

## **Vietnam Opens First Overseas Tourism Office in London**

LONDON, United Kingdom (Nov. 6, 2019) — UK travellers can expect to hear more about Vietnam's best travel offerings in coming months.

Vietnam yesterday announced the opening of a new tourism office in London, at a press conference held at World Travel Market 2019. Vietnam Tourism Advisory Board (TAB) selected London as the location for its first overseas representative office, in a move to bring the country's tourism assets closer to UK travellers, assist with trip inspiration, and encourage travellers to visit.

The country welcomes more than 290,000 travellers from the UK yearly. Vietnam aims to attract 500,000 British visitors to the country by 2023.

"There has never been a better time to visit Vietnam," said Mr. Dinh Ngoc Duc, Director of Marketing at Vietnam National Administration of Tourism (VNAT). "We're confident travellers from the UK will be surprised by the wealth of outstanding options here, and will place Vietnam among their favourite destinations in the years to come."

"Opening our first international office in the UK is a significant milestone for Vietnam," Mr. Tran Trong Kien, Chairman of TAB said. "The UK will be one of our biggest and most important markets. Travellers love Vietnam's local food, vibrant cities, great beaches and beautiful landscapes, as well as our unique culture. This office will show a welcoming Vietnam and help more British travellers realise these amazing experiences."

The news comes on the heels of the debut of a new campaign, 'VietnamNOW', which aims to refresh Vietnam's image as a travel destination abroad. Only last month Vietnam picked up the title of 'Asia's Leading Destination 2019' at the World Travel Awards.

The new tourism office is a project of Vietnam National Administration of Tourism (VNAT) and TAB, a private consortium of industry stakeholders supporting the development of tourism in Vietnam. PC Agency, a specialist travel consultancy firm, have been appointed to manage media and trade relations for the UK and Ireland markets.

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