

nepal TOURISM INSIGHTS

AUGUST

2025

ISSUE 08



Lifetime Experiences!



Nepal Tourism Board

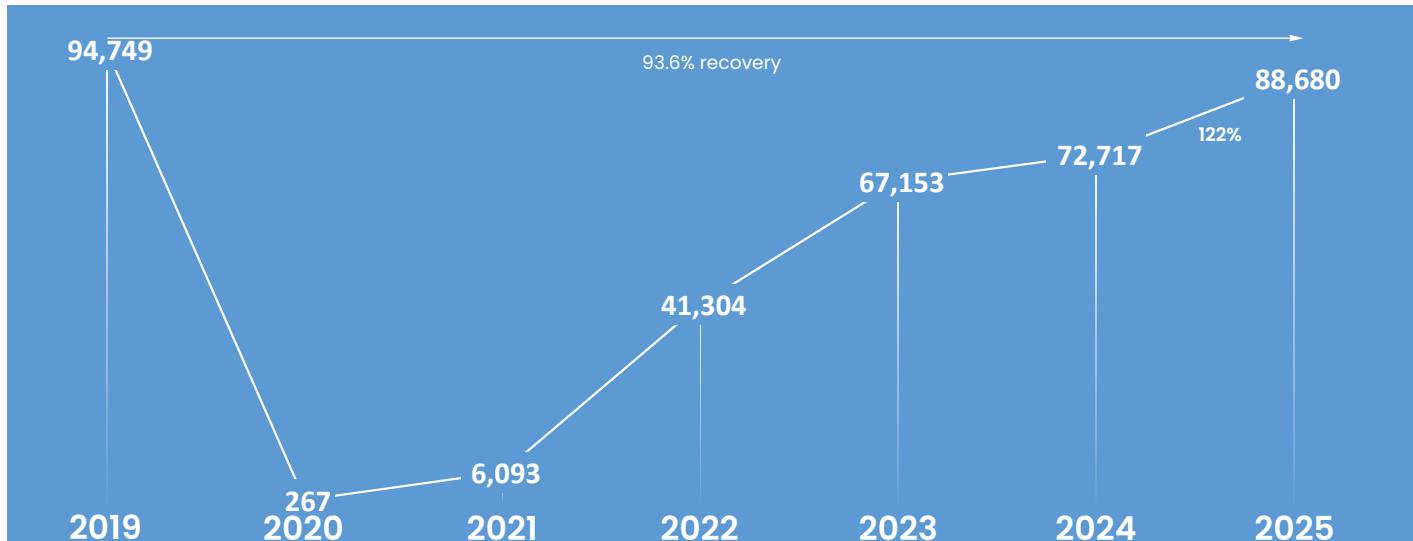
ntb.gov.np



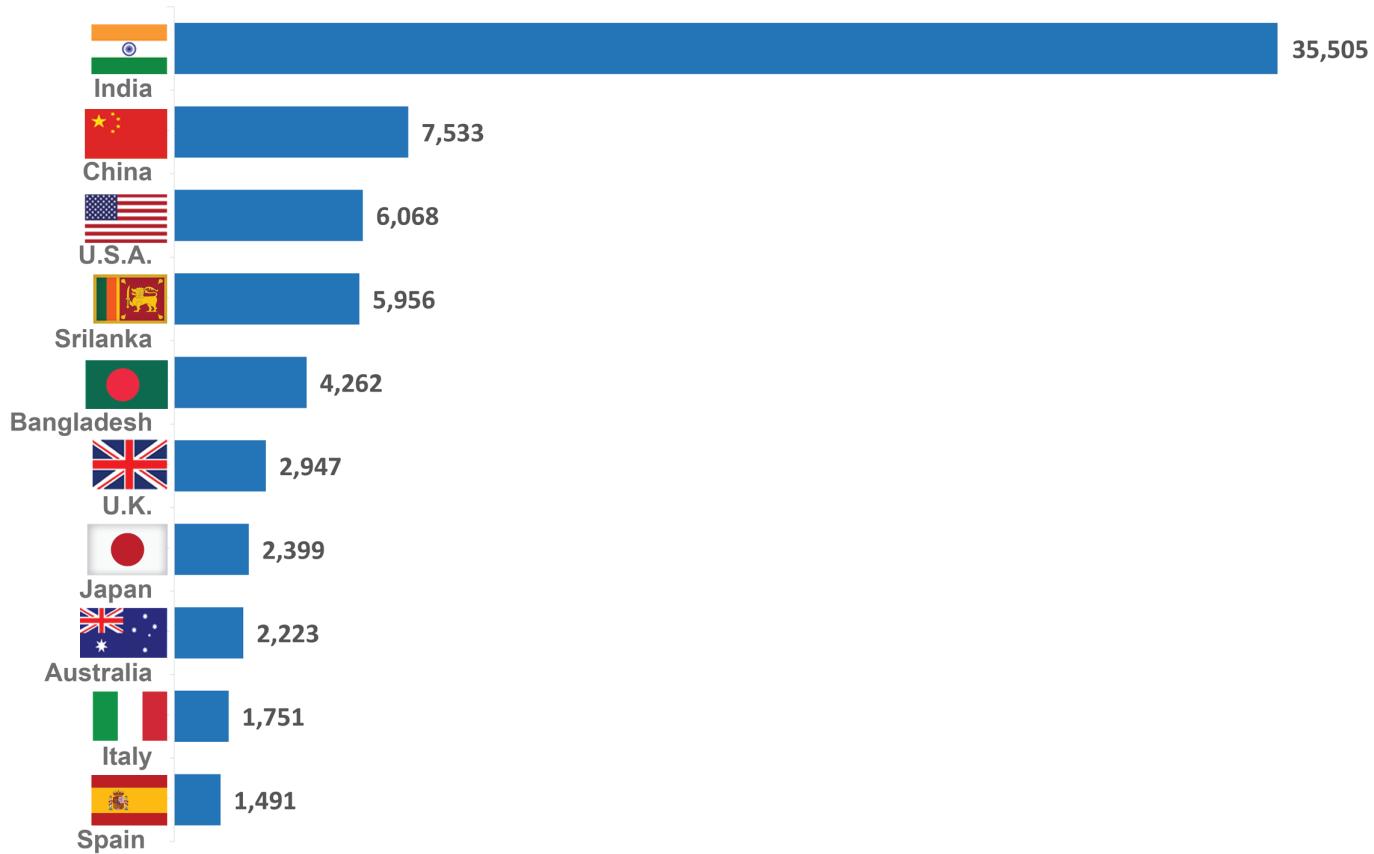
INTERNATIONAL VISITOR ARRIVALS (IVAs) IN AUGUST 2025

88,680

- ↗ 22% growth in comparison with the arrivals of August, 2024
- ⟳ 93.6% recovery in comparison with the pre-pandemic arrivals of the month of August, 2019



⬆️ Top 10 Source Market Countries (AUGUST)



Source: Department of Immigration

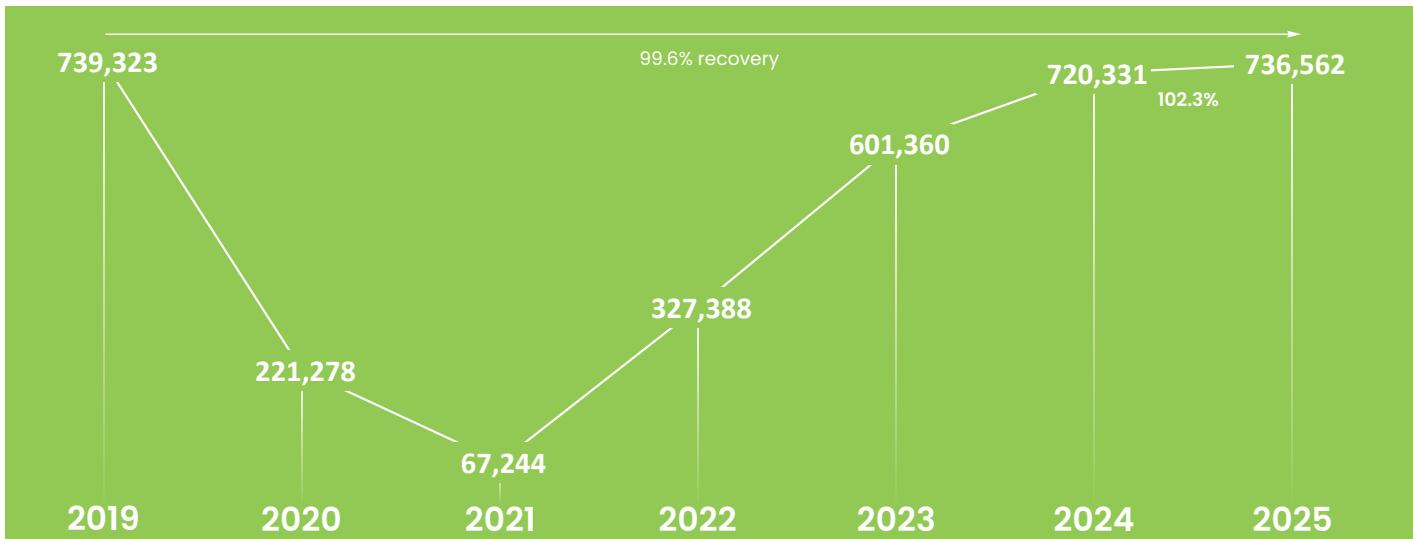




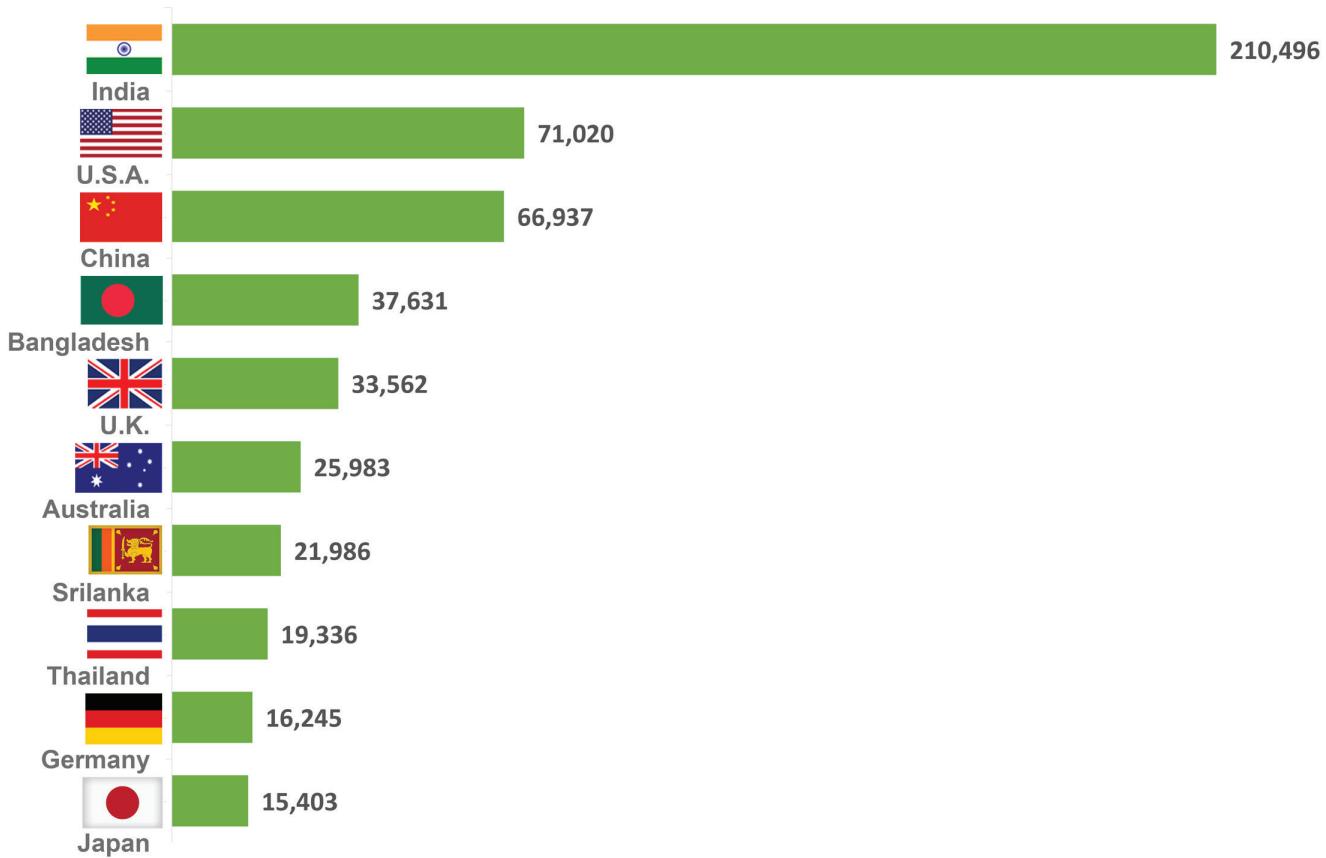
INTERNATIONAL VISITOR ARRIVALS (IVAs) JANUARY TO AUGUST 2025

736,562

- ↗ 2.3% growth in comparision with the arrivals of January to August, 2024
- ⟳ 99.6% recovery in comparision with the pre-pandemic arrivals of January to August, 2019



⬆️ Top 10 Source Market Countries (JANUARY – AUGUST)



Source: Department of Immigration





Tourist Arrivals by Nationality (AUGUST)

Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	August	% Share	August	% Change	August	% Change
SOUTH ASIA (SAARC)						
Bangladesh	4,262	4.8%	3,077	38.5%	2,565	66.2%
Bhutan	863	1.0%	1,074	-19.6%	756	14.2%
India	35,505	40.0%	25,833	37.4%	27,555	28.9%
Pakistan	551	0.6%	389	41.6%	474	16.2%
Srilanka	5,956	6.7%	4,851	22.8%	14,486	-58.9%
Sub-Total	47,137	53.2%	35,224	33.8%	45,836	2.8%
ASIA (OTHER)						
Cambodia	18	0.0%	19	-5.3%	102	-82.4%
China	7533	8.5%	6,614	13.9%	12,817	-41.2%
Indonesia	243	0.3%	178	36.5%	245	-0.8%
Japan	2399	2.7%	1,881	27.5%	2,254	6.4%
Malaysia	1431	1.6%	1,287	11.2%	1,823	-21.5%
Myanmar	182	0.2%	152	19.7%	74	145.9%
Philippines	425	0.5%	312	36.2%	722	-41.1%
Singapore	656	0.7%	618	6.1%	475	38.1%
S. Korea	1420	1.6%	1,602	-11.4%	1,914	-25.8%
Vietnam	568	0.6%	588	-3.4%	181	213.8%
Thailand	902	1.0%	436	106.9%	717	25.8%
Sub-Total	15,777	17.8%	13,687	15.3%	21,324	-26.0%
EUROPE						
Austria	174	0.2%	179	-2.8%	248	-29.8%
Belgium	319	0.4%	264	20.8%	304	4.9%
Czech Republic	83	0.1%	116	-28.4%	84	-1.2%
Denmark	149	0.2%	98	52.0%	139	7.2%
Finland	91	0.1%	58	56.9%	89	2.2%
France	796	0.9%	711	12.0%	1,420	-43.9%
Germany	1,087	1.2%	849	28.0%	1,361	-20.1%
Ireland	110	0.1%	117	-6.0%	158	-30.4%
Italy	1,751	2.0%	1,615	8.4%	2,123	-17.5%
The Netherlands	528	0.6%	500	5.6%	812	-35.0%
Norway	116	0.1%	86	34.9%	87	33.3%
Poland	201	0.2%	159	26.4%	218	-7.8%
Portugal	376	0.4%	335	12.2%	364	3.3%
Russia	508	0.6%	606	-16.2%	324	56.8%
Spain	1,491	1.7%	1,580	-5.6%	3,331	-55.2%
Sweden	85	0.1%	81	4.9%	95	-10.5%
Switzerland	202	0.2%	203	-0.5%	296	-31.8%
Ukraine	118	0.1%	135	-12.6%	133	-11.3%
U.K.	2,947	3.3%	2,764	6.6%	3,387	-13.0%
Sub-Total	11,132	12.6%	10,456	6.5%	14,973	-25.7%
OCEANIA						
Australia	2,223	2.5%	1,763	26.1%	1,407	58.0%
New Zealand	212	0.2%	175	21.1%	184	15.2%
Sub-Total	2,435	2.7%	1,938	25.6%	1,591	53.0%
AMERICAS						
Brazil	153	0.2%	115	33.0%	140	9.3%
Canada	879	1.0%	753	16.7%	693	26.8%
Mexico	193	0.2%	208	-7.2%	130	48.5%
U.S.A.	6,068	6.8%	5,614	8.1%	4,966	22.2%
Sub-Total	7,293	8.2%	6,690	9.0%	5,929	23.0%
MIDDLE EAST						
Isreal	258	0.3%	230	12.2%	176	46.6%
Kuwait	110	0.1%	51	115.7%	75	46.7%
Oman	33	0.0%	44	-25.0%	85	-61.2%
Qatar	27	0.0%	16	68.8%	23	17.4%
Saudi Arabia	99	0.1%	76	30.3%	194	-49.0%
Turkey	356	0.4%	336	6.0%	480	-25.8%
UAE	61	0.1%	47	29.8%	115	-47.0%
Sub-Total	944	1.1%	800	18.0%	1,148	-17.8%
AFRICA						
Egypt	133	0.1%	99	34.3%	185	-28.1%
Morocco	72	0.1%	73	-1.4%	75	-4.0%
South Africa	117	0.1%	125	-6.4%	198	-40.9%
Sub-Total	322	0.4%	297	8.4%	458	-29.7%
OTHERS	3,640	4.1%	3,625	0.4%	3,490	4.3%
Total	88,680	100.0%	72,717	22.0%	94,749	-6.4%

Source: Department of Immigration



Tourist Arrivals by Nationality (JANUARY TO AUGUST)

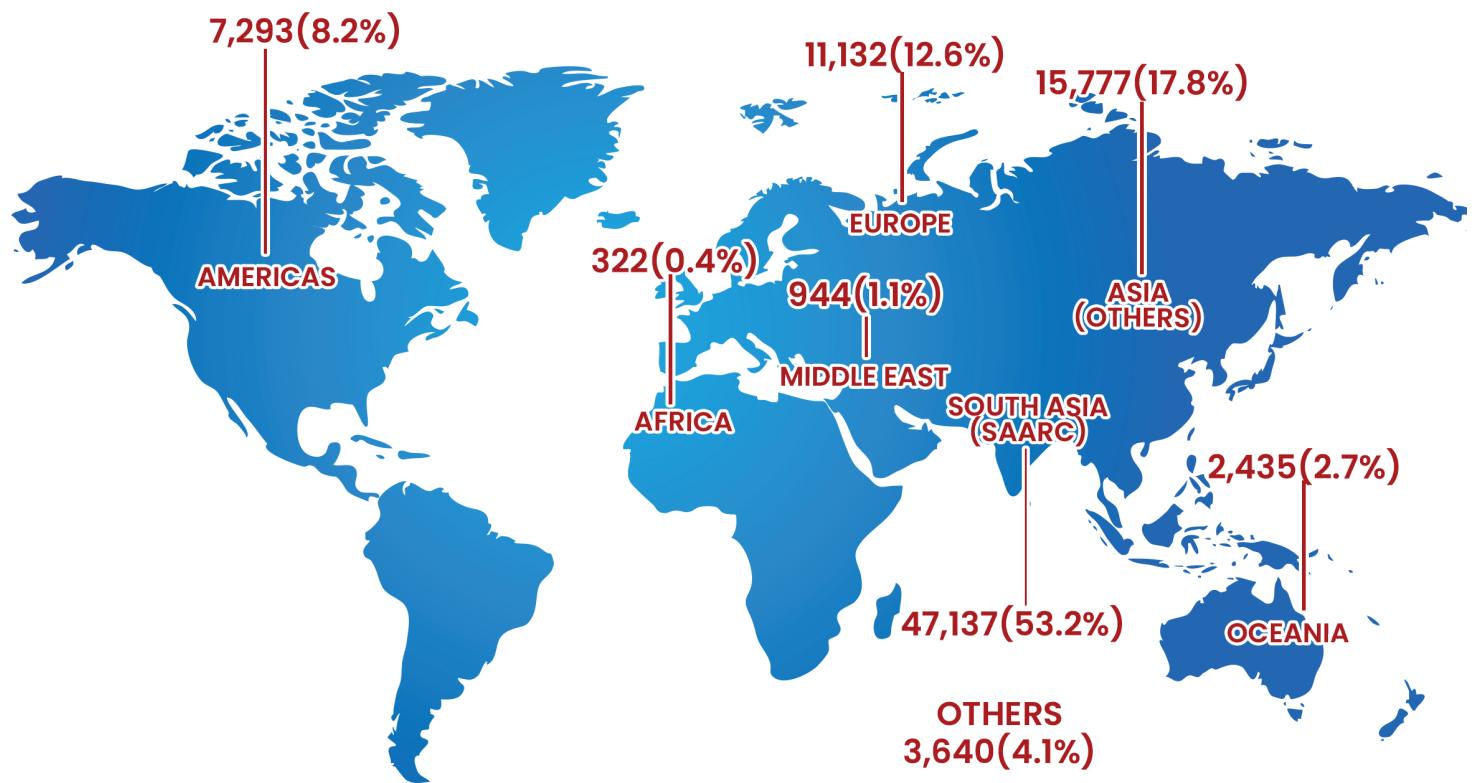
Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	Jan-Aug	% Share	Jan-Aug	% Change	Jan-Aug	% Change
SOUTH ASIA (SAARC)						
Bangladesh	37,631	5.1%	28,539	31.9%	14,297	163.2%
Bhutan	10,612	1.4%	10,260	3.4%	7,128	48.9%
India	210,496	28.6%	234,020	-10.1%	176,939	19.0%
Pakistan	3,441	0.5%	2,968	15.9%	2,781	23.7%
Srilanka	21,986	3.0%	17,165	28.1%	37,029	-40.6%
Sub-Total	284,166	38.6%	292,952	-3.0%	238,174	19.3%
ASIA (OTHER)						
Cambodia	743	0.1%	726	2.3%	675	10.1%
China	66937	9.1%	67,598	-1.0%	107,278	-37.6%
Indonesia	2834	0.4%	2,998	-5.5%	3,554	-20.3%
Japan	15403	2.1%	13,499	14.1%	18,603	-17.2%
Malaysia	13381	1.8%	12,502	7.0%	12,028	11.2%
Myanmar	10509	1.4%	8,998	16.8%	19,967	-47.4%
Philippines	3584	0.5%	3,516	1.9%	4,097	-12.5%
Singapore	5970	0.8%	5,926	0.7%	4,507	32.5%
S. Korea	15377	2.1%	16,419	-6.3%	20,093	-23.5%
Vietnam	7505	1.0%	6,389	17.5%	4,068	84.5%
Thailand	19336	2.6%	18,037	7.2%	24,620	-21.5%
Sub-Total	161,579	21.9%	156,608	3.2%	219,490	-26.4%
EUROPE						
Austria	2,290	0.3%	2,434	-5.9%	3,613	-36.6%
Belgium	3,569	0.5%	3,640	-2.0%	3,713	-3.9%
Czech Republic	2,011	0.3%	1,953	3.0%	1,717	17.1%
Denmark	2,159	0.3%	2,047	5.5%	2,291	-5.8%
Finland	1,232	0.2%	1,066	15.6%	1,331	-7.4%
France	12,959	1.8%	13,062	-0.8%	16,198	-20.0%
Germany	16,245	2.2%	15,814	2.7%	20,170	-19.5%
Ireland	1,684	0.2%	1,600	5.3%	1,979	-14.9%
Italy	8,663	1.2%	7,879	10.0%	9,164	-5.5%
The Netherlands	6,400	0.9%	6,467	-1.0%	8,526	-24.9%
Norway	1,698	0.2%	1,572	8.0%	1,836	-7.5%
Poland	4,566	0.6%	3,786	20.6%	3,228	41.4%
Portugal	3,127	0.4%	2,966	5.4%	1,735	80.2%
Russia	8,828	1.2%	8,663	1.9%	5,817	51.8%
Spain	7,515	1.0%	7,313	2.8%	11,218	-33.0%
Sweden	1,653	0.2%	1,912	-13.5%	2,458	-32.8%
Switzerland	3,368	0.5%	3,074	9.6%	3,661	-8.0%
Ukraine	1,419	0.2%	1,402	1.2%	1,825	-22.2%
U.K.	33,562	4.6%	31,820	5.5%	36,755	-8.7%
Sub-Total	122,948	16.7%	118,470	3.8%	137,235	-10.4%
OCEANIA						
Australia	25,983	3.5%	22,299	16.5%	20,428	27.2%
New Zealand	2,428	0.3%	2,287	6.2%	2,758	-12.0%
Sub-Total	28,411	3.9%	24,586	15.6%	23,186	22.5%
AMERICAS						
Brazil	2,303	0.3%	2,244	2.6%	1,960	17.5%
Canada	10,595	1.4%	9,213	15.0%	10,303	2.8%
Mexico	1,611	0.2%	1,793	-10.2%	1,645	-2.1%
U.S.A.	71,020	9.6%	67,132	5.8%	58,056	22.3%
Sub-Total	85,529	11.6%	80,382	6.4%	71,964	18.8%
MIDDLE EAST						
Isreal	6,189	0.8%	3,205	93.1%	3,382	83.0%
Kuwait	554	0.1%	603	-8.1%	256	116.4%
Oman	157	0.0%	180	-12.8%	328	-52.1%
Qatar	154	0.0%	249	-38.2%	192	-19.8%
Saudi Arabia	692	0.1%	652	6.1%	1,016	-31.9%
Turkey	3,731	0.5%	3,324	12.2%	4,011	-7.0%
UAE	420	0.1%	382	9.9%	631	-33.4%
Sub-Total	11,897	1.6%	8,595	38.4%	9,816	21.2%
AFRICA						
Egypt	1,097	0.1%	965	13.7%	1,020	7.5%
Morocco	521	0.1%	680	-23.4%	522	-0.2%
South Africa	1,074	0.1%	1,158	-7.3%	1,416	-24.2%
Sub-Total	2,692	0.4%	2,803	-4.0%	2,958	-9.0%
OTHERS	39,340	5.3%	35,935	9.5%	36,500	7.8%
Total	736,562	100.0%	720,331	2.3%	739,323	-0.4%

Source: Department of Immigration



Region-wise Distribution of Arrivals

August 2025



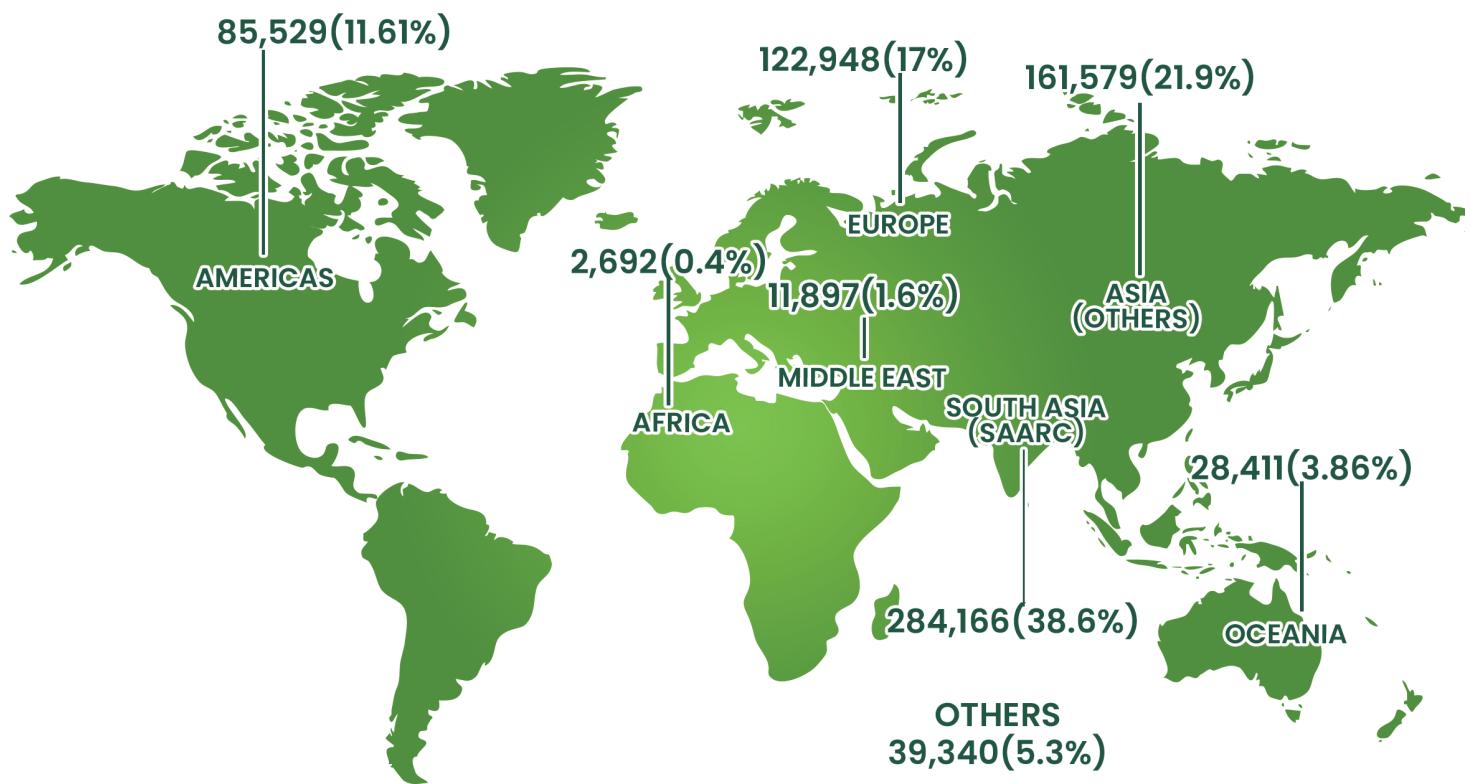
Region	2025		Preceding Year		Pre-pandemic Year	
	August	% Share	August 2024	% Change	August 2019	% Change
SOUTH ASIA (SAARC)	47,137	53%	35,224	33.8%	45,836	3%
ASIA (OTHER)	15,777	17.8%	13,687	15.3%	21,324	-26.0%
EUROPE	11,132	12.6%	10,456	6.5%	14,973	-25.7%
OCEANIA	2,435	2.7%	1,938	25.6%	1,591	53.0%
AMERICAS	7,293	8.2%	6,690	9.0%	5,929	23.0%
MIDDLE EAST	944	1.1%	800	18.0%	1,148	-17.8%
AFRICA	322	0.4%	297	8.4%	458	-29.7%
OTHERS	3,640	4.1%	3,625	22.0%	3,490	4.3%
Total	88,680	100.0%	72,717	22.0%	94,749	-6.4%
					% Recovered	93.6%

Source: Department of Immigration



Region-wise Distribution of Arrivals

January – August 2025



Region	2025		Preceding Year		Pre-pandemic Year	
	Jan - Aug	% Share	Jan - Aug 2024	% Change	Jan - Aug 2019	% Change
SOUTH ASIA (SAARC)	284,166	39%	292,952	-3.0%	238,174	19%
ASIA (OTHER)	161,579	21.9%	156,608	3.2%	219,490	-26.4%
EUROPE	122,948	16.7%	118,470	3.8%	137,235	-10.4%
OCEANIA	28,411	3.9%	24,586	15.6%	23,186	22.5%
AMERICAS	85,529	11.6%	80,382	6.4%	71,964	18.8%
MIDDLE EAST	11,897	1.6%	8,595	38.4%	9,816	21.2%
AFRICA	2,692	0.4%	2,803	-4.0%	2,958	-9.0%
OTHERS	39,340	5.3%	35,935	9.5%	36,500	7.8%
Total	736,562	100.0%	720,331	2.3%	739,323	-0.4%
					% Recovered	99.6%

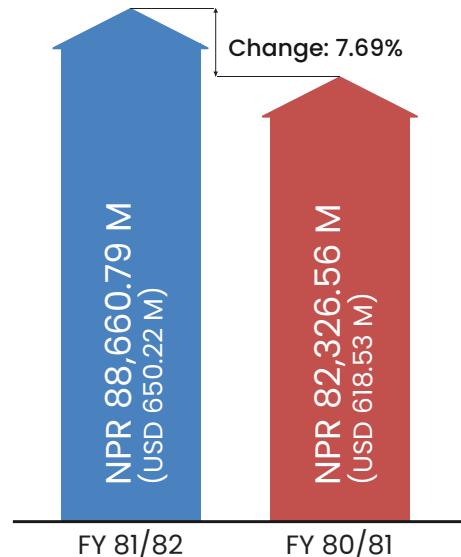
Source: Department of Immigration



Foreign Exchange Earning from Tourism

Shrawan 081-Asar 082 (Mid July 2024-Mid July 2025)	NPR (in Millions)	USD (in Millions)
FY 81/82	88,660.79	650.22
FY 80/81	82,326.56	618.53
% Changes	7.69%	

Source: Nepal Rastra Bank

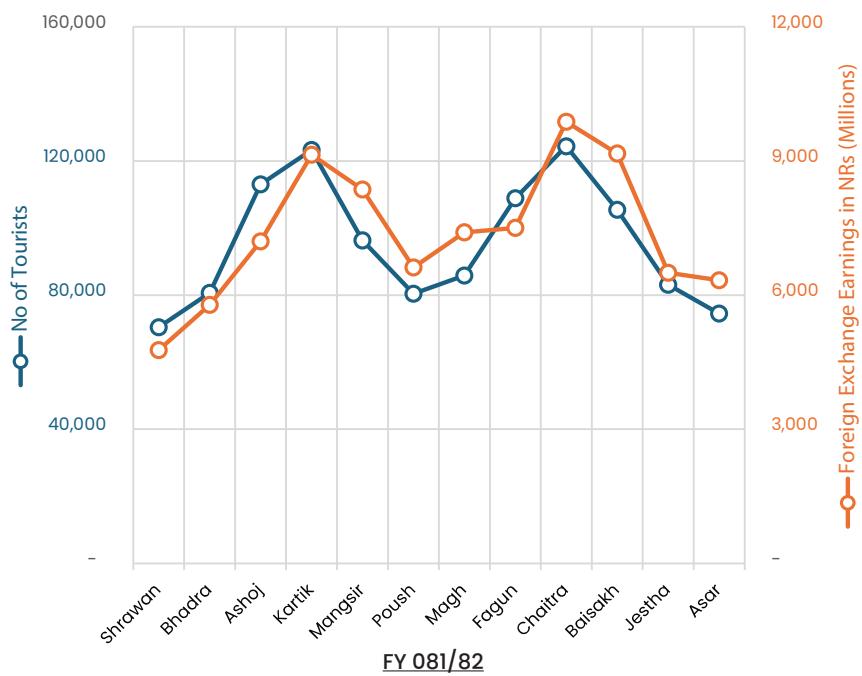


SHRAWAN 2081-ASAR 2082 (Mid Jul 2024-Mid July 2025)

► Cumulative Foreign Exchange Earning for the FY 81/82 (Shrawan-Asar / July 2024-July 2025) was NPR 88,660.79 Millions which is 7.69% more in comparision to previous FY 80/81.

Number of Tourist VS Foreign Earning from Tourism (FY 081/82)

FY 81/82	No of Tourist	in NRS
Shrawan	70,434	4,771,253,428.24
Bhadra	80,665	5,782,904,003.62
Ashoj	113,043	7,204,105,735.34
Kartik	123,248	9,140,765,817.92
Mangsir	96,315	8,359,041,734.32
Poush	80,387	6,620,906,900.77
Magh	85,820	7,402,031,719.55
Fagun	108,865	7,501,777,610.68
Chaitra	124,402	9,876,735,671.67
Baisakh	105,378	9,165,821,904.53
Jestha	83,103	6,503,116,089.79
Asar	74,547	6,332,333,298.58
Total	1,146,207	88,660,793,915.01



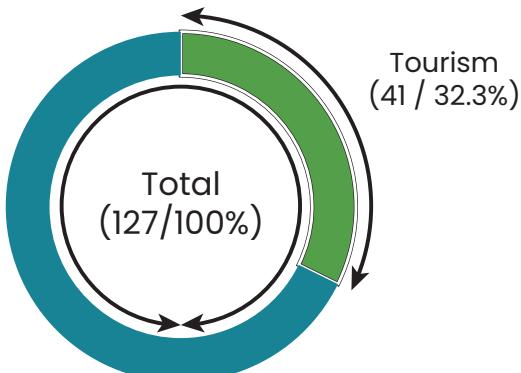
* This data is based on the latest figures provided by Nepal Rastra Bank.



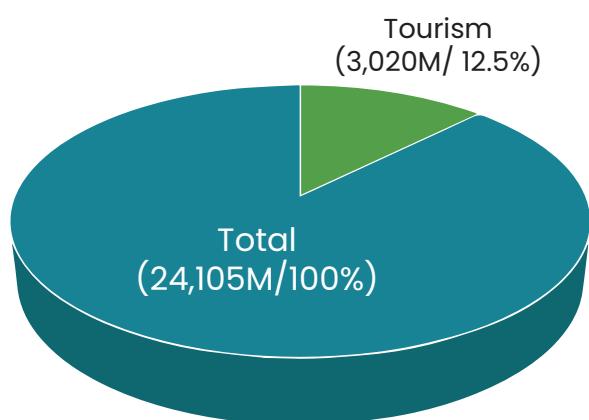
Foreign Direct Investment (FDI) for Tourism

FDI FY 2082/83 (Shrawan)	Tourism	Total	%
Proposed Number of Project (No.)	41	127	32.3
Proposed Amount of Commitment (NRs. in millions)	3,020	24,105	12.5

Source: Department of Industry*



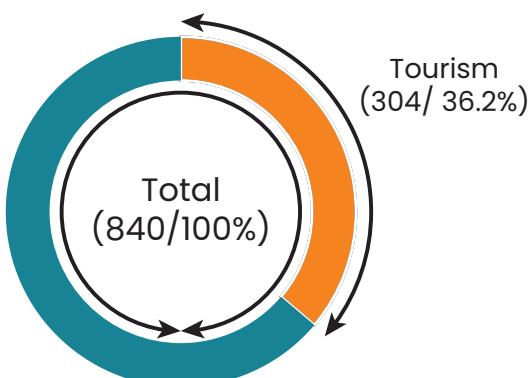
Proposed No. of Project



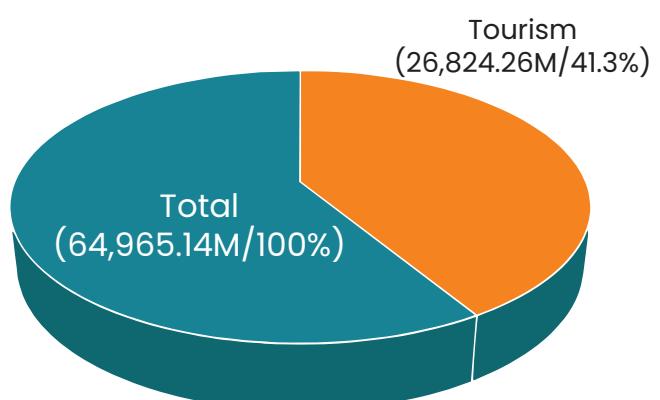
Proposed Amt. of Commitment (NRs. in millions)

FDI FY 2081/82 (Shrawan - Asar)	Tourism	Total	%
Proposed Number of Project (No.)	304	840	36.2
Proposed Amount of Commitment (NRs. in millions)	26,824.26	64,965.14	41.3

Source: Department of Industry*



Proposed No. of Project



Proposed Amt. of Commitment (NRs. in millions)

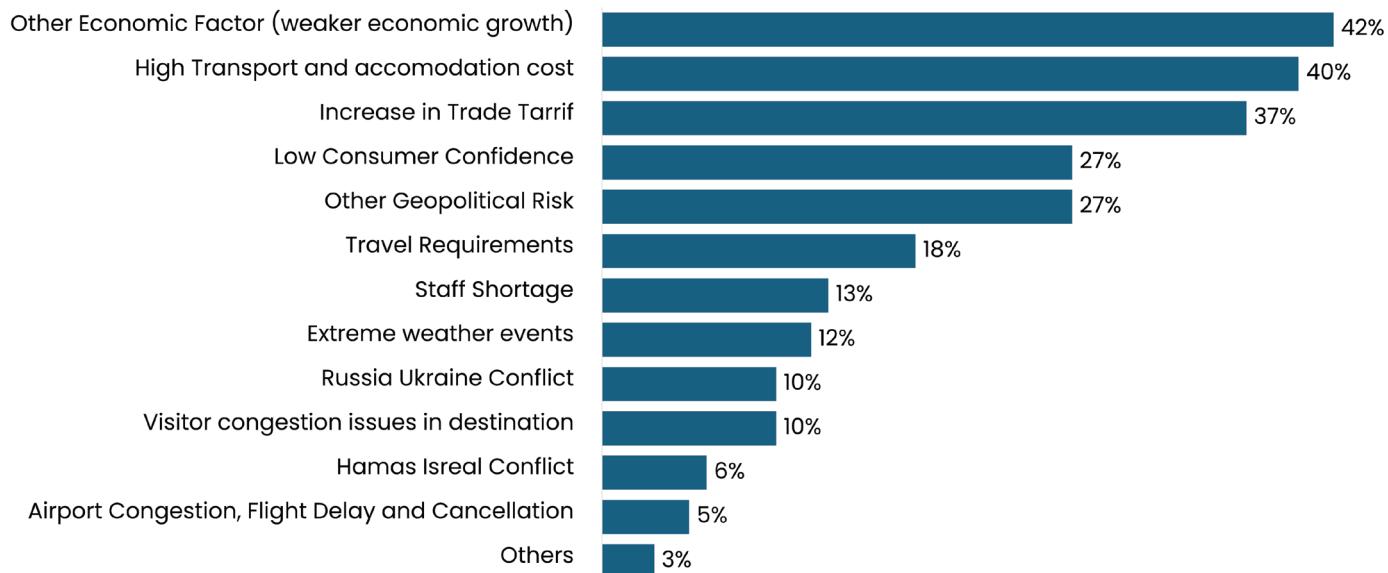
* This data is based on the monthly report of Foreign Direct Investment approval published by Foreign Investment and Technology Transfer section, Department of Industry.



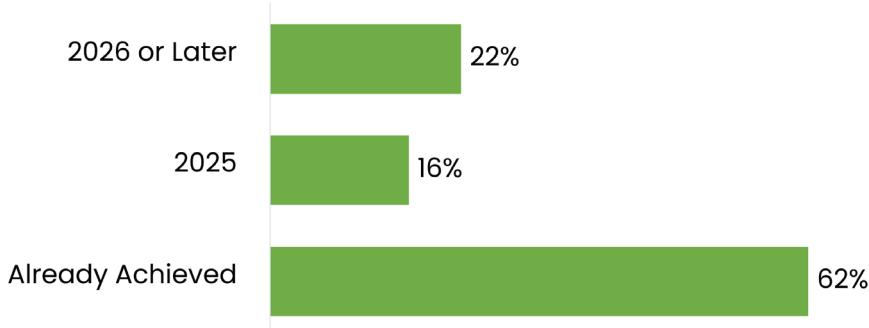


Global Tourism Context (UN Tourism Experts Survey)

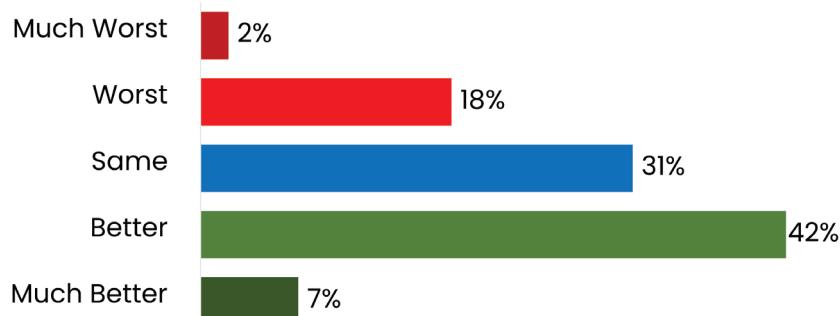
Factors Weighing International Tourism



When do you expect international tourism to return to pre-pandemic 2019 level?



What are your prospects for your destination in 2025?

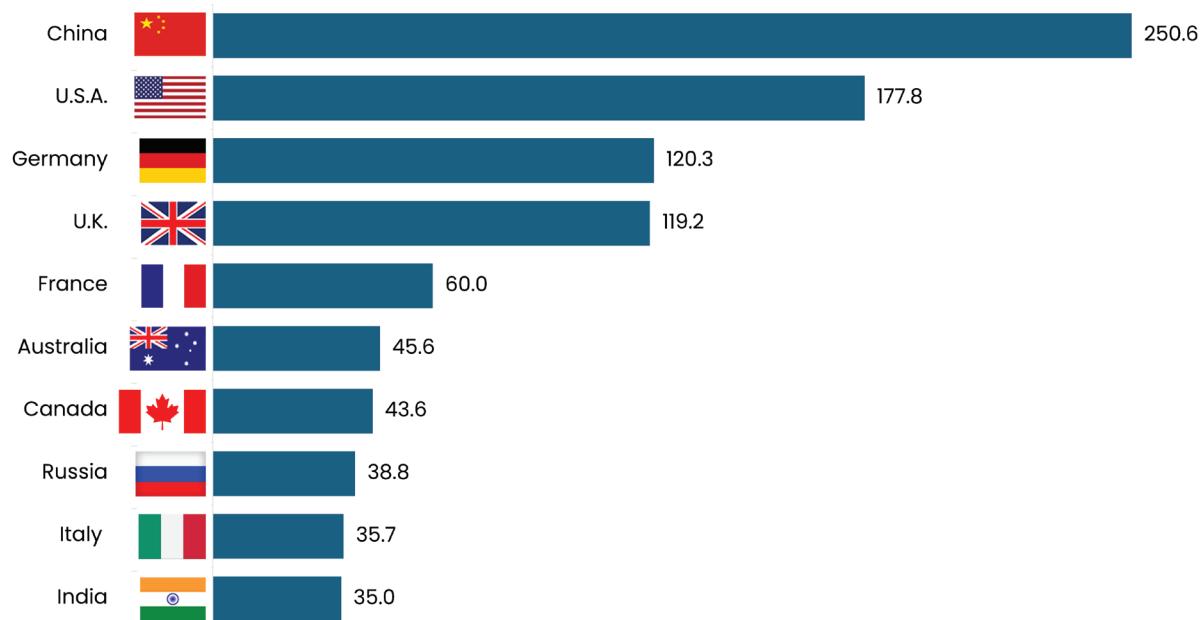


* Source : Survey of the UN Tourism Panel of Experts. Graph shows percentage of experts mentioning each factor. Data as collected by UN Tourism





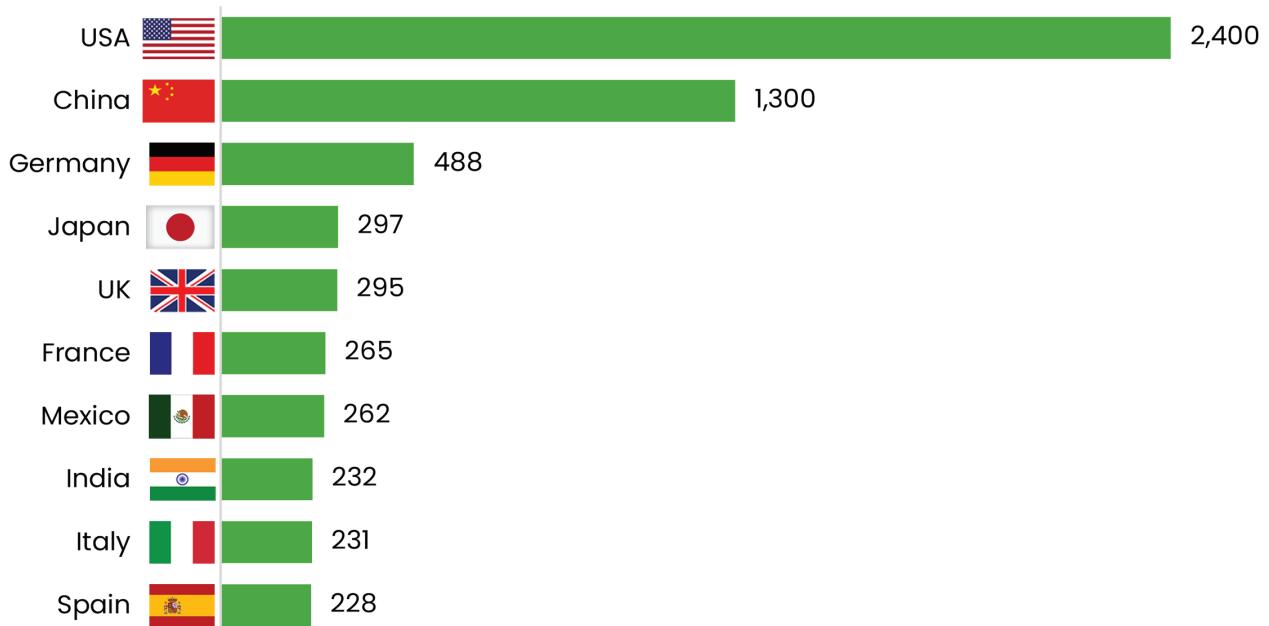
Top Outbound Spenders, 2024 (in USD Billions)



* Source : UN Tourism Barometer



Biggest Tourism Economies, 2024 (in USD Billions)



* Source : World Travel and Tourism Council



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For More Information:

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