

# Lodging (Destination) in Vietnam

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Wellness and healing tourism continues to receive attention from Vietnamese consumers  
“Glamping” has emerged as a lodging trend among younger generations

PROSPECTS AND OPPORTUNITIES

Increasing inbound tourist will increase value sales and the number of lodgings  
Dynamic digital transformation will be an increasing trend within lodging industry

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Travel in Vietnam - Industry Overview

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