

# **Tourism Flows in Vietnam**

September 2024

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# Tourism Flows in Vietnam - Category analysis

# **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

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