



Travel in Vietnam

September 2024

Table of Contents

[Travel in Vietnam](#)

EXECUTIVE SUMMARY

Travel in 2024

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

MARKET DATA

Table 1 - Surface Travel Modes Sales: Value 2019-2024

Table 2 - Surface Travel Modes Online Sales: Value 2019-2024

Table 3 - Forecast Surface Travel Modes Sales: Value 2024-2029

Table 4 - Forecast Surface Travel Modes Online Sales: Value 2024-2029

Table 5 - In-Destination Spending: Value 2019-2024

Table 6 - Forecast In-Destination Spending: Value 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

[Tourism Flows in Vietnam](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Inbound arrivals increase strongly in 2024, thanks to expansion of visa exemption

Outbound departures grow well in Vietnam in 2024

PROSPECTS AND OPPORTUNITIES

Inbound arrivals expected to continue to grow well in the future

Digital transformation will help to attract more tourists

CATEGORY DATA

Table 7 - Inbound Arrivals: Number of Trips 2019-2024

Table 8 - Inbound Arrivals by Country: Number of Trips 2019-2024

Table 9 - Inbound City Arrivals 2019-2024

Table 10 - Inbound Tourism Spending: Value 2019-2024

Table 11 - Forecast Inbound Arrivals: Number of Trips 2024-2029

Table 12 - Forecast Inbound Arrivals by Country: Number of Trips 2024-2029

Table 13 - Forecast Inbound Tourism Spending: Value 2024-2029

Table 14 - Domestic Tourism by Destination: Number of Trips 2019-2024

Table 15 - Domestic Spending: Value 2019-2024

Table 16 - Forecast Domestic Tourism by Destination: Number of Trips 2024-2029

Table 17 - Forecast Domestic Spending: Value 2024-2029

Table 18 - Outbound Departures: Number of Trips 2019-2024

Table 19 - Outbound Departures by Destination: Number of Trips 2019-2024

Table 20 - Outbound Tourism Spending: Value 2019-2024

Table 21 - Forecast Outbound Departures: Number of Trips 2024-2029

Table 22 - Forecast Outbound Departures by Destination: Number of Trips 2024-2029

Table 23 - Forecast Outbound Spending: Value 2024-2029

[Airlines in Vietnam](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Domestic flight tickets record strong price increases
Airlines focus on improving membership benefits, and collaborate with banks

PROSPECTS AND OPPORTUNITIES

Increasing number of inbound arrivals will contribute to the growth of airlines
Domestic airlines set to lose share to international players

CATEGORY DATA

Table 24 - Airlines Sales: Value 2019-2024
Table 25 - Airlines Online Sales: Value 2019-2024
Table 26 - Airlines: Passengers Carried 2019-2024
Table 27 - Airlines NBO Company Shares: % Value 2019-2023
Table 28 - Non-Scheduled Carriers Brands by Key Performance Indicators 2024
Table 29 - Low Cost Carriers Brands by Key Performance Indicators 2024
Table 30 - Full Service Carriers Brands by Key Performance Indicators 2024
Table 31 - Forecast Airlines Sales: Value 2024-2029
Table 32 - Forecast Airlines Online Sales: Value 2024-2029

[Lodging \(Destination\) in Vietnam](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Resorts remain a highly favoured option in 2024
Luxury and upscale hotels witness strong growth rates in 2024

PROSPECTS AND OPPORTUNITIES

Lodging set to grow well in the future
Lodging with sustainable commitments will continue to receive more favour in the future

CATEGORY DATA

Table 33 - Lodging (Destination) Sales: Value 2019-2024
Table 34 - Lodging (Destination) Online Sales: Value 2019-2024
Table 35 - Hotels Sales: Value 2019-2024
Table 36 - Hotels Online Sales: Value 2019-2024
Table 37 - Other Lodging Sales: Value 2019-2024
Table 38 - Other Lodging Online Sales: Value 2019-2024
Table 39 - Lodging (Destination) Outlets: Units 2019-2024
Table 40 - Lodging (Destination) Rooms: Number of Rooms 2019-2024
Table 41 - Lodging (Destination) by Incoming vs Domestic: % Value 2019-2024
Table 42 - Hotels NBO Company Shares: % Value 2019-2023
Table 43 - Hotel Brands by Key Performance Indicators 2024
Table 44 - Forecast Lodging (Destination) Sales: Value 2024-2029
Table 45 - Forecast Lodging (Destination) Online Sales: Value 2024-2029
Table 46 - Forecast Hotels Sales: Value 2024-2029
Table 47 - Forecast Hotels Online Sales: Value 2024-2029
Table 48 - Forecast Other Lodging Sales: Value 2024-2029
Table 49 - Forecast Other Lodging Online Sales: Value 2024-2029
Table 50 - Forecast Lodging (Destination) Outlets: Units 2024-2029

[Booking in Vietnam](#)

KEY DATA FINDINGS

2024 DEVELOPMENTS

Booking grows well in 2024, thanks to government efforts to promote tourism
Direct booking is recovering due to the digital transformation of firms

PROSPECTS AND OPPORTUNITIES

Booking is predicted to grow strongly due to the recovery of outbound tourism
Online sales through livestreaming by intermediaries will increase in the future

CATEGORY DATA

Table 51 - Booking Sales: Value 2019-2024

Table 52 - Business Travel Sales: Value 2019-2024

Table 53 - Leisure Travel Sales: Value 2019-2024

Table 54 - Travel Intermediaries NBO Company Shares: % Value 2019-2024

Table 55 - Forecast Booking Sales: Value 2024-2029

Table 56 - Forecast Business Travel Sales: Value 2024-2029

Table 57 - Forecast Leisure Travel Sales: Value 2024-2029

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/travel-in-vietnam/report.