



Vietnam Named 'Asia's Leading Destination' by World Travel Awards

Vietnam tourism brands lauded by voters at 2019 awards ceremony

HA NOI, Vietnam (Oct. 15, 2019) — Vietnam nabbed the title of 'Asia's Best Destination' for the second year in a row, and scooped up its first trophy as 'Asia's Leading Culinary Destination' at the World Travel Awards (WTA) Asia and Oceania Gala Ceremony 2019, held in Phu Quoc on October 12.

Industry leaders and VIPs from across the region gathered at the Vinpearl Convention Centre on Vietnam's largest island to celebrate this year's winners of WTA, widely considered the travel industry's most prestigious awards programme.

Apart from claiming the award for 'Asia's Best Destination' for the second consecutive year, Vietnam tourism officials accepted WTA trophies in the categories of 'Asia's Leading Cultural Destination 2019', 'Asia's Leading Cultural City Destination 2019' for Hoi An, and 'Asia's Leading National Park' for Cuc Phuong National Park.

The awards underscore a remarkable period of activity and growth in Vietnam's tourism sector. International visitors to the country have increased three-fold since 2010. Recently, Vietnam's tourism body extended its 30-day e-Visa programme to nationals of 46 countries, debuted a revamped tourism website at www.vietnam.travel, and launched the '#VietnamNOW' campaign to introduce travellers to Vietnam's diverse tourism offerings.

Vietnam's outstanding travel businesses also won big at the gala ceremony in Phu Quoc. Notably, Vietnamese brands bested regional competitors to pick up the following trophies:

Vietnam Airlines - 'Asia's Leading Airline – Economy Class'
Hotel de la Coupole MGallery by Sofitel - 'Asia's Leading New Hotel'
Anantara Quy Nhon Villas - 'Asia's Leading New Resort'
Van Don International Airport - 'Asia's Leading New Airport'
Vinpearl Resort & Spa Phu Quoc - 'Asia's Leading Family & Beach Resort'
The Grand Ho Tram Strip - 'Asia's Leading Resort'
InterContinental Danang Sun Peninsula Resort - 'Asia's Leading Luxury Resort'
Vietravel - 'Asia's Leading Tour Operator'

The World Travel Awards recognises and celebrates excellence in travel, tourism and hospitality as chosen by voters across the globe. Established in 1993, the ceremony is conducted with three rounds of awards on national, regional and global levels.

Vietnam will also be among the global winners at the World Travel Awards Grand Final Gala 2019, held in Oman this November.

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ABOUT TAB

The Tourism Advisory Board (TAB) is represented by Vietnam's leading tourism stakeholders and has entered into a public-private partnership with the Vietnam National Administration of Tourism (VNAT). TAB comprises representatives from a broad base of industry leaders in Vietnam's travel and tourism sector. The mission of the TAB is to increase Vietnam's competitive advantage as a sustainable tourism and travel destination by leveraging the country's public and private resources, thus creating a cohesive and comprehensive industry strategy. TAB is grateful to its sponsors: Asia DMC, Muong Thanh Group, SaigonTourist Holding Company, Sun Group, HanoiTourist Holding Company, Thien Minh Group, BIM Land, Vietnam Airlines and VinGroup -- each of whom contributes to a privately managed fund dedicated to promoting tourism in Vietnam.

VIETNAM TOURISM ADVISORY BOARD

 Ho Chi Minh: Unit 1102, Miss Ao Dai Building, 21 Nguyen Trung Ngan Street, District 1, Ho Chi Minh City, Vietnam

 www.vietnam.travel

 Hanoi: eSpace, 3rd Flr., 1 Dinh Le Street, Hoan Kiem District, Ha Noi, Vietnam

 Phone: +84 24 3823 8280