

Viet nam Country Report 2010

1. Tourism policies

- **Government policies:**
 - Tourism Law taking effect from 01 January 2006 is being revised.
 - Tourism Development Strategy by the year 2020 and orientation to 2030 will be promulgated soon.
 - Master Plan for National Tourism Development in the period of 2011-2020 is being revised.
- **Travel facilitation:**
 - Visa on arrival at international checkpoints.
 - Visa exemption: ASEAN countries (except Myanmar), 2 Asian North Eastern & 4 Scandinavian countries, and Russia
 - Visa exemption at Phu Quoc international airport checkpoint.
 - APEC Business Travel Card (ABTC) program.
 - Viet-Lao-Thai overland transportation
- **Tourism Products:** Cultural & historical tourism (visit old battle field tour, veteran tour), Heritage tourism (world heritage site route in the Central Region), Religious tourism, Sea & beach tourism, River and Cruise tourism, Eco-tourism, Community-based tourism, Overland tourism, Sight-seeing tourism, Health, wellness & spa tourism, Traditional craft village tourism, Food, Shopping, Sport tourism (golf, scuba diving), geo-tourism (Dong Van Karst Plateau Geopark)...

2. Overall tourism performance

- **Visitor arrivals and revenues**

Due to the implementation of Strategy on “Vietnam - Your Destination” negative and intensive tourism promotion activities at home and abroad, in 2010, Viet Nam received 5,049,855 international tourist arrivals, increasing 34,8% incoparison with the year 2009. As divided by means of transportation, the percentage of tourist arrivals to Viet Nam by air was the highest 80,34 % (4,061,712 arrivals) while by land and by sea respectively accounted for 18,56 % (937,643 arrivals) and 1% (50,500 arrivals).

The tourism activities brought in 96,000 billion VND (or USD 4.9 billion) in revenue.

Table: The main international tourist markets to Vietnam in 2010

No	Countries and territories	Arrivals	Growth rate (%)
1	China	905,360	74.5
2	S. Korea	495,902	37.7
3	Japan	442,089	24.0
4	USA	430,993	6.9
5	Taiwan	334,007	23.7
6	Australia	278,155	28.1
7	Cambodia	254,553	15.2
8	Thailand	222,839	39.7
9	Malaysia	211,337	27.6
10	France	199,351	15.3
11	Others	1,275,269	26.9
Total		5,049,855	34.8

- ***Tourism promotion***

Internationally, Viet Nam Tourism was present at annual international tourism events including Fitur (Spain), ITB in Berlin (Germany), MITT & Intourmarket (Russia), Top Resa (France), TRAVEX (Brunei), JATA (Japan), ITB Asia (Singapore), ASEAN-Japan Fair, ASEAN – Korean Fair... A lot of roadshows were been organized in China, Taiwan, Thailand, Malaysia, Singapore, Myanmar, German, France, Belgium. Additionally, a number of FAM trips and press trips for media, tour operators, investors, etc. from China, Australia, Singapore to Viet Nam was organized for tourism promotion purposes.

Domestically, many promotional activities were organized, including:

- Visit Ha Noi Year & Great Celebration of 1,000 years of Thang Long Ha Noi
- Da Nang Firework Contest in March
- Nha Trang Beach Festival
- Miss Earth Contest
- International Tourism Exhibition (ITE) in Hochiminh City
- ASEAN Tourism Investment Forum
- Celebration of 50th year of Vietnam Tourism Establishment Day

A separate “Tourism Channel” has first ever been launched and operated by Vietnam Television in coordination with VNAT.

- ***Physical infrastructure and tourism facilities***

Currently, Viet Nam has 12,000 tourism accommodation establishments with capacity of 235,000 rooms, specifically:

- *5 stars: 43 hotels with capacity of 10,756 rooms*
- *4 stars: 110 hotels with capacity of 13,943 rooms*
- *3 stars: 235 hotels with capacity of 16,353 rooms*

There are 890 international tourism enterprises.

3. Vision for 2015 & 2020

- Targets for 2011:

- + International tourist arrivals: 5.3-5.5 millions
- + Domestic tourist arrivals: 30 millions
- + Tourism Revenue: VND 110 billions (or USD 5.5 billion)

- Projected tourist arrivals:

- + In 2015: 7 - 8 million international tourists, 32 - 35 domestic tourists and annual growth rate of 8.2% and 7.2% respectively.
- + In 2020: 11 - 12 million international tourists, 45 - 48 domestic tourists and annual growth rate of 8.9% and 6.7% respectively.
- + In 2030: 19 - 20 million international tourists, 70 domestic tourists and annual growth rate of 5.4% and 4.1% respectively.

- Projected tourism revenue:

- + In 2015: USD 10 - 11 billion, annual growth rate of 16.5%
- + In 2020: USD 18 - 19 billion, annual growth rate of 12.5%
- + In 2030: USD 36 - 38 billion

In order to fulfil the objectives, Vietnam will host a number of tourist activities including:

- Revise Vietnam Tourism Master Plan to the year 2020.
- Formulate Vietnam Tourism Development Strategy to the year 2020 and its orientation to the year 2030.
- Revise Vietnam Tourism Law which was promulgated in 2005.
- Launching new tourism logo and slogan for period of 2011-2015
- Phu Yen Visit Year
- Da Nang Firework Contest in 29-30 April

- International boat racing in Nha Trang City
- International Tourism Exhibition (ITE) Hochiminh city in October
- Around-year festivals and celebrations.