

# VIETNAM AIMS FOR UP TO 18 M INTERNATIONAL TOURISTS IN 2024



Vietnam's Ministry of Culture, Sports, and Tourism has committed to attracting 17-18 million international tourists to Vietnam in 2024. To achieve this goal, they plan to intensify their promotion and marketing efforts in the fourth quarter, focusing especially on the Indian market, known for its high-spending tourists.

In the first eight months, Vietnam has seen a remarkable surge in Indian visitors, with 312,000 arrivals, a staggering 263 percent increase compared to the previous year. According to Vietnam's National Tourism Administration (VNAT), **this places India eighth among Vietnam's top 10 sources of international tourists.**

To capitalize on the expected rise in the number of Indian tourists, the ministry and VNAT have developed a strategy to enhance tourism promotion in the world's most populous market. In October, VNAT will collaborate with travel agencies and localities to organize a large-scale promotional campaign in India, among other initiatives.

Between January and August, Vietnam welcomed over 11.4 million international tourists, marking a 45.8 percent increase compared to the previous year. The number of domestic tourists almost reached 90 million. During these eight months, tourism revenue amounted to approximately VND586.1 trillion (US\$23.7 billion).

Vietnam has more than 4,140 companies offering international travel services and over 39,149 licensed tour guides. More than 87,300 rooms are available in 269 five-star hotels throughout the country.

**The ministry is expected to implement plans and measures to accelerate the sector's recovery and sustainable development in the fourth quarter.** Upcoming events include the 2024 Vietnam Tourism Awards Ceremony, a national food festival in Dien Bien province, a Vietnamese tourism stand at the World Travel Market in London, UK, and a Vietnam-Taiwan (China) tourism cooperation conference.

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