

Vietnam Tourism Market Set to Surpass USD 135,000 Million by 2033, Driven by 17.2% CAGR Growth | FMI

Vietnam's tourism market is experiencing rapid growth, driven by rising tourism, government support, improved infrastructure, and diverse travel offerings.

NEWARK, DE, UNITED STATES, February 10, 2025 /EINPresswire.com/ -- The [tourism market of Vietnam](#) reached USD 27,500 million in revenue in 2023. Going forward to 2033, the market is expected to grow with a CAGR of 17.2% to reach USD 135,000 million. Growth is experienced due to the increase in domestic and international tourism, government initiatives, improvement of infrastructures, and the more diverse tourism offerings which places the sector as a key economic enabler for Vietnam.



Vietnam Tourism Industry Analysis

The Vietnam tourism market has recorded outstanding growth over the past years. The country is now considered to be among the most attractive destinations in Southeast Asia. Vietnam boasts a history of richness, diversified culture, picturesque natural beauty, and thriving cities, attracting increasing numbers of foreign visitors. The tourism industry plays a vital role in Vietnam's economic development. It makes up a substantial part of the gross domestic product and helps in job creation. A good government policy, increased disposable income, and growing desire for new experiences in traveling make the tourism market in Vietnam promising for future growth.

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□□□□□□ □□□□□□□□: This aspect should be marked by the fact that the Vietnamese government has especially supported tourism growth. It made considerable efforts, initiating a visa-free policy for some countries, investing in infrastructure, and advertising Vietnam as an international destination. Besides, regional cooperation in the tourism sphere within the structure of the Association of Southeast Asian Nations has further increased the popularity of the country as an international destination.



Vietnam Tourism Market Overviews

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□□□ □□□□□□□□-□□□□□□ □□□□□□□□: The middle class in Vietnam is growing and expanding. With the majority of the citizens who are now financially capable of traveling across Vietnam and internationally, the demand for domestic tourism continues to grow and develop significantly. The international tourist arrivals have also grown as Vietnam citizens travel more overseas, while foreign tourists visit Vietnam for business or leisure.

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□□□□□□□□ □□□□□□□□: Vietnam has been a favorite destination for leisure tourism for many years, with attractions ranging from the bustling streets of Hanoi and Ho Chi Minh City to the serene beauty of Ha Long Bay and the Mekong Delta. The country continues to attract visitors for leisure travel due to its varied landscapes, cuisine, and historical sites.

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Việt Nam's natural scenery and varied geography make it an ideal destination for eco-tourism and adventure tourism. Trekking, biking tours, and even ecotourism sites, which include Phong Nha-Kẻ Bàng National Park and the mountainous areas of Sapa, attract tourists looking to experience the beauty of nature.

Đọc báo cáo chi tiết về thị trường du lịch Việt Nam - Báo cáo phân tích chi tiêu và dự báo!

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Việt Nam đang trở thành một điểm đến hấp dẫn cho du khách quốc tế.

Despite recent improvements, the infrastructure in certain regions remains underdeveloped, which can hinder the overall tourist experience.

Balancing rapid tourism growth with environmental preservation remains a challenge, particularly in popular natural attractions and cultural heritage sites.

Vietnam faces challenges related to seasonal variations in tourism demand, which can strain resources during peak seasons and lead to underutilization during off-peak times.

Popular destinations like Ha Long Bay and Hanoi experience overcrowding, which threatens the preservation of these sites and can lead to a diminished visitor experience.

Global economic instability or political tensions can directly impact tourism flows, especially from major source markets.

Việt Nam đang tận dụng các nền tảng bán hàng trực tuyến để tăng cường cơ sở khách hàng.

The Vietnam travel and tourism market is increasingly utilizing online sales platforms to increase customer base. Increasing adoption of easy-to-use mobile devices and websites offering attractive holiday packages with 24/7 customer service are the primary factors contributing to the growth of the Vietnam travel and tourism market.

Việt Nam đang tận dụng các nền tảng bán hàng trực tuyến để tăng cường cơ sở khách hàng.

- Viet Vision Travel
- Lily's Travel Agency
- Hello Laos Travel
- Amazing Tour Vietnam
- Green Era Travel
- Get Up and Go Vietnam Travel Company
- Exodus Travels
- Three land Travel

- Vietnam Adventure Tours

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- Airlines
- Hotel Companies
- Car Rental
- Train
- Tour Operators
- Government Bodies

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- OTA (Online Travel Agency)
- Traditional Travel Agencies
- TMC's(Travel Management Companies)
- Corporate Buyers
- Aggregators

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- Under 18
- 18-25
- 26-35
- 36-45
- 46-55
- Over 55

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- Business Travel
- Leisure Travel
- Education-Employment-Pilgrimage
- Visiting Friends & Relatives

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- Male
- Female
- Kids

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- Domestic
- International

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- Independent Traveler
- Tour Group
- Package Traveler

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- Religious Tourism
- Cultural Tourism
- Medical Tourism
- Others

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- Phone Booking
- Online Booking
- In person Booking

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