



VIETNAM TOURISM



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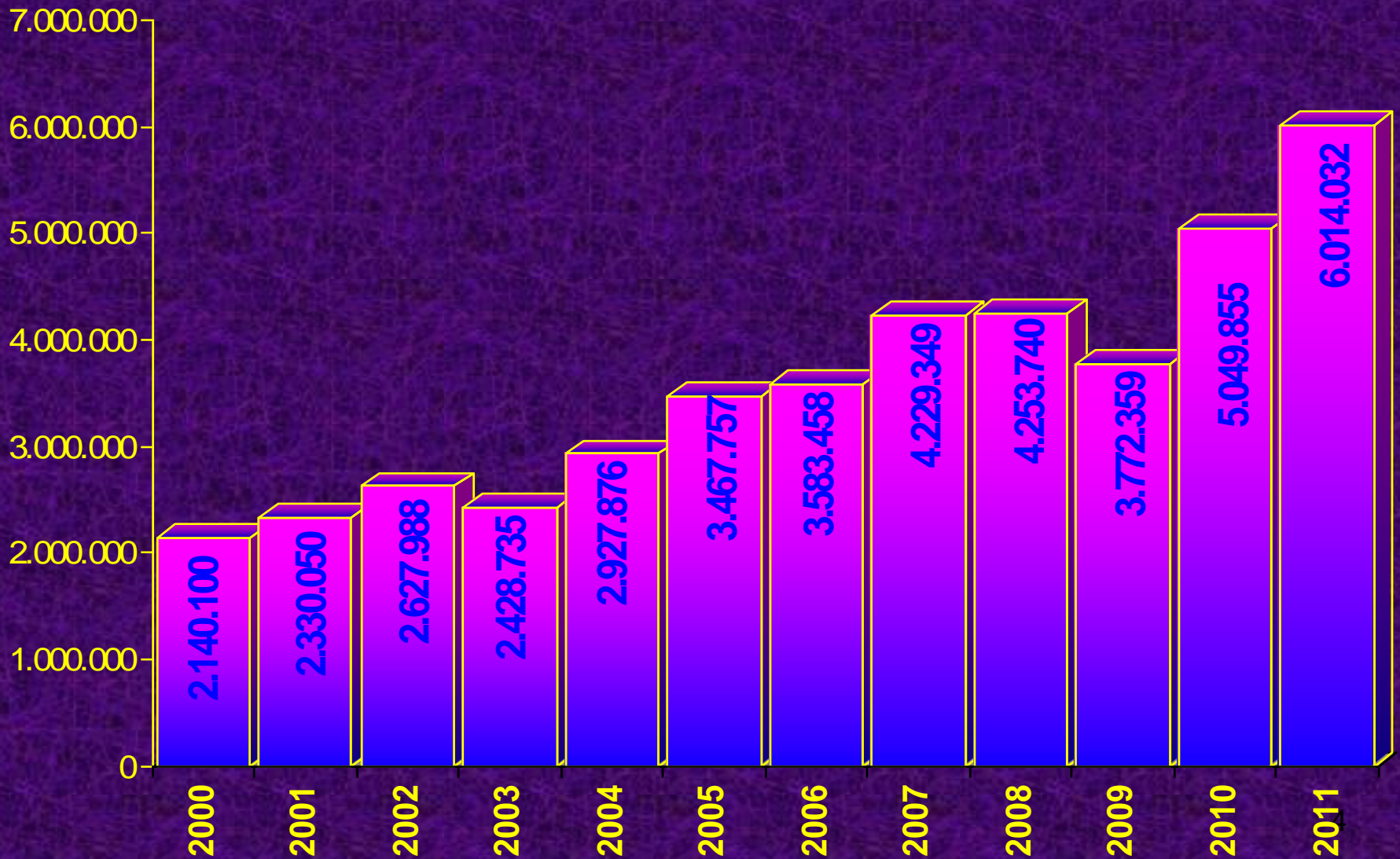




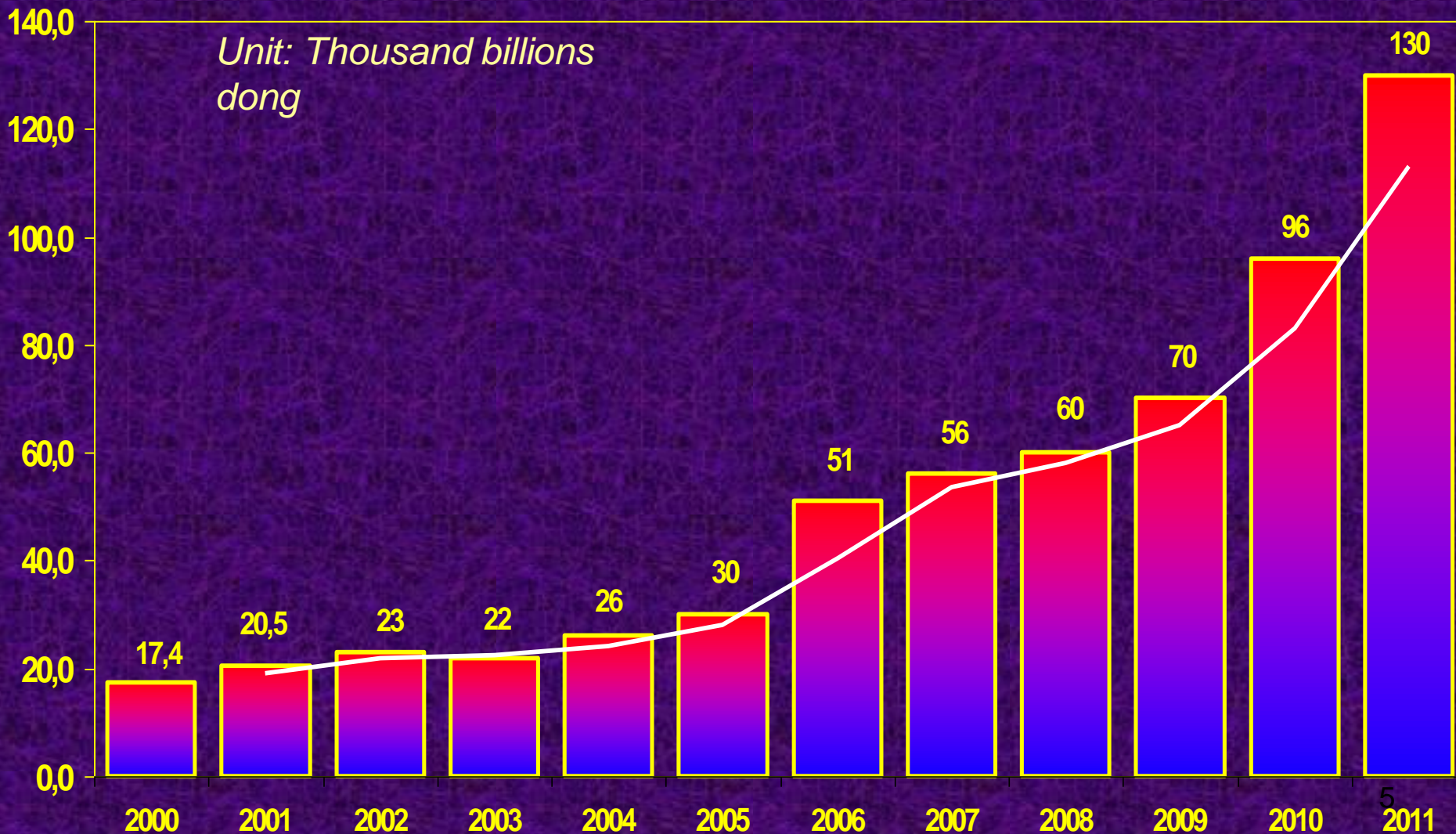
1. Vietnam Tourism in the first 5 months 2012



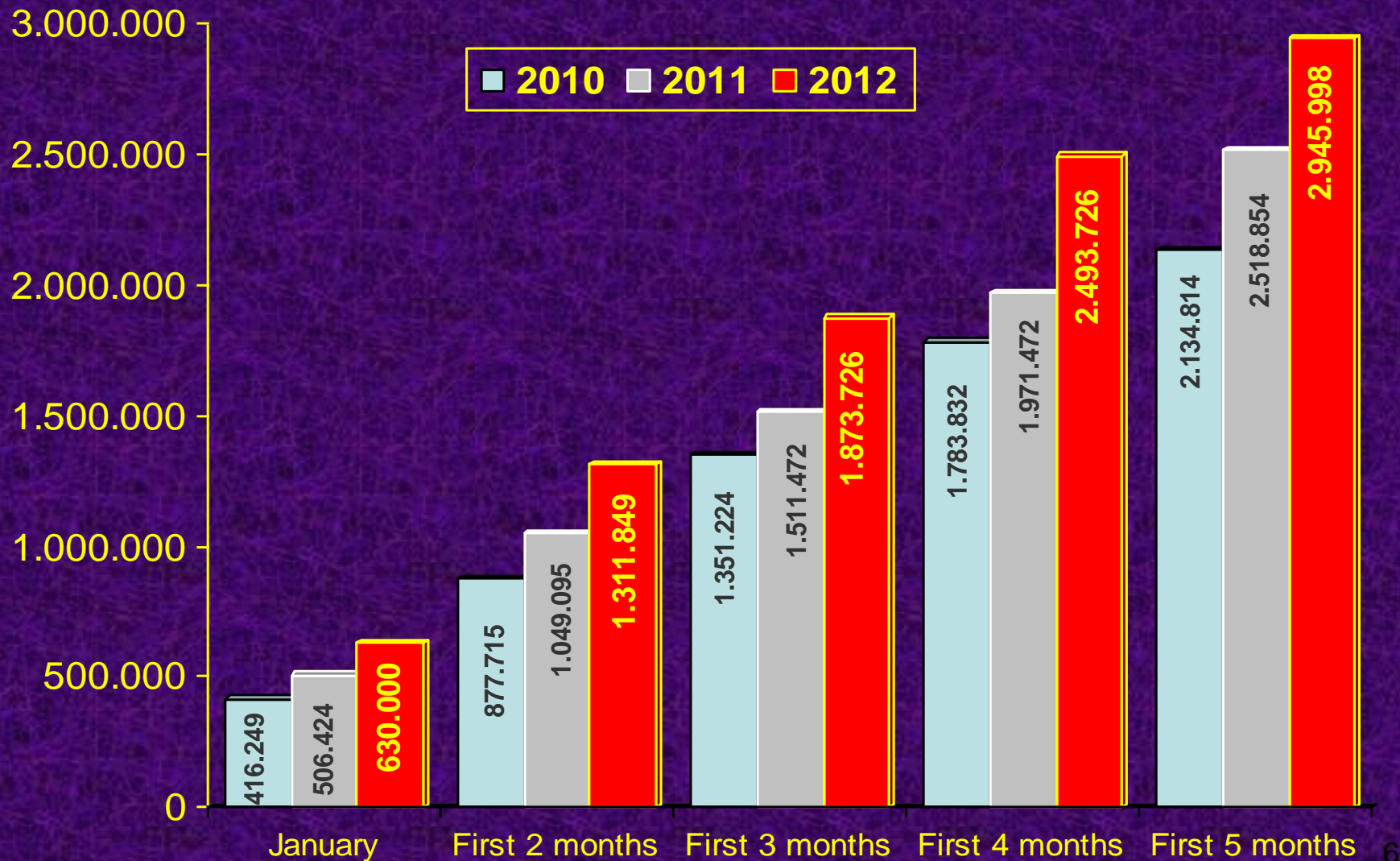
International arrivals



Tourism Revenue



International arrivals in first 5 months



Top ten markets in 2011



	2011	5M 2012	
1. China	1.416.804	10.3%	(Russia: 56.3%)
2. Korea	536.408	45.3%	
3. Japan	481.519	23.6%	
4. The USA	439.872	3.5%	
5. Cambodia	423.440	-	
6. Taiwan	361.051	27.3%	
7. Australia	289.762	-	
8. Malaysia	233.132	25.3%	
9. France	211.444	12.5%	
10. Thailand	181.820	25.6%	

1. Issue Strategy on tourism development in Vietnam until 2020, and vision 2030
2. By 1/7/2012, value-added tax will be refunded to international tourists at Noi Bai and Tan Son Nhat International Airport.
3. Issue temporary regulations on standard toilets.
4. VNAT is preparing to apply Tourism Satellite Account
5. Ha Long Bay won The global campaign to vote for the New 7 Wonders of Nature
6. Launch new Logo and Slogan

New Logo & Slogan



2. Action Plan 2012 and 2013

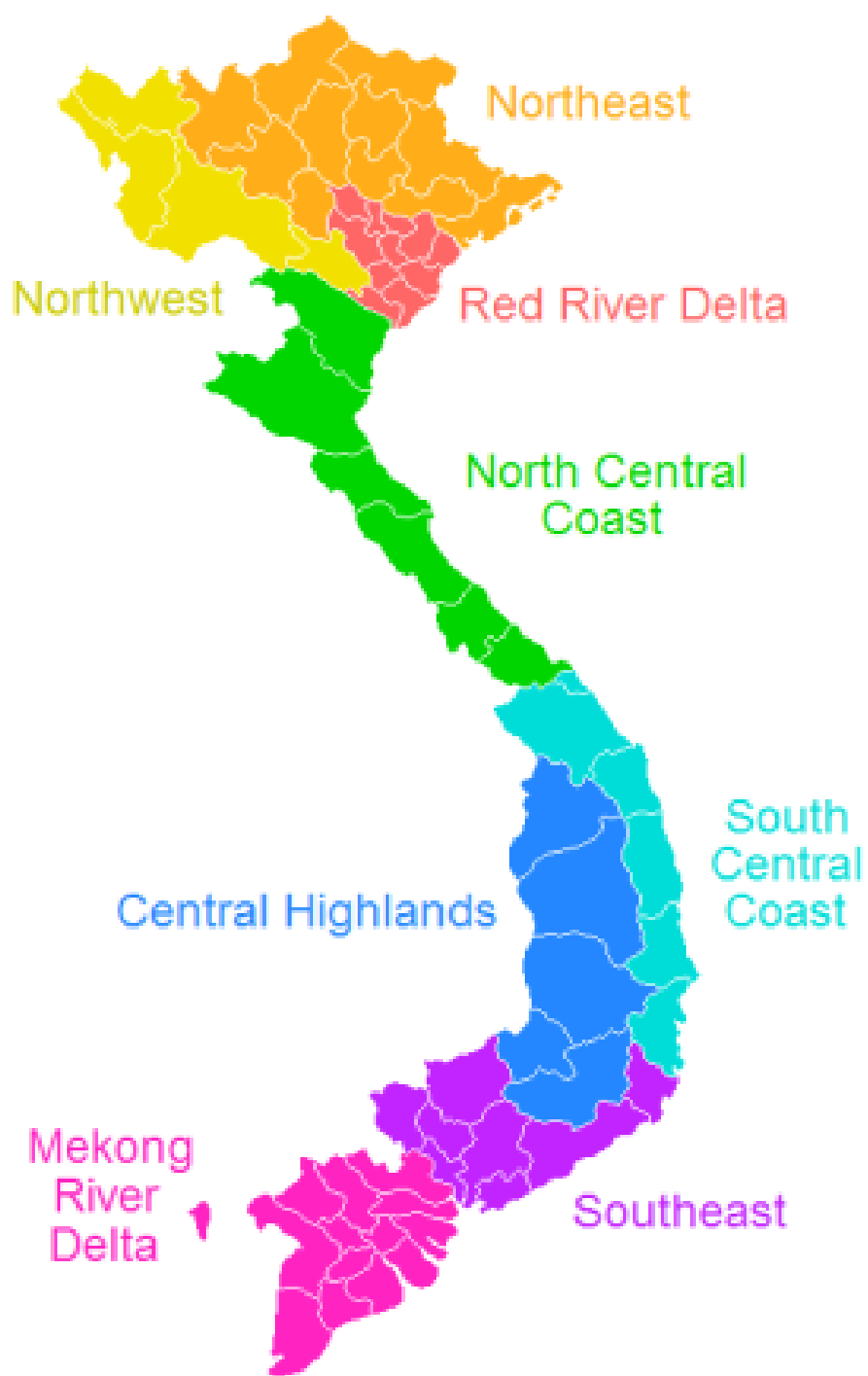


- 1. Implement the Strategy on Tourism Development 2011-2020, Vision 2030**
- 2. Enhance destination management by improving the controlling capacity of tourist service quality and environment.**
- 3. Focus on developing the Vietnam Tourist Brand mounted with the new logo and slogan.**
- 4. Establish representative office in Japan and Korea.**



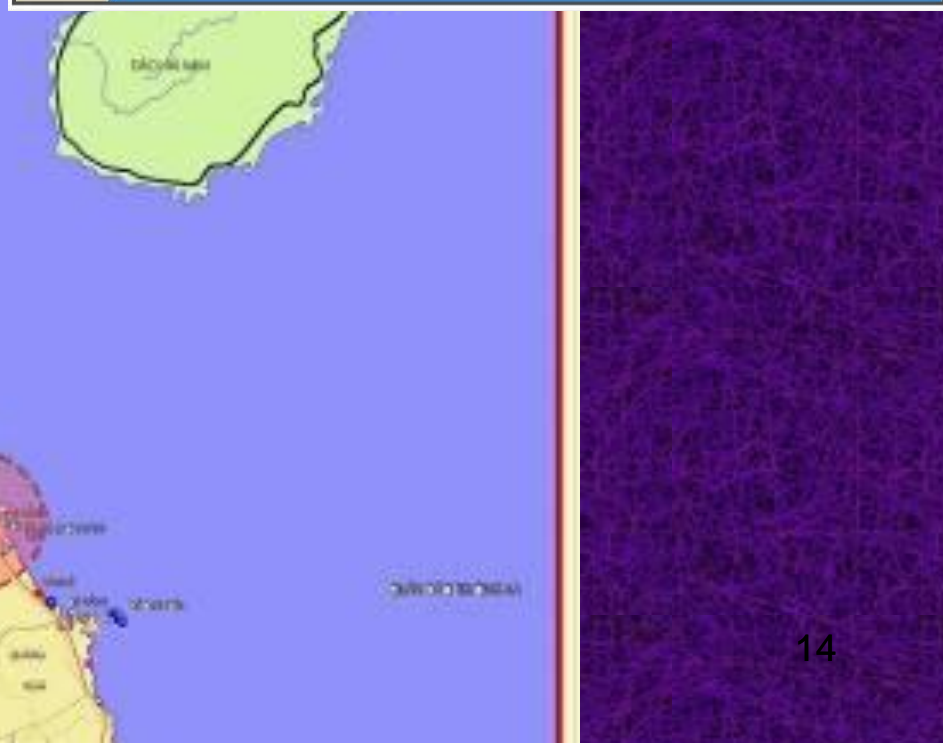
3. National Tourism Year 2013 - Red River Delta - HaiPhong







MÔ HÌNH PHÁT TRIỂN DU LỊCH VÙNG DUYÊN HẢI



National Tourism Year 2013 – Hai Phong



Accessibility:

- By land: 100km east of Hanoi;
- By sea: One of the biggest port
- By train: To the rest network via Hanoi
- By air: International, to HCM, Danang

Tourist products:

- Maritime Eco Tourism
- Culture – Festival Tourism
- Handicraft Tourism
- Sport Tourism,...



National Tourism Year 2013 – Hai Phong



- Subject: Red River civilization
- Time: The National Tourism Year 2013 starts with a series of spring festivals in the beginning of the year and followed by diversified activities during 2013
- Location: Cities/provinces in Red River Delta, especially in Haiphong
- Opening ceremony: 12 May, 2013 at Haiphong City Opera House



National Tourism Year 2013 – Hai Phong



1. Exhibition of artistic photography of Mekong Sub-region countries (Haiphong City, May, 2013);
2. Red River Delta Food Festival (Haiphong City, June, 2013);
3. The Red River Delta 2013 non – professional artistry Festival (Haiphong City, August, 2013);
4. National traditional operetta Festival 2013 (Haiphong City, August, 2013);
5. Haiphong spring walk Festival (from February to April)
6. Cat Ba fishing Festival (1/4/2013)
7. Opening ceremony of the National tourism year 2013 (12/5)
8. Red Flamboyant Flower Festival 2013 (May – June 2013)...



Thank you !

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