tourism in a safe manner, guidelines for domestic tourism management and others have been undertaken.
- Development, promotion and implementation of communication plan to maintain and promote Brand Bhutan through various local and international channels including social media, print media, television and videos.
- Digitalisation of the tourism industry has been initiated through the integration of online systems to improve transparency, efficiency and effectiveness in service delivery. The digitalisation will look into establishment of one-stop-service-center, TCB hub for system integration within and beyond TCB, enhancement of online payment system and online communication systems, among others.
- Samdrup Jongkhar and Gelephu identified as additional entry points to prepare for the reopening of the sector, and to facilitate the spread of tourists across the country. Integrated check post facilities will be set up in these locations in due course of time.
- Development of Druk Neykor connecting 108 temples in the country has been initiated. The Thimphu version comprising 16 sites (temples and neys) has been launched on December 17, 2020.
- Digitalisation of trekking routes (snowman trek) including enhancement of trek routes (for example Sinchula and Gangtey trail).
- Development of proper system of tourism statistics (BSTS) including Bhutan experimental tourism satellite account (BETSA). This includes enhancement of tourism statistics on inbound, domestic and outbound tourism (first domestic and outbound tourism survey (DOTS) conducted in 2020).
- Proposal to enhance visitor experiences post COVID-19 through diversification of tourism products such as wellness, nature, culture, and MICE has been developed.
- Training and re-skilling include training on wellness, meditation, Spa and Sowa Rigpa, hotel assessors training, cultural guides, re-skilling of handicraft craftsman, foreign language training amongst others.

## CHAPTER 1 – OVERVIEW

### Introduction

Bhutan Tourism Monitor (BTM) is an annual statistical publication of the Tourism Council of Bhutan presenting a comprehensive analysis of the performance of the tourism industry during the calendar year. The report presents statistical insights on the visitor, first-hand feedback from the visitors and past tourism trends and analysis. TCB continuously strives to publish improved and relevant publications for its stakeholders in the travel and tourism industry and beyond to meet the data needs of these diverse groups of users.

However, the global tourism industry including tourism in Bhutan has been severely impacted by the novel coronavirus COVID-19 bringing travel and tourism to a complete standstill affecting businesses and people working in the industry. Bhutan introduced travel restrictions from 6th March 2020 after the detection of the first COVID-19 case and since then the travel restriction is in place with no visitor arrivals.

The BTM 2020 presents the data for the period covering 1st January till 6th March 2020 supplemented by the visitor exit survey administered at the entry ports during the months of January till March 2020. The report presents the detailed statistical breakdown of visitor arrivals, visitor profiles and demographics, travel patterns and interests, expenditure and tourism receipts including tourism trends, analysis and market intelligence.

### Objectives

The objective of the annual statistical publication is to provide comprehensive and reliable information on the state and performance of the tourism industry for the calendar year 2020.

### Study Design and Methodology

The tourism statistics in BTM 2020 is reported on a calendar year basis although the data coverage is for 1st January till 6th March 2020. There were some officials and visiting friends and relatives arrivals after 6th March 2020. The secondary data is obtained from Tashel Information Management System, a database maintained by TCB and Immigration database maintained by the Department of Immigration (DOI). The data presented in the past annual tourism monitors were also used while making trend analysis on various variables.



The primary data were collected through visitor exit survey (VES) administered at the Paro International Airport and Phuentsholing Integrated Outpost targeting all departing tourists/visitors. Primary data was collected using exit survey questionnaires comprising of both open-ended and closed-ended questions which was designed and interviewed using Computer Assisted Personal Interview (CAPI). The data cleaning, cross tabulation, table generation and data analysis were carried out in statistical software Stata SE - 15.

## Sampling Frame

The sampling frame for the visitor exit survey 2020 was developed based on the 315,559 tourists who departed the country in 2019 through the two major exit points namely Paro airport by air and Phuentsholing by land.

## Sampling Design

Two stage systematic cluster design was adopted for the Visitors Exit Survey of Bhutan 2020 to provide estimates on international tourists related indicators at national level. Two stages were identified for sampling wherein first stage included 12 weeks selection using systematic random sampling from week 1 up to week 52 with a sampling interval of 4 and a random start of any number from 1 to 52 to capture the seasonality in the data; and in the second stage the required numbers of tourists were selected using systematic random sampling in each sampled week.

## Sample Size Determination

In order to estimate the required sample size, a criterion variable was decided upon which the estimation was based. It was decided that estimation of the required sample size be based on the mean of length of stay in the country (regional and international tourists).

The required sample size was estimated using the number of tourist arrivals in 2019 on the mean length of stay in the country.

The formula for sample size is as follow:

$$n = \frac{z^2 s^2 (f)(k)}{(p) e^2}$$

where:

- n** is the parameter to be calculated and is the sample size in terms of number of tourists to be selected;
- z** is the statistic that defines the level of confidence desired (95% confidence interval);
- s** is the variance length of stay by visitors;
- f** is the sample design effect, assumed to be 2.0;
- k** is a multiplier to account for the anticipated rate of non-response;
- p** is the proportion of the total population accounted for by the target population and upon which the parameter,  $r$ , is based ( $r$  pertains to the variable length of stay);
- e** is the acceptable margin of error in estimating  $p$ .

Based on the above formula, the total sample size was estimated at 5,202 individuals (non-resident tourists) at the national level.

## Survey Limitations

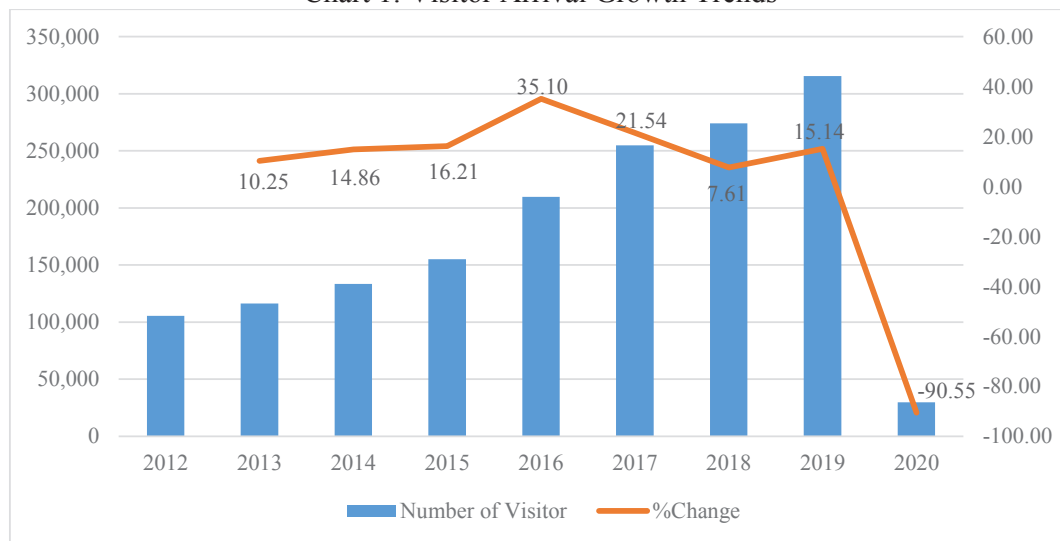
The VES 2020 covered only January till March 2020 and the statistical tables / charts and analysis relating to VES 2020 covers data collected for these months only.

## CHAPTER 2 – TOURISM BHUTAN TRENDS

This chapter presents the tourism trends and analysis of key variables of tourism in Bhutan over the years.

### Visitor Arrivals

Chart 1: Visitor Arrival Growth Trends



(Source: TCB & DOI)

Table 2: Visitor Arrival Trends

Year	2012	2013	2014	2015	2016	2017	2018	2019	2020
<b>Number of Visitor</b>	105,407	116,209	133,480	155,121	209,570	254,704	274,097	315,599	29,812
<b>% Change</b>		10.25	14.86	16.21	35.10	21.54	7.61	15.14	-90.55

(Source: TCB & DOI)

Bhutan recorded a total of 29,812 visitors in 2020 which is -90.55% drop compared to previous high of 315,599 in 2019 mainly on account of the coronavirus pandemic.

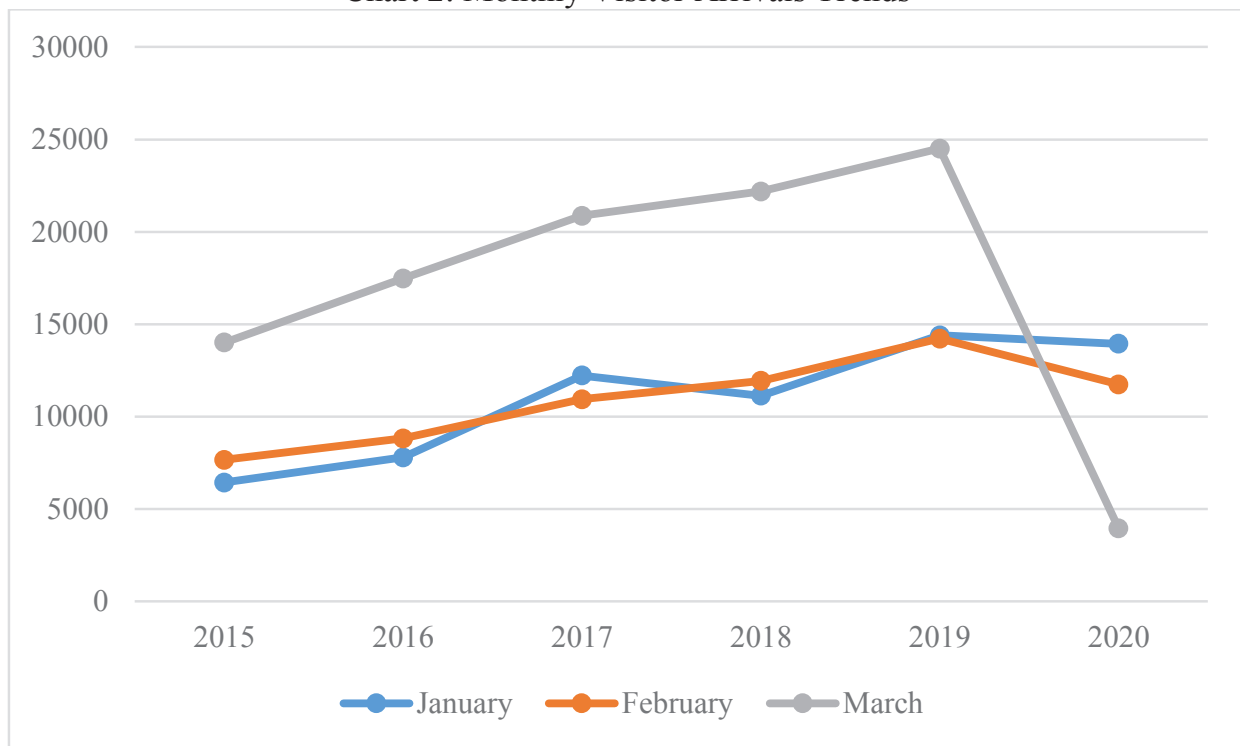
## Visitor arrivals by month Trends

Table 3: Monthly Visitor Arrivals Trends

Year	January	February	March
2015	6,427	7,659	14,004
2016	7,793	8,820	17,480
2017	12,224	10,940	20,872
2018	11,121	11,934	22,185
2019	14,397	14,220	24,507
2020	13,942	11,740	3,947

(Source: TCB & DOI)

Chart 2: Monthly Visitor Arrivals Trends



(Source: TCB & DOI)

## Visitor Arrival by Dzongkhag

Table 4: Visitor arrivals and Visitor nights by Dzongkhag Trends

Dzongkhag	Visitors		%Change	Visitor Nights		%Change
	2020	2019		2020	2019	
Paro	5,394	60,706	-91.11	11,138	138,900	-91.98
Thimphu	5,172	58,593	-91.17	8,090	104,307	-92.24
Punakha	4,863	53,904	-90.98	7,218	77,443	-90.68
Wangdue Phodrang	1,632	20,529	-92.05	2,219	30,090	-92.63
Bumthang	955	11,950	-92.01	2,077	30,580	-93.21
Haa	490	5,751	-91.48	550	7,233	-92.40
Trongsa	448	5,364	-91.65	516	5,934	-91.30
Chukha	320	2,490	-87.15	375	2,768	-86.45
Mongar	261	2,593	-89.93	509	3,808	-86.63
Trashigang	223	2,648	-91.58	379	5,616	-93.25
Samdrup Jongkhar	190	1,721	-88.96	242	1,981	-87.78
Trashigang Yangtse	97	1,031	-90.59	114	1,411	-91.92
Gasa	31	813	-96.19	41	4,605	-99.11
Lhuentse	58	761	-92.38	72	1,215	-94.07
Zhemgang	58	346	-83.24	211	915	-76.94
Sarpang	64	263	-75.67	70	396	-82.32
Pema Gatshel	32	96	-66.67	102	175	-41.71
Tsirang	6	74	-91.89	8	107	-92.52
Dagana	2	30	-93.33	5	67	-92.54
<b>Total</b>	<b>20,296</b>	<b>229,663</b>		<b>33,936</b>	<b>417,551</b>	

(Source: TCB | Includes only MDPR paying visitors whose purpose of visit is holiday / leisure and recreation and incentive travels)

Table 3 presents the total visitor arrivals and visitor nights recorded in the Dzongkhags in 2020. A total of 20,296 visitors were recorded in the 20 Dzongkhags resulting in 33,936 visitor nights. This represents a drop by 92% compared to 2019.

## Arrival by month by Major Source markets trend

Table 5: Monthly Arrivals by Source Market Trends

Sl. No	Source markets	January		February		March	
		2019	2020	2019	2020	2019	2020
1	United States of America	317	504	623	408	1,441	163
2	China	301	595	704	94	743	36
3	United Kingdom	81	125	255	223	561	129
4	Germany	38	57	267	259	480	76
5	Australia	83	138	135	97	282	39
6	Vietnam	6	144	396	135	136	1
7	Japan	62	129	142	103	207	35
8	Thailand	133	122	152	138	460	9
9	Singapore	58	127	216	96	324	29
10	Malaysia	13	93	180	75	137	66

(Source: TCB | Includes MDPR paying arrivals only)

The major markets for the MDPR paying arrivals have remained somewhat same for the first three months as in 2019 with majority arrivals from 2019. The Top 10 source markets for Bhutan 2020 are USA, China, UK, Germany, Australia, Vietnam, Japan, Thailand, Singapore and Malaysia.

2020 recorded drop in arrivals from all source markets because of the coronavirus pandemic and the subsequent travel restrictions.

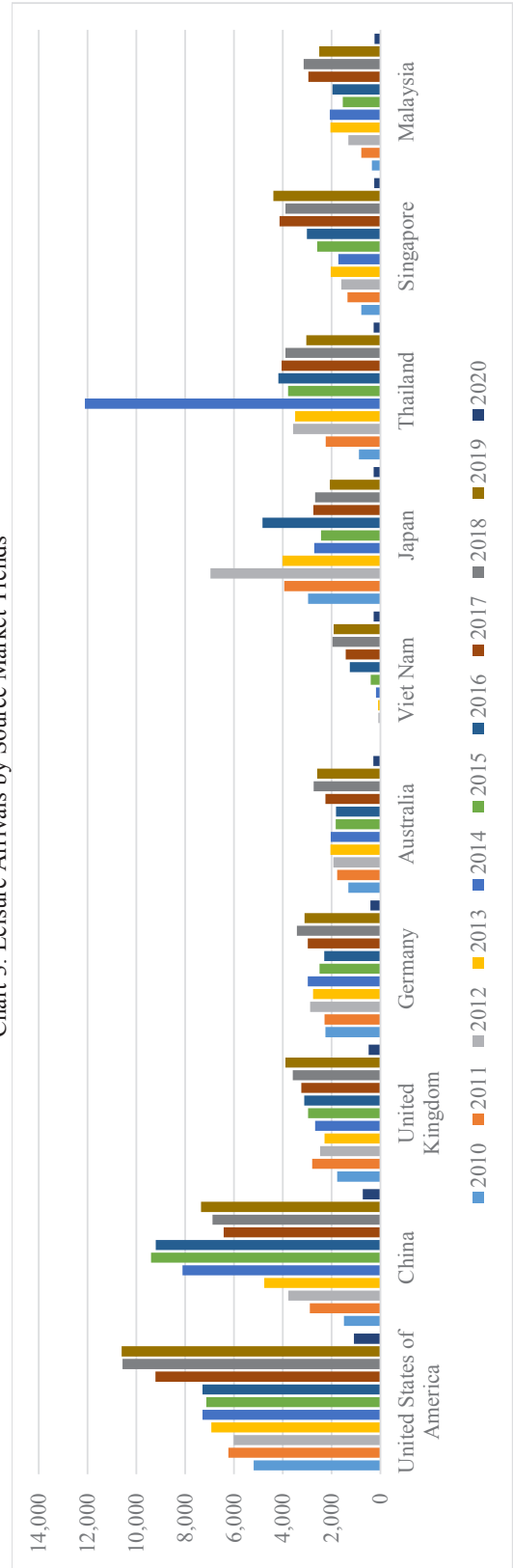
## Source Market Trends

Table 6: Leisure Arrivals by Source Market Trends

SL. No	Source markets/Year	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	%Change from 2019
1	United States of America	5,189	6,226	6,007	6,927	7,291	7,137	7,292	9,220	10,561	10,602	1,086	-89.76
2	China	1,494	2,896	3,766	4,764	8,111	9,399	9,208	6,421	6,878	7,353	726	-90.13
3	United Kingdom	1,772	2,795	2,466	2,291	2,680	2,958	3,124	3,246	3,585	3,890	485	-87.53
4	Germany	2,250	2,287	2,880	2,753	2,971	2,498	2,297	2,970	3,422	3,108	405	-86.97
5	Australia	1,318	1,773	1,926	2,043	2,037	1,833	1,818	2,249	2,739	2,585	289	-88.82
6	Viet Nam	-	-	85	95	181	395	1,247	1,423	1,961	1,910	280	-85.34
7	Japan	2,963	3,943	6,967	4,015	2,707	2,437	4,833	2,744	2,674	2,071	275	-86.72
8	Thailand	875	2,235	3,573	3,494	12,105	3,778	4,177	4,047	3,886	3,037	275	-90.95
9	Singapore	785	1,349	1,605	2,037	1,720	2,587	3,015	4,129	3,886	4,391	256	-94.17
10	Malaysia	354	788	1,312	2,054	2,067	1,546	1,967	2,956	3,140	2,508	245	-90.23

(Source: TCB | Includes MDPR paying arrivals only)

Chart 3: Leisure Arrivals by Source Market Trends



(Source: TCB | Includes MDPR paying arrivals only)

## Tourism Receipts (Earnings)

Table 7: Tourism Receipts

Category	2018	2019	2020	%Change
	Amount in USD million			
Gross Amount	85.41	88.63	9.49	-89.29
Sustainable Development Fee (SDF)	22.63	23.42	2.76	-88.21
Visa Fee	2.46	2.57	0.34	-86.77
2%TDS	1.20	1.24	0.09	-92.74

(Source: TCB | Includes receipts from MDPR paying arrivals only)

Table 7 presents the trends in tourism receipts (convertible currency –USD) from the minimum daily package rate (MDPR). As in the case of visitor arrivals, 2020 has seen drop in gross receipt and SDF by over 88%.



## CHAPTER 3 – 2020 TOURISM PERFORMANCE

This chapter presents the analysis of tourism performance in 2020. The coronavirus pandemic has impacted the overall tourism performance in 2020 and the data presented here pertains to visitor arrivals prior to the introduction of travel restrictions. Statistics relating to visitor arrivals, profiles and demographics, visitation, activities and expenditure relating to inbound arrivals are presented.

### Annual visitor arrivals

Bhutan recorded a total of 29,812 visitor arrivals in 2020 which is a drop of -90.55% compared to 2019. The drop is mainly due to the coronavirus pandemic as a result of which the international travel and tourism came to a complete halt. Of the total 23,436 were arrivals from non-MDPR paying countries while 6,376 were arrivals from MDPR paying countries visiting Bhutan for leisure, official, business and other purposes. It represents a drop of -90.35% and -91.29% respectively in comparison to 2019.

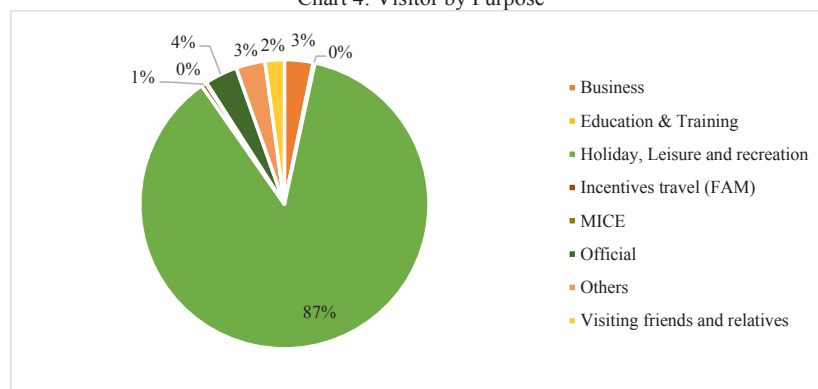
Table 8: visitor, visitor night, ALOS by main purpose

Main purpose	Visitors	Visitor nights	Median	Mean
Business	952	16381	6	17
Education/Training / Exchange program	58	1459	16	25
Holiday, Leisure and Recreation	25,909	155458	6	6
Incentives travels (FAM)	163	1071	6	7
MICE	27	111	4	4
Official	1,090	16064	6	15
Others	970	13805	6	14
Visiting friends & Relatives	643	12011	6	19
Total	29,812	216360	6	7

(Source: TCB survey estimates)

### Visitor by purpose of visit

Chart 4: Visitor by Purpose



(Source: TCB & DOI)

## Arrivals by purpose by mode of transport

Table 9: Visitor Arrivals by Mode of Transport by Purpose

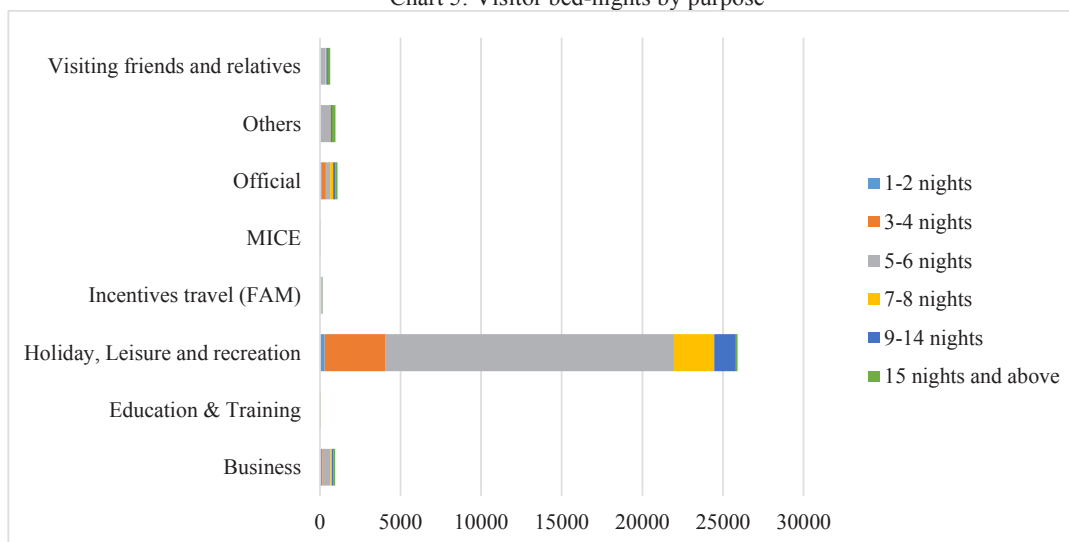
Purpose	Air	Land	Total
Business	594	358	952
Education / Training / Exchange program	56	2	58
Holiday, Leisure and Recreation	9,274	16,635	25,909
Incentives travel (FAM)	159	4	163
MICE	16	11	27
Official	928	162	1,090
Others	28	942	970
Visiting friends and relatives	164	479	643
<b>Total</b>	<b>11,219</b>	<b>18,593</b>	<b>29,812</b>

(Source: TCB & DOI)

Over 60% of all visitor arrivals in 2020 used land as their mode of transport to visit Bhutan. The main purpose of the majority (87%) of the visitors to Bhutan were holiday, leisure and recreation. Overall, majority of the arrivals used land transport with majority arrivals from the non-MDPR countries using land transport due to the close proximity while the almost all arrivals from the MDPR paying countries used air.

## Visitor bed-nights by purpose

Chart 5: Visitor bed-nights by purpose



(Source: TCB & DOI)

Over 60% of all arrivals stayed between 5-6 nights in the country. Majority (17,905 individuals) of the arrivals on holiday, leisure and recreation stayed between 5-6 nights followed by 3-4 nights (3,757 individuals) and 7-8 nights (2,503 individuals). There were also those who stayed longer than 9 nights.

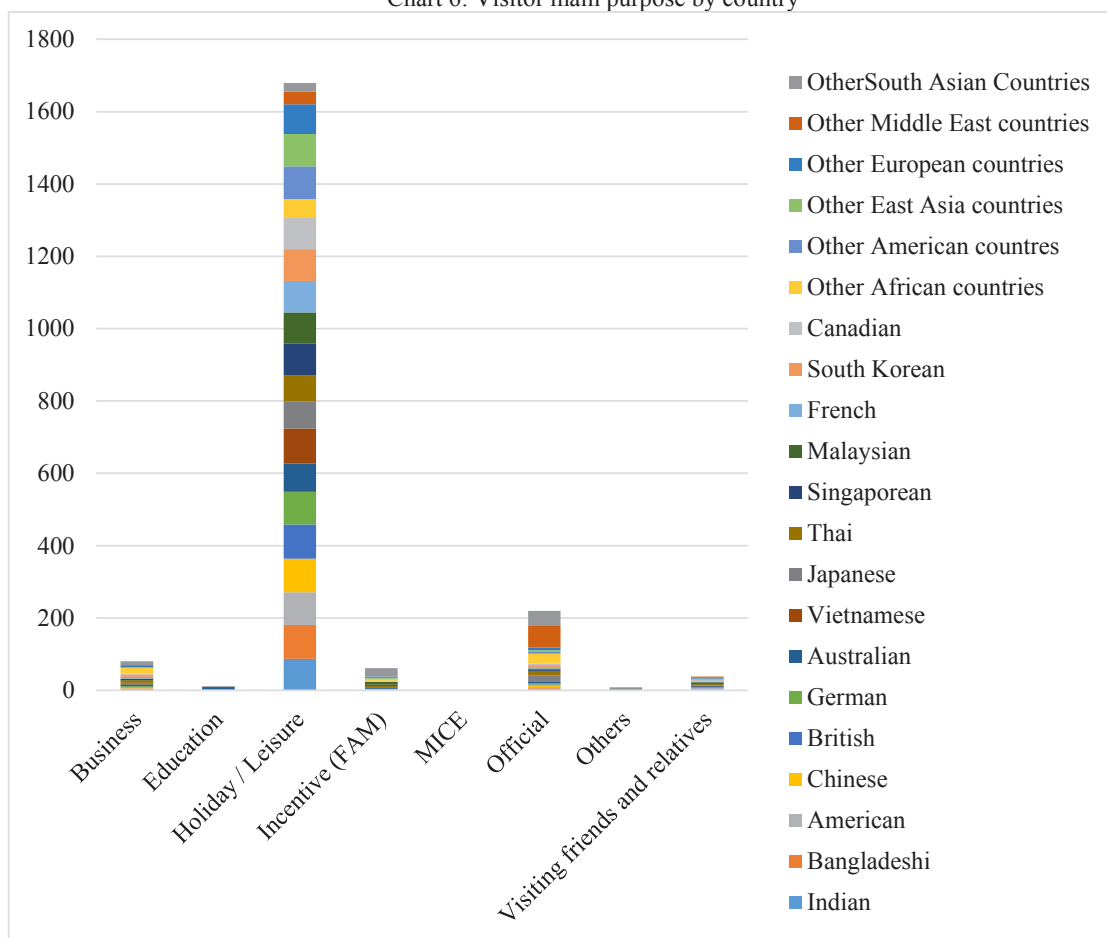
Table 10: Visitor bed-nights by purpose

visitor	1-2 nights	3-4 nights	5-6 nights	7-8 nights	9-14 nights	15 nights and above	Total
Business	58	122	474	98	68	132	952
Education / Training / Exchange program	0	0	2	12	0	44	58
Holiday, Leisure and Recreation	295	3,757	17,905	2,503	1,335	114	25,909
Incentives travel (FAM)	1	43	67	31	15	6	163
MICE	5	11	11	0	0	0	27
Official	91	284	265	176	128	146	1,090
Others	12	6	659	10	70	213	970
Visiting friends and relatives	3	23	318	59	87	153	643
<b>Total</b>	<b>465</b>	<b>4,246</b>	<b>19,701</b>	<b>2,889</b>	<b>1,703</b>	<b>808</b>	<b>29,812</b>

(Source: TCB & DOI)

### Visitor by main purpose by country (nationality)

Chart 6: Visitor main purpose by country



(Source: TCB survey estimate)

## Average Length of Stay (ALOS) by month by Purpose

The average length of stay recorded in 2020 was 6 nights. The arrivals whose main purpose was holiday, leisure and recreations spent an average of 6 nights through January to March in 2020. Visiting friends and relatives and education/ training / exchange programs stayed longer.

Table 11: ALOS by purpose

Main purpose of the visitor	Jan	Feb	Mar
Business	9	7	8
Education/Training/Exchange program	31	8	
Holiday, Leisure and Recreation	6	6	6
Incentives travel (FAM, Tour leader)	6	7	8
MICE	4	4	
Official	8	12	8
Others	14	13	10
Visiting friends and relatives/guest	15	21	28

(Source: TCB / DOI)

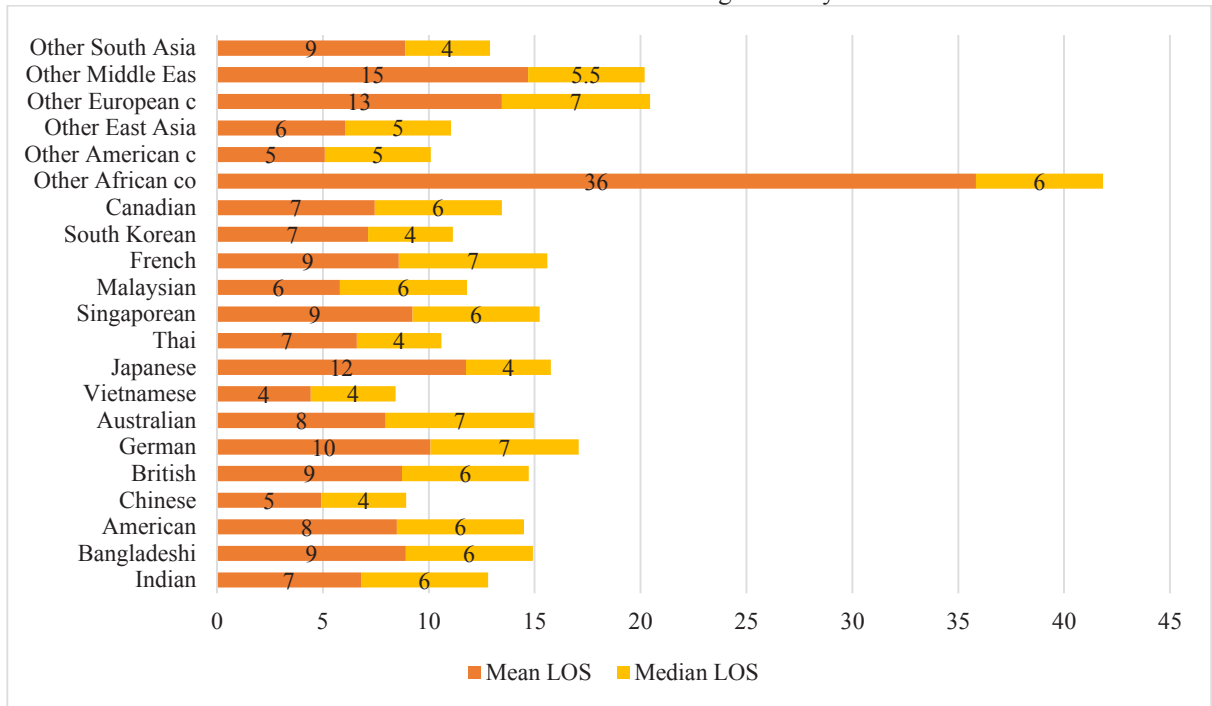
## Visitor by length of stay

Table 12: Visitor by length of stay by nationality

Nationality	1 - 2 Nights	3 - 4 Nights	5 - 6 Nights	7 - 8 Nights	9 - 14 Nights	15 nights+	Total
Indian	222	1,887	17,293	1,633	726	537	22,298
Bangladeshi	7	309	654	109	26	22	1,127
American	117	242	334	138	192	63	1,086
Chinese	8	442	135	103	36	2	726
British	8	85	158	90	127	17	485
German	8	87	81	125	80	24	405
Australian	5	46	86	51	74	27	289
Vietnamese	1	181	89	6	3	0	280
Japanese	29	131	36	31	29	19	275
Thai	5	153	66	36	9	6	275
Singaporean	7	17	172	14	41	5	256
Malaysian	1	73	88	69	13	1	245
French	1	13	15	58	63	5	155
South Korean	0	105	18	14	1	4	142
Canadian	8	25	45	28	22	7	135
Other African countries	1	2	11	6	2	3	25
Other American countries	5	100	72	34	9	2	222
Other East Asia countries	4	88	115	50	34	4	295
Other European countries	20	169	203	246	206	54	898
Other Middle East countries	3	6	5	9	1	2	26
Other South Asian Countries	5	85	25	39	9	4	167
Total	465	4,246	19,701	2,889	1,703	808	29,812

(Source: TCB survey estimates)

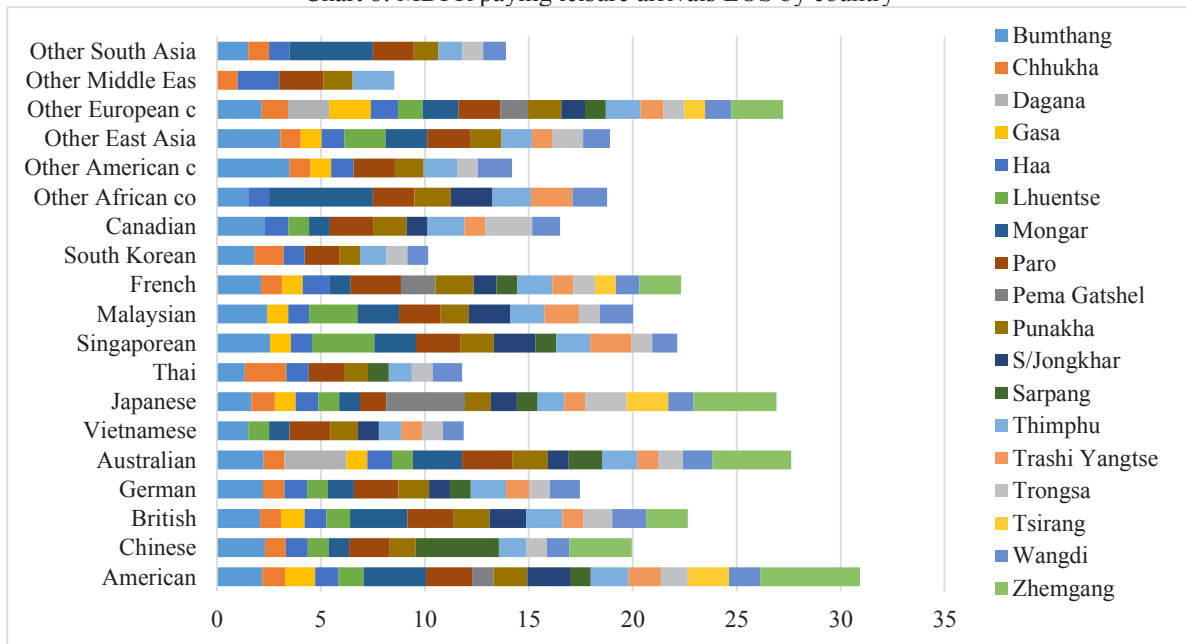
Chart 7: Mean and Median Length of Stay



(Source: TCB survey estimates)

### Length of stay by country

Chart 8: MDPR paying leisure arrivals LOS by country



(Source: TCB | includes MDPR paying leisure arrivals only)

## Monthly Arrivals and Monthly Bed nights by Major markets

Majority arrivals in 2020 were recorded in January 2021 with 13,942 visitor arrivals resulting in 90,645 bed nights followed by February and March. Majority of the arrivals were recorded from India constituting over 70% of total arrivals and over 140,000 bed nights.

Table 13: Monthly arrivals and bed night by major markets by nationality

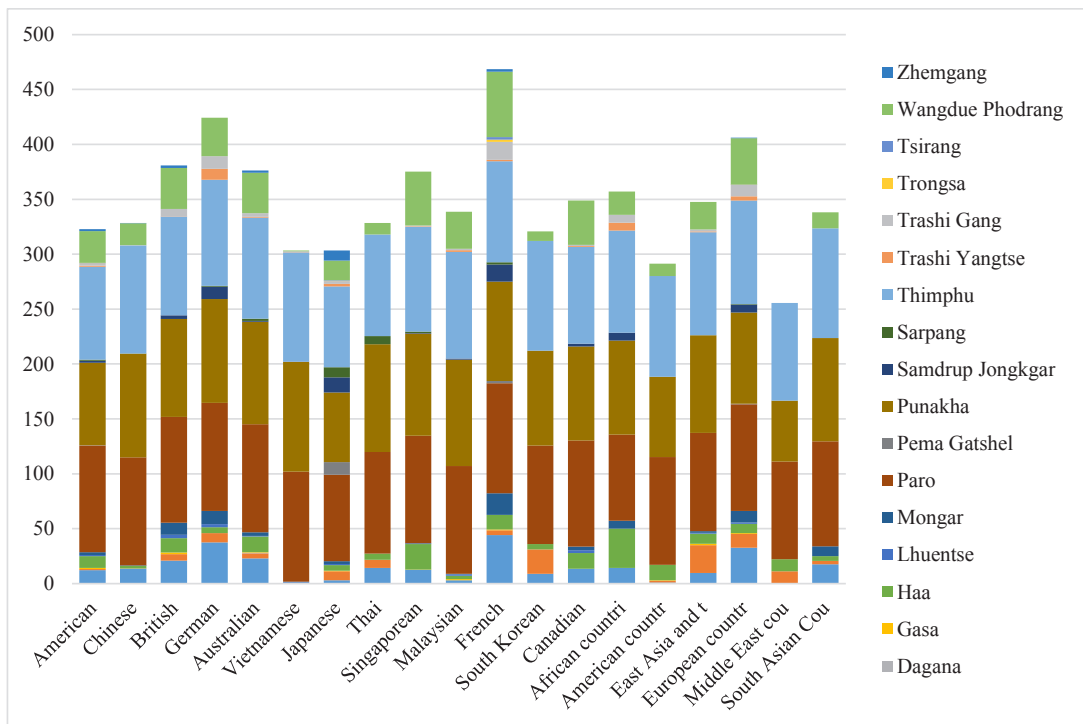
	Arrival			Bed nights		
	Jan	Feb	Mar	Jan	Feb	Mar
Indian	10,585	8,775	2,916	70,474	59,596	19,476
Bangladeshi	584	439	97	3,171	5,212	842
American	504	408	163	3,649	2,889	1,040
Chinese	595	94	36	2,855	532	192
British	125	223	129	792	1,666	1,044
German	57	259	76	518	1,912	526
Australian	138	97	39	1,192	649	320
Vietnamese	144	135	1	598	636	7
Japanese	129	103	35	834	647	186
Thai	122	138	9	635	652	49
Singaporean	127	96	29	847	627	206
Malaysian	93	75	66	477	399	464
French	33	94	24	300	776	227
South Korean	41	93	0	210	365	
Canadian	52	56	24	385	352	190
Other African countries	8	12	2	54	70	13
Other American countries	123	78	20	617	400	86
Asia and the Pacific countries	158	90	44	872	625	242
Other European countries	207	408	231	1,527	2,911	1,647
Other Middle East countries	7	17	1	68	84	2
Other South Asian Countries	110	50	5	570	295	29

(Source: TCB & DOI)

## Visitor arrivals by Dzongkhag

A total of 20,296 visits were recorded across the country by MDPR paying leisure arrivals. Majority of the visits were undertaken in Paro, Thimphu, Punakha and Wangdiphodrang. Other Dzongkhags in central, east and south recorded visitor arrivals in 2020. Almost all the Dzongkhags recorded MDPR paying leisure arrivals from the top 10 source markets.

Chart 9: Visitor arrivals by Dzongkhag



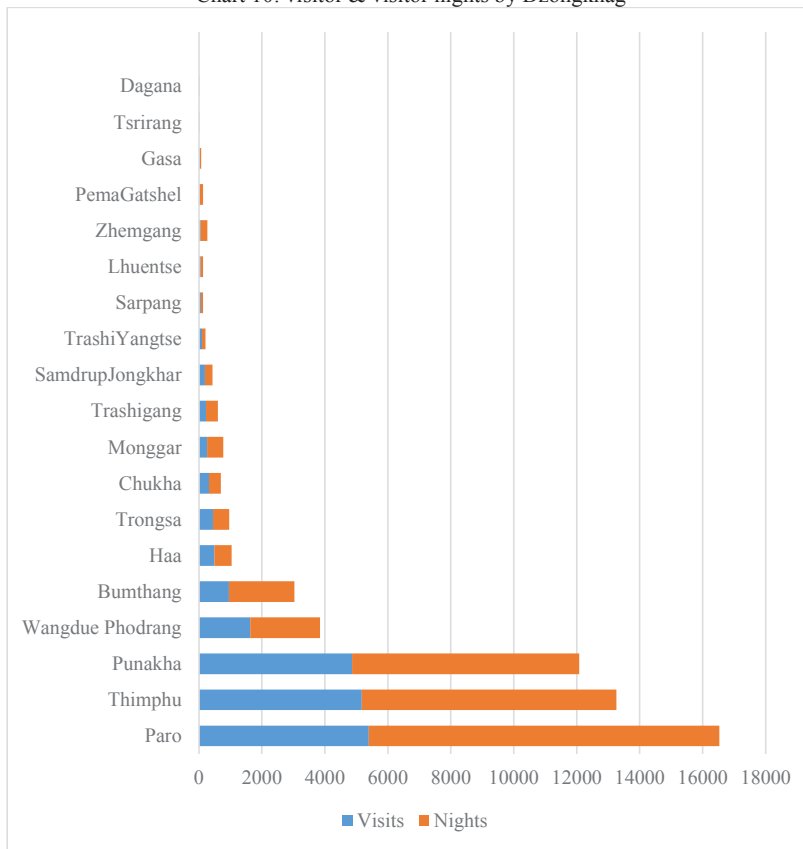
(Source: TCB | includes MDPR paying leisure arrivals only)

Table 14: visitor and visitor nights by Dzongkhag

	Visits	Visit %	Nights	Nights distribution
Paro	5394	96.2	11138	32.82
Thimphu	5172	92.24	8090	23.84
Punakha	4863	86.73	7218	21.27
Wangdue Phodrang	1632	29.11	2219	6.54
Bumthang	955	17.03	2077	6.12
Haa	490	8.74	550	1.62
Trongsa	448	7.99	516	1.52
Chukha	320	5.71	375	1.11
Monggar	261	4.65	509	1.50
Trashigang	223	3.98	379	1.12
SamdrupJongkhar	190	3.39	242	0.71
Trashiyangtse	97	1.73	114	0.34
Sarpang	64	1.14	70	0.21
Lhuentse	58	1.03	72	0.21
Zhemgang	58	1.03	211	0.62
PemaGatshel	32	0.57	102	0.30
Gasa	31	0.55	41	0.12
Tsrirang	6	0.11	8	0.02
Dagana	2	0.04	5	0.01
Samtse	0	0	0	0
	20296		33936	

(Source: TCB Survey estimates)

Chart 10: visitor & visitor nights by Dzongkhag



(Source: TCB survey estimates)

### Arrivals by Dzongkhag by Gender

The table 11 and chart 6 shows the male and female visitors by Dzongkhags visited. Majority of the visitors (56%) are female and rest male visitors.

Table 15: Visitor Gender by Dzongkhag

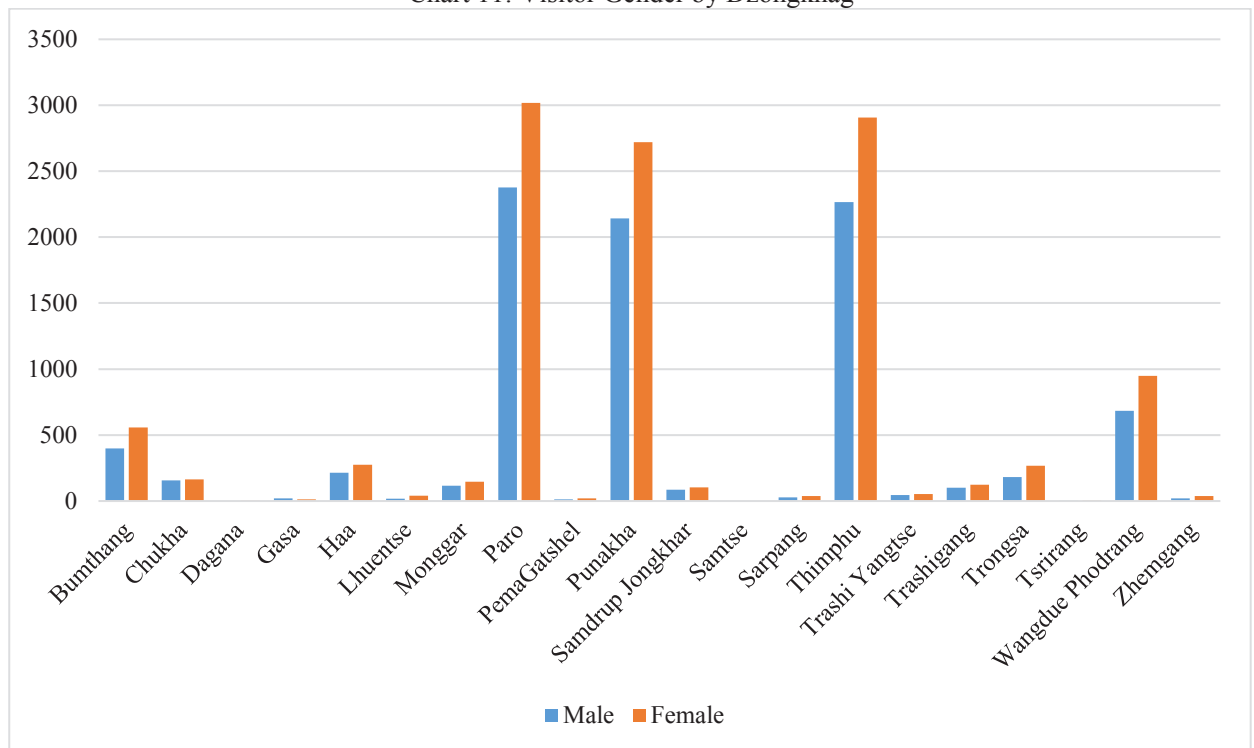
Dzongkhag	Male	Female	Total
Bumthang	398	557	955
Chukha	156	164	320
Dagana	0	2	2
Gasa	20	11	31
Haa	215	275	490
Lhuentse	17	41	58
Monggar	115	146	261
Paro	2,377	3,017	5,394



Haa	215	275	490
Lhuentse	17	41	58
Monggar	115	146	261
Paro	2,377	3,017	5,394
PemaGatshel	13	19	32
Punakha	2,143	2,720	4,863
Samdrup Jongkhar	86	104	190
Sarpang	27	37	64
Thimphu	2,265	2,907	5,172
Trashi Yangtse	44	53	97
Trashigang	101	122	223
Trongsa	182	266	448
Tsirang	2	4	6
Wangdue Phodrang	684	948	1,632
Zhemgang	20	38	58

(Source: TCB & DOI)

Chart 11: Visitor Gender by Dzongkhag

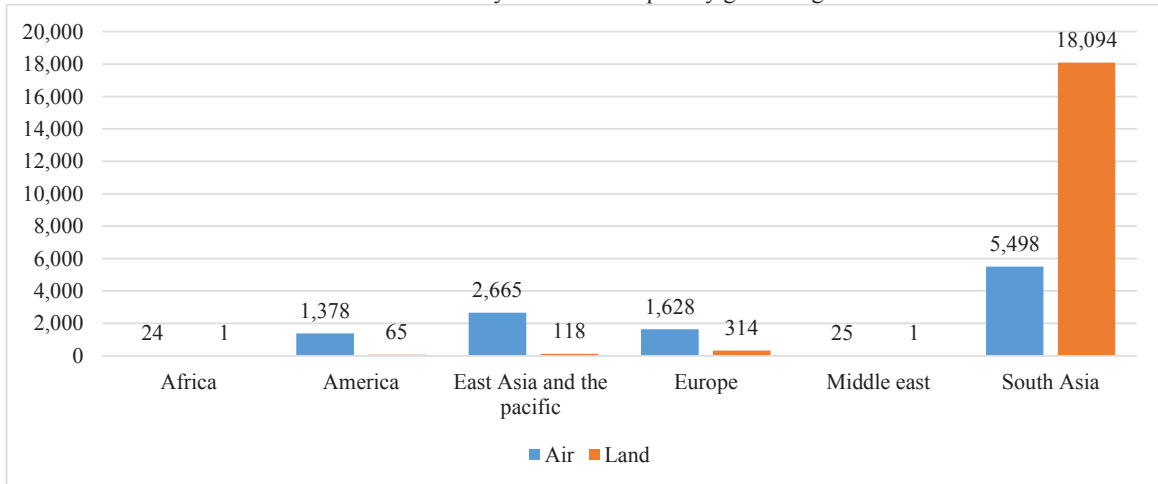


(Source: TCB & DOI)

## Visitor arrival by mode of transport by global segmentation

Majority of the arrivals from South Asia used land transport to visit Bhutan while visitors from other regions used air as their mode of transport.

Chart 12: visitor arrival by mode of transport by global segmentation



(Source: TCB & DOI)

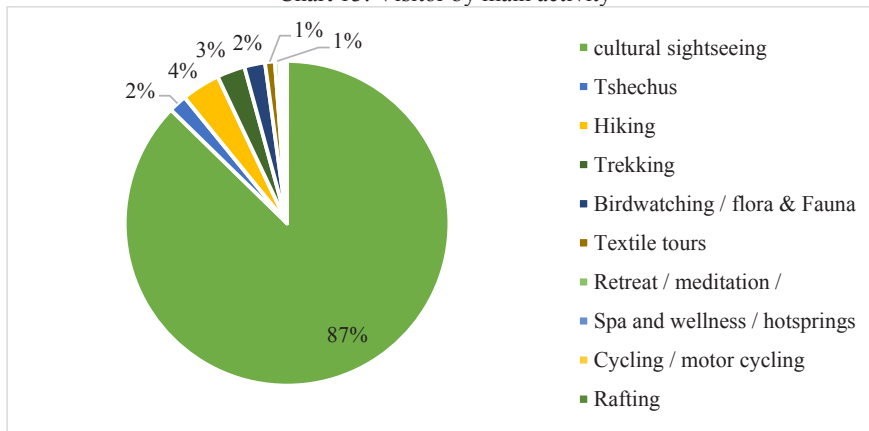
Table 16: Visitor arrival by mode of transport by global segmentation

Region segmentation	Air	Land	Total
Africa	24	1	25
America	1,378	65	1,443
East Asia and the Pacific	2,665	118	2,783
Europe	1,628	314	1,942
Middle East	25	1	26
South Asia	5,498	18,094	23,592

(Source: TCB & DOI)

## Visitors by activities

Chart 13: Visitor by main activity



(Source: TCB Survey estimates)

About 87% of all visitor arrivals to Bhutan has undertaken some form of cultural sightseeing activity during their stay in Bhutan highlighting the importance and significance of the Bhutanese culture and tradition for tourism. There were fairly good number of visitors who undertook other activities such as trekking, Hikes and special interest tours such as birding, textile tours, wellness and meditation and adventure sports such as rafting and cycling.

Table 17: Visitor by Main Activity

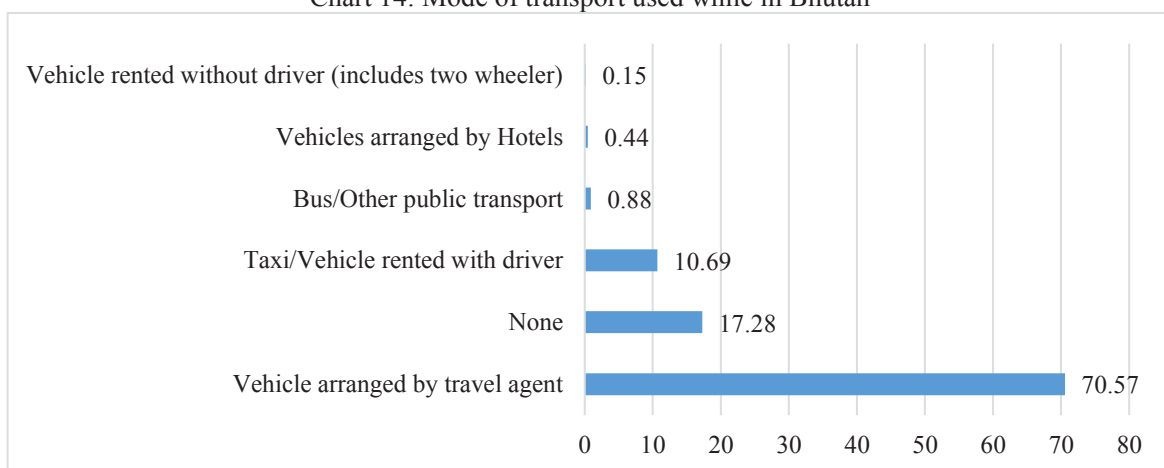
Activity	Frequency	%
Cultural sightseeing	5,541	87.31
Tshechus	115	1.81
Hiking	244	3.84
Trekking	177	2.79
Bird watching / flora & Fauna	131	2.06
Textile tours	62	0.98
Retreat / meditation /	28	0.44
Spa and wellness / hot springs	9	0.14
Cycling / motor cycling	8	0.13
Rafting	20	0.32
Outdoor camping / picnics	11	0.17

(Source: TCB Survey estimates)

## Mode of transport used while in Bhutan

Majority (70.57%) of the visitors reported that they have used vehicles arranged by travel agents while in Bhutan indicating that increasing number of visitors are using travel agent services. This was followed by transport arranged by their friends and relatives (17.28%) and there were little over 10% who have rented vehicles.

Chart 14: Mode of transport used while in Bhutan

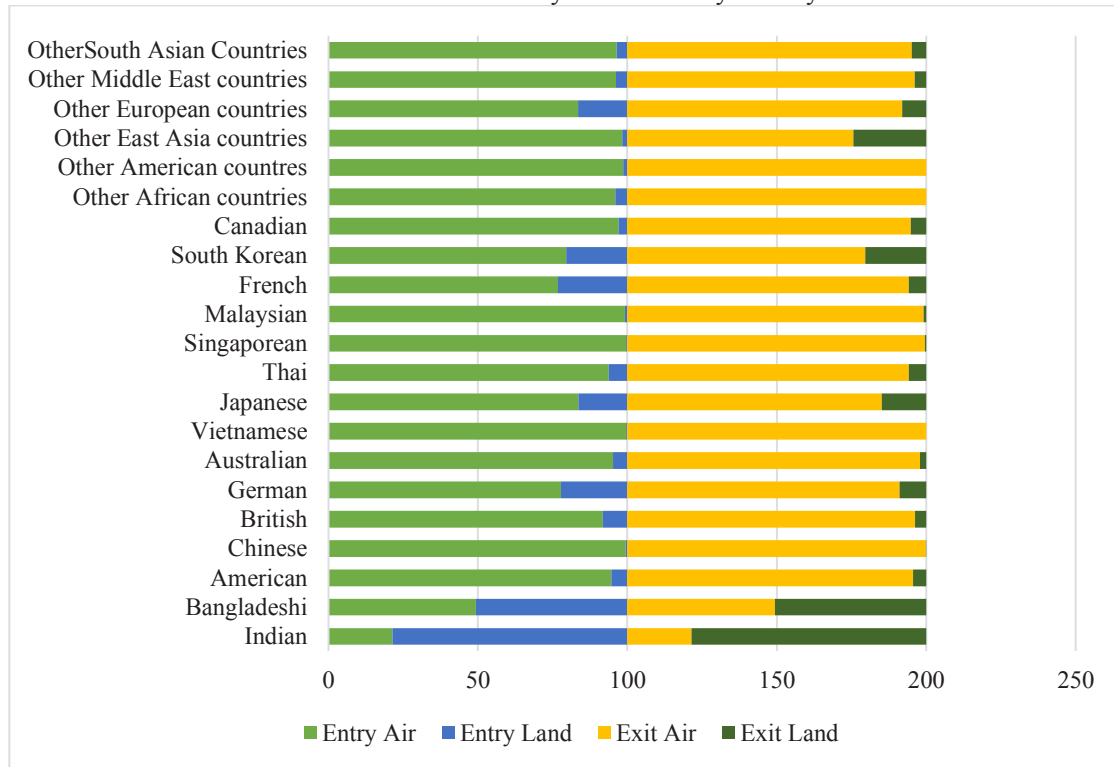


(Source: TCB Survey estimates)

## Visitors by country by mode of travel

Majority of the arrivals from India and Bangladesh have used land entry and exit from the country while majority of arrivals from other countries used air for their entry and entry.

Chart 15: Visitor entry / exit mode by country



(Source: TCB Survey estimates)

Table 18: Visitor entry / exit mode by country

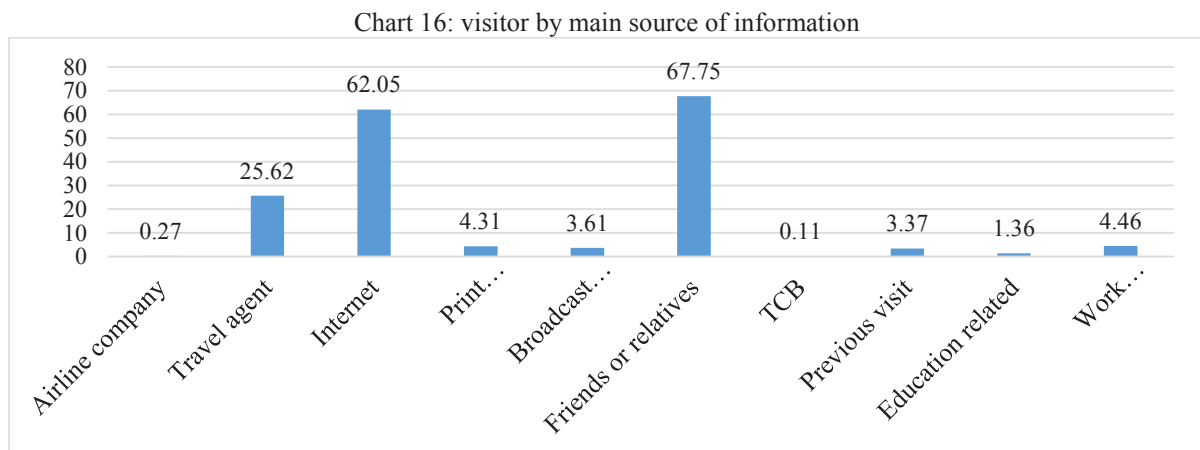
Nationality	Entry			Exit		
	Air	Land	Total	Air	Land	Total
Indian	4,781	17,517	22,298	4,781	17,517	22,298
Bangladeshi	556	571	1,127	556	571	1,127
American	1,028	58	1,086	1,038	48	1,086
Chinese	722	4	726	725	1	726
British	445	40	485	467	18	485
German	315	90	405	369	36	405
Australian	275	14	289	283	6	289
Vietnamese	279	1	280	280	0	280
Japanese	230	45	275	234	41	275
Thai	258	17	275	259	16	275

Singaporean	255	1	256	255	1	256
Malaysian	243	2	245	243	2	245
French	119	36	155	146	9	155
South Korean	113	29	142	113	29	142
Canadian	131	4	135	128	7	135
Other African countries	24	1	25	25	0	25
Other American countries	219	3	222	222	0	222
Other East Asia countries	290	5	295	223	72	295
Other European countries	750	148	898	826	72	898
Other Middle East countries	25	1	26	25	1	26
Other South Asian Countries	161	6	167	159	8	167
Total	11,219	18,593	29,812	11,357	18,455	29,812

(Source: TCB survey estimates)

### Visitor by main source of information

Majority of the visitors responded that information from their friends and relatives (67.75%) and internet (62.05%) were their main source of information on Bhutan. Other sources included travel agents (25.62%) amongst others.

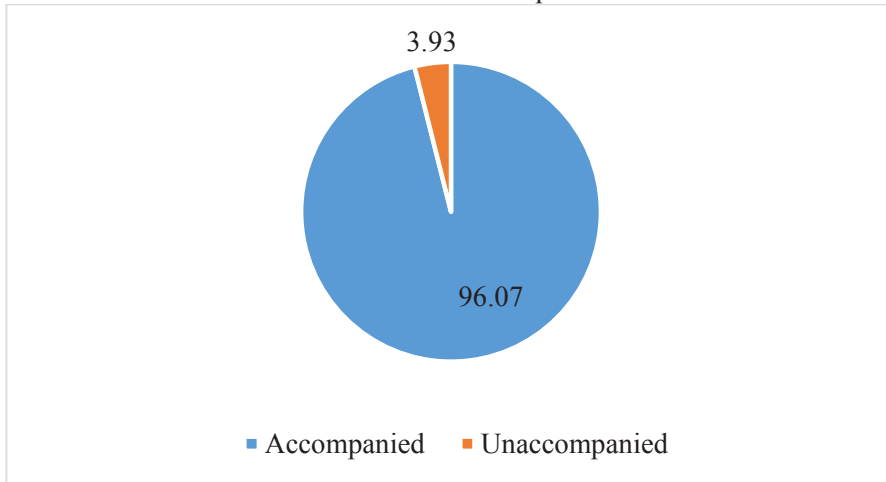


(Source: TCB survey estimates)

### Travel companion by Country

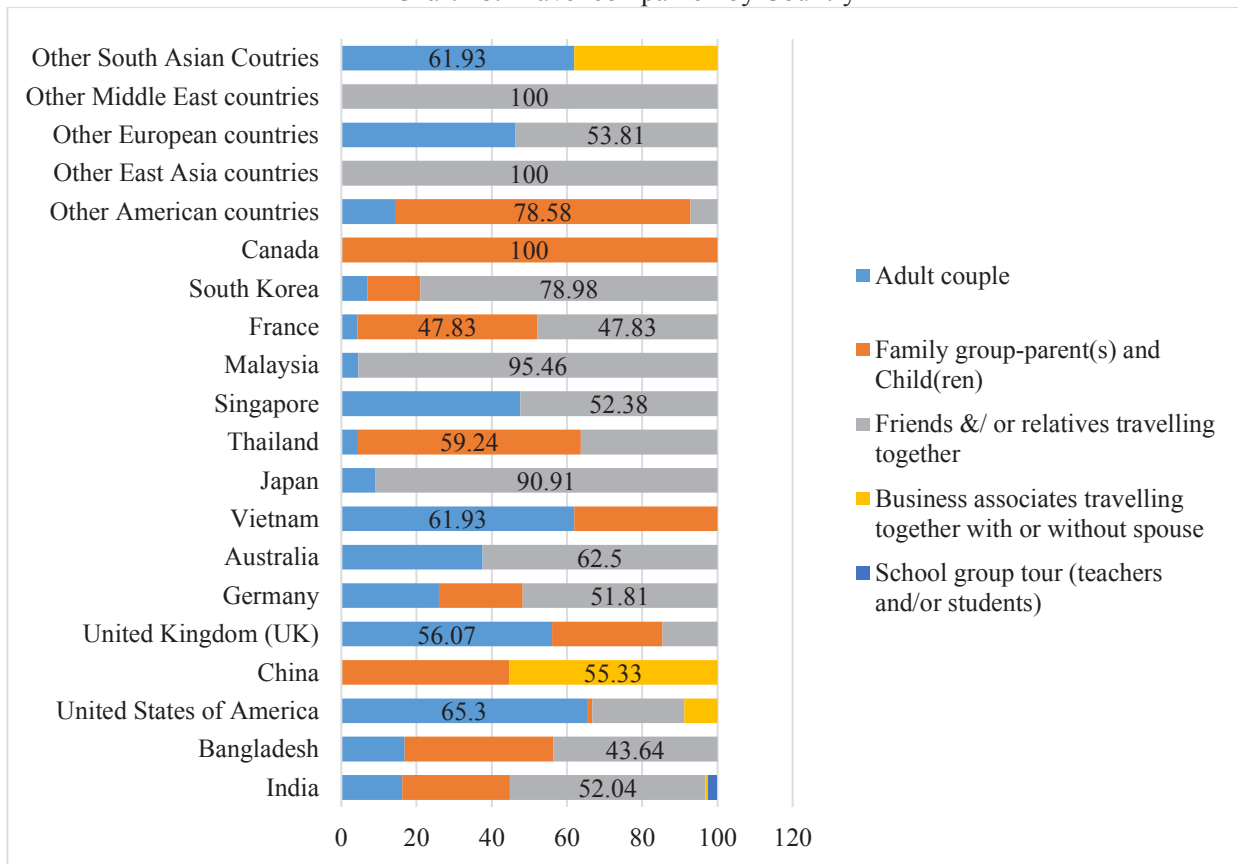
Over 95% of all visitors to Bhutan traveled with a companion. Majority of the arrivals from India (50.04%), Bangladesh (43.64%), Germany (51.81%), Australia (62.5%), Japan (90.91%), Singapore (52.38%), Malaysia (95.46%), France (47.83%) and South Korea (78.98%) travelled with friends and/or relatives. While majority of arrivals from Thailand (59.24%), France (47.83%) and Canada (100%) travelled as family groups (with parents / children). 55.33% of arrivals from China traveled with their business associates.

Chart 17: Travel companion



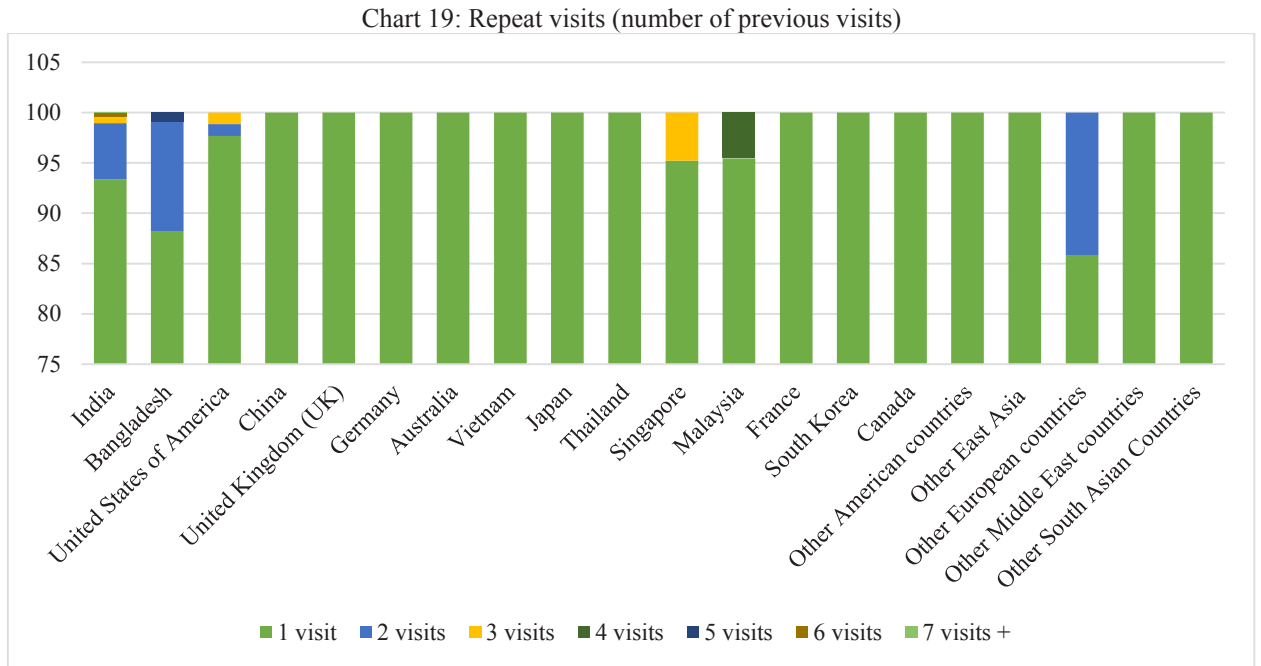
(Source: TCB survey estimate)

Chart 18: Travel companion by Country



(Source: TCB survey estimate)

## Number of previous visits by countries (survey)

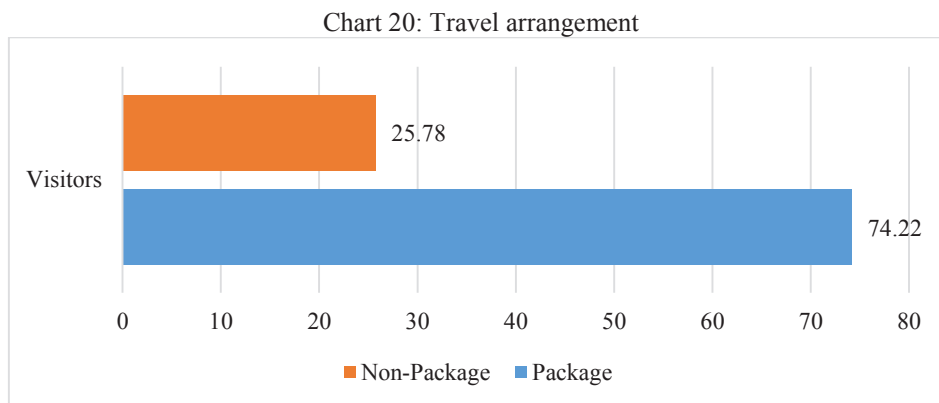


(Source: TCB survey estimate)

Majority of visitors to Bhutan were travelling for the first time. However, there were arrivals from India, Bangladesh, USA, Singapore, Malaysia and few other European countries who were repeat visitors.

## Travel Arrangement by countries

74.22% of all visitors to Bhutan has travelled to Bhutan in a package tour. Table 16 presents travel arrangement by countries.



(Source: TCB Survey estimates)

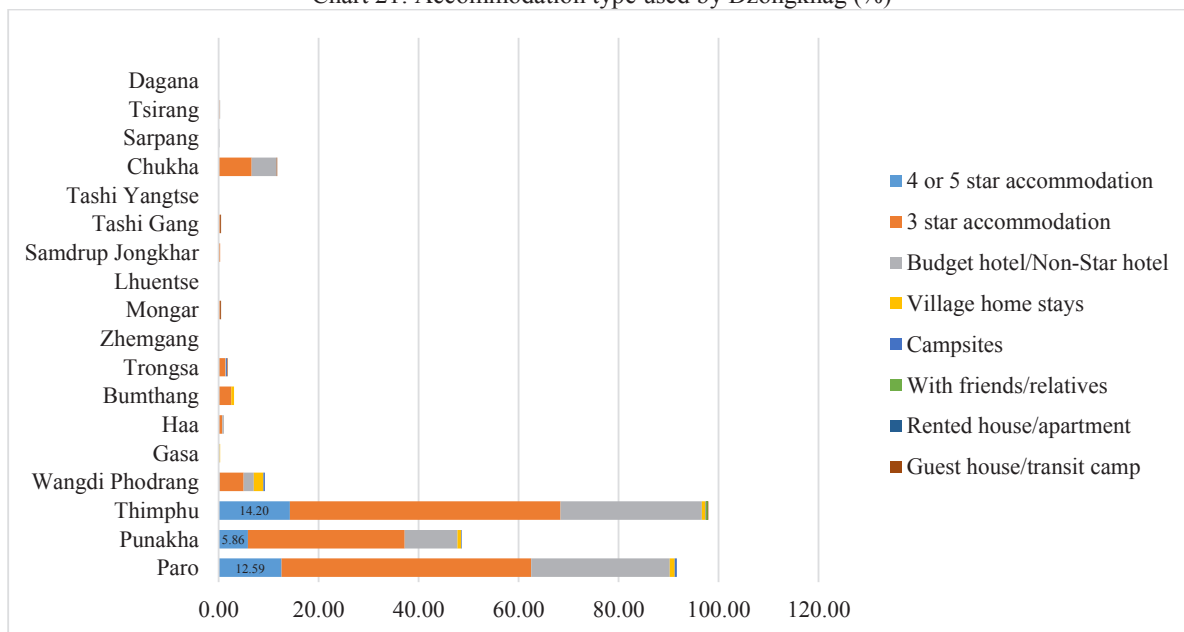
Table 19: Travel arrangement by country

Nationality	Package Tour	Non Package Tour
India	71.7	28.3
Bangladesh	56.18	43.82
United States of America	100	0
China	100	0
United Kingdom (UK)	97.64	2.36
Germany	100	0
Australia	76.74	23.26
Vietnam	100	0
Japan	100	0
Thailand	100	0
Singapore	100	0
Malaysia	100	0
France	100	0
South Korea	100	0
Canada	100	0
Other American countries	100	0
Other East Asia countries	100	0
Other European countries	85.85	14.15
Other Middle East countries	100	0
Other South Asian countries	61.93	38.07
Total	74.22	25.78

(Source: TCB survey estimates)

## Types of accommodation used by Dzongkhag

Chart 21: Accommodation type used by Dzongkhag (%)



(Source: TCB survey estimates)



Visitors to Bhutan have used different type of accommodation during their stay in Bhutan. In the western Dzongkhags of Thimphu, Paro and Punakha, visitors used a mix of start hotels, non-star hotels and other categories. Visitors stayed in 3 star hotels in other Dzongkhags while some also stayed in village homestays and other type of accommodation.

## Expenditure

### Expenditure summary by main purpose

Table 20: Average trip expenditure, total trip expenditure by main purpose

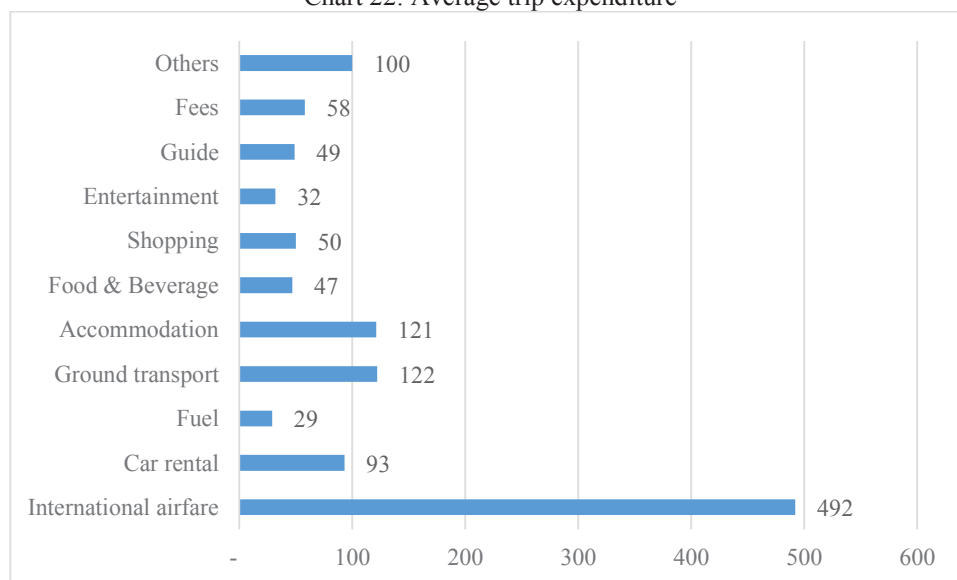
Main Purpose	Average Trip Expenditure (USD)	Total trip expenditure (USD million)	Average Expenditure per night (USD)
Holiday, Leisure and Recreation	844	22.910	176
Visiting friends and relatives	38	0.003	13
Religion/Pilgrim	410	0.231	85
Incentives travel (FAM)	3,536	0.028	321
Business/professional	1,127	1.798	273
Others	3,613	0.057	453
Total	851	25.030	179

(Source: TCB Survey estimates)

The above table shows the expenditure summary for all arrivals to Bhutan by main purpose of visit. The estimates show that USD 25.029million total expenditure made by all arrivals in the country in 2020. It includes amount paid for package tours (for those who availed packaged tours), spending by those arrivals who did not avail packages, out-of-pocket spends, transportation etc.

The estimates shows the average trip expenditure at USD 851 with average expenditure per night at USD 179.

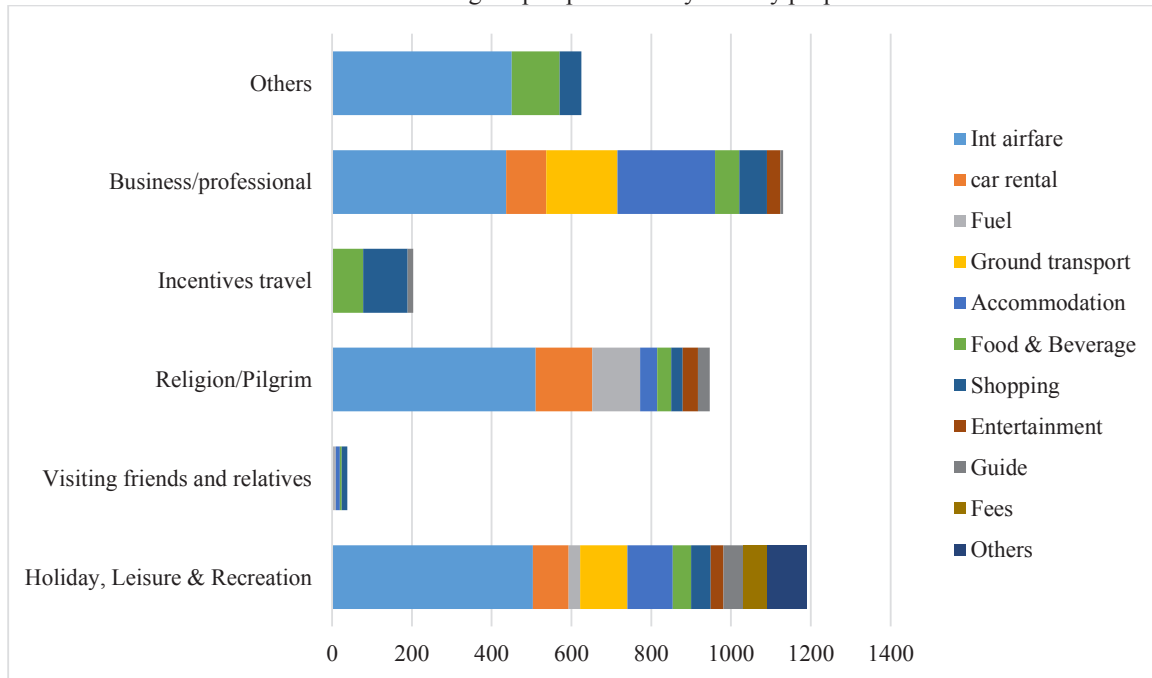
Chart 22: Average trip expenditure



(Source: TCB survey estimates)

## Average Expenditure by Items

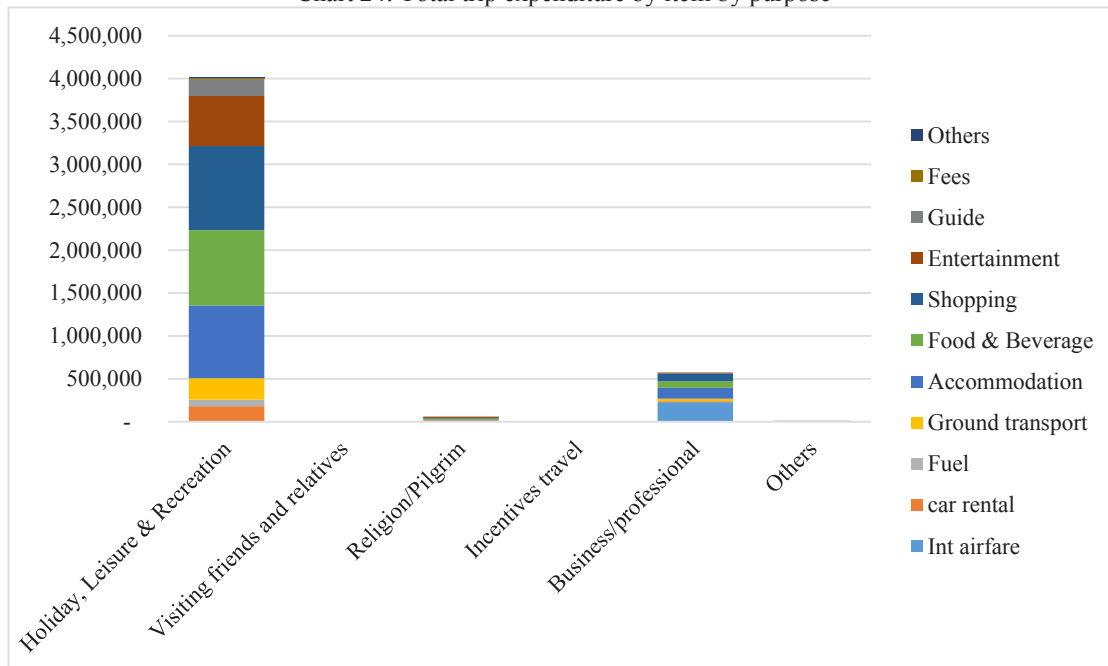
Chart 23: Average trip expenditure by Item by purpose



(Source: TCB Survey estimates)

## Total expenditure by item

Chart 24: Total trip expenditure by item by purpose



(Source: TCB survey estimates)

Table 21: Average trip expenditure by item by purpose (in USD)

Main Purpose	Int'l airfare	car rental	Fuel	Ground transport	Accommodation	Food & Beverage	Shopping	Entertainment	Guide	Fees	Others	Package	Total
Holiday, Leisure & Recreation	503	90	29	118	114	46	49	32	50	58	100	873	844
Visiting friends & Relatives	.	.	9	.	10	5	14	.	.	.	.	.	38
Religion/Pilgrim	510	142	120	.	43	35	29	38	30	.	.	366	410
Incentives travel (FAM)	.	.	.	.	.	78	111	.	14	.	.	3333	3536
Business/ professional	436	101	.	178	245	61	69	34	7	.	.	1135	1127
Others	450	.	.	.	.	120	55	.	.	.	.	3273	3613
Total	492	93	29	122	121	47	50	32	49	58	100	877	851

(Source: TCB survey estimates)

## Total expenditure by item

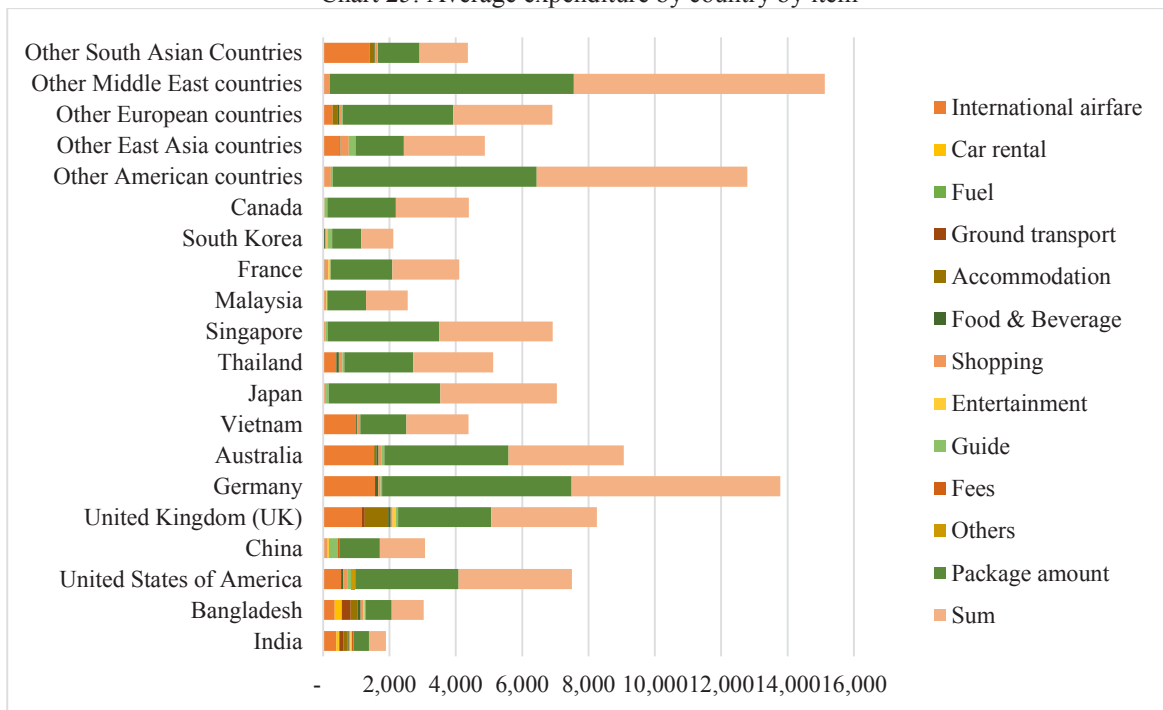
Table 22: Total trip expenditure by item by purpose (USD Million)

Main Purpose	Int'l airfare	car rental	Fuel	Ground transport	Accommodation	Food & Beverage	Shopping	Entertainment	Guide	Fees	Others	Package	Total
Holiday, Leisure & Recreation	-	-	0.077	0.251	0.845	0.880	0.980	0.584	0.204	0.009	0.005	17.662	22.911
Visiting friends & Relatives	0.004	0.013	0.001	-	0.004	0.012	0.010	0.015	0.000	-	-	0.174	0.232
Religion/Pilgrim	-	-	-	-	-	0.001	0.001	-	0.000	-	-	0.027	0.028
Incentives travel	0.225	0.013	-	0.027	0.127	0.079	0.088,	0.013	0.001	-	-	1.225	1.798
Business/ professionals	0.004	-	-	-	-	0.001	0.001	-	-	-	-	0.052	0.058
Others	1.467	0.205	0.079	0.279	0.976	0.973	1.080	0.612	0.205	0.009	0.005	19.140	25.030
Total													

(Source: TCB survey estimates)

## Expenditure by country

Chart 25: Average expenditure by country by item



(Source: TCB survey estimates)

## Visitor, visitor nights and total trip expenditure

Table 23: visitor, visitor nights and total trip expenditure

Country	Visitors* (Number)	Visitor nights* (Number)	Total expenditure ** (USD)
India	22,298	151,696	12.572
Bangladesh	1,127	10,047	0.841
United States of America	1,086	9,224	2.363
China	726	3,582	0.402
United Kingdom	485	4,234	1.073
Germany	405	4,081	1.433
Australia	289	2,304	1.191
Vietnam	280	1,241	0.241
Japan	275	3,235	0.589
Thailand	275	1,815	0.432
Singapore	256	2,366	0.574
Malaysia	245	1,424	0.220
France	155	1,332	0.369

South Korea	142	1,013	0.110
Canada	135	1,006	0.193
Other African countries	25	896	
Other American countries	222	1,132	0.810
Other East Asia countries	295	1,786	0.019
Other European countries	898	12,079	1.037
Other Middle East countries	26	382	0.371
Other South Asian Countries	167	1,485	0.188
Total	29,812	216,360	25.030

(Source: \*TCB & DOI | \*\* TCB survey estimates)

## ALOS, average expenditure by country

Table 24: ALOS, average expenditure by country

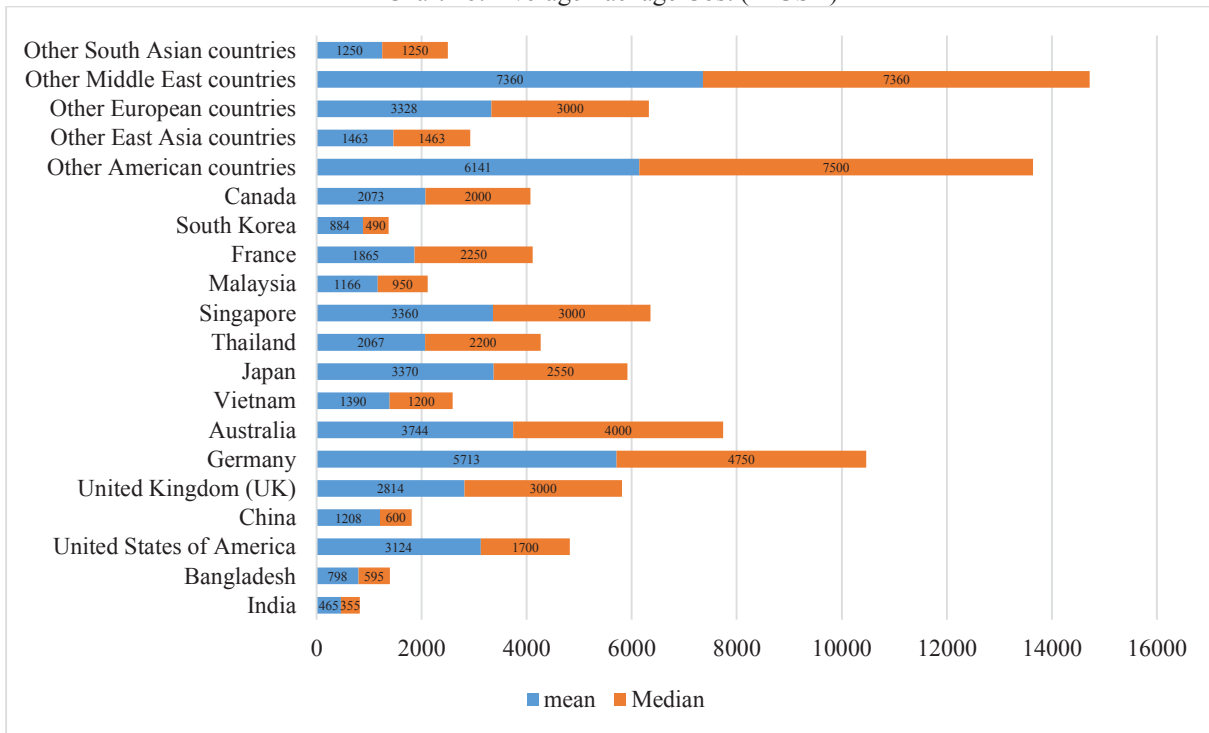
Country	Average nights stayed* (Number)	Median nights stayed* (Number)	Average trip expenditure** (USD)	Average expenditure per night** (USD)
India	7	6	507.74	113.94
Bangladesh	9	6	960.04	242.02
United States of America	8	6	3410.53	450.51
China	5	4	1357.76	370.39
United Kingdom (UK)	9	6	3180.61	482.15
Germany	10	7	6287.67	1762.51
Australia	8	7	3473.90	487.76
Vietnam	4	4	1870.11	293.49
Japan	12	4	3516.22	674.68
Thailand	7	4	2414.42	605.58
Singapore	9	6	3428.58	841.08
Malaysia	6	6	1256.23	279.49
France	9	7	2013.58	505.36
South Korea	7	4	966.70	216.30
Canada	7	6	2195.40	509.10
Other African countries	36	6		
Other American countries	5	5	6352.74	1394.49
Other East Asia countries	6	5	2435.00	187.31
Other European countries	13	7	2994.89	403.20
Other Middle East countries	15	5.5	7560.00	1890.00
Other South Asian Countries	9	4	1463.27	365.82
Total	7	6	851.43	178.81

(Source: \*TCB & DOI | \*\* TCB survey estimates)

## Package Cost

For the visitors who have availed package tours to Bhutan, the mean package cost is USD 877 per person and the median package is USD 425. The following chart presents the average package cost by country.

Chart 26: Average Package Cost (in USD)

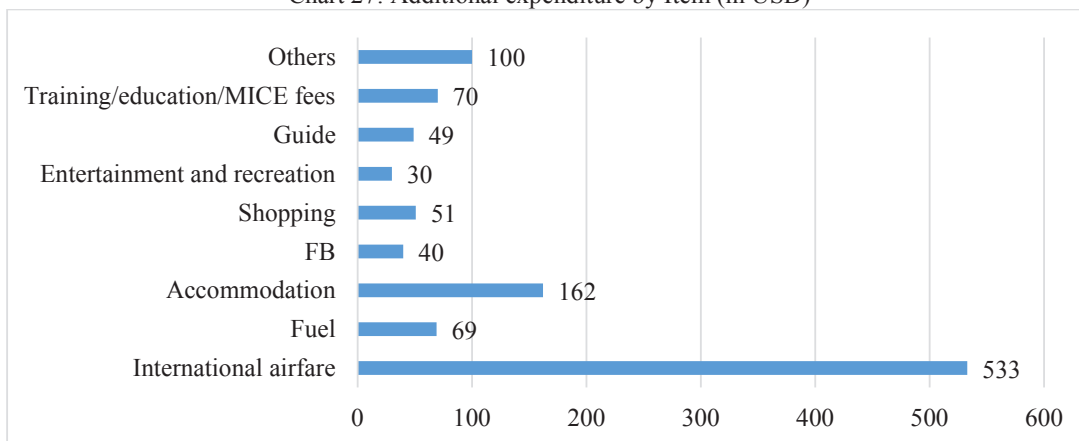


(Source: TCB survey estimates)

## Mean Expenditure by Item (Expenditure in addition to package cost)

The following chart (20) shows the expenditure by items where the visitors made spends in addition to the package cost.

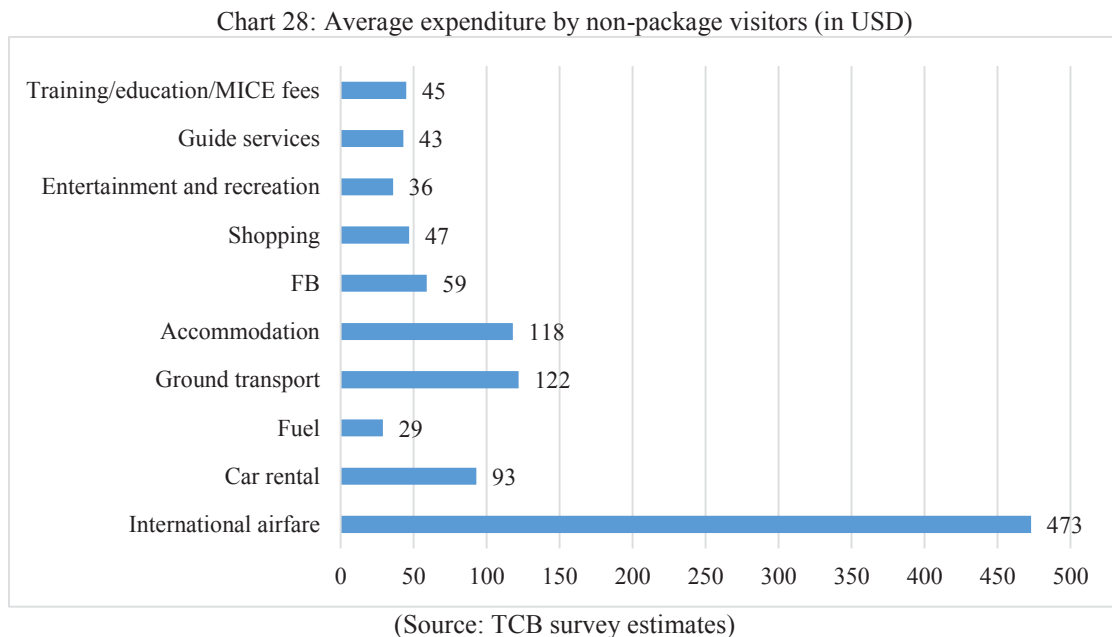
Chart 27: Additional expenditure by Item (in USD)



(Source: TCB survey estimates)

## Average expenditure per person on major items for non-package

For those arrivals who did not avail package tours (mainly visitors on official, business and others purpose), major expenditure were made on international airfare followed by accommodation and ground transport amongst others.



## Demographics

### Sex

Overall, some 58% (17,303) of all visitor arrivals were male with the remaining (12,509) being female visitors.

Table 25: Country of nationality by Sex (in number)

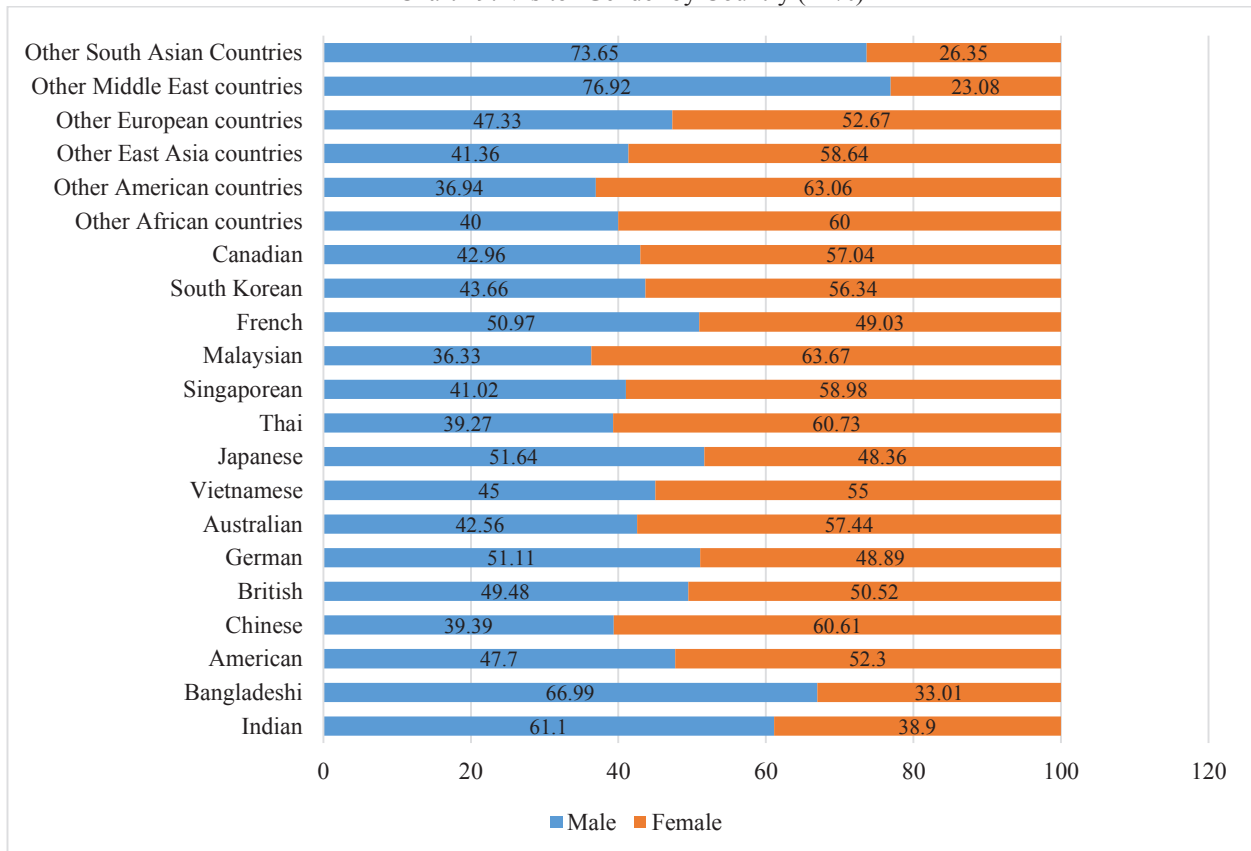
Nationality	Male	Female	Total
Indian	13,623	8,675	22,298
Bangladeshi	755	372	1,127
American	518	568	1,086
Chinese	286	440	726
British	240	245	485
German	207	198	405
Australian	123	166	289
Vietnamese	126	154	280
Japanese	142	133	275
Thai	108	167	275
Singaporean	105	151	256

Malaysian	89	156	245
French	79	76	155
South Korean	62	80	142
Canadian	58	77	135
Other African countries	10	15	25
Other American countries	82	140	222
Other East Asia countries	122	173	295
Other European countries	425	473	898
Other Middle East countries	20	6	26
Other South Asian Countries	123	44	167
<b>Total</b>	<b>17,303</b>	<b>12,509</b>	<b>29,812</b>

(Source: TCB & DoI)

However majority of visitor arrivals from USA (52.3%), China (60.61%), Australia (57.44%), Vietnam (55%), Thailand (60.73%), Singapore (58.98%), Malaysia (63.67%), South Korea (56.34%) and Canada (57.04%) were female.

Chart 29: Visitor Gender by Country (in %)

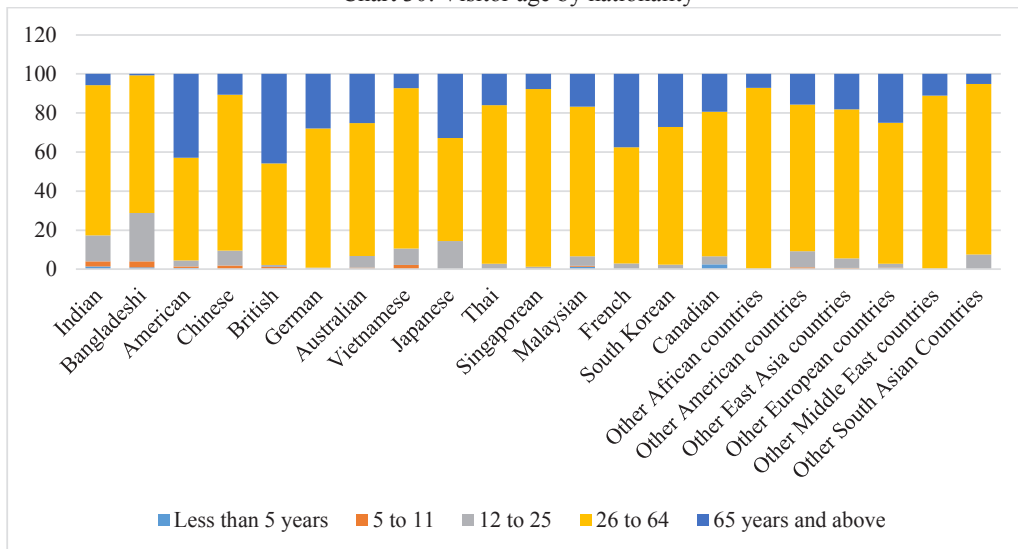


(Source: TCB & DoI)



## Age by country

Chart 30: Visitor age by nationality



(TCB & DoI. Does not include international official, business and others)

Table 26: Visitor age by nationality

Nationality	Less than 5 years	5 to 11 years	12 to 25 years	26 to 64 years	65 years and above	Total
Indian	329	582	2,963	17,144	1,280	22,298
Bangladeshi	11	34	280	794	8	1,127
American	6	8	30	522	425	991
Chinese	0	13	52	547	73	685
British	1	4	5	240	212	462
German	0	1	2	262	103	368
Australian	1	1	14	160	59	235
Vietnamese	0	6	23	224	20	273
Japanese	0	0	30	109	68	207
Thai	0	0	6	172	34	212
Singaporean	0	0	3	213	18	234
Malaysian	3	1	11	174	38	227
French	0	0	4	81	51	136
South Korean	0	0	3	88	34	125
Canadian	3	0	5	88	23	119
Other African countries	0	0	0	13	1	14
Other American countries	0	2	17	154	32	205
Other East Asia countries	0	2	13	207	49	271
Other European countries	4	3	15	553	191	766
Other Middle East countries	0	0	0	8	1	9
Other South Asian Countries	0	0	6	69	4	79
<b>Total</b>	<b>358</b>	<b>657</b>	<b>3,482</b>	<b>21,822</b>	<b>2,724</b>	<b>29,043</b>

(TCB & DoI. Does not include international official, business and others)

## Average age

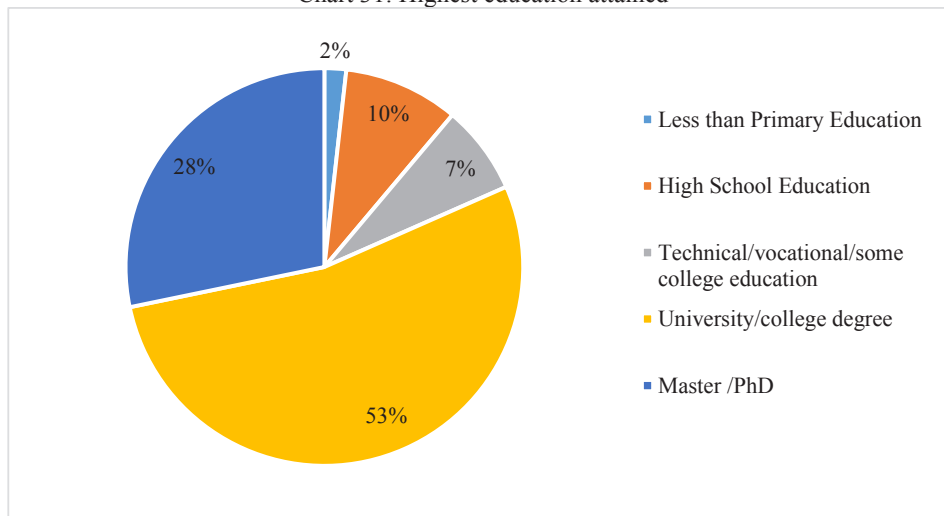
Table 27: Average age by nationality

Nationality	Mean	Median
Indian	38	38
Bangladeshi	33	35
American	57	62
Chinese	46	48
British	59	63
German	57	59
Australian	52	54
Vietnamese	44	46
Japanese	50	48
Thai	50	52
Singaporean	46	46
Malaysian	48	49
French	57	60
South Korean	56	59
Canadian	49	51
Other African countries	46	47
Other American countries	47	46
Other East Asia countries	50	51
Other European countries	53	56
Other Middle East countries	42	38
Other South Asian Countries	42	38

(TCB & DoI. Does not include international official, business and others)

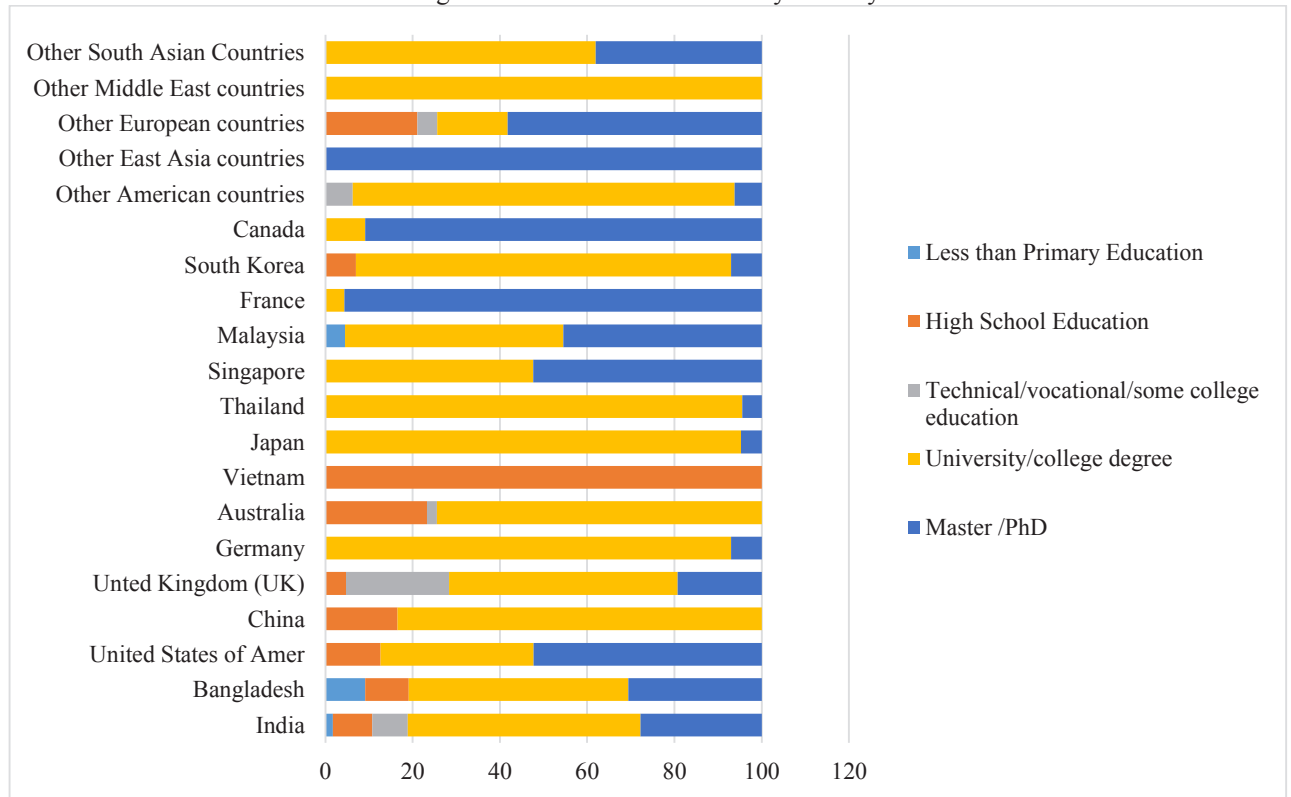
## Education qualification

Chart 31: Highest education attained



(Source: TCB survey estimates)

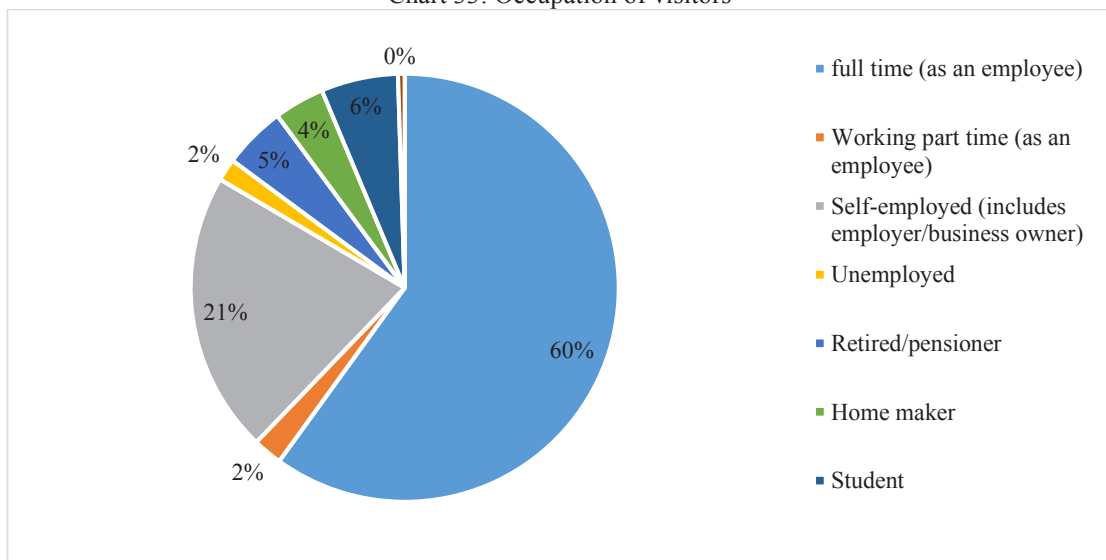
Chart 32: Highest Educational Attainment by Country Market



(Source: TCB survey estimates)

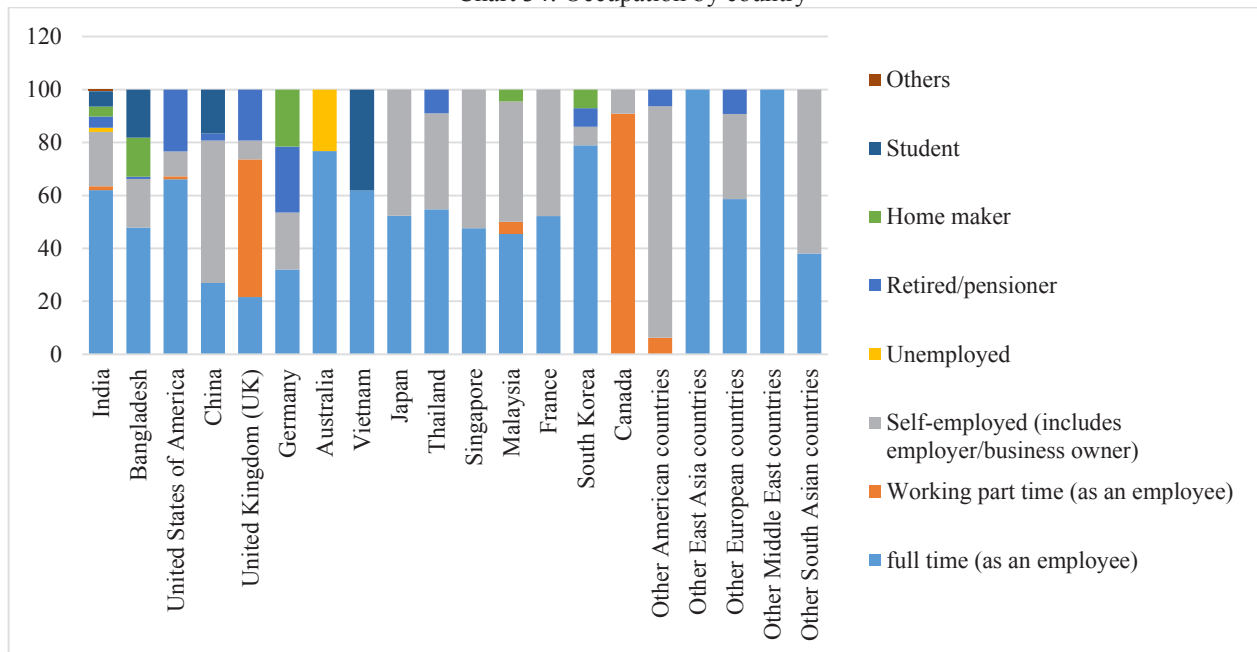
## Occupation

Chart 33: Occupation of visitors



(Source: TCB survey estimates)

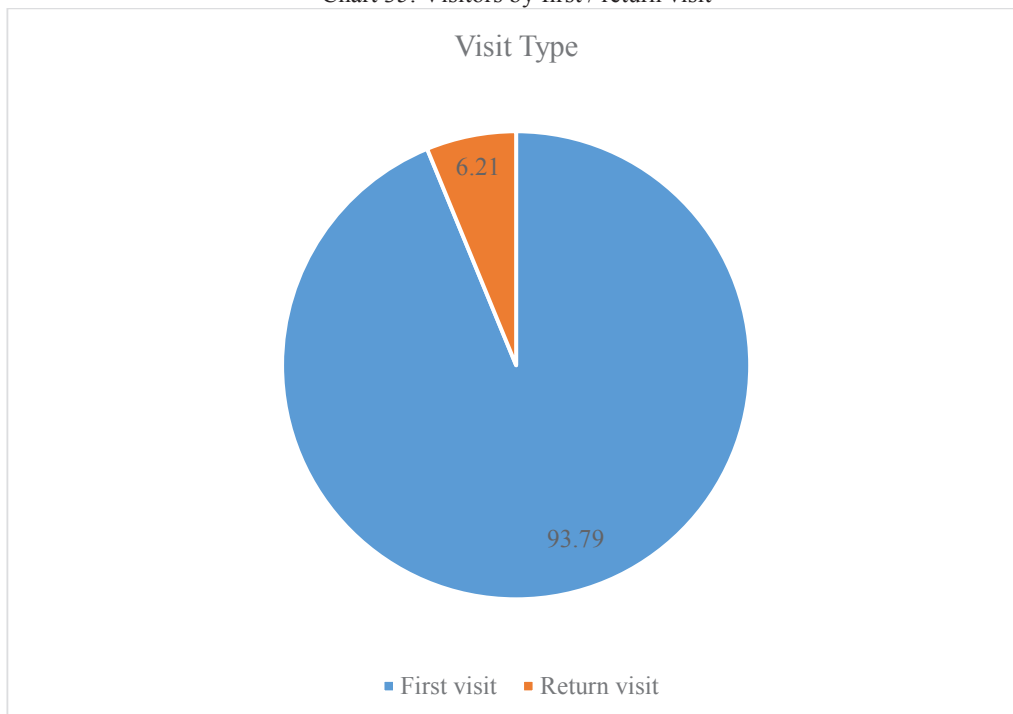
Chart 34: Occupation by country



(Source: TCB survey estimates)

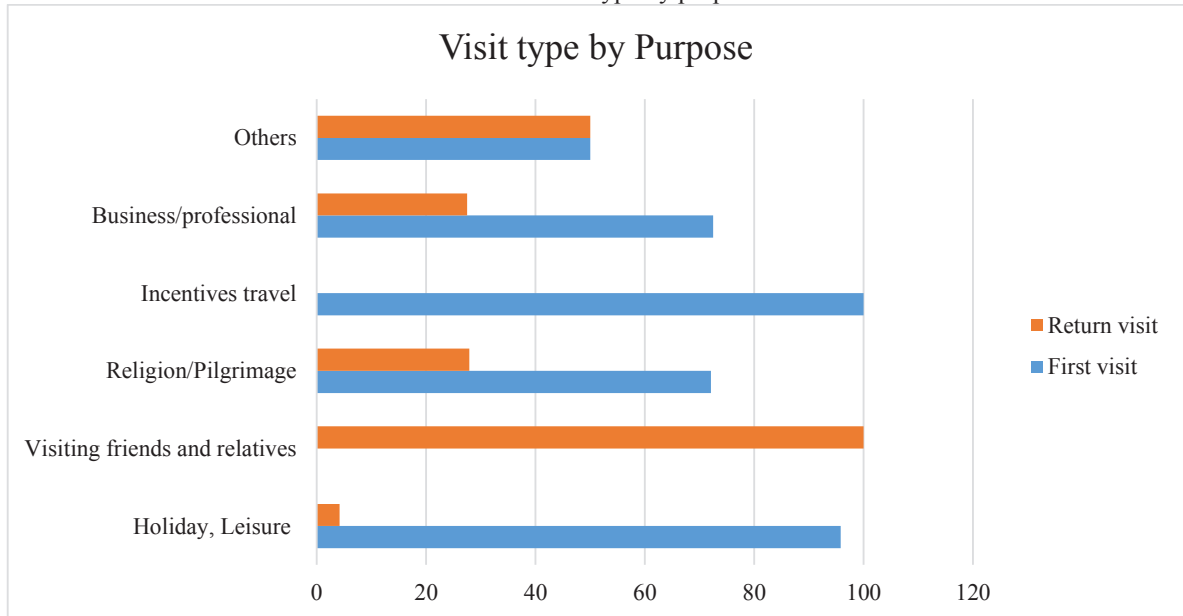
## Repeat / Return visits

Chart 35: Visitors by first / return visit



(Source: TCB survey estimates)

Chart 36: Visit type by purpose



(Source: TCB survey estimates)

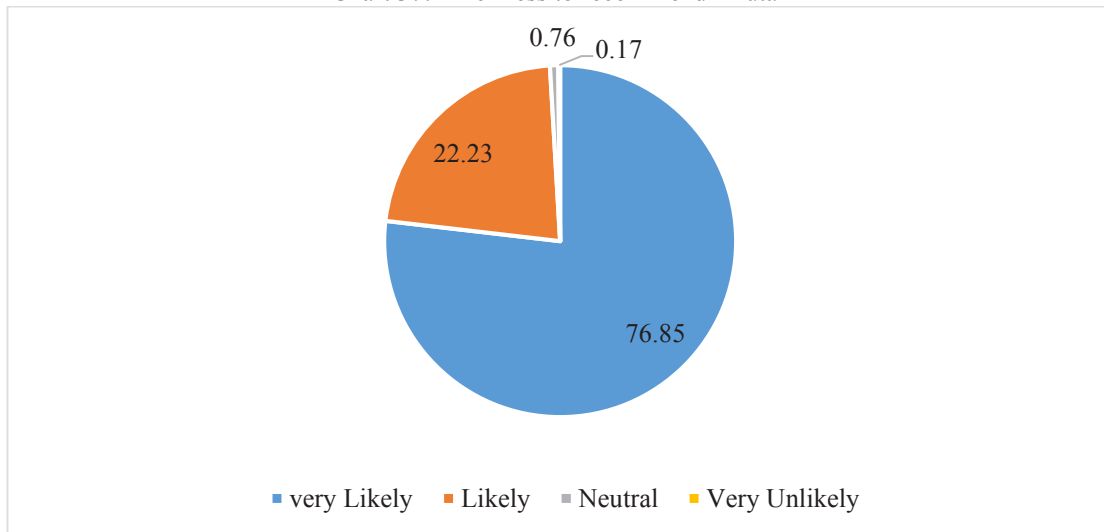
Table 28: Visit type by country

Country	First visit	Return visit
India	93.37	6.63
Bangladesh	88.17	11.83
United States of America	97.7	2.3
China	100	0
United Kingdom (UK)	100	0
Germany	100	0
Australia	100	0
Vietnam	100	0
Japan	100	0
Thailand	100	0
Singapore	95.24	4.76
Malaysia	95.46	4.54
France	100	0
South Korea	100	0
Canada	100	0
Other American countries	100	0
Other East Asia countries	100	0
Other European countries	85.85	14.15
Other Middle East countries	100	0
Other South Asian countries	100	0
<b>Total</b>	<b>93.79</b>	<b>6.21</b>

(Source: TCB survey estimates)

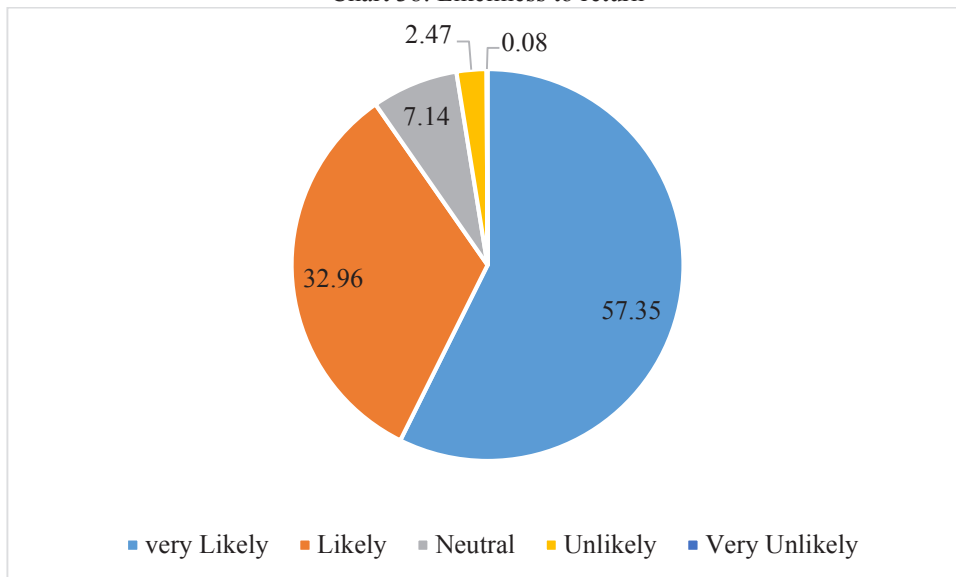
## Destination loyalty

Chart 37: Likeliness to recommend Bhutan



(Source: TCB survey estimates)

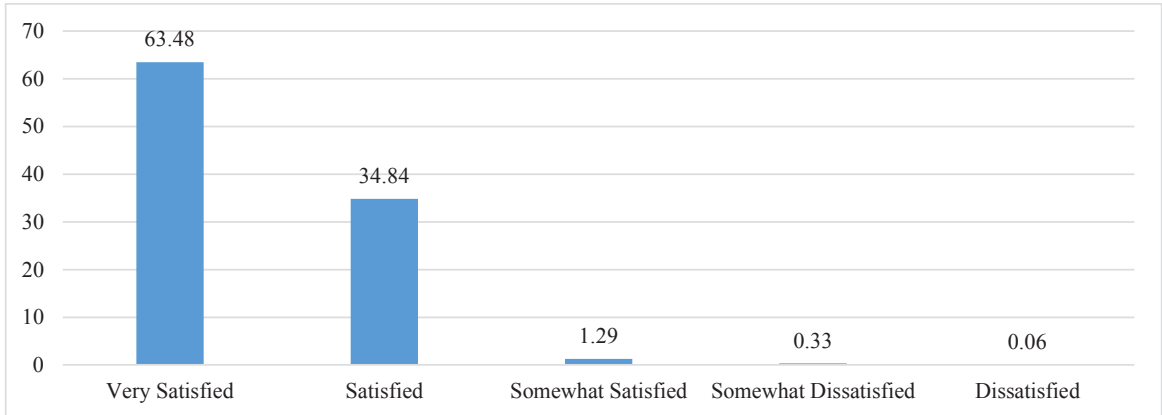
Chart 38: Likeliness to return



(Source: TCB survey estimates)

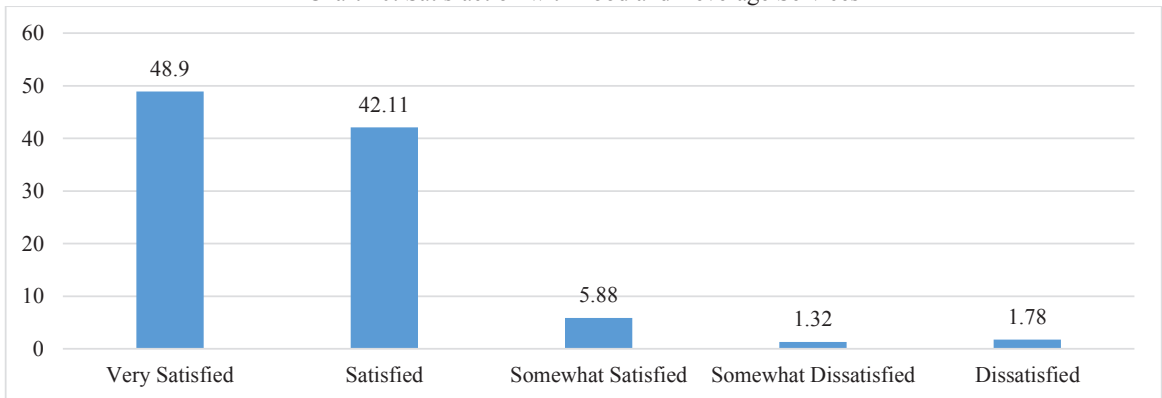
## Visitor Satisfaction

Chart 39: Satisfaction with Accommodation Services



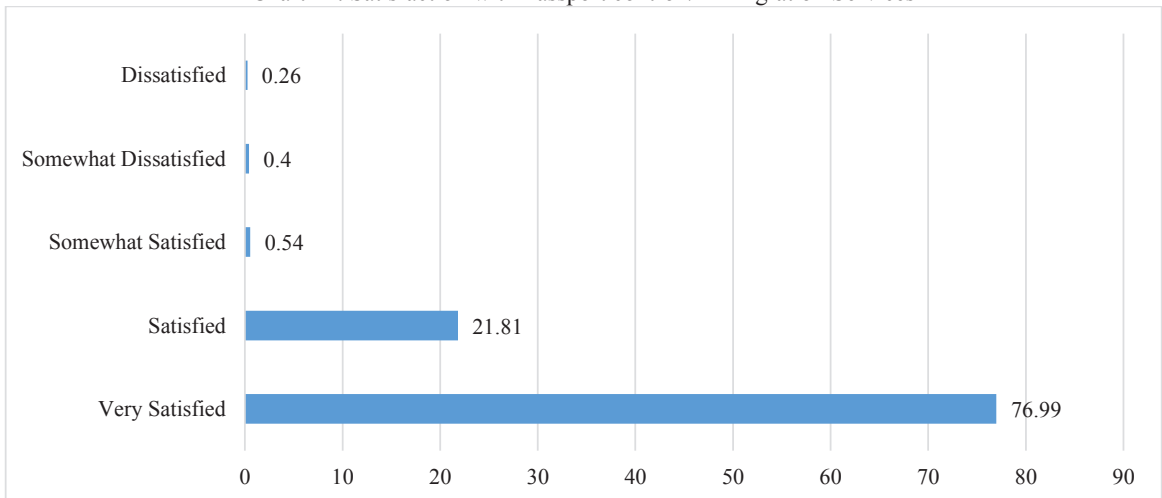
(Source: TCB survey estimates)

Chart 40: Satisfaction with Food and Beverage Services



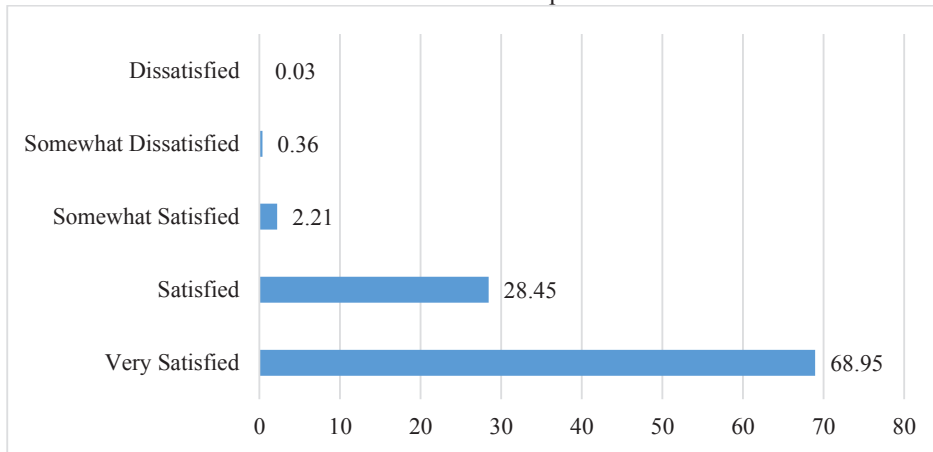
(Source: TCB survey estimates)

Chart 41: Satisfaction with Passport control / Immigration Services



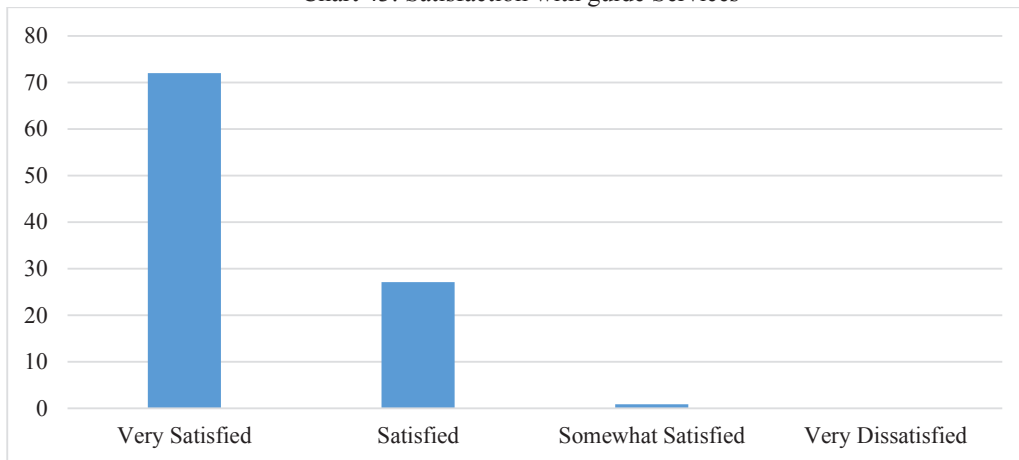
(Source: TCB survey estimates)

Chart 42: Satisfaction with transportation Services



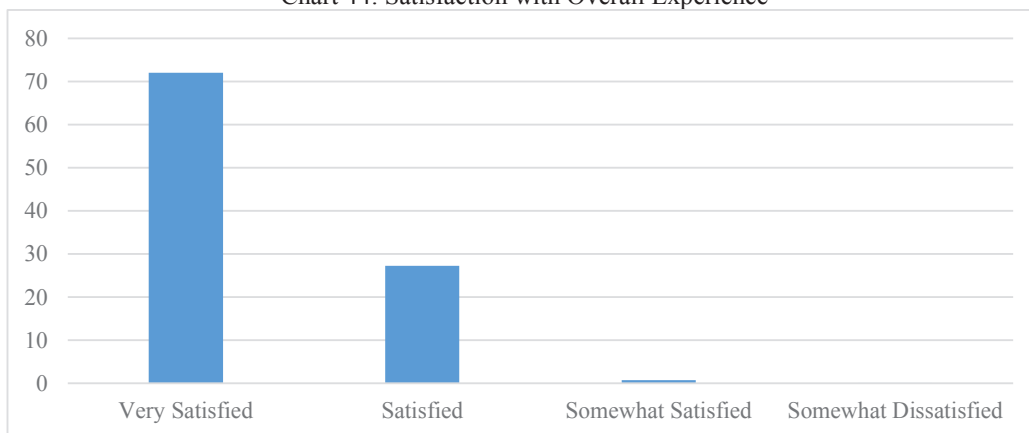
(Source: TCB survey estimates)

Chart 43: Satisfaction with guide Services



(Source: TCB survey estimates)

Chart 44: Satisfaction with Overall Experience



(Source: TCB survey estimates)



## STATISTICAL TABLES

Table 1: Visitors by mode of entry by Country

Nationality	Number			Percent	
	Air	Land	Total	Air	Land
Afghan	7	0	7	100	0
American	1,028	58	1,086	94.66	5.34
Argentinean	22	2	24	91.67	8.33
Armenian	4	0	4	100	0
Australian	275	14	289	95.16	4.84
Austrian	50	1	51	98.04	1.96
Bahraini	1	0	1	100	0
Bangladeshi	556	571	1,127	49.33	50.67
Belarusian	3	0	3	100	0
Belgian	69	29	98	70.41	29.59
Bolivian	1	0	1	100	0
Brazilian	96	0	96	100	0
British	445	40	485	91.75	8.25
Bruneian	3	0	3	100	0
Bulgarian	6	0	6	100	0
Burmese	22	1	23	95.65	4.35
Cambodian	13	0	13	100	0
Cameroonian	1	0	1	100	0
Canadian	131	4	135	97.04	2.96
Chilean	9	1	10	90	10
Chinese	722	4	726	99.45	0.55
Colombian	5	0	5	100	0
Cuban	1	0	1	100	0
Cypriot	3	0	3	100	0
Czech	6	0	6	100	0
Danish	25	34	59	42.37	57.63
Dominican	1	0	1	100	0
Dutch	64	9	73	87.67	12.33
East Timor	3	0	3	100	0
Egyptian	3	0	3	100	0
Estonian	4	0	4	100	0
Ethiopian	1	0	1	100	0
Falkland Islands	1	0	1	100	0
Filipino	54	0	54	100	0
Finnish	8	0	8	100	0
French	119	36	155	76.77	23.23
German	315	90	405	77.78	22.22

Ghana	1	0	1	100	0
Greek	6	0	6	100	0
Grenadian	1	0	1	100	0
Guatemalan	9	0	9	100	0
Hungarian	4	4	8	50	50
Indian	4,781	17,517	22,298	21.44	78.56
Indonesian	54	0	54	100	0
Irish	17	0	17	100	0
Israeli	17	16	33	51.52	48.48
Italian	103	25	128	80.47	19.53
Ivorian	2	0	2	100	0
Jamaican	1	0	1	100	0
Japanese	230	45	275	83.64	16.36
Jordanian	3	0	3	100	0
Kazakhstani	5	0	5	100	0
Kuwaiti	13	1	14	92.86	7.14
Laotian	2	0	2	100	0
Latvian	2	0	2	100	0
Luxembourger	6	0	6	100	0
Malaysian	243	2	245	99.18	0.82
Maldives	10	1	11	90.91	9.09
Maltese	18	0	18	100	0
Mexican	71	0	71	100	0
Moldovan	1	0	1	100	0
Monacan	2	0	2	100	0
Namibian	1	0	1	100	0
Nepalese	96	5	101	95.05	4.95
New Zealander	23	4	27	85.19	14.81
Nigerian	1	0	1	100	0
Norwegian	11	5	16	68.75	31.25
Pakistani	16	0	16	100	0
Polish	26	3	29	89.66	10.34
Portuguese	24	2	26	92.31	7.69
Qatari	2	0	2	100	0
Romanian	4	0	4	100	0
Russian	49	2	51	96.08	3.92
Saudi	1	0	1	100	0
Seychelles	2	0	2	100	0
Singaporean	255	1	256	99.61	0.39
Slovakian	2	0	2	100	0
Slovenian	2	0	2	100	0
South African	13	1	14	92.86	7.14
South Korean	113	29	142	79.58	20.42

Spanish	77	0	77	100	0
Sri Lankan	32	0	32	100	0
Swedish	35	1	36	97.22	2.78
Swiss	72	13	85	84.71	15.29
Taiwanese	116	0	116	100	0
Tanzanian	1	0	1	100	0
Thai	258	17	275	93.82	6.18
Trinidadian and Tob..	1	0	1	100	0
Turkish	7	0	7	100	0
Ukrainian	17	4	21	80.95	19.05
Uruguayan	1	0	1	100	0
Venezuelan	1	0	1	100	0
Vietnamese	279	1	280	99.64	0.36
Yemenite	1	0	1	100	0
Zimbabwean	1	0	1	100	0
<b>Total</b>	<b>11,219</b>	<b>18,593</b>	<b>29,812</b>	<b>37.63</b>	<b>62.37</b>

Table 2: Visitors by mode of exit by Country

Nationality	Number			Percent	
	Air	Land	Total	Air	Land
Afghan	7	0	7	100	0
American	1,038	48	1,086	95.58	4.42
Argentinean	24	0	24	100	0
Armenian	4	0	4	100	0
Australian	283	6	289	97.92	2.08
Austrian	51	0	51	100	0
Bahraini	1	0	1	100	0
Bangladeshi	556	571	1,127	49.33	50.67
Belarusian	3	0	3	100	0
Belgian	94	4	98	95.92	4.08
Bolivian	1	0	1	100	0
Brazilian	96	0	96	100	0
British	467	18	485	96.29	3.71
Bruneian	3	0	3	100	0
Bulgarian	6	0	6	100	0
Burmese	9	14	23	39.13	60.87
Cambodian	13	0	13	100	0
Cameroonian	1	0	1	100	0
Canadian	128	7	135	94.81	5.19
Chilean	10	0	10	100	0
Chinese	725	1	726	99.86	0.14

Colombian	5	0	5	100	0
Cuban	1	0	1	100	0
Cypriot	3	0	3	100	0
Czech	6	0	6	100	0
Danish	43	16	59	72.88	27.12
Dominican	1	0	1	100	0
Dutch	70	3	73	95.89	4.11
East Timor	3	0	3	100	0
Egyptian	3	0	3	100	0
Estonian	4	0	4	100	0
Ethiopian	1	0	1	100	0
Falkland Islands	1	0	1	100	0
Filipino	54	0	54	100	0
Finnish	8	0	8	100	0
French	146	9	155	94.19	5.81
German	369	36	405	91.11	8.89
Ghana	1	0	1	100	0
Greek	6	0	6	100	0
Grenadian	1	0	1	100	0
Guatemalan	9	0	9	100	0
Hungarian	8	0	8	100	0
Indian	4,781	17,517	22,298	21.44	78.56
Indonesian	53	1	54	98.15	1.85
Irish	17	0	17	100	0
Israeli	32	1	33	96.97	3.03
Italian	113	15	128	88.28	11.72
Ivorian	2	0	2	100	0
Jamaican	1	0	1	100	0
Japanese	234	41	275	85.09	14.91
Jordanian	3	0	3	100	0
Kazakhstani	5	0	5	100	0
Kuwaiti	13	1	14	92.86	7.14
Laotian	2	0	2	100	0
Latvian	2	0	2	100	0
Luxembourger	6	0	6	100	0
Malaysian	243	2	245	99.18	0.82
Maldives	10	1	11	90.91	9.09
Maltese	18	0	18	100	0
Mexican	71	0	71	100	0
Moldovan	1	0	1	100	0
Monacan	2	0	2	100	0
Namibian	1	0	1	100	0
Nepalese	94	7	101	93.07	6.93

New Zealander	25	2	27	92.59	7.41
Nigerian	1	0	1	100	0
Norwegian	12	4	16	75	25
Pakistani	16	0	16	100	0
Polish	27	2	29	93.1	6.9
Portuguese	24	2	26	92.31	7.69
Qatari	2	0	2	100	0
Romanian	4	0	4	100	0
Russian	50	1	51	98.04	1.96
Saudi	1	0	1	100	0
Seychelles	2	0	2	100	0
Singaporean	255	1	256	99.61	0.39
Slovakian	2	0	2	100	0
Slovenian	2	0	2	100	0
South African	14	0	14	100	0
South Korean	113	29	142	79.58	20.42
Spanish	76	1	77	98.7	1.3
Sri Lankan	32	0	32	100	0
Swedish	19	17	36	52.78	47.22
Swiss	83	2	85	97.65	2.35
Taiwanese	61	55	116	52.59	47.41
Tanzanian	1	0	1	100	0
Thai	259	16	275	94.18	5.82
Trinidadian and Tob..	1	0	1	100	0
Turkish	7	0	7	100	0
Ukrainian	17	4	21	80.95	19.05
Uruguayan	1	0	1	100	0
Venezuelan	1	0	1	100	0
Vietnamese	280	0	280	100	0
Yemenite	1	0	1	100	0
Zimbabwean	1	0	1	100	0
<b>Total</b>	<b>11,357</b>	<b>18,455</b>	<b>29,812</b>	<b>38.1</b>	<b>61.9</b>

Table 3: Visitors by Main purpose of visit by country

Nationality	Business	Education	Holiday/leisure	Incentive (FAM)	MICE	Official	Others	Visiting Friends & Relatives	Total
Afghan	0	0	0	0	0	7	0	0	7
American	12	21	977	14	0	34	0	28	1,086
Argentinean	0	0	23	0	0	1	0	0	24
Armenian	2	0	0	0	0	2	0	0	4
Australian	8	21	226	9	0	14	0	11	289

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<i>Austrian</i>	6	0	37	0	0	6	0	2	51
<i>Bahraini</i>	0	0	1	0	0	0	0	0	1
<i>Bangladeshi</i>	20	0	1,061	0	0	34	4	8	1,127
<i>Belarusian</i>	1	0	1	0	0	1	0	0	3
<i>Belgian</i>	5	0	88	2	0	3	0	0	98
<i>Bolivian</i>	0	0	1	0	0	0	0	0	1
<i>Brazilian</i>	1	0	90	3	0	1	0	1	96
<i>British</i>	6	0	457	5	0	11	1	5	485
<i>Bruneian</i>	0	0	3	0	0	0	0	0	3
<i>Bulgarian</i>	0	0	6	0	0	0	0	0	6
<i>Burmese</i>	3	0	18	1	0	1	0	0	23
<i>Cambodian</i>	0	0	8	2	0	3	0	0	13
<i>Cameroonian</i>	0	0	0	0	0	1	0	0	1
<i>Canadian</i>	3	0	117	2	0	5	1	7	135
<i>Chilean</i>	0	0	8	0	0	2	0	0	10
<i>Chinese</i>	2	0	678	7	3	36	0	0	726
<i>Colombian</i>	0	0	5	0	0	0	0	0	5
<i>Cuban</i>	0	0	0	0	0	1	0	0	1
<i>Cypriot</i>	0	0	1	2	0	0	0	0	3
<i>Czech</i>	0	0	4	0	0	1	0	1	6
<i>Danish</i>	2	0	52	1	0	4	0	0	59
<i>Dominican</i>	0	0	1	0	0	0	0	0	1
<i>Dutch</i>	3	0	63	0	0	5	0	2	73
<i>East Timor</i>	0	0	0	0	0	3	0	0	3
<i>Egyptian</i>	0	0	0	0	0	3	0	0	3
<i>Estonian</i>	0	0	4	0	0	0	0	0	4
<i>Ethiopian</i>	1	0	0	0	0	0	0	0	1
<i>Falkland Islands</i>	1	0	0	0	0	0	0	0	1
<i>Filipino</i>	1	0	45	1	0	6	0	1	54
<i>Finnish</i>	1	0	3	0	0	4	0	0	8
<i>French</i>	8	0	135	2	0	6	0	4	155
<i>German</i>	17	0	365	3	0	12	2	6	405
<i>Ghana</i>	0	0	0	0	0	1	0	0	1
<i>Greek</i>	0	0	4	0	0	2	0	0	6
<i>Grenadian</i>	0	0	1	0	0	0	0	0	1
<i>Guatemalan</i>	0	0	3	0	0	1	0	5	9
<i>Hungarian</i>	1	0	7	0	0	0	0	0	8
<i>Indian</i>	745	2	19,390	0	24	652	956	529	22,298
<i>Indonesian</i>	2	0	47	2	0	3	0	0	54
<i>Irish</i>	0	0	15	0	0	2	0	0	17
<i>Israeli</i>	1	0	30	1	0	1	0	0	33
<i>Italian</i>	0	0	116	9	0	3	0	0	128
<i>Ivorian</i>	2	0	0	0	0	0	0	0	2
<i>Jamaican</i>	0	0	0	0	0	1	0	0	1

<i>Japanese</i>	16	0	206	1	0	41	4	7	275
<i>Jordanian</i>	0	0	3	0	0	0	0	0	3
<i>Kazakhstani</i>	0	0	0	0	0	3	0	2	5
<i>Kuwaiti</i>	0	0	2	0	0	11	0	1	14
<i>Laotian</i>	0	0	2	0	0	0	0	0	2
<i>Latvian</i>	0	0	2	0	0	0	0	0	2
<i>Luxembourger</i>	0	0	6	0	0	0	0	0	6
<i>Malaysian</i>	1	0	209	18	0	5	0	12	245
<i>Maldives</i>	1	0	7	0	0	3	0	0	11
<i>Maltese</i>	0	0	18	0	0	0	0	0	18
<i>Mexican</i>	0	0	68	1	0	2	0	0	71
<i>Moldovan</i>	0	0	0	0	0	1	0	0	1
<i>Monacan</i>	0	0	2	0	0	0	0	0	2
<i>Namibian</i>	0	0	0	0	0	1	0	0	1
<i>Nepalese</i>	16	1	21	38	0	24	1	0	101
<i>New Zealander</i>	0	0	25	1	0	0	0	1	27
<i>Nigerian</i>	0	0	0	0	0	1	0	0	1
<i>Norwegian</i>	0	0	16	0	0	0	0	0	16
<i>Pakistani</i>	1	0	1	0	0	14	0	0	16
<i>Polish</i>	5	0	23	1	0	0	0	0	29
<i>Portuguese</i>	1	0	21	1	0	3	0	0	26
<i>Qatari</i>	0	0	1	0	0	1	0	0	2
<i>Romanian</i>	0	0	2	0	0	2	0	0	4
<i>Russian</i>	5	0	45	0	0	1	0	0	51
<i>Saudi</i>	0	0	1	0	0	0	0	0	1
<i>Seychelles</i>	0	0	1	0	0	1	0	0	2
<i>Singaporean</i>	9	0	226	8	0	11	1	1	256
<i>Slovakian</i>	0	0	1	0	0	1	0	0	2
<i>Slovenian</i>	0	0	2	0	0	0	0	0	2
<i>South African</i>	1	0	11	1	0	1	0	0	14
<i>South Korean</i>	9	0	124	1	0	8	0	0	142
<i>Spanish</i>	0	0	63	10	0	3	0	1	77
<i>Sri Lankan</i>	1	0	12	1	0	18	0	0	32
<i>Swedish</i>	0	0	30	0	0	5	0	1	36
<i>Swiss</i>	11	12	53	1	0	8	0	0	85
<i>Taiwanese</i>	0	0	116	0	0	0	0	0	116
<i>Tanzanian</i>	0	0	0	0	0	1	0	0	1
<i>Thai</i>	20	1	199	13	0	36	0	6	275
<i>Trinidadian and Tobago</i>	0	0	0	0	0	1	0	0	1
<i>Turkish</i>	0	0	3	0	0	4	0	0	7
<i>Ukrainian</i>	0	0	21	0	0	0	0	0	21
<i>Uruguayan</i>	0	0	1	0	0	0	0	0	1
<i>Venezuelan</i>	0	0	1	0	0	0	0	0	1
<i>Vietnamese</i>	1	0	272	1	0	5	0	1	280

<i>Yemenite</i>	0	0	1	0	0	0	0	0	1
<i>Zimbabwean</i>	0	0	0	0	0	1	0	0	1
<i>Total</i>	952	58	25,909	163	27	1,090	970	643	29,812

Table 4: Visitors by Length of stay by country

Nationality	1 - 2 Nights	3 - 4 Nights	5 - 6 Nights	7 - 8 Nights	9 - 14 Nights	15 nights +	Total
Indian	222	1,887	17,293	1,633	726	537	22,298
Bangladeshi	7	309	654	109	26	22	1,127
American	117	242	334	138	192	63	1,086
Chinese	8	442	135	103	36	2	726
British	8	85	158	90	127	17	485
German	8	87	81	125	80	24	405
Australian	5	46	86	51	74	27	289
Vietnamese	1	181	89	6	3	0	280
Japanese	29	131	36	31	29	19	275
Thai	5	153	66	36	9	6	275
Singaporean	7	17	172	14	41	5	256
Malaysian	1	73	88	69	13	1	245
French	1	13	15	58	63	5	155
South Korean	0	105	18	14	1	4	142
Canadian	8	25	45	28	22	7	135
Other African countries	1	2	11	6	2	3	25
Other American countries	5	100	72	34	9	2	222
Other East Asia countries	4	88	115	50	34	4	295
Other European countries	20	169	203	246	206	54	898
Other Middle East countries	3	6	5	9	1	2	26
Other South Asian Countries	5	85	25	39	9	4	167
<b>Total</b>	465	4,246	19,701	2,889	1,703	808	29,812



Table 5: Visitors by Main source of information by country

Nationality	Airline company	Travel agent	Internet	Print media(articles, newspaper, magazine, travel guide)	Broadcast media(films, TV, documentary etc)	Friends or relatives	TCB	Previous visit	Education related	Work related/business
India	0	22.93	61.51	4.08	3.48	75.57	0	3.45	1.61	3.4
Bangladesh	0	46.04	54.74	0.91	10.01	39.27	0	11.83	0	6.5
United States of America	0	47.7	69.91	3.45	1.15	24.68	0	2.3	0	7.08
China	26.92	0	19.24	0	0	26.92	0	0	0	53.84
United Kingdom (UK)	0	50	47.64	2.36	2.36	4.73	0	0	0	0
Germany	0	71.5	78.5	21.5	0	25	3.5	0	0	0
Australia	0	23.26	100	23.26	23.26	23.26	0	0	0	0
Vietnam	0	61.93	38.07	0	0	0	0	0	0	0
Japan	0	47.62	100	0	0	0	0	0	0	0
Thailand	0	8.91	100	31.85	0	31.85	0	0	0	0
Singapore	0	52.38	95.24	0	0	47.62	4.76	4.76	0	0
Malaysia	0	4.54	90.91	0	0	45.46	0	4.54	0	0
France	0	91.31	95.65	4.35	4.35	4.35	0	0	0	4.35
South Korea	0	7.01	85.99	14.01	0	78.98	0	0	0	0
Canada	0	100	9.09	0	0	0	0	0	0	0
Other American countries	0	12.5	93.75	6.25	6.25	75.01	0	0	0	0
Other East Asia and t	0	100	100	0	0	0	0	0	0	0
Other European countries	0	20.71	52.94	0	0	14.15	4.6	0	0	28.31
Other Middle East countries	0	0	0	0	0	0	0	0	0	100
Other South Asian Countries	0	61.93	0	0	0	0	0	0	0	38.07
Total	0.27	25.62	62.05	4.31	3.61	67.75	0.11	3.37	1.36	4.46

Table 6: Visitor arrival by dzongkhag

Nationality	Bumthang	Chukha	Dagana	Gasa	Ha	Lhuentse	Mongmar	Paro	Pemagatshel	Punakha	Samdrup Jongkhar	Sarpang	Thimphu	Trashiyangtse	Trashi Chang	Trongsa	Tsiring	Wangdue Phodrang	Zhemgang	Total
American	121	11	0	9	10	10	25	962	2	746	18	9	839	11	22	58	1	288	16	3,255
Chinese	92	2	0	0	17	1	1	674	0	647	0	1	675	0	1	10	0	136	1	2,258
British	96	28	0	7	60	14	51	445	0	412	16	0	415	2	30	59	0	173	10	1,818
German	138	31	0	0	20	10	44	363	0	348	41	3	355	37	42	59	0	129	0	1,620
Australian	54	11	1	1	34	1	8	231	0	219	2	5	216	2	8	35	0	86	5	919
Vietnamese	2	0	0	0	0	1	2	273	0	273	1	0	271	1	2	1	0	2	0	829
Japanese	6	17	0	1	11	2	5	163	24	131	29	19	152	5	5	3	1	37	19	630
Thai	30	16	0	0	12	0	0	196	0	208	0	16	196	0	0	4	0	22	0	700
Singaporean	29	0	0	1	54	1	1	229	0	218	1	3	223	1	2	19	0	115	0	897
Malaysian	7	0	0	2	7	3	1	223	0	220	2	0	221	3	3	4	0	77	0	773
French	60	6	0	1	18	0	27	136	3	123	21	3	125	2	22	36	3	81	3	670
South Korean	11	28	0	0	6	0	0	112	0	108	0	0	125	0	0	2	0	11	0	403
Canadian	16	0	0	0	17	3	4	115	0	102	3	0	105	1	1	4	0	48	0	419
African country	2	0	0	0	5	0	1	11	0	12	1	0	13	1	1	0	0	3	0	50
American country	2	3	0	1	29	0	0	201	0	150	0	0	188	0	0	2	0	23	0	599
East Asia and t	26	69	0	3	25	2	4	243	0	241	0	0	254	2	5	24	0	68	0	966
European country	251	95	1	5	64	10	81	744	3	636	55	5	723	29	79	124	1	323	4	3,233
Middle East country	0	1	0	0	1	0	0	8	0	5	0	0	8	0	0	0	0	0	0	23
South Asian Country	12	2	0	0	3	0	6	65	0	64	0	0	68	0	0	4	0	10	0	234
Total	955	320	2	31	49	58	261	5,394	32	4,863	190	64	5,172	97	223	448	6	1,632	58	20,296

*includes only international leisure arrivals*

Table 7: LOS of dzongkhag visited by country-International leisure tourist only

Nationality	Bumthang	Chukha	Dagana	Gasa	Haa	Lhuentse	Mongar	Paro	Pema Gatshel	Punakha	S/Jongkhar	Sarpang	Thimphu	Trashiyangtse	Trashigang	Trongsa	Tsiring	Wangdi	Zhemgang
American	2.2	1.1	.	1.4	1.1	1.2	3.0	2.2	1.0	1.6	2.1	1	1.8	1.5	1.7	1.3	2	1.5	4.8
Chinese	2.3	1.0	.	.	1.1	1.0	1.0	2.0	.	1.2	.	4	1.3	.	3.0	1.0	.	1.1	3.0
British	2.1	1.0	.	1.1	1.1	1.1	2.7	2.2	.	1.7	1.8	.	1.7	1.0	1.5	1.4	.	1.6	2.0
German	2.2	1.0	.	.	1.1	1.0	1.3	2.1	.	1.5	1.0	1	1.7	1.1	1.4	1.0	.	1.4	.
Australian	2.2	1.0	3	1.0	1.2	1.0	2.4	2.4	.	1.7	1.0	1.6	1.7	1.0	1.0	1.2	.	1.4	3.8
Vietnamese	1.5	.	.	.	.	1.0	1.0	1.9	.	1.3	1.0	.	1.1	1.0	1.5	1.0	.	1.0	.
Japanese	1.7	1.1	.	1.0	1.1	1.0	1.0	1.3	3.8	1.3	1.2	1	1.3	1.0	2.2	2.0	2	1.2	4.0
Thai	1.3	2.0	.	.	1.1	.	.	1.7	.	1.2	.	1	1.1	.	.	1.0	.	1.4	.
Singaporean	2.6	.	.	1.0	1.0	3.0	2.0	2.1	.	1.6	2.0	1	1.6	2.0	3.5	1.0	.	1.2	.
Malaysian	2.4	.	.	1.0	1.0	2.3	2.0	2.0	.	1.4	2.0	.	1.6	1.7	4.0	1.0	.	1.6	.
French	2.1	1.0	.	1.0	1.3	.	1.0	2.4	1.7	1.8	1.1	1	1.7	1.0	1.5	1.1	1	1.1	2.0
South Korean	1.8	1.4	.	.	1.0	.	.	1.7	.	1.0	.	.	1.3	.	.	1.0	.	1.0	.
Canadian	2.3	.	.	.	1.1	1.0	1.0	2.1	.	1.6	1.0	.	1.8	1.0	1.0	2.3	.	1.4	.
Other African	1.5	.	.	.	1.0	.	5.0	2.0	.	1.8	2.0	.	1.8	2.0	1.0	.	.	1.7	.
Other American	3.5	1.0	.	1.0	1.1	.	.	2.0	.	1.4	.	.	1.6	.	.	1.0	.	1.7	.
Other East Asia	3.0	1.0	.	1.0	1.1	2.0	2.0	2.1	.	1.5	.	.	1.5	1.0	1.8	1.5	.	1.3	.
Other European	2.2	1.3	2	2.0	1.3	1.2	1.7	2.0	1.3	1.6	1.1	1	1.7	1.1	1.9	1.0	1	1.3	2.5
Other Middle East	.	1.0	.	.	2.0	.	.	2.1	.	1.4	.	.	2.0	.	.	.	.	.	.
Other South Asia	1.5	1.0	.	.	1.0	.	4.0	2.0	.	1.2	.	.	1.1	.	.	1.0	.	1.1	.

Table 8: Travel Companion by market

Nationality	Adult couple	Family group-parent(s) and Child(ren)	Friends &/ or relatives travelling together	Business associates travelling together with or without spouse	School group tour (teachers and/or students)	Total
India	16.22	28.6	52.04	0.8	2.33	100
Bangladesh	16.87	39.5	43.64	0	0	100
United States of America	65.3	1.44	24.43	8.83	0	100
China	0	44.67	0	55.33	0	100
United Kingdom (UK)	56.07	29.29	14.64	0	0	100
Germany	25.91	22.28	51.81	0	0	100
Australia	37.5	0	62.5	0	0	100
Vietnam	61.93	38.07	0	0	0	100
Japan	9.09	0	90.91	0	0	100
Thailand	4.45	59.24	36.3	0	0	100
Singapore	47.62	0	52.38	0	0	100
Malaysia	4.54	0	95.46	0	0	100
France	4.35	47.83	47.83	0	0	100
South Korea	7.01	14.01	78.98	0	0	100
Canada	0	100	0	0	0	100
Other American countries	14.28	78.58	7.14	0	0	100
Other East Asia countries	0	0	100	0	0	100
Other European countries	46.19	0	53.81	0	0	100
Other Middle East countries	0	0	100	0	0	100
Other South Asian Countries	61.93	0	0	38.07	0	100
<b>Total</b>	18.2	27.9	50.29	1.6	2.01	100

Table 9: Number of visits to Bhutan by country

Nationality	1x	2x	3x	4x	5x	6x	7 or more than 7x
India	93.37	5.58	0.63	0	0	0.4	0.03
Bangladesh	88.17	10.92	0	0	0.91	0	0

United States of America	97.7	1.15	1.15	0	0	0	0
China	100	0	0	0	0	0	0
United Kingdom (UK)	100	0	0	0	0	0	0
Germany	100	0	0	0	0	0	0
Australia	100	0	0	0	0	0	0
Vietnam	100	0	0	0	0	0	0
Japan	100	0	0	0	0	0	0
Thailand	100	0	0	0	0	0	0
Singapore	95.24	0	4.76	0	0	0	0
Malaysia	95.46	0	0	4.54	0	0	0
France	100	0	0	0	0	0	0
South Korea	100	0	0	0	0	0	0
Canada	100	0	0	0	0	0	0
Other American countries	100	0	0	0	0	0	0
Other East Asia	100	0	0	0	0	0	0
Other European countries	85.85	14.15	0	0	0	0	0
Other Middle East countries	100	0	0	0	0	0	0
Other South Asian Countries	100	0	0	0	0	0	0
Total	93.79	5.22	0.58	0.03	0.03	0.33	0.03

Table 10: Mean Expenditure by Item (Expenditure in addition to package cost) in USD

Expenditure Items	International airfare	Fuel	Accommodation	FB	Shopping	Entertainment and recreation	Guide	Training/education/MICE fees	Others
India	341	69	162	38	41	30	22	.	.
Bangladesh	299	.	.	32	66	32	22	.	.
United States of A	538	.	.	69	120	.	135	.	100
China	.	.	.	35	100	40	260	70	.
United Kingdom (UK)	1151	.	.	78	59	100	61	.	.
Germany	1567	.	.	93	71	.	48	.	.
Australia	400	.	.	32	99	.	63	.	.
Vietnam	1000	.	.	25	61	.	35	.	.
Japan	.	.	.	30	63	.	69	.	.
Thailand	400	.	.	70	111	.	61	.	.
Singapore	.	.	.	.	82	.	50	.	.

Malaysia	.	.	.	23	64	20	18	.	.
France	.	.	.	41	115	56	9	.	.
South Korea	.	.	.	72	36	20	140	.	.
Canada	.	.	.	5	32	.	86	.	.
Other American countries	.	.	.	30	201	.	62	.	.
Other East Asia countries	498	.	.	25	250	.	200	.	.
Other European countries	350	.	.	54	63	.	47	.	.
Other Middle East countries	.	.	.	25	175	.	.	.	.
Other South Asian countries	.	.	.	35	65	.	20	.	.
Total	533	69	162	40	51	30	49	70	100

Table 11: Average Expenditure (in US\$) per Person on Major Items (Non-package tours)

Expenditure Items	International airfare	Car rental	Fuel	Ground transport	Accommodation	Food & Beverage	Shopping	Entertainment and recreation	Guide services	Training /education/ MICE fees
India	414	85	29	110	112	54	42	36	28	45
Bangladesh	355	206	.	274	210	127	113	34	.	.
United Kingdom (UK)	1200	.	.	100	700	130	.	.	.	.
Australia	1650	.	.	.	72	125	.	.	100	.
Other European countries	261	.	.	.	140	80	20	.	.	.
Other South Asian Countries	1400	.	.	.	145	20	50	.	.	.
Total	473	93	29	122	118	59	47	36	43	45

Table 12: Highest Educational Attainment by Country Market

Nationality	Less than Primary Education	High School Education	Technical/vocational/some college education	University/college degree	Master /PhD
India	1.75	8.99	8.16	53.33	27.77
Bangladesh	9.1	10.01	0	50.32	30.56
United States of America	0	12.66	0	35.03	52.3
China	0	16.55	0	83.45	0
United Kingdom (UK)	0	4.73	23.65	52.36	19.26
Germany	0	0	0	93.01	6.99
Australia	0	23.26	2.32	74.42	0
Vietnam	0	100	0	0	0
Japan	0	0	0	95.24	4.76
Thailand	0	0	0	95.55	4.45
Singapore	0	0	0	47.62	52.38
Malaysia	4.54	0	0	50	45.46
France	0	0	0	4.35	95.65
South Korea	0	7.01	0	85.99	7.01
Canada	0	0	0	9.09	90.91
Other American countries	0	0	6.25	87.5	6.25
Other East Asia countries	0	0	0	0	100
Other European countries	0	21.06	4.6	16.11	58.23
Other Middle East countries	0	0	0	100	0
Other South Asian Countries	0	0	0	61.93	38.07
Total	1.77	9.37	7.25	53.36	28.24

Table 13: Occupation by Country Market

Nationality	full time (as an employee)	Working part time (as an employee)	Self-employed (includes employer/business owner)	Unemployed	Retired/pensioner	Home maker	Student	Others
India	61.96	1.5	20.51	1.67	4.15	3.75	5.87	0.59
Bangladesh	47.86	0	18.33	0	0.91	14.7	18.2	0
United States of America	66.12	1.15	9.38	0	23.36	0	0	0
China	26.92	0	53.84	0	2.69	0	16.55	0
United Kingdom (UK)	21.63	52.02	7.09	0	19.26	0	0	0
Germany	31.99	0	21.5	0	25	21.5	0	0

Australia	76.74	0	0	23.26	0	0	0	0
Vietnam	61.93	0	0	0	0	0	38.07	0
Japan	52.38	0	47.62	0	0	0	0	0
Thailand	54.79	0	36.3	0	8.91	0	0	0
Singapore	47.62	0	52.38	0	0	0	0	0
Malaysia	45.46	4.54	45.46	0	0	4.54	0	0
France	52.17	0	47.83	0	0	0	0	0
South Korea	78.98	0	7.01	0	7.01	7.01	0	0
Canada	0	90.91	9.09	0	0	0	0	0
Other American countries	0	6.25	87.5	0	6.25	0	0	0
Other East Asia countries	100	0	0	0	0	0	0	0
Other European countries	58.57	0	32.23	0	9.2	0	0	0
Other Middle East countries	100	0	0	0	0	0	0	0
Other South Asian countries	38.07	0	61.93	0	0	0	0	0
<b>Total</b>	<b>59.96</b>	<b>2.21</b>	<b>21.27</b>	<b>1.68</b>	<b>4.73</b>	<b>3.81</b>	<b>5.82</b>	<b>0.5</b>

Table 14: Proportion of Respondents Who Will Recommend Trip to Bhutan by Country Market

<b>Recommend Bhutan as destination</b>				
<b>Nationality</b>	<b>very Likely</b>	<b>Likely</b>	<b>Neutral</b>	<b>Very Unlikely</b>
India	76.52	22.42	0.87	0.2
Bangladesh	88.95	11.05	0	0
United States of America	70.88	29.12	0	0
China	83.45	16.55	0	0
United Kingdom (UK)	95.27	4.73	0	0
Germany	56.99	43.01	0	0
Australia	72.09	25.58	2.32	0
Vietnam	61.93	38.07	0	0
Japan	52.38	47.62	0	0
Thailand	72.61	27.39	0	0
Singapore	100	0	0	0
Malaysia	90.91	9.09	0	0
France	56.52	43.48	0	0
South Korea	85.99	14.01	0	0
Canada	90.91	9.09	0	0
Other American countries	100	0	0	0



Other East Asia countries	0	100	0	0
Other European countries	76.64	23.36	0	0
Other Middle East countries	0	100	0	0
Other South Asian Countries	100	0	0	0
<b>Total</b>	<b>76.85</b>	<b>22.23</b>	<b>0.76</b>	<b>0.17</b>

Table 15: Likely to return

<b>Nationality</b>	<b>very Likely</b>	<b>Likely</b>	<b>Neutral</b>	<b>Unlikely</b>	<b>Very Unlikely</b>
India	60.26	33.33	5.21	1.16	0.03
Bangladesh	44.22	41.22	13.65	0	0.91
United States of America	36.02	34.7	3.45	25.83	0
China	43.47	56.53	0	0	0
United Kingdom (UK)	7.09	33.1	33.8	23.65	2.36
Germany	25	31.99	0	43.01	0
Australia	46.51	2.32	48.84	2.32	0
Vietnam	100	0	0	0	0
Japan	0	47.62	52.38	0	0
Thailand	36.3	36.3	27.39	0	0
Singapore	100	0	0	0	0
Malaysia	90.91	9.09	0	0	0
France	47.83	52.17	0	0	0
South Korea	71.97	21.02	0	7.01	0
Canada	0	100	0	0	0
Other American countries	75.01	12.5	0	12.5	0
Other East Asia countries	0	0	100	0	0
Other European countries	27.96	25.66	46.38	0	0
Other Middle East countries	0	0	0	100	0
Other South Asian Countries	38.07	0	61.93	0	0
<b>Total</b>	<b>57.35</b>	<b>32.96</b>	<b>7.14</b>	<b>2.47</b>	<b>0.08</b>

Table 16. Total trip expenditure by item in USD million

Country	International airfare	Car rental	Fuel	Ground transport	Accommodati on	Food & Beverage	Shoppin g	Entertainme nt	Guid e	Fees	Other s	Packag e amount	Total
India	0.808	0.177	0.079	0.232	0.870	0.802	0.718	0.583	0.039	0.004	-	8.261	12.572
Banglade sh	0.144	0.028	-	0.046	0.081	0.058	0.075	0.009	0.007	-	-	0.393	0.841
United States of America	0.048	-	-	-	-	0.022	0.062	-	0.062	-	0.005	2.164	2.363
China	-	-	-	-	-	0.004	0.029	0.003	0.002	0.006	-	0.358	0.402
United Kingdom (UK)	0.084	-	-	0.001	0.006	0.022	0.019	0.008	0.006	-	-	0.927	1.073
Germany	0.089	-	-	-	-	0.015	0.016	-	0.011	-	-	1.302	1.433
Australia	0.135	-	-	-	0.006	0.016	0.025	-	0.025	-	-	0.985	1.191
Vietnam	0.049	-	-	-	-	0.003	0.008	-	0.002	-	-	0.179	0.241
Japan	-	-	-	-	-	0.003	0.011	-	0.012	-	-	0.564	0.589
Thailand	0.019	-	-	-	-	0.012	0.019	-	0.011	-	-	0.369	0.432
Singapore	-	-	-	-	-	-	0.007	-	0.004	-	-	0.563	0.574
Malaysia	-	-	-	-	-	0.002	0.011	0.002	0.002	-	-	0.205	0.220
France	-	-	-	-	-	0.001	0.021	0.005	0.001	-	-	0.342	0.369
South Korea	-	-	-	-	-	0.002	0.004	0.002	0.002	-	-	0.101	0.109
Canada	-	-	-	-	-	0.000	0.003	-	0.008	-	-	0.182	0.193
Other American countries	-	-	-	-	-	0.000	0.024	-	0.002	-	-	0.783	0.810
Other East Asia countries	0.004	-	-	-	-	0.000	0.002	-	0.002	-	-	0.012	0.019

Other European countries	0.018	-	-	0.007	0.006	0.010	-	0.006	-	0.989	1.037
Other Middle East countries	-	-	-	-	0.001	0.009	-	-	-	0.361	0.371
Other South Asian Countries	0.069	-	-	0.007	0.004	0.008	-	0.002	-	0.099	0.188
Total	1.467	0.205	0.079	0.976	0.973	1.080	0.612	0.205	0.009	0.005	25.030

Table 17: Average trip expenditure by item

	International airfare	Car rental	Fuel	Ground transport	Accommodation	Food & Beverage	Shopping	Entertainment	Guide	Fees	Others	Package amount	Sum
India	394	85	29	110	116	44	41	32	23	45	.	465	508
Bangladesh	352	206	.	274	210	87	87	33	22	.	.	798	960
United States of America	538	.	.	.	.	69	120	.	135	.	100	3,124	3,411
China	.	.	.	.	.	35	100	40	260	70	.	1,208	1,358
United Kingdom (UK)	1,156	.	.	100	700	80	59	100	61	.	.	2,814	3,181
Germany	1,567	.	.	.	.	93	71	.	48	.	.	5,713	6,288
Australia	1,536	.	.	.	72	61	99	.	72	.	.	3,744	3,474
Vietnam	1,000	.	.	.	.	25	61	.	35	.	.	1,390	1,870
Japan	.	.	.	.	.	30	63	.	69	.	.	3,370	3,516
Thailand	400	.	.	.	.	70	111	.	61	.	.	2,067	2,414
Singapore	.	.	.	.	.	.	82	.	50	.	.	3,360	3,429
Malaysia	.	.	.	.	.	23	64	20	18	.	.	1,166	1,256
France	.	.	.	.	.	41	115	56	9	.	.	1,865	2,014

South Korea	.	.	.	.	.	72	36	20	140	.	.	884	967
Canada	.	.	.	.	.	5	32	.	86	.	.	2,073	2,195
Other American countries	.	.	.	.	.	30	201	.	62	.	.	6,141	6,353
Other East Asia countries	498	.	.	.	.	25	250	.	200	.	.	1,463	2,435
Other European countries	283	.	.	.	140	68	52	.	47	.	.	3,328	2,995
Other Middle East countries	.	.	.	.	.	25	175	.	.	.	.	7,360	7,560
Other South Asian Countries	1,400	.	.	.	145	29	59	.	20	.	.	1,250	1,463
Total	492	93	29	122	121	47	50	32	49	58	100	877	851

Table 18. Total trip expenditure by item by purpose in USD million

	Int airfare	car rental	Fuel	Ground transpo rt	Accommodati on	FB	Shoppi ng	Entertain ment	Guide	Fees	Othe rs	Package	Total
Holiday, Leisure		0.179	0.077	0.251	0.845	0.880	0.980	0.584	0.205	0.009	0.005	17.662	22.911
Visiting friends	-	-	0.001	-	0.001	0.000	0.001	-	-	-	-	-	0.003
Religion/Pilgr im	0.004	0.013	0.001	-	0.004	0.012	0.009	0.015	0.000	-	-	0.174	0.232
Incentives travel	-	-	-	-	-	0.001	0.001	-	0.000	-	-	0.027	0.028
Business/prof ess	0.225	0.013	-	0.027	0.127	0.079	0.088	0.014	0.00	-	-	1.225	1.798
Others	0.004	-	-	-	-	0.001	0.001	-	-	-	-	0.052	0.058
Total	1.467	0.205	0.079	0.278	0.976	0.973	1.080	0.612	0.205	0.009	0.005	19.140	25.030

Table 19: Average trip expenditure by item by purpose

	Int airfare	car rental	Fuel	Ground transport	Accommodati on	FB	Shoppin g	Entertainme nt	Guide	Fees	Others	Packag e	Total
Holiday, Leisure	503	90	29	118	114	46	49	32	50	58	100	873	844
Visiting friends	.	.	9	.	10	5	14	.	.	.	.	.	38
Religion/Pilgri m	510	142	120	.	43	35	29	38	30	.	.	366	410
Incentives travel	.	.	.	.	.	78	111	.	14	.	.	3333	3536
Business/profe ss	436	101	.	178	245	61	69	34	7	.	.	1135	1127
Others	450	.	.	.	.	120	55	.	.	.	.	3273	3613
Total	492	93	29	122	121	47	50	32	49	58	100	877	851

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