



MINISTRY OF CULTURE, SPORTS AND TOURISM
VIETNAM NATIONAL ADMINISTRATION OF TOURISM

VIETNAM TOURISM: RESPONSE TO COVID-19 AND TOWARD RECOVERY

Virtual Tourism Best Practices Workshop
2 March 2021, South Africa

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3. Key to successful COVID-19 response

1. Impacts of COVID-19 on Viet Nam tourism

Vietnam tourism performances before COVID-19

❖ Main policy documents:

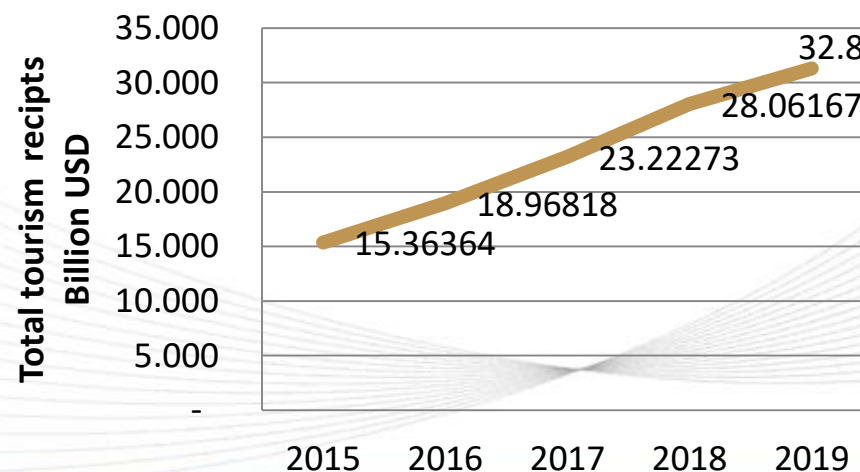
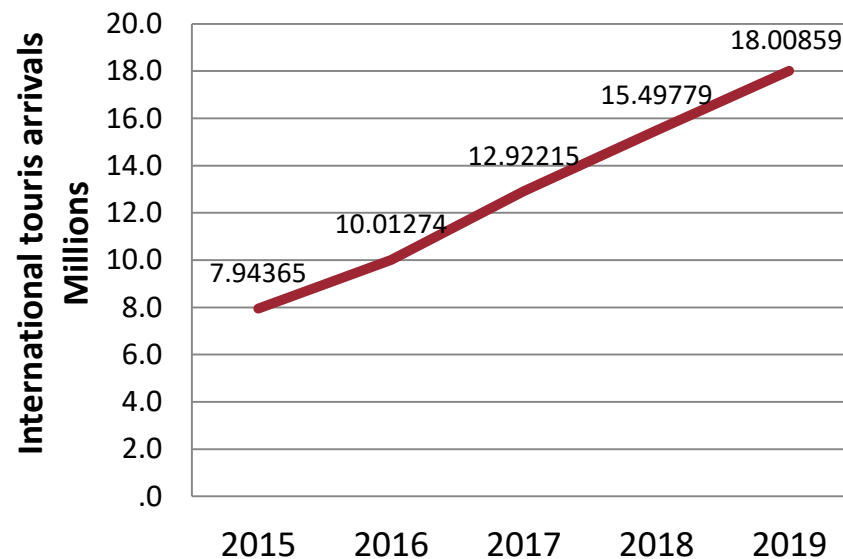
- Tourism Law 2017
- Viet Nam tourism development strategy to 2030

❖ Visitors

- International tourist arrivals: 18 million
- Domestic tourist arrivals: 85 million

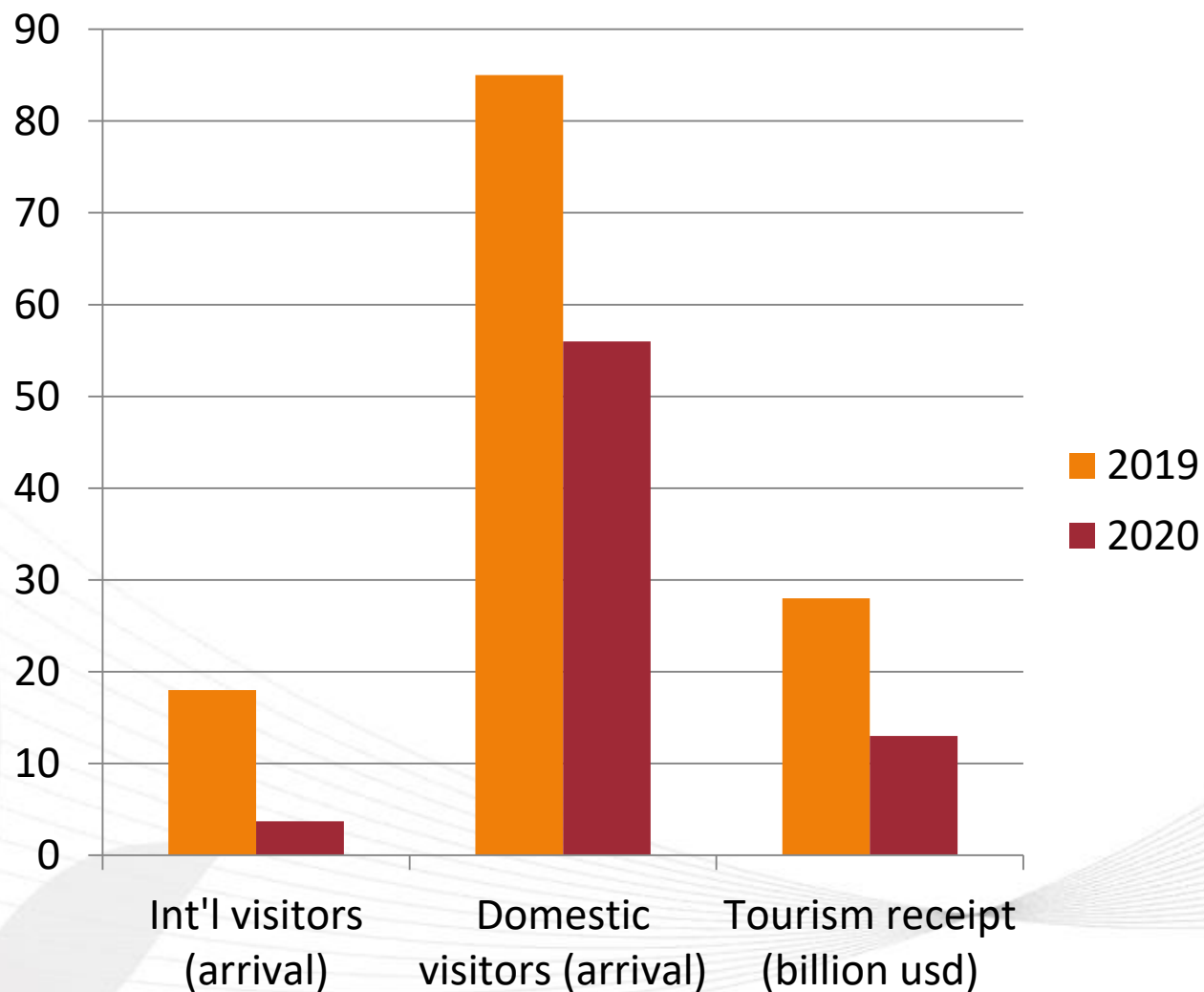
❖ Tourism receipt

- Total int'l & domestic tourism receipt: USD 28 billion
- Contribution to GDP: 9.2%

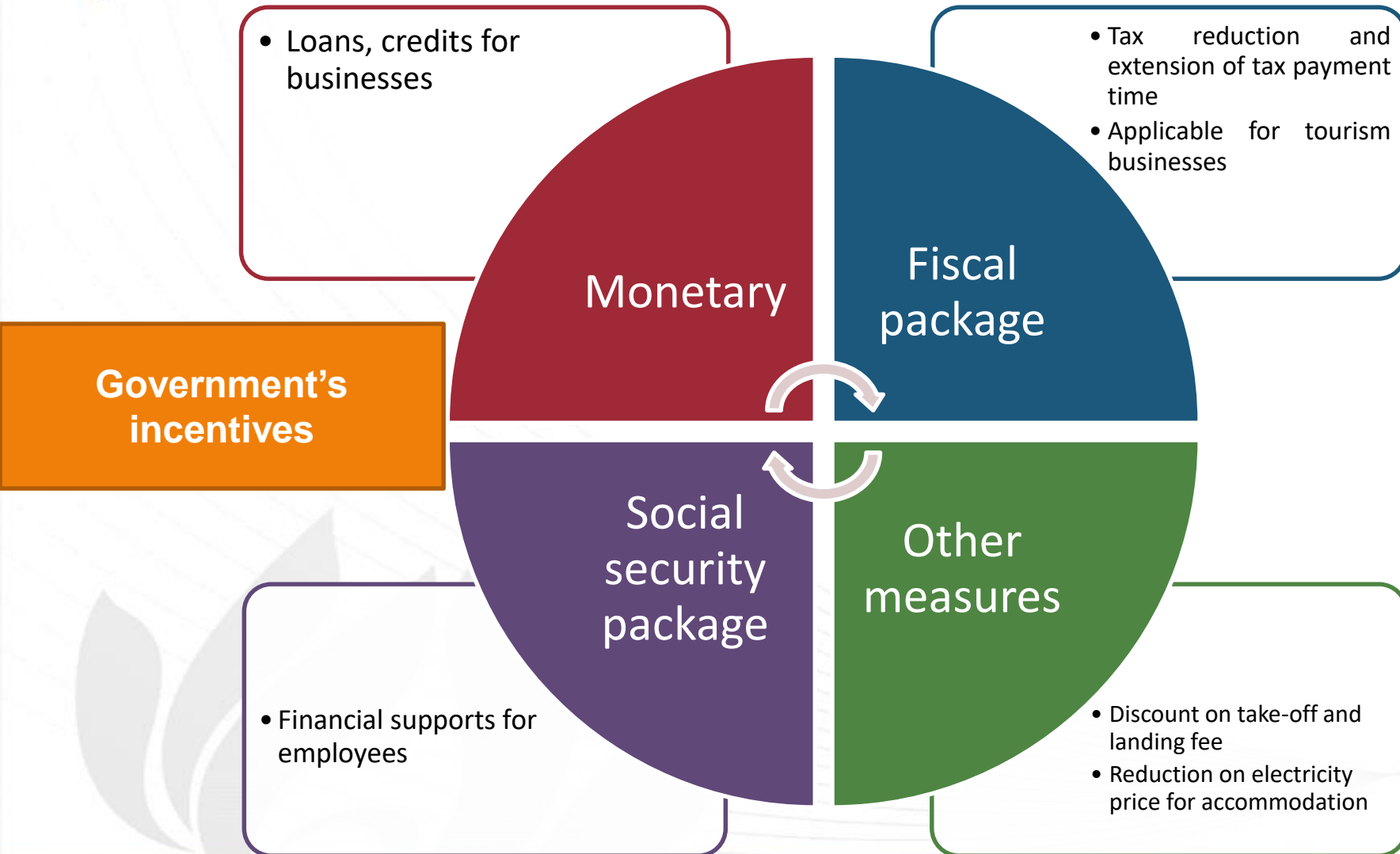


1. Impacts of COVID-19 on Viet Nam 's tourism sector

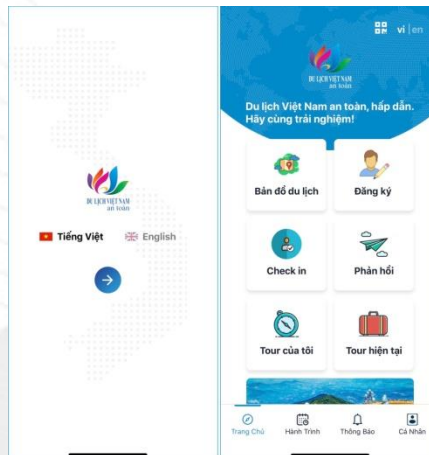
- Average hotel capacity: 20%
- On-going work in travel agencies: 30%



2. Viet Nam Government's response to COVID-19



- Domestic tourism stimulus campaign **“Vietnamese people travel in Vietnam”** and **“Vietnam - Safe and Attractive Destination”**.
 - Cooperation between localities, travel operators, hotels, airlines, etc.
 - Good quality package tours with discounted price
- **Travel app “Vietnam Safe Travel”**.
- Video Clip Contest themed **“VietnamNOW”** and Photo Contest themed **“Explore Vietnam”**.



- Shifted from offline marketing to online marketing: Campaign “**Stay home with Vietnam**” and “**Visit Vietnam from home**”
- Broadcasted new video clip “**Why not Vietnam?**” on CNN
- Launched the “**Virtual Vietnam**” and “**Green Travel**” page on the official promotion website vietnam.travel
- Coordinated with partners to organize webinars to target markets



Procedures for entering Viet Nam

- Have a negative COVID-19 test certificate three days before departure
- Have international health insurance covering COVID-19
- Sample and test COVID-19 upon arrival and other two times testing during 14 first days in Viet Nam
- Accommodations booking with designated hotels before departure
- Have long term working permit in Viet Nam or Invitation of Viet Nam's receiving organizations
- Install and use Bluezone application while staying



- Manage the safety of tourism operation,
 - Request all tourism stakeholders to pursue the Guidelines to prevent and control the COVID-19
- Future tasks
 - Implement domestic tourism campaign
 - Plan and prepare for international tourism re-open
 - Rebuild the tourists' trust and confidence to travel again and study new tourist trends



3. Keys to successful COVID-19 response

- **Quick strategic testing**
- **Aggressive contact tracing**
- **Effective public communications campaign**
- **Swift development of testing kits**
- Social distancing & concentrated Isolation
- Appropriate closed borders & flexible suspended international flights
- Protecting the vulnerable



Thank you for your attention



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