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SENATOR THE HON DON FARRELL
Minister for Trade and Tourism
Special Minister of State

MEDIA RELEASE

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AUSTRALIA-VIETNAM TOURISM SURGE

Tourist numbers from Vietnam have grown significantly following the pandemic, with nearly 178,000 visitors from Vietnam visiting Australia in the 12 months to August 2024.

The Albanese Government has been working to boost two-way tourism with Southeast Asia, creating jobs, and contributing to our economy.

Since launching *Invested: Australia's Southeast Asia Economic Strategy to 2040*, a year ago, we've been stepping up our efforts across Southeast Asia, and tourism with Vietnam is shaping up to be a huge success story.

Cooperation between the Australian and Vietnamese governments have delivered benefits for both countries, with Vietnam becoming Australia's fastest-growing inbound market and more Australians travelling to Vietnam than prior to the pandemic.

The Albanese Government has provided funding for a number of initiatives designed to attract more visitors from Vietnam, including the *Vietnam Host Program*, a new addition to the suite of online training courses delivered by the Australian Tourism Export Council (ATEC).

ATEC's programs, which are designed by leading industry professionals, help Australian businesses understand the needs of Vietnamese travellers and how to attract them.

ATEC's Meeting Place conference on the Gold Coast, which took place earlier this week, will continue to build momentum with Southeast Asia, with expert panels and Austrade briefings to highlight the growing opportunities for the region.

These opportunities are highlighted in new reports released by Asialink Business and the Griffith Institute of Tourism which identify the potential for continued strong growth in two-way travel between Australia and Vietnam, and provide business with insights and data to help inform their investments.

The government is supporting Australian businesses to embrace the enormous opportunities right on our doorstep.

More information about the Government's efforts to diversify Australia's visitor markets, including links to the Asialink and Griffith Vietnam reports and the ATEC Vietnam Host program can be viewed at: <https://www.austrade.gov.au/en/how-we-can-help-you/programs-and-services/thrive-2030-strategy/building-visitor-markets>.

Australian tourism businesses can register for the Vietnam Host Program: <https://traininghub.atec.net.au/courses/vietnam-host>.

Quotes attributable to Trade and Tourism Minister Don Farrell:

"Boosting tourism between our nations was a key topic of discussions when I visited Vietnam last year for our annual Economic Partnership Meeting, and again earlier this month when Vietnam's Deputy Prime Minister His Excellency Bui Thanh Son and Minister of Planning and Investment, His Excellency Dr Nguyen Chi Dung visited Australia.

"It is very encouraging to see strong growth in visitors from Vietnam to Australia, which is supporting Australian tourism businesses to succeed and grow.

"Tourism is a key component of our strong relationship with the fast-growing economies of Southeast Asia. For too long we have flown over our friends and neighbours, overlooking the opportunity that is on our doorstep.

"The Albanese Labor Government is proud to support efforts to increase links with our friends in the region."

Quotes attributable to Managing Director of ATEC Peter Shelley:

"The Vietnam Host program gives Australian tourism businesses the tools they need to better understand and cater to Vietnamese visitors, helping them attract and engage with this growing market.

"By taking part in the Vietnam Host program, businesses gain valuable insights into the preferences and expectations of Vietnamese travellers, equipping them to offer tailored, high-quality, culturally relevant experiences that will drive future growth from this market."

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