



VIET NAM – COUNTRY REPORT 2011

I. Tourist Performance in 2011

1. Major Indicators

- Viet Nam achieved a substantial growth in all the major indicators. The volume of foreign arrivals to Viet Nam, for the first time, surpassed USD 6 million. Most of foreign visitors arrived by air (84%). Tourism income reached a record of approximately USD 6.2 billion.

Table 1. The major indicators of Viet Nam tourism in 2011

Number of Foreign Arrivals	6,014,032
Mode of Transport	
Number of Foreign Arrivals by Air	5,031,586
Number of Foreign Arrivals by Sea	46,321
Number of Foreign Arrivals by Land	936,125
Hotels	
Number of Star and non Star Hotels	13,000
Number of Star and non Star Rooms	265,000
Number of 3-5 Star Hotels	447
Number of Rooms in 3-5 Star Hotels	46,628
Average Occupancy Rate in non and Star/Classified Hotels (%)	55
Economic Indicators	
Tourism Income (US\$ Millions) in 2011	6,200
Tourism Investment (US\$ Millions) in Accommodation and Restaurants (by August 2011)	11,774

2. Foreign Arrivals by Country of Residence

- The Northeast Asian countries, especially three ASEAN partners China, South Korea and Japan ranked the first three positions in volume of foreign visitors respectively. The other was Taiwan (ranking 6th);
- Cambodia (5th), Malaysia (8th) and Thailand (10th) were the three ASEAN countries among the top ten countries/territory sending most tourists to Viet Nam. Noticeably, the volume of Cambodian arrivals increased by 66 % while that of Thai arrivals decreased by nearly 20 %;
- Foreign arrivals from the U.S., Australia, and France were among the top ten table, ranking 4th, 7th and 9th respectively.

Table 2. The top ten countries/territory sending most tourist to Viet Nam 2011

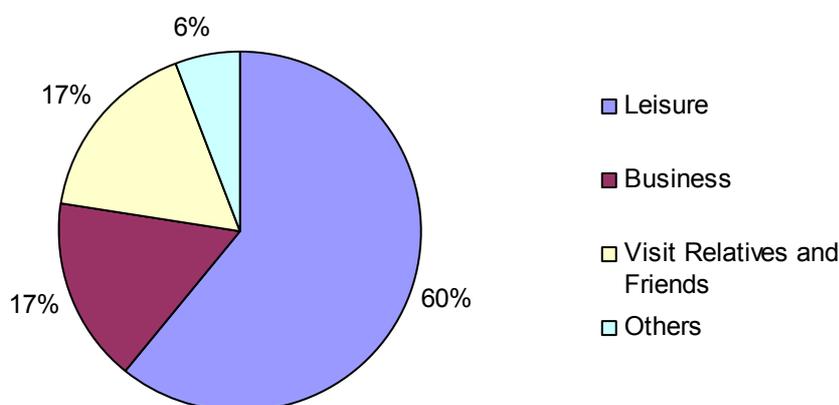
Ranking	Country/Territory	Number	Change (% compared to 2010)
1.	China	1,416,804	56.5
2.	South Korea	536,408	8.2
3.	Japan	481,519	8.9
4.	The U.S.	439,872	2.1
5.	Cambodia	423,440	66.3
6.	Taiwan	361,051	8.1
7.	Australia	289,762	4.2
8.	Malaysia	233,132	10.3
9.	France	211,444	6.1
10.	Thailand	181,820	-18.4
	Others	1,438,779	12.8

Source: General Department of Statistics of Viet Nam (2011)

3. Foreign Arrivals by Purposes

- A vast majority of foreign arrivals visited Viet Nam for leisure purposes while equal shares of 17 % came to Viet Nam for business and visiting relatives and friends.

Figure 1. Foreign arrivals to Viet Nam by purposes



Source: General Department of Statistics of Viet Nam (2011)

4. Major Events

- Ha Long Bay was voted as one of the new seven wonders of nature of the world;
- The National Year of Tourism in the South of the Central Region of Viet Nam;
- Da Nang International Fireworks Competition;
- The 7th International Travel Expo, Ho Chi Minh City (ITE HCMC 2011);

- New Logo and Slogan were introduced to the public for national tourism promotion and marketing;
- Thank you Ceremony in Appreciation of Foreign Travel Agencies sending tourists to Viet Nam.

5. Policy

- Strategy for Tourism Development and Master Plan for Tourism Development in Viet Nam to 2020 with Vision to 2030 would be put into operation after getting green light from the Government.

II. PLAN FOR 2012

- Targets: 6.5 million foreign arrivals (increasing by 8.3 %); appx. USD 7.14 billion tourism income (increasing by 20,83 %);
- National Year of Tourism 2012 Northern Central Coastline Areas - Hue will be focussing on tourism in conjunction with heritages
- Implementing Strategy and Master Plan for Tourism Development in Viet Nam to 2020 with Vision to 2030;
- Promoting Viet Nam tourism brand, focusing on the image of Ha Long Bay and developing tourism products with attention paid to major tourism areas;
- Enhancing tourism promotion and marketing activities, participating world travel fairs and exhibitions and other cooperation activities./.