

CRUISE TOURISM IN VIETNAM IS BOOMING



Since the beginning of 2025, Vietnam's tourism industry has been showing consistent positive signs. In January 2025 alone, the country welcomed nearly 2.1 million international visitors, with approximately 44,900 arriving by sea.

The arrival of nearly 45,000 foreign tourists by cruise ship in January 2025 indicates a strong recovery of the sector. Vietnam has significant opportunities to become a leading destination for international cruise tourism.

Vietnam boasts a coastline that stretches 3,260 kilometers and is home to over 4,000 islands, numerous bays, and deep-water ports, allowing large ships to anchor close to the shore. This favorable geographic advantage reinforces the country's appeal as a prime destination for cruise tourism.

Situated along a busy maritime trade route, Vietnam connects with countries that bring significant cruise passengers, such as China, Japan, South Korea, and Singapore. As a result, the cruise tourism sector in Vietnam is experiencing a strong recovery and impressive growth. Popular destinations like Phu Quoc Island, Ha Long Bay, and Nha Trang coastal city increasingly welcome more cruise passengers.

The cruise tourism industry in Vietnam attracts international visitors and has seen a sharp rise in domestic tourists.

Vietnam's tourism development strategy for 2020, looking ahead to 2030, prioritizes maritime and island tourism. However, fully tapping into this potential presents challenges due to inadequate tourist port infrastructure, a shortage of skilled human resources, and a weak focus on promotional activities.

For example, most seaports in Vietnam lack specialized docks for large cruise ships, so tourists have to take shuttle boats to reach the shore, which negatively impacts their overall experience. Also, customs and quarantine procedures can be lengthy, decreasing the appeal for international visitors.

Experts suggest that Vietnam needs a comprehensive development strategy with a specialized port system in key coastal cities to enhance reception capacity and develop logistics services.

Moreover, simplifying immigration procedures is essential for international visitors to create a more welcoming procedure. Improving the country's image internationally is also necessary.

According to experts, if cruise tourism is effectively developed, it could favorably position Vietnam on the global tourism map and become a significant driver of sustainable marine economic growth.

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