

Vietnam tourism resources





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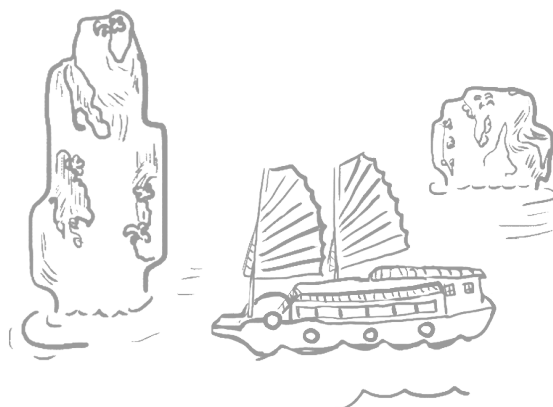
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Introduction

Vietnam's Tourism Advisory Board (TAB) is pleased to provide high-quality marketing materials to support travel businesses and DMOs in the promotion of Vietnam and Vietnamese destinations to international travellers.

We have created this document to provide access to assets that can be used in marketing materials to strengthen the brand of Vietnam and inspire tourists.

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Any violation of these guidelines may result in legal action or charges from the content creators.

Videos

The watermarked videos at the links below may be screened at events or uploaded and republished on the internet following the guidelines in the 'Terms of Use.'

The #MyVietnam video series is a chance for travellers to see Vietnam through the eyes of the people who call it home. Here, Vietnamese from north to south share personal stories and favourite moments from their cities.

The #VietnamNOW video series is a celebration of Vietnam's journey from past to present. From rice paddies, banh mi and conical hats, to all the exciting, world-class experiences that are available for travellers in the country now.



[My Vietnam](#)



[VietnamNOW](#)



[Vietnamese Home Recipes](#)



[Crafts of Vietnam](#)

Images

TAB has prepared two public image libraries for the promotion of Vietnam. Images at the links below may be used for marketing Vietnam and its destinations following the guidelines in the 'Terms of Use.' Photographer credit is required for each picture.



[Vietnam gallery by Aaron Joel Santos](#)



[Vietnam gallery by Christian Berg](#)

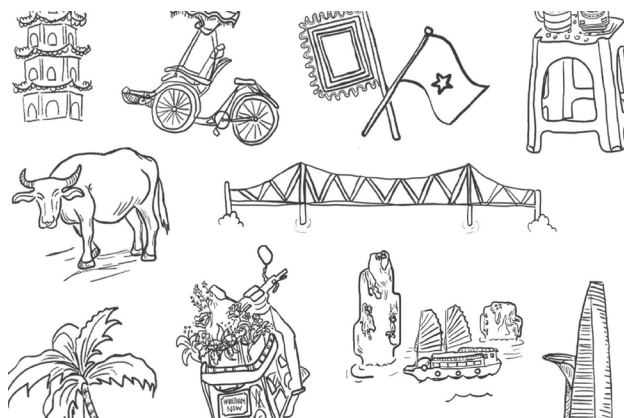
Booklets



The booklets at the links below may be uploaded and published to the Internet, or downloaded and printed following the guidelines in the ‘Terms of Use.’ These booklets include a guide for first-time travellers to Vietnam with a clear first level of introduction to the country and basic insight on travelling in Vietnam; five classic home-cooked dishes for travellers to recreate, with step-by-step videos and an accompanying recipe booklet; a sustainable travel guide created together with the Swiss Sustainable Tourism Programme (SSTP) featuring tangible trip ideas for responsible travellers; and a set of hand-drawn colouring sheets inspired by Vietnam.



[Beginner's Guide to VietnamNOW](#)



[Vietnam Colouring Pages](#)



[Vietnamese Home Cooking](#)



[Green Travel Guide](#)

Research

TAB together with World University Services of Canada (WUSC) has conducted research on travellers in Vietnam's target markets. TAB makes this research available to the travel industry for the purposes of better understanding each market and how to attract high-quality travellers to Vietnam. Please provide a backlink to vietnam.travel when republishing or quoting these surveys online.



Market Profiles in English



Market Profiles in Vietnamese

Infographics

The infographic sets below may be uploaded and published to the Internet, or downloaded and printed following the guidelines in the 'Terms of Use.' Please be sure to tag @vietnamtourismboard if publishing on social media platforms.



Foodie maps



Covid-19 graphics



Food of Vietnam



Green travel

Wallpapers

To inspire travels to Vietnam, TAB has created mobile wallpapers and a set of Zoom backgrounds. These graphics are free to reuse and republish.



Mobile Wallpapers



Zoom Backgrounds

