

LuxGroup®^[OBJ] to Launch a New Luxury Boutique Cruise Line on Vietnam's Saigon River

As Vietnam's tourism sector accelerates in 2026, river-based experiences are drawing attention for their focus on culture, heritage, and slower forms of travel

HO CHI MINH CITY, HANOI, VIETNAM, May 7, 2026 /EINPresswire.com/ -- On Vietnam's Saigon River, a New Style of Luxury Travel Emerges

As Vietnam's tourism industry evolves in 2026, river-based experiences are drawing growing attention for their emphasis on culture, heritage, and slower forms of travel.



The First Boutique Cruise Line on the Saigon River

Vietnam's tourism industry is entering a new phase of growth and repositioning as the country continues to expand its appeal among international travelers.

“

Cruising is the happiness project of my life—creating meaningful moments that connect people, culture, and the soul of a place.”

*Dr. Pham Ha Founder and
CEO LuxGroup*

According to national tourism data, Vietnam welcomed an estimated 8.8 million international visitors during the first four months of 2026, reaching approximately 35 percent of its annual target of 25 million arrivals. Long-term tourism strategies project 35 million international visitors by 2030 and 45 million by 2045.

Alongside this growth, Vietnam is increasingly being recognized for travel experiences rooted in culture, cuisine,

heritage, and local identity rather than traditional large-scale luxury models alone.

This shift is becoming particularly visible along the Saigon River, where new tourism initiatives

are contributing to the transformation of Ho Chi Minh City's waterfront into a destination for experiential and river-based travel.

For more than three centuries, the Saigon River has played a central role in the economic and cultural development of southern Vietnam. Historically a commercial waterway and urban lifeline, the river is now being reintroduced as a setting for slower and more immersive visitor experiences.

Industry observers note that the trend reflects broader changes in global tourism demand, with travelers increasingly prioritizing authenticity, personalization, sustainability, and meaningful cultural engagement.

"Vietnam is fundamentally a river and maritime civilization," said Dr. Phạm Hà, Founding President & CEO of [LuxGroup](#)[®]. "Many of our communities, cuisines, and historical trade routes were formed along waterways. River tourism allows travelers to experience Vietnam at a more human pace."

Among the projects attracting attention is Amiral Cruises for Presidents[®], a Saigon River initiative developed under LuxGroup[®]. The concept was first introduced internationally during FITUR Madrid 2026 and focuses on smaller-scale river experiences centered on cultural storytelling, gastronomy, and heritage interpretation.

Rather than operating as a high-capacity cruise product, the initiative emphasizes intimate journeys along the Saigon River and nearby waterways. Experiences departing from Bạch Đằng Wharf connect visitors with destinations including Củ Chi and the UNESCO-listed Cần Giờ Biosphere Reserve, while evening cruises combine dining, live music, and cultural performances on the river.

A signature onboard concept known as SÔNG SHOW[®] integrates music, storytelling, and visual arts into the guest experience as part of a broader effort to connect tourism with local cultural identity.

The timing of the project also coincides with the 115th anniversary of Nguyễn Tất Thành's departure from Nhà Rồng Wharf in 1911, a milestone closely associated with Vietnam's modern historical narrative.

Tourism analysts note that the development of river tourism aligns with Vietnam's broader strategy to attract higher-value travelers while encouraging more sustainable tourism growth.

Globally, concepts such as "slow travel" and "quiet luxury" continue to gain momentum, particularly among travelers seeking experiences centered on reflection, local engagement, and environmental awareness.

As Vietnam's tourism sector continues to evolve, the Saigon River is increasingly being viewed not only as an urban waterway, but also as a cultural corridor capable of supporting a new generation of travel experiences.

In a rapidly changing tourism landscape, Vietnam's waterways may offer something travelers are increasingly seeking: time, connection, and a deeper sense of place.

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