Vietnam

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Vietnam ranked 13th in terms of visitor arrivals (VA) to Singapore in 2014. Driven by a growing economy, strong air connectivity between Vietnam and Singapore as well as positive impressions of Singapore, VA to Singapore registered a healthy Compounded Annual Growth Rate (CAGR) of 8.5% over 2011-2014.

With higher disposable income and living standards, more Vietnamese were going overseas for the first time or had just started travelling in the recent few years. Travelling allowed them to relax and escape from the routine and pressure of their daily lives, feel accomplished, seek unique experiences which could not be found back home and provided opportunities to spend precious time with loved ones.

Being relatively new travellers, Vietnamese travellers are still quite value conscious. This is reflected in their top travel considerations, whereby travel budget and value for money were among the top 5 factors. In addition, the experiences offered within the destinations were also important influencers of travel decisions. Vietnamese looked for destinations which could offer them trendy and new experiences which could not be found back home as well as interesting culture or heritage.

Singapore is a destination that Vietnamese travellers perceived to be near, safe and easy to travel to. However, some Vietnamese still had dated impressions of Singapore, such as being strict and regulated. In addition, due to Singapore’s small size, there is also the perception that Singapore had limited attractions worth visiting. Therefore, the challenge would be to effectively communicate compelling and unique experiences that Singapore has to offer to Vietnamese visitors.

In 2013, 1 in 3 arrivals from Vietnam were here for business purposes. Vietnamese BTMICE visitors generally held a high regard for Singapore as a business destination and they appreciated the good infrastructure as well as safety that Singapore offered. During their free time, Vietnamese BTMICE visitors enjoyed spending their time unwinding, having meals, shopping or engaging in nightlife activities. Almost half of them would also revisit Singapore for leisure as they wanted to visit Singapore with a different set of travel companions.

Methodology of STB Primary Research Sources

Figures from this report are gathered from STB internal research as well as publicly available sources. The STB’s research sources are STB’s Overseas Visitors Survey (OVS), the Leisure Segmentation Study (SEG), Business Traveller Study (BTS), Brand Health Tracking Study (BHTS) as well as various interviews and focus groups done.

Overseas Visitors Survey (OVS) – conducted annually at exit points in Singapore, the OVS covers visitors from every nationality. The sample size is usually around 28,000 per year.

Leisure Segmentation Study (SEG) – conducted in 2011 in 9 key markets, SEG sought to understand the needs of different segments of frequent air travellers within our key markets of Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Thailand and Vietnam. The sample size was 500-900 per market, for a total of 6,000.

Business Traveller Study (BTS) – conducted over 2011-2012 in Singapore, BTS covers over 2,000 business travellers from our key business source markets to understand their pre-trip and during trip considerations, behaviour and touch points. Markets covered include Australia, China, Hong Kong, India, Indonesia, Korea, Philippines, Thailand, UK, US and Vietnam.

Brand Health Tracking Study (BHTS) – conducted in 2013 across 10 key markets, BHTS sought to understand the perception of Singapore as a leisure travel destination within our key markets of Australia, China, India, Indonesia, Japan, Malaysia, Philippines, Thailand, United Kingdom and Vietnam. The sample size was 1,200 per market, for a total of 12,000.

Focus Group Discussion Study (FGD) – conducted in November 2013 in Ho Chi Minh City and Hanoi, Vietnam, to gain deeper understanding of Vietnamese target audience, including their travel motivations and habits, as well as attitudes and perceptions towards Singapore.
About The Market

Population (million) \(^{(1)}\)

<table>
<thead>
<tr>
<th>Region</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ho Chi Minh City</td>
<td>7.8 million</td>
</tr>
<tr>
<td>Hanoi</td>
<td>6.9 million</td>
</tr>
<tr>
<td>Hai Pong</td>
<td>1.9 million</td>
</tr>
<tr>
<td>Can Tho</td>
<td>1.2 million</td>
</tr>
<tr>
<td>Da Nang</td>
<td>1.0 million</td>
</tr>
</tbody>
</table>

Outbound Travel (million) \(^{(3)}\)

- 2011: 2.7
- 2012: 3.2
- 2013: 3.5

Top 5 Travel Destinations in 2013 (million) \(^{(3)}\)

<table>
<thead>
<tr>
<th>Destination</th>
<th>Outbound</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cambodia</td>
<td>0.86</td>
</tr>
<tr>
<td>Thailand</td>
<td>0.67</td>
</tr>
<tr>
<td>Laos</td>
<td>0.66</td>
</tr>
<tr>
<td>Singapore</td>
<td>0.46</td>
</tr>
<tr>
<td>Malaysia</td>
<td>0.23</td>
</tr>
</tbody>
</table>

Seasonality of Outbound Trips \(^{(4)}\)
The Vietnamese Traveller

With a population of approximately 90 million, Vietnam was the world’s 14th most populous nation in 2013\(^1\). Political and economic reforms (Doi Moi) in 1986 had transformed Vietnam from one of the poorest countries in the world to a lower middle income country with a per capita income of USD 1,960 by the end of 2013. Over the last few decades, Vietnam made remarkable progress in reducing poverty, with the percentage of people living in poverty declining from almost 60% in the 1990s to below 10% today. Vietnam’s growth rate over the last decade averaged a healthy 6.4% per year. In addition, it improved its macroeconomic environment, with inflation falling from a peak of 23% in August 2011 to about 4.2% in August 2014. \(^5\) On the back of optimistic macroeconomic conditions, the middle affluent class (MAC) in Vietnam is projected to grow faster than any other market in South East Asia, from 12 million in 2012 to 33 million by 2020. \(^6\)

Driven by a growing economy and rising disposable income, Vietnamese outbound travel remained positive, with 3.5 million trips made in 2013. This translated to a CAGR of 13.9% between 2011 and 2013. Being relatively new travellers, overseas travel was largely made to nearby countries within South-East Asia. Projected travel trends estimated that Vietnam’s outbound figure would continue to grow at a CAGR of 15.7% over 2014 to 2017. \(^3\)

When asked to name aspirational destinations in a MasterCard Study, \(^7\) Paris (13.3%), Singapore (9.9%) and New York (9.6%) took the top 3 spots. Given the positive perception as well as close proximity with Vietnam, Singapore is well-placed to benefit from Vietnam’s healthy outbound tourism growth in the coming years.

While both domestic and international trips featured in Vietnamese’s travel consideration set, more was expected from an international trip, which typically required bigger budgets and more effort in terms of travel planning. Due to the limited number of public holidays around the year, there were two traditional travel peaks for leisure. The first peak usually occurred around January to February during the Lunar New Year, while the second peak typically took place during summer school holidays between June and July each year.
Vietnam recorded the fifth highest internet penetration (39% in 2013) in South East Asia and this was hugely impressive, considering that internet penetration was just 10% in 2005. Internet usage also increased from 84 minutes a day in 2010 to 128 minutes a day in 2013. The Internet was used for different purposes across various age groups. While younger consumers aged between 15 and 24 tend to use the Internet to chat and visit social networking sites, those between 25 and 34 used the Internet to send emails and chat. In contrast, older consumers aged between 35 and 45 used the Internet to read newspapers and for general news updates.

Google was the most frequently accessed site by Vietnamese, followed by social networking site, Facebook, and video sharing site, YouTube. Local news site, Zing and VN Express, rounded off the top 5 accessed websites in Vietnam. Facebook recorded more than 12 million users in 2013 and similar to other social networking sites, the majority of Facebook users were those between 15 and 24 years old. The access to Internet among those within this age group increased tremendously from 39% in 2010 to 92% in 2013. YouTube was the most frequently accessed site for online videos. Popular searches included music videos and reruns of TV shows. Travel-related clips were the 7th most watched category searched by the Vietnamese online community.

While Vietnamese were active users of the Internet, their propensity to shop online remained low. Only 16% of the middle affluent class consumers were online shoppers, compared to 39% in Indonesia, despite Indonesia having a lower internet penetration rate of 29%. This was mainly due to the low trust among Vietnamese in their local banks as well as concerns over the safety of online transactions. As a result, few Vietnamese consumers, including the affluent, had banking products other than a savings account. Only 5% of Vietnamese owned a credit card. Hence, Vietnamese tend to rely on cash payments both domestically and when they traveled overseas.
The mobile subscriber base in Vietnam in 2013 was 134 million, which was higher than the population of Vietnam. This meant that, on average, each Vietnamese owned more than 1 mobile device. Mobile internet users spent close to 2 hours a day using mobile internet. Interestingly, almost 9 in 10 mobile subscriptions were pre-paid. (11)

Differences between Ho Chi Minh City and Hanoi (12)

Being the two largest cities in Vietnam, there were some subtle differences between Hanoi and Ho Chi Minh City (HCMC) in terms of their travel behaviour and preferences. The Vietnam War, which ended in 1975, created a cultural difference between the people from the North (Hanoi) and the South (HCMC). With the North claiming victory over the South, they viewed themselves as politically superior and hence were more reluctant to change, and were often viewed as the more conservative of the two cities. As for the South, due to their economic history as a hub used by the French and the Americans before the war, they were more exposed to international cultures and hence became more open-minded. Despite the war ending almost 40 years ago, these cultural differences were still evident within the country and reflected in the consumer behavior of both cities.

Due to their geographic locations, people from Hanoi tend to make China their first outbound destination while those from HCMC would travel to Cambodia first. People from Hanoi also tend to be more status-conscious and believed in spending when travelling. For instance, more Hanoi travelers still preferred to travel via Full Service Carriers (FSCs), in contrast to those from HCMC, who were more price-conscious and were equally comfortable with travelling via Low Cost Carriers (LCCs). This observation was also in line with the travel behaviour of Vietnamese visitors to Singapore, whereby a higher proportion of Hanoi visitors took FSCs to Singapore compared to those from HCMC. In terms of travel companions, people from Hanoi traveled mainly with family while those from HCMC often traveled with both family and friends. People from HCMC were more intrigued by new discoveries and more open to look for in-depth experiences when they travel, while people from Hanoi preferred to visit the ‘must-see’ destinations and attractions that others raved about.
Vietnamese Visitors to Singapore (13)

Visitor Arrivals (‘000)*

2011 2012 2013 2014

332 366 380 424

Tourism Receipts ($mil/%)**

2011 2012 2013 2014

$513 $560 $616

Tourism Receipts – per capita ($)

2011 2012 2013 2014

1,545 1,530 1,618

Purpose of Visits (%)

2011 2012 2013 2014

Holiday BT/MICE VFR Others***

Weekly Flight Statistics (Flight Freq. / Seat Capacity)

2011 2012 2013 2014

HO CHI MINH CITY HANOI DA NANG

19,226 25,550

Other TR Components include expenditure on airfares, port taxes, local transportation, business, medical, education and transit visitors.

*All visitors are classified by country of residence unless otherwise stated. Visitor arrivals include all visitors arriving by air and sea and non-Malaysian citizens arriving by land.

**Sightseeing, entertainment and gaming expenditure has been excluded from tourism receipts in the country breakdown due to commercial sensitivity of information.

***Others include those here for education, healthcare, work-related purposes, accompanying passengers and personal events.

^ Only data pertaining to visitor arrivals, flight statistics and cities of origin were available at the point of publishing.
Vietnamese Visitors to Singapore

Vietnam was ranked 13th in terms of visitor arrivals to Singapore in 2014. The number of visitor arrivals from Vietnam grew at a CAGR of 8.5% from 2011 to 2014, aided by good air connectivity between Singapore and Vietnam. There were more than 1.2 million seats available in 2014, which was a significant increase from the 1 million seats in 2011. The bulk of arrivals were from the main cities of HCMC, Hanoi and Da Nang.

Vietnam ranked 10th in terms of tourism receipts (TR) in 2013. Between 2011 and 2013, TR recorded a CAGR of 9.6%, driven by an increase in both visitor arrivals and per capita expenditure (PCE). In fact, the average TR PCE of a Vietnamese visitor was the highest among the top 10 visitor arrival markets at S$1,618 in 2013 (Average TR PCE of top 10 markets - S$1,063). The bulk of their expenditure went to accommodation (33%), followed by shopping as well as food and beverages, which accounted for 22% and 11% of their total ground expenditure, respectively. On average, Vietnamese spent S$532 on accommodation during their stay in Singapore. This was much higher than the global average (S$343) and could be attributed to their longer length of stay of 6.6 days compared to the global average of 3.5 days.

The Vietnamese Leisure Traveller

Needs of the Vietnamese Leisure Traveller

Compared to other travellers within the region who were more evolved, travelling was not a top of mind activity. Instead, advancement in their careers and achievement of financial stability took precedence. However, when probed during focus group discussions, Vietnamese travellers acknowledged the importance of travelling as it allowed them to relax and deal with the pressure and stress of daily life. As one respondent shared “Travelling allows me to relax... so that I do not need to think about working.”

Travelling also allowed them to feel a sense of accomplishment, especially when they visited destinations that they always wanted to or which other people raved about.

Another benefit mentioned during the FGDs was travelling was seen as a form of enrichment that allowed them to broaden horizons, learn new things and be exposed to new experiences. As one respondent shared, “There are things that you cannot see and know if you do not travel abroad. The more we travel, the more things we learn.”

Consumers in Vietnam were amongst the most family-oriented in Asia, with 69% saying that they would never spend money on themselves before their family needs were met. Therefore, spending time together regardless of the destination was another important travel need. As one
respondent shared “If you ask me what can make us happy, it is about doing something as a family, such as having a meal or travelling together.” (12)

Considerations for Travel (14)

Being relatively new travellers, Vietnamese consumers also tend to be more value conscious. This was reflected in their top travel considerations, whereby travel budget and value for money were among the top 5 consideration factors. In fact, air ticket promotions were one of the key triggers for travel. (12) They would also prefer to stay at a hotel that was priced within their budget rather than a hotel that offered extra facilities or excellent services albeit at higher cost.

In addition, to satisfy their need for broadening their horizons, destinations which offered interesting culture and heritage or new experiences which could not be found back home appealed to the Vietnamese.

Planning and Booking Trends (14)

Despite Vietnamese being relatively new travellers, most of their trip bookings and planning were only done a month before their travel dates. One possible reason was that Vietnamese tend to be heavily reliant on travel agents for planning and booking.

There were a variety of reasons behind the popularity of travel agents among Vietnamese. Firstly, being relatively new travellers, some Vietnamese were still uncomfortable travelling independently and group tours were seen as safer options as the amount of planning required would be significantly reduced. Secondly, some destinations such as Japan and Australia had more complex visa application processes and the assistance of travel agents provided some assurance and convenience. Thirdly, some countries posed a language barrier and thus group tour was seen to be a more feasible option. Other reasons for booking through a travel agent included the ability to pay using cash (as many Vietnamese were still uncomfortable with online transactions) as well as promotions offered by some travel agents such as lucky draws, which were popular among Vietnamese.

For those who booked flight and accommodation themselves, flight tickets were usually prioritized over hotel bookings to enjoy the discounts which accompanied early flight bookings. Accommodation bookings were done only after flight tickets were secured. Flight tickets were commonly booked either through airlines’ official websites or ticketing agencies while
accommodation bookings were typically done either directly with the providers or through third party sites.

During the planning phase, information searched typically revolved around planning of the itinerary, such as “must-visit” places of interest, dining options that should not be missed and information about locals’ way of life.

Information Sources Before and During Travel (14)

Travel agents were still the main pre-trip information source for Vietnamese. Other sources of information before travel included recommendations from family and friends who had visited the destination, national tourism office of the destination, travel newspapers or magazines and online sources.

In line with their preference for group tours, majority of Vietnamese travellers depended on their tour guide for information during the trip. Other sources of information included travel guidebooks, hotel concierges, travel magazines and maps picked up at the destinations. As Vietnamese were still more comfortable consuming travel information in their native language, it is important that materials such as guidebooks, brochures and online information are adapted to effectively engage them.

Advocacy after Trip

Vietnamese typically shared their travel experiences on a more personal level as more than 8 in 10 talked to a family or friend about the trip while 6 in 10 shared their trip photos/videos on a face-to-face basis. (14) Increasingly, social media was another popular platform for sharing travel experiences as the ability to post photos alongside comments added richness to the sharing. Posts relating to scenery, shopping and food were by far the most popular experiences shared by Vietnamese travellers. (12)
Vietnamese Leisure Visitor in Singapore

Vietnamese leisure travellers perceived Singapore as a destination which was safe, easy to travel to (as people could speak English and there is no visa requirement) and a destination with great infrastructure. Singapore was also strongly associated with good shopping and a wide variety of cuisine.

Leisure Activities in Singapore

Shopping was the top activity for Vietnamese when holidaying in Singapore. When asked about their perceptions of Singapore, Orchard Road was frequently mentioned as it was known to be Singapore’s iconic shopping street and a must-visit for all Vietnamese. They generally had a positive impression of Singapore’s retail landscape, which was perceived to be updated with the latest global trends and offering a wide variety of products. The top three places that Vietnamese shopped at when in Singapore included Orchard Road, Changi Airport and Chinatown. (15)

In line with their travel consideration to see interesting culture or heritage, visiting places or districts with cultural or historical significance was the second most frequently done activity in Singapore. Rounding the top three activities included visiting places that were well-designed or have architecture significance as well as nature or animal related attractions. The top 3 free-access attractions visited by Vietnamese were Orchard Road, Little India and Chinatown while the top 3 paid attractions were the integrated resorts (MBS/RWS), Sentosa and Gardens by the Bay. (15)

Experiencing our local cuisine also proved popular among the Vietnamese, with the top three dining locations being hawker centres (61%), local ethnic restaurants (42%) and dining enclaves, such as Dempsey and One Rochester (38%). (14)

Barriers to Visiting Singapore

While the Vietnamese valued Singapore for its hygiene factors such as safety and ease of getting around, there were still some travellers with limited and outdated knowledge of Singapore and our offerings. This resulted in the perception that Singapore was very strict and regulated and a small city with few well-known attractions.

Cost was another potential barrier to visiting as Singapore was perceived to be more costly compared to our regional competitors. In addition, as Vietnamese tend to be relatively new travelers looking to broaden their horizons, many still preferred to travel to new and different destinations each time and were less likely to make repeated visits to the same destination.
Vietnamese BTMICE Visitor in Singapore

**44%**

“Likely” or “Very likely” to revisit Singapore in the next 1-2 years for leisure

**Top reasons for revisiting for leisure**

- I would like to visit Singapore with a different set of travel companion(s).
- I have always wanted to visit Singapore for holiday/leisure.
- I would like to revisit a particular attraction/store/dining place that I have been to during this trip.

**Perceptions of Business Experiences in Singapore**

1. Good Infrastructure
2. Good Reputation for Safety
3. Stable business environment
4. Laws, regulations, systems and processes are in place
5. Has world class business facilities

**Perceptions of Leisure Experiences in Singapore**

1. Has friendly and efficient service
2. Is a modern and cosmopolitan destination
3. Perfect destination to mix business and leisure
4. Easy to get around and enjoy
5. Good and short getaway
6. Let’s me do and see many things in a day

**The Vietnamese BTMICE Visitor**

In 2013, about 110,000 arrivals from Vietnam were BTMICE visitors, representing close to a third of the total visitor arrivals from Vietnam. From 2011 to 2013, BTMICE visitors from Vietnam grew at a CAGR of 8.7%, faster than the global average of 4.5%. The TR PCE of a Vietnamese BTMICE visitor was S$1,912, 25% higher than the BTMICE global average of S$1,531 and also more than the S$1,618 spent by the average Vietnamese visitor to Singapore. However, spend per visitor declined at a CAGR of 8.8% over 2011 to 2013. Despite the strong growth in BTMICE arrivals, TR contribution from BT MICE travellers remained constant between 2011 and 2013.
Perception of Singapore as a Business/Leisure Destination

Vietnamese BTMICE visitors held a high regard for Singapore as a business destination. Specifically, they appreciated Singapore’s good infrastructure as well as reputation for being a safe place to conduct business. These, alongside other factors such as our world-class business facilities as well as laws, regulations, systems and processes which were in place, offered the assurance of a stable business environment.

When asked about their perception of Singapore as a leisure destination, BTMICE visitors were generally satisfied. Many perceived Singapore to be a modern and cosmopolitan city offering friendly and efficient service. They also saw Singapore as a good place to mix business with leisure as Singapore was easy to get around and this allowed them to do and see many things in a day. Singapore was also seen as a good hub for them to explore the countries nearby.

Vietnamese BTMICE Visitors Expenditure

Once they were done with their business activities, which tend to be after 6pm, Vietnamese BTMICE visitors enjoyed spending time dining (98%), shopping (54%) and engaging in nightlife activities (28%). In terms of food preferences, these visitors were very keen to try local cuisine, although it might not be familiar to them (50%). They also looked forward to trying street food (45%) when the opportunity arose although a good proportion of them also left it to their colleagues, business associates, friends or relatives to make dining decisions (44%). When asked what they shopped for, BTMICE visitors liked to buy items that could reflect the local identity of the destination (33%) as well as brands or items that cannot be found back home (32%). Vietnamese BTMICE visitors also liked to buy gadgets and consumer electronics (28%) when they were in Singapore.

For those who engaged in nightlife activities, they spent their time unwinding at a bar or club with live music or those around their hotel due to convenience (25%).

Likelihood to Revisit

When asked on their likelihood to revisit, 44% said they were very likely or somewhat likely to visit Singapore again. The top reason for revisiting was to visit Singapore with a different set of travel companions. Other reasons included always wanting to visit Singapore for holiday or leisure and revisiting a particular attraction, store or dining place that they had been to during their business trip.
Findings and Implications

As strong economic growth continues in Vietnam, more Vietnamese would be able to afford travelling overseas and spend more when they travel. Singapore would have to enhance its proposition to remain top-of-mind within their consideration set. Below are the key insights and opportunities we have identified for the tourism sector.

Finding #1: Updating their perception of Singapore

Singapore's strengths in areas such as safety and ease to travel to were already deeply rooted in the minds of Vietnamese travellers. As a destination, Singapore was also ranked as one of the most desired locations to travel to. However, there were still some Vietnamese who had dated perceptions of Singapore's offerings and perceived Singapore to be strict, regulated and did not have a lot to offer.

Hence, in our marketing communications to Vietnamese travellers, it is important to effectively highlight our new offerings and differentiate them from other regional destinations so that Vietnamese would see value in making a trip to Singapore. In addition, local elements featuring our multi-cultural heritage, local designs and cuisine should be highlighted in our communication efforts to emphasize the authenticity and uniqueness of our destination to appeal to the Vietnamese.

Tips for the Industry:

- **Update your offerings:** Always update your website and collaterals with the latest offerings and attractions to entice visits.
- **Leverage Singapore’s strength as a family-friendly destination:** Being one of the most family-oriented consumers in Asia, Singapore's strength as a family-friendly destination puts us in good stead and should be leveraged. Therefore, itineraries and information on experiences which would allow the whole family to enjoy in Singapore should be highlighted in collaterals targeted at the Vietnamese.
- **New discoveries:** In addition to highlighting traditional ‘favourites’ (e.g. shopping areas such as Orchard Road), introduce lesser known experiences (e.g. shopping enclaves such as Tiong Bahru and Haji Lane) to appeal to Vietnamese, especially Saigonese (residents from HCMC), who are seeking new and interesting experiences which cannot be found back home.
- **Travel agents:** Travel Agents still play a key role in this market for travel planning and booking. Always keep your local travel agents up-to-date with your latest products and experiences so that they can help to push your offerings.
- **Language:** As Vietnamese are still more comfortable consuming travel information in their native language, materials such as guidebooks, brochures and online information should be adapted accordingly to effectively engage them.
**Finding #2: Understanding the differences between visitors from different cities in Vietnam**

HCMC and Hanoi are the top two sources of arrivals from Vietnam. However, some differences between consumers from these two cities still exist in terms of their status consciousness, travel companions, desired itinerary, etc. As such, travel players would need to be cognizant of the diverse needs and preferences and adapt strategies and communications when engaging visitors from the different cities.

**Tips for the Industry:**

- **Localization of collaterals and messaging:** Understand what appeals to consumers from different cities and focus your offerings and communications to appeal to their preferences. For instance, experiences such as the Chinatown night market during Chinese New Year period or other nature areas would appeal more to the Saigonese who seek in-depth experiences which were lesser-known. On the other hand, for Hanoi travellers, famous icons such as Marina Bay Sands or other iconic ‘must-sees’, would be appealing.
- **Emerging cities:** Other than the traditional cities of HCMC and Hanoi, keep a look-out for up-and-coming regions such as Danang, which is our third largest source market for Vietnam.

**Finding #3: Building advocacy through past visitors**

Family, friends and colleagues were cited as one of the key influencers of travel decisions. As such, it is important to leverage these past visitors to spread advocacy for Singapore.

**Tips for the Industry:**

- **Make sharing easy:** Ensure that the content/collateral that is created can be easily shared online or distributed among their friends/peers.
- **Encourage more sharing during the trip:** Vietnamese love social media and posting images of attractions and locations they visit. However, many of them may not have data roaming accessibility when abroad and are unable to post pictures on a real-time basis. Providing them with WIFI access at your locations will encourage sharing of experiences with their families and friends on a real-time basis and thus become strong advocates for the Singapore brand.
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