A beginner’s guide to VIETNAM NOW 

www.vietnam.travel
NORTH TO SOUTH

Sapa
Magnificent mountain trekking, ethnic homestays and sweeping views

Hanoi
Ancient pagodas, top museums and amazing street food

Phong Nha
World-class cave adventures, plus kayaking and jungle eco-tours

Ha Long Bay
Mythical seascapes and more than 2,000 breathtaking karsts

Da Nang
Breezy beaches, golf courses and spa retreats

Hue
Nguyen Dynasty relics along the peaceful Perfume River

Nha Trang
Seafood galore, five-star resorts and pumping rooftop bars.

Hoi An
Fascinating Ancient Town, riverside life and green rice paddies

Mekong Delta
Mangrove forests, ethnic communities and on-the-water villages

Ho Chi Minh City
Buzzing streets, cafe culture, and colonial architecture

www.vietnam.travel
Welcome to Vietnam

Vietnam is an exhilarating country to travel. Vibrant street life, exquisite food and epic landscapes await you here. A nation on the move, Vietnam balances cool urban culture with traditional values.

In the cities, ancient pagodas squat just around the corner from sleek rooftop bars; and in the countryside, life still follows the rhythms of the rivers and the rice harvest. This contrast between old and new Vietnam is a big part of its appeal.

Another great reason to visit Vietnam is its diverse natural beauty. The capital of Hanoi is your gateway to the treasures of the north: spectacular mountains and bays studded with karsts. Smack in the centre, up-and-coming Danang gives you easy access to photogenic riverside towns, national parks and long, sandy beaches.

In the south, Ho Chi Minh City will entice you with its captivating streets (just watch out for those motorcycles.) Nearby, the water world of the Mekong Delta as well as islands big and small, are just waiting to be explored.
Vietnam
Highlights

Ha Long Bay
Fabulous Food

If there is one characteristic that unites Vietnamese food, it’s freshness.

The Vietnamese love their food, and all across the country, markets are bursting with the abundance of sea and soil. Plucked the same morning, feathery herbs, plump vegetables, colourful fruits, and flapping-fresh proteins are just waiting for a skillful cook to transform them into something magical. These beautiful ingredients are combined with a symphony of delightful textures and flavours. Simply put, it’s one of the world’s healthiest and most mouth-watering cuisines.
Timeless Culture

Vietnam inherited its cultural wealth from thousands of years of history, sprinkled with a handful of outside influences. The Vietnamese have a strong sense of pride in their traditions.

If you’re a culture seeker, the central cities of Hue and Hoi An are treasure troves, as is Hanoi, the country’s graceful capital. Outside the cities, many elements of Vietnamese culture trace back to cycles of wet rice cultivation. Old and new, side-by-side, is what makes Vietnamese culture so compelling.
Blissful Beaches

Sun, sand, and saltwater: Vietnam is home to countless inviting beaches -- some are well-known, others completely hidden.

The islands of Con Dao and Phu Quoc are famous for inviting water and pristine shores. If you enjoy activity and nightlife mixed into your beach holidays, the coastal towns of Da Nang and Nha Trang will spoil you with five-star resorts, golfing and watersports. Vietnam also offers countless remote beach destinations, such as Quy Nhon, Con Dao and Phu Quoc, where you can have sublime shores all to yourself.
Striking Scenery

Vietnam is chock-full of forested peaks, thundering waterfalls, and breezy coastline, so it’s no wonder the country is luring more and more nature lovers.

While you’ll find plenty of pulse-pounding activities here, including spelunking, canyoning, and trekking, there’s no shortage of leisurely ways to enjoy Vietnam’s natural wonders. Areas such as Phong Nha and Ha Long Bay offer equal opportunities for relaxation and adventure in spectacular natural settings.
Changing Cities

Vietnam’s vibrant urban centres are growing fast. Here you’ll find international restaurants alongside cheap-as-chips street food, ancient pagodas across the street from five-star hotels, and glittering shopping malls around the corner from wet markets.

Hanoi is a city of lakes, brimming with historical and cultural treasures. Da Nang is a coastal metropolis on a fast track to becoming a hub for technology and tourism. Ho Chi Minh City is home to uber-cool rooftop bars, trendy co-working spaces, and colonial-chic cafes. Don’t forget to hop on a scooter at least once to truly feel the pulse of urban Vietnam.
Award-winning Experiences

From beautiful golf courses to amazing wellness retreats, Vietnam’s tourism products are continually lauded among the world’s best. It’s easier than ever to plan an indulgent holiday in Vietnam around these award-winning experiences.

Vietnam’s long coastline is home to countless stunning beach resorts, as well as top-tier golf courses that make the most of the country’s diverse natural beauty. All-new wellness resorts are springing up in the highlands and while Vietnam’s adventure destinations continue to win rave reviews from travellers. Come and see for yourself.

www.vietnam.travel
luxury escapes

Naman Retreat Danang
Asia’s Leading Retreat 2016, 2017, 2018 - World Travel Awards

InterContinental® Danang Sun Peninsula Resort
World’s Leading Luxury Resort 2017 - World Travel Awards

JW Marriott Phu Quoc Emerald Bay
World’s Leading Luxury Resort 2018 - World Travel Awards

InterContinental Phu Quoc Long Beach Resort
World’s Leading Luxury Resort 2018 - World Travel Awards

Four Seasons Resort the Nam Hai, Hoi An
10 Best Resort Hotels in Southeast Asia 2018 - Travel + Leisure
wellness retreats

Le Spa des Artistes
Luxury Business Spa 2018 - World Luxury Spa Awards

Naman Retreat Danang
Asia’s Leading Retreat 2018 - World Travel Awards

Aman Spa at Amanoi
Asia’s Best Spa 2018 - Global Spa and Wellness Awards

Fusion Maia Danang
Spa of the Year 2018: Southeast Asia & Pacific - AsiaSpa Awards

HARNN Heritage Spa
Asia’s Best Resort Spa 2018 - World Spa Awards
adventure tours

**Hang Son Doong**
World’s Largest Cave

**Ha Long Bay**
UNESCO World Heritage Site

**Ban Gioc Waterfall**
World’s 4th Largest Waterfall on a Border

**Hang En**
World’s 3rd Largest Cave

**Phong Nha-Ke Bang National Park**
UNESCO World Heritage Site
family breaks

Ba Na Hills Golden Bridge
World’s Greatest Places 2018 - Guinness World Records

Sun World Halong Complex
World’s Tallest Cable Car Tower - Guinness World Records

Vinpearl Land Nha Trang
World’s Largest Floating Bay - Guinness World Records

Sun World Hon Thom Nature Park
World’s Longest Three-rope Cable Car - Guinness World Records

Sun World Ba Na Hills
World’s Longest Single-track Cable Car - Guinness World Records
Ba Na Hills Golf Club
Best Golf Course in Asia 2017, 2018 - World Golf Awards

The Grand Ho Tram Strip
Best Golf Hotel in Asia 2016, 2017, 2018 - World Golf Awards

FLC Quy Nhon Resort & Golf
Best Golf Resorts in Asia 2018 - Golf Digest

Laguna Lang Co Golf Club
Best Golf Resorts in Asia 2018 - Golf Digest

KN Golf Links – Cam Ranh
Best New Course in Asia Pacific 2018 - Asian Golf Awards
Celebrate With Us

DA NANG FIREWORKS FESTIVAL
Da Nang City
Jun. 1 - 30, 2020

VIETNAM MOUNTAIN MARATHON
Sapa
Sept. 2020

TET HOLIDAY
Nationwide
Jan. 24 - 27, 2020

HUE FESTIVAL
Hue
Apr. 1-6, 2020
Celebrate With Us

MID-AUTUMN FESTIVAL
Nationwide
Oct. 1, 2020

EPISODE FESTIVAL
Phu Quoc
Dec. 27, 2019 - Jan. 7, 2020

NATIONAL DAY
Nationwide
Sept. 2, 2020

HCMC MARATHON
HCMC
Jan. 5, 2020
Must-do Experiences

Don’t leave Vietnam without trying these five authentic experiences.

1. Sip cà phê sữa đá on the side walk - Vietnam’s traditional iced coffee with milk. Ask for a cà phê den da if you like your coffee black.

2. Take a motorcycle ride - This is a must-do all over Vietnam but especially in Ho Chi Minh City, with its endless energy and beautiful city lights.

3. Watch a cultural show - Don’t miss Hanoi’s famous water puppets or the bamboo contemporary circus by Lune Productions.

4. Visit a pagoda - Vietnam has a fascinating spiritual history told through a vast range of temples, pagodas, churches and spiritual places.

5. Try the local street food - Vietnam is alive with some of the most famously delicious, fragrant food in Southeast Asia. Dig in and enjoy!
Getting Around

Have a smooth trip around Vietnam with these easy transport options.

**TRAINS**
Vietnam’s Reunification Express takes around 36 hours from Ha Noi to Ho Chi Minh City, stopping at main cities along the way.

**MOTORBIKE**
Motorbike tours are a great way to see Vietnam and get up close with local life in the cities. Always wear your helmet.

**FLIGHTS**
The easiest way to see lots of Vietnam, domestic flights are reasonably priced. Check Vietnam Airlines and Vietjet Air.

**TAXI**
Reputable taxi companies operate widely in most Vietnamese cities, and many ride-sharing apps work here too.

**BUSES**
You’ll find reliable open-tour buses travelling the length of the country. Many of these have overnight options for nighttime travel.

**BICYCLE**
In small towns such as Mai Chau, Hoi An and Hue, you can get everywhere you want to go by pedal power. Cycle away!
Street Food Tips

Get ready to enjoy Vietnam’s amazing street food during your stay.

1. Eat on local time
   The best stalls only open a few hours each day: 6am to 8am, 11:30am to 1pm, and 5:30pm to 7pm.

2. Season to taste
   Vietnamese use chili, kumquats, vinegar, and fish sauce to adjust the taste of each dish to their liking. Try it!

3. Eat first, pay later
   The enjoyment of the meal is very important in Vietnam. You can always finish eating before paying the bill.

4. Learn to share
   Meals in Vietnam are often served family-style, with dishes for everyone to share. Help yourself!
Culture & Etiquette

Blend in and follow the local customs by learning these everyday tips.

TIPPING
You are under no obligation to tip in Vietnam, especially not at street-side eateries and small restaurants.

DRESS CODE
Most Vietnamese are modest dressers, even on the beach. Always cover up when visiting religious sites.

SAVING FACE
As a general rule, keep your cool, and avoid loud arguments and public displays of affection.

EASY PHRASES
‘Xin chào’ is the Vietnamese salutation used for both ‘hello’ and ‘goodbye’. Thank you is ‘cảm ơn’.

TAKING PHOTOS
Many Vietnamese like to have their picture taken, but always ask first.
Vietnam is home to several distinct climate patterns from north to south. From December to March, North Vietnam has cool weather. April brings sunny skies until the monsoon rains arrive in June. Central Vietnam has lots of sunshine most of the year, but November and December can be wet and overcast. Southern Vietnam is always warm, and temperatures soar mid-year. You can expect daily downpours from June to August.

NORTH
The northern region has cool and misty winters, with cold nights in the highlands.

CENTRAL
March and April are great months to see Central Vietnam before the summer heat.

SOUTH
Southern Vietnam has a wet monsoon but the weather remains warm year-round.
Share your story
Follow us on social media and share your best #VietnamNOW moments.
@vietnamtourismboard

Find out more
See Vietnam’s official tourism website and subscribe to our newsletter.
www.vietnam.travel

Say hello
Visit our #VietnamNOW pavilions at international trade shows and events.
WTM London & ITB Berlin
#VIETNAMNOW

www.vietnam.travel