

# Vietnam Tourism Report Q1 2016

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## Abstracts

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BMI View: Vietnam's tourism industry is an important part of the country's economy, and enjoys strong support from the government which works hard to incentivise investment and encourage travel from abroad. Economic growth in key source markets and a competitive regional airline industry is helping to boost source markets in Asia Pacific, but Vietnam may be too reliant on visitors from this region given the regional tension currently. Overall there is ongoing investment in order to meet supply, and there is ongoing development on secondary locations outside of the traditional destinations of Hanoi and Ho Chi Minh City, which have received investment historically. The boosting of transport infrastructure is also helping to raise the ceiling of potential for the wider industry.

### Key Updates And Forecasts:

Overall Vietnam has a strong inbound travel market, which is forecast to grow strongly over 2016. However, the country's single largest source market is China. The devaluation of the yuan may deter international travel from Chinese citizens due to the higher relative cost, which could limit travel abroad (including to Vietnam) over the short term.

Regional tensions (especially between Japan and China) could hit consumer and business confidence levels across the region, which would have a knock-on effect on travel to Vietnam. While we note that the fundamentals behind the market are strong, Vietnam should continue attempts to diversify its source markets in order to decrease vulnerability to asymmetric events.

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