

ASEAN Overseas Travel Awareness Survey Report <Viet Nam>

March 2021



Survey conducted by:

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[Survey Overview]

Method	<ul style="list-style-type: none"> • Internet survey • Screening survey (preliminary survey) was first conducted by the Internet survey firm (Micromill, Inc.) utilizing survey monitor panel the firm maintains and actual survey conducted to qualified respondents.
Survey Period	<ul style="list-style-type: none"> • Friday, January 22 and Saturday, January 23, 2021
Sample Qualification	<ul style="list-style-type: none"> • Male/female 20 years old or older. Travels abroad at least once every 3 years and intends to travel abroad in the future. <p>*For each country, ensure to include at least 30 samples with experience of visiting the country.</p>



- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), **8.9% had visited Viet Nam** with the purpose of visits being for sightseeing (6.4%) and business trips (1.7%).
 - By gender-age group, the highest percentage of respondents **who had previously visited Viet Nam were males in their 20s (13.3%)**. The group with the highest percentage of visits for sightseeing purposes was females 60 and over (9.8%), followed by males in their 20s for business purposes (4.2%).

[Questions for people who have visited Viet Nam]

- The majority of respondents (55.2%) had visited Viet Nam once. A high percentage of males 60 and over had visited 5 times or more (23.0%).
- The highest percentage of people answered “Sightseeing/leisure” (74.2%) as their purpose, followed by “Business Trips” (15.9%). **87.5% of females visited for sightseeing/leisure, while 23.6% of males visited for business trips, showing a major gap depending on gender.**
- Regarding deciding factor in choosing Viet Nam as a destination, 20.3% of respondents answered “Recommended by family/friends/acquaintances” and “The trip was low cost,” followed by “Online blogs and review sites” (18.1%). **For females, whose main purpose is sightseeing/leisure, a high percentage answered “Recommended by family/friends/acquaintances,” “There was a good deal,” and “Saw in magazines, newspapers, etc.”**
- In terms of points of satisfaction upon visiting Viet Nam, “Food ingredients and cuisine” and “Scenery and atmosphere (46.4%) ranked highest, followed by “Places of interest/historical sites” (38.2%). Age-wise, people in their 40s were particularly highly satisfied with the top 3 ranking items. **A higher percentage of people in their 20s answered “Cost” (39.7%) compared to other age groups.**
- The highest percentage (11.3%) of respondents answered that they were dissatisfied with “Public security,” followed by “Experiences and activities” (9.1%). 47.3% answered they were dissatisfied with “Nothing in particular” however looking at specific age groups, **around 34% of young people answered they were dissatisfied with “Nothing in particular” , which was 10 percentage points or lower than the overall group.**



[Questions for all respondents with intention to travel overseas]

- Regarding impression of Viet Nam, the highest percentage of respondents answered “Delicious food” (28.4%) followed by “Rich in history and culture” (26.2%).
 - 11.3% of people who had visited Viet Nam previously **answered “Can enjoy staying in luxurious accommodation, however the response rate for this item was low (1.8%) for people who had never before visited.”**
- Regarding intention to travel to Viet Nam for sightseeing, over **63.4% answered “I want to go.”** A high percentage of those who had visited wanted to go again (over 70%). Also, a higher percentage of males expressed intention to go to than females.
- As for the reason why people had no intention to travel to Viet Nam for sightseeing, **the highest percentage of people (38.6%) answered “The level of public security concerns me,”** suggesting people who’ve never been may have the impression of Viet Nam as being a place with poor security.
- The awareness of Viet Nam’s major five tourism resources **increased as the age group increased. Of the young age groups, females in particular had a low awareness of the tourism resources.**



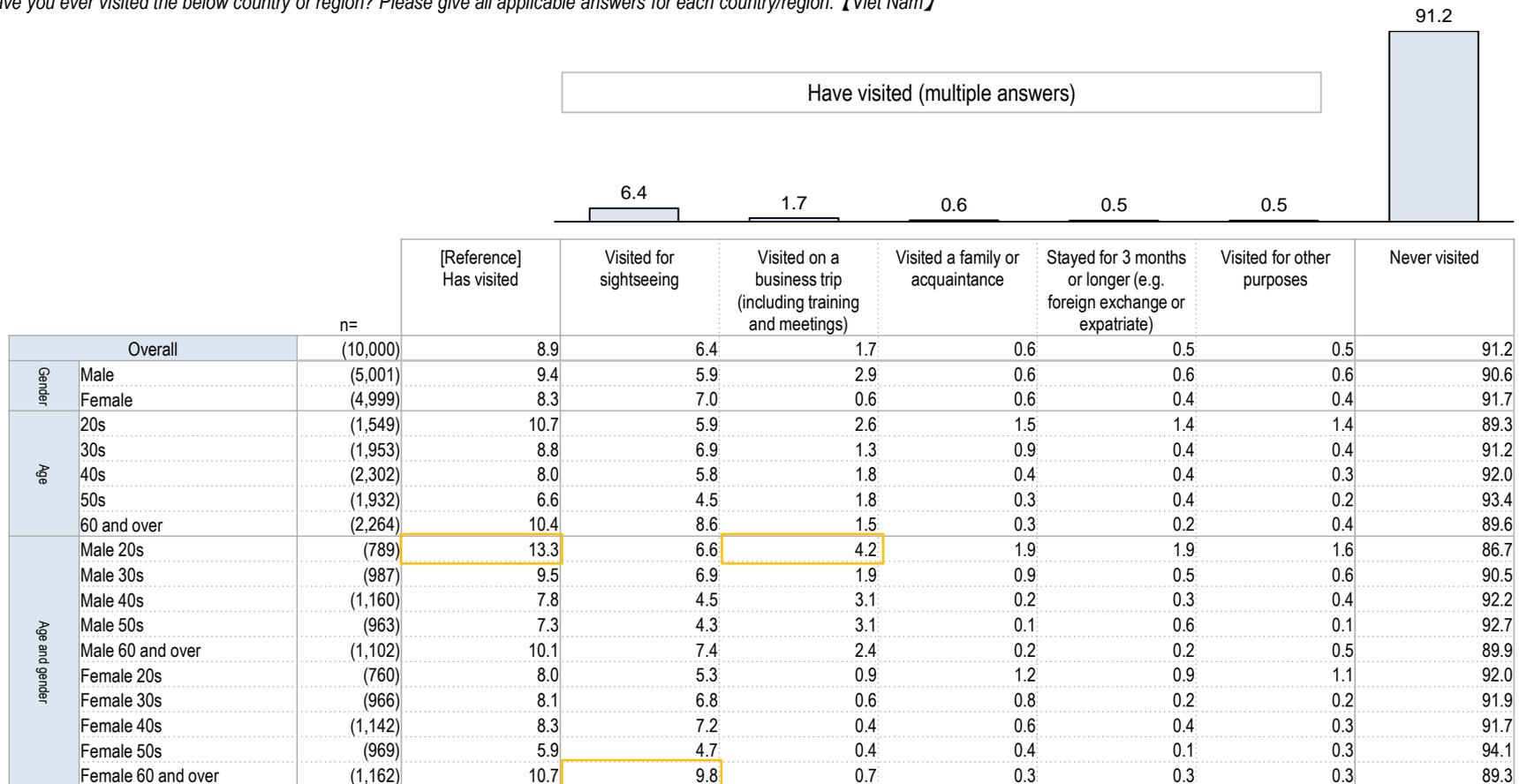
Survey Results [Screening survey]

1. Visit experience (details)

- Of the 10,000 males/females aged 20 and over who took part in this nationwide survey (including people with no intention of overseas travel), 8.9% had visited Viet Nam with the purpose of visits being for sightseeing (6.4%) and business trips (1.7).
- By gender-age group, the highest percentage of respondents who had previously visited Viet Nam were males in their 20s (13.3%). The group with the highest percentage of visits for sightseeing purposes was females 60 and over (9.8%), followed by males in their 20s for business purposes (4.2%).

People who have visited Viet Nam (Screening survey)

Q. Have you ever visited the below country or region? Please give all applicable answers for each country/region. **[Viet Nam]**





Survey Results

2. [People who have visited] Number/timing of visits

- The majority of respondents (55.2%) had visited Viet Nam once. A high percentage of males 60 and over had visited 5 times or more (23.0%).
- The highest percentage of respondents (37.6%) had visited most recently in 2016 or earlier. Half of people in their 20s and 30s had visited in the last 3 years (from 2018 onwards), while over 40% of people in their 40s had visited in 2016 or earlier.

[People who have visited] Number of visits

Q. How many times have you visited each country? Please only give one applicable answer for each country.
*Regardless of purpose – e.g. sightseeing, business, etc. **[Viet Nam]**

Once Twice 3 times 4 times 5 times or more

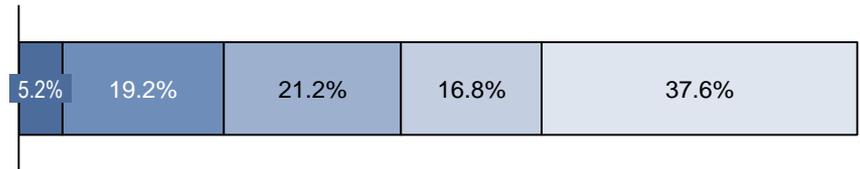


		n=	Once	Twice	3 times	4 times	5 times or more
Overall		(364)	55.2	22.0	10.2	3.3	9.3
Gender	Male	(220)	50.9	22.7	11.8	3.2	11.4
	Female	(144)	61.8	20.8	7.6	3.5	6.3
Age	20s	(58)	55.2	24.1	12.1	6.9	1.7
	30s	(64)	51.6	21.9	15.6	6.3	4.7
	40s	(59)	61.0	22.0	8.5	3.4	5.1
	50s	(75)	56.0	21.3	10.7	0.0	12.0
	60 and over	(108)	53.7	21.3	6.5	1.9	16.7
	Age and gender	Male 20s	(35)	48.6	31.4	11.4	8.6
Male 30s		(42)	45.2	26.2	16.7	7.1	4.8
Male 40s		(36)	58.3	25.0	11.1	2.8	2.8
Male 50s		(46)	54.3	15.2	13.0	0.0	17.4
Male 60 and over		(61)	49.2	19.7	8.2	0.0	23.0
Female 20s		(23)	65.2	13.0	13.0	4.3	4.3
Female 30s		(22)	63.6	13.6	13.6	4.5	4.5
Female 40s		(23)	65.2	17.4	4.3	4.3	8.7
Female 50s		(29)	58.6	31.0	6.9	0.0	3.4
Female 60 and over		(47)	59.6	23.4	4.3	4.3	8.5

[People who have visited] Timing of visit

Q. When did you take the trip? Please only give one applicable answer for each country.
*If you have visited a country more than once, please tell us the purpose of your most recent trip. **[Viet Nam]**

2020 or later Around 2019 Around 2018 Around 2017 2016 or earlier



		n=	2020 or later	Around 2019	Around 2018	Around 2017	2016 or earlier
Overall		(364)	5.2	19.2	21.2	16.8	37.6
Gender	Male	(220)	4.1	20.0	20.9	16.4	38.6
	Female	(144)	6.9	18.1	21.5	17.4	36.1
Age	20s	(58)	10.3	29.3	20.7	20.7	19.0
	30s	(64)	9.4	23.4	21.9	20.3	25.0
	40s	(59)	3.4	15.3	18.6	15.3	47.5
	50s	(75)	4.0	18.7	26.7	10.7	40.0
	60 and over	(108)	1.9	13.9	18.5	17.6	48.1
	Age and gender	Male 20s	(35)	8.6	20.0	20.0	28.6
Male 30s		(42)	11.9	28.6	19.0	16.7	23.8
Male 40s		(36)	0.0	19.4	22.2	16.7	41.7
Male 50s		(46)	0.0	21.7	23.9	10.9	43.5
Male 60 and over		(61)	1.6	13.1	19.7	13.1	52.5
Female 20s		(23)	13.0	43.5	21.7	8.7	13.0
Female 30s		(22)	4.5	13.6	27.3	27.3	27.3
Female 40s		(23)	8.7	8.7	13.0	13.0	56.5
Female 50s		(29)	10.3	13.8	31.0	10.3	34.5
Female 60 and over		(47)	2.1	14.9	17.0	23.4	42.6



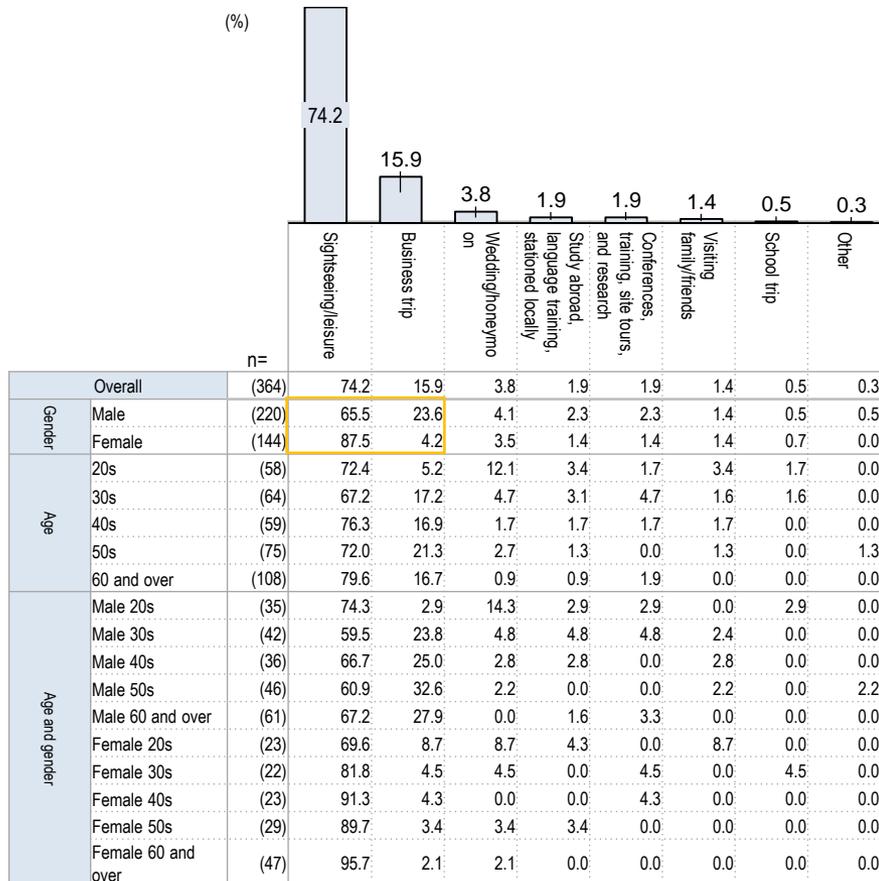
Survey Results

3. [People who have visited] Purpose/companion

- The highest percentage of people answered “Sightseeing/leisure” (74.2%) as their purpose, followed by “Business trips” (15.9%). 87.5% of females visited for sightseeing/leisure, while 23.6% of males visited for business trips, showing a major gap depending on gender.
- In terms of travel companion, the highest was “Spouse/partner” (30.5%), “Friends and acquaintances” (27.5%), followed by “Alone,” “Family and relatives,” and “Company colleagues and stakeholders.”

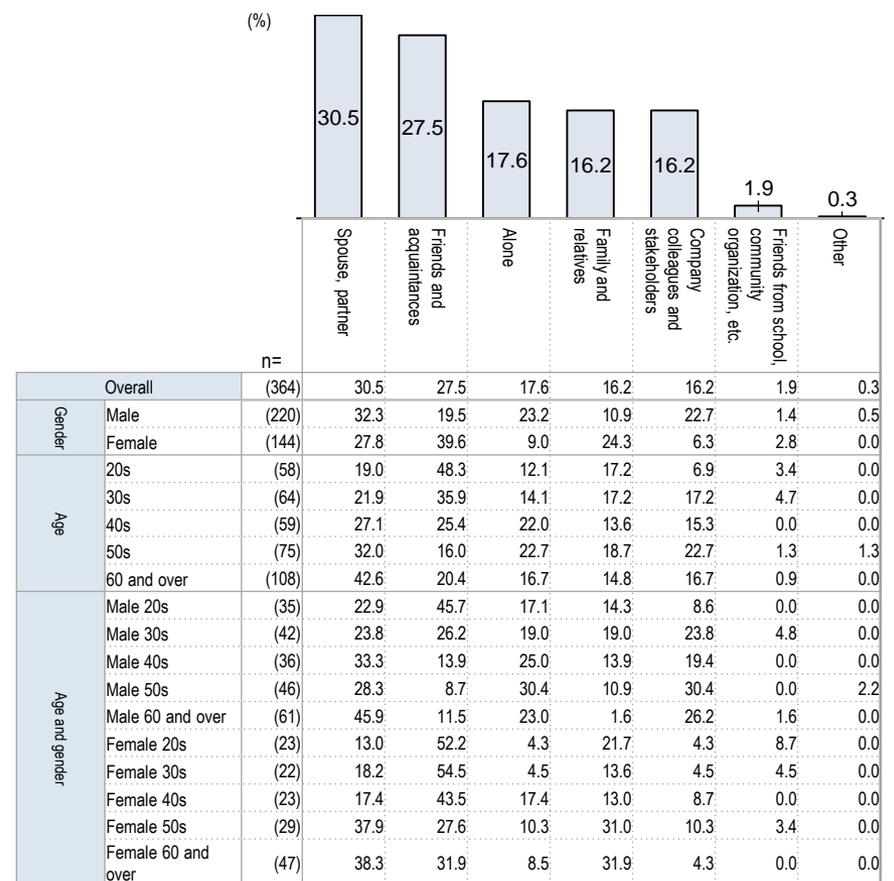
[People who have visited] Purpose of visit

Q. What was the main purpose of the trip? Please only give one applicable answer as the purpose of visiting each country. *If you have visited a country more than once, please tell us the purpose of your most recent trip. [Viet Nam]



[People who have visited] Travel companion

Q. Who accompanied you on the trip? Please give all the answers that are applicable for each country. *If you have visited a country more than once, please tell us about your companion on your most recent trip. [Viet Nam]





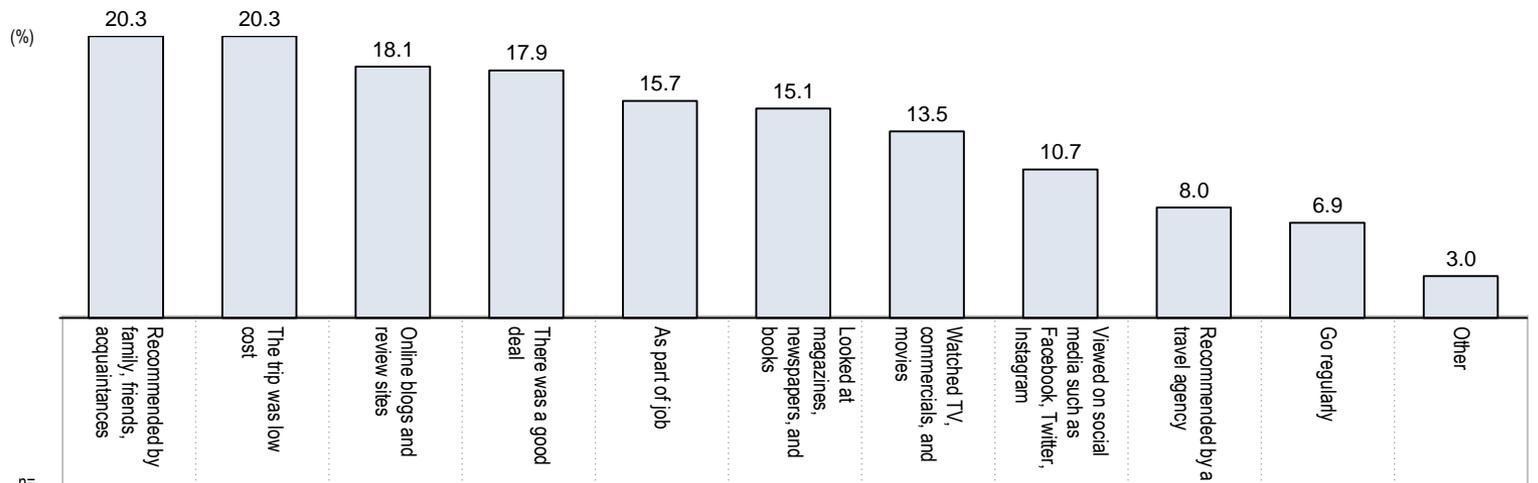
Survey Results

4. [People who have visited] Deciding factor in choosing travel destination

- Regarding deciding factor in choosing Viet Nam as a destination, 20.3% of respondents answered “Recommended by family/friends/acquaintances” and “The trip was low cost,” followed by “Online blogs and review sites” (18.1%).
- For females, whose main purpose is sightseeing/leisure, a high percentage answered “Recommended by family/friends/acquaintances,” “There was a good deal,” and “Saw in magazines, newspapers, etc.”

[People who have visited] Deciding factor in choosing travel destination

Q. What was the deciding factor in choosing your travel destination? Please give all the answers that are applicable. *If you have visited a country more than once, please tell us about your most recent trip. [Viet Nam]



		n=	20.3	20.3	18.1	17.9	15.7	15.1	13.5	10.7	8.0	6.9	3.0
Overall		(364)	20.3	20.3	18.1	17.9	15.7	15.1	13.5	10.7	8.0	6.9	3.0
Gender	Male	(220)	15.9	19.5	17.7	14.1	22.7	11.8	11.4	11.4	8.6	8.2	1.8
	Female	(144)	27.1	21.5	18.8	23.6	4.9	20.1	16.7	9.7	6.9	4.9	4.9
Age	20s	(58)	17.2	25.9	12.1	19.0	3.4	10.3	8.6	22.4	12.1	3.4	0.0
	30s	(64)	29.7	14.1	21.9	12.5	12.5	12.5	12.5	21.9	4.7	10.9	0.0
	40s	(59)	28.8	18.6	25.4	23.7	15.3	15.3	18.6	5.1	10.2	5.1	8.5
	50s	(75)	14.7	21.3	17.3	16.0	24.0	17.3	17.3	12.0	5.3	8.0	5.3
	60 and over	(108)	15.7	21.3	15.7	18.5	18.5	17.6	11.1	0.0	8.3	6.5	1.9
	Age and gender												
Male 20s		(35)	5.7	22.9	17.1	22.9	2.9	8.6	8.6	25.7	11.4	5.7	0.0
Male 30s		(42)	21.4	11.9	26.2	9.5	16.7	11.9	9.5	21.4	7.1	14.3	0.0
Male 40s		(36)	30.6	16.7	27.8	16.7	19.4	16.7	19.4	5.6	11.1	5.6	5.6
Male 50s		(46)	10.9	26.1	15.2	13.0	32.6	8.7	10.9	10.9	6.5	8.7	2.2
Male 60 and over		(61)	13.1	19.7	8.2	11.5	32.8	13.1	9.8	0.0	8.2	6.6	1.6
Female 20s		(23)	34.8	30.4	4.3	13.0	4.3	13.0	8.7	17.4	13.0	0.0	0.0
Female 30s		(22)	45.5	18.2	13.6	18.2	4.5	13.6	18.2	22.7	0.0	4.5	0.0
Female 40s		(23)	26.1	21.7	21.7	34.8	8.7	13.0	17.4	4.3	8.7	4.3	13.0
Female 50s		(29)	20.7	13.8	20.7	20.7	10.3	31.0	27.6	13.8	3.4	6.9	10.3
Female 60 and over		(47)	19.1	23.4	25.5	27.7	0.0	23.4	12.8	0.0	8.5	6.4	2.1

Respondents: Have visited Viet Nam, travel abroad at least once every 3 years, and intend to travel abroad in the future



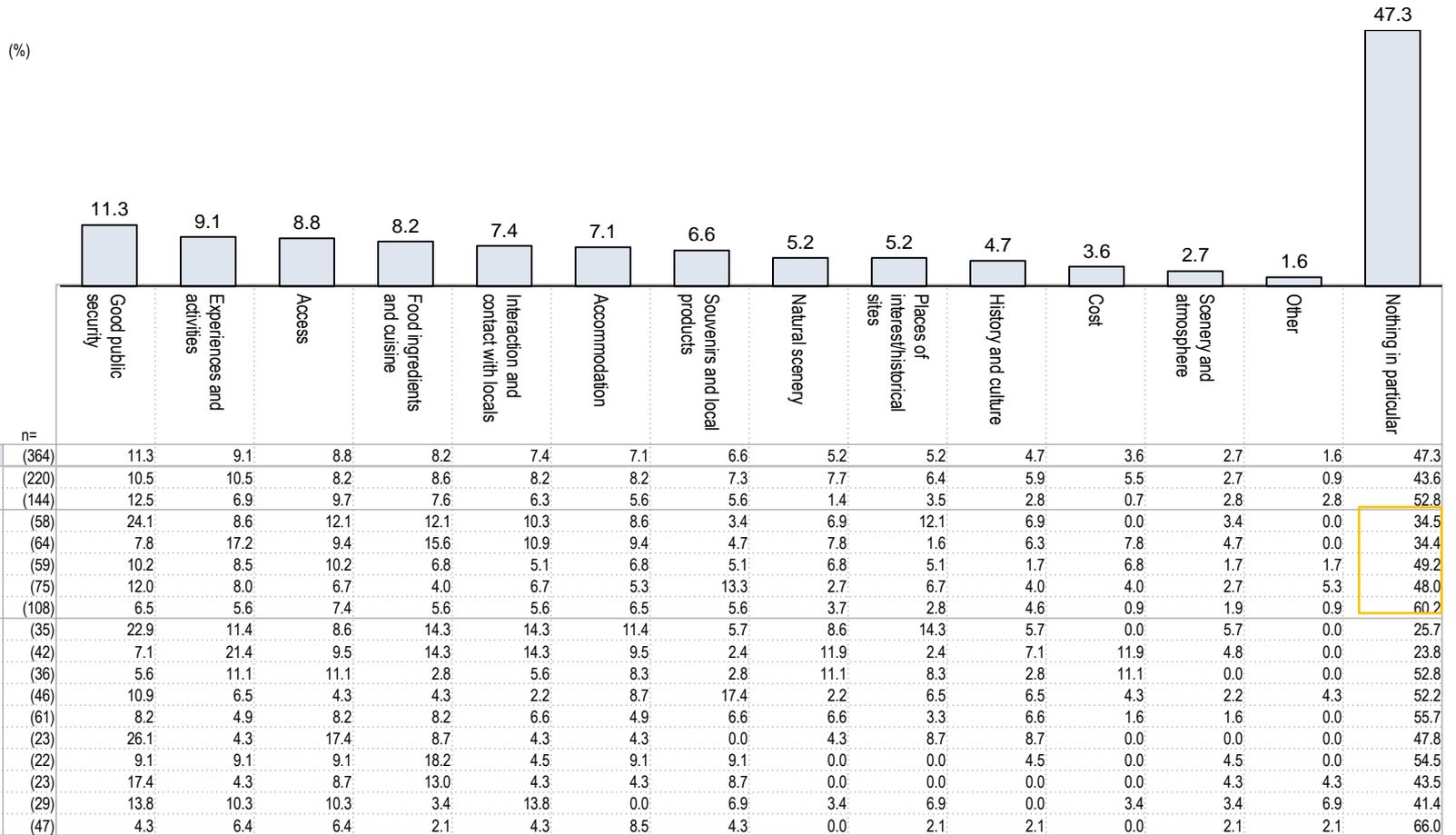
Survey Results

6. [People who have visited] Points of dissatisfaction

- As opposed to the previous page, when asked what they were dissatisfied with upon visiting Viet Nam, the highest percentage of respondents answered they were not satisfied with the aspect of “Good public security” (11.3%), followed by “Food and ingredients” (9.1%).
- 47.3% answered they were dissatisfied with “Nothing in particular” however looking at specific age groups, around 34% of young people answered they were dissatisfied with “Nothing in particular”, which was 10 percentage points or lower than the overall group.

[People who have visited] Points of dissatisfaction

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Viet Nam]





Survey Results

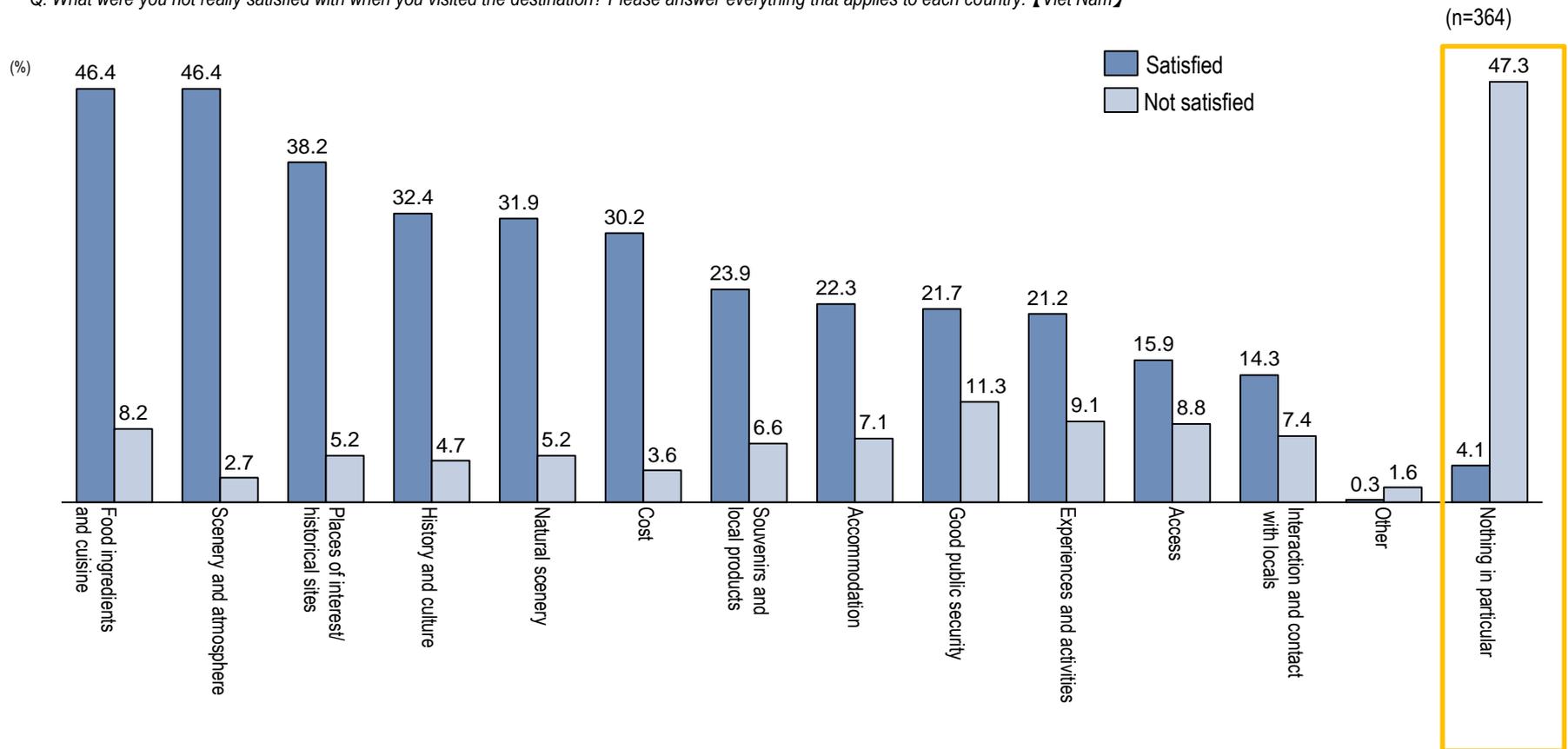
[Reference] Comparison of points of satisfaction/dissatisfaction

- A comparison of points of satisfaction and points of dissatisfaction showed that, overall, a high percentage of respondents answered “Satisfied,” demonstrating a general high level of satisfaction.

[People who have visited] Points of satisfaction/dissatisfaction

Q. What were you satisfied with when you visited the destination? Please answer everything that applies to each country. [Viet Nam]

Q. What were you not really satisfied with when you visited the destination? Please answer everything that applies to each country. [Viet Nam]





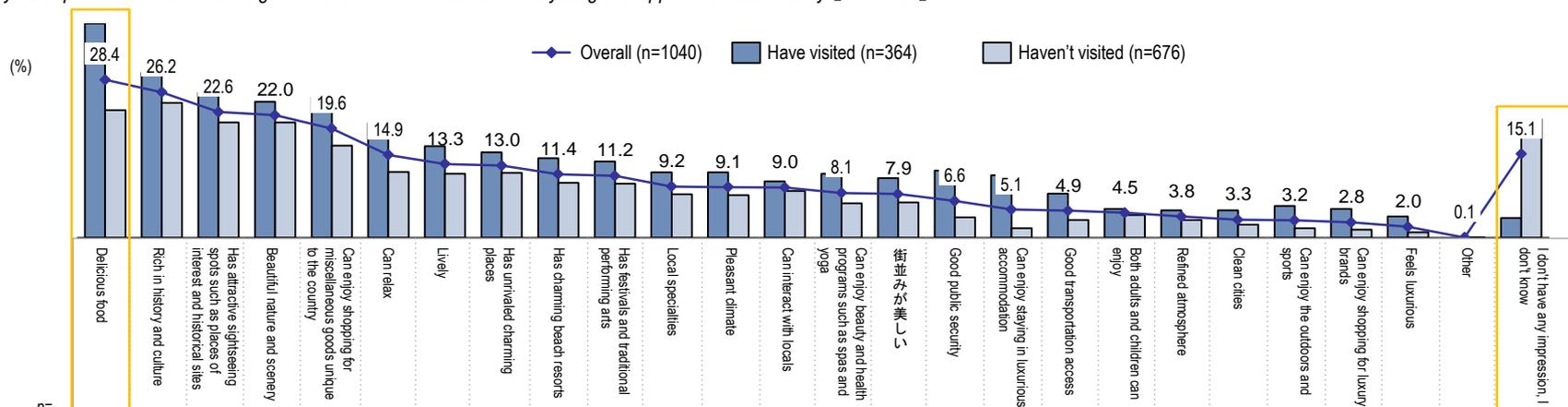
Survey Results

7. Impression of Viet Nam

- Regarding impression of Viet Nam, the highest percentage of respondents answered “Delicious food” (28.4%) followed by “Rich in history and culture” (26.2%).
- Gender-wise, a high percentage of females answered “Can enjoy shopping for miscellaneous goods unique to the country” (27.0%). 11.3% of people who had visited Viet Nam previously answered “Can enjoy staying in luxurious accommodation, however the response rate for this item was low (1.8%) for people who had never before visited.

Impression of Viet Nam

Q. What are your impressions of the following 10 countries? Please answer everything that applies to each country. [Viet Nam]



	n=	28.4	26.2	22.6	22.0	19.6	14.9	13.3	13.0	11.4	11.2	9.2	9.1	9.0	8.1	7.9	6.6	5.1	4.9	4.5	3.8	3.3	3.2	2.8	2.0	0.1	15.1	
Overall	(1,040)	28.4	26.2	22.6	22.0	19.6	14.9	13.3	13.0	11.4	11.2	9.2	9.1	9.0	8.1	7.9	6.6	5.1	4.9	4.5	3.8	3.3	3.2	2.8	2.0	0.1	15.1	
Gender	Male	(577)	26.5	25.3	21.5	22.5	13.7	16.1	12.1	14.2	12.0	10.9	8.5	10.2	10.4	6.6	7.5	7.3	5.9	5.9	5.9	5.0	4.5	4.5	3.8	2.6	0.2	14.0
	Female	(463)	30.7	27.2	24.0	21.4	27.0	13.4	14.7	11.4	10.8	11.4	10.2	7.8	7.3	9.9	8.4	5.8	4.1	3.7	2.8	2.4	1.7	1.5	1.5	1.3	0.0	16.4
Age	20s	(162)	19.1	22.2	13.6	13.6	14.8	7.4	18.5	12.3	14.8	13.0	8.6	8.0	12.3	16.7	6.8	5.6	4.9	5.6	8.0	7.4	3.7	3.7	3.7	3.1	0.0	14.2
	30s	(192)	28.1	26.0	20.3	16.1	21.4	17.7	16.1	7.3	9.9	10.4	10.9	8.3	7.8	10.4	6.3	7.8	5.7	6.8	5.7	3.6	4.2	4.2	2.6	1.6	0.0	8.9
	40s	(192)	32.8	28.1	25.0	24.0	21.4	18.2	16.1	12.0	11.5	12.0	9.4	9.4	11.5	7.3	9.4	7.3	6.3	4.7	3.6	4.2	3.6	5.2	4.2	2.1	0.5	11.5
	50s	(212)	31.1	27.8	27.8	25.5	22.6	17.0	9.9	17.9	10.8	11.8	9.9	9.0	9.0	5.2	9.9	7.1	6.1	3.8	5.2	3.8	3.8	3.8	3.8	3.8	0.0	17.5
	60 and over	(282)	28.7	25.9	23.8	27.0	17.7	13.5	8.9	14.2	11.0	9.6	7.8	10.3	6.4	4.3	7.1	5.7	3.2	4.3	1.8	1.8	1.8	0.4	0.7	0.4	0.0	20.6
Age and gender	Male 20s	(81)	11.1	22.2	11.1	14.8	9.9	8.6	18.5	18.5	14.8	9.9	11.1	12.3	12.3	16.0	8.6	6.2	8.6	8.6	12.3	11.1	6.2	6.2	4.9	3.7	0.0	8.6
	Male 30s	(112)	28.6	21.4	14.3	15.2	17.0	18.8	14.3	8.0	11.6	8.9	8.0	8.0	7.1	8.9	8.0	8.0	6.3	9.8	8.9	5.4	5.4	7.1	4.5	2.7	0.0	7.1
	Male 40s	(102)	31.4	25.5	25.5	22.5	17.6	19.6	17.6	13.7	11.8	15.7	8.8	11.8	15.7	3.9	7.8	8.8	7.8	5.9	4.9	6.9	4.9	7.8	6.9	2.9	1.0	9.8
	Male 50s	(123)	26.8	25.2	28.5	26.0	17.9	16.3	8.9	15.4	8.9	10.6	7.3	7.3	10.6	4.9	7.3	7.3	7.3	1.6	5.7	3.3	4.1	3.3	4.1	4.1	0.0	17.1
	Male 60 and over	(159)	29.6	29.6	23.9	28.9	7.5	15.7	6.3	15.7	13.2	10.1	8.2	11.9	8.2	3.1	6.3	6.3	1.9	5.0	1.3	1.9	3.1	0.6	0.6	0.6	0.0	22.0
	Female 20s	(81)	27.2	22.2	16.0	12.3	19.8	6.2	18.5	6.2	14.8	16.0	6.2	3.7	12.3	17.3	4.9	4.9	1.2	2.5	3.7	3.7	1.2	1.2	2.5	2.5	0.0	19.8
Female 30s	(80)	27.5	32.5	28.8	17.5	27.5	16.3	18.8	6.3	7.5	12.5	15.0	8.8	8.8	12.5	3.8	7.5	5.0	2.5	1.3	1.3	2.5	0.0	0.0	0.0	0.0	11.3	
Female 40s	(90)	34.4	31.1	24.4	25.6	25.6	16.7	14.4	10.0	11.1	7.8	10.0	6.7	6.7	11.1	11.1	5.6	4.4	3.3	2.2	1.1	2.2	2.2	1.1	1.1	0.0	13.3	
Female 50s	(89)	37.1	31.5	27.0	24.7	29.2	18.0	11.2	21.3	13.5	13.5	13.5	11.2	6.7	5.6	13.5	6.7	4.5	6.7	4.5	4.5	3.4	4.5	3.4	3.4	0.0	18.0	
Female 60 and over	(123)	27.6	21.1	23.6	24.4	30.9	10.6	12.2	12.2	8.1	8.9	7.3	8.1	4.1	5.7	8.1	4.9	4.9	3.3	2.4	1.6	0.0	0.0	0.8	0.0	0.0	18.7	
Visited	Have visited	(364)	38.5	29.7	26.1	24.5	25.3	20.6	16.5	15.4	14.3	13.7	11.8	11.8	10.2	11.5	10.7	12.1	11.3	8.0	5.2	4.9	4.9	5.8	5.2	3.8	0.0	3.6
	Haven't visited	(676)	22.9	24.3	20.7	20.7	16.6	11.8	11.5	11.7	9.9	9.8	7.8	7.7	8.4	6.2	6.4	3.7	1.8	3.3	4.1	3.3	2.4	1.8	1.5	1.0	0.1	21.3



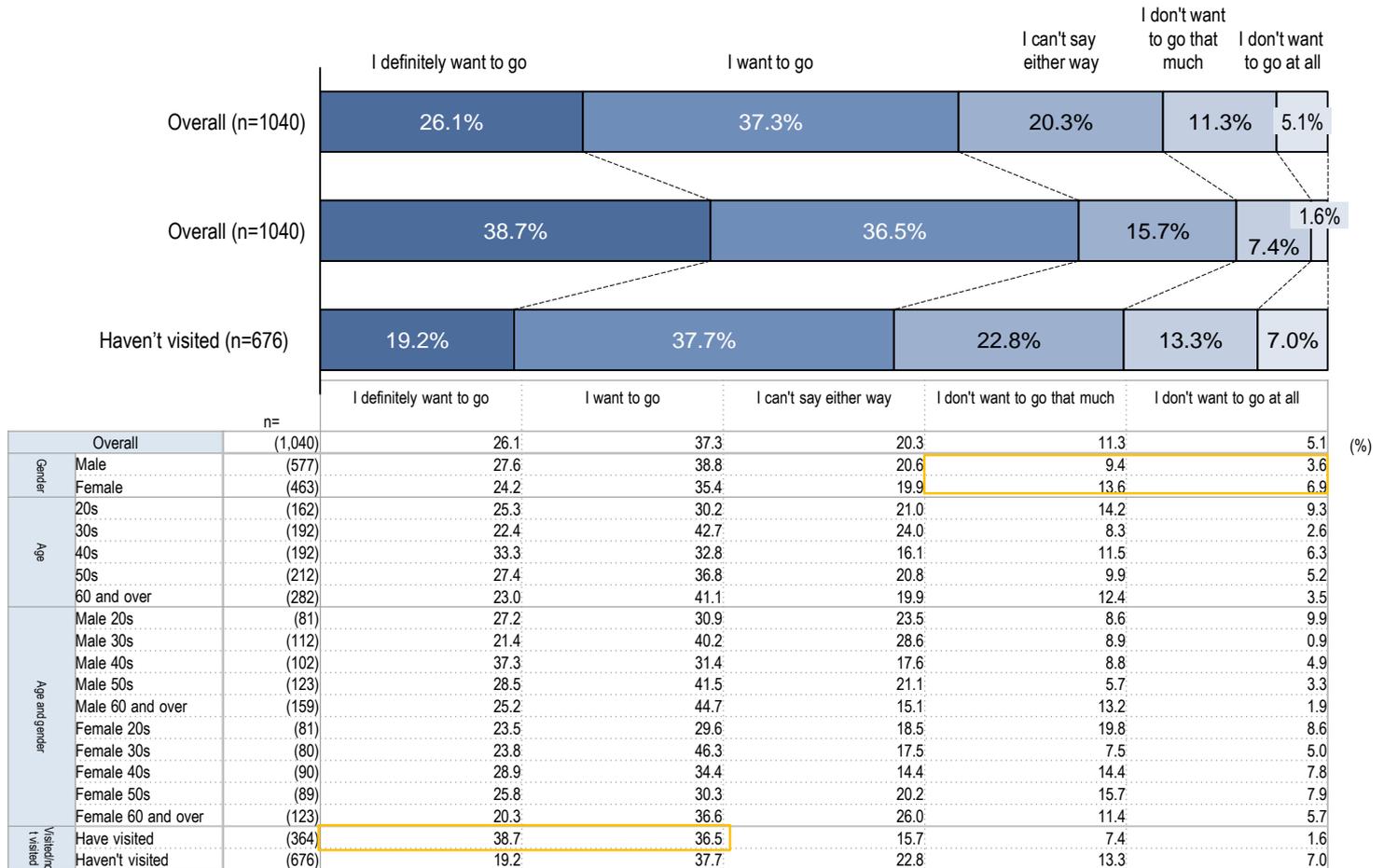
Survey Results

8. Intention to visit (sightseeing)

- Regarding intention to travel to Viet Nam for sightseeing purposes, 63.4% of the overall group answered “I want to go.” (“Definitely want to go” & “I want to go”).
- A high percentage of those who had visited wanted to go again (75.2%). Also, a higher percentage of males expressed intention to go to Viet Nam than females.

Intention to visit Viet Nam (sightseeing)

Q. Would you like to travel to the following countries for sightseeing? Please give one applicable answer for each country. [Viet Nam]





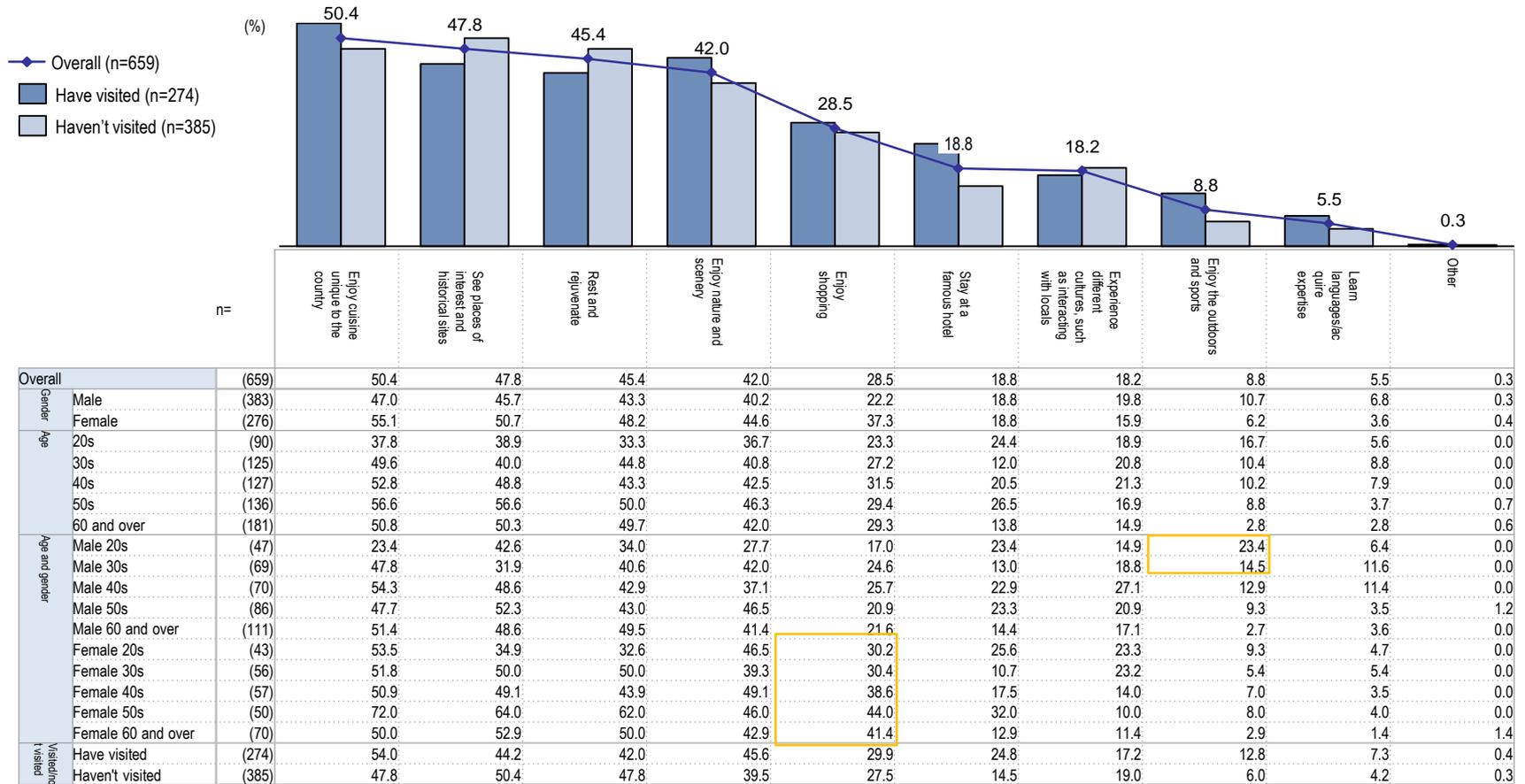
Survey Results

9. [People with intention to visit] What respondent wants to do at destination

- When those respondents who answered “I definitely want to go” or “I want to go” in the previous question were asked what they want to do in Viet Nam, most (50.4%) answered “Enjoy cuisine unique to the country.”
- Age and gender-wise, a high percentage of females answered “Enjoy shopping,” and this desire grew as age increased. Compared to other age groups, a high percentage of males in their 20s and 30s answered “Enjoy the outdoors and sports.”

[People with intention to visit] What respondent wants to do in Viet Nam

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. What would you like to do if you take a sightseeing trip to the country? Please give all applicable answers for each country. **[Viet Nam]**





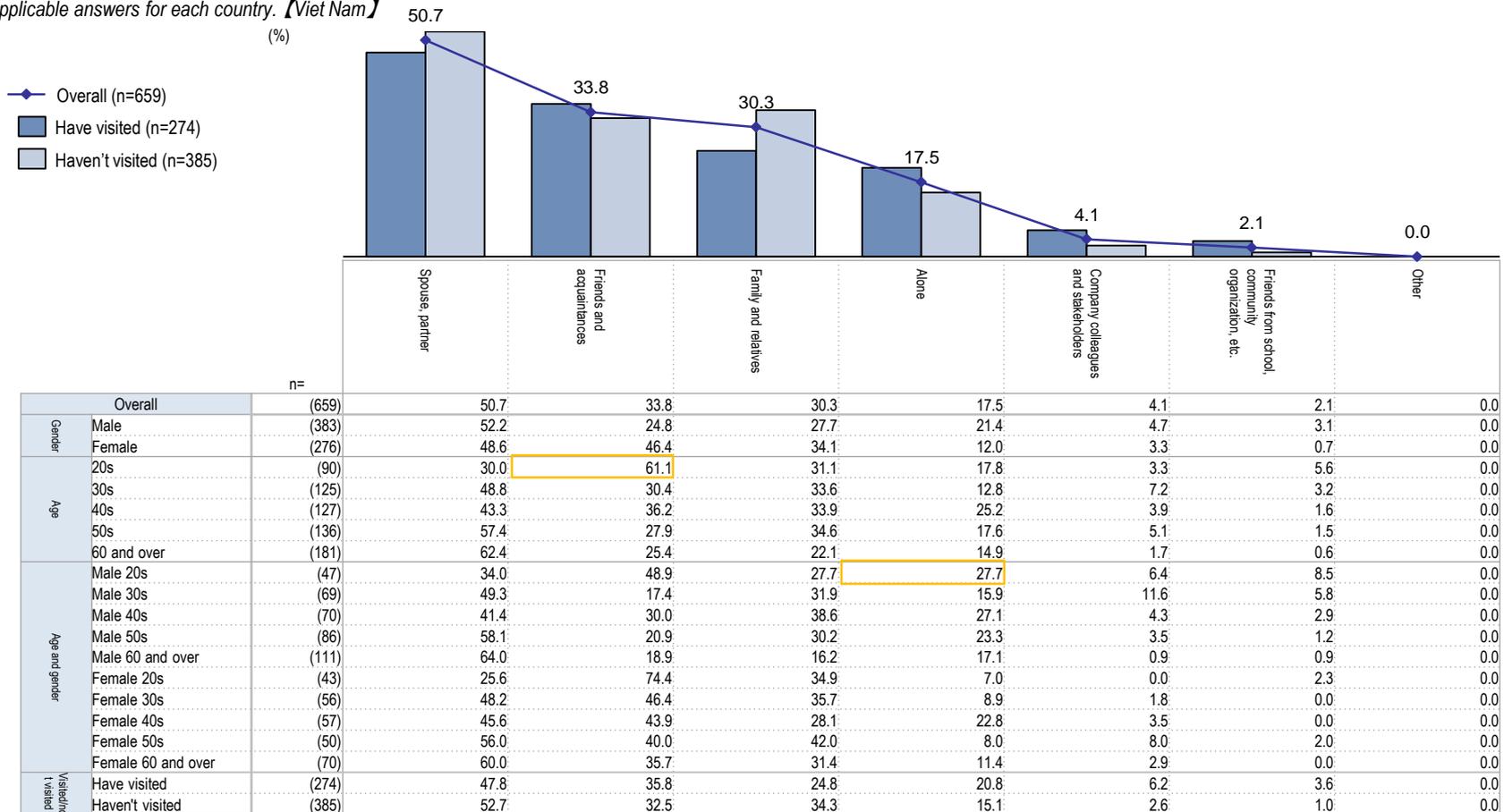
Survey Results

10. [People with intention to visit] Who respondent wants to go with (Travel companion)

- When asked who they'd like to travel to Viet Nam with, the highest percentage of respondents answered "Spouse, partner" (50.7%), followed by "Friends and acquaintances" (33.8%).
- A high percentage of people in their 20s (61.1%) answered "Friends and acquaintances," and a high percentage of males in their 20s (27.7%) answered "Alone."

[People with intention to visit] Preferred travel companion to Viet Nam

Q. This question is for respondents who answered "I definitely want to go" or "I want to go" in the previous question. If you were to make the trip, who would you like to travel with? Please give all applicable answers for each country. **[Viet Nam]**





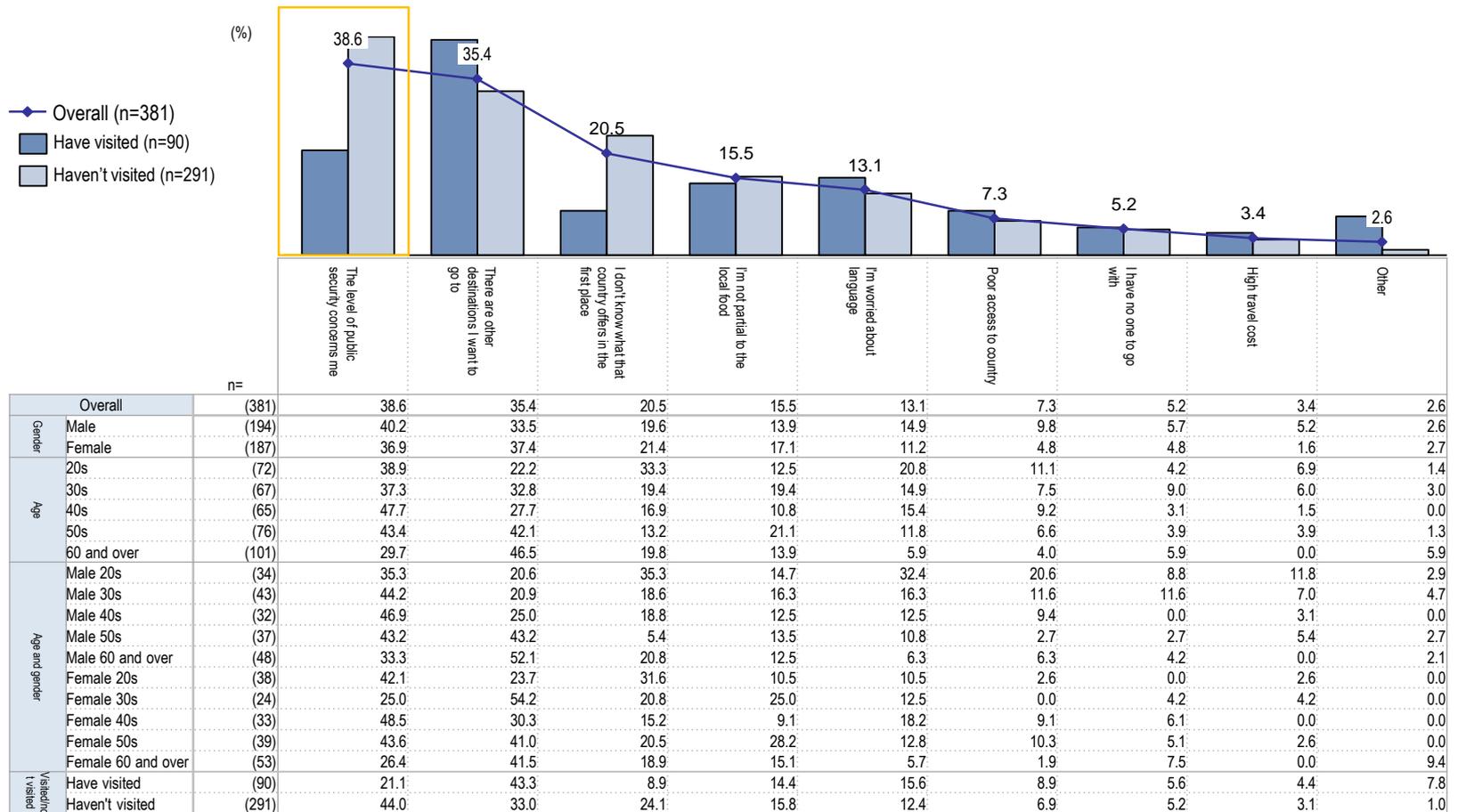
Survey Results

11. [People with no intention to visit] Reasons for having no intention to visit

- When respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" regarding their intention to visit Viet Nam were asked the reason why, the highest percentage answered (38.6%) answered "The level of public security concerns me," suggesting people who've never been may have the impression of Viet Nam as being a place with poor security.

[People with no intention to visit] Reasons for having no intention to visit Viet Nam

Q. This question is for respondents who answered "I can't say either way," "I don't want to go that much," or "I don't want to go at all" in the previous question. Why don't you want to take a sightseeing trip to that destination? Please give all applicable answers for each country. [Viet Nam]





Survey Results

12. Awareness of tourism resources

- Regarding awareness of Viet Nam’s major five tourism resources, the highest percentage of respondents answered “I’ve heard of it and I know what kind of place it is” for Ho Chi Minh (52.8%).
- For the four remaining tourism resources, the level of awareness increased with age. Of the younger age groups, the level of awareness amongst females was particularly low.

Awareness of tourism resources

Q. Do you know the following places and tourist spots? Please give one applicable answer for each. *[Viet Nam]*

(%)

		Da Nang			Hue			Ho Chi Minh			Hanoi			Hội An			
		I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	I've heard of it and I know what kind of place it is.	I've heard of it, but I don't know what kind of place it is.	I've never heard of it, I don't know.	
	Overall	(1,040)	33.7	41.3	25.0	21.7	31.9	46.3	52.8	41.3	5.9	51.8	42.1	6.1	23.5	27.6	48.9
Gender	Male	(577)	33.8	42.3	23.9	23.7	34.1	42.1	53.7	39.2	7.1	54.1	39.7	6.2	24.6	28.8	46.6
	Female	(463)	33.5	40.2	26.3	19.2	29.2	51.6	51.6	44.1	4.3	49.0	45.1	5.8	22.0	26.1	51.8
Age	20s	(162)	31.5	38.3	30.2	17.9	26.5	55.6	40.1	43.2	16.7	37.7	52.5	9.9	24.7	25.3	50.0
	30s	(192)	28.1	42.2	29.7	14.6	33.9	51.6	47.4	43.8	8.9	46.4	43.8	9.9	20.8	27.6	51.6
	40s	(192)	37.5	40.1	22.4	24.0	32.8	43.2	59.4	37.0	3.6	54.2	40.6	5.2	24.5	30.2	45.3
	50s	(212)	38.7	35.4	25.9	22.6	33.5	43.9	57.1	41.5	1.4	58.5	36.8	4.7	24.5	28.3	47.2
	60 and over	(282)	32.3	47.9	19.9	26.6	31.9	41.5	56.0	41.5	2.5	57.1	40.1	2.8	23.0	26.6	50.4
Age and gender	Male 20s	(81)	30.9	39.5	29.6	23.5	30.9	45.7	40.7	35.8	23.5	40.7	48.1	11.1	28.4	30.9	40.7
	Male 30s	(112)	28.6	42.9	28.6	18.8	35.7	45.5	47.3	42.0	10.7	48.2	38.4	13.4	26.8	25.9	47.3
	Male 40s	(102)	43.1	36.3	20.6	27.5	31.4	41.2	62.7	34.3	2.9	57.8	39.2	2.9	25.5	27.5	47.1
	Male 50s	(123)	36.6	34.1	29.3	21.1	37.4	41.5	57.7	39.8	2.4	57.7	37.4	4.9	21.1	32.5	46.3
	Male 60 and over	(159)	30.8	53.5	15.7	27.0	34.0	39.0	56.0	41.5	2.5	59.7	38.4	1.9	23.3	27.7	49.1
	Female 20s	(81)	32.1	37.0	30.9	12.3	22.2	65.4	39.5	50.6	9.9	34.6	56.8	8.6	21.0	19.8	59.3
	Female 30s	(80)	27.5	41.3	31.3	8.8	31.3	60.0	47.5	46.3	6.3	43.8	51.3	5.0	12.5	30.0	57.5
	Female 40s	(90)	31.1	44.4	24.4	20.0	34.4	45.6	55.6	40.0	4.4	50.0	42.2	7.8	23.3	33.3	43.3
	Female 50s	(89)	41.6	37.1	21.3	24.7	28.1	47.2	56.2	43.8	0.0	59.6	36.0	4.5	29.2	22.5	48.3
	Female 60 and over	(123)	34.1	40.7	25.2	26.0	29.3	44.7	56.1	41.5	2.4	53.7	42.3	4.1	22.8	25.2	52.0
Visited/not visited	Have visited	(364)	58.5	32.4	9.1	42.9	39.6	17.6	78.8	17.0	4.1	76.9	20.3	2.7	48.9	30.2	20.9
	Haven't visited	(676)	20.3	46.2	33.6	10.4	27.8	61.8	38.8	54.4	6.8	38.3	53.8	7.8	9.8	26.2	64.1



Survey Results

13. Photo preference

- When we asked respondents to choose the photo of Viet Nam they like the most out of three photos, ② Hội An was the most popular overall by a slight margin at 40.8%.
- By age and gender, a high percentage of females in their 20s chose ③ Hue compared to other age groups, while ② Hội An was popular with females in their 30s and males in their 40s.

Photo preference (Viet Nam)

Q. There are 3 photos for each of the following 10 countries. Which photo do you like the most? Please tell us which photo you like the most for each country. [Viet Nam]

(%)

① Ninh Binh Province



② Hội An



③ Hue



If n > 30
[Difference in ratio]

Total -10 points
Total +5 points
Total -5 points
Total -10 points

		n=	① Ninh Binh Province	② Hội An	③ Hue
Gender	Overall	(1,040)	40.5	40.8	18.8
	Male	(577)	43.2	39.9	17.0
	Female	(463)	37.1	41.9	21.0
Age	20s	(162)	38.9	37.0	24.1
	30s	(192)	42.7	45.8	11.5
	40s	(192)	41.7	45.8	12.5
	50s	(212)	41.0	36.3	22.6
	60 and over	(282)	38.7	39.4	22.0
	Male 20s	(81)	44.4	38.3	17.3
Male 30s	(112)	46.4	42.0	11.6	
Male 40s	(102)	37.3	49.0	13.7	
Male 50s	(123)	46.3	33.3	20.3	
Male 60 and over	(159)	41.5	38.4	20.1	
Female 20s	(81)	33.3	35.8	30.9	
Female 30s	(80)	37.5	51.3	11.3	
Female 40s	(90)	46.7	42.2	11.1	
Female 50s	(89)	33.7	40.4	25.8	
Female 60 and over	(123)	35.0	40.7	24.4	
Visits	Have visited	(364)	43.7	40.4	15.9
	Haven't visited	(676)	38.8	41.0	20.3