

INDIA IS AN ATTRACTIVE SOURCE MARKET FOR VIETNAMESE TOURISM



tourist markets for Vietnam.

As per the National Tourism Administration, Vietnam received approximately 5.6 million international visitors during the first half of 2023. Notably, there was a significant rise in Indian tourists, with more than 141,000 arrivals in the initial six months of the year. Reports indicate that around 137,900 Indian tourists will visit Vietnam in 2022, positioning India at the 9th spot among the top 10

The authority's director, Nguyen Trung Khanh, says Vietnam views India as an important source market with excellent tourism potential. Therefore, increasing efforts to promote tourism in India are needed.

Vietnamese airlines such as Vietnam Airlines, Vietjet Air and Indian carrier Indigo have opened many routes connecting Hanoi, Da Nang, Ho Chi Minh City, and Phu Quoc. These routes connect New Delhi, Mumbai, Ahmedabad, Hyderabad, Bangalore, Kolkata.

Vietnam Airlines, Vietjet Air, and Indigo (India) operate 21 other direct routes with 60 weekly flights connecting major cities in the two countries.

Besides Phu Quoc, many other Vietnamese destinations, such as Nha Trang, Da Nang, Ha Long, and Hoi An, are all favorite destinations for Indian tourists once they arrive in Vietnam.

According to experts, to attract more Indian visitors, it is necessary to prepare a tourism workforce that includes Indian culture and cuisine.

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