

Flows in Vietnam

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Abstracts

In 2017, inbound arrivals to Vietnam recorded 9% growth. This strong performance was attributed to efforts from many players to boost the tourism industry. New international routes were launched in 2016 and 2017, including many from budget airlines, giving travellers easier access to the country. The government also actively advertised Vietnam as an attractive destination in international markets. In particular, the success of the Hollywood blockbuster “Kong: Skull Island”, which was shot in Vie...

Euromonitor International's Flows 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 2012-2016, 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 2021 illustrate how the market is set to change.

Product coverage: Domestic Trips, Inbound Arrivals, Outbound Departures.

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

Why buy this report?

Get a detailed picture of the Flows 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.

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Executive Summary

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SWOT

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