

Tourism Flows in Vietnam

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Short visa duration challenges limit the growth of inbound tourism flows

Outbound departures fare well, despite the gloomy economic outlook

PROSPECTS AND OPPORTUNITIES

Inbound arrivals expected to reach pre-COVID-19 level by 2026, with longer visa duration periods assisting the process

Government will continue to pay strong attention to digital marketing to promote inbound tourism

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DISCLAIMER

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