

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

PROMOTION JAPANESE TOURISTS TO VIETNAM

Dr. NGUYEN TRUNG KHANH
CHAIRMAN OF VNAT

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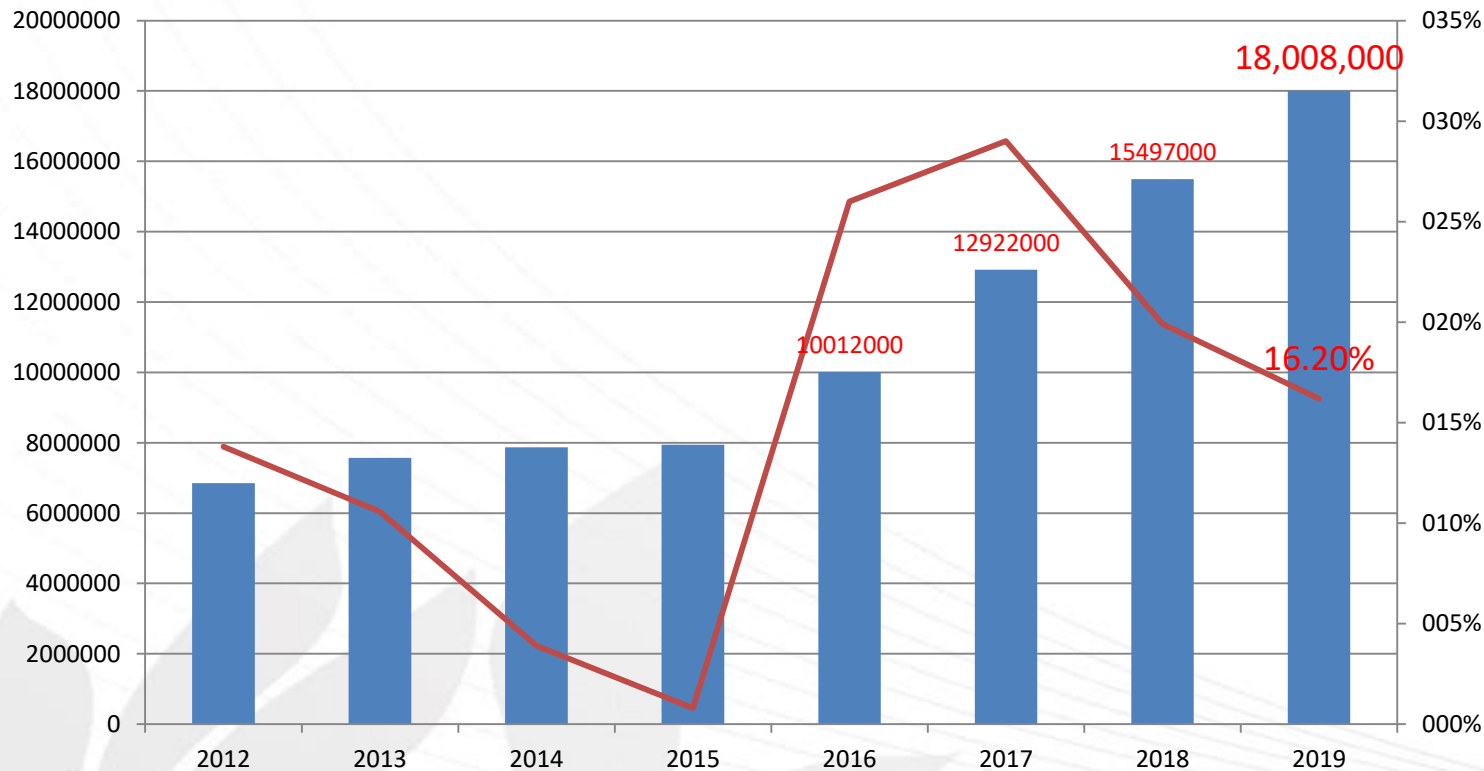
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I. Overview of Vietnam Tourism

Tourism is defined as a key economic sector in Viet Nam



In 2019:
 In't Arrivals: 18 mil (+16.2%)
 Domestic Tourists: 85 mil
 Tourism Revenue: 31 Bil USD

Target 2020:
 In't Arrivals: 20.5 mil
 Domestic Tourists: 90 mil
 GDP Contribution: 10%

International Arrivals to Viet Nam from 2012-2019

BEACH

CULTURE

**KEY TOURISM
PRODUCTS**

NATURE

**CITY
BREAK**



I. Overview of Vietnam Tourism

2. Awards for Vietnam Tourism



- World's Leading Heritage Destination 2019
- World's Best Golf Destination 2019
- Asia's Leading Destination 2017, 2018, 2019
- Asia's Leading Culinary Destination 2019
- Asia's Leading Cultural Destination 2019
- Asia's Leading Cultural City Destination 2019 - Hoi An



II. Tourism Cooperation between Viet Nam and Japan



1. Cooperation Documents:

+ In 2005: Vietnam National Administration of Tourism (VNAT) and Ministry of Land, Infrastructure, Transport and Tourism of Japan signed Joint Declaration between Viet Nam and Japan on tourism cooperation.

+ In 2017: VNAT signed MOUs on Tourism Cooperation with Japan Tourism Agency (JTA), Japan National Tourism Organization and MOU with Yamanashi Prefecture.

+ In 2018: VNAT signed MOU on Tourism Cooperation with Japan Ryokan and Hotel Association; signed Action Plan for the period of 2019-2020 with JTA during the Commission meeting on tourism cooperation between Viet Nam and Japan.

+ On 12 Jan 2020: Signing the MOU with Hokkaido Prefecture on tourism cooperation.

II. Tourism cooperation between Viet Nam and Japan

2. Cooperation Mechanism:

Joint Commission on Tourism Cooperation between Viet Nam and Japan



II. Tourism Cooperation between Viet Nam and Japan

3. Attending tourism events that are organized by each side

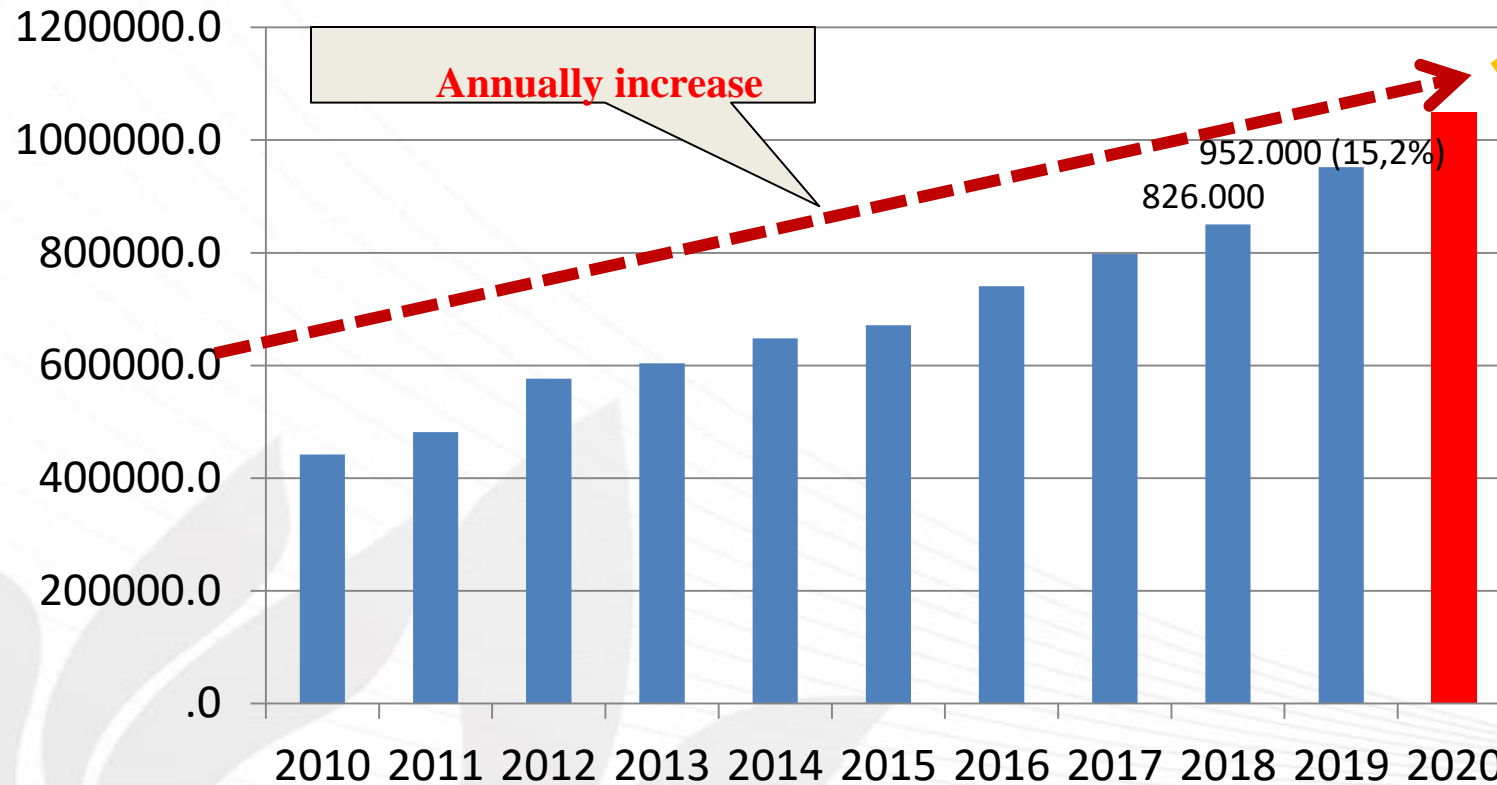
Japan: Attend Vietnam International Travel Mart (VITM) to be held annually in Ha Noi on April



Viet Nam: Attend JATA to be held annually in Tokyo on August

II. Tourism cooperation between Viet Nam and Japan

4. Tourism Exchange



The number of Vietnamese Arrivals to Japan in the year 2018 reached 389 thousands, an increase of 26%

Number of Japanese Arrivals to Viet Nam

III. Activities for attracting Japanese Tourists

1. **Vietnam Tourism destinations and products that promoting to Japanese tourist market**
 - a) Segment: Family, female, elder and educational tourist segments.
 - b) Products: Heritage tourism, cultural tourism, culinary, wellness and spa tourism, golf tourism.
 - c) Destinations: Ha Noi, Ho Chi Minh City, three provinces in the Central of Viet Nam (Da Nang, Thua Thien Hue and Quang Nam), Ninh Binh, Quang Ninh, Sapa (Lao Cai), Nha Trang (Khanh Hoa), Phu Quoc (Kien Giang)



III. Activities for attracting Japanese Tourists

2. Promotion and Marketing activities in Japanese market

Through Vietnamese Cultural and Tourism Festivals in Japan

- Vietnam Festival in Yoyogi Park
- Vietnam Festival in Kanagawa Prefecture
- Vietnam Festivals in Osaka, Fukuoka and Hokkaido Prefectures...



III. Activities for attracting Japanese Tourists

Organize Tourism Roadshows in different cities in Japan namely Tokyo, Yokohama, Osaka, Fukuoka, Nagoya, Sapporo... Prefectures

Objectives:

- Introduction on tourism destinations, products, update policies of Vietnam Tourism to Japanese tourism enterprises
- Business matching between Provinces and Enterprises of the two countries for tourism exchange

Supporting agencies: JATA and JNTO



III. Activities for attracting Japanese Tourists

Promoting Vietnam Tourism at Tourism Expo Japan (JATA):

Annually participation at JATA Fair. From 2015 to now, Ha Noi City took the leading role at this important tourism Fair with the active participation from a number of Vietnamese provinces and enterprises

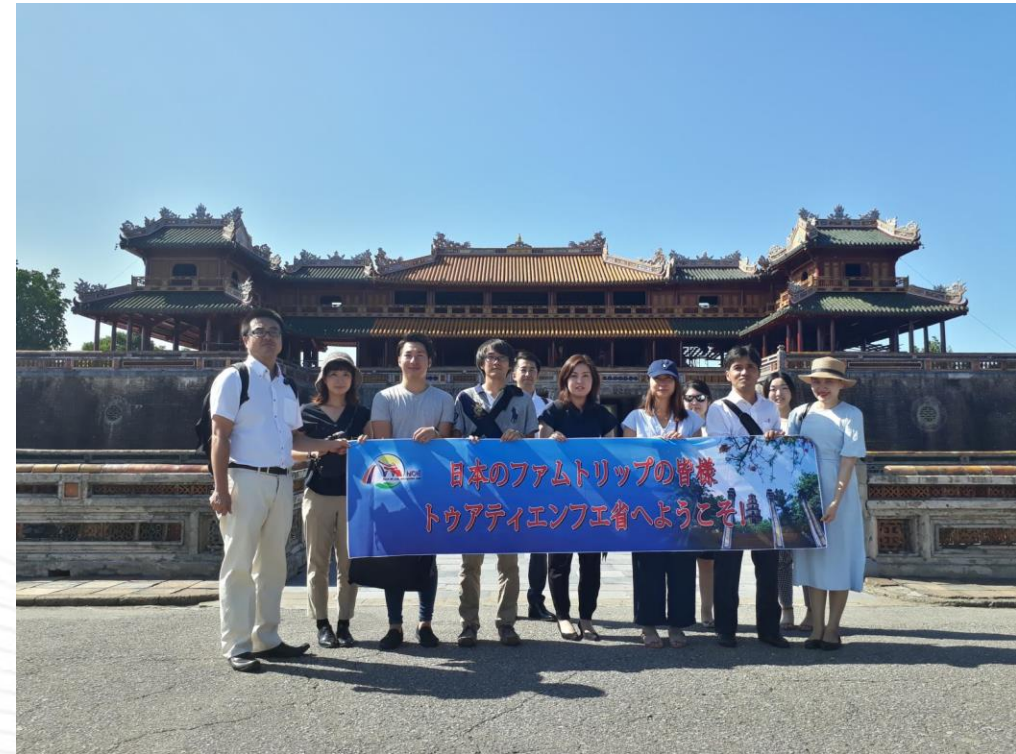


III. Activities for attracting Japanese Tourists

Organize Famtrips and Press trips for leading tourism tour operators and media from Japan to Viet Nam

Implementing agencies:

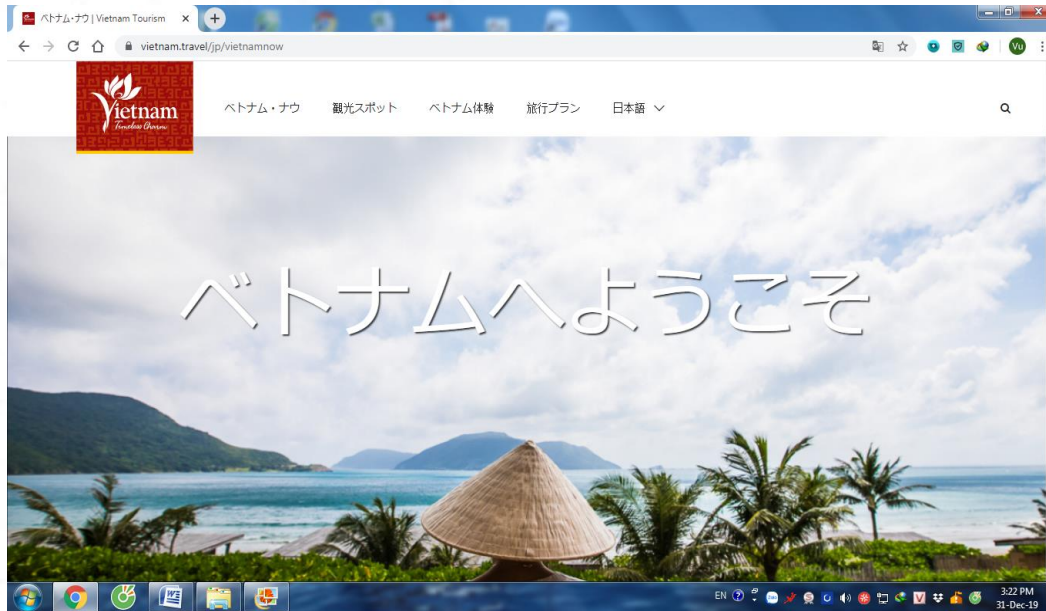
VNAT, provinces, tourism enterprises, aviations (VNA and Vietjet...)



III. Activities for attracting Japanese arrivals

Promotion through E-marketing activities (Website in Japanese)

Official launch the website in Japanese in order to promoting Vietnam Tourism from Jan 2020: www.vietnam.travel



III. Activities for attracting Japanese arrivals

3. Major events of Vietnam Tourism in the year 2020

Visit Vietnam Year 2020 - Hoa Lu, Ninh Bình

Theme: Hoa Lu – Thousand year Ancient Capital

Opening ceremony on 22nd Feb, 2020



III. Activities for attracting Japanese arrivals

3. Major events of Vietnam Tourism in the year 2020

Hue Festival 2020 (from 01-06 April 2020)



III. Activities for attracting Japanese arrivals

3. Major events of Vietnam Tourism in the year 2020

Formula 1 Vietnam Grand Prix in
Ha Noi (from 3-5 April 2020)



III. Activities for attracting Japanese Tourists

3. Major events of Vietnam Tourism in the year 2020

Da Nang International Fireworks Festival (from 30 April 2020 – 30 June 2020)



III. Activities for attracting Japanese arrivals

4. Recommendations with Japan

1. Continue to maintain the cooperation contents that signed by the two sides, including contents on tourism promotion.
2. Maintaining regular contacts and channels to exchange information on markets, products and customer needs. It is proposed that the governments of the two countries continue to create favorable conditions for exchanging arrivals on both sides.
3. The two sides support each other to organize tourism promotion events in Viet Nam and Japan, integrating the two sides' promotional content into events, especially JATA and JNTO activities.
4. Maintain participation in major tourism fairs and events organized by the two parties (VITM in Viet Nam and Expo Tourism in Japan).





ご清聴ありがとうございました！
Thank you for your kind attention!