



World Travel Market 2016



New tourism city under construction near Ha Long Bay

International tourism to Vietnam continues to grow strongly, with visitor numbers likely to exceed 8 million in 2016. In June 2016 arrivals were up almost 30% over the same period last year: total international arrivals in the first 6 months of 2016 reached 4,706,324, an increase 21.3% over the same period last year. Vietnam's strong and stable economy, its young population and extensive domestic tourism industry all contribute to offering an interesting value-for-money destination which is increasingly being explored by both younger and older tourists from Europe, as well as large numbers from other Asian countries. Primary products include culture, beach and nature-based attractions, as well as developing city break destinations of Hanoi, Da Nang and Ho Chi Minh City (Saigon).

The country's best known attraction is the natural World Heritage Site of Ha Long Bay. Vietnam's central coastal region also has a concentration of cultural World Heritage Sites and a rapidly expanding tourism industry. Vietnam enjoys generally good year-round hotel occupancy, as domestic tourism peaks in the summer time, whereas international visitors mostly prefer to come in the winter. Domestic tourism numbers are far greater than international arrivals.

With its strong tourism assets and expanding airport infrastructure, Vietnam aspires to reach higher international visitor numbers. It looks to the performance of ASEAN neighbours like Thailand and Malaysia. It is open to engaging with international organisations to help it increase marketing skills, and to better manage the many challenges of tourism growth. The European Union and the Asian Development Bank have been major sources of support, but many NGOs are also active. Most tourism development is however locally led. None-the-less many international investors are expanding their hotel portfolios in the country, with risk underpinned by strong domestic tourism demand at all levels.