

## Vietnam tourism pivots to domestic travelers, as second stage momentum looks towards China marketplace

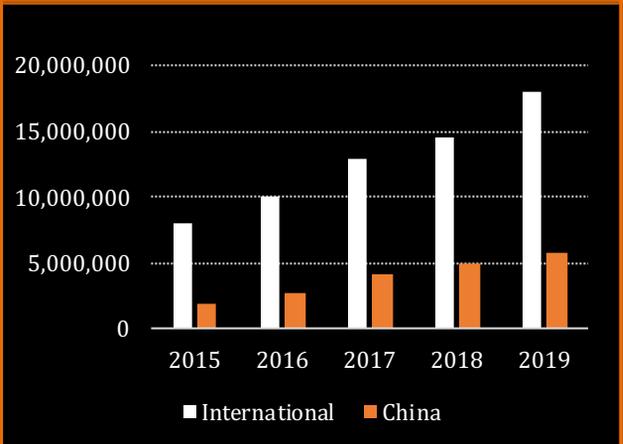
### Post Covid-19 China travel profile sees younger FITs leading return

“Vietnam’s remarkable reopening of its domestic travel sector is expected to be replicated in it’s quest to restore their international tourism profile. The country has effectively led the pack in Southeast Asia with a focus on the all important driver of demand – airlift.

In a new survey of qualified travelers in China we focused on overseas travel sentiment for the remainder of 2020 and specifically Chinese inbound tourism to Vietnam. The research was undertaken in first tier cities in China and carried out in late April by C9 Hotelworks and Delivering Asia Communications with the objective of taking a forward look at how hotels and tourism stakeholders can proactively address the market recovery process going forward.

The results of the survey highlight that Chinese travelers who favour sightseeing and eating as key tourism activities also have a strong appetite for nature-based experiences. It was interesting to see growing interest in Vietnam’s Sapa as a destination.

International Tourist Arrivals FY2019 - Vietnam



Source: Vietnam National Administration of Tourism and C9 Hotelworks Research

Moving to conclusions on China traveler sentiment for Vietnam is that one in three respondents is in the 20-29 year age group. These younger travelers are reflected in rising sentiment with 81% of those surveyed saying they would choose independent travel vs. group tours. This fact, coupled by younger Chinese booking travel digitally via WeChat and Fliggy, is a new twist in Vietnam’s marketing to China inbound tourists.”

Bill Barnett, Managing Director, C9 Hotelworks

## Key Takeaway Points

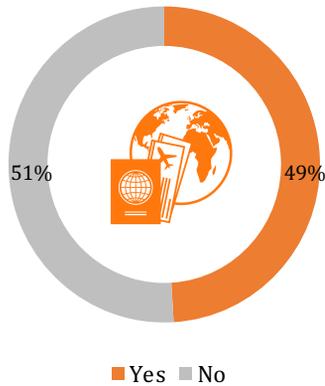
- Nearly half of the survey respondents want to travel abroad this year, with 45% interested in traveling to Vietnam.
- The majority of Vietnam travel budgets per person are in the range of USD710 - USD1,400 per trip.
- There is a defined preference for well known destinations led by Ho Chi Minh City, Hanoi, Nha Trang/Cam Ranh Bay and Halong Bay.
- Traditional periods of August and national holidays spur demand, though most surveyed remain flexible.

## Forward Outlook

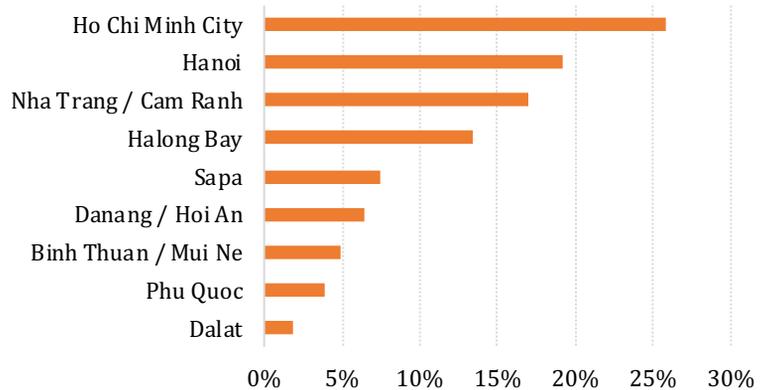
- Vietnam’s air carriers are in the process of reopening domestic routes and a fast response is expected to overlap into overseas Asian markets including China.
- Exchange rate between China’s Yuan (RMB) and Vietnamese Dong has improved in 2020.
- Geo-political issues between China and many Western countries over the current crisis may see short-term tourism redirect to regional holiday destinations.
- Post crisis ‘fear factor’ over extended travel on airplanes expected to push tourists towards short-haul holidays.

# China Travel to Vietnam

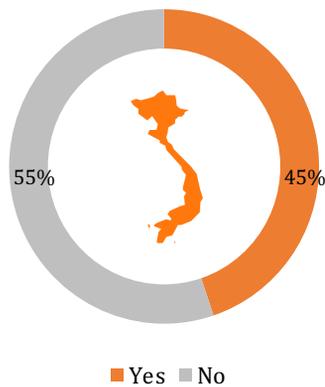
## Do you plan to travel overseas in 2020?



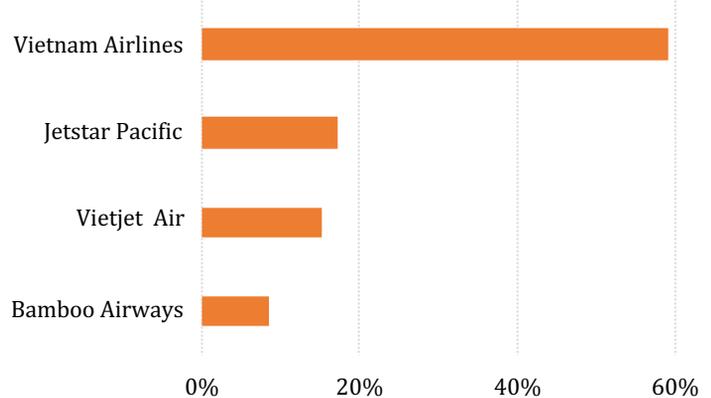
## What destination in Vietnam would you be most likely to visit?



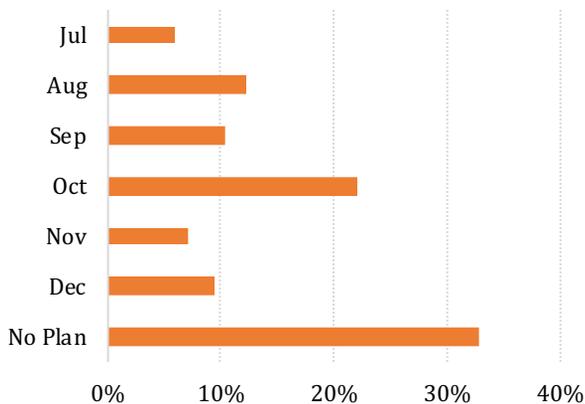
## Would you travel to Vietnam?



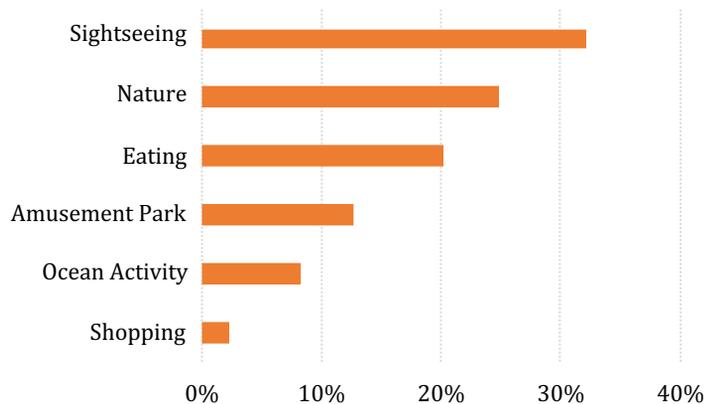
## Do you know any of these Vietnamese airlines?



## Which month would you plan overseas travel within this year?



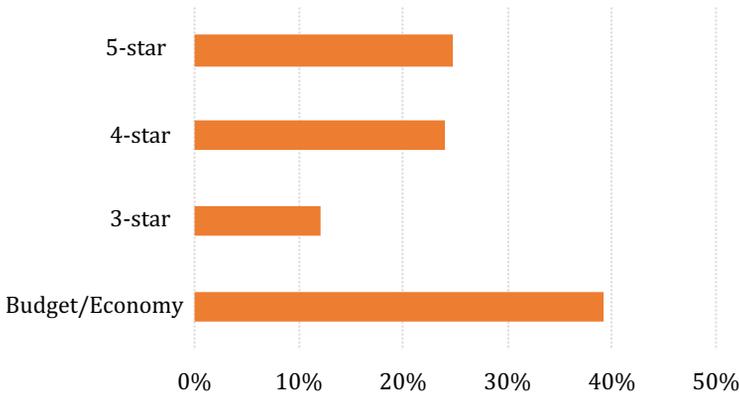
## What is your primary interest when you visit Vietnam?



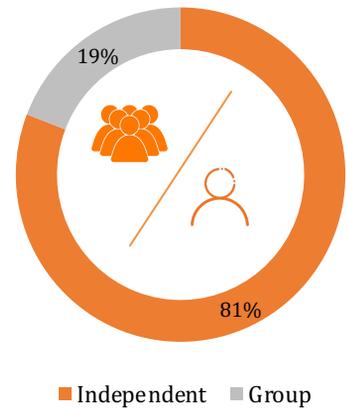
Source: C9 Hotelworks Market Research and Delivering Asia Communications

# Travel Preference

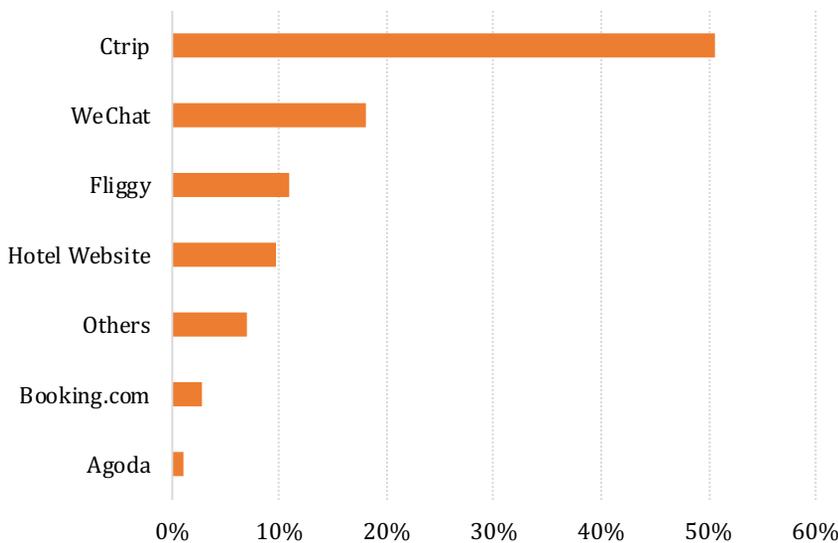
## What type of hotel would you like to stay in?



## Which travel method do you prefer?



## What is your preferred channel to book hotels?

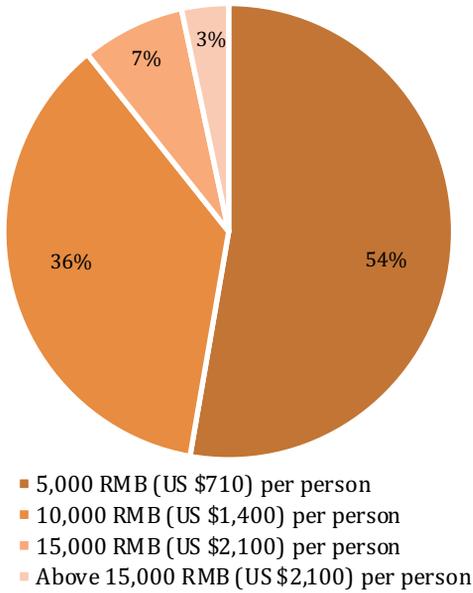


*Growing digital platforms in China such as WeChat and Fliggy that offer booking and payment solutions are challenging OTAs*

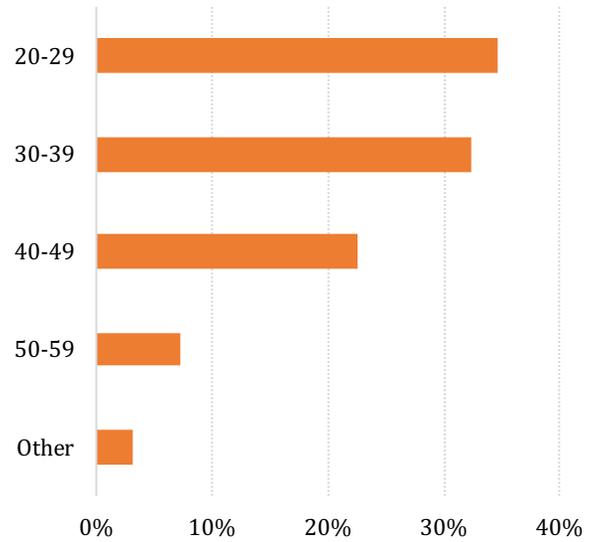
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# Respondent Profile

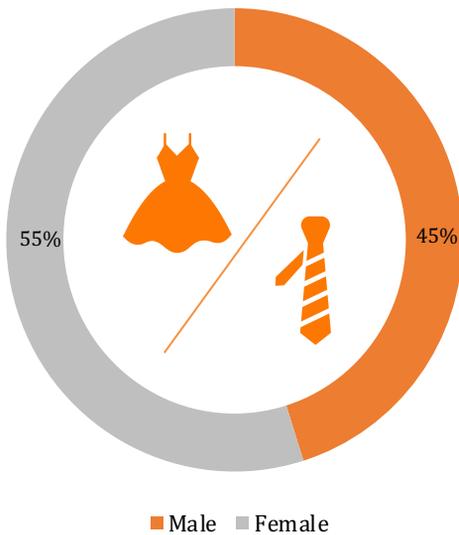
## What is your travel budget for Vietnam?



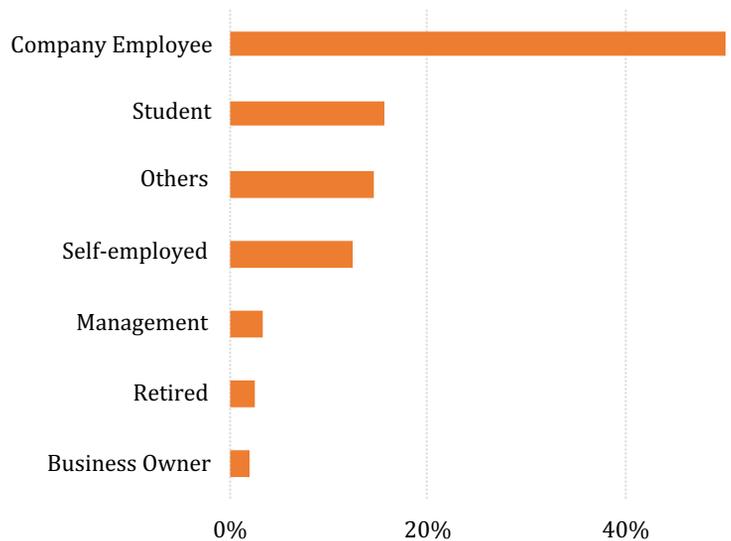
## What is your age group?



## What is your gender?



## What is your occupation?



Source: C9 Hotelworks Market Research and Delivering Asia Communications



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