

Accommodation Service Comprehensive Report Q1/2019

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Abstracts

VIETNAM ACCOMODATION SERVICE INDUSTRY

Over the past decade, tourism has become more and more accessible to people all around the world. Therefore, the tourism industry has developed strongly, especially in recent years. A strong growth in tourism and travel industry will be the main driving force for the development of the world accommodation service industry. In the period of 2014 - 2025f, the number of hotels and greenrooms in the world tends to grow continuously reaching more than 700,000 hotels and resorts scattered across the globe.

Vietnam is one of the fastest developng tourism destinations in Southeast Asia. The total revenue from tourism in 2018 reached over increased 21.4% compared to 2017. Thanks to the development of the domestic tourism industry in the past years, the number of businesses providing accommodation services has also continuously increased regularly every year.

In the period of 2010-2017, the number of businesses operating in the accomodation industry achieved a compound annual growth rate of 7.4%. The development of tourism industry in the past few years has been a driving force to increase the number of accommodation establishments. By the end of 2017, the number of accommodation establishments nationwide increased by 21.9% compared to 2016.

In the fourth quarter of 2018, two big markets (Hanoi and Ho Chi Minh City) had no growth, decreased slightly in supply in Hanoi and remained stable in the HCM City. Meanwhile, Da Nang market witnessed supplements in supply from many projects with diversified resort products. The average occupancy rates and room rates for Hanoi and Ho Chi Minh City in the fourth quarter of 2018 were recorded to increase in all segments thanks to the key tourist season of the two cities.

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