

nepal

TOURISM

INSIGHTS

JULY

2025

ISSUE 07



Lifetime Experiences!



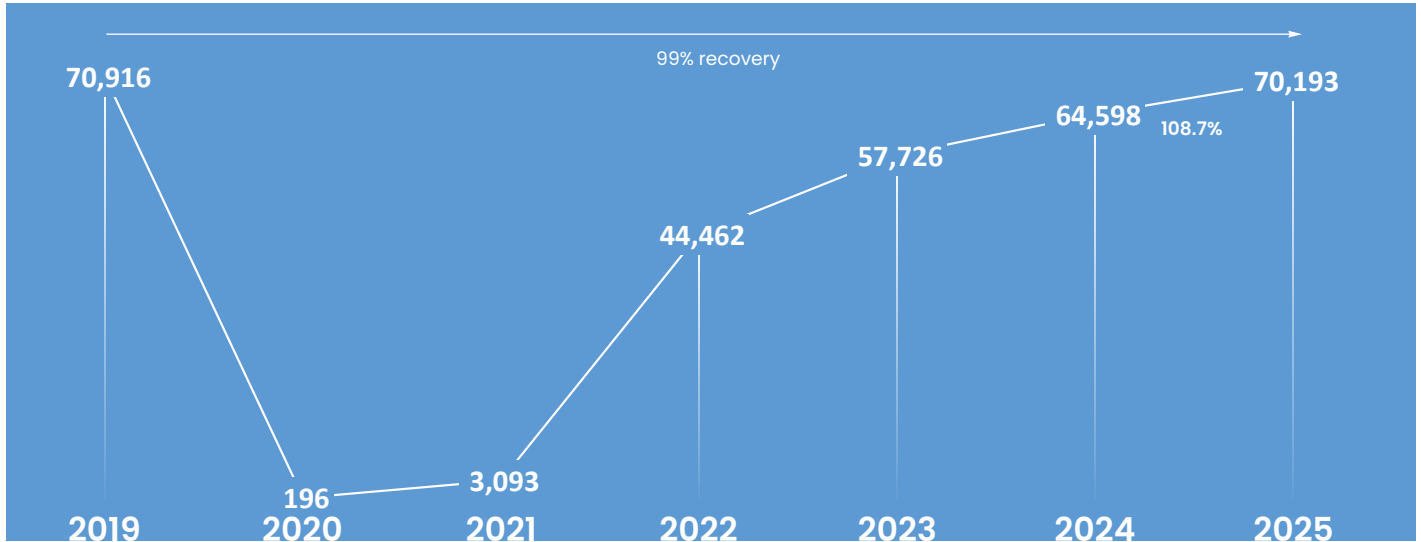
Nepal Tourism Board
ntb.gov.np



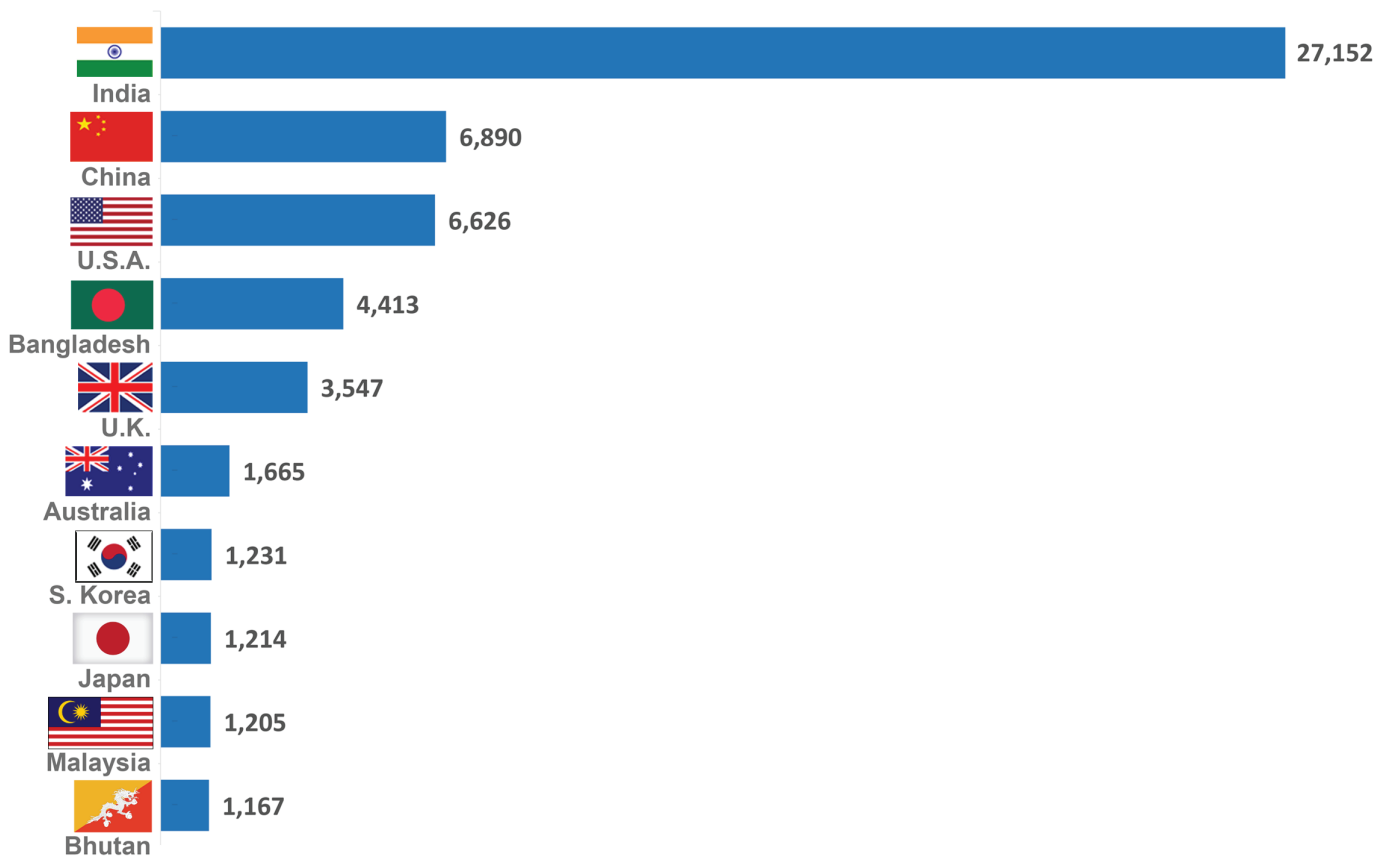
INTERNATIONAL VISITOR ARRIVALS (IVAs) IN JULY 2025

70,193

- 108.7% in comparison with the arrivals of July, 2024
- 99% recovery in comparison with the pre-pandemic arrivals of the month of July, 2019



Top 10 Source Market Countries (JULY)



Source: Department of Immigration



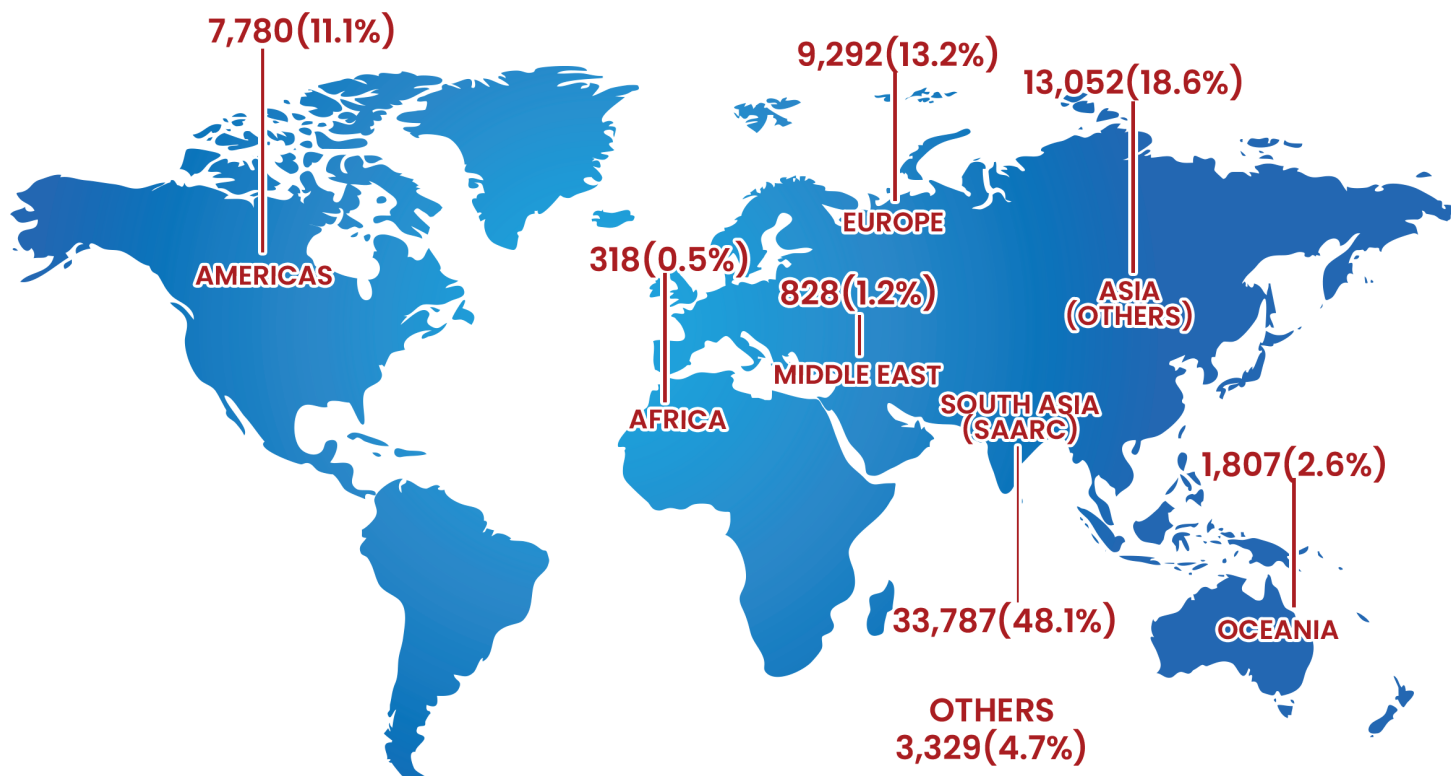
Tourist Arrivals by Nationality

Country of Nationality	2025		2024 (Preceding Year)		2019 (Pre-pandemic Year)	
	July	% Share	July	% Change	July	% Change
SOUTH ASIA (SAARC)						
Bangladesh	4,413	6.3%	3,470	27.2%	1,588	177.9%
Bhutan	1,167	1.7%	1,207	-3.3%	1,062	9.9%
India	27,152	38.7%	21,491	26.3%	22,117	22.8%
Pakistan	457	0.7%	350	30.6%	178	156.7%
Srilanka	598	0.9%	694	-13.8%	1,079	-44.6%
Sub-Total	33,787	48.1%	27,212	24.2%	26,024	29.8%
ASIA (OTHER)						
Cambodia	11	0.0%	8	37.5%	33	-66.7%
China	6890	9.8%	6,819	1.0%	12,450	-44.7%
Indonesia	214	0.3%	162	32.1%	565	-62.1%
Japan	1214	1.7%	1,114	9.0%	1,297	-6.4%
Malaysia	1205	1.7%	1,125	7.1%	835	44.3%
Myanmar	144	0.2%	110	30.9%	97	48.5%
Philippines	398	0.6%	359	10.9%	486	-18.1%
Singapore	453	0.6%	456	-0.7%	229	97.8%
S. Korea	1231	1.8%	1,537	-19.9%	2,067	-40.4%
Vietnam	492	0.7%	221	122.6%	165	198.2%
Thailand	800	1.1%	740	8.1%	823	-2.8%
Sub-Total	13,052	18.6%	12,651	3.2%	19,047	-31.5%
EUROPE						
Austria	153	0.2%	143	7.0%	1,296	-88.2%
Belgium	431	0.6%	489	-11.9%	614	-29.8%
Czech Republic	115	0.2%	69	66.7%	89	29.2%
Denmark	95	0.1%	125	-24.0%	151	-37.1%
Finland	53	0.1%	57	-7.0%	75	-29.3%
France	773	1.1%	853	-9.4%	1,300	-40.5%
Germany	703	1.0%	726	-3.2%	988	-28.8%
Ireland	101	0.1%	82	23.2%	157	-35.7%
Italy	487	0.7%	450	8.2%	569	-14.4%
The Netherlands	608	0.9%	675	-9.9%	1,028	-40.9%
Norway	155	0.2%	118	31.4%	144	7.6%
Poland	151	0.2%	120	25.8%	107	41.1%
Portugal	361	0.5%	343	5.2%	155	132.9%
Russia	373	0.5%	417	-10.6%	203	83.7%
Spain	774	1.1%	875	-11.5%	1,482	-47.8%
Sweden	100	0.1%	81	23.5%	113	-11.5%
Switzerland	245	0.3%	222	10.4%	264	-7.2%
Ukraine	67	0.1%	111	-39.6%	112	-40.2%
U.K.	3,547	5.1%	3,806	-6.8%	4,140	-14.3%
Sub-Total	9,292	13.2%	9,762	-4.8%	12,987	-28.5%
OCEANIA						
Australia	1,665	2.4%	1,901	-12.4%	1,442	15.5%
New Zealand	142	0.2%	137	3.6%	193	-26.4%
Sub-Total	1,807	2.6%	2,038	-11.3%	1,635	10.5%
AMERICAS						
Brazil	115	0.2%	125	-8.0%	142	-19.0%
Canada	936	1.3%	1,004	-6.8%	853	9.7%
Mexico	103	0.1%	120	-14.2%	162	-36.4%
U.S.A.	6,626	9.4%	7,864	-15.7%	6,325	4.8%
Sub-Total	7,780	11.1%	9,113	-14.6%	7,482	4.0%
MIDDLE EAST						
Isreal	132	0.2%	141	-6.4%	147	-10.2%
Kuwait	95	0.1%	45	111.1%	22	331.8%
Oman	31	0.0%	29	6.9%	40	-22.5%
Qatar	24	0.0%	13	84.6%	24	0.0%
Saudi Arabia	116	0.2%	118	-1.7%	166	-30.1%
Turkey	379	0.5%	302	25.5%	333	13.8%
UAE	51	0.1%	54	-5.6%	120	-57.5%
Sub-Total	828	1.2%	702	17.9%	852	-2.8%
AFRICA						
Egypt	155	0.2%	85	82.4%	151	2.6%
Morocco	72	0.1%	63	14.3%	69	4.3%
South Africa	91	0.1%	83	9.6%	101	-9.9%
Sub-Total	318	0.5%	231	37.7%	321	-0.9%
OTHERS	3,329	4.7%	2,889	15.2%	2,568	29.6%
Total	70,193	100.0%	64,598	8.7%	70,916	-1.0%

Source: Department of Immigration



Region-wise Distribution of Arrivals

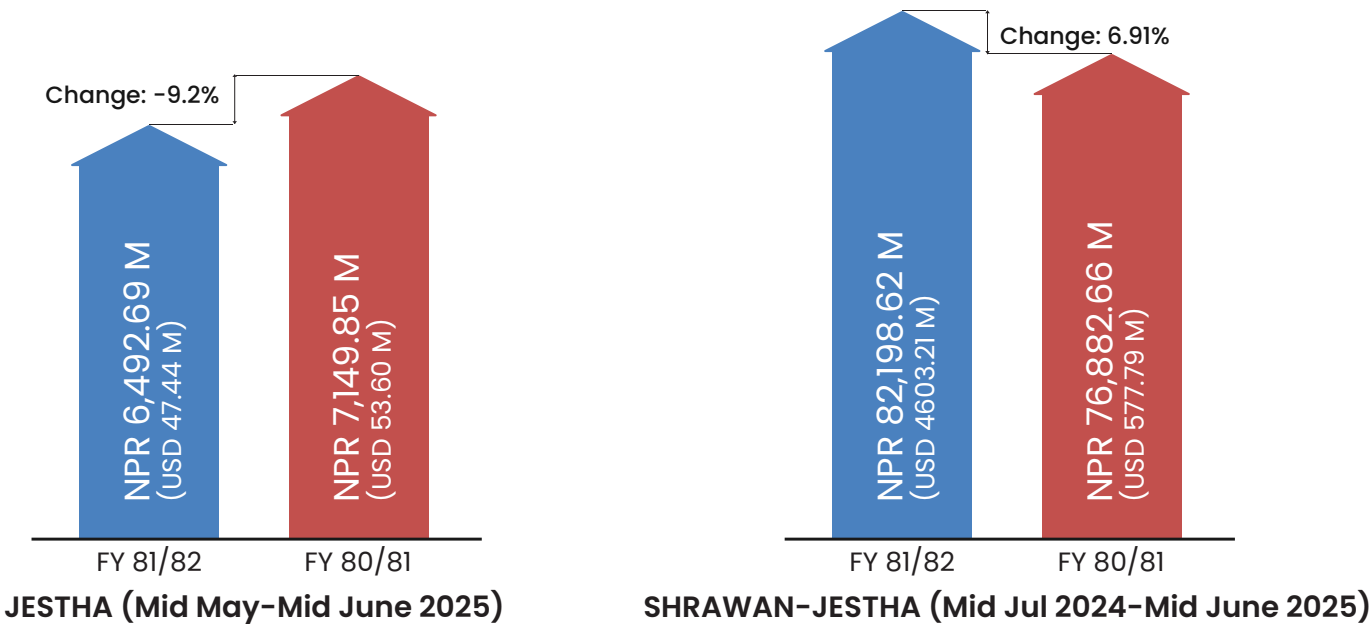


Region	2025		Preceding Year		Pre-pandemic Year	
	July	% Share	July 2024	% Change	July 2019	% Change
SOUTH ASIA (SAARC)	33,787	48%	27,212	24.2%	26,024	30%
ASIA (OTHER)	13,052	18.6%	12,651	3.2%	19,047	-31.5%
EUROPE	9,292	13.2%	9,762	-4.8%	12,987	-28.5%
OCEANIA	1,807	2.6%	2,038	-11.3%	1,635	10.5%
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Total	70,193	100.0%	64,598	8.7%	70,916	-1.0%
					% Recovered	99.0%

Source: Department of Immigration



Foreign Exchange Earning from Tourism



Jestha (Mid May–Mid June)	NPR (in Millions)	USD (in Millions)
FY 81/82	6,492.69	47.44
FY 80/81	7,149.85	53.60
% Changes	-9.2%	Source: Nepal Rastra Bank

Shrawan-Jestha (Mid July–Mid June)	NPR (in Millions)	USD (in Millions)
FY 81/82	82,198.62	603.21
FY 80/81	76,882.66	577.79
% Changes	6.91%	Source: Nepal Rastra Bank

- Foreign Exchange Earning from tourism in the month of Jestha FY 81/82 (May–June 2025) was NPR 6,492.69 Millions which is 9.2% less in comparison to that of previous FY 80/81.
- Similarly, Cumulative Foreign Exchange Earning for the period of the first eleven months of FY 81/82 (Shrawan-Jestha / July 2024–June 2025) was NPR 82,198.62 Millions which is 6.91% more in comparison to the same period of previous FY 80/81.

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