Opening Remark

Mr. Tran Phuoc Son – Vice Chairman of Da Nang Peoples’ Committee
Congratulatory Remark of the Consulate General of Vietnam in Mumbai

Mr. Hoang Tung Consul General of Vietnam in Mumbai
CONTENT

1. DA NANG OVERVIEW

2. INDIAN MARKET AND DA NANG TOURISM
   - Immigration policies and Covid-19 Testing requirements
   - Orientation for Indian markets
   - Supporting program for Indian MICE/ Wedding
ENJOY DANANG
WHY DANANG?
1. CULTURAL INTERFERENCE BETWEEN VIETNAM AND INDIA

CHAM CULTURE
1. CULTURAL INTERFERENCE BETWEEN VIETNAM AND INDIA
BUDDHISM
1. CULTURAL INTERFERENCE BETWEEN VIETNAM AND INDIA YOGA
2. BEACH LEISURE AT WORLD-CLASS 5-STAR RESORTS
3. IDEAL DESTINATION FOR M.I.C.E/DESTINATION WEDDING

- Asia Beach Games
- Asia Golf Tourism Convention
- Clipper Race
- Fireworks Festival
ASIAN DEVELOPMENT TOUR 2022
BRG OPEN GOLF CHAMPIONSHIP DANANG 2022
BEACH WEDDING
4. DESTINATION WITH UNIQUE BRIDGES

DRAGON BRIDGE
GOLDEN BRIDGE
5. DESTINATION WITH ATTRACTIVE ENTERTAINMENT ACTIVITIES

DANANG INTERNATIONAL FIREWORKS FESTIVAL
SHOPPING – SPA – CULTURAL SHOW
NIGHTLIFE
INDIAN MARKET AND DA NANG TOURISM
HOW TO GET FROM INDIA TO DANANG
In 2019, India listed in top 16 source markets to Vietnam.

Average growth rate of Indian market ranked third with an increase of 27.7%.
DATA OF INDIAN TOURISTS TO DA NANG

Tourist arrivals

2018: 9,002
2019: 18,664
2020: 6,949

- Year 2018
- Year 2019
- Year 2020
UPDATE ON IMMIGRATION POLICIES AND COVID-19 TESTING

“At Da Nang International Airport, free COVID-19 testing for international visitors when needed”
TARGET MARKET SEGMENTS

LUXURY BEACH LEISURE

GOLF AND FAMILY VACATIONS
TARGET MARKET SEGMENTS

M.I.C.E

DESTINATION WEDDING
SUPPORTING PROGRAM FOR MICE
<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>I. Welcome and Greetings</strong></td>
<td></td>
</tr>
<tr>
<td>1.</td>
<td>The representatives of the city's tourism leaders welcome the delegation</td>
</tr>
<tr>
<td>2.</td>
<td>Banners/hand-held boards to welcome the MICE delegation</td>
</tr>
<tr>
<td>3.</td>
<td>Flowers/gift basket for MICE team leader</td>
</tr>
<tr>
<td>4.</td>
<td>Decoration of the reception hall (at the airport/hotels): red carpet, publication table, MICE photos booths…</td>
</tr>
<tr>
<td>5.</td>
<td>Separate immigration line for the delegation</td>
</tr>
<tr>
<td>6.</td>
<td>Musical performance to welcome delegation</td>
</tr>
<tr>
<td>7.</td>
<td>Support to put the welcome information of the delegation on the Led screen of Da Nang International Terminal, the baggage station</td>
</tr>
</tbody>
</table>
## Support Program for M.I.C.E

### II. Souvenirs

1. Local Souvenirs of Department of Tourism/ People’s Committee

2. Local Souvenirs for all delegates

### III. Communication Support

1. Communication support in social media channels that are managed by Department of Tourism

2. Support in inviting media and newspaper broadcasting and joining in events as MICE’s request

3. Filming/taking photograph of events in social media channels sites managed by the Department of Tourism
<table>
<thead>
<tr>
<th></th>
<th>Supporting Program for M.I.C.E (IV. Consultation and Other Incentives)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Organize group outdoor activities at Da Nang tourist beaches</td>
</tr>
<tr>
<td>2.</td>
<td>Consult in organizing outdoor activities</td>
</tr>
<tr>
<td>3.</td>
<td>Consult in procedure and license for organizing events and art performance</td>
</tr>
<tr>
<td>4.</td>
<td>Support in granting license for organizing international conferences</td>
</tr>
<tr>
<td>5.</td>
<td>Support in posting information on MICE Da Nang Website: Danangfantasticity.com/MICE/Members.</td>
</tr>
<tr>
<td>6.</td>
<td>Free COVID testing when the delegation departs in Da Nang international airport</td>
</tr>
<tr>
<td>7.</td>
<td>Free SIM CARD for international delegation</td>
</tr>
</tbody>
</table>
SUPPORTING PROGRAM FOR WEDDING TOURISM

1. Develop incentive policies for wedding tourist groups from 300 to 1,000 guests

2. Connect airlines and hotels for incentive packages of wedding tourism for Indian market
SUPPORTING PROGRAM FOR WEDDING TOURISM

1. Separate immigration line for wedding delegation
2. Consultation, support in connecting with services suppliers, granting license…
3. Souvenirs from Da Nang
4. Airport pick-up and drop-off for Indian Bride and Groom’s family
5. Low-range Fireworks for Congratulation
ENJOY DANANG

Scan here to access information Of Da Nang Tourism