

# STAYCATION TO BOOST THE TOURISM INDUSTRY IN VIETNAM



In a context of limited travel and a sense of insecurity, mini-trips close to home are booming all over the world, including in Vietnam.

Vacations are often synonymous with lengthy journeys. But since the various economic or health crises, "staycation" (meaning "stay at home " and "vacation") can respond to the need to change the atmosphere without going far or going away for long periods of time.

**During the current health crisis, hotels are having a hard time making money.** The "staycation" is thus an interesting formula not only for the tourism industry in Vietnam.

In China, travel agencies and hotels are working hard to encourage tourism after months of fighting the epidemic. As it is not possible to travel abroad, most people choose to go to cities close to home for vacations. Thus, the recovery of the tourism sector will be achieved through the domestic market.

In Vietnam, after months of closure, tourism is picking up a little bit. Tourist cities such as Đà Lạt and Nha Trang are regaining some color since the regulations on social distancing have been relaxed. This is a good signal for the hotel owners.

In addition to interesting promotions, hotel chains must also do more to offer new experiences to domestic guests. It is time for hotel managers to experiment with different types of services.

In India, for example, hotels offer the so-called "workcation" packages that incorporate work as a variation of "staycations".

In Vietnam, since October 15, a 30-second video has been promoting Vietnamese tourism. It has been officially broadcasted since October 15 on the American television channel CNN. It is the beginning of a series of promotional events with a well-adapted slogan: "Why not Vietnam?". The broadcast of the video will last six weeks.

According to the National Tourism Administration, **due to the impact of COVID-19 in the first 9 months of 2020, tourism development indicators are greatly reduced:** 3. 686. 779 international tourist arrivals in Vietnam have been recorded, a decrease of 67.4% compared to the same period in 2019. Domestic tourists were 37.5 million, including 19.2 million for long stays for 233,000 billion đồng of income, a drop of 53.76% in one year.

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