

VIETNAM: HANOI'S TOURISM BREAKS RECORDS DURING LUNAR NEW YEAR



Hanoi emerged as a popular destination during the Lunar New Year, attracting 142,000 foreign tourists. It represents a 15.8 percent growth compared to the previous year. This rise in foreign visitors coincided with over 12.5 million domestic travelers, marking a 19% increase compared to 2024.

Several factors have contributed to this surge in travelers to Hanoi. The city organized various events, including a calligraphy festival, decorations of traditional temples, and many viewing points for fireworks on New Year's Eve. **The expansion of such attractive cultural activities allowed tourists to immerse themselves in Vietnamese culture uniquely and enjoyably.**

Relaxed Visa Policy Benefits Hanoi's Tourism

In addition to the celebrations, government immigration policies may have played a significant role in Hanoi's tourism success. For instance, the visa application criteria have been relaxed, allowing extended stays for visitors from many essential source markets. Furthermore, tourism agencies have increased promotional advertisements, offering discounts on plane tickets and organizing excursions. These measures, combined with improved air connectivity, have enhanced the appeal of both the capital and Vietnam to international travelers.

Record January, towards an Exceptional Tourism Year

Inbound tourism generated more than \$148 million in revenue, reflecting a growth of 7.85% compared to 2024. Tourists have significantly contributed to the country's economy by purchasing souvenirs and booking hotel stays. January has proven to be a historic month for tourism, and despite store closures related to TET (Lunar New Year in Vietnam), the outlook for the rest of the year is very promising.

The government has recognized the underlying trends and aims to attract 23 million foreign visitors by 2025. To achieve this goal, they will invest in digital marketing and social media to ensure a steady flow of tourists throughout the year. The key challenge is to build on this momentum by diversifying the tourism offerings and enhancing infrastructure to support this ambitious growth.

Social Networks Lead Vietnam's Promotion

For several years, backpacking in Southeast Asia has become a growing social media trend. Many travelers share short videos showcasing the landscapes of their journeys on platforms like Instagram and TikTok. **These videos often achieve millions of views and effectively promote Vietnam as a travel destination.** The increased visibility of these beautiful panoramas has coincided with a rise in the number of tourists visiting Vietnam. This trend highlights social media's significant role in tourism growth, making Vietnam an increasingly popular destination.

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