



DA NANG – A FOCAL TOURIST DESTINATION OF CENTRAL VIET NAM

2020:

- Listed among 7 places to go (TripAdvisor)
- Best of the Best (Travellers' Choice)
- One of 30 cities with unique and creative smart city initiatives, 1 of 5 outstanding smart cities in Asia-Pacific (Eden Strategy Institute - Singapore)

2021:

- Golden Bridge - No.1 on the list of the 10 new world wonders (Dailymail)
- Top Viet Nam Provincial Tourism Competitiveness Index (VTCI) (Tourism Advisory Board)

2022:

- Asia's Leading Festival & Event Destination 2022 (World Travel Awards 2022)
- Top 10 Best cities in Southeast Asia (Asia's Best Awards 2022 by Travel & Leisure)
- Top 21 Most Popular Travel Destinations in Asia 2022 (TripAdvisor)

2023:

- Top 11 best places to go in Asia in 2024 (Condé Nast Traveler Magazine)
- Most searched domestic destinations (Booking.com)
- Ideal place for a summer vacation (NZ Herald News)
- Most buzzing destination for Indian travellers (Skyscanner India)



92 KM BEAUTIFUL COASTLINE

One of the most attractive beaches in the world 2005 (Forbes magazine (USA))

Top 10 beaches in Asia 2023-2024 (TripAdvisor)



TRADITIONAL AND INTERNATIONAL FESTIVALS

Annual Events

- Whale Worshipping Festivals
- Quan The Am (Goddess of Mercy) Festival
- Da Nang New Year Festival
- Summer Festival
- Carnival – Ba Na Hill Festival
- Boat racing,
- Dance/Music/Street Magic
- Performance

Events in 2024

- International Yoga Festival
- Da Nang International Firework Festival
- Viet Nam and International Cuisine Festival
- Asian Film Festival 2024
- Golf Tourism Festival
- Paragliding contest
- Da Nang Cultural Heritage Festival
- BRG Open Golf Championship
- Danang 2024

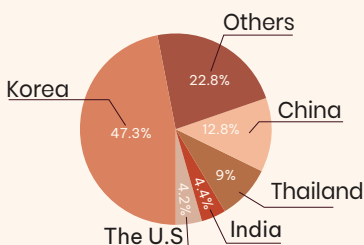


MUST-VISIT TOURIST ATTRACTIONS

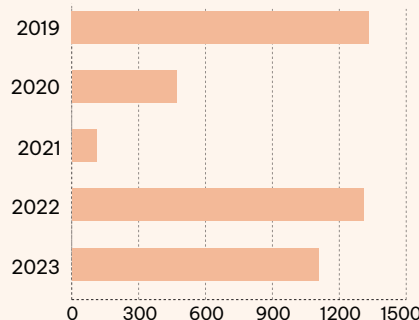
- The Museum of Cham Sculpture
- Dien Hai Citadel
- SunWorld Ba Na Hills
- Golden Bridge
- Marble Mountains
- Non Nuoc/My Khe Beach
- Hoa Phu/Hoa Bac Trekking

- Son Tra Peninsula
- Nui Than Tai Hot Springs Park
- Mikazuki Water Park 365 and Japanese Osen Hot Spring
- Asia Park
- APEC Park
- Linh Ung – Bai But Pagoda
- Han River Tours

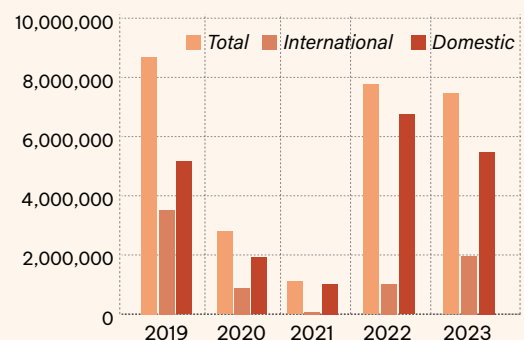
TOURIST ARRIVALS BY MARKET



TOURISM REVENUE (Unit: mil USD)



TOURIST ARRIVALS





DIRECT INTERNATIONAL ROUTES TO DA NANG (Updated December 2023)

Narita (Japan), Incheon (Korea), Busan (Korea), Daegu (Korea), Cheongju (Korea), Muan (Korea), Taipei, Kaohsiung, Macau, Hong Kong, Singapore, Bangkok (Thailand), Chiangmai (Thailand), Siem Reap (Cambodia), Kuala Lumpur (Malaysia), Manila (Philippines)

	2023
Average length of stay of domestic tourists (day)	2.19
Average length of stay of international tourists (day)	2.59
Number of tourguides	5,678
Domestic Tour Operators	117
International Travel Branches	316
Vietnam-based representative offices of foreign enterprises providing tours	92

› ACCOMMODATION



1,285
Hotels
and resorts



46,976
Rooms

› DIVERSE TOURIST FACILITIES AND SERVICES



	Number of accommodations	Number of rooms
★★★★★	33	9,622
★★★★	71	9,958
★★★	114	8,443
★&★★	671	14,109
Apartment	175	3,175
Hostel, homestay	221	1,669

› PROJECTS CALLING FOR INVESTMENT

Project name	Technical specifications	Location
Bach Dang - Nguyen Van Troi Bridge - Tran Hung Dao Pedestrian zone	Total area: 197,017 m ² , of which the land plots calling for socialized investment are 2,263 m ² including: - Sculpture Park in front of Han Market: 17 m ² - Café, bar, marina: 1,283 m ² - Dragon Bridge Viewing Area (at the end of Binh Minh 9 Street): 451 m ² - "Dragon Egg" - Lighting Dome: 512 m ²	Along Bach Dang Street, on Nguyen Van Troi Bridge and land lots at bridge-heads
Botanic Garden	Area: 1,975,687 m ² Including Botany Center, Evolutionary Garden, National Orchid Park, Children's Garden, Rainforest, World Tree Species Conservation Forest, Incubator, Exhibition Garden, Camping Area	Hoa Phu Commune, Hoa Vang Province
Ngu Hanh Son Historical and Cultural Park	- Area: 92.46 ha - Currently in the process of relic planning	Hoa Hai Ward, Ngu Hanh Son District