

VIETNAM ACHIEVED 83% OF THE 2023 INTERNATIONAL VISITORS PLAN



Vietnam's tourism industry saw a surge in international visitors in July, with more than 1 million arrivals, a 6.5% increase from the previous month.

This is the first time in 2023 that the country has welcomed so many international tourists. **Domestic visitors also contributed to the industry's success, with 12.5 million arrivals in July alone.**

During the first seven months of 2023, Vietnam has received almost 6.6 million arrivals. This accounts for 83% of its projected target for the year. Overseas tourists have reached 76.5 million, generating an estimated revenue of VND 416.6 trillion (about US\$18 billion).

Vietnam is a growing tourist destination, with the Republic of Korea bringing in the highest number of visitors at 1.9 million, almost one-third of all international visitors. China and the United States follow closely behind.

Northeast Asia has 4 top 10 source markets, including the Republic of Korea, China, Taiwan, and Japan. Meanwhile, three best source markets are from Southeast Asia - Thailand, Malaysia, and Cambodia. Finally, the Australian market is ranked 9th, and India takes the 10th spot.

Regarding Vietnam tourism from Europe, the UK, France, and Germany are the top three European source markets. Interestingly, July saw the most significant increase in European visitors. Other countries that saw growth in tourism to Vietnam in July include South Korea at 6%, China at 14%, the United States at 7%, and Taiwan at an impressive 31.3%.

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