



Euromonitor
International

Booking in Vietnam

September 2024

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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

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Travel in Vietnam - Industry Overview

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DISCLAIMER

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