



DA NANG - ONE DESTINATION, ENDLESS EXPERIENCES



**TOURISM
TITLE**



**World Cultural Heritage
HOI AN ANCIENT TOWN**

**World Cultural Heritage
MY SON SANCTUARY**



**Asia - Pacific Documentary Heritage
MA NHAI INSCRIPTIONS IN MARBLE MOUNTAINS**



**World Biosphere Reserve
CU LAO CHAM**

2023



**Most searched
destination in India**
(by Skyscanner)

2023



**Ideal destination for
summer vacations**
(by NZ Herald News)

2025



**Top 5 ideal destinations
for Digital Nomads**
(by Travel Off Path)

2025



**Asia's leading
destination for visitor
retention rate** (by Agoda)

2022



**Asia's Leading Festival
& Event Destination**
(by Word Travel Awards)

2024



**Top 3 Southeast Asian
cities for solo travel**
(by Australia Lonely Planet)

2024



**Top 2 best destinations
in Asia for 2024**
(by Condé Nast Traveller)

2025



**Top 4 travel searches
on Google** (by Google)

SPATIAL ORIENTATION FOR TOURISM DEVELOPMENT



Sea and islands



**Culture -
heritage - spirituality**



**Ecology - Craft Villages
- Traditional Festivals**



**Urban areas associated
with tourism gateways
- airports, seaports**



Interdisciplinary
(Healthcare,
innovation, trade,
finance, sport, etc.)

OUTSTANDING TOURISM RESOURCES

217 KM OF COASTLINE

My Khe - One of the world's most attractive beaches in 2005 (by Forbes)

My Khe - Top 10 most beautiful beaches in Asia 2023-2024 (by TripAdvisor)

Non Nuoc - Top 50 most beautiful beaches in the world (by Telegraph)



TRADITIONAL CRAFT VILLAGES, COMMUNITY-BASED TOURISM



Kim Bong carpentry Village, Tra Que vegetable Village, Thanh Ha pottery Village, Nam O fish sauce Village, Tan Thanh fishing Village, Triem Tay community-based tourism Village, Loc Yen ancient Village, Ta Lang community-based tourism Village, Non Nuoc stone carving Village, Bho Hoong community-based tourism Villages, Dhrong community-based tourism Village, etc.

FESTIVALS, EVENTS

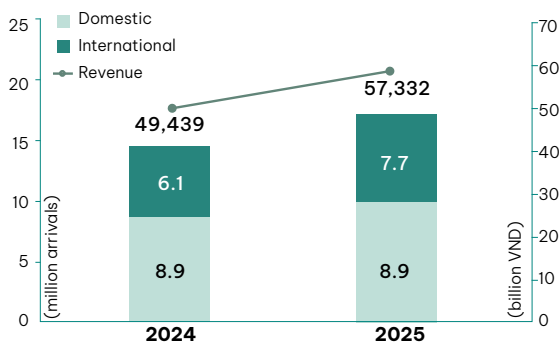
Annual events

Da Nang International Fireworks Festival, Da Nang Asian Film Festival, Da Nang International Marathon, IRONMAN 70.3 Vietnam, Da Nang Food Tour Festival, Lantern Festival, Ngoc Linh Ginseng Festival, Cau Ngu (Whale Worship) Festival, Quan The Am (Avalokitesvara) Festival, Ba Cho Duoc Palanquin Procession Festival, etc.

Upcoming events of 2026

Pickleball PPA Tour Asia VN Cup, International SUP Boat Festival, Tulip Festival World, Legends Football Festival, Visit Golf Vietnam (VGV) Championship - Da Nang 555th Anniversary Festival of Ngu Xa Tra Kieu, etc.

▶ TOTAL REVENUE AND TOURIST ARRIVALS



▶ TRAVEL STATISTICS

	2025
Tour guides	6,811
International tour guides	4,858
Domestic tour guides	1,849
On-site tour guides	104
Domestic tour operators	151
International tour operators	452
International tour branches	59
Representative offices	32
Number of travel agencies	20



DIRECT INTERNATIONAL ROUTES TO DANANG

21 international destinations: South Korea (Incheon, Muan, Busan, Cheongju, Daegu); Hong Kong; Macau; Thailand (Bangkok, Chiang Mai); Singapore; Malaysia (Kuala Lumpur); Japan (Narita, Nagoya); Taiwan (Taichung, Taipei, Taoyuan, Kaohsiung); Mongolia (Ulaanbaatar); Philippines (Manila); Cambodia (Siem Reap); India (Ahmedabad).

▶ ACCOMMODATION STATISTICS



2,307
Tourist accommodation establishments



66,223
Room

	Number of establishments	Number of rooms
★★★★★	66	18,109
★★★★	98	12,555
★★★	134	8,783
★★	218	8,082
★	614	10,348
Unrated establishments	450	4,334
Guesthouse, hostel, homestay, campsite	727	4,012
Guesthouse, hostel, etc.	612	3,210

Average length of stay



International tourists | **1.98 days** | **Domestic tourists** | **1.78 days**

TOURISM TRAINING

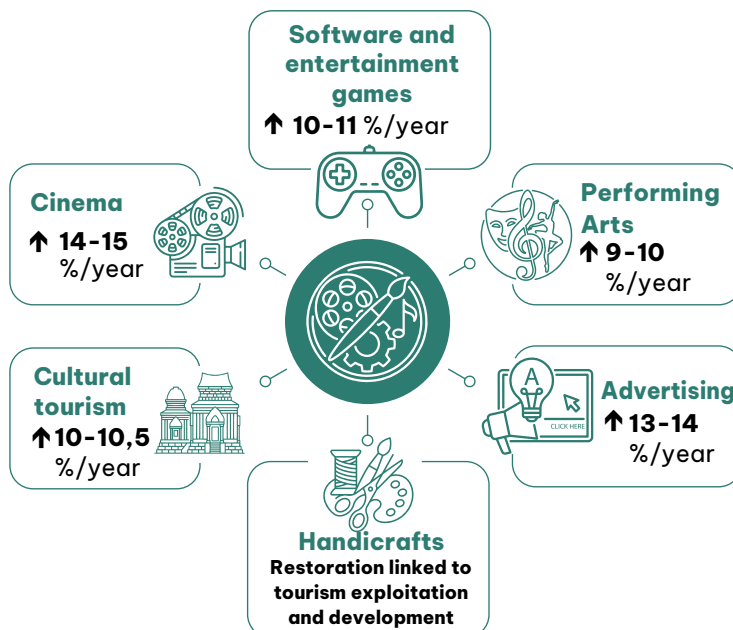


32 Training establishments



4,200 Students
(from The University of Da Nang and Duy Tan University)

▶ CULTURAL INDUSTRY DEVELOPMENT



▶ INVESTMENT INCENTIVES

Heritage urban development projects integrated with cultural preservation, combined with community-based tourism and cultural tourism, with a total investment capital of **10,000 billion VND** or more shall be entitled to incentive policies applicable to strategic investors.

PROJECTS CALLING FOR INVESTMENT IN TOURISM



DA NANG INVESTMENT PROMOTION AGENCY

Address: 29th Floor, Administrative Center, 24 Tran Phu St, Da Nang City

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