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Published by **DA NANG CENTER FOR TOURISM PROMOTION**

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M.I.C.E TOURISM









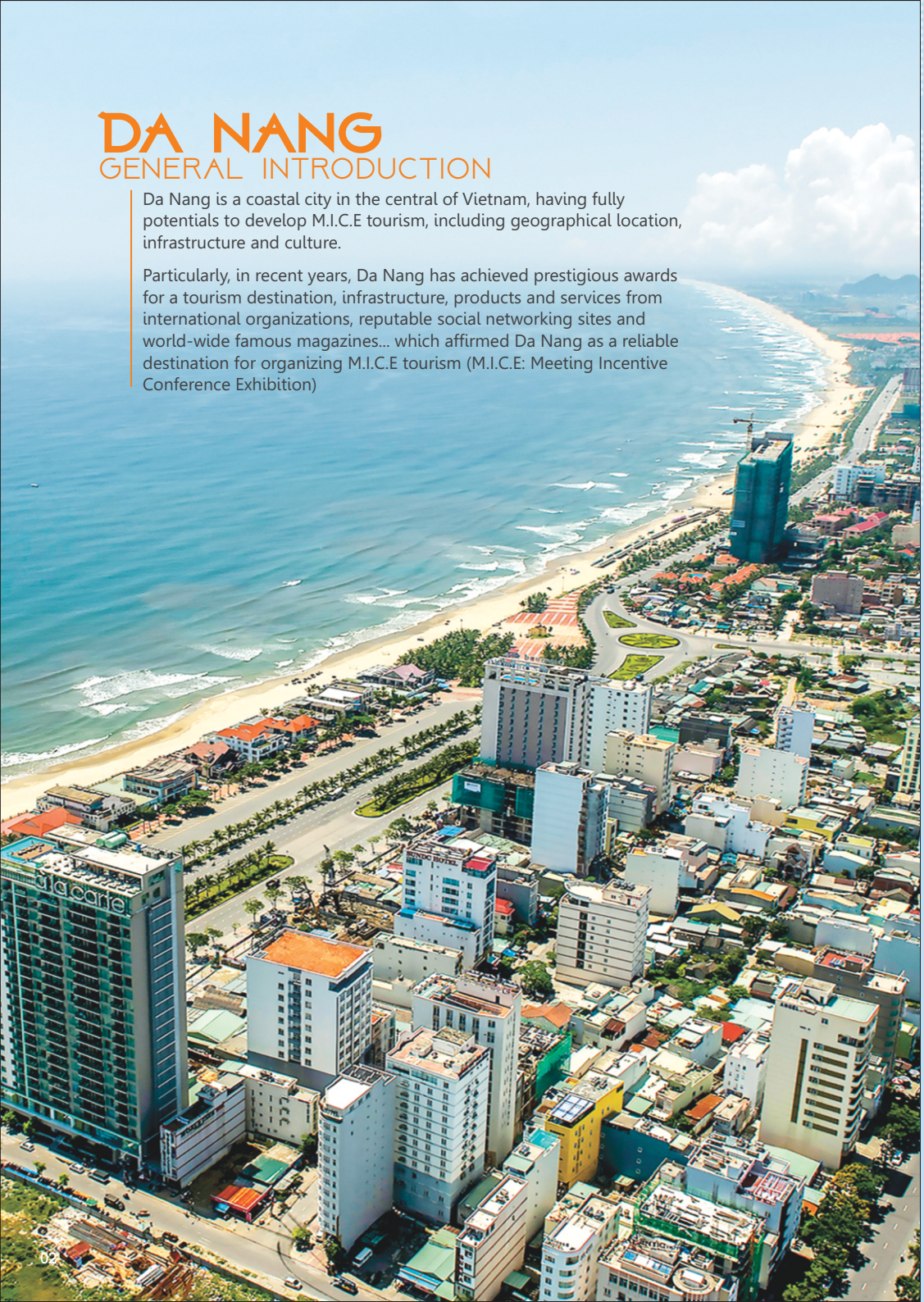
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DA NANG
GENERAL INTRODUCTION

Da Nang is a coastal city in the central of Vietnam, having fully potentials to develop M.I.C.E tourism, including geographical location, infrastructure and culture.

Particularly, in recent years, Da Nang has achieved prestigious awards for a tourism destination, infrastructure, products and services from international organizations, reputable social networking sites and world-wide famous magazines... which affirmed Da Nang as a reliable destination for organizing M.I.C.E tourism (M.I.C.E: Meeting Incentive Conference Exhibition)



GENERAL INFORMATION

- Geographical location: Da Nang borders Thua Thien - Hue Province to the north, Quang Nam Province to the west and south and East Sea to the east.

- Area: With an area of 1,256.53 square kilometers, Da Nang consists of 08 districts including Hai Chau, Thanh Khe, Lien Chieu, Ngu Hanh Son, Son Tra, Cam Le Hoa Vang and Hoang Sa Paracel Islands.

- Weather: Da Nang has a tropical monsoon climate, typically high and rather invariable temperature. There are two seasons annually: rainy season lasting from August to December and dry season from January to July.

- **Population:** 1.188 people
(updated on June 2022)

- **Time zone**: UTC +07:00

- **Currency:** Vietnam Dong

- **Electricity:** 220V, 50Hz



WHY CHOOSING DA NANG FOR M.I.C.E?

1. PRESTIGIOUS AWARDS FOR THE DESTINATION
2. STRATEGIC LOCATION AND ACCESSIBILITY
3. MODERN INFRASTRUCTURE
4. AN ATTRACTIVE AND DIVERSIFIED TOURISM DESTINATION
5. DANANG SUPPORT PROGRAMME FOR INTERNATIONAL MICE TRAVELERS 2023









1

WHY DA NANG?

PRESTIGIOUS AWARDS FOR THE DESTINATION



In 2016

+ Asia's Leading Festival & Event Destination 2016 voted by World Travel Award
+ Top 10 Holiday Destination in Asia 2016 voted by Smart TravelAsia magazine
+ Da Nang toped Provincial Competitiveness Index(PCI) in the first place ranked by Vietnam Chamber of Commerce and Industry.

In 2017

+ Top 10 most beautiful places in Vietnam by Rough Guides Magazine
+ Non Nuoc Beach ranked 10th out of the top 25 beaches in Asia in TripAdvisor's 2017 Traveller's Choice Awards.

In 2018

+ Da Nang was voted in the Top 10 destinations worth living abroad in 2018 announced by the famous travel magazine Live and Invest Overseas(LIO)
+ Da Nang was voted in the Top 10 leading meeting cities in Asia in 2018 by Smart TravelAsia Magazine.
+ Da Nang is honored to become the national green city of Viet Nam, in the lnternationa I Green City Program organized by the World Wide Fund for Nature(WWF)
+ Top trends in destination selection in 2018 according to the world's largest booking website Airbnb.

In 2019

+ Da Nang ranked 15th in the TOP 52 DESTINATIONS 2019 voted by the New York Times
+ AirBNB - the world's largest accommodation booking website has ranked Da Nang Sth globally and 1st in Southeast Asia in terms of tourist attraction.
+ Da Nang city received the ASOCIO Smart city 2019 award during the ASOCIO Smart City Summit2019

In 2020

+ Da Nang ranks top 1in Google'strending destinations

In 2022

+ Recognized as Asian's leading event and festival destination by the World Travel Awards.
+Topped the list of premier destinations based on Google's vote...

In 2023

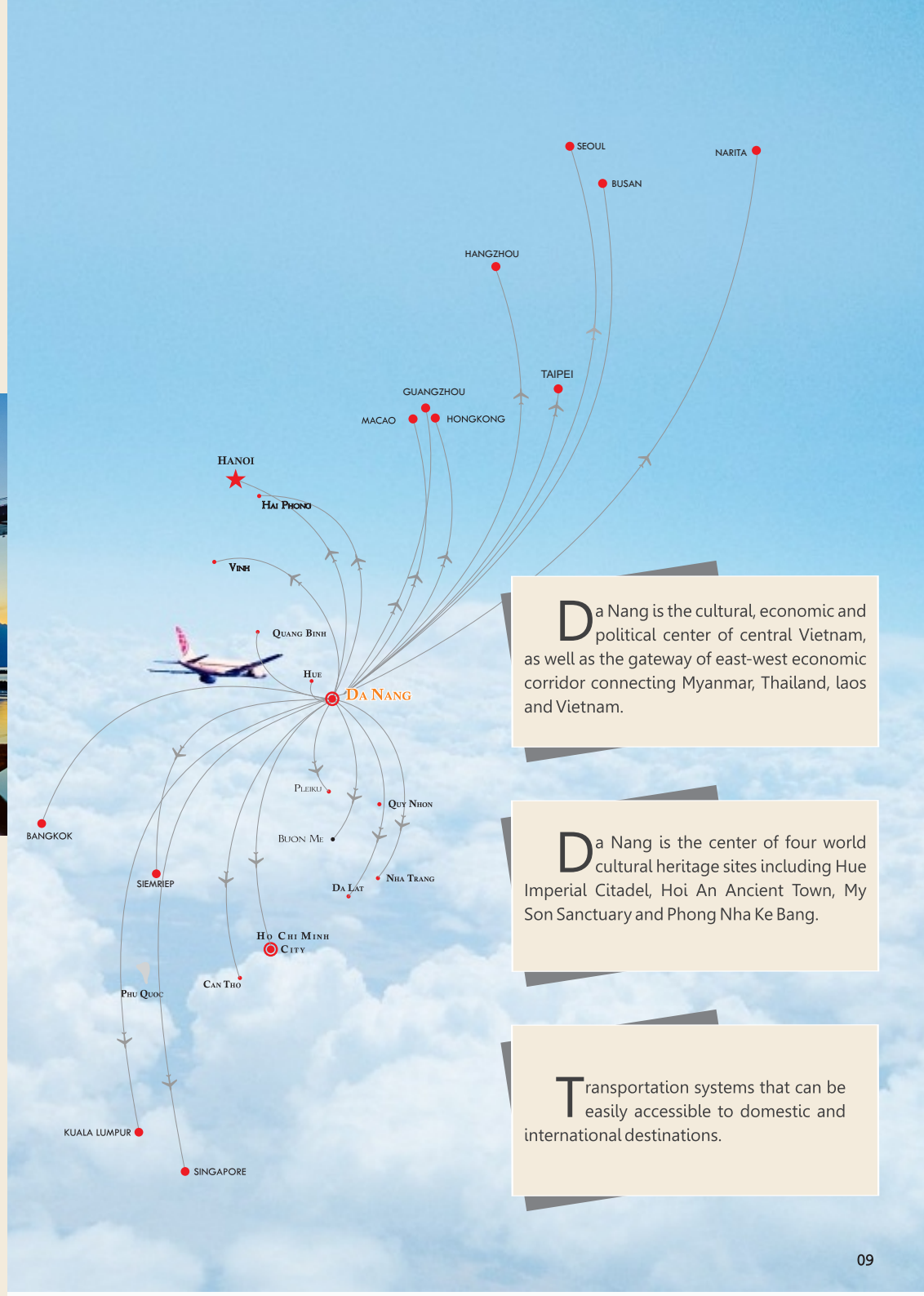
+My Khe Beach secured a place in the Top 10 most attractive beaches in Asia, as announced by Trip Advisor.

2

WHY DA NANG?

STRATEGIC LOCATION AND ACCESSIBILITY





Da Nang is the cultural, economic and political center of central Vietnam, as well as the gateway of east-west economic corridor connecting Myanmar, Thailand, laos and Vietnam.

Da Nang is the center of four world cultural heritage sites including Hue Imperial Citadel, Hoi An Ancient Town, My Son Sanctuary and Phong Nha Ke Bang.

Transportation systems that can be easily accessible to domestic and international destinations.

ROADS

Da Nang is located on 1A Highway route (the most important landing route of Vietnam, connecting 31 provinces of the country), 14B Highway (the national traffic route connecting Tien Sa Port and Da Nang city to Western Quang Nam and Central Highland area of Vietnam), a part of Trans-Asia Auto highway AH17 and Da Nang – Quang Ngai highway.



RAILWAYS

Da Nang is located on the North-South railway system with the total length of 1730km crossing 21 provinces and cities



WATERWAYS

Da Nang has 2 important ports, including Tien Sa port and Han River port, in which, Tien Sa port is one of the most important ports in the Central Vietnam, an important traffic hub of the East-West economic corridor. (port diagram of Vietnam)



AIRWAYS

Da Nang International Airport is the Vietnam's 3rd largest airport as well as the largest airport in the Central Region and Central Highlands of Vietnam. It is the arrival-departure point for more than 150 international and domestic flights, transporting approximately 15,000 passengers per day. Danang International Airport is located in Hai Chau District, 1 kilometer away from the center of Danang City to the East, making travel more convenient.



3

WHY DA NANG?

MODERN INFRASTRUCTURE





Some International prestigious awards of Da Nang International Airport:

2014: Ranked no.3 in top 3 Best Airport in the World 2014 according to the research of Dragon Air (the second best airlines of Hong Kong).

2015: One of 02 airports in Vietnam ranked in the top 30 "Best Airports in Aisa 2015" by the airport ranking website "The Guide to Sleeping in Airports".

2016: Ranked no.28 in Top 30 best airport of Asia by the airport ranking website "The Guide to Sleeping in Airports".

TRAFFIC

DA NANG INTERNATIONAL AIRPORT

The terminal at Da Nang International Airport was built on a total area of 36.600 m^2, 3 floors and one basement with modern equipments for passenger service and has the ability to serve 6 million passengers / year (standards prescribed by the International Air Transport Association (IATA).

On May of 2017, a new international terminal has officially been operated which is able to increase the total operating capacity to 13 million passengers per year.

DA NANG CENTRAL COACH STATION

With an area of 3,000 m^2 Da Nang Central Coach Station is built with modern design, fully facilitated station, ticket office, electronic management system and 50 parking lots for high-quality and sleeper buses. Da Nang Central Coach Station is the first one in Vietnam developing software and transportation monitoring system ensuring accuracy and transparency in the management activities.

BUS RAPID TRANSIT SYSTEM (BRT)

Bus rapid transit system (BRT) is a form of convenient public transport under the development of public transport planning by buses. In the period from 2015-2020, the city will develop 5 different BRT routes and 14 ordinary routes. After 2020, the city will invest 58 BRT buses and 211 regular bus with the ability to assume 11.88% in the total travelling demand in the city.

CONVENIENT ACCOMMODATION AND M.I.C.E POTENTIALITY

Currently, Da Nang features more than 1,280 tourist accommodation establishments, comprising over 46,620 apartment rooms. Among these, more than 100 4-5 star hotels and resorts are operated by renowned international brands, including Intercontinental, Accor, Crown, Hyatt, and Marriott, offering a combined total of over 16,000 rooms.











INTERNATIONAL PRESTIGIOUS AWARDS FOR ACCOMMODATIONS IN DA NANG

- InterContinental Danang Sun Peninsula Resort
+ "World's most luxurious resort" in 2017; World's leading green resort in 2018 voted by World Travel Awards
+ Top 10 best resorts in Asia 2017 voted by Condé Nast Traveler
+ "Best Resort in Asia" and "Top 4 Resorts in the World" by America's leading travel magazine Condé Nast Traveler
+ Haute Grandeur Global Excellence Awards in Tourism
+"World's leading environmentally friendly resort 2020" voted by World Travel Awards (WTA)

- Furama Resort Danang
+ "Top 25 ideal hotels/resorts for families in Asia in 2017" voted by Smart Travel Asia travel magazine
+"Most Favorite Hotel 2017" at Japan's prestigious JALPAK Award
+ Top 10 Vietnam's top beach resorts 2018 voted by Word Travel Awards
+ Certificate of "Green Lotus - The Ultimate in Luxury" 2018 by The Guide Award
+ "Vietnam's leading conference hotel" and "Vietnam's leading beach resort" 2019
+ "Best Meeting Hotel in Vietnam 2023" awarded by Northstar Meetings Group.

- Mercure Danang French Village Bana Hills Hotel
+ "The most romantic hotel in the world" 2018;
+ "Asia's Leading Luxury Hotel for Honeymoon" 2019 awarded by World Luxury Hotel Awards

- Pullman Danang Beach Resort
+ Top 10 Vietnam's top beach resorts 2018 voted by Word Travel Awards
+ "Top eco-friendly resort in Vietnam", "Top wedding resort in Vietnam" and especially, "Asia's leading spa resort" awarded by Haute Grandeur Global Hotel Awards
+Best Eco-Friendly Resort in Vietnam, the Best Wedding Hotel in Vietnam and the Best Resort Spa in Asia awarded by Haute Grandeur Global Hotel Awards

- Sheraton Grand Danang Resort
+ Top 10 Vietnam's top beach resorts 2018 voted by Word Travel Awards
+ Asia's Best Incentive Hotel 2021 at the World MICE Awards
+The World's Best Luxury Beach Resort and Vietnam's Luxury Resort Restaurant in 2023 by World Luxury Hotel Awards

- Vinpearl Da Nang Resort & Villas was honored as "Vietnam's leading beach resort in 2017" voted by Word Travel Awards

- Premier Village Danang Resort was voted "The world's most luxurious beach resort for families" in 2018 by World Luxury Hotel Awards.
+Top 10 Best of the Best Family Hotels in Asia 2023 on Tripadvisor

- Novotel Danang Received "Leading Mice Hotel 2019" Award from Best Hotels – Resorts Awards






LIST OF 4 & 5 STAR HOTELS

SPECIFIC BUILDINGS FOR M.I.C.E

Fair - Exhibition Center and Tien Son Sports Centre are the two major constructions with large scale, modern equipments that can support in organizing large events such as exhibitions and fairs, or the national and regional sporting events.






TIEN SON SPORT CENTRE
Total area: 30,256 m^2 with 4-floor design.
First floor – with a total area of 11,300 m^2 including:
- Indoor stadium (924 m^2) with the function to organize sports, arts, fashion show and music events.
- Communication area, hall, VIP area, referees room and reception area for guests and media.
Second floor – with a total area of 2,800 m^2 including:
- Stand with the capacity of 7,400 spectators.
- Observing and management area with sound and light management room and sportscaster room.
Third and Fourth floor – with a total area of 12,070 m^2 including retailers and VIP foyer.

DA NANG FAIR AND EXHIBITION CENTER
A total surface area up to 140,000 m^2 including 4 areas:
- Indoor exhibition areas (3 floors) - 10,000 m^2;
- Outdoor exhibition and event areas - 50,500 m^2;
- Garden, parking area - 81,300 m^2;
- Warehouse - 2.200 m^2.

ARIYANA EXHIBITION CONVENTION CENTER
ACC was officially opened in October 2017, is the first and only Conference Palace located right on the beach in Vietnam, 15 minutes from Danang International Airport and adjacent to 4-5 star resorts along Vo Nguyen Giap route. Total construction floor area of 12,000m2, of which the main conference room has a capacity of up to 2,500 people and more than 20 function rooms are equipped with advanced equipment, soundproof wall system of international standards ensuring the visibility of the guests, the 9m high ceiling system and the ceiling hanger system can withstand high loads

CITY FREE WIFI

Free citywide WiFi coverage throughout the city center, the attractions, shopping and entertaining centers. Unlimited data and time are set when users access to the Government portals for information. Users can access for 60 minutes per visit. However, the number of accessing time and device using are not limited.



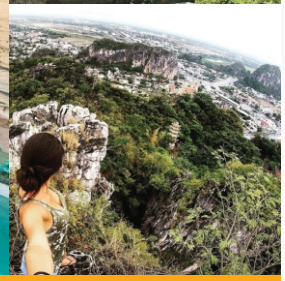
4

WHY DA NANG?

AN ATTRACTIVE AND DIVERSIFIED TOURISM DESTINATION









NATURAL SCENERIES

Da Nang beaches was voted by **Forbes magazine** as one of the six most luxurious beaches on the planet and Non Nuoc Beach ranked 10t^{h} out of the top 25 beaches in Asia in TripAdvisor's 2017 Traveller's Choice Awards. Da Nang is not only famous for beautiful beaches but also diverse natural landscapes with **Son Tra Peninsula, Hai Van Pass, Bana Hills** and the **Marble Mountains.** The unique beauty of each attraction brings different feelings and experiences for visitors, promoting the overview beauty of Da Nang City.











EVENTS & FESTIVALS

Around February and March in Lunar Calendar each year, Da Nang concentrates on organizing cultural and spiritual events such as **Avalokitesvara Festival, Cau Ngu (Whale) Festival, .** From April to September, Da Nang attracts tourists with vibrant music performances, sports events with Summer Destination, Da Nang Cooking competition.
In recent years, Da Nang has been known as a potential destination for international events, with **Da Nang International Fireworks Festival** (DIFF), **Da Nang International Marathon**, **IronMan 70.3**, **Clipper Round the World Yacht Race**, **Asian Beach GameS, APEC 2017, Enjoy Danang Summer Festival, The Routes Asia 2022, BRG Open Golf Championship Da Nang 2023...**



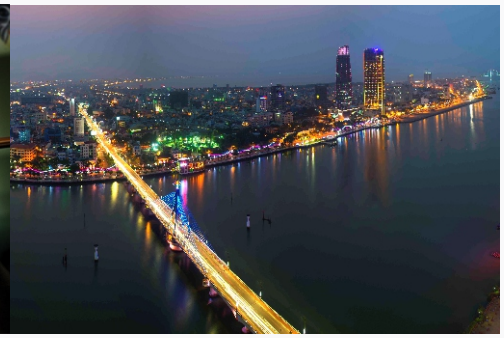
SERVICES

● TRADITIONAL AND MODERN ENTERTAINMENTS

+ Traditional Arts Performances "Tuong" Art is considered as a unique traditional art and local characterized of Quang Nam Province. This type of art is fascinating and full of meaning about humanities and herotic ideas. Art performances are usually held on every Wednesday and Saturday nights at **Nguyen Hien Dinh Tuong Theatre**

+ Nightlife: Bridges **(Dragon Bridge, Han River Bridge, Tran Thi Ly Bridge and Thuan Phuoc Bridge)** across the Han River are beautiful with their unique designs and even more sparkle at night. Along both sides of the Han River, visitors can easily find dozens of bars, clubs, coffee shops or restaurants to enjoy and feel the life of Da Nang when the night comes.







● REASONABLE AND DIVERSIFIED SHOPPING

Famous local market in Da Nang are **Han market** and **Con market** where tourist can enjoy budget shopping with varous fashion and local products. Moreover, **Vincom Ngo Quyen** and Da Nang **Indochina Riverside Tower** along the Han River are the shopping malls where luxurious and high-end brands are available.





● LOCAL CULINARY

Da Nang cuisine delivers the typical characteristics of the Central Vietnam. Dishes are made with the harmony of spicy and rich flavor together with the local ingredients. Coming to Da Nang City, tourists should not miss the **Quang Noodles** with pork, shrimp or fish; **Rice paper rolls with pork** served with anchovy fish sauce or the local **seafood** in restaurants.

5

WHY DA NANG?

DANANG SUPPORT PROGRAMME FOR INTERNATIONAL MICE TRAVELERS 2023



DA NANG SUPPORT PROGRAMME FOR INTERNATIONAL MICE TRAVELLERS 2023

NO.	CONTENT	NUMBER OF PARTICIPANTS		
		20-49	50-199	Over 200 participants
I	**WELCOME**			
1	Welcome activities for MICE delegations at the airport/ tourist accommodation (including welcome station with brochures and tourist information, mock-up for group pictures)		x	x
2	Banners and welcome signs for MICE delegations	x	x	x
3	Flowers/gifts for head of the MICE delegation	x	x	x
4	Welcome performance		x	x
5	Display welcome messages for the MICE delegation on the LED screens and TV screens at the baggage carousel and the Da Nang International Terminal	x	x	x
II	**LOCAL SOUVENIRS**			
1	Local specialties for delegates	x	x	x
2	Local souvenirs from the Department of Tourism/Da Nang People's Committee to head of the delegation and delegates		x	x
III	**MEDIA SUPPORT**			
1	Support communication on social media channels managed by the Da Nang Department of Tourism	x	x	x
2	Assist in inviting news reporters to write the news and attend events organized by the MICE delegation (if requested)	x	x	x
3	Post photos and videos of the MICE delegation on social networking sites managed by the Da Nang Department of Tourism			x
IV	**CONSULTATION AND SUPPORT ON EVENT PLANNING**			
1	Advise on organizing outdoor activities on Da Nang tourist beaches	x	x	x
2	Advise for event licensing	x	x	x
3	Advise for international conferences and seminars	x	x	x
4	Advise and instruct the procedures of granting licenses to organize international conferences and seminars under the authority of the Da Nang People's Committee	x	x	x
V	**HONORING MICE BUSINESSES**			
1	Present medals and certificates of merit from the Da Nang People's Committee	Top 05 MICE companies bringing the largest number of international MICE visitors to Da Nang in 2023 (Minimum 1,500 visitors)		
2	Present medals and certificates of merit from the Da Nang Department of Tourism	Top 10 companies bringing the largest number of international MICE visitors to Da Nang in 2023 (Minimum 500 visitors)		
3	Update information and stimulus programs of trusted MICE management companies on the MICE tourism portal of Da Nang. (Danangfantasticity.com/MICE/Members)			

*** Requirements for the first 20 international MICE groups: At least 10 room nights in Da Nang, one day tinerary in Da Nang and organize MICE events in Da Nang. The Vietnamese event/travel company who organizes the group tour must have the license for travel companies issued by the Vietnam National Administration of Tourism*

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MICE

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Project period

September – December 2023



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