

Vietnam ramps up 2009 tourism promotions

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HANOI – A nationwide promotion is one of the urgent measures being taken by Vietnam's tourism sector to stimulate tourism in order to achieve the sector's target of 4.5 million foreign tourists this year, a VNA report said.

Tran Chien Thang, director of the Vietnam National Administration of Tourism (VNAT), said that hotels in the country have committed to reducing their service prices by 30 to 50 percent, following implementation of the programme from January to September.

The national carrier, Vietnam Airlines, also pledged special ticket offers, decreasing prices by 30 to 50 percent for both domestic and international flights.

Other service suppliers have committed to offering price reductions to attract more visitors.

The VNAT will boost promotion campaign via the Internet and the mass media both at home and abroad, and launch the programme's official website.

Big tourism events such as the ASEAN Tourism Forum (ATF) here this week, is considered as the focus of the programme.

The VNAT will continue to study domestic and international markets to launch new tours from Vietnam to China, Laos, Cambodia, Malaysia, Singapore and Myanmar, as well as offering farmtrip and presstrip from a range of countries to Vietnam.

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