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TOURISM

INSIGHTS

SEPTEMBER

2025

ISSUE 09



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

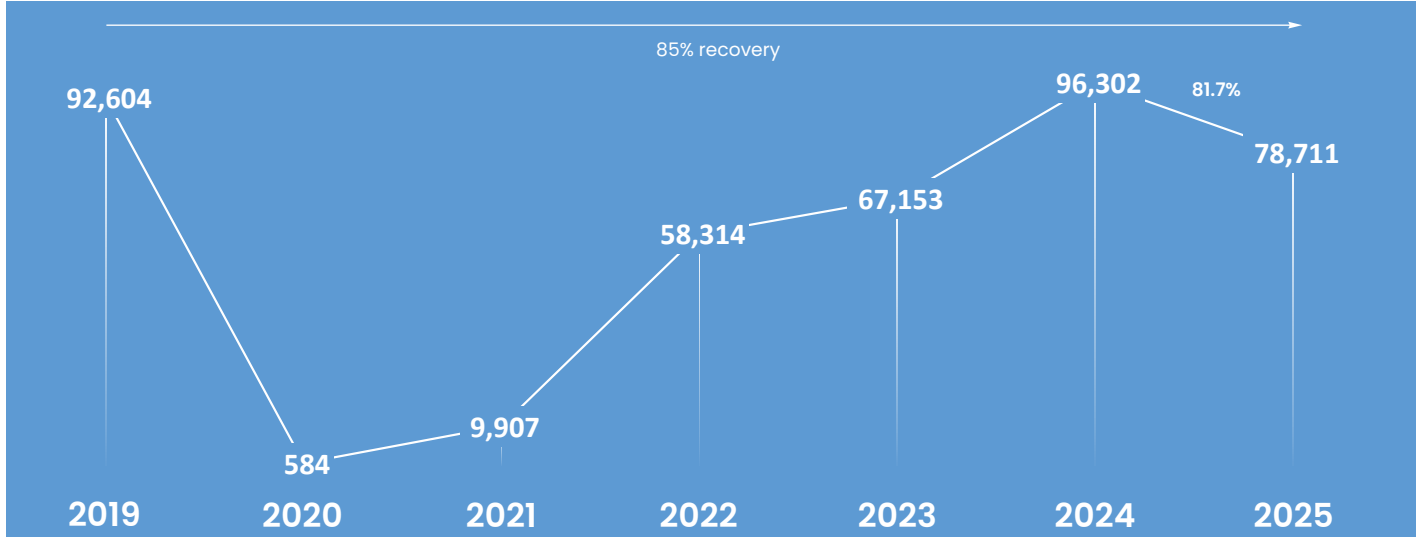
78,711



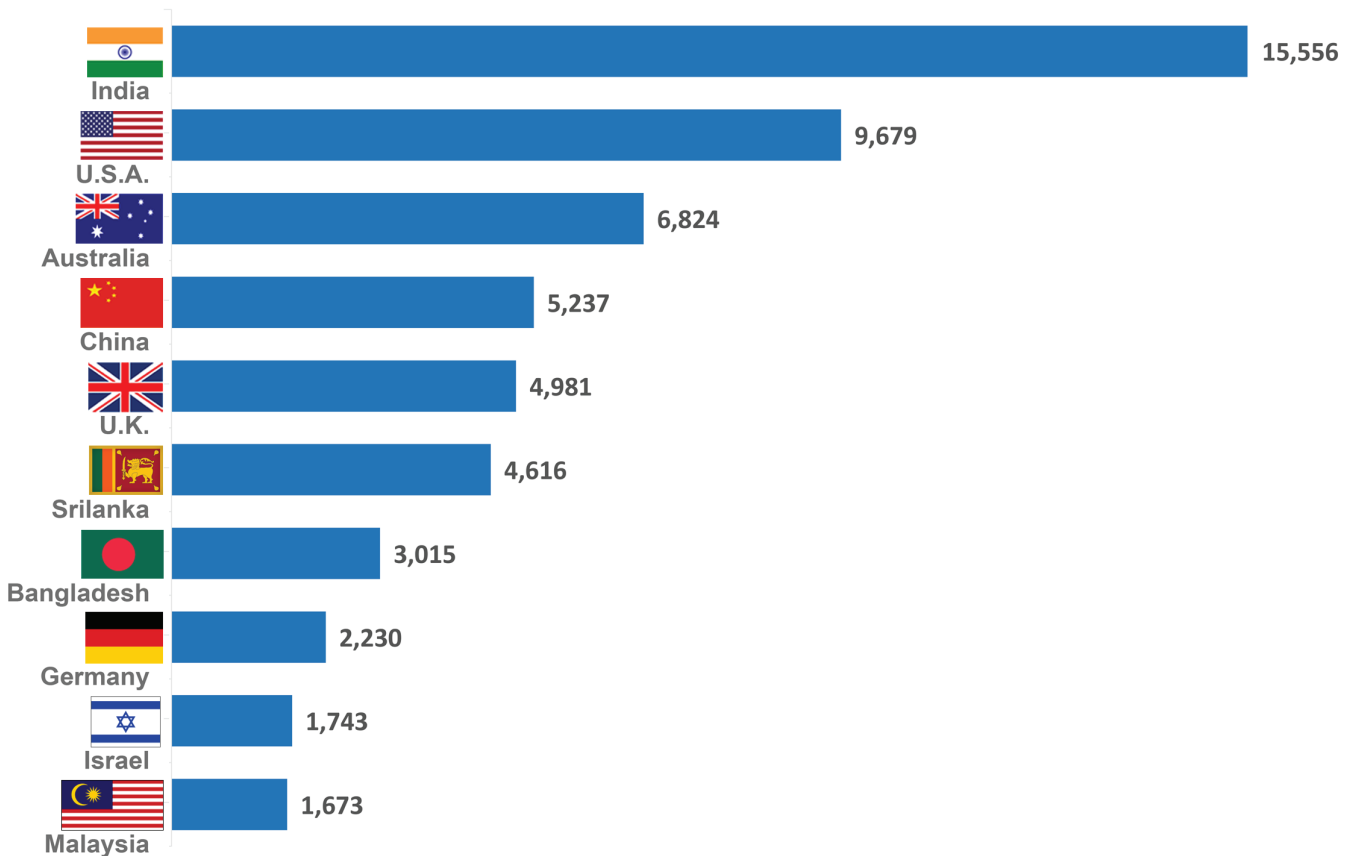
18.3% decline in comparison with the arrivals of September, 2024



85% recovery in comparison with the pre-pandemic arrivals of the month of September, 2019



Top 10 Source Market Countries (SEPTEMBER)



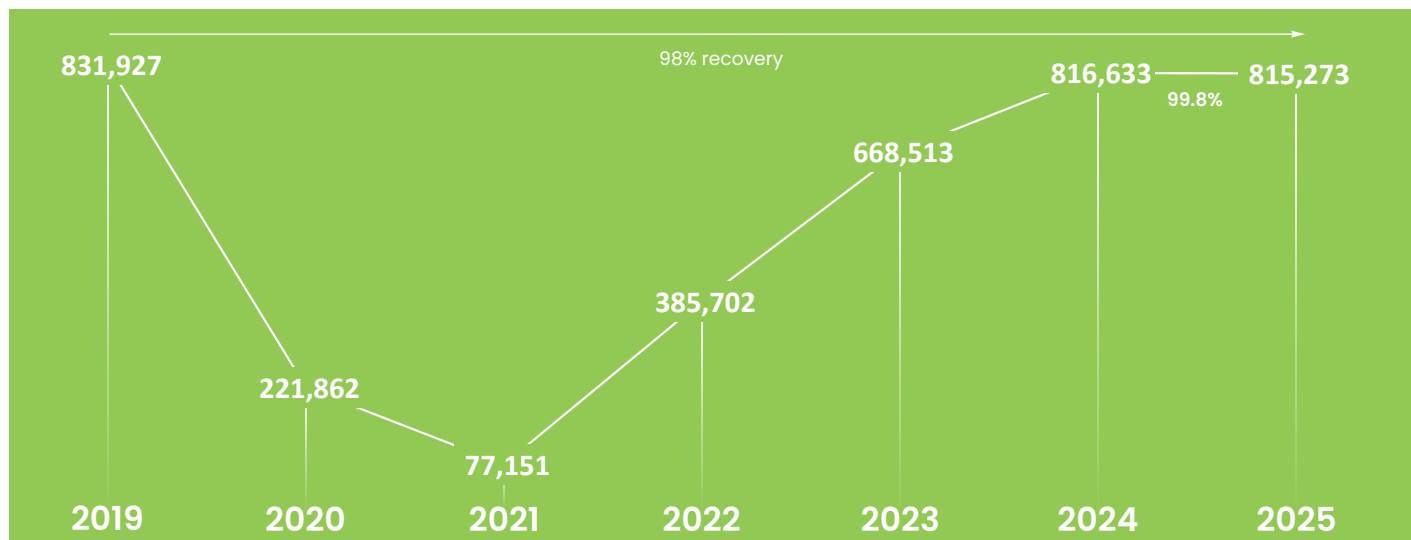
Source: Department of Immigration



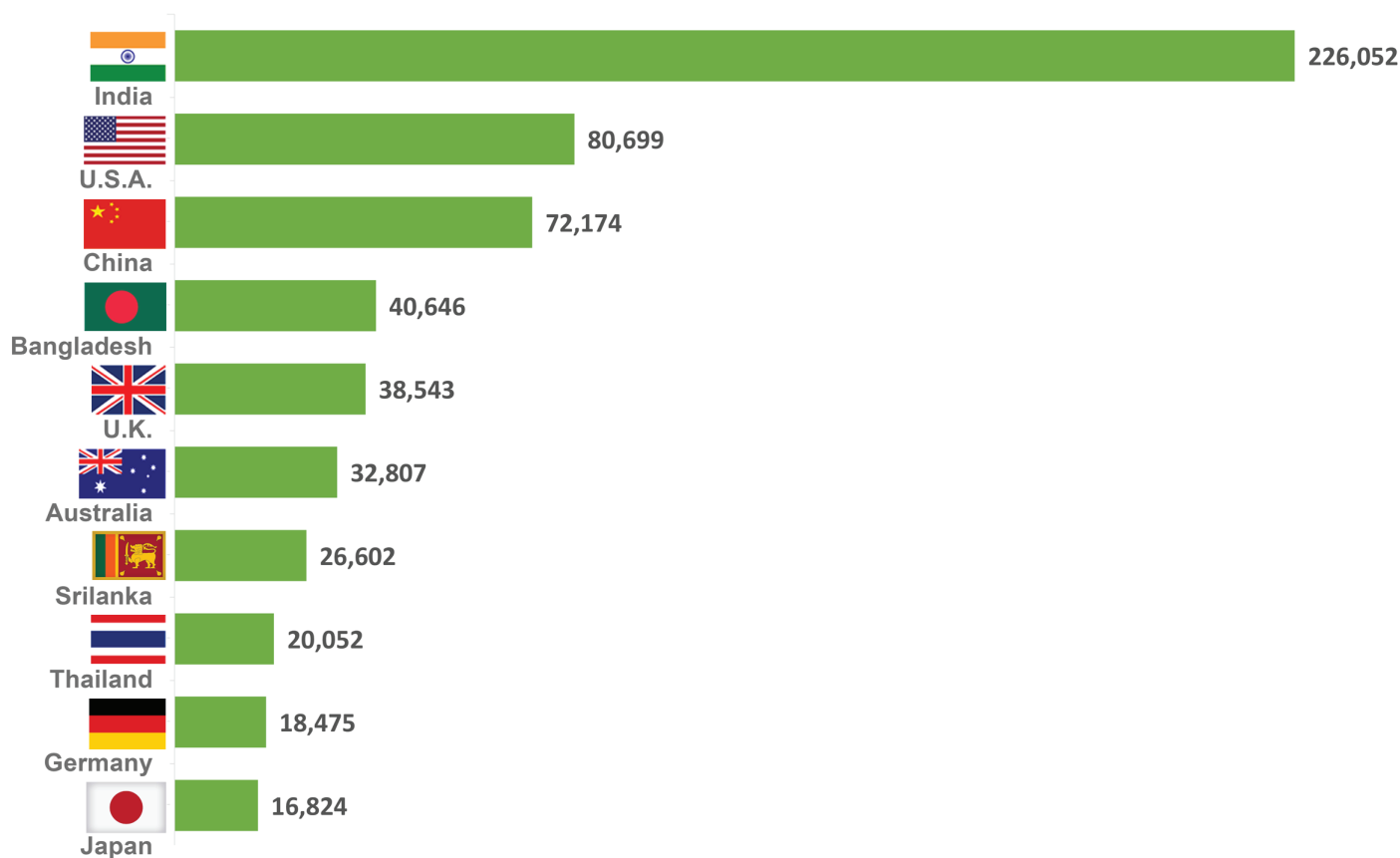
INTERNATIONAL VISITOR ARRIVALS (IVAs) JANUARY TO SEPTEMBER 2025

815,273

- 0.2% decline in comparison with the arrivals of January to September, 2024
- 98% recovery in comparison with the pre-pandemic arrivals of January to September, 2019



Top 10 Source Market Countries (JANUARY – SEPTEMBER)



Source: Department of Immigration



Tourist Arrivals by Nationality (SEPTEMBER)

Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	September	% Share	September	% Change	September	% Change
SOUTH ASIA (SAARC)						
Bangladesh	3,015	3.8%	4,103	-26.5%	1,997	51.0%
Bhutan	833	1.1%	1,108	-24.8%	1,005	-17.1%
India	15,556	19.8%	22,984	-32.3%	18,497	-15.9%
Pakistan	265	0.3%	501	-47.1%	430	-38.4%
Srilanka	4,616	5.9%	4,915	-6.1%	6,962	-33.7%
Sub-Total	24,285	30.9%	33,611	-27.7%	28,891	-15.9%
ASIA (OTHER)						
Cambodia	31	0.0%	86	-64.0%	33	-6.1%
China	5237	6.7%	8,042	-34.9%	13,195	-60.3%
Indonesia	288	0.4%	576	-50.0%	447	-35.6%
Japan	1421	1.8%	1,887	-24.7%	2,351	-39.6%
Malaysia	1673	2.1%	2,280	-26.6%	1,823	-8.2%
Myanmar	142	0.2%	160	-11.3%	188	-24.5%
Philippines	460	0.6%	602	-23.6%	473	-2.7%
Singapore	588	0.7%	909	-35.3%	614	-4.2%
S. Korea	1354	1.7%	2,351	-42.4%	2,013	-32.7%
Vietnam	680	0.9%	1,316	-48.3%	240	183.3%
Thailand	716	0.9%	780	-8.2%	881	-18.7%
Sub-Total	12,590	16.0%	18,989	-33.7%	22,258	-43.4%
EUROPE						
Austria	359	0.5%	435	-17.5%	379	-5.3%
Belgium	441	0.6%	515	-14.4%	553	-20.3%
Czech Republic	287	0.4%	435	-34.0%	399	-28.1%
Denmark	219	0.3%	337	-35.0%	258	-15.1%
Finland	266	0.3%	222	19.8%	211	26.1%
France	1,287	1.6%	1,800	-28.5%	2,191	-41.3%
Germany	2,230	2.8%	2,704	-17.5%	3,456	-35.5%
Ireland	231	0.3%	280	-17.5%	297	-22.2%
Italy	756	1.0%	971	-22.1%	903	-16.3%
The Netherlands	801	1.0%	870	-7.9%	1,304	-38.6%
Norway	218	0.3%	272	-19.9%	297	-26.6%
Poland	758	1.0%	715	6.0%	578	31.1%
Portugal	716	0.9%	444	61.3%	289	147.8%
Russia	965	1.2%	1,075	-10.2%	551	75.1%
Spain	1,037	1.3%	1,380	-24.9%	1,945	-46.7%
Sweden	189	0.2%	211	-10.4%	293	-35.5%
Switzerland	622	0.8%	684	-9.1%	750	-17.1%
Ukraine	234	0.3%	207	13.0%	183	27.9%
U.K.	4,981	6.3%	4,493	10.9%	4,736	5.2%
Sub-Total	16,597	21.1%	18,050	-8.0%	19,573	-15.2%
OCEANIA						
Australia	6,824	8.7%	5,038	35.5%	4,454	53.2%
New Zealand	490	0.6%	470	4.3%	395	24.1%
Sub-Total	7,314	9.3%	5,508	32.8%	4,849	50.8%
AMERICAS						
Brazil	214	0.3%	288	-25.7%	315	-32.1%
Canada	1,449	1.8%	1,465	-1.1%	1,370	5.8%
Mexico	181	0.2%	312	-42.0%	350	-48.3%
U.S.A.	9,679	12.3%	10,084	-4.0%	7,062	37.1%
Sub-Total	11,523	14.6%	12,149	-5.2%	9,097	26.7%
MIDDLE EAST						
Israel	1,743	2.2%	1,993	-12.5%	1,655	5.3%
Kuwait	70	0.1%	55	27.3%	21	233.3%
Oman	11	0.0%	25	-56.0%	44	-75.0%
Qatar	12	0.0%	16	-25.0%	19	-36.8%
Saudi Arabia	47	0.1%	74	-36.5%	102	-53.9%
Turkey	420	0.5%	364	15.4%	404	4.0%
UAE	25	0.0%	61	-59.0%	56	-55.4%
Sub-Total	2,328	3.0%	2,588	-10.0%	2,301	1.2%
AFRICA						
Egypt	111	0.1%	118	-5.9%	119	-6.7%
Morocco	72	0.1%	90	-20.0%	68	5.9%
South Africa	161	0.2%	251	-35.9%	161	0.0%
Sub-Total	344	0.4%	459	-25.1%	348	-1.1%
OTHERS	3,730	4.7%	4,948	-24.6%	5,287	-29.4%
Total	78,711	100.0%	96,302	-18.3%	92,604	-15.0%

Source: Department of Immigration

Tourist Arrivals by Nationality (JANUARY TO SEPTEMBER)

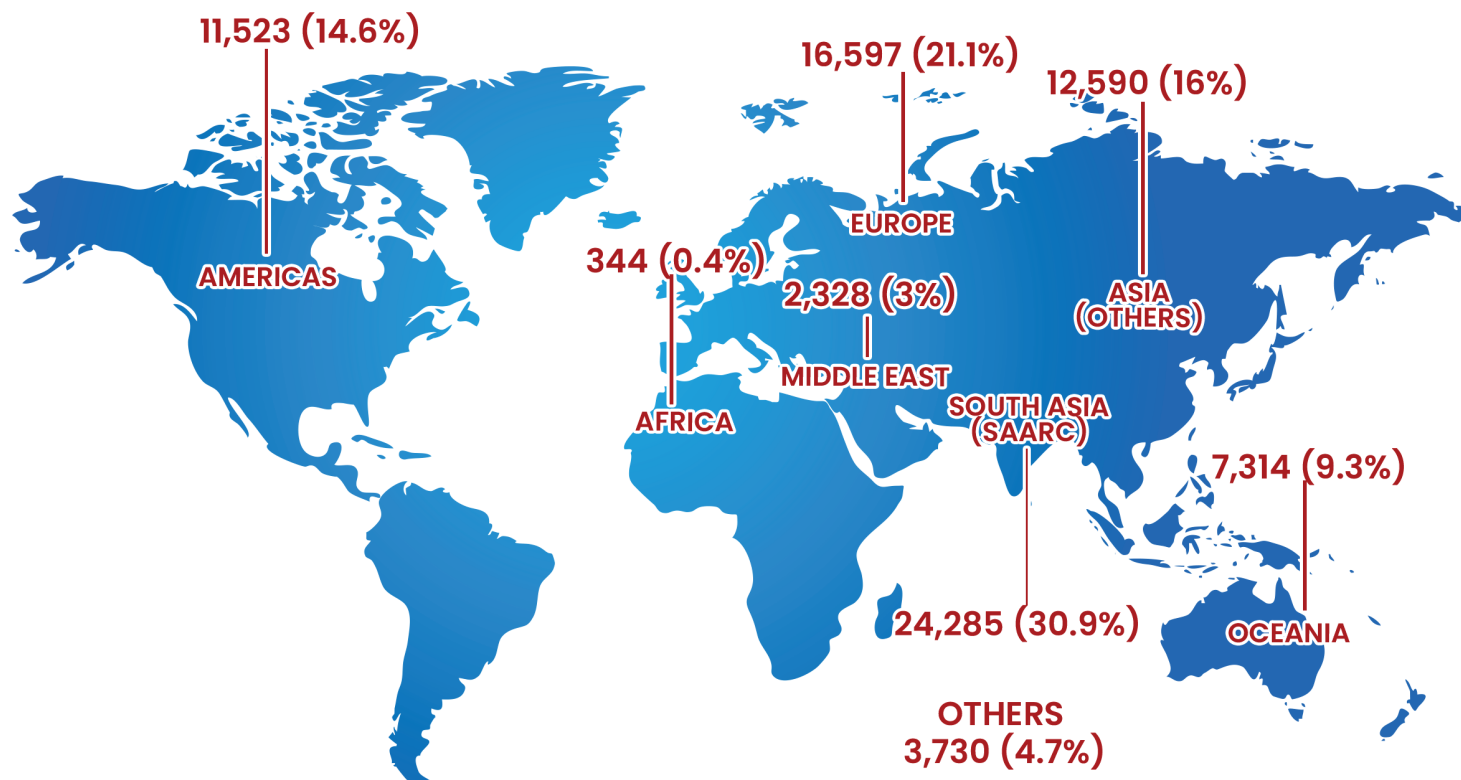
Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	Jan-Sept	% Share	Jan-Sept	% Change	Jan-Sept	% Change
Bangladesh	40,646	5.0%	32,642	24.5%	16,294	149.5%
Bhutan	11,445	1.4%	11,368	0.7%	8,133	40.7%
India	226,052	27.7%	257,004	-12.0%	195,436	15.7%
Pakistan	3,706	0.5%	3,469	6.8%	3,211	15.4%
Srilanka	26,602	3.3%	22,080	20.5%	43,991	-39.5%
Cambodia	774	0.1%	812	-4.7%	708	9.3%
China	72174	8.9%	75,640	-4.6%	120,473	-40.1%
Indonesia	3122	0.4%	3,574	-12.6%	4,001	-22.0%
Japan	16824	2.1%	15,386	9.3%	20,954	-19.7%
Malaysia	15054	1.8%	14,782	1.8%	13,851	8.7%
Myanmar	10651	1.3%	9,158	16.3%	20,155	-47.2%
Philippines	4044	0.5%	4,118	-1.8%	4,570	-11.5%
Singapore	6558	0.8%	6,835	-4.1%	5,121	28.1%
S. Korea	16731	2.1%	18,770	-10.9%	22,106	-24.3%
Vietnam	8185	1.0%	7,705	6.2%	4,308	90.0%
Thailand	20052	2.5%	18,817	6.6%	25,501	-21.4%
Sub-Total	174,169	21.4%	175,597	-0.8%	241,748	-28.0%
EUROPE						
Austria	2,649	0.3%	2,869	-7.7%	3,992	-33.6%
Belgium	4,010	0.5%	4,155	-3.5%	4,266	-6.0%
Czech Republic	2,298	0.3%	2,388	-3.8%	2,116	8.6%
Denmark	2,378	0.3%	2,384	-0.3%	2,549	-6.7%
Finland	1,498	0.2%	1,288	16.3%	1,542	-2.9%
France	14,246	1.7%	14,862	-4.1%	18,389	-22.5%
Germany	18,475	2.3%	18,518	-0.2%	23,626	-21.8%
Ireland	1,915	0.2%	1,880	1.9%	2,276	-15.9%
Italy	9,419	1.2%	8,850	6.4%	10,067	-6.4%
The Netherlands	7,201	0.9%	7,337	-1.9%	9,830	-26.7%
Norway	1,916	0.2%	1,844	3.9%	2,133	-10.2%
Poland	5,324	0.7%	4,501	18.3%	3,806	39.9%
Portugal	3,843	0.5%	3,410	12.7%	2,024	89.9%
Russia	9,793	1.2%	9,738	0.6%	6,368	53.8%
Spain	8,552	1.0%	8,693	-1.6%	13,163	-35.0%
Sweden	1,842	0.2%	2,123	-13.2%	2,751	-33.0%
Switzerland	3,990	0.5%	3,758	6.2%	4,411	-9.5%
Ukraine	1,653	0.2%	1,609	2.7%	2,008	-17.7%
U.K.	38,543	4.7%	36,313	6.1%	41,491	-7.1%
Sub-Total	139,545	17.1%	136,520	2.2%	156,808	-11.0%
OCEANIA						
Australia	32,807	4.0%	27,337	20.0%	24,882	31.9%
New Zealand	2,918	0.4%	2,757	5.8%	3,153	-7.5%
Sub-Total	35,725	4.4%	30,094	18.7%	28,035	27.4%
AMERICAS						
Brazil	2,517	0.3%	2,532	-0.6%	2,275	10.6%
Canada	12,044	1.5%	10,678	12.8%	11,673	3.2%
Mexico	1,792	0.2%	2,105	-14.9%	1,995	-10.2%
U.S.A.	80,699	9.9%	77,216	4.5%	65,118	23.9%
Sub-Total	97,052	11.9%	92,531	4.9%	81,061	19.7%
MIDDLE EAST						
Israel	7,932	1.0%	5,198	52.6%	5,037	57.5%
Kuwait	624	0.1%	658	-5.2%	277	125.3%
Oman	168	0.0%	205	-18.0%	372	-54.8%
Qatar	166	0.0%	265	-37.4%	211	-21.3%
Saudi Arabia	739	0.1%	726	1.8%	1,118	-33.9%
Turkey	4,151	0.5%	3,688	12.6%	4,415	-6.0%
UAE	445	0.1%	443	0.5%	687	-35.2%
Sub-Total	14,225	1.7%	11,183	27.2%	12,117	17.4%
AFRICA						
Egypt	1,208	0.1%	1,083	11.5%	1,139	6.1%
Morocco	593	0.1%	770	-23.0%	590	0.5%
South Africa	1,235	0.2%	1,409	-12.3%	1,577	-21.7%
Sub-Total	3,036	0.4%	3,262	-6.9%	3,306	-8.2%
OTHERS	43,070	5.3%	40,883	5.3%	41,787	3.1%
Total	815,273	100.0%	816,633	-0.2%	831,927	-2.0%

Source: Department of Immigration



Region-wise Distribution of Arrivals

September 2025



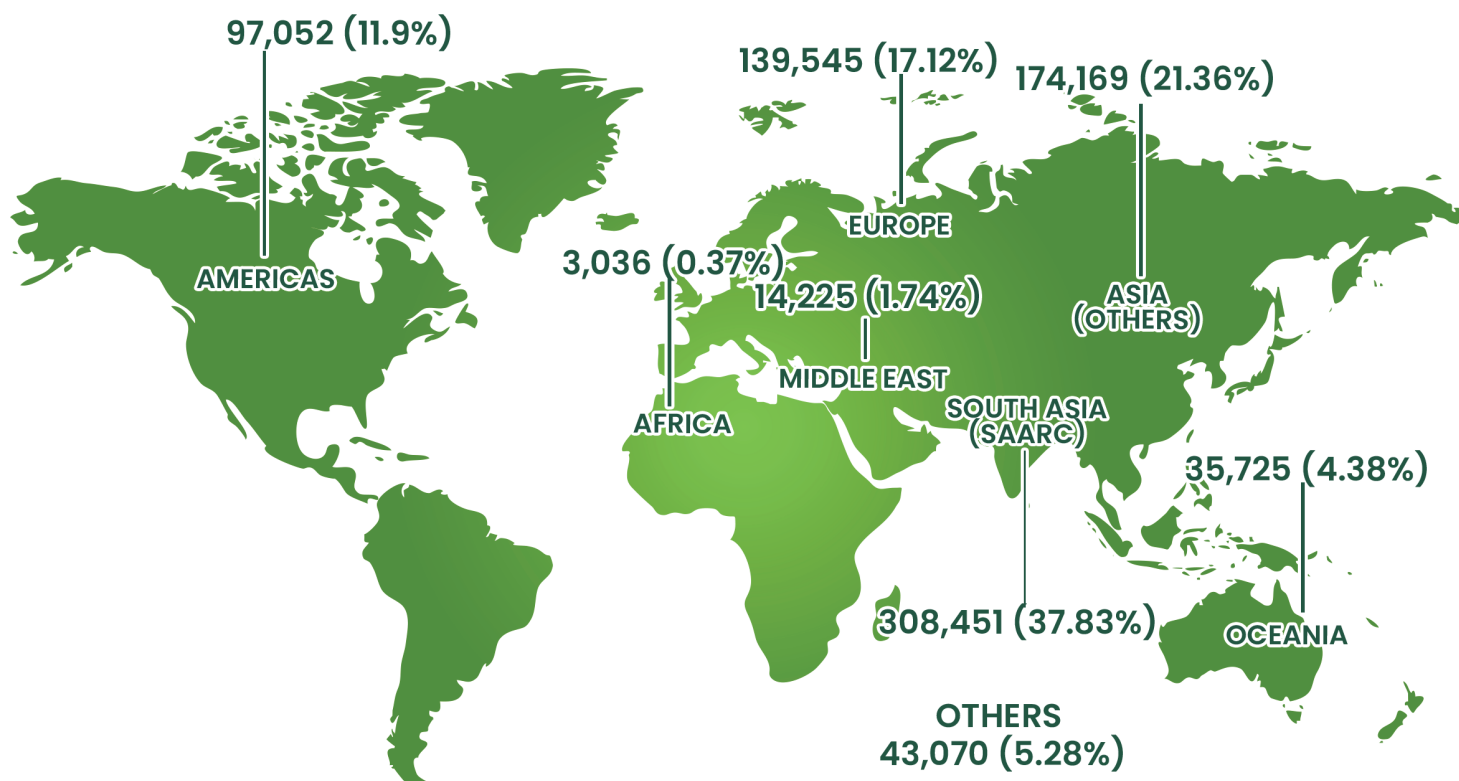
Region	2025		Preceding Year		Pre-pandemic Year	
	September	% Share	September 2024	% Change	September 2019	% Change
SOUTH ASIA (SAARC)	24,285	31%	33,611	-27.7%	28,891	-16%
ASIA (OTHER)	12,590	16.0%	18,989	-33.7%	22,258	-43.4%
EUROPE	16,597	21.1%	18,050	-8.0%	19,573	-15.2%
OCEANIA	7,314	9.3%	5,508	32.8%	4,849	50.8%
AMERICAS	11,523	14.6%	12,149	-5.2%	9,097	26.7%
MIDDLE EAST	2,328	3.0%	2,588	-10.0%	2,301	1.2%
AFRICA	344	0.4%	459	-25.1%	348	-1.1%
OTHERS	3,730	4.7%	4,948	-18.3%	5,287	-29.4%
Total	78,711	100.0%	96,302	-18.3%	92,604	-15.0%
					% Recovered	85.0%

Source: Department of Immigration



Region-wise Distribution of Arrivals

January - September 2025



Region	2025		Preceding Year		Pre-pandemic Year	
	Jan - Sept	% Share	Jan - Sept 2024	% Change	Jan - Sept 2019	% Change
SOUTH ASIA (SAARC)	308,451	38%	326,563	-5.5%	267,065	15%
ASIA (OTHER)	174,169	21.4%	175,597	-0.8%	241,748	-28.0%
EUROPE	139,545	17.1%	136,520	2.2%	156,808	-11.0%
OCEANIA	35,725	4.4%	30,094	18.7%	28,035	27.4%
AMERICAS	97,052	11.9%	92,531	4.9%	81,061	19.7%
MIDDLE EAST	14,225	1.7%	11,183	27.2%	12,117	17.4%
AFRICA	3,036	0.4%	3,262	-6.9%	3,306	-8.2%
OTHERS	43,070	5.3%	40,883	5.3%	41,787	3.1%
Total	815,273	100.0%	816,633	-0.2%	831,927	-2.0%
					% Recovered	98.0%

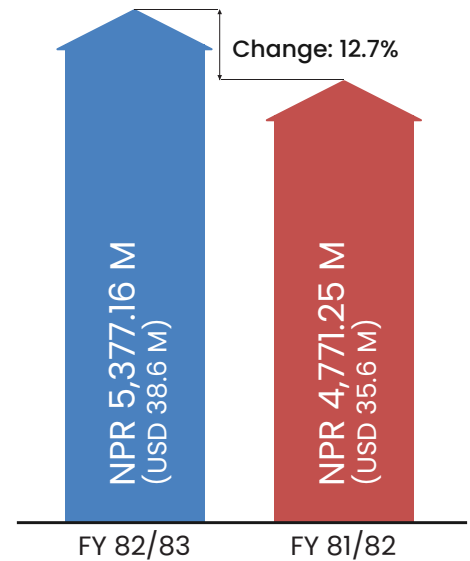
Source: Department of Immigration



Foreign Exchange Earning from Tourism

Shrawan 082 (Mid July - Mid August 2025)	NPR (in Millions)	USD (in Millions)
FY 82/83	5,377.16	38.6
FY 81/82	4,771.25	35.6
% Changes	12.70%	

Source: Nepal Rastra Bank

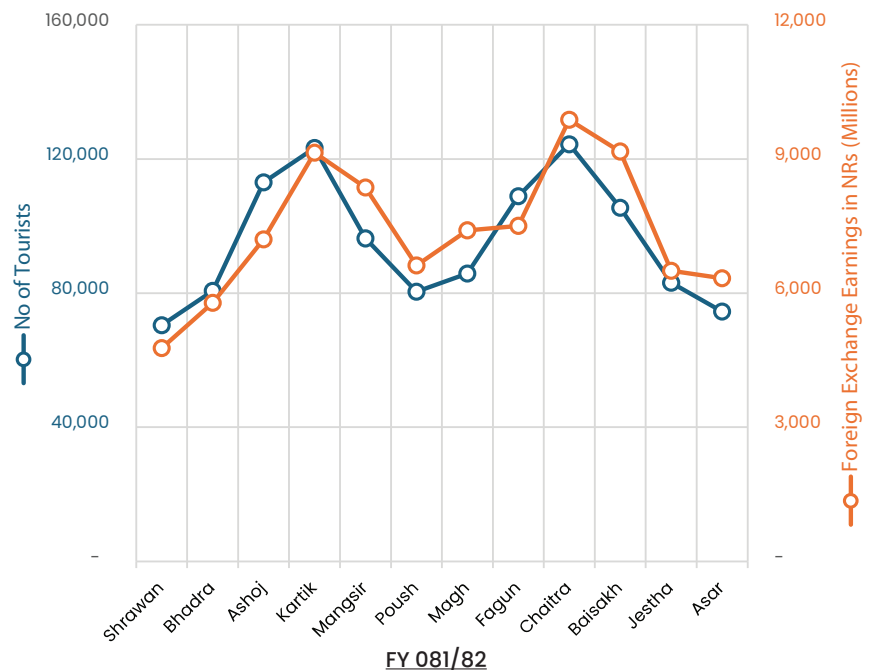


SHRAWAN 2082
(Mid Jul -Mid August 2025)

- Cumulative Foreign Exchange Earning for Shrawan FY 82/83 / Mid July -Mid August 2025) was NPR 5,377.16 Millions which is 12.70% more in comparison to previous FY 81/82.

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

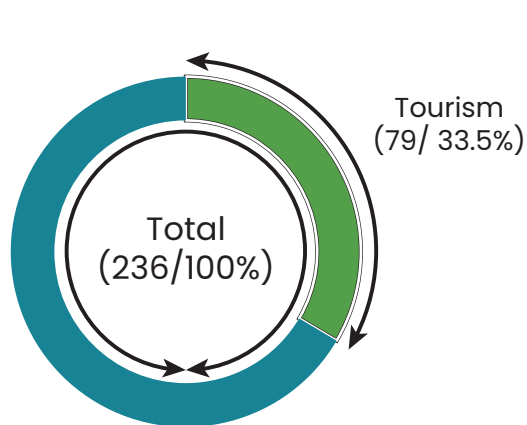
FY 81/82	No of Tourist	in NRS
Shrawan	70,434	4,771,253,428.24
Bhadra	80,665	5,782,904,003.62
Ashoj	113,043	7,204,105,735.34
Kartik	123,248	9,140,765,817.92
Mangsir	96,315	8,359,041,734.32
Poush	80,387	6,620,906,900.77
Magh	85,820	7,402,031,719.55
Fagun	108,865	7,501,777,610.68
Chaitra	124,402	9,876,735,671.67
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



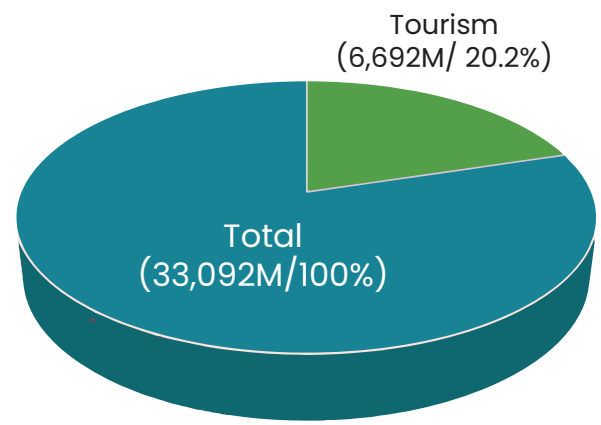
* This data is based on the latest figures provided by Nepal Rastra Bank.

Foreign Direct Investment (FDI) for Tourism

FDI FY 2082/83 (Shrawan - Bhadra)	Tourism	Total	%
Proposed Number of Project (No.)	79	236	33.5
Proposed Amount of Commitment (NRs. in millions)	6,692	33,092	20.2
Source: Department of Industry*			

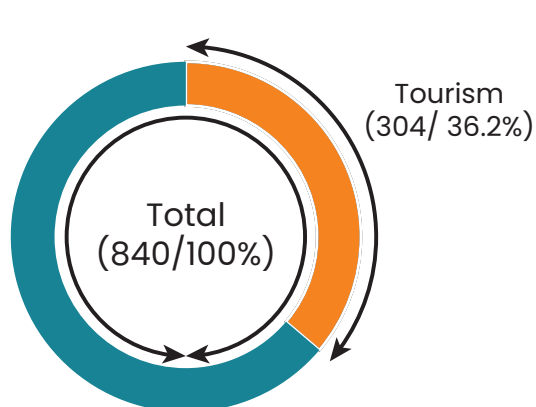


Proposed No. of Project

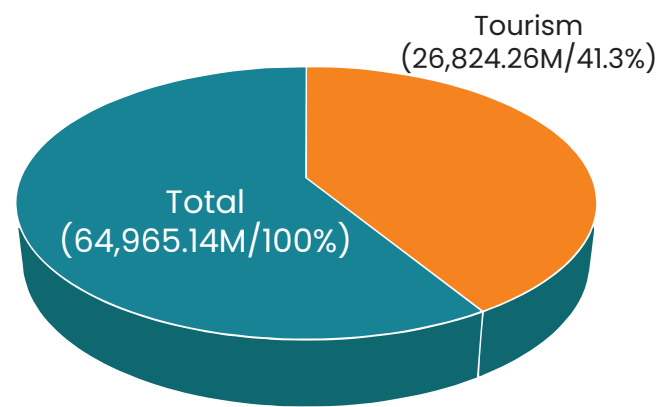


Proposed Amt. of Commitment
(NRs. in millions)

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



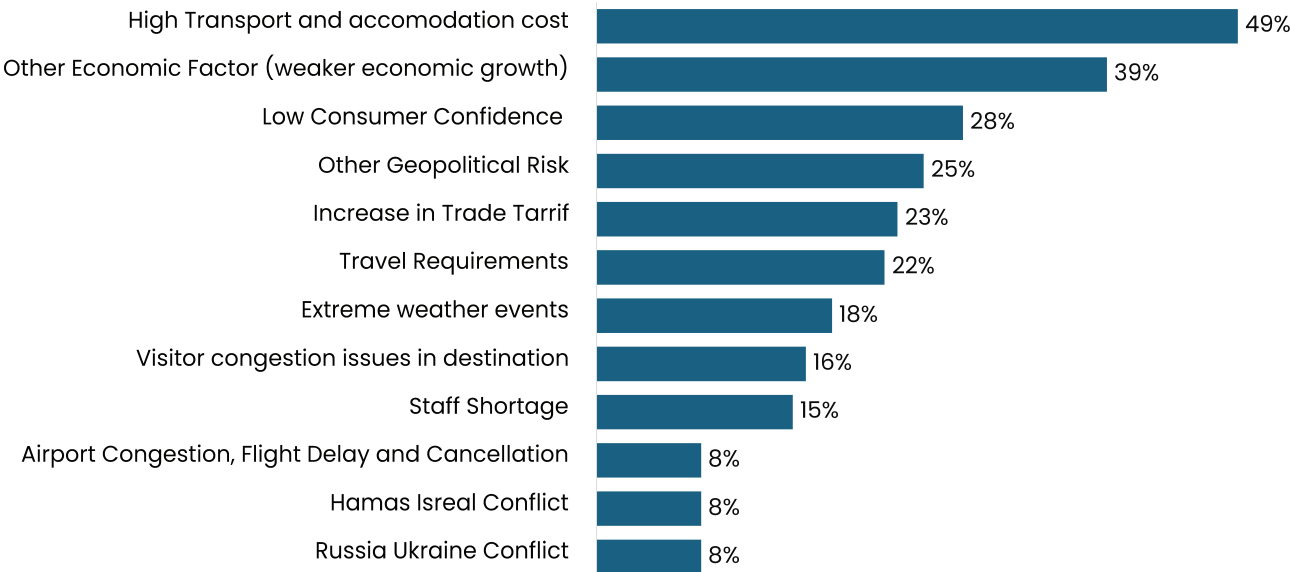
Proposed Amt. of Commitment
(NRs. in millions)

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

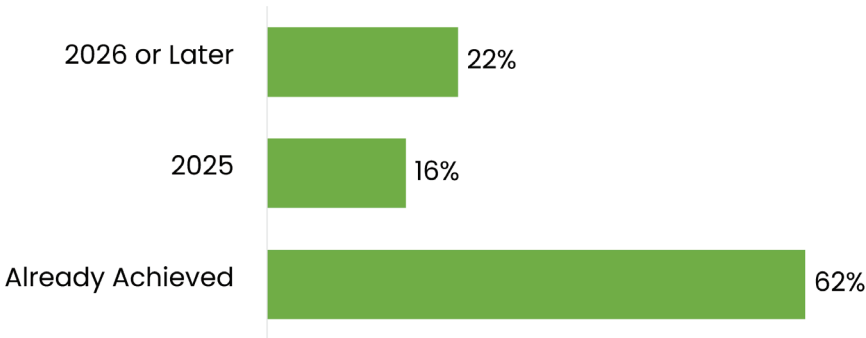


Global Tourism Context (UN Tourism Experts Survey*)

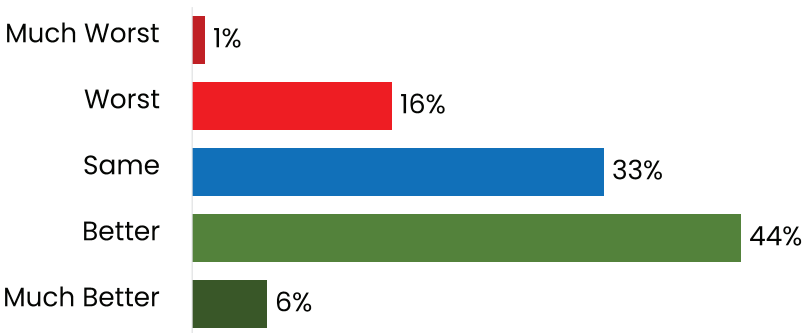
Factors Weighing International Tourism



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



What are you prospects for your destination in 2025?

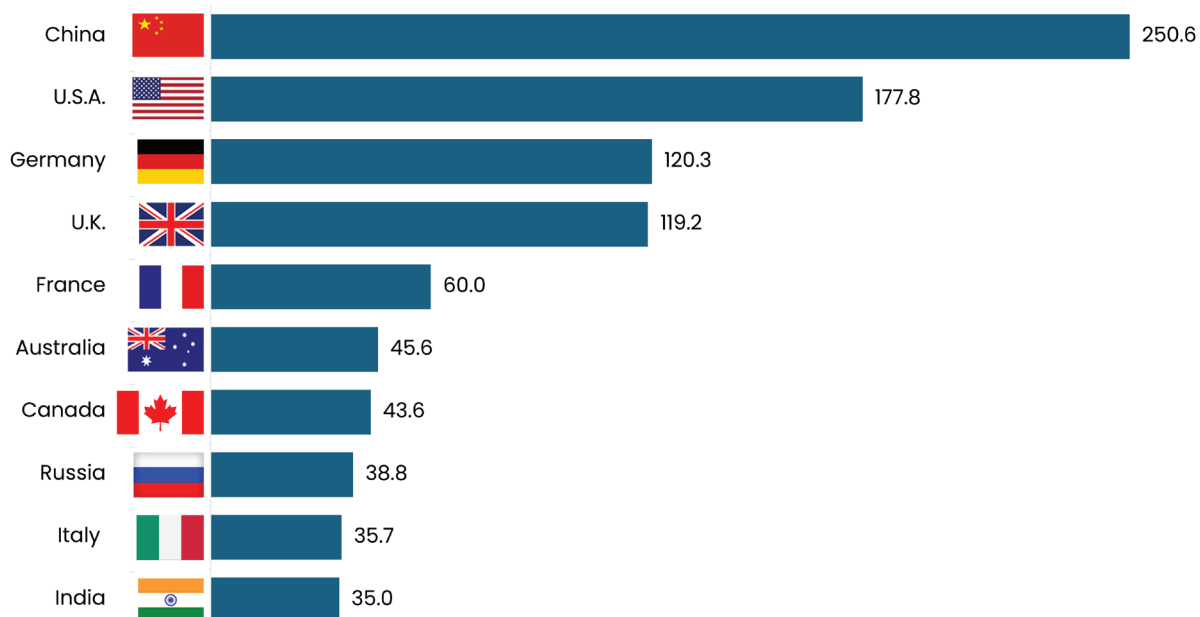


* Source : Survey of the UN Tourism Panel of Experts. Graph shows percentage of experts mentioning each factor. Data as collected by UN Tourism, September 2025.





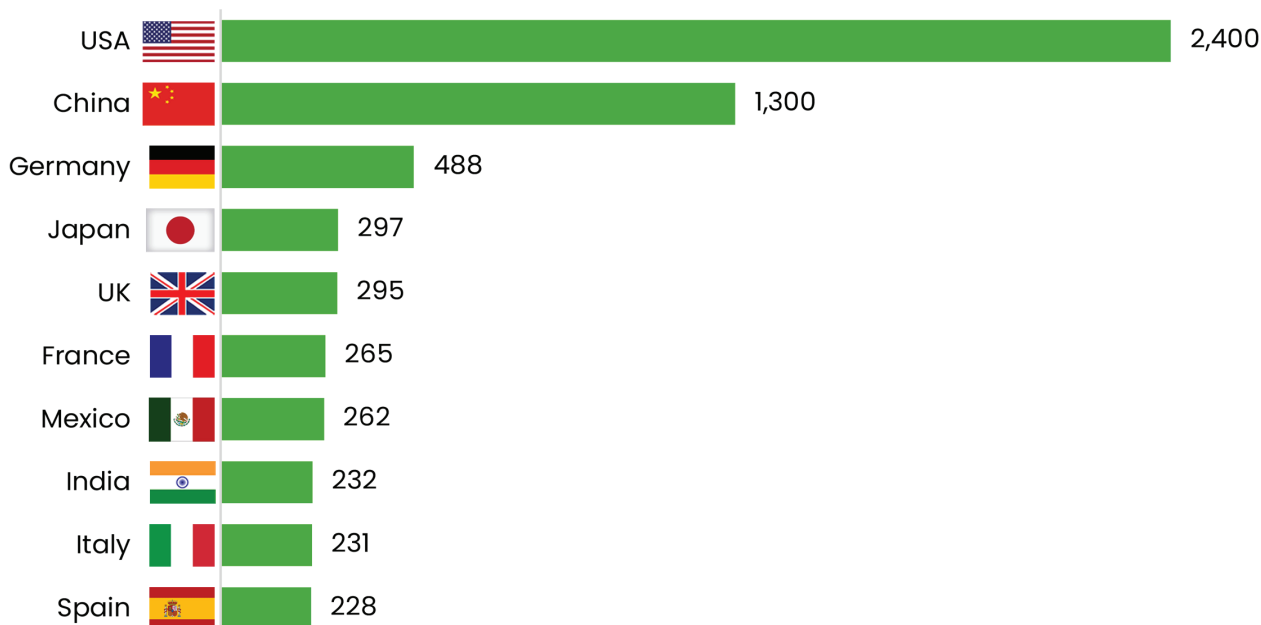
Top Outbound Spenders, 2024 (in USD Billions)



* Source : UN Tourism Barometer



Biggest Tourism Economies, 2024 (in USD Billions)



* Source : World Travel and Tourism Council

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For More Information:

Research Planning and Monitoring Department
Nepal Tourism Board
01-5356909 | rpm@ntb.org.np



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