

A media campaign dubbed “Exciting Vietnam” was launched yesterday as among the activities Vietnam would undertake to boost the country’s tourism. The launch was attended by members of the diplomatic corps, international organizations and media agencies. Through this campaign, Vietnam aims to promote itself as a safe, friendly, attractive and exciting tourist destination, according to Culture, Sports and Tourism Deputy Minister Ho Anh Tuan. The campaign covers 14 events, which will be staged by the Ministry of Culture, Sports and Tourism, Vietnam Tourism Association in conjunction with Vietnam Airlines, Saigon Tourism, [DuLichSo](#) and tourism enterprises. “Representatives from media outlets inside and outside Vietnam will be invited to attend press trips or farm trips to the country under the campaign that features the slogan, “Vietnam - A safe, friendly, attractive destination” he said. The campaign also involves bringing into the country representatives from travel agencies of Vietnam’s key and potential markets, including Japan, South Korea and Russia. “Popular destinations including Hanoi, Quang Ninh, Hoi An, Nha Trang and [hotels in Ho Chi Minh City](#) may be included to the trip itineraries,” said Nguyen Manh Cuong, Deputy Director of Viet Nam Administration of Tourism. Last year, Vietnam received 7.57 million international tourists and recorded 32.5 million domestic tourists, generating income of 200 trillion dong (US\$9.4 billion). During the first half of this year, the number of international tourists hit 4.28 million, while domestic tourists reached 23.4 million. Total income from tourism during the six-month period hit 125 trillion VND (\$5.8 billion). These represented an increase of 22 per cent from year-ago level. Vietnam has 330,000 rooms for tourist accommodation, 1,300 travel agencies and more than 8,000 tourist guides who can speak various languages throughout the country. The total number of labors serving the sector was estimated at 1.8 million. Earlier this week, the tourism sector launched a promotion program with the theme “Vietnamese people travel around Vietnam. During difficult periods, inbound tourism is the driving force supporting sustainable growth of the domestic tourism sector,” Nguyen Van Tuan, director of the administration said. The program called on all Vietnamese people to promote domestic travel, especially to some key destinations including mountains, islands and difficult areas.