

VIETNAMESE TOURISM STARTS THE YEAR WITH A BANG

After the Lunar New Year (Tet) vacations, many localities reported impressive figures in terms of visitor numbers and tourism revenues. Vietnamese tourism has exploded this January, auguring a prolific year for the sector.

In the first five days of the Year of the Cat 2023, Ho Chi Minh City achieved about 6.3 trillion VND (over 262 million USD) in tourism revenue.

During the six days of the Tet vacation, Hanoi attracted 32,000 foreign visitors worth more than VND 1,000 billion.

For its part, Khanh Hoà welcomed 15 flights from China, each with 180 to 220 passengers. Foreign visitors staying during the six-day Tet vacation numbered 11,300, allowing this central province to confidently set a target of 1.5 million international arrivals this year.

Bà Rịa-Vung Tàu was among the three most visited places on the occasion of Tet, with 10,688 international arrivals.

In Tây Ninh, the tourism sector recorded from January 20 to 26 an annual growth of 88.6% of its income, reaching 293.3 billion đồngs.

Nationwide, about 9 million domestic tourists made spring trips during the six-day Tet vacation, up 47.5% from the same period last year. Accommodation establishments recorded a 30-40% growth in bookings from international guests.

With these positive signals, Director General of the National Tourism Administration Nguyen Trung Khanh said 2023 would be a promising year for Vietnamese tourism.

To attract more foreign visitors, Vietnam has decided to implement measures such as relaxing the visa policy, increasing flights, strengthening the training of tourism human resources, as well as promoting tourism in the media, participating in international events on ASEAN tourism, international fairs in London (UK), and Berlin (Germany).

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