

# A DIFFERENT ORIENT - VIETNAM REBRANDS ITSELF



With increasing profits from tourism, Vietnam decides to seize the opportunity to maximize its potential. At the beginning of February, the country introduced its new logo „Vietnam, a Different Orient“.

For several years, Vietnam has been gradually increasing in popularity and with its booming economy, growing middle class and constantly improving standard of services, its profile as a bright new Asian destination has brought its rewards. The current logo „Vietnam - the hidden charm“ may have done its best and right now, local authorities were looking for a striking rebrand which would open up the window of opportunity as wide as ever.

**Vietnam has become an unusually appealing destination and tourism numbers are on a constant increase.** What local tourism officials need right now, is to secure a steady growth and perhaps appeal to a more diverse traveler base. As local middle class grows in power and wealth, it is likely the domestic tourism branch will grow in power, too. However, major focus of Vietnamese Tourist Administration remains on raising the number of foreign visits to Vietnam by 10 - 15% before 2015, luring some 12 million.

The International Air Transport Association estimates **by 2014, Vietnam will be in the top three fastest growing markets in terms of international passengers.** The increase in domestic passengers is likely to be even more significant. Simply said, the future outlooks are very positive, indeed.

Many Asian countries have made tourism their priority and it comes as no surprise Vietnam joins in with a new campaign and logo. **Especially recent weeks have been fantastic for local tourism as the country welcomed thousands of visitors who wished to experience the Lunar New Year festival.** However, Vietnam is only at the beginning of its four-year campaign to get a firm grip of the Asian Tourism market.

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