

# Booking in Vietnam

September 2023

Table of Contents

## Booking in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Wellness and healing packages become an ongoing trend

Travel intermediaries launch numerous discount campaigns to encourage people to travel and explore

#### PROSPECTS AND OPPORTUNITIES

Booking is predicted to grow further over the forecast period, as outbound travel continues to rebound

Sustainable tourism products are expected to increase gradually over the forecast period

#### CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

Table 4 - Travel Intermediaries NBO Company Shares: % Value 2018-2023

Table 5 - Forecast Booking Sales: Value 2023-2028

Table 6 - Forecast Business Travel Sales: Value 2023-2028

Table 7 - Forecast Leisure Travel Sales: Value 2023-2028

## Travel in Vietnam - Industry Overview

### EXECUTIVE SUMMARY

Travel in 2023

Airlines: Key trends

Hotels: Key trends

Booking: Key trends

What next for travel?

### MARKET DATA

Table 8 - Surface Travel Modes Sales: Value 2018-2023

Table 9 - Surface Travel Modes Online Sales: Value 2018-2023

Table 10 - Forecast Surface Travel Modes Sales: Value 2023-2028

Table 11 - Forecast Surface Travel Modes Online Sales: Value 2023-2028

Table 12 - In-Destination Spending: Value 2018-2023

Table 13 - Forecast In-Destination Spending: Value 2023-2028

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### SOURCES

Summary 1 - Research Sources

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