



DESTINATION VIETNAM

Update on Tourism Products, Destinations and Tourist Facilitation

ITE Ho Chi Minh City, 10 September 2015

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Vietnam Tourism & Travel Updates

Updates on
Tourism
facilitation



Noi Bai Airport
opening of
Terminal 2
Jan 2015



Opening of the
expressway
Hanoi – Lao Cai



UNESCO - World
Heritage cultural
and natural sites



Vietnam Tourism
Product lines



Vietnam
destination
- Ranking
highlights



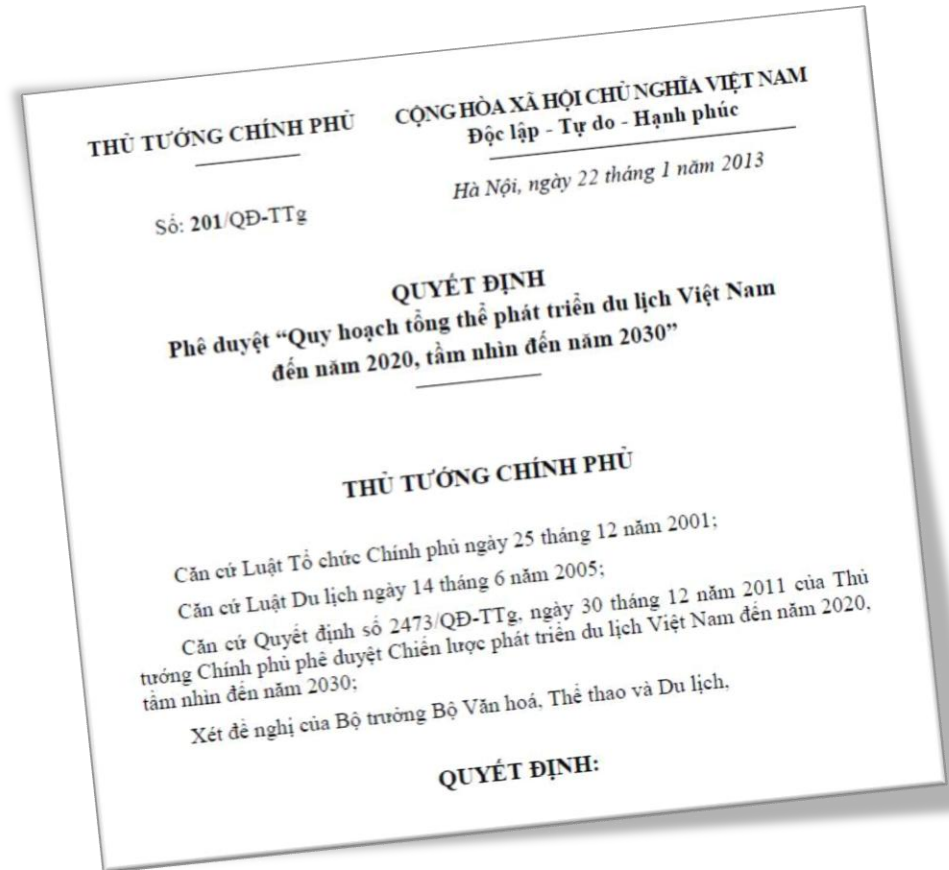
Tourist Facilitation

Strategy for Tourism Development in Vietnam to 2020, vision 2030

- The overall target to 2020 is to develop tourism to be a key economic industry with high professionalism, modern and fairly synchronously-developed tourist infrastructure; high quality, competitive and diversified tourist products imprinted with unique traditional cultural characteristics.

Vietnam Tourism Marketing Strategy to 2020

- Economic
- Social
- Environmental



Tourist Facilitation

**Government of Vietnam has issued
visa exemption for residents from
total 22 countries**



**Official regulation to ensure the
safety, security and right of tourists
travelling within Vietnam**



**Encouraging tourists to enjoy
opportunity for free tax
shopping in Vietnam**



UNESCO – World Heritage cultural and natural sites

UNESCO World Heritage Sites



UNESCO Intangible Cultural Heritage





Vietnam Tourism “Timeless Charm” Product Lines



COAST

TIME

CULTURE

INTENSITY

COMMITMENT

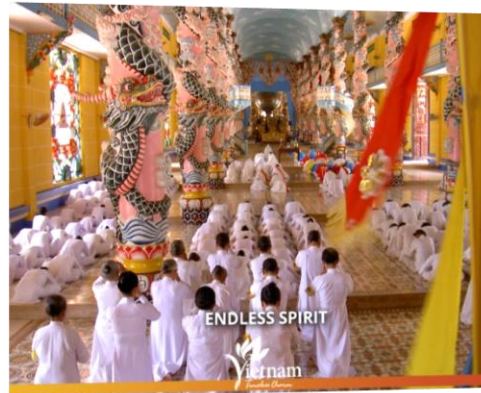
MYSTERY

CITY
BREAKS

ECO-BASED
TOURISM



Vietnam
Timeless Charm





ENDLESS COLOURS





ENDLESS HISTORY

The logo for "Vietnam Timeless Charm" features a stylized white lotus flower above the word "Vietnam" in a serif font, with "Timeless Charm" in a smaller, italicized serif font below it.

Vietnam
Timeless Charm





ENDLESS HERITAGE





ENDLESS SPIRIT





ENDLESS HERITAGE





ENDLESS ENCOUNTERS



An aerial photograph of a white speedboat with a green stripe moving across a deep blue sea, leaving a white wake. To the left, there are rugged, layered rock formations in shades of brown and grey. In the distance, more islands and a clear blue sky are visible.

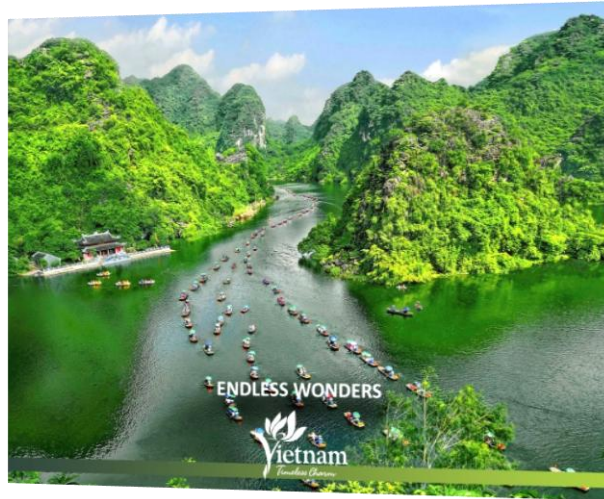
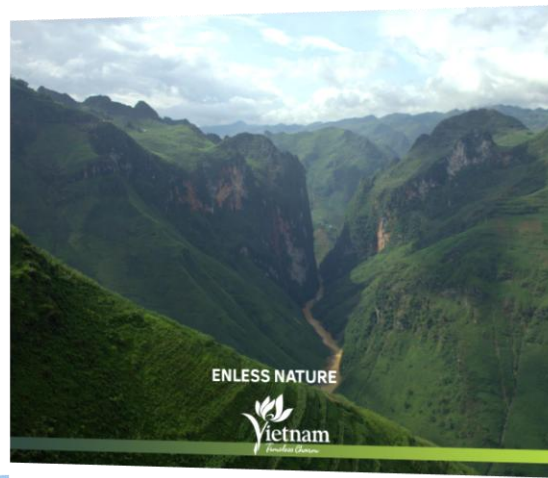
ENDLESS VACATIONS

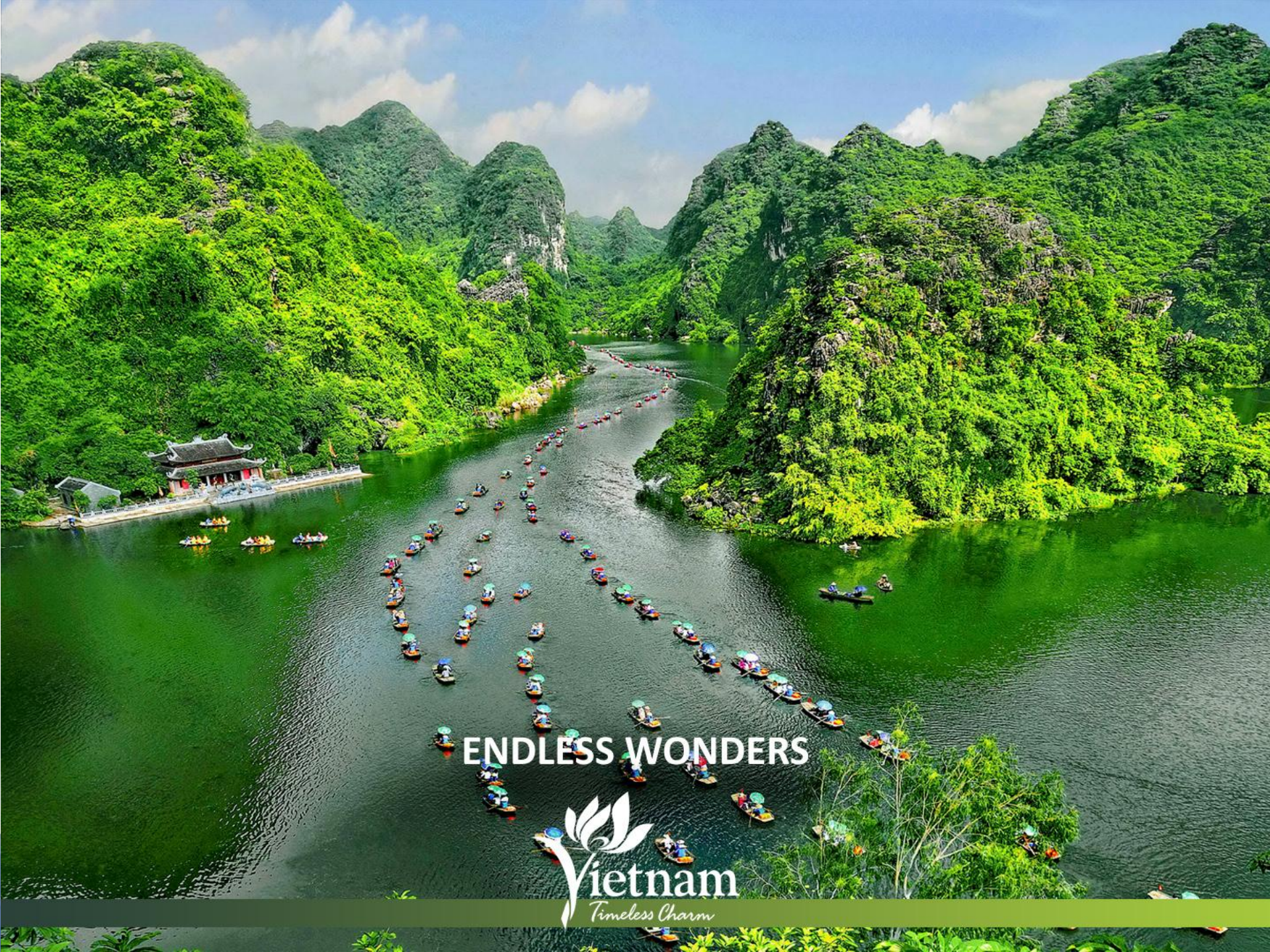




ENDLESS RELAXATION


Vietnam
Timeless Charm





ENDLESS WONDERS





ENDLESS DISCOVERY

Vietnam
Timeless Charm

ENLESS NATURE





ENLESS LIFE


Vietnam
Timeless Charm





ENDLESS BUZZ

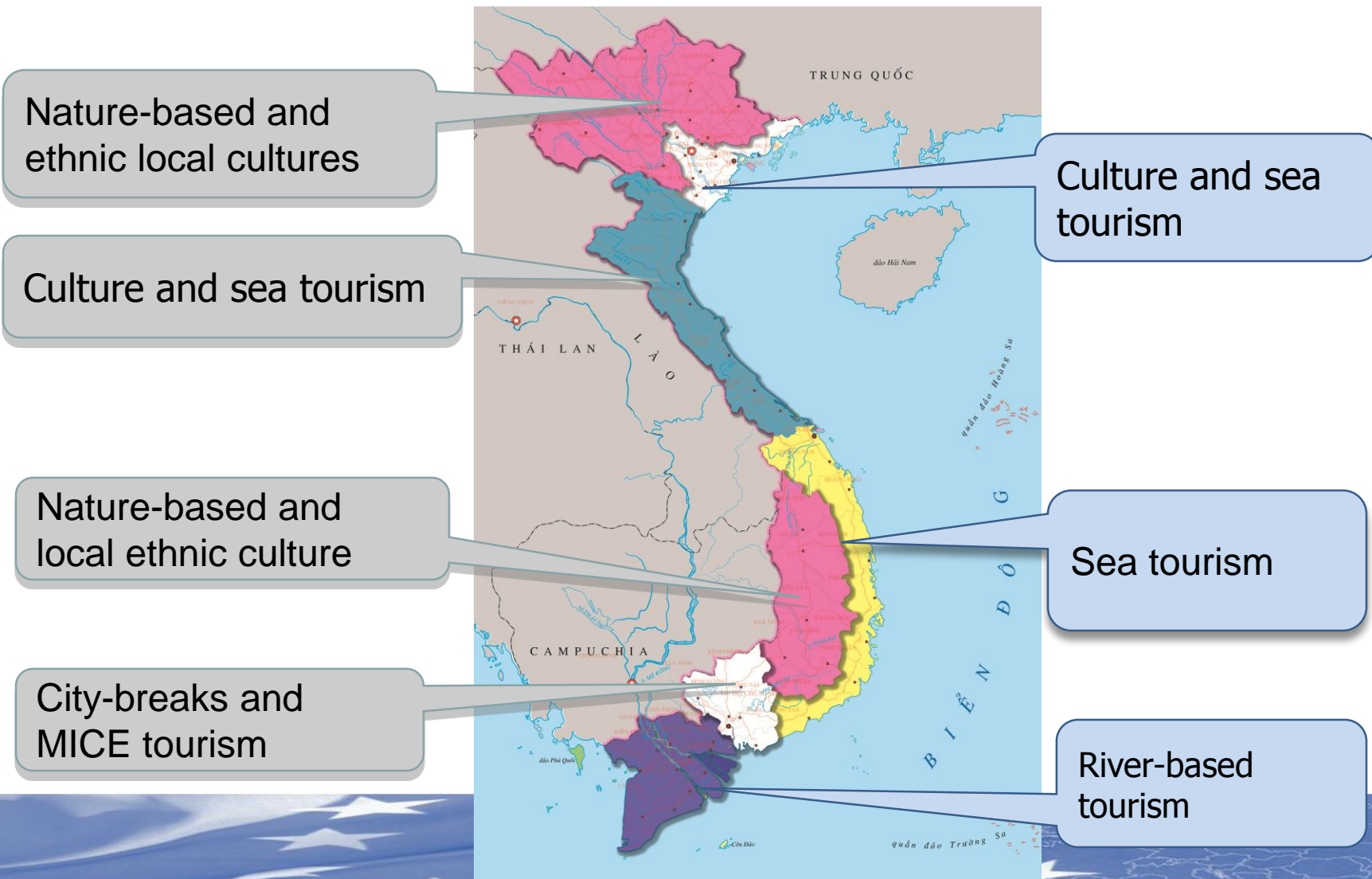




ENDLESS ENERGY



Regions of Tourism Products





WEDDINGS & HONEYMOONS



CRUISING



SPA & WELLNESS

Supplementary Tourism Products



MICE



GOLF



ADVENTURES

Vietnam destination – ranking highlights



Telegraph.co.uk

→ Vietnam – one of 20 destinations for 2014

VN – one of 10 most attractive destinations for travelling in the world 2014



Vietnam – one of 8 best adventure holidays

Ha Noi

Ha Long bay

Ho Chi Minh city

Danang City



VN-World's Best Street Food

**TRAVEL+
LEISURE**

Hanoi - one of 10 best cities for tourists

The New York Times Magazine

Quang Binh – one of 52 places to go in 2014

Events and Festivals in 2015 and early 2016

Hung Temple Festival



Lotus Village Festival



Quang Nam Heritage Journey Festival



Central Highland Gong Festival



Ha Long Carnival



Da Nang Fireworks Competition



International Hue Festival Summer 2016

Grand Opening
Ceremony



Oriental
Night Show



The Imperial Night



Street
Performances
"Heritage and
Cultural Colours"



Ao Dai
Fashion Show



Hue Folk Music



5th Asian Beach Games 2016 Nha Trang



Thank you!

For more information please visit www.esrt.vn

The 'Environmentally and Socially Responsible Tourism Capacity Development Programme' (2011 - 2015) is a European Union funded sector programme with activities in:

- 1) Policy support and institutional strengthening
- 2) Product competitiveness and public-private dialogue
- 3) Vocational education and training