

## **Travel in Vietnam**

Market Direction | 2024-09-12 | 42 pages | Euromonitor

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### **Report description:**

In 2024, Vietnam has implemented measures to promote domestic tourism, and to attract international tourists. Examples include the expansion of visa exemption, a successful tourism promotion programme, the launch of new tourist products related to culture and heritage, sports events, and festivals. The number of domestic trips and number of inbound arrivals are therefore set to continue to rise in 2024, although at a slower rate, as trips return to near the pre-pandemic (2019) levels.

Euromonitor International's Travel in Vietnam report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest market size data 2019-2023, allowing you to identify the sectors driving growth. It identifies the leading companies and offers strategic analysis of key factors influencing the market - be they new legislative, technology or pricing issues. Background information on disposable income, annual leave and holiday taking habits is also included. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Booking, In-Destination Spending, Lodging (Destination), Tourism Flows, Travel Modes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Travel market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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