

HOIANA HOSTS TWO KEY TOURISM EVENTS IN NOVEMBER 2020

Hoiana Integrated Resort was honoured to be the venue of choice for two of the most important tourism events of 2020: the Forum on Development of Tourism Linkages among Hanoi, Ho Chi Minh City and The Central Vietnam Key Economic Region on 27 November 2020, and the National Tourism Conference on 28 November 2020.

The first event at Hoiana was the 5th edition of the Tourism Linkages Conference and Forum to link tourism development with prominent tourism areas in Vietnam and to learn from the experiences in and work to enhance four key areas: Tourism state management; tourism product development; tourism promotion, and; human resource development. At the event, provincial and city leaders discussed and signed the Regional Tourism Development Agreement for the period 2020-2025 and approved a plan to coordinate the implementation of joint activities for tourism development in the region for the period 2020 - 2021.

The forum also saw the special participation from Vietnam Airlines Group (Vietnam Airlines, Pacific Airlines and VASCO), Vietjet Air and Bamboo Airways. The airlines announced incentive programs and policies to create effective connections from both ends of the country to the Central region to support further tourism development. The forum also featured a Business Matching Session, which provided an ideal platform for 26 key tourism businesses in Quang Nam province to connect with and learn from more than 200 businesses in the participating provinces and cities.



On 28 November, the Ministry of Culture, Sports and Tourism, in co-ordination with the Quang Nam provincial People's Committee and the Private Economic Development Research Board launched the National Tourism Conference 2020 with the theme of "Linking, Action and Development". The conference took place under the chairmanship of Deputy Prime Minister Vu Duc Dam and included the participation of leaders of the Ministry of Culture, Sports and Tourism, and Quang Nam province. Also in attendance at the conference were the leaders of the Vietnam

National Administration of Tourism, leaders of national and provincial departments, local tourism authorities, and executives from a wide range of tourism associations and businesses. The conference's focus was how Vietnam can further promote domestic tourism given the ongoing international travel freeze due to the global pandemic. A range of news media were also on-site to cover this important event.

