

nepal TOURISM INSIGHTS

SEPTEMBER

2025

ISSUE 09



Lifetime Experiences!



Nepal Tourism Board
ntb.gov.np



INTERNATIONAL VISITOR ARRIVALS (IVAs) IN SEPTEMBER 2025

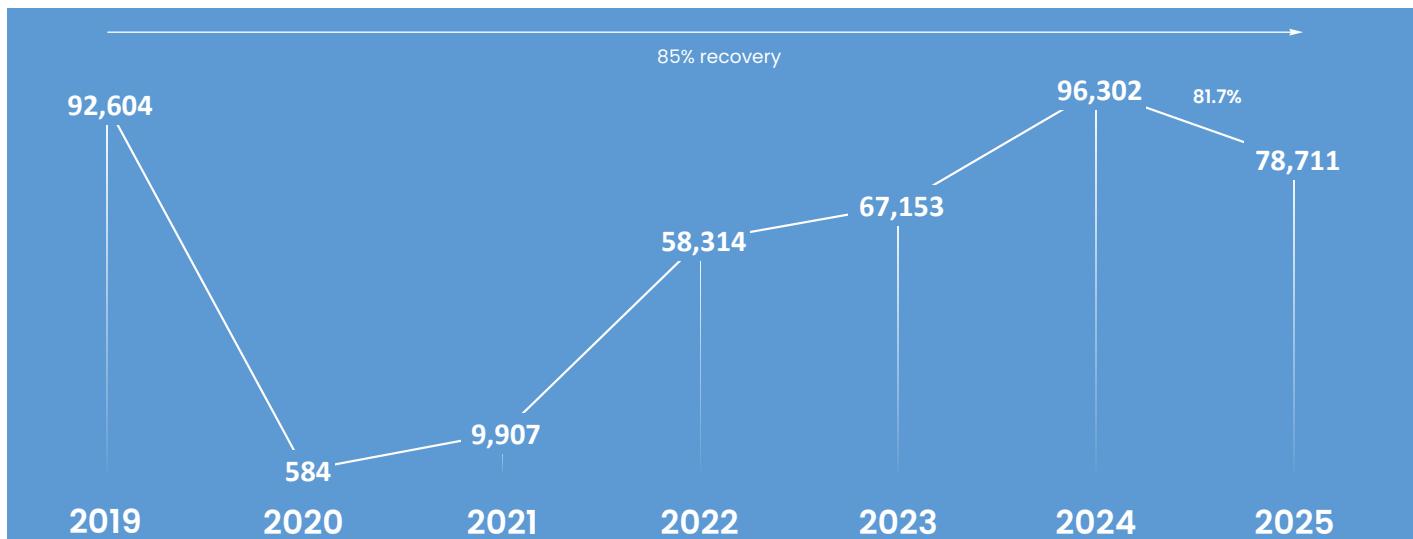
78,711



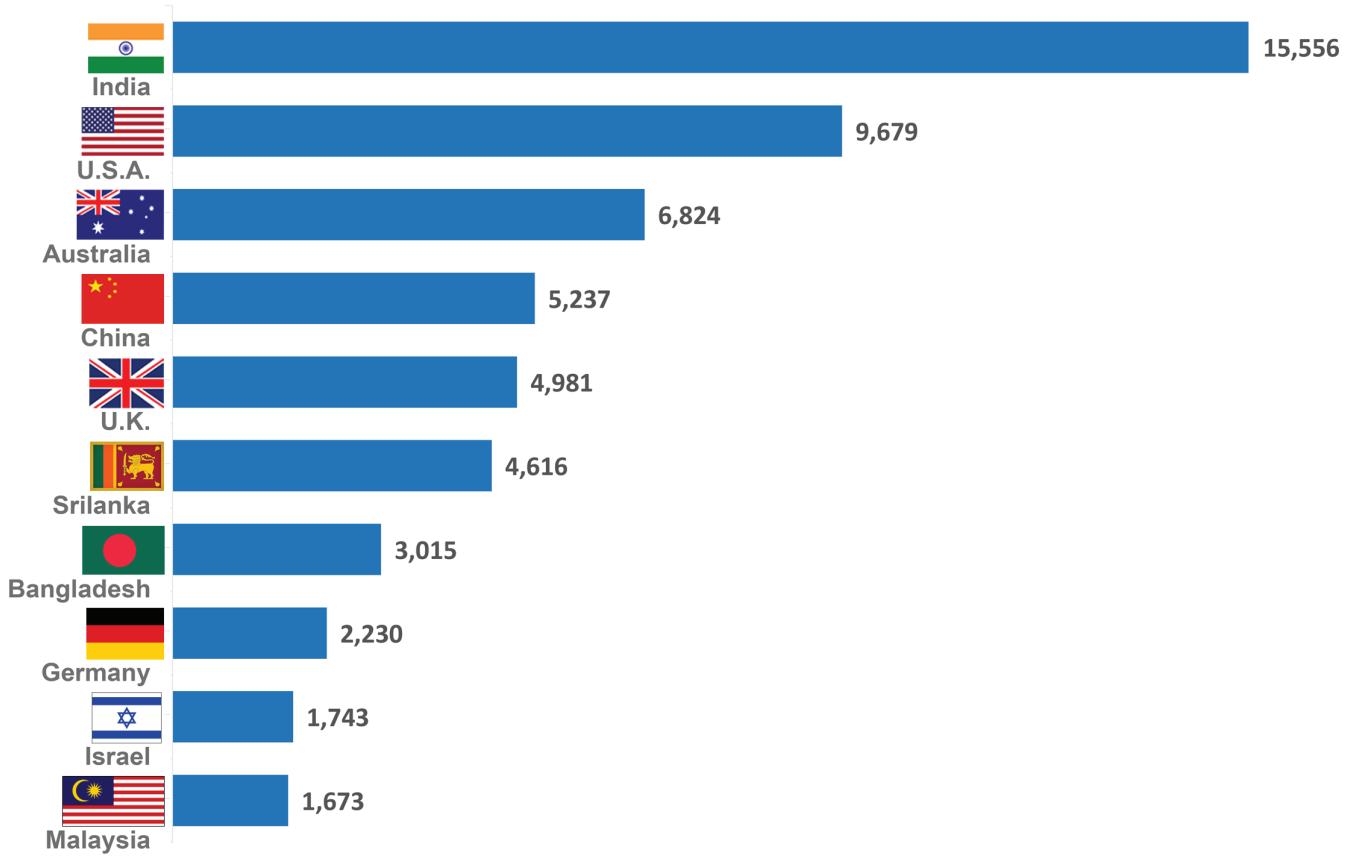
18.3% decline in comparison with the arrivals of September, 2024



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

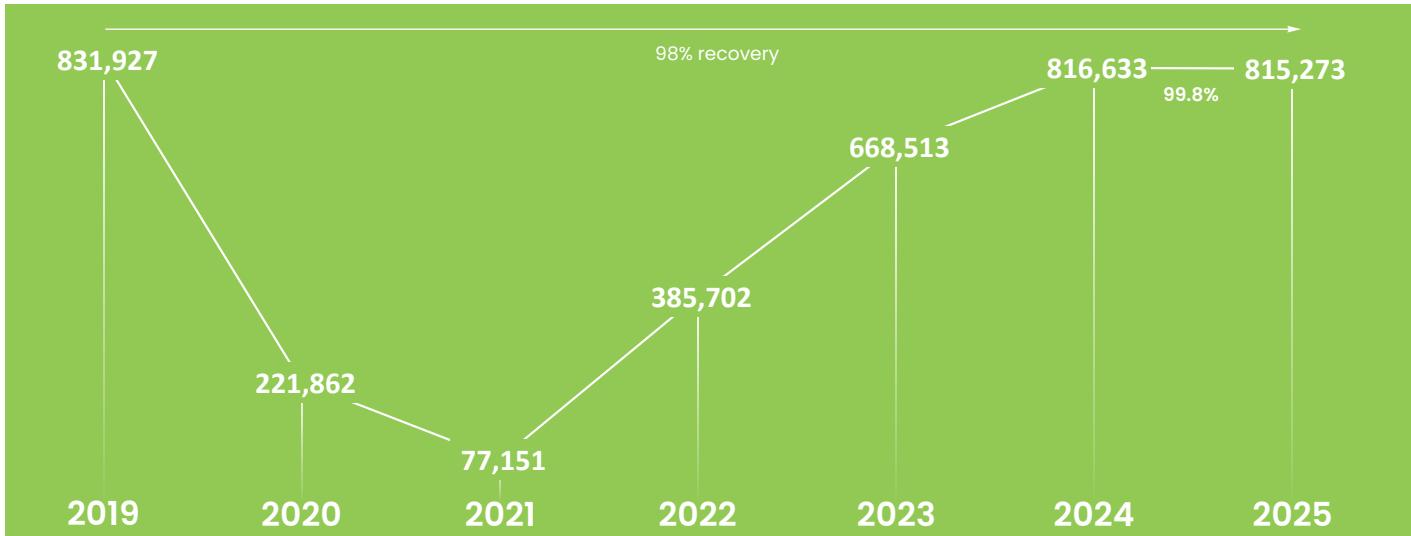




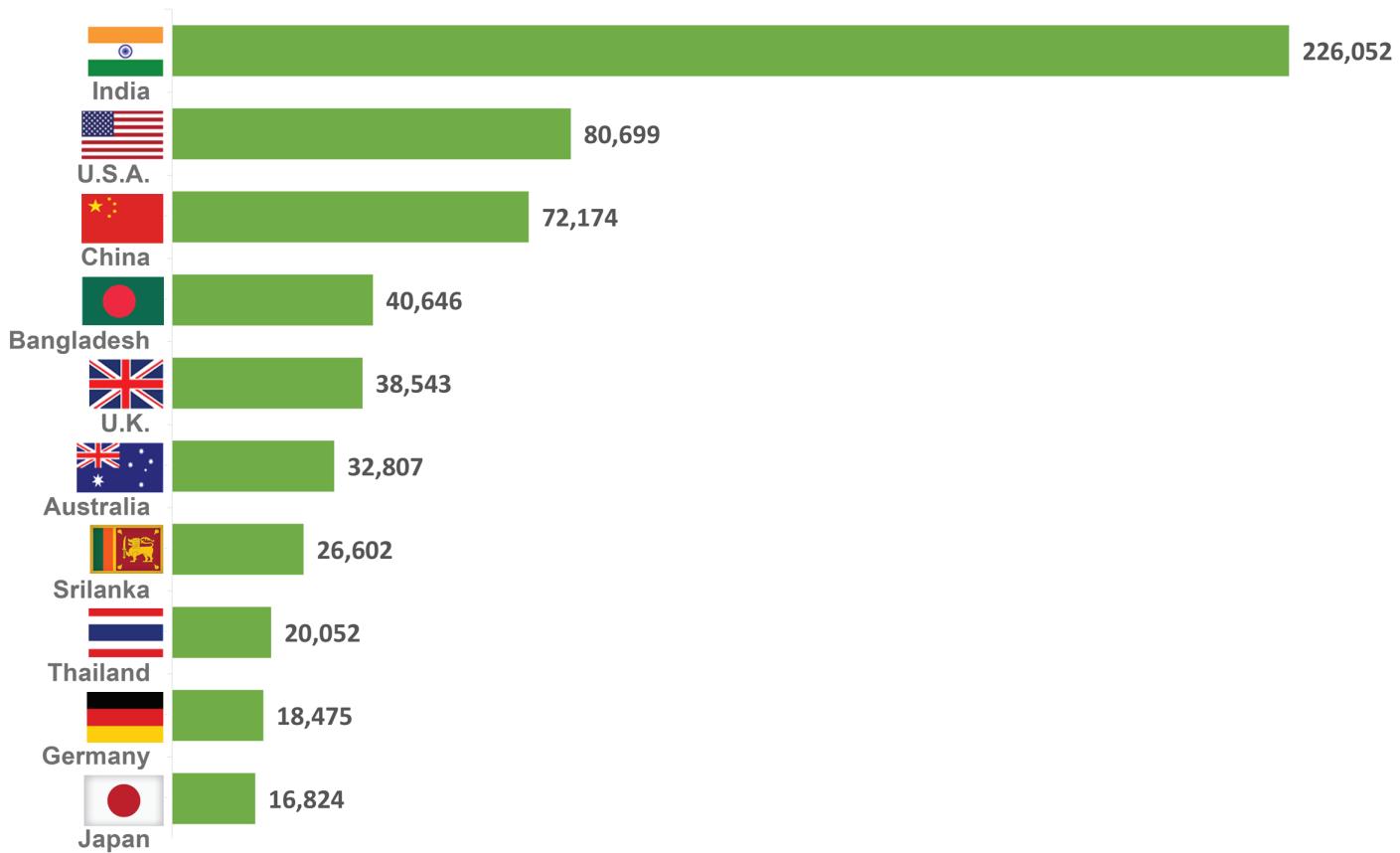
INTERNATIONAL VISITOR ARRIVALS (IVAs) JANUARY TO SEPTEMBER 2025

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)

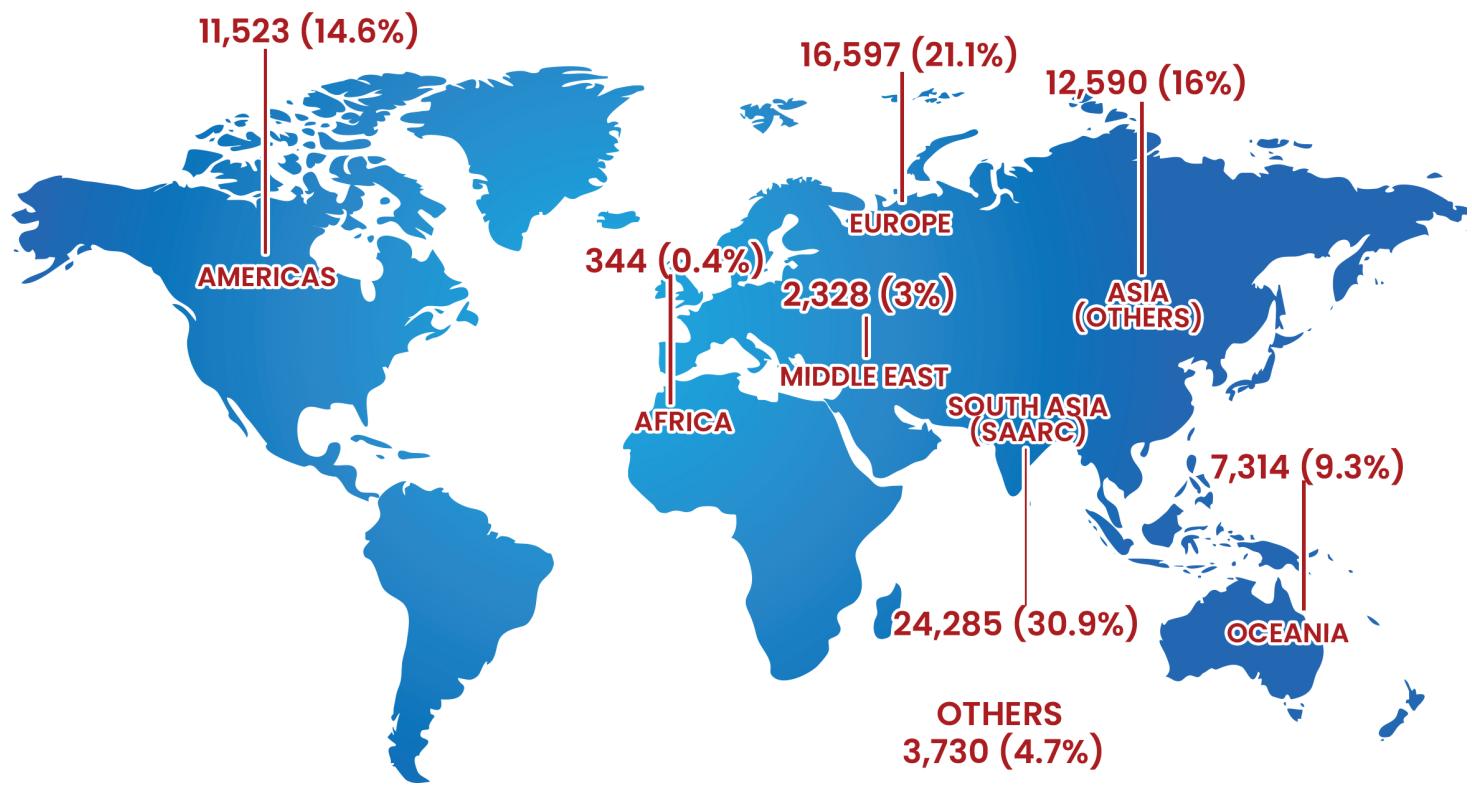
| Country of Nationality | 2025 | | 2024 (Preceding Year) | | 2019 (Pre-pandemic Year) | |
|------------------------|----------------|---------------|-----------------------|--------------|--------------------------|---------------|
| | Jan-Sept | % Share | Jan-Sept | % Change | Jan-Sept | % Change |
| 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 | 72,174 | 8.9% | 75,640 | -4.6% | 120,473 | -40.1% |
| Indonesia | 3,122 | 0.4% | 3,574 | -12.6% | 4,001 | -22.0% |
| Japan | 16,824 | 2.1% | 15,386 | 9.3% | 20,954 | -19.7% |
| Malaysia | 15,054 | 1.8% | 14,782 | 1.8% | 13,851 | 8.7% |
| Myanmar | 10,651 | 1.3% | 9,158 | 16.3% | 20,155 | -47.2% |
| Philippines | 4,044 | 0.5% | 4,118 | -1.8% | 4,570 | -11.5% |
| Singapore | 6,558 | 0.8% | 6,835 | -4.1% | 5,121 | 28.1% |
| S. Korea | 16,731 | 2.1% | 18,770 | -10.9% | 22,106 | -24.3% |
| Vietnam | 8,185 | 1.0% | 7,705 | 6.2% | 4,308 | 90.0% |
| Thailand | 20,052 | 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



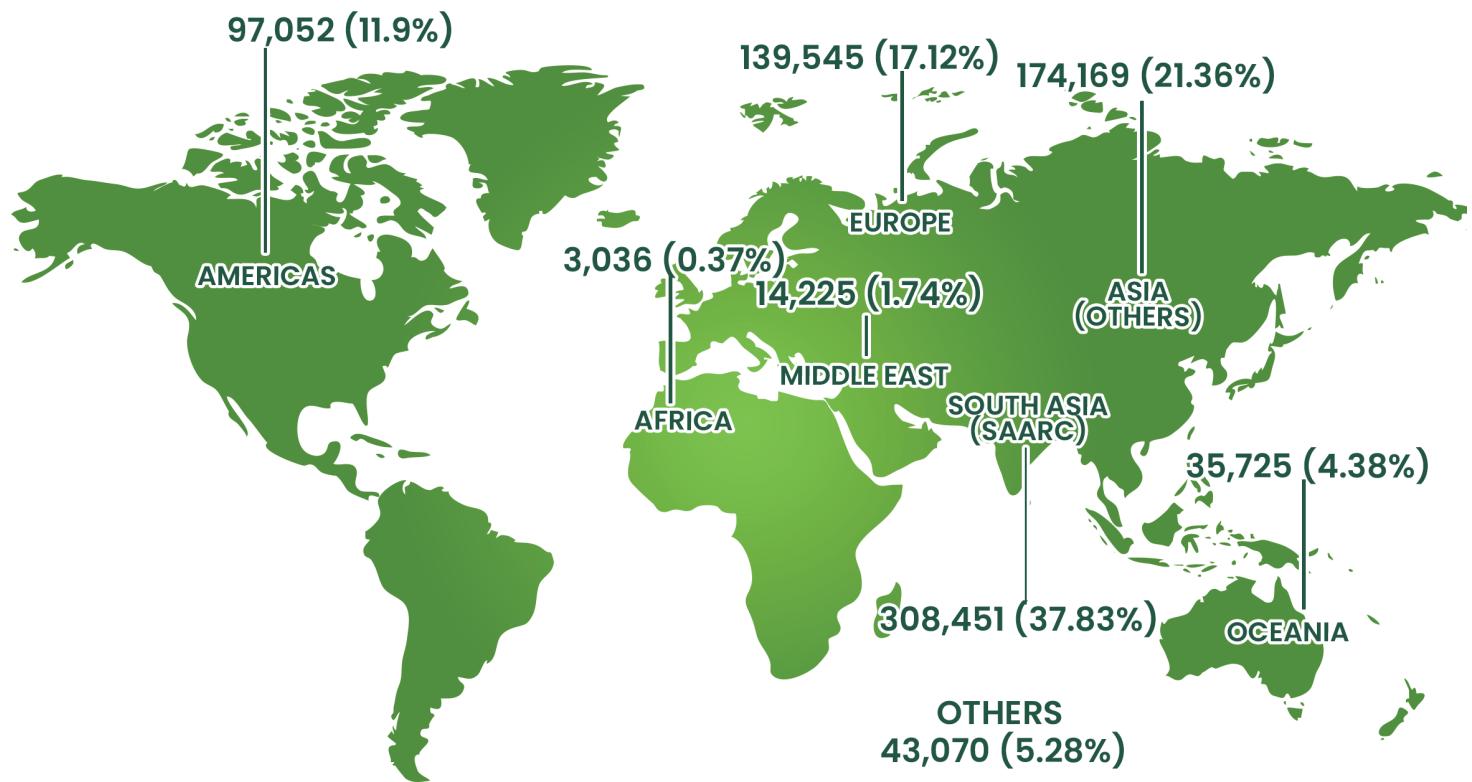
| Region | 2025 | | Preceding Year | | Pre-pandemic Year | |
|--------------------|-----------|---------|----------------|----------|-------------------|----------|
| | September | % Share | September 2024 | % Change | September 2019 | % Change |
| SOUTH ASIA (SAARC) | 24,285 | 31% | 33,611 | -27.7% | 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



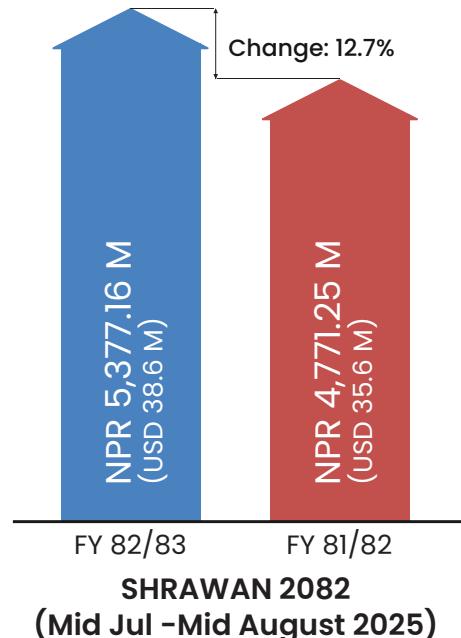
| Region | 2025 | | Preceding Year | | Pre-pandemic Year | |
|--------------------|----------------|---------------|-----------------|--------------|--------------------|--------------|
| | Jan - Sept | % Share | Jan - Sept 2024 | % Change | Jan - Sept 2019 | % Change |
| SOUTH ASIA (SAARC) | 308,451 | 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



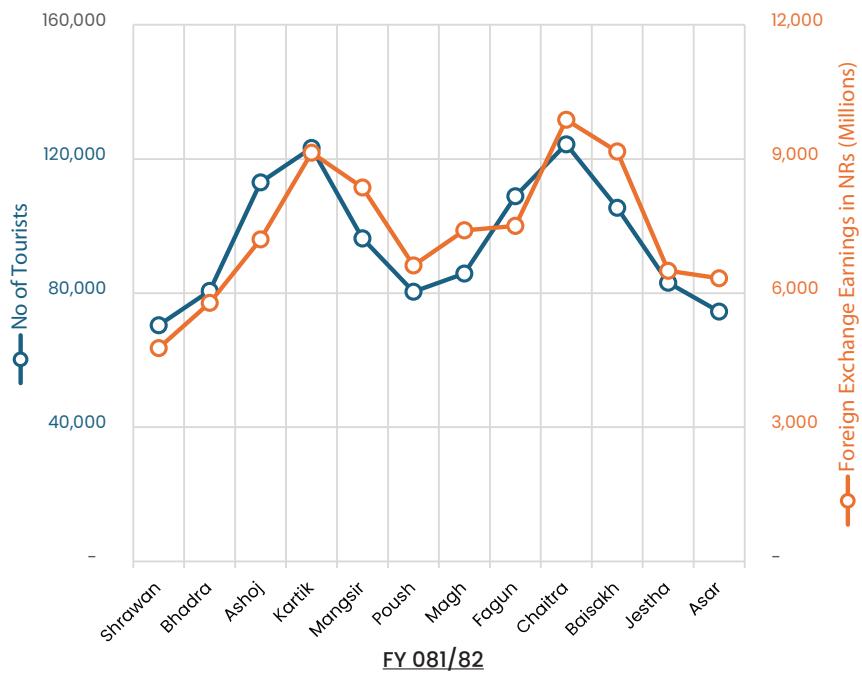
SHRAWAN 2082

(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 comparision 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 |

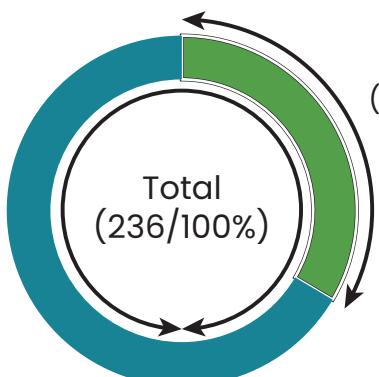


* This data is based on the latest figures provided by Nepal Rastra Bank.

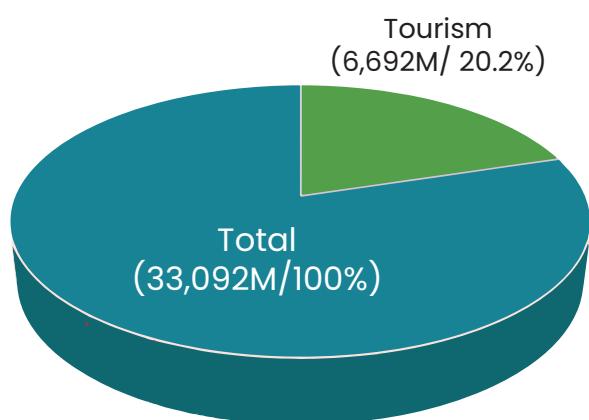


Foreign Direct Investment (FDI) for Tourism

| 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* | | | |

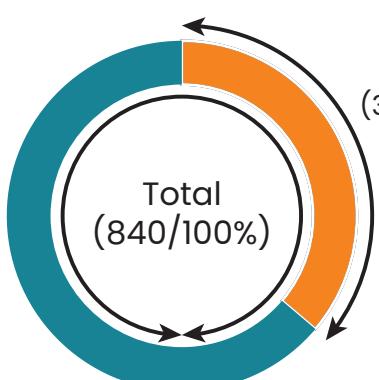


Proposed No. of Project

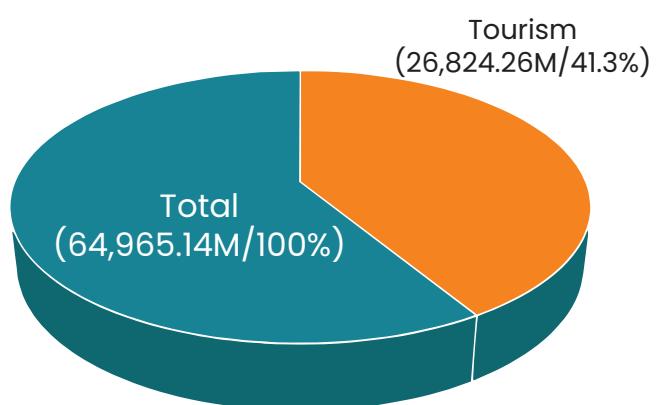


Proposed Amt. of Commitment (NRs. in millions)

| 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)

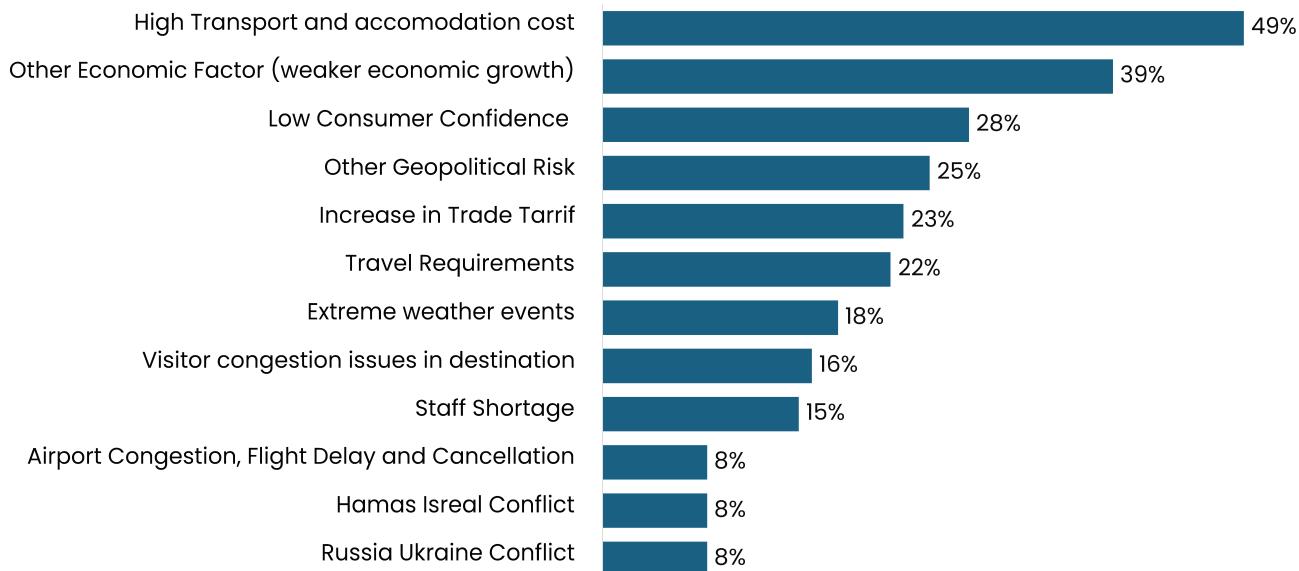
* This data is based on the monthly report of Foreign Direct Investment approval published by Foreign Investment and Technology Transfer section, Department of Industry.



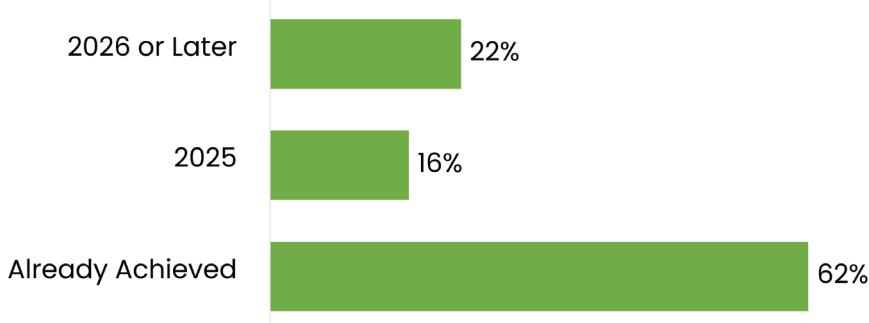


Global Tourism Context (UN Tourism Experts Survey*)

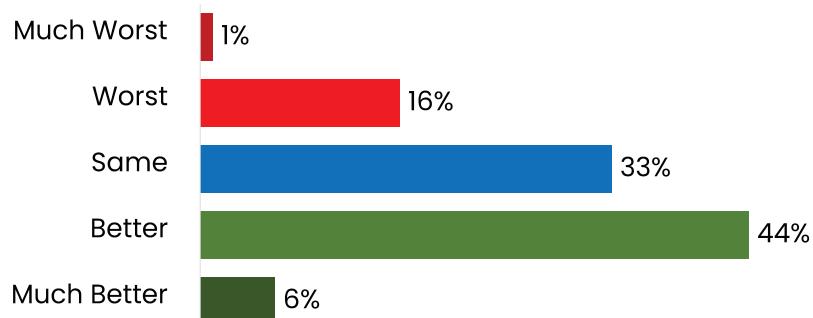
Factors Weighing International Tourism



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



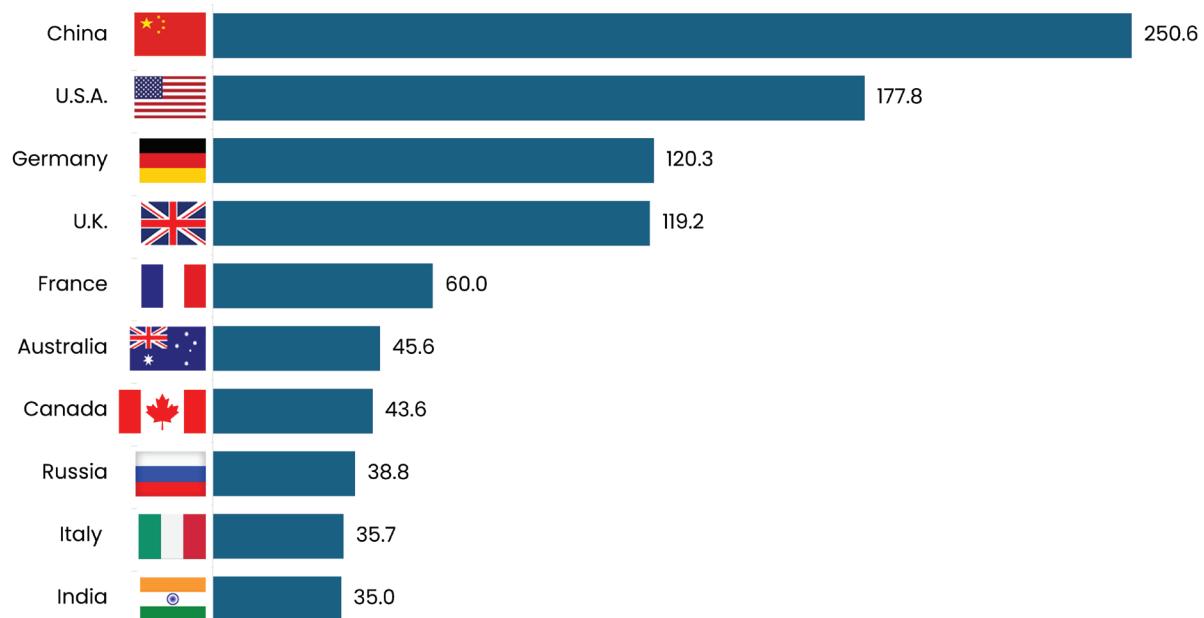
What are your prospects for your destination in 2025?



* 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.



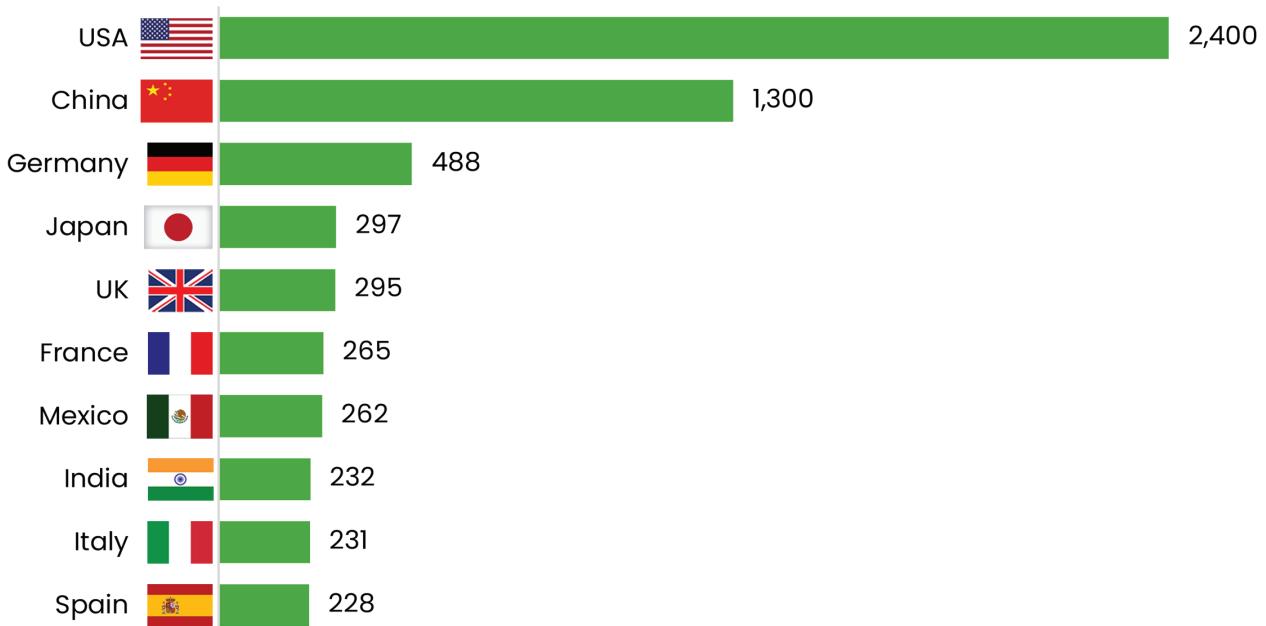
Top Outbound Spenders, 2024 (in USD Billions)



* Source : UN Tourism Barometer



Biggest Tourism Economies, 2024 (in USD Billions)



* Source : World Travel and Tourism Council



nepal

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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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