



VIETNAM TRAVEL LANDSCAPE 2024



GET A GRASP OF THE MARKET





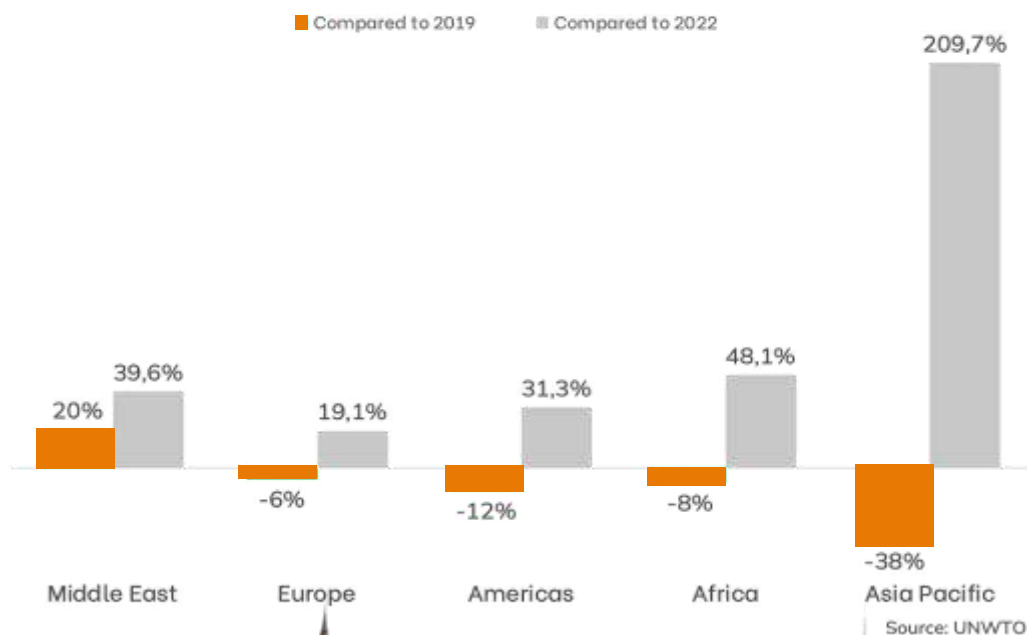
In 2023, Vietnam's tourist sector is experiencing both successes and setbacks.

Vietnam achieved its goal of surpassing the number of tourist arrivals. The nation had originally targeted 8 million international visitors by 2023; but, in October, that figure was increased to 12.5–13 million. Vietnam exceeded expectations by welcoming over 12.59 million foreign tourists by the end of the year.

Although Vietnam's tourism sector has shown signs of remarkable revival, the nation still lags behind its regional counterparts, including Thailand and Malaysia, in terms of taking proactive steps to diversify and draw in foreign visitors.

Travel expenditure is probably going to be impacted by the current state of the world economy, which is still somewhat unstable. Travel is still under-indexed in comparison to the whole economy.

International Tourist Arrivals Growth by Region
Jan-Sep 2023



Globally, the tourist sector has experienced an impressive comeback, especially in areas outside of Asia, where it has fully recovered in comparison to 2019. Approximately 975 million tourists traveled abroad between January and September of 2023, a 38% rise from the same time in 2022.

The Middle East is the only region where international tourism has fully recovered; North America, Europe, and Asia are all lagging behind. In many other regions, there is still much opportunity for development.



The tide is changing as foreign visitor arrivals are making a strong comeback in the second half of 2023, despite their initial sluggish recovery.

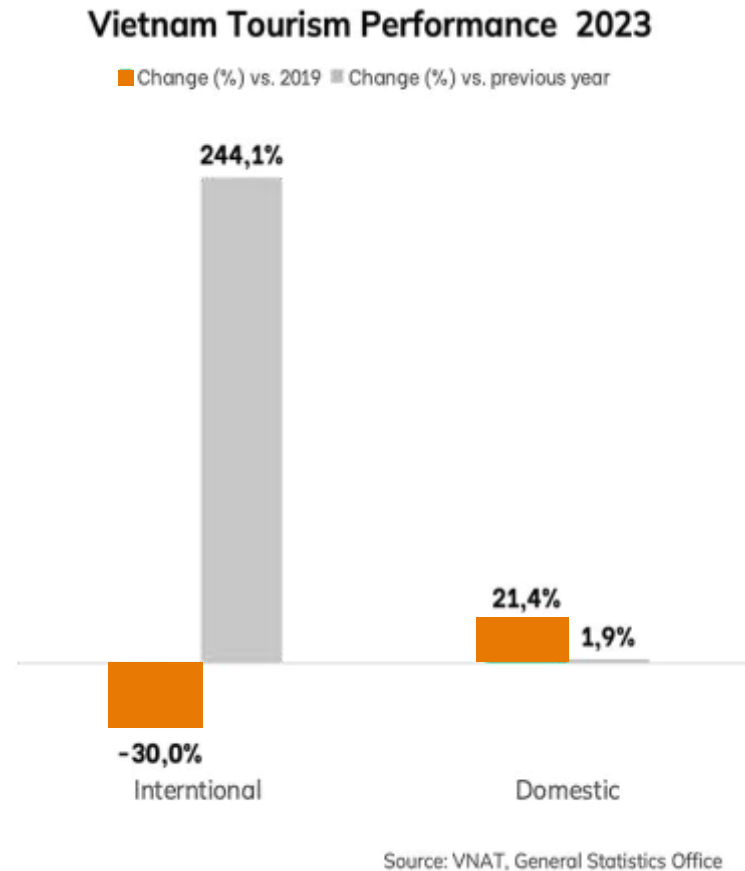
Rising tourism demand has been helped by the relaxation of travel restrictions for both inbound and outbound tourists in China, as well as by the ongoing recovery of the region's tourism capacity. The tourism industry in Asia Pacific continues to face substantial challenges in air connectivity, even with the general improving trend. The pandemic caused lower aircraft frequency and greater travel costs, which continue to have an impact on the area.

The Asia-Pacific sub-regions have varied results, too, with South Asia demonstrating the most resilience at 87% of pre-pandemic levels, while North-East Asia has only recovered at roughly 49%.

There are both positive and negative risks to the rate of tourism recovery in Asia and the Pacific in 2023.



In 2023, Vietnam's tourism sector showed signs of considerable revival, as seen by the impressive rise in foreign visitor numbers, which reached 12.59 million. This number represents a roughly four-fold increase over the 3.66 million arrivals that were documented for the whole year 2022.



International arrivals

12,59 mil.

Domestic tourists

103,2 mil.

Recovery vs.2019

70%

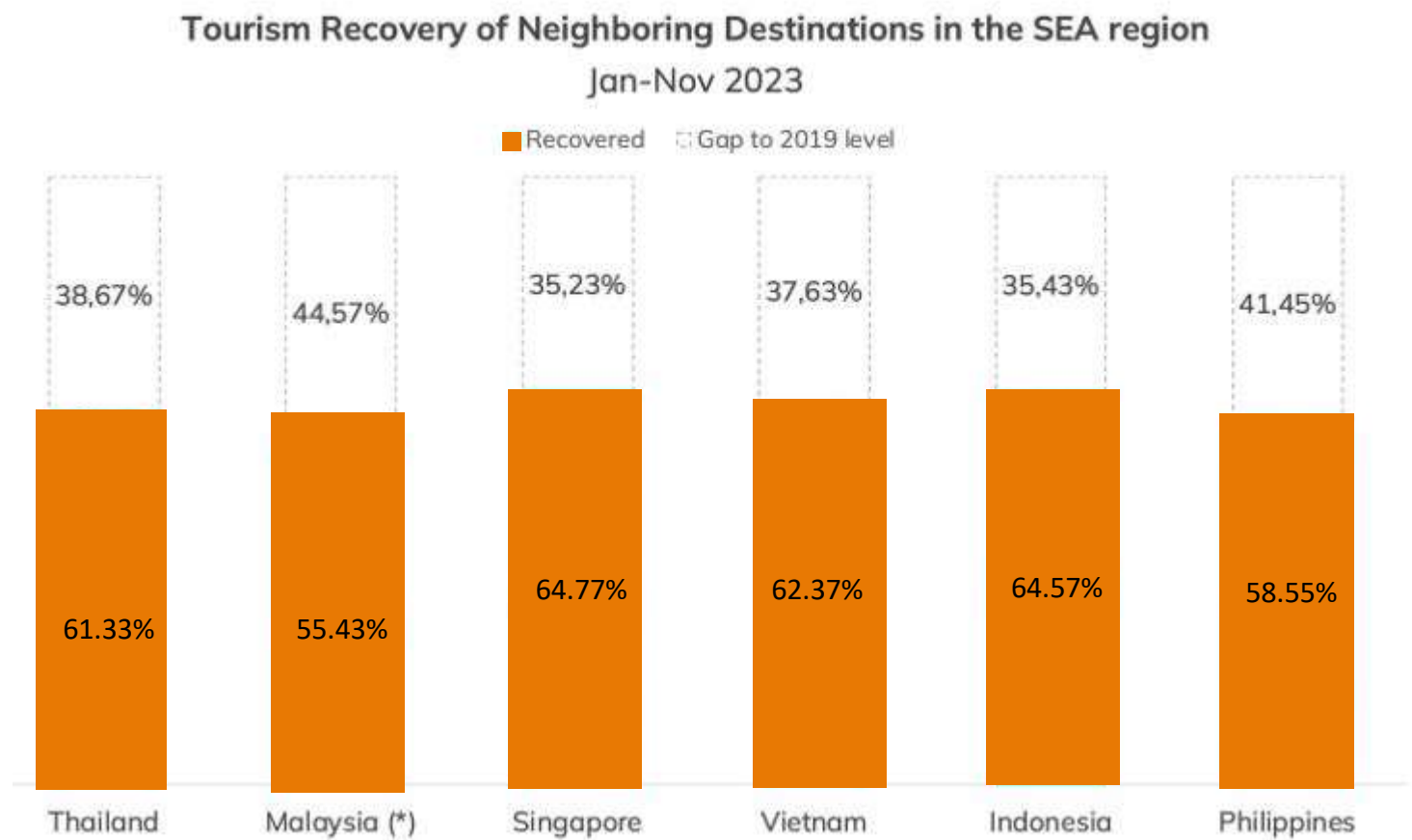
Target reached

157,49%

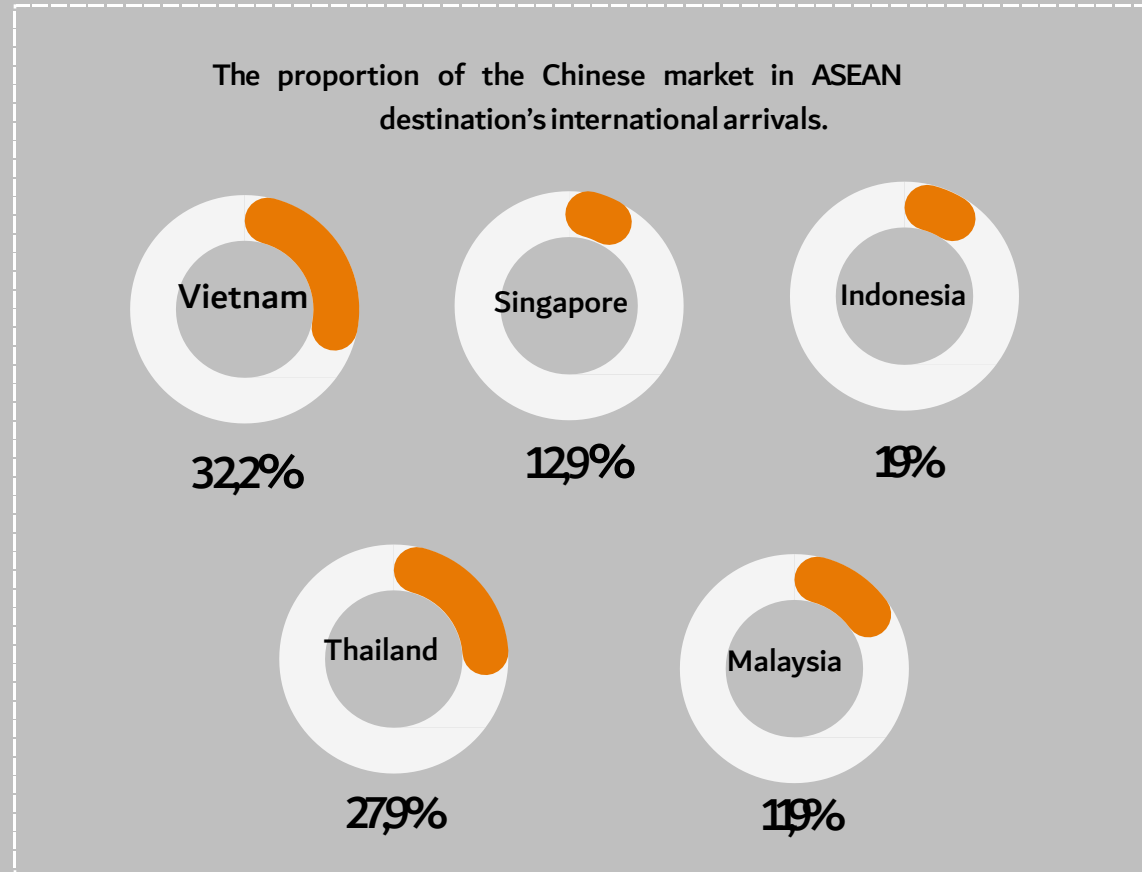
Out of five popular Southeast Asian locations, Vietnam had the lowest tourism recovery rate in the first three quarters of 2023: 44% of pre-pandemic levels; the other four were Thailand (75%), Singapore (73%), Malaysia (69%), and Indonesia (53%). By the end of 2023, things had much improved.

Vietnam's tourism sector saw an astounding 12.59 million tourists at the end of 2023, above the 8 million visitors that had been targeted. Even with this noteworthy accomplishment, the industry still hasn't recovered from the pandemic's effects, as evidenced by the numbers, which are still below the pre-pandemic high of 18 million tourists for 2019. Notably, one important reason for the decline in numbers is the continued absence of Chinese visitors. Considering the impressive growth of the home market in 2022, the successful result of 2023 (103.2 million) is scarcely shocking. Domestic tourism hit a record high of 101.3 million in 2022, exceeding the goal by 168.3% and the 85 million figure from the previous year.

Singapore, Indonesia, and Vietnam are at the forefront of tourism resurgence in the Southeast Asian region.



China's slower-than-expected economic recovery has made its people more apprehensive to spend money outside. As a result, the number of Chinese immigrants in Southeast Asian countries varied from 14% to 39% compared to 2019 numbers.



After three years of enforced seclusion due to the Covid pandemic, China's outbound tourism sector has started to pick up steam, with travelers excited to visit a variety of vacation spots. Nevertheless, it seems that several Southeast Asian nations are learning that the demand for travel following the epidemic may not follow the same trends as previously. Southeast Asia was formerly one of the most popular travel destinations for foreign visitors, with China once accounting for the majority of these visitors. Vietnam, like other nations in the area, has seen that the number of Chinese tourists has not increased to the extent that was expected. Southeast Asian nations would never be able to make up for China's lost tourism in the near future. Long-term tourism marketing and outreach to other markets with growing middle classes should be increased by nations, though.

1

Vietnam's largest source of international tourism is the East Asian market, with China, South Korea, and Taiwan as the leading origin countries. These markets are lured to Vietnam because of its low cost, cultural commonalities, and natural beauty.

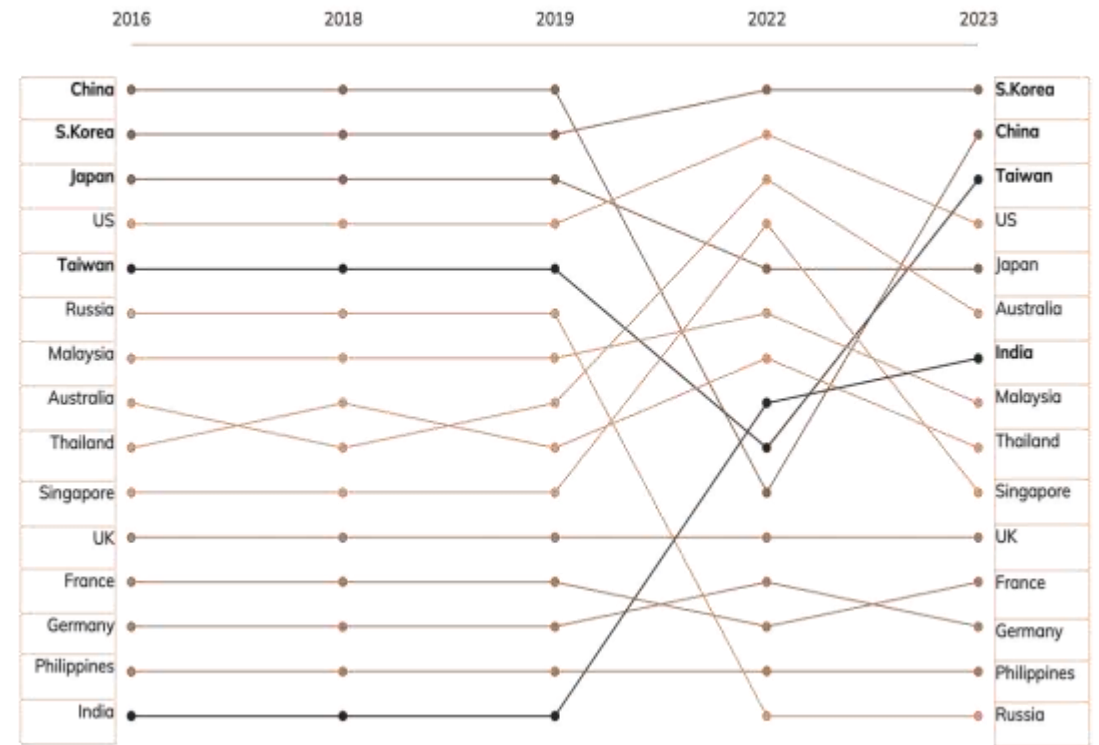
2

Vietnam benefits considerably from the closeness and regional tourism linkages of its Southeast Asian neighbors, notably Thailand, Singapore, and Malaysia, which serve as important source markets.

3

Europe and North America continue to exhibit steady growth, captivated by Vietnam's rich cultural heritage, historic landmarks, and opportunities for adventure. Nevertheless, in comparison to East Asia, these regions' total contribution to overall arrivals remains smaller.

Top 15 international source markets to Vietnam over the years



Travel&TourismOutlookfor2024

APAC Tourism in 2023: Behind the 2019 Figures

Despite progress in the tourism industry, APAC still trails in comparison to 2019 figures. This year, the region is forecast to get 149 million leisure tourists, 30% less than in 2019. Furthermore, the total value of the region's tourism business is expected to be just 68% of the returns in 2019.

The robust outlook for leisure travel demand in 2024.

While the epidemic has had a substantial impact on the economy, the future of leisure travel demand seems optimistic. Despite financial limits, people have shown that travel is a priority.

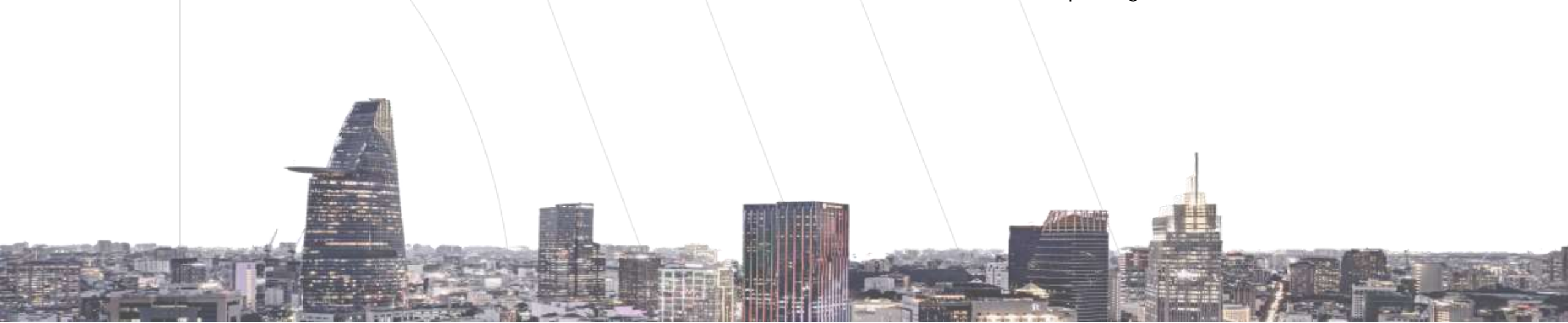
Consumers are more inclined to allocate their funds towards travel than other discretionary spending options. Additionally, many households still have significant amounts of surplus savings, indicating untapped demand. Therefore, we predict that prioritizing travel will continue to be a defining characteristic of the 2024 outlook.

The Future of the APAC Tourism Market: A Mixed Picture. Although the prediction for APAC's tourist market is good, growth rates differ. While China, India, and Australia will see a minor increase in value over past years, Thailand and Japan will remain below 2019 levels.

However, domestic travel within the area is likely to rebound sharply, with most nations exceeding 2019 rates. Due to the epidemic, many tourists choose domestic over international travel, a tendency that is predicted to persist even when restrictions are lifted. The lone exception to this trend is Japan, which has always had lesser demand for domestic leisure and travel.

Expected growth in Chinese outbound travel

According to the WTM Global Travel Report, which was prepared in collaboration with Tourism Economics, China's outbound travel is predicted to expand by 131% between 2024 and 2033. This growth rate is expected to be the greatest among all major markets. As a result, China has the ability to outperform the United States and double its size as a source market for spending.



Travel & Tourism Outlook for 2024

Air travel outlook

Current scenario

Since the COVID-19 travel restrictions were lifted, Vietnam's aviation sector has recovered impressively. It has quickly emerged as the world's fastest-recovering domestic aviation sector, and it is expected to be the fifth fastest-growing aviation market globally. The International flight Transport Association (IATA) predicts that the country will have 150 million flight passengers by 2035.

In 2023, the whole aviation market is expected to carry roughly 74 million passengers, up 35% from the previous year and 94% from pre-COVID-19 levels in 2019. International passenger transportation has surpassed 32 million passengers, a 1.7-fold increase from the previous year and a 77% rise over 2019.

Outlook for 2024.

The current global climate's uncertainties will have a big impact on air travel and cost in 2024. Domestic passenger traffic levels are predicted to fall by almost 11% compared to 2023, with an estimated volume of 38.5 million. International passenger traffic is forecast to increase by 31%, with a volume of 41.8 million.

The international flight network has progressively recovered and expanded. Both Vietnamese and international airlines have resumed flights to their usual destinations, while also expanding into new markets in Central Asia.

Hotel Outlook for 2024

Current scenario

Demand from the reopening of borders drove growth in 2022. In 2023, however, the rise in operational expenditures has forced hotel operators to balance the costs by increasing ADR. Furthermore, operators have been working on boosting the ADR to offset the effects of inflation. Despite occupancy rates plunging as low as 20-40% during the pandemic, Vietnam's hotel business has recovered strongly, with occupancy rates presently only 15% lower than in 2019.

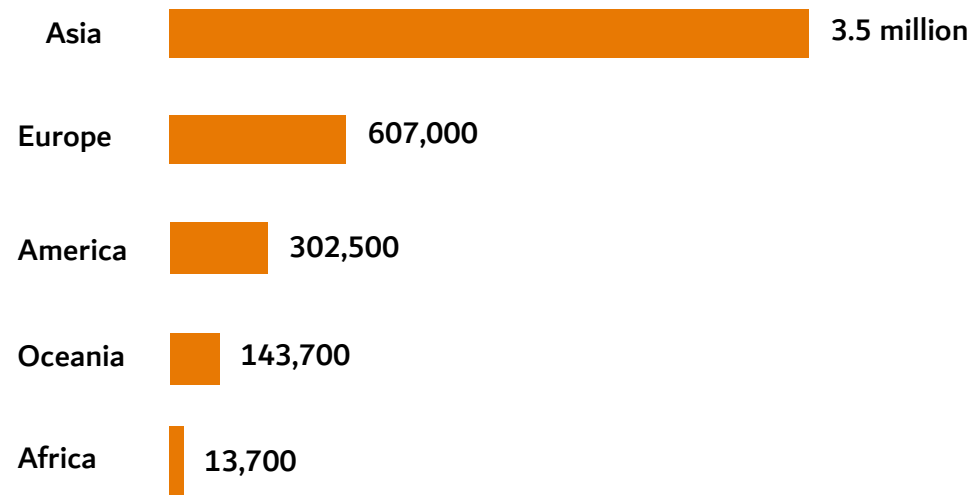
Outlook 2024

Although short-term hotel investment has been hampered by macroeconomic instability, fundamental performance has steadily improved. For the remainder of 2023 and 2024, there are more tailwinds than headwinds. The hotel investment industry is ready for a full rebound because hotel trading is still performing well. With a 3% growth in transaction volume predicted for Asia Pacific by 2024, hitting US\$10.4 billion, the prognosis is promising.

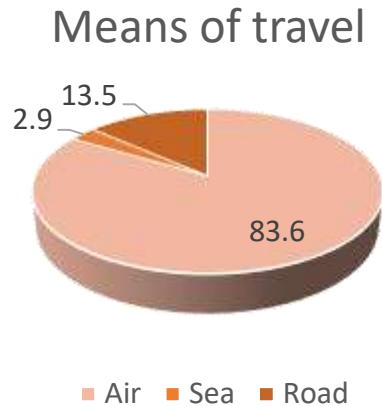
Investment forecast for Vietnam: 100 million USD

Vietnam Inbound Travel in First quarter of 2024

Total arrivals: 4.6 millions, up 72% compared to the same period of last year and 3.2% of 2019 (peak tourism year pre-covid).



Arrivals by continent



Revenue (USD)



In 2024, Việt Nam's tourism aims to welcome 18 million international visitors, 110 million domestic tourists, with total revenues of 58 billion USD.

he Việt Nam National Authority of Tourism (VNAT) under the Ministry of Culture, Sports and Tourism said that the whole industry needs to effectively communicate, promote and advertise in the new situation, clearly identify target markets, and directly approach customers to promote destination information.

Additionally, the tourism industry needs to enhance cooperation with central and local authorities, as well as businesses, to implement tourism promotion and advertising activities.

VNAT is studying and consulting the Ministry of Culture, Sports and Tourism on the issuance of relevant regulations to adjust activities related to the Tourism Development Fund to enhance the effectiveness of promotional activities and support tourism development.

Top destination in Vietnam 2024

Ho Chi Minh City



Large cities are sometimes criticized for being uninteresting to serious tourists because they lack character and nuance, yet Ho Chi Minh City, also known as Saigon, may live up to the hype of other major cities. The city, which is well in Vietnam's south, is vital to the nation's cultural and economic advancement. Ho Chi Minh City is a prime example of how to harmoniously blend the energy of a contemporary metropolis with the enduring cultural characteristics of a small town when it comes to tourism. You may quickly become overwhelmed by the city's hectic traffic patterns, vibrant street trade, and exciting nightlife on one side of town. Conversely, you might lose yourself in sights of verdant temples, dilapidated outdoor markets, and museums that preserve and narrate history to the globe. Ho Chi Minh City's well-developed transportation system makes it an excellent starting point for seeing other Southern cities. Lastly, as Ho Chi Minh City is home to some of the greatest and most distinctive street food, be sure to arrive there hungry.

Hoi An



Travelers around the world might no longer be unfamiliar with the name Hoi An. After being selected twice as one of Asia's top cultural destinations in 2019 and 2021, this endearing city has steadily proven its allure. In addition to being a town rich in literary legacy, Hoi An is a unique place where the cultural essence of millennia of East and West collides. The characteristic paradigm of the historic heritage town, which symbolizes peace and coziness, is its red tile roofs set against the background of its recognizable yellow walls and old wooden doors. The vibrant lanterns that shine brightly at night, the charming tiny cafes that overlook the beautiful Hoai River, and the serene bicycle rides through the rice fields are the reasons we fall in love with Hoi An. Adventurers can find plenty of outdoor activities in Hoi An, including unique basketboat excursions and surfing lessons, and cultural vultures will find plenty of art galleries, numerous historic assembly halls, temples, and private homes dating back centuries. Additionally, you can get the most amazing custom outfit made in town in a day or two by incredibly talented tailors here, which is guaranteed to blow your mind. Despite its huge popularity, Hoi An has shown great efforts to preserve its heritage status and vintage vibes, and you will surely feel it as soon as you arrive in this little but magical town.

Hanoi



You can't claim to have visited a country if you haven't been to its capital city. There are about 6,000 historical and cultural heritage monuments in Hanoi, the country's solemn and peaceful capital, many of which have been recognized by UNESCO. Hanoi is a city with four distinct seasons, so every time of year is a worthwhile and interesting place to visit. The capital city is filled with pink cherry blossoms and vibrant events in the spring. Rain falls in the summer, leaving Hanoi with a mood of sorrow and nostalgia that many yearn for. The most romantic and lovely scenery may be found in the fall: gentle wind gusts, a brilliant blue sky, and yellow leaves strewn across the quiet streets. And Hanoi is portrayed with puffs of smoke steaming from food vendors, pots of hot tea, and small traditional burners on the pavements to warm people toward the end of the year when the winter winds blow and the temperature decreases. It is in Hanoi that you may stroll through the Old Quarter's 36 atmospheric streets and experience the purest form of pho and the richest egg coffee. When traveling, Hanoi Capital is undoubtedly a cultural center that you should not miss.

Da Nang



In addition to Hoi An, Da Nang is another Central Vietnamese site that made the list. Da Nang has a long history of being regarded as the safest city in addition to being the cleanest. Da Nang, which is developing at the quickest rate in the nation, has created and managed a functional transportation network that includes an international airport, several bus and train terminals in the city center, and dependable taxis all over the place. It would be simple to discover that Da Nang is a clean, well-kept city with a beautiful metropolitan setting that includes legendary mountains, karst caves, and My Khe Beach, one of the best beaches on earth. In addition to its many natural wonders, Da Nang is home to several architecturally significant sites, such as the Dragon Bridge, the Linh Ung Pagoda, and the well-known Golden Bridge of Ba Na Hills. Put simply, Da Nang is the kind of place where, whatever your travel dreams are, they might come true.

Ha Long



165 kilometers east of Hanoi, in the heart of Quang Ninh Province, sits the dependent city of Ha Long. Ha Long Bay, one of nature's most magnificent wonders with its exquisite limestone pillars and isles rising from the turquoise waters, is frequently associated with Ha Long City. It is extremely amazing to witness this natural treasure, which is why it is deserving of being named a UNESCO World treasure Site. In addition to its breathtaking scenery, Ha Long Bay provides a wide range of recreational opportunities for tourists. These include kayaking, swimming in the tranquil waters of the bay, and exploring the amazing caves and grottos that dot the landscape. Adventure lovers will find some breathtaking rock climbing locations and trekking paths in Ha Long. In the evening, visitors can try their hand at squid fishing in fishing villages, or they can enroll in a cooking class to learn how to prepare some delectable, traditional Vietnamese fare. Aside from this, taking a boat that allows you to spend the night on the bay to really appreciate the serenity of Ha Long is a once-in-a-lifetime opportunity. Because of everything that Vietnam has to offer, visitors of all stripes should make time to visit either Ha Long Bay or Ha Long City itself.

Ninh Binh



Ninh Binh, the first capital of Vietnam's feudal administration, is located less than 100 kilometers to the south of Hanoi. Another UNESCO World Heritage site in Ninh Binh is the Trang An Landscape Complex, a breathtaking natural wonder with imposing limestone mountain ranges defending serene emerald-colored lakes that were once the gates and entrance to an emperor's realm. Ninh Binh is blessed with breathtaking views and poignant landscapes throughout the year. Each season brings with it a distinct natural hue that captures the amazing transformation of the environment as a result of climatic shifts. The neighborhood is revitalized in the springtime by the gorgeously thick greenery of flowers and plants. As summer approaches, the peaceful surface of the river is reflected by the luscious rice fields, which have an amazing golden hue. Autumn is the season of purple lily water, when their exquisite blooms contrast with the hues of the distant mountains and the earthy forest. The cottony reed grass here emphasizes the place's icy atmosphere, even in the winter. Some of the reasons to put Ninh Binh on your list are to take a boat ride along the serene yet breathtaking water valley, pray at the enchanted spiritual icon of Bai Dinh Pagoda, and immerse yourself in the magnificent creation of nature.

Sa Pa



The little, enchanted village of Sapa is located in Northwestern Vietnam, amidst majestic mountains. The stunning landscape of Sapa, which includes enormous terraced rice fields that turn golden during harvest, breathtaking mountain peaks, including Fansipan, the highest peak and the pinnacle of Indochina, and the colorful traditional costumes of the Vietnamese minority tribes, is becoming more and more well-known. Nearly all year round, the temperature in this hilly town is between 15 and 18°C; but, in the winter, it might drop below 0°C, and you might see some light snowfall. The numerous diverse ethnic groups that call Sapa home not only provide you with unique cultural experiences, including trying out the traditional Vietnamese minority people's weaving equipment and having tribal herbal baths, but also convey wonderful cultural stories. Additionally, you will get to experience a completely unique cuisine that is unmatched anywhere else in Vietnam that emphasizes simplicity and uniqueness, two attributes that are also present in the Sapa people. Sapa is a great illustration of what a mountainous people in the North could look and feel like; it's a real hidden jewel that will enchant you with its own tale and distinctive hues.

Dalat



Dalat, which is tucked away in the Lam Vien Highlands, is frequently referred to by lovely moniker like the "City of Thousands of Flowers," the "City of Fog," or the "City of Love." Not only does Dalat have a nickname that evokes the wonderful city of Paris, but its quaint colonial architecture and way of life certainly do. Wandering around this lovely city, you would see locals taking their time sipping coffee in the morning and laughing together. With its temperate atmosphere, verdant surroundings, and breathtaking waterfalls, Dalat offers a unique romantic and scenic landscape. You may feel completely engulfed in nature with pine trees, tea plantations, stunning seasonal flowers, and verdant surroundings for miles around, all just a short drive from the city center. Additionally, it has a plethora of hiking paths shaded by pine forests that connect to settlements and secret waterfalls with stunning vistas. Aside from that, the food of Dalat is colorful and flavorful, utilizing fresh fruit from the highlands. Having dinner in the elegant setting of French and Vietnamese cuisine will undoubtedly rank among your travel highlights. With its innate beauty and charm, Dalat will provide you with life-changing experiences and treasured memories of a mystical Vietnamese highland city.

Hue



During the Nguyen Dynasty, Vietnam's final feudal dynasty, Hue served as the country's imperial capital. As one might expect, a city must be in a strategically advantageous situation to be selected as the capital, and Hue undoubtedly possesses these qualities in terms of geography, economy, and natural scenery. According to historical accounts, Hue's geographic location in the heart of the nation made it simple to reign over and communicate with both Northern and Southern authorities. Hue also features large ports that support trade. According to feudal beliefs, feng shui—particularly its geographical component—is crucial to a country's prosperity, which is one of the main reasons this location is worthwhile visiting. The city of Hue is spread out across a large plain that faces Ngu Binh Mountain. The Perfume River flows through it, creating the image of an outwardly bending shield, while the isles of Hen (Con Hen) and Da (Con Da) guard it on two sides. Additionally, a magnificent array of tombs and temples commemorating a golden era in Vietnamese history may be found. Everything fits together flawlessly to create a stunning landscape artwork that will capture your heart right away. Hue is particularly well-known for its unspoiled, remote beaches and its exquisite, royal-style cuisine, where every last detail is attended to. This city is a true natural treasure that is well worth the trip, and getting here is quite simple.

Nha Trang



Nha Trang is the economic, cultural, and tourism center of the Central Vietnamese province of Khanh Hoa, situated along the coast. One of Vietnam's most alluring coastal cities, it is blessed with a crescent-shaped beach that cradles Nha Trang Bay and is bordered by 19 small and large islands. The tropical monsoon and oceanic climates both have an impact on Nha Trang's climate, which is generally pleasant with an average annual temperature of 26°C. There are two separate seasons: rainy and dry. January through August is when the dry season occurs. The months of September through December are when it rains. Nha Trang is a year-round resort because to its generally pleasant climate and lack of storm damage. Nha Trang is the ideal Vietnamese location, regardless of your preference for the beach or a sunny tropical getaway. It has thrived as a tourist destination with sophisticated facilities, but it hasn't lost its allure as a desirable city with a cheap cost of living in comparison to the pleasures it offers.

Honorable mention: Phu Quoc – Top 6 destination for 2024



The largest island in Vietnam, Phu Quoc was the first to be designated an official island city in 2021. This island's natural attributes are extremely useful for the growth of the tourism industry. These include a temperate climate, year-round bright sunshine, expansive islands and rolling mountains, a variety of beaches with fine white sand and untamed, lyrical beauty in the clear sea.

Within the core region of the Kien Giang World Biosphere Reserve, over two thirds of the natural area is occupied by Phu Quoc National Park and Phu Quoc Marine Protected region.

Closing the year 2023, after the Kiss Bridge was officially launched, Phu Quoc continued to attract the world's attention after CNN news agency named this unique bridge on its homepage.

Visits to Phu Quoc National Park, the beaches of Rach Vem, Bai Dai (Long), or Hon Mot (Mot Islet), the Dinh Cau Temple, and the Ham Ninh fishing town are just a few of the many picturesque locations with a distinct allure of nature that await travelers.

It follows that Phu Quoc's commendation and designation as one of the "Top 10 most loved islands in Asia" by numerous media outlets worldwide is not surprising. - CNN Travel; "Top 10 outstanding destinations in 2020"; "Top 100 best destinations in 2021"; "Top 10 great destinations for the journey in Viet Nam"; "Lonely Planet famous travel magazine"; "Best Asian Experience Destinations of 2019"; "Condé Nast Traveler, a renowned American magazine"

In turn, the news sites 9News (Australia), Asia Today (Korea), Travel & Leisure Asia, Travel Weekly (Australia), The South African (South Africa), Italy's leading daily newspaper, La Stampa, and Cheddar News TV channel (USA) all praised the Kissing Bridge and Phu Quoc tourism.

George Diamantopoulos of Travel Daily News said Phu Quoc was quickly becoming a global tourist hotspot.

Tourism collaboration news between Vietnam and Italy

Italian tourist to
Vietnam in first
quarter 2024

24,603

Up 5 times from the same
period of last year

**No visa
requirement for
Italian citizen**

Vietnam tourism promoted in Marche

The Vietnamese Embassy in Italy, together with local authorities and the MRNC 12 Racing Team, organized a recent tourism promotion event in Macerata city, Marche region, with the goal of bringing the "Vietnam - Timeless Charm" tourism brand closer to Italy.

Speaking during the inaugural ceremony, Ambassador Duong Hai Hung confirmed that favorable conditions for economic and tourism cooperation between the two countries will be created by Vietnam's extension of its visa waiver program for Italians to 45 days, as well as the definite potential of a direct route.

Concurrently, Marche region President Francesco Acquaroli declared that he is prepared to assist in fostering collaboration with Vietnam.

Francesca D'Alessandro, the deputy mayor of Macerata city, told the Vietnam News Agency that the city wants to strengthen its relationship with Vietnam in order to provide people on both sides a greater understanding of each other's distinctive cultural characteristics.

Vietnam is a popular travel destination, and the Marche region and Macerata city, which are home to several of Italy's most well-known manufacturing and processing companies, may be able to help Vietnam connect with its partners there, the expert added.

Vietnam and Italy are now debating the possibility of starting a direct route between Vietnam and Italy in the beginning of 2025, according to Massimo Gaggianesi, Director of Vietnam Airlines' agent in Italy.

As a component of the "Vietnam - Marche bridge" program, Ambassador Hung met with the principal of Macerata University, the business community, and top local officials to discuss concrete steps toward comprehensive cooperation with Southern Italy.

Hung pledged to assist Vietnamese and Italian businesses in seizing possibilities for collaboration and investment, and he advised local authorities to back initiatives that foster commerce, investment, culture, and education between the two countries.

Local authorities have stated that they wish to keep communication open with Vietnam in order to assist the economic groups on both sides./.

Discussion for direct flight Milan - Vietnam

Vietnam values its tourism cooperation with Italy, seeing it as a foundation for the future sustainable and long-term expansion of the two countries' relations, as stated by Deputy Minister of Foreign Affairs Nguyen Minh Hang on November 24, during the opening of a program to promote Vietnamese tourism in Milan.

The ambassador said that Italy is one of the major markets with a lot of potential for exploration in Vietnam's tourist development strategy. Nonetheless, there are still not that many Italian travelers going to Vietnam and vice versa.

She stated that there is great potential for cultural and tourist exchanges between the two nations. Hang suggested that both parties look into the possibility of establishing a direct flight route between Milan and Vietnam as soon as possible. They should also step up their tourism promotion efforts to support improved field collaboration as well as people-to-people and cultural exchanges, given the airport's advantageous location as a major transit hub in Italy and Europe.

The Vietnam News Agency was informed by Andrea Tucci, vice president of aviation business development at SEA Milan Airports, that the promotional program is a much awaited project. The public can be introduced to a range of new travel alternatives and the early establishment of direct linkages between the two markets through it.

For further guidance and detailed information regarding all the Free Trade Agreements in Vietnam, please contact us!



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