

MOBILIZING OVERSEAS VIETNAMESE FOR TOURISM DEVELOPMENT

According to data from the Vietnam National Tourism Authority, in July, the country welcomed more than 1.038 million foreign tourists, an increase of 6.5 percent month-on-month. Thus, between January and July, they were nearly 6.6 million, or 83% of the 2023 plan.

Vietnam's tourism industry has not fully recovered from COVID-19's impact, as international tourist arrivals have not yet reached pre-pandemic levels. Vietnam needs to implement effective strategies to enhance tourism sector competitiveness to meet its goals for the year. In recent years, overseas Vietnamese have emerged as a significant resource in driving tourism development, according to Ambassador Ngô Huong Nam, Deputy Chairman of the State Committee for Overseas Vietnamese under the Ministry of Foreign Affairs.

Every year since 2009, between 700,000 and one million overseas Vietnamese have returned to their home country. This is comparable to the number of Japanese visitors, the third largest source of foreign tourists to Vietnam. With over 5.3 million overseas Vietnamese, there is a tremendous potential market for the domestic tourism sector. The official pointed out the Vietnam summer camp for young overseas Vietnamese for two decades. It is an exemplary program that could be used to attract Vietnamese visitors living abroad.

Investment Opportunities

The Vietnam Tourism Administration has recognized the significant potential of the overseas Vietnamese tourism market. They have stated that the return of overseas Vietnamese to visit relatives, learn about traditions, and explore investment opportunities can significantly contribute to the domestic tourism sector. Additionally, domestic enterprises are implementing innovative strategies to attract Vietnamese overseas travelers.

Vietnamese expatriates gathered to discuss ways of promoting tourism in their home country. The meeting focused on the role of overseas Vietnamese in attracting tourists and the demand for Vietnamese Americans and Europeans to return home for their vacations. Attendees also shared experiences from other countries in attracting visitors.

During the discussion, travel agencies emphasized the potential of tourism combined with family visits and investment opportunities. They also highlighted medical tourism as a viable option for overseas Vietnamese.

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