



**Asia-Pacific
Economic Cooperation**

2016/TWG49/010
Agenda Item: 22

Viet Nam Tourism Update

Purpose: Information
Submitted by: Viet Nam



49th Tourism Working Group Meeting
Kokopo, Papua New Guinea
31 August – 1 September 2016



MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATION OF TOURISM

VIETNAM TOURISM UPDATE

Agenda 22

49th APEC TWG Meeting
Kokopo, Papua New Guinea, 30-31 August 2016

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Major Indicators

Indicators		2015	Jan-Aug 2016
Inbound tourists	Number (millions)	7.94	6.4
	Growth rate	1%	25.4%
Domestic tourists	Number (millions)	57	43.1
	Growth rate	48%	
Tourist receipt	Volume (US billions)	15.36	11.7
	Growth rate	47%	22.5%

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INTERNATIONAL TOURIST ARRIVALS 2014-2016

Arrivals	Jan-Aug 2016	Growth (%)	2015	Growth (%)	2014	Growth (%)
By air	5,438,933	28.5	6,271,250	0.8	6,220,175	4
By sea	98,849	-15.4	169,839	356.9	47,583	24.6
By land	914,591	14.5	1,502,562	-6.6	1,606,554	14.8
Total	6,452,373	25.4	7,943,651	0.9	7,874,312	4

Source: Vietnam General Department of Statistics

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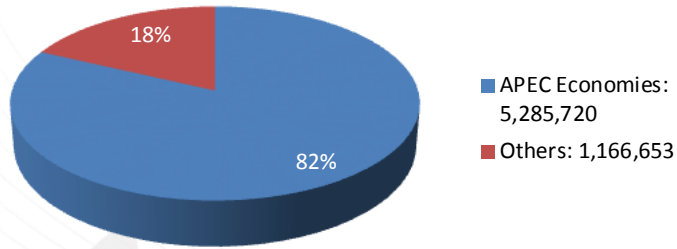


Tourist Arrivals to Viet Nam by APEC Economies

Ranking	Economy	Arrival (Jan-Jul 2016)	Growth (%)
1	China	1,752,526	<u>57.9</u>
2	S.Korea	1,005,057	<u>37.6</u>
3	Japan	482,358	12.1
4	US	386,802	14.8
5	Chinese Taipei	341,250	15.4
6	Russia	265,554	<u>25.0</u>
7	Malaysia	252,424	14.7
8	Australia	219,047	6.7
9	Thailand	171,420	<u>34.9</u>
10	Singapore	159,492	9.2
11	Canada	83,086	13.8
12	The Phillipines	70,644	11.1
13	Indonesia	45,890	10.7
14	New Zealand	27,347	<u>26.4</u>
15	Hong Kong	22,805	<u>92.8</u>



Market Share of APEC ECONOMIES IN 2016 (Jan-Aug)



Source: Vietnam National Administration of Tourism 2016

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Updated Policies

- ✓ Visa exemption for citizens from UK, France, Germany, Spain and Italia extended until 30 June 2017
- ✓ E-visa will be applied since 1st Jan 2017
- ✓ Strategy for Tourism Product Development to 2025 and its vision to 2030 has just been approved on 3 Aug 2016
- ✓ Tourism Development Fund will be established
- ✓ Project on “Developing Vietnam Tourism into a spearhead economy” is under formulation with proposed various incentives.
- ✓ Vietnam Tourism Law is under Revision, tentatively completed in July 2017, takes effect from 1st Jan 2018
- ✓ National Tourism Standards are under process of approval

Source: Vietnam National Administration of Tourism 2015

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BACKDROP HỘI NGHỊ



600 x 400 (cm)



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Thank you!



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