

nepal TOURISM INSIGHTS

OCTOBER

2025

ISSUE 10



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Nepal Tourism Board
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INTERNATIONAL VISITOR ARRIVALS (IVAs) IN OCTOBER 2025

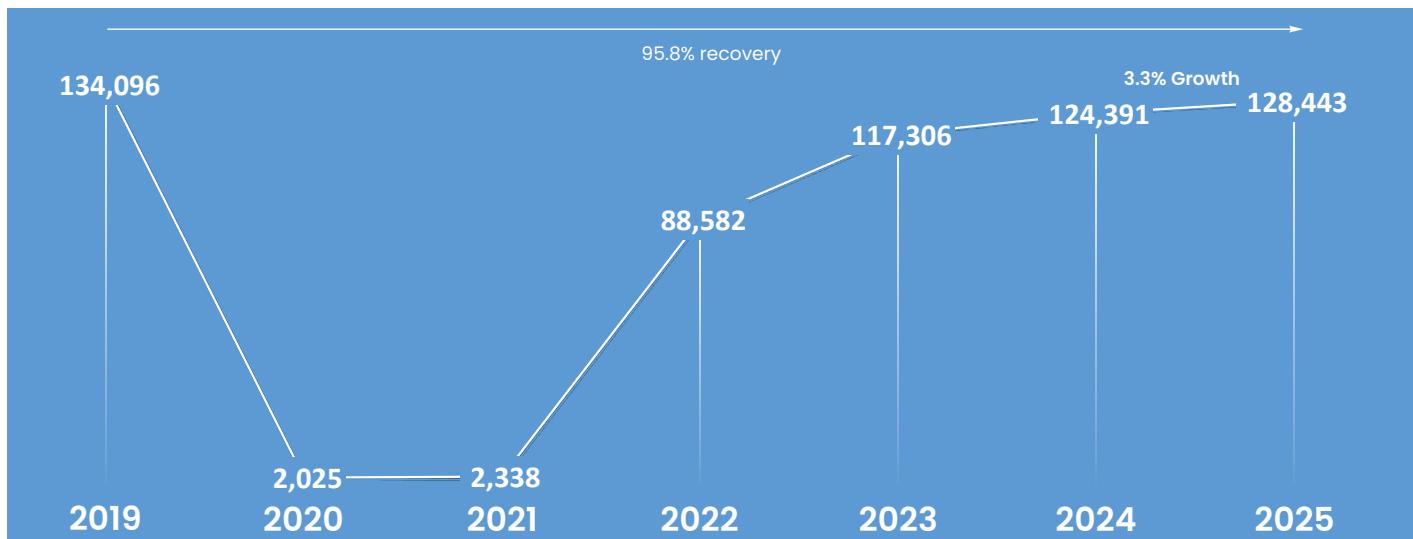
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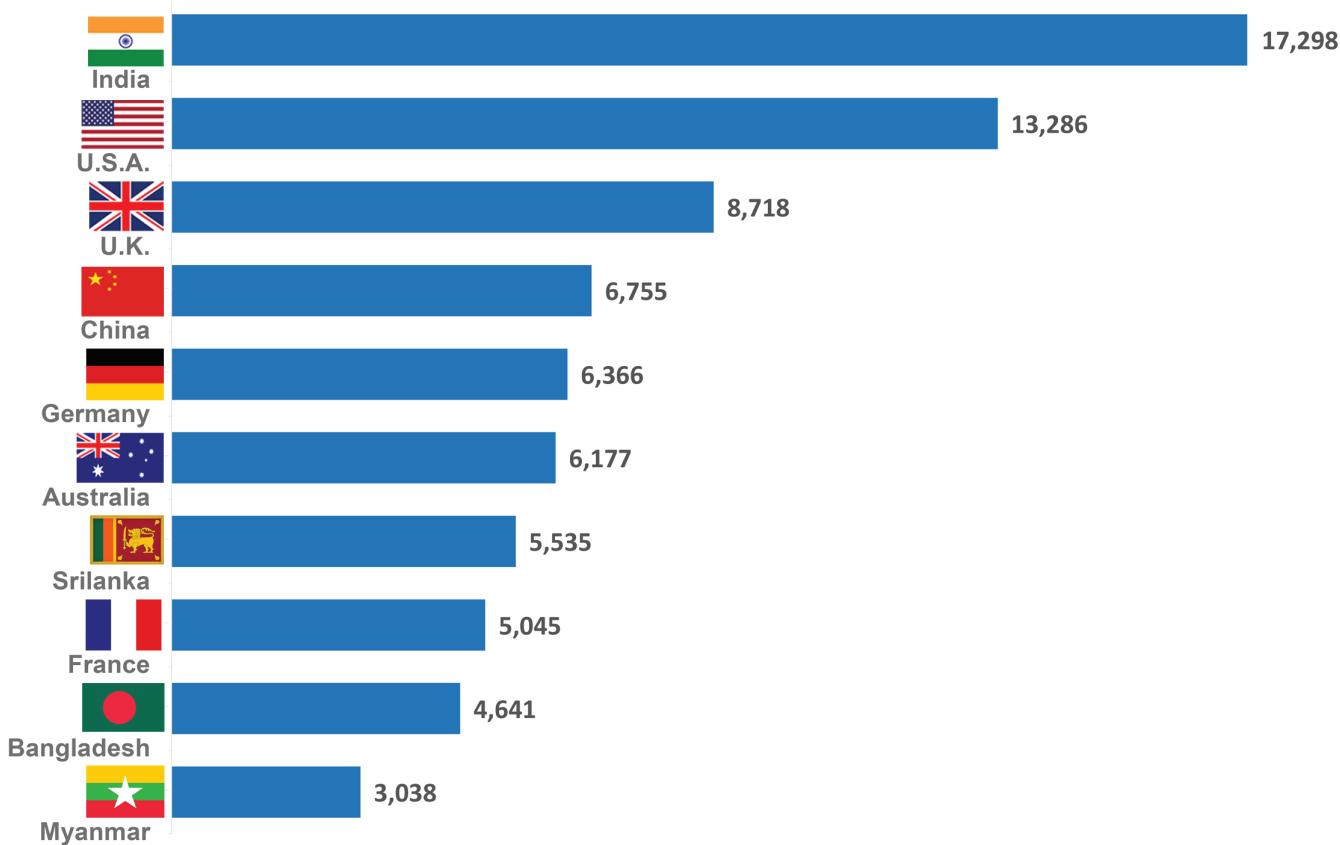
3.3% growth in comparison with the arrivals of October, 2024



95.8% recovery in comparison with the pre-pandemic arrivals of the month of October, 2019



Top 10 Source Market Countries (OCTOBER)



Source: Department of Immigration

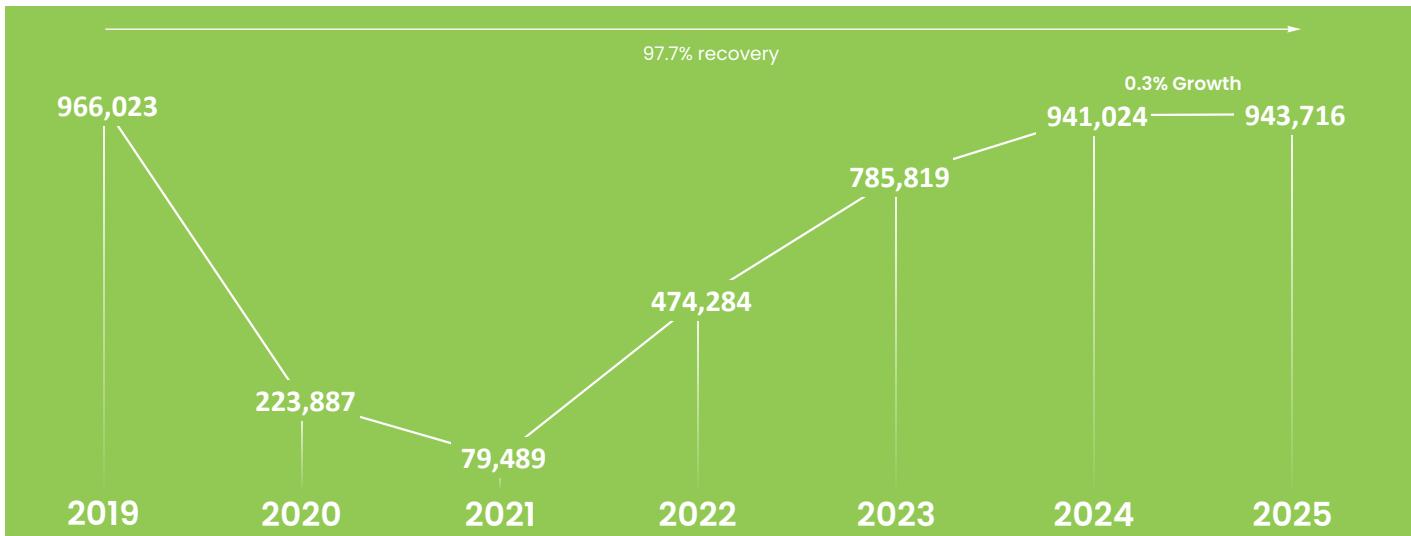




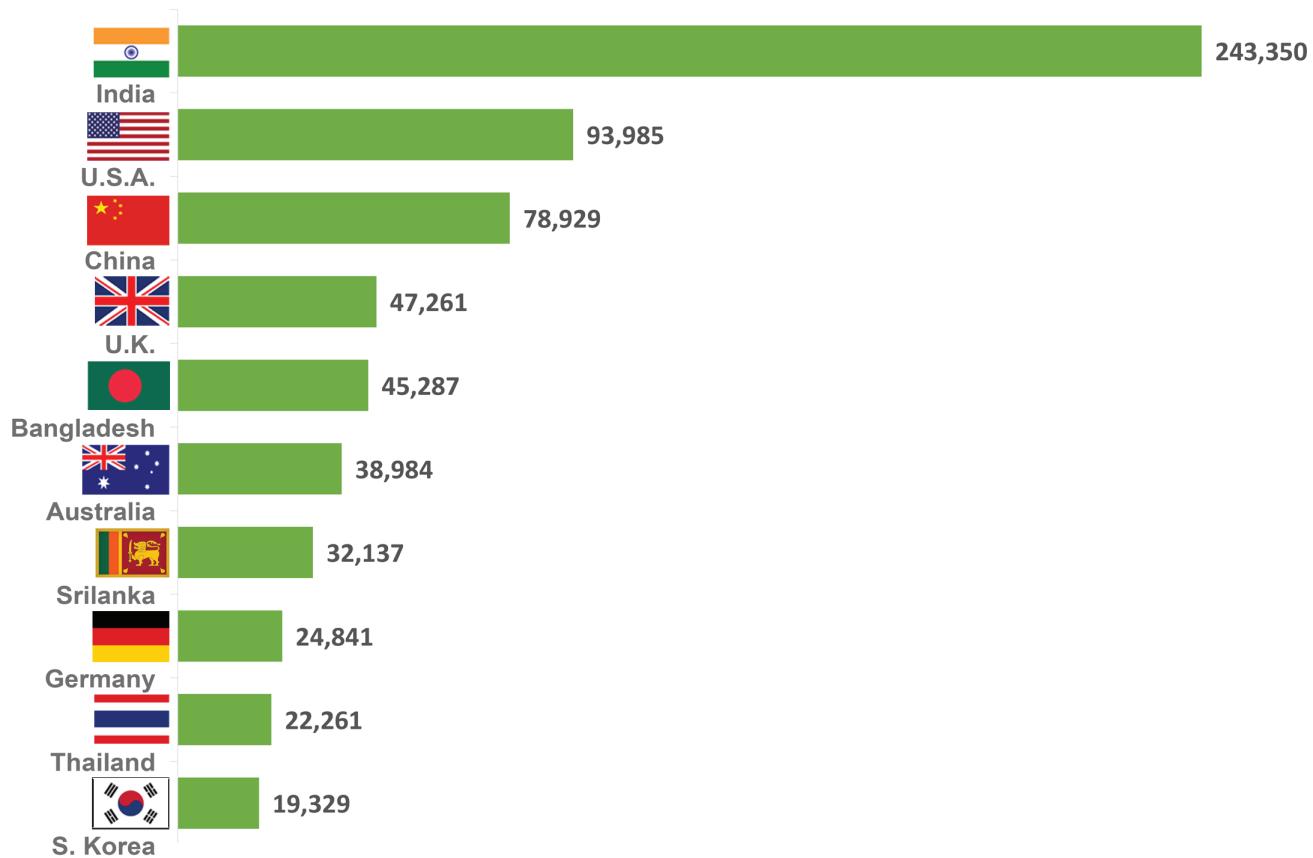
INTERNATIONAL VISITOR ARRIVALS (IVAs) JANUARY TO OCTOBER 2025

943,716

- ↗ 0.3% growth in comparison with the arrivals of January to October, 2024
- ⟳ 97.7% recovery in comparison with the pre-pandemic arrivals of January to October, 2019



⬆️ Top 10 Source Market Countries (JANUARY - OCTOBER)



Source: Department of Immigration





Tourist Arrivals by Nationality (OCTOBER)

Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	October	% Share	October	% Change	October	% Change
SOUTH ASIA (SAARC)						
Bangladesh	4,641	3.6%	4,477	3.7%	2,786	66.6%
Bhutan	1,215	0.9%	1,331	-8.7%	784	55.0%
India	17,298	13.5%	16,313	6.0%	15,612	10.8%
Pakistan	371	0.3%	489	-24.1%	378	-1.9%
Srilanka	5,535	4.3%	3,125	77.1%	5,851	-5.4%
Sub-Total	29,060	22.6%	25,735	12.9%	25,411	14.4%
ASIA (OTHER)						
Cambodia	106	0.1%	46	130.4%	20	430.0%
China	6755	5.3%	7,747	-12.8%	14,896	-54.7%
Indonesia	452	0.4%	546	-17.2%	536	-15.7%
Japan	2321	1.8%	2,196	5.7%	2,599	-10.7%
Malaysia	2463	1.9%	2,278	8.1%	2,144	14.9%
Myanmar	3038	2.4%	698	335.2%	3,859	-21.3%
Philippines	692	0.5%	759	-8.8%	545	27.0%
Singapore	1206	0.9%	1,168	3.3%	661	82.5%
S. Korea	2598	2.0%	2,442	6.4%	3,035	-14.4%
Vietnam	1287	1.0%	1,395	-7.7%	420	206.4%
Thailand	2209	1.7%	2,203	0.3%	3,705	-40.4%
Sub-Total	23,127	18.0%	21,478	7.7%	32,420	-28.7%
EUROPE						
Austria	874	0.7%	806	8.4%	1,069	-18.2%
Belgium	1,214	0.9%	1,047	16.0%	1,200	1.2%
Czech Republic	1,171	0.9%	1,203	-2.7%	962	21.7%
Denmark	946	0.7%	805	17.5%	916	3.3%
Finland	244	0.2%	360	-32.2%	405	-39.8%
France	5,045	3.9%	5,485	-8.0%	6,826	-26.1%
Germany	6,366	5.0%	6,017	5.8%	7,494	-15.1%
Ireland	537	0.4%	473	13.5%	460	16.7%
Italy	2,705	2.1%	2,635	2.7%	2,375	13.9%
The Netherlands	2,166	1.7%	2,166	0.0%	2,756	-21.4%
Norway	218	0.2%	510	-57.3%	547	-60.1%
Poland	2,270	1.8%	1,934	17.4%	1,109	104.7%
Portugal	598	0.5%	796	-24.9%	331	80.7%
Russia	2,826	2.2%	2,062	37.1%	1,589	77.8%
Spain	2,130	1.7%	2,380	-10.5%	2,972	-28.3%
Sweden	546	0.4%	591	-7.6%	660	-17.3%
Switzerland	1,574	1.2%	1,416	11.2%	1,746	-9.9%
Ukraine	452	0.4%	214	111.2%	482	-6.2%
U.K.	8,718	6.8%	8,017	8.7%	650	1241.2%
Sub-Total	40,600	31.6%	38,917	4.3%	34,549	17.5%
OCEANIA						
Australia	6,177	4.8%	6,929	-10.9%	5,671	8.9%
New Zealand	637	0.5%	676	-5.8%	650	-2.0%
Sub-Total	6,814	5.3%	7,605	-10.4%	6,321	7.8%
AMERICAS						
Brazil	640	0.5%	598	7.0%	642	-0.3%
Canada	2,197	1.7%	2,464	-10.8%	2,643	-16.9%
Mexico	284	0.2%	351	-19.1%	348	-18.4%
U.S.A.	13,286	10.3%	16,024	-17.1%	12,241	8.5%
Sub-Total	16,407	12.8%	19,437	-15.6%	15,874	3.4%
MIDDLE EAST						
Isreal	2,681	2.1%	2,115	26.8%	1,537	74.4%
Kuwait	88	0.1%	69	27.5%	38	131.6%
Oman	14	0.0%	20	-30.0%	27	-48.1%
Qatar	19	0.0%	31	-38.7%	13	46.2%
Saudi Arabia	64	0.0%	55	16.4%	83	-22.9%
Turkey	628	0.5%	610	3.0%	585	7.4%
UAE	54	0.0%	62	-12.9%	54	0.0%
Sub-Total	3,548	2.8%	2,962	19.8%	2,337	51.8%
AFRICA						
Egypt	127	0.1%	140	-9.3%	105	21.0%
Morocco	109	0.1%	99	10.1%	66	65.2%
South Africa	207	0.2%	218	-5.0%	191	8.4%
Sub-Total	443	0.3%	457	-3.1%	362	22.4%
OTHERS	8,444	6.6%	7,800	8.3%	16,795	-49.7%
Total	128,443	100.0%	124,391	3.3%	134,069	-4.2%

Source: Department of Immigration



Tourist Arrivals by Nationality (JANUARY TO OCTOBER)

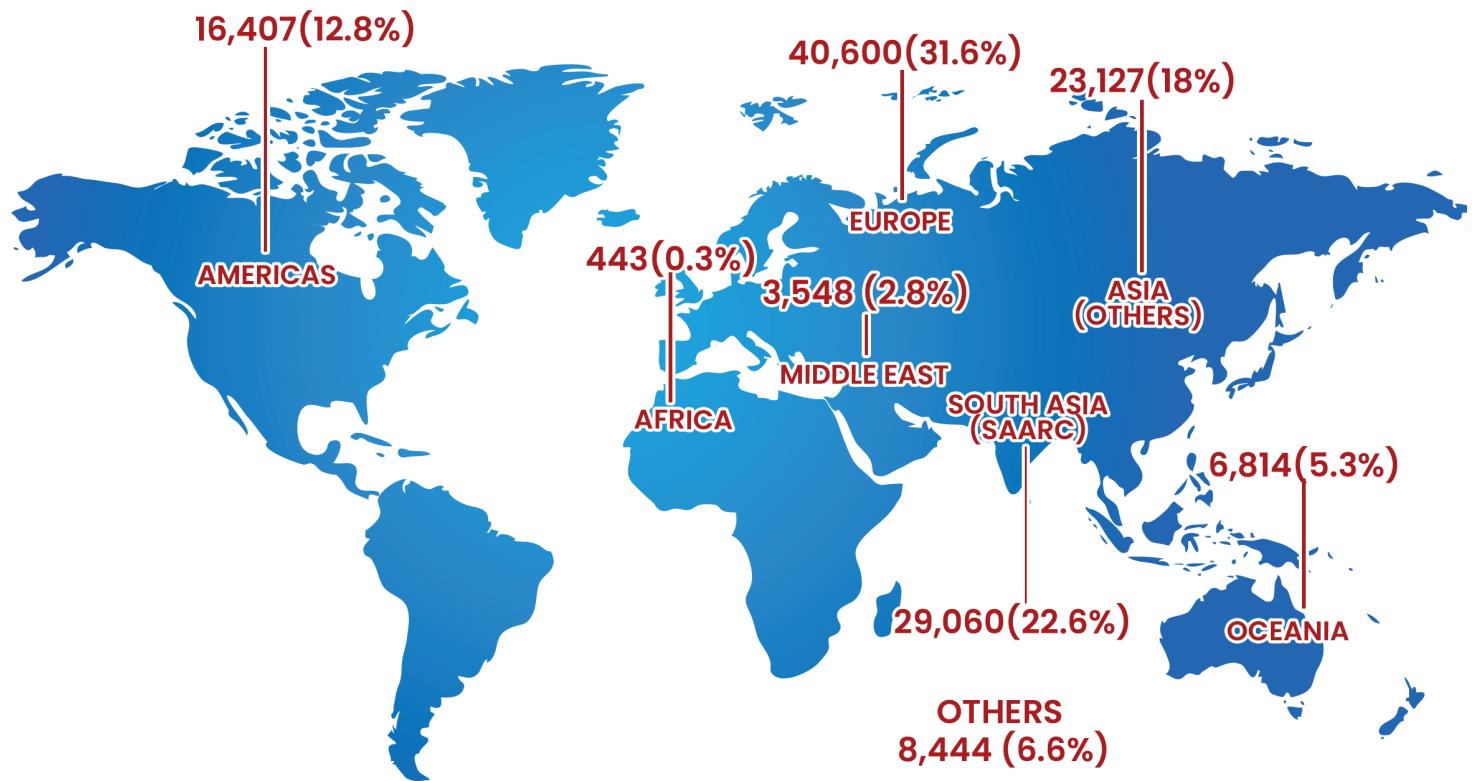
Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	Jan-Oct	% Share	Jan-Oct	% Change	Jan-Oct	% Change
SOUTH ASIA (SAARC)						
Bangladesh	45,287	4.8%	37,119	22.0%	19,080	137.4%
Bhutan	12,660	1.3%	12,699	-0.3%	8,917	42.0%
India	243,350	25.8%	273,317	-11.0%	211,048	15.3%
Pakistan	4,077	0.4%	3,958	3.0%	3,589	13.6%
Srilanka	32,137	3.4%	25,205	27.5%	49,842	-35.5%
Sub-Total	337,511	35.8%	352,298	-4.2%	292,476	15.4%
ASIA (OTHER)						
Cambodia	880	0.1%	858	2.6%	728	20.9%
China	78929	8.4%	83,387	-5.3%	135,369	-41.7%
Indonesia	3574	0.4%	4,120	-13.3%	4,537	-21.2%
Japan	19145	2.0%	17,582	8.9%	23,553	-18.7%
Malaysia	17517	1.9%	17,060	2.7%	15,995	9.5%
Myanmar	13689	1.5%	9,856	38.9%	24,014	-43.0%
Philippines	4736	0.5%	4,877	-2.9%	5,115	-7.4%
Singapore	7764	0.8%	8,003	-3.0%	5,782	34.3%
S. Korea	19329	2.0%	21,212	-8.9%	25,141	-23.1%
Vietnam	9472	1.0%	9,100	4.1%	4,728	100.3%
Thailand	22261	2.4%	21,020	5.9%	29,206	-23.8%
Sub-Total	197,296	20.9%	197,075	0.1%	274,168	-28.0%
EUROPE						
Austria	3,523	0.4%	3,675	-4.1%	5,061	-30.4%
Belgium	5,224	0.6%	5,202	0.4%	5,466	-4.4%
Czech Republic	3,469	0.4%	3,591	-3.4%	3,078	12.7%
Denmark	3,324	0.4%	3,189	4.2%	3,465	-4.1%
Finland	1,742	0.2%	1,648	5.7%	1,947	-10.5%
France	19,291	2.0%	20,347	-5.2%	25,215	-23.5%
Germany	24,841	2.6%	24,535	1.2%	31,120	-20.2%
Ireland	2,452	0.3%	2,353	4.2%	2,736	-10.4%
Italy	12,124	1.3%	11,485	5.6%	12,442	-2.6%
The Netherlands	9,367	1.0%	9,503	-1.4%	12,586	-25.6%
Norway	2,134	0.2%	2,354	-9.3%	2,680	-20.4%
Poland	7,594	0.8%	6,435	18.0%	4,915	54.5%
Portugal	4,441	0.5%	4,206	5.6%	2,355	88.6%
Russia	12,619	1.3%	11,800	6.9%	7,957	58.6%
Spain	10,682	1.1%	11,073	-3.5%	16,135	-33.8%
Sweden	2,388	0.3%	2,714	-12.0%	3,411	-30.0%
Switzerland	5,564	0.6%	5,174	7.5%	6,157	-9.6%
Ukraine	2,105	0.2%	1,823	15.5%	2,490	-15.5%
U.K.	47,261	5.0%	44,330	6.6%	42,141	12.1%
Sub-Total	180,145	19.1%	175,437	2.7%	191,357	-5.9%
OCEANIA						
Australia	38,984	4.1%	34,266	13.8%	30,553	27.6%
New Zealand	2,918	0.3%	3,433	-15.0%	3,803	-23.3%
Sub-Total	41,902	4.4%	37,699	11.1%	34,356	22.0%
AMERICAS						
Brazil	3,157	0.3%	3,130	0.9%	2,917	8.2%
Canada	14,241	1.5%	13,142	8.4%	14,316	-0.5%
Mexico	2,076	0.2%	2,456	-15.5%	2,343	-11.4%
U.S.A.	93,985	10.0%	93,240	0.8%	77,359	21.5%
Sub-Total	113,459	12.0%	111,968	1.3%	96,935	17.0%
MIDDLE EAST						
Isreal	10,613	1.1%	7,313	45.1%	6,574	61.4%
Kuwait	712	0.1%	727	-2.1%	315	126.0%
Oman	182	0.0%	225	-19.1%	399	-54.4%
Qatar	185	0.0%	296	-37.5%	224	-17.4%
Saudi Arabia	803	0.1%	781	2.8%	1,201	-33.1%
Turkey	4,779	0.5%	4,298	11.2%	5,000	-4.4%
UAE	499	0.1%	505	-1.2%	741	-32.7%
Sub-Total	17,773	1.9%	14,145	25.6%	14,454	23.0%
AFRICA						
Egypt	1,335	0.1%	1,223	9.2%	1,244	7.3%
Morocco	702	0.1%	869	-19.2%	656	7.0%
South Africa	1,442	0.2%	1,627	-11.4%	1,768	-18.4%
Sub-Total	3,479	0.4%	3,719	-6.5%	3,668	-5.2%
OTHERS	52,151	5.5%	48,683	7.1%	58,582	-11.0%
Total	943,716	100.0%	941,024	0.3%	965,996	-2.3%

Source: Department of Immigration



Region-wise Distribution of Arrivals

October 2025



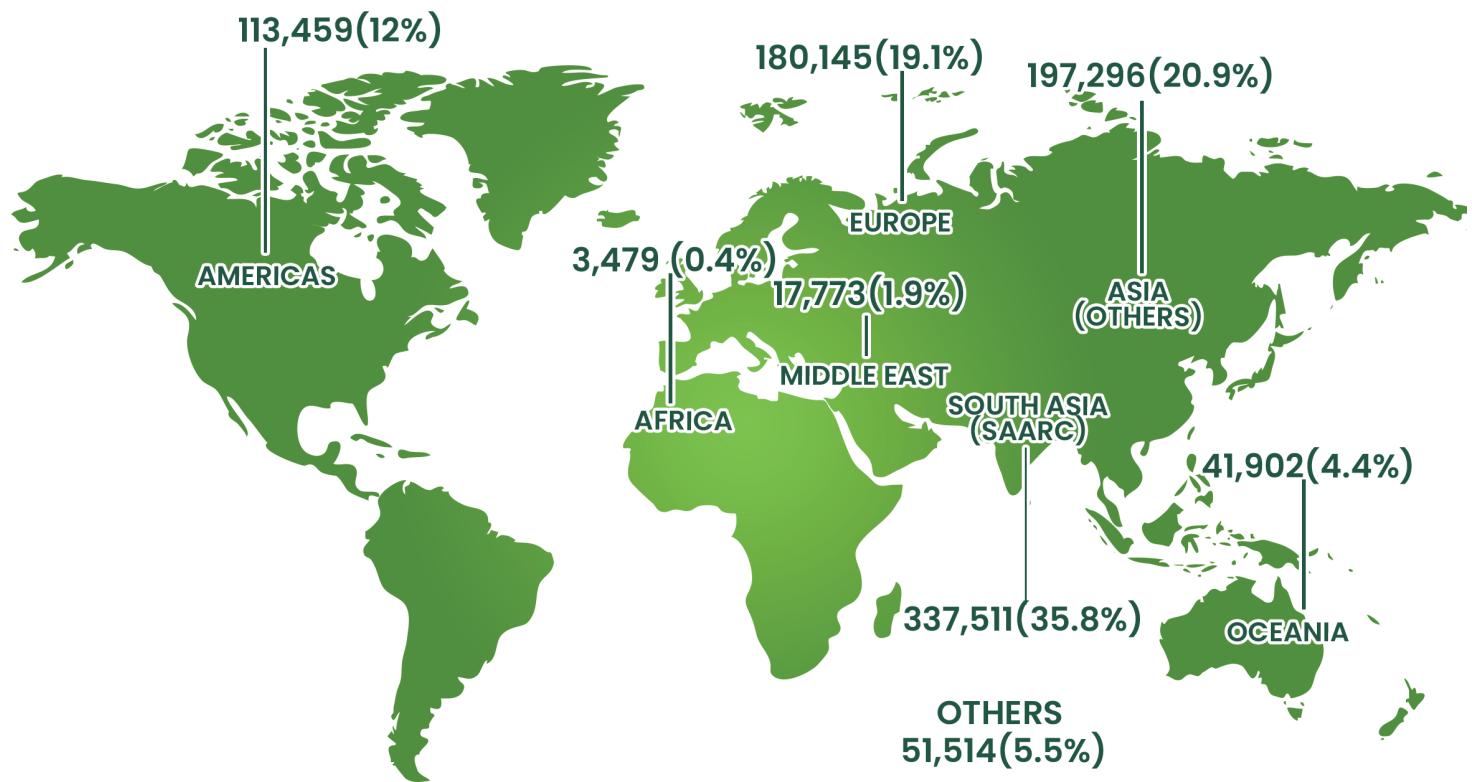
Region	2025		Preceding Year		Pre-pandemic Year	
	October	% Share	October 2024	% Change	October 2019	% Change
SOUTH ASIA (SAARC)	29,060	23%	25,735	12.9%	25,411	14%
ASIA (OTHER)	23,127	18.0%	21,478	7.7%	32,420	-28.7%
EUROPE	40,600	31.6%	38,917	4.3%	34,549	17.5%
OCEANIA	6,814	5.3%	7,605	-10.4%	6,321	7.8%
AMERICAS	16,407	12.8%	19,437	-15.6%	15,874	3.4%
MIDDLE EAST	3,548	2.8%	2,962	19.8%	2,337	51.8%
AFRICA	443	0.3%	457	-3.1%	362	22.4%
OTHERS	8,444	6.6%	7,800	3.3%	16,795	-49.7%
Total	128,443	100.0%	124,391	3.3%	134,069	-4.2%
					% Recovered	95.8%

Source: Department of Immigration



Region-wise Distribution of Arrivals

January - October 2025

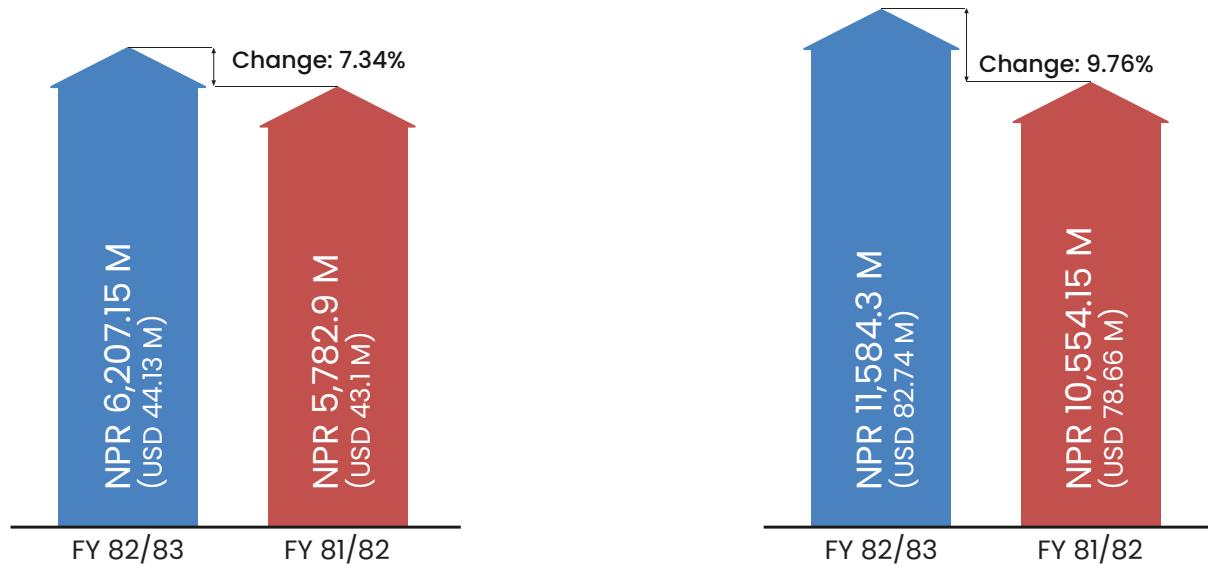


Region	2025		Preceding Year		Pre-pandemic Year	
	Jan - Oct	% Share	Jan - Oct 2024	% Change	Jan - Oct 2019	% Change
SOUTH ASIA (SAARC)	337,511	36%	352,298	-4.2%	292,476	15%
ASIA (OTHER)	197,296	20.9%	197,075	0.1%	274,168	-28.0%
EUROPE	180,145	19.1%	175,437	2.7%	191,357	-5.9%
OCEANIA	41,902	4.4%	37,699	11.1%	34,356	22.0%
AMERICAS	113,459	12.0%	111,968	1.3%	96,935	17.0%
MIDDLE EAST	17,773	1.9%	14,145	25.6%	14,454	23.0%
AFRICA	3,479	0.4%	3,719	-6.5%	3,668	-5.2%
OTHERS	52,151	5.5%	48,683	7.1%	58,582	-11.0%
Total	943,716	100.0%	941,024	0.3%	965,996	-2.3%
					% Recovered	98.0%

Source: Department of Immigration



Foreign Exchange Earning from Tourism



BHADRA (Mid August-Mid September 2025)

SHRAWAN-BHADRA (Mid July - Mid September 2025)

Bhadra (Mid Aug.-Mid Sept.)	NPR (in Millions)	USD (in Millions)
FY 82/83	6,207.15	44.13
FY 81/82	5,782.90	43.10
% Changes	7.34%	Source: Nepal Rastra Bank

Shrawan-Bhadra (Mid Jul.-Mid Sept.)	NPR (in Millions)	USD (in Millions)
FY 82/83	11,584.30	82.74
FY 81/82	10,554.15	78.66
% Changes	9.76%	Source: Nepal Rastra Bank

- Foreign Exchange Earning from tourism in the month of Bhadra FY 82/83 (Mid August - Mid September 2025) was NPR 6,207.15 Millions which is 7.34% more in comparison to that of previous FY 81/82.
- Similarly, Cumulative Foreign Exchange Earning for the period of the first two months of FY 82/83 (Shrawan-Bhadra/ Mid July - Mid September 2025) was NPR 11,584.30 Millions which is 9.76% more in comparison to the same period of previous FY 81/82.

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

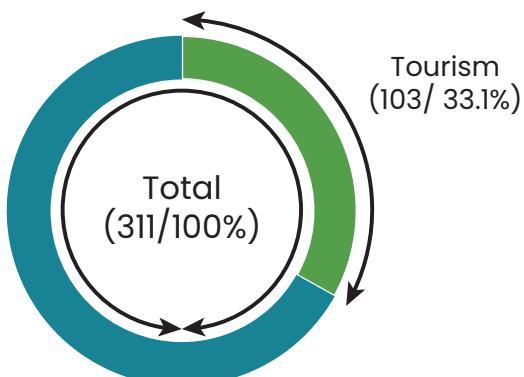




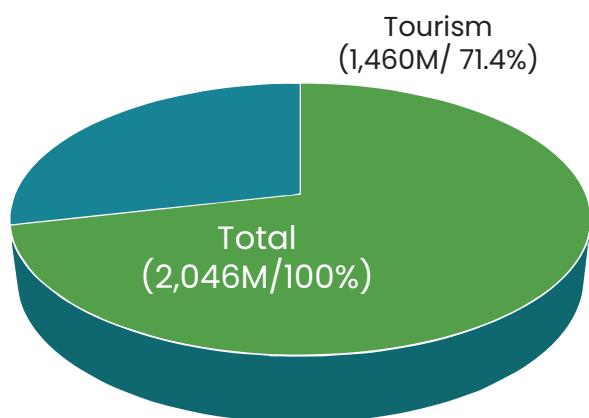
Foreign Direct Investment (FDI) for Tourism

FDI FY 2082/83 (Shrawan – Ashoj)	Tourism	Total	%
Proposed Number of Project (No.)	103	311	33.1
Proposed Amount of Commitment (NRs. in millions)	1,460	2,046	71.4

Source: Department of Industry*



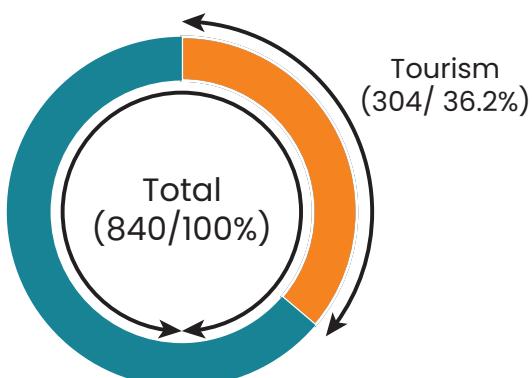
Proposed No. of Project



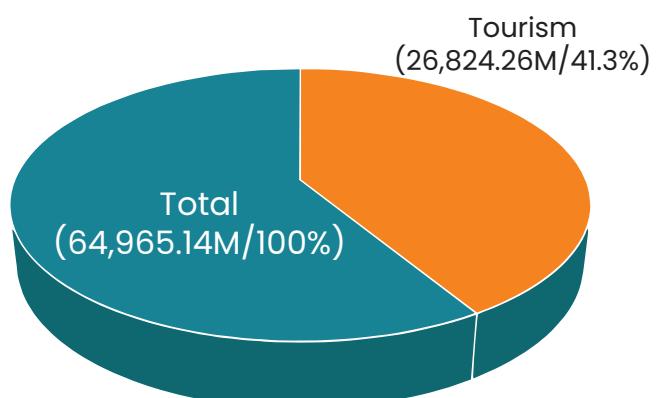
Proposed Amt. of Commitment (NRs. in millions)

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



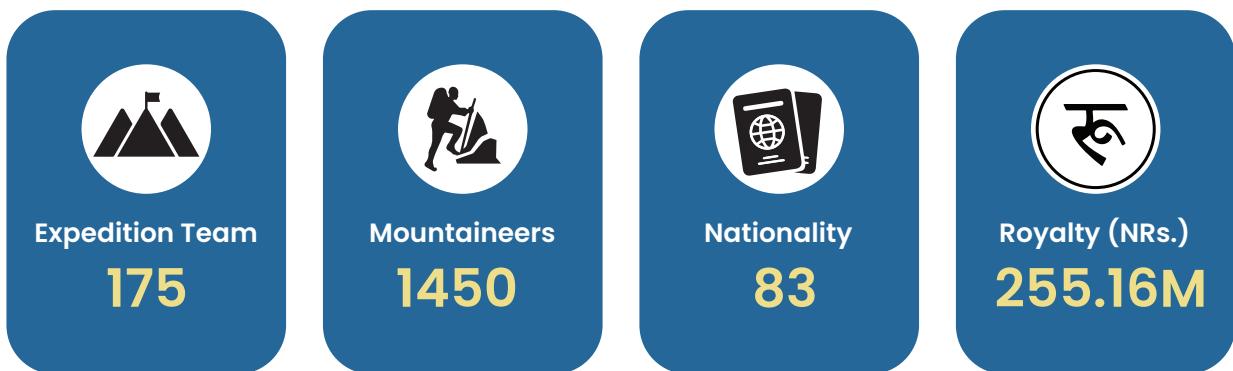
Proposed Amt. of Commitment (NRs. in millions)

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

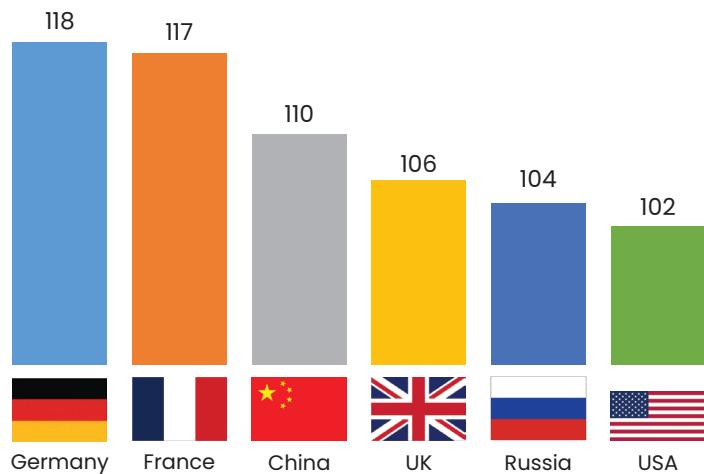




Mountaineering in Nepal (Autumn 2025*)



Major Nationalities of Mountaineers



Top 10 Mountains (in terms of number of Mountaineers)

Name of Mountains	No. of Mountaineers
Ama Dablam (6814m)	436
Manasalu (8163m)	374
Himlung Himal (7126m)	186
Barun Tse (7129m)	47
Chulu Far East (6038m)	43
Dhaulagiri (8167m)	36
Saribung (6346m)	34
Thapa Peak (Dhampus) (6012m)	27
Putha Hiunchuli (7246m)	23
Annapurna IV (7525m)	16

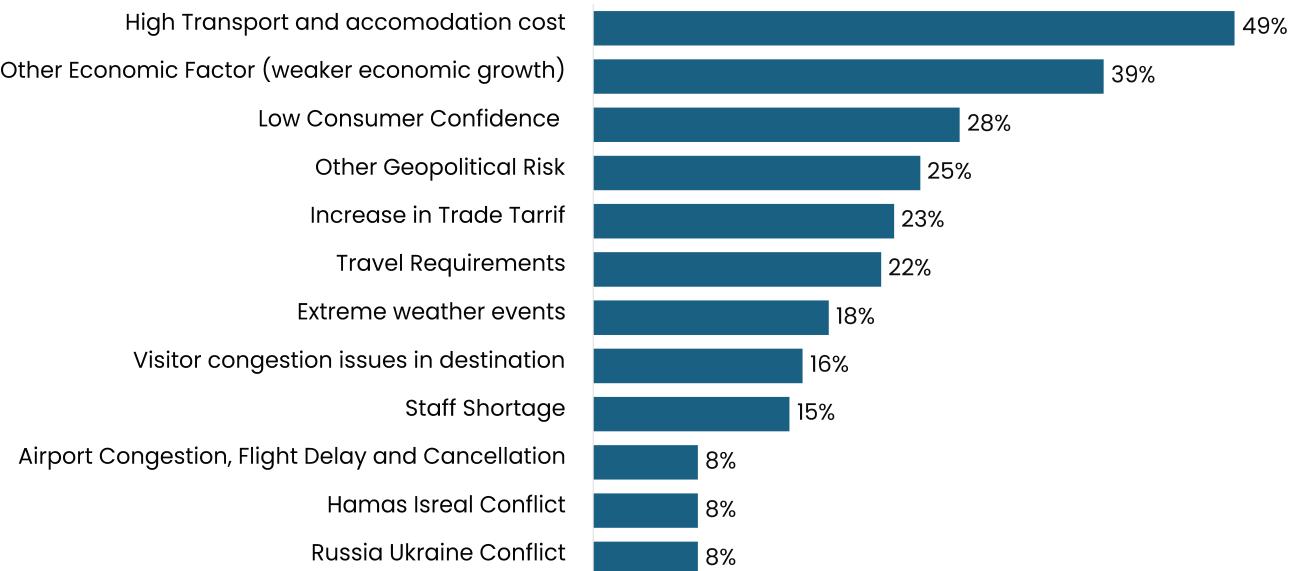
* Source : Department of Tourism. This data is based on the royalty collection from expedition team during Autumn, 2025 till October 31).



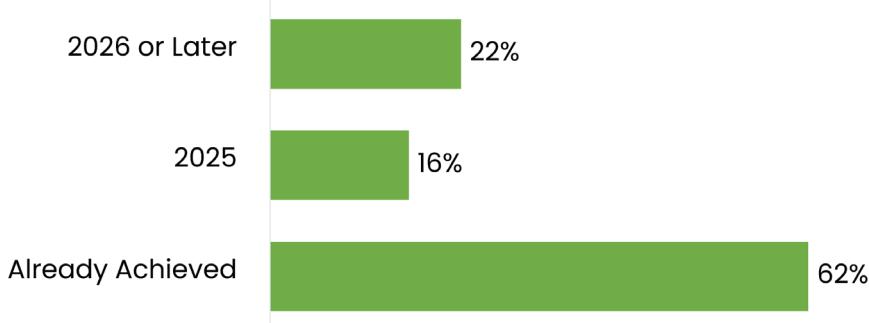


Global Tourism Context (UN Tourism Experts Survey*)

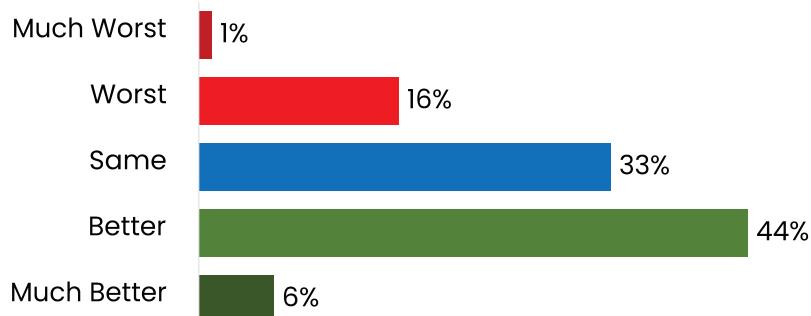
Factors Weighing International Tourism



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, September 2025.



nepal

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For More Information:

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