

VIETNAM WELCOMED ALMOST 2 MILLION INTERNATIONAL TOURISTS IN AUGUST 2026



Vietnam attracted nearly 2 million international tourists in August 2026, up 19.7% from July and 18.4% year-on-year. In the first eight months of the year, the country welcomed almost 16 million visitors, up 14.4% from the same period last year, representing 63.6% of the annual target.

According to the Vietnam National Tourism Administration (ANTV), the number of international tourists in August is impressive as it is a low season for tourism.

The number of tourists arriving by air in Vietnam increased by 83% compared to other modes of transport and contributed significantly to the growth, connecting the country with long-haul destinations.

Meanwhile, land-border tourism also continued to increase, driven primarily by neighboring countries.

Asia was still the largest source market, accounting for around 11.8 million or nearly 74% of total tourists, rising by around 7.4% year-on-year.

Europe showed the fastest growth, with some 2.68 million visitors (+53.4%). Other source markets also grew significantly: the Americas (some 887,000 visitors, +20.7%), Oceania (nearly 489,000, +23.3%) and, finally, Africa (around 45,000, +25.1%).

The growth of these markets will further enhance the share of international tourism and reduce the dependence on any other market.

China, with 3.54 million visitors (around 22.3%), is the largest source market, followed by the Republic of Korea with about 2.76 million tourists (17.3%). Both China and South Korea accounted for more than 6.3 million or nearly 40% of the total number of tourists in the first eight months of the year.

Russia ranked third source market with more than one million tourists, up around 165.7% year-on-year, and also recorded the fastest growth among the top ten source markets.

Noteworthy, the number of Russian tourists increased spectacularly compared to previous years. **This is mainly due to the popularity of Vietnam as a safe, warm and friendly destination in Asia and the development of charter flights linking major Russian cities to Vietnam's beach resorts.** Nha Trang, Mui Ne and Phu Quoc have become popular year-round tourist destinations, offering local specialties and modern hotel complexes.

According to ANTV, the top eight months' results reflect a positive trend in terms of both numbers and the structure of tourism demand. With almost 16 million international tourists already recorded in the first eight months of the year and the peak season ahead, Vietnam is well-positioned to achieve its target of 25 million foreign visitors.

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