

VIETNAM'S TOURISM TO BECOME A LEADING SECTOR BY 2030



Vietnam aims to make tourism a truly cutting-edge economic sector, with green growth and world-leading development capacity by 2030.

This is not just a plan but a meticulously crafted master plan for Vietnam's tourism system from 2021 to 2030, with a vision until 2045. Vice Premier Tran Hong Ha has approved it, reflecting the government's commitment and confidence in the future of Vietnam's tourism sector.

The plan targets between 25 and 28 million foreign tourists, 130 million domestic travelers, and an annual growth rate of 8 to 9% in the number of domestic visitors by 2025.

By 2030, the number of international tourists is expected to reach 35 million and register an annual increase of 13 to 15%, while domestic travelers will reach 160 million and grow by 4 to 5% annually.

Vietnam's strategic tourism development plan presents a promising opportunity for investors. By 2025, tourism is projected to contribute 8% to 9% of GDP directly, and this is expected to increase to 13% to 14% by 2030. This growth trajectory is set to create around 6.3 million jobs by 2025 and a staggering 10.5 million jobs by 2030. The plan is focused on recovering and sustaining domestic tourism growth from 2021-2025 and then targeting high-spending, long-stay tourist markets and new markets in golf, sports, and adventure tourism from 2026-2030.

Vietnam's strategy to boost its tourism sector is two-fold. Between 2021 and 2025, the focus will be on rejuvenating traditional tourism markets and drawing in new markets such as India and the Middle East. From 2026 to 2030, Vietnam will sustain and expand its conventional tourism markets while diversifying to attract more high-spending, long-stay travelers. This approach underscores Vietnam's commitment to quality tourism.

Vietnam's long-term tourism development plan is to establish the country as a prominent global destination and a leading tourism hub in the Asia-Pacific region by 2045. This ambitious goal is projected to attract 70 million international arrivals, generate approximately \$28.68 billion in tourism revenue, and contribute 17 to 18% to the GDP. This vision promises an exciting and vibrant future for tourism in Vietnam.

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