

Booming Tourism Sector in Vietnam

<https://marketpublishers.com/r/BC8872D85B9EN.html>

Date: August 2012

Pages: 80

Price: US\$ 700.00 (Single User License)

ID: BC8872D85B9EN

Abstracts

Vietnam has become one of the most popular tourist destinations in the South-east region. The country's tourism industry has been growing unprecedentedly over the past few years with rising domestic as well as international tourists. The travel & tourism industry accounted for 10% of the GDP in the Vietnamese economy during 2011. The government's support has been the key driving force for this industry. The government has been readily spending on the promotional activities across the world to boost the nation's tourism industry.

According to our new research report "Booming Tourism Sector in Vietnam", the country is witnessing healthy growth, both in terms of international and domestic tourists. In 2011, the international and domestic tourists increased by 20% and 7.5%, respectively as compared to the previous year. Moreover, it is expected that the tourism industry will continue to grow rapidly in the coming years on the back of its favorable demographic profile and increasing promotional activities by the government. The tourism revenue in Vietnam is anticipated to grow at a CAGR of around 13% during 2012-2015. Our report covers in-depth information about the tourism revenue distribution including shopping, health, entertainment, accommodation, sightseeing, food and transport etc.

As per our findings, domestic tourists account for a dominant share in total tourists in the country as compared to international tourists. Our report covers the detail analysis of both domestic and international tourists. In addition, the report covers the international tourist's by country, age, sex, purpose of visit and mode of transport.

Apart from this, it has been found that Hanoi and Ho Chi Minh cities account for the large number of tourist visits. Our report covers the detail analysis of tourism opportunities in major cities covering the number of domestic and international tourists in these major cities. In addition, the report covers the number of hotel and hotel rooms

available in the major cities. Besides this, we have covered other industry verticals with brief information like airlines industry which also plays a significant role in tourism industry.

Moreover, we have found that golf tourism and wetland tourism are emerging as the new types of tourism in Vietnam due to its location and large number of lakes & beaches etc. Our report covers the detail analysis of various types of tourism in Vietnam including health tourism, eco-tourism, MICE tourism and cruise tourism. Besides this, the report covers the information about some of the leading tourism destinations in Vietnam which account for large number of tourist visits in the country.

Our report “Booming Tourism Sector in Vietnam” incorporates an extensive research and rational analysis of the Vietnamese tourism industry. Our report provides an insight of the Vietnam tourism industry and studies its past, present, and future scenario. It offers a detail study of the forces driving the industry and discusses key market trends prevailing in the industry, making Vietnam a potential tourism destination. It also provides information (analysis and statistical data) of various industrial parameters that will help clients to analyze opportunities critical for their success in the Vietnam tourism industry.

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