

# Danang Portfolio





# DANANG OVERVIEW

Da Nang is the model city, a dynamic economic, commercial and tourism nucleus of Central Vietnam. The first two decades of the 21st century witnessed the constant development of the urban infrastructure, transportation and tourism facilities, shaping the images of an ideal and youthful city for sustainable development, realizing the mission to become the economic engine of Central Vietnam.

Located in the Central Viet Nam, the gateway to the world cultural and natural

heritages recognized by UNESCO, boasting the beautiful beach on planet with synchronous tourism infrastructure system, various distinctive tourism products and hospitable people, Da Nang has been well-recognized as a safe, friendly and fascinating destination in Asia and worldwide.

This coastal city has hosted international events, especially the 2017 APEC Economic Leaders' Week with the attendance of leaders of the world's 21 leading economies.

Da Nang topped the list of Global destinations in 2020 and was honored as 'Asia's Leading Festival and Event Destination 2022" by World Travel Awards.







# DA NANG

Emerging hub to boost regional and international flight network

Located right in the heart of Vietnam, Da Nang is the economic center of Central Vietnam, supporting Ha Noi in the North and Ho Chi Minh City in the South.

In the Cham language, "Da Nang" means "The Great River Gate", pinned on maps from the 16<sup>th</sup> century. Throughout its history, by its name and its nature, this land has been highly appreciating for its crucial geographical location and outstanding portability, renowned as a station for large vessels from around the world such as China and Japan.

This advantage still acts as driving factor for Da Nang socio-economic growth.

Internationally, Da Nang is a vital sea gateway for the Central Highland region and also an East–West economic corridor connecting Vietnam with Laos, Thailand, and Myanmar with the ending point at Tien Sa Port. Located on one of the key sea routes and international air networks, Da Nang is definitely a favorable geographical hub for vibrant and sustainable development.

## A. LOCATION AND NATURAL RESOURCES

- ✓ Area: 1.256.53 km<sup>2</sup>, consisting of 06 urban districts (Hai Chau, Thanh Khe, Lien Chieu, Ngu Hanh Son, Son Tra, Cam Le) and Hoa Vang rural district, the Hoang Sa island district.
- ✓ Climate: Dry season (January - August) and Rainy Season (September - December).
- ✓ Population: Estimated at 1,156,585 residents



## B. DA NANG SOCIO ECONOMIC DEVELOPMENT

Within the past few years, Da Nang has become a dynamic and creative coastal city. Its Gross Regional Domestic Product (GRDP, constant 2010) during the 2010-2020 period increased by 7.75%/year.

In 2019, the city's GRDP reached VND 69,197 billion, about two times higher than that in 2010.

In 2022, its average gross regional product per capita at current price is estimated at VND102.6 million, equivalent to \$4,313, an increase of 13.8% compared to 2021, about 2.6 times higher than that in 2010.



The City's economic structure has been shifted in a more positive and appropriate direction, with the service sector accounting for 64.56%, industry and construction 22.32% (industry 16.57%), fishery-agriculture-forestry 1.72%, and product taxes less subsidies 11.39%.

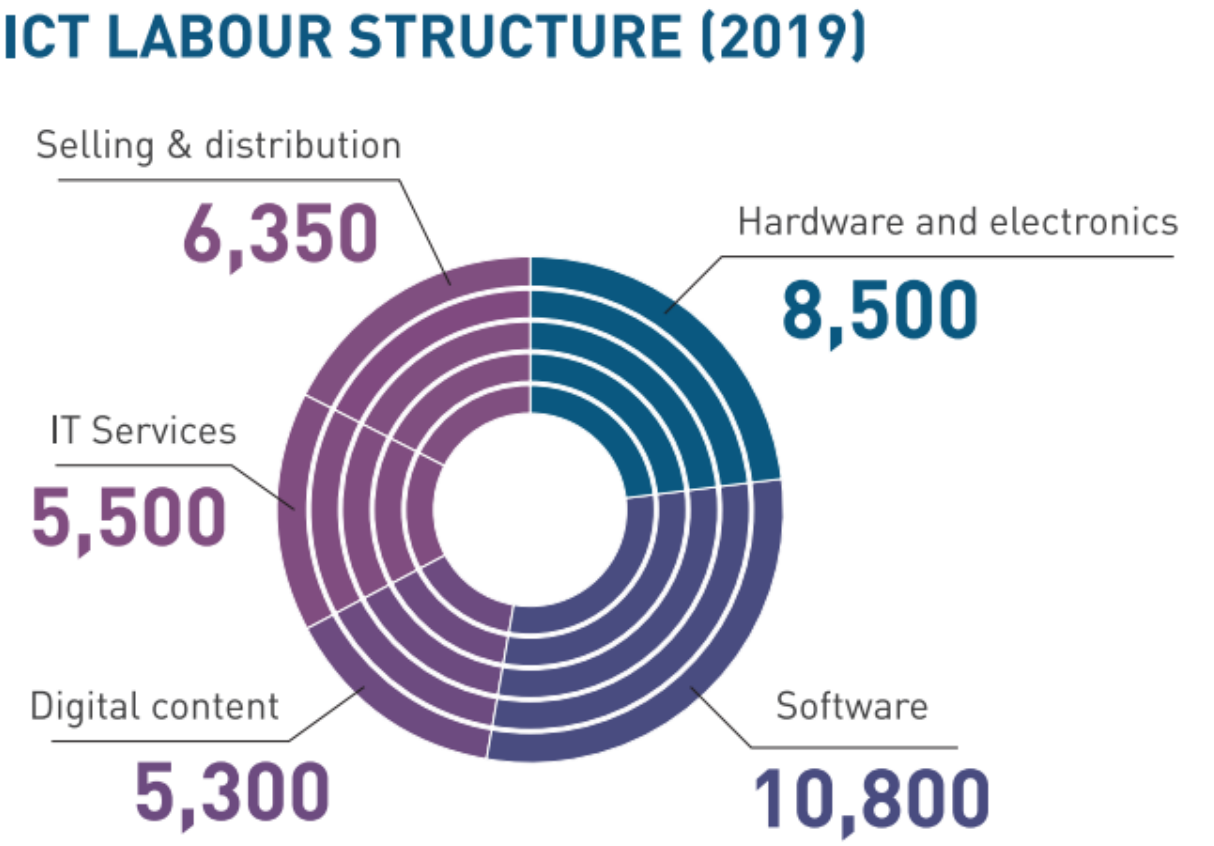
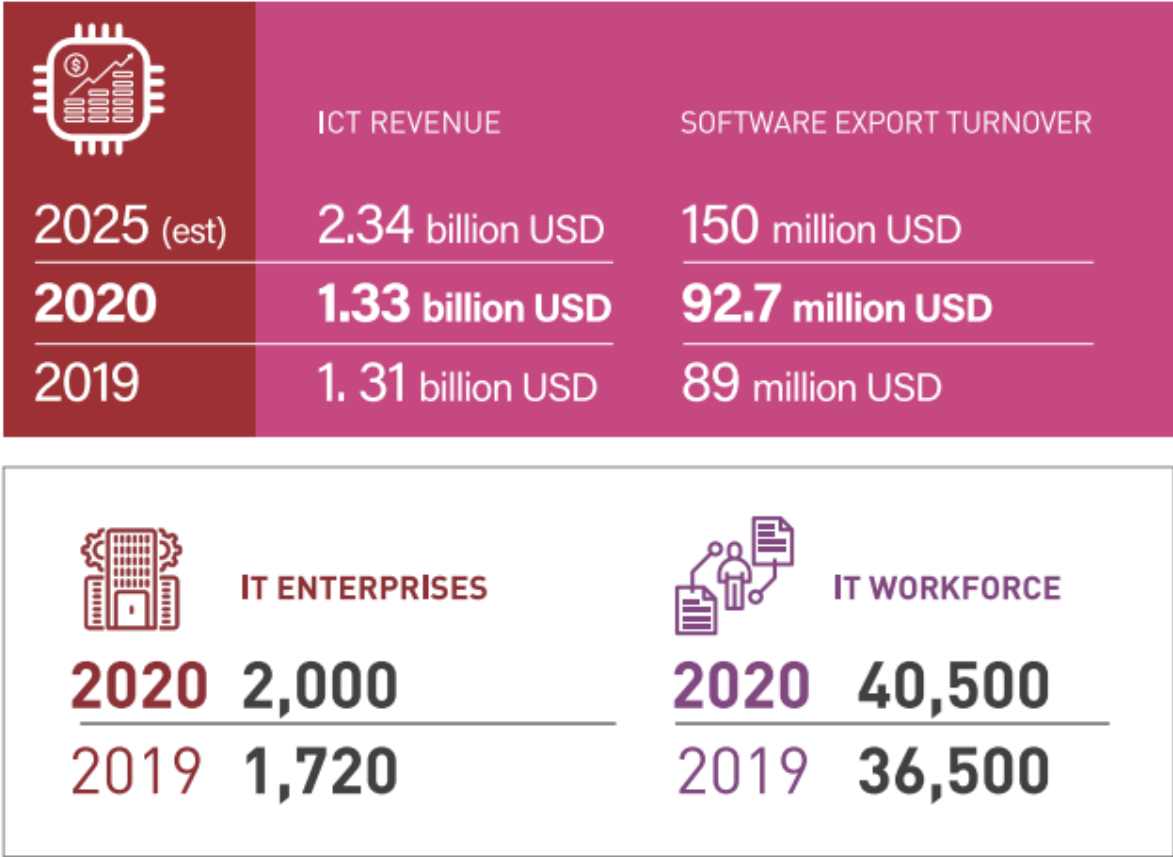
In 2022, Da Nang ranked third in terms of gross regional domestic product (GRDP) growth with an increase of 14.05% against 2021, and 17th in economic scale nationwide among the 63 cities and provinces nationwide.



**C. DEVELOPMENT GOALS TOWARD 2030, WITH A VISION TO 2045**  
**DEVELOPMENT GOALS.**

- ✓ To become the major socio-economic centers of the country and Southeast Asia, a center for entrepreneurship, innovation, Tourism and Commerce, Finance, logistics, high-tech industry, information technology and supporting industry.
- ✓ To be among the centers of culture - sport, education - training, high quality healthcare, science - technology development in Vietnam.
- ✓ To be the center for organizing regional and international events.
- ✓ A seaport city, an international coastal city with the position as the nucleus of the urban chain and the growth pole of the key economic region of the Central - Central Highlands.
- ✓ To become an ecological, modern and smart city, a livable city; national defense, security and sovereignty of the sea and islands are firmly guaranteed.

**VISION TO 2045:** To become a smart, creative, unique and sustainable city





# Danang International Airport







## A. DA NANG INTERNATIONAL AIRPORT'S OVERVIEW

Da Nang Airport is situated in the western part of the city center. From this airport, it takes only 15 minutes to access anywhere in Da Nang downtown by car. Passengers can also choose for an airport express bus service at Da Nang Airport. Taxi is the quickest and most comfortable mean to get to and from airport.

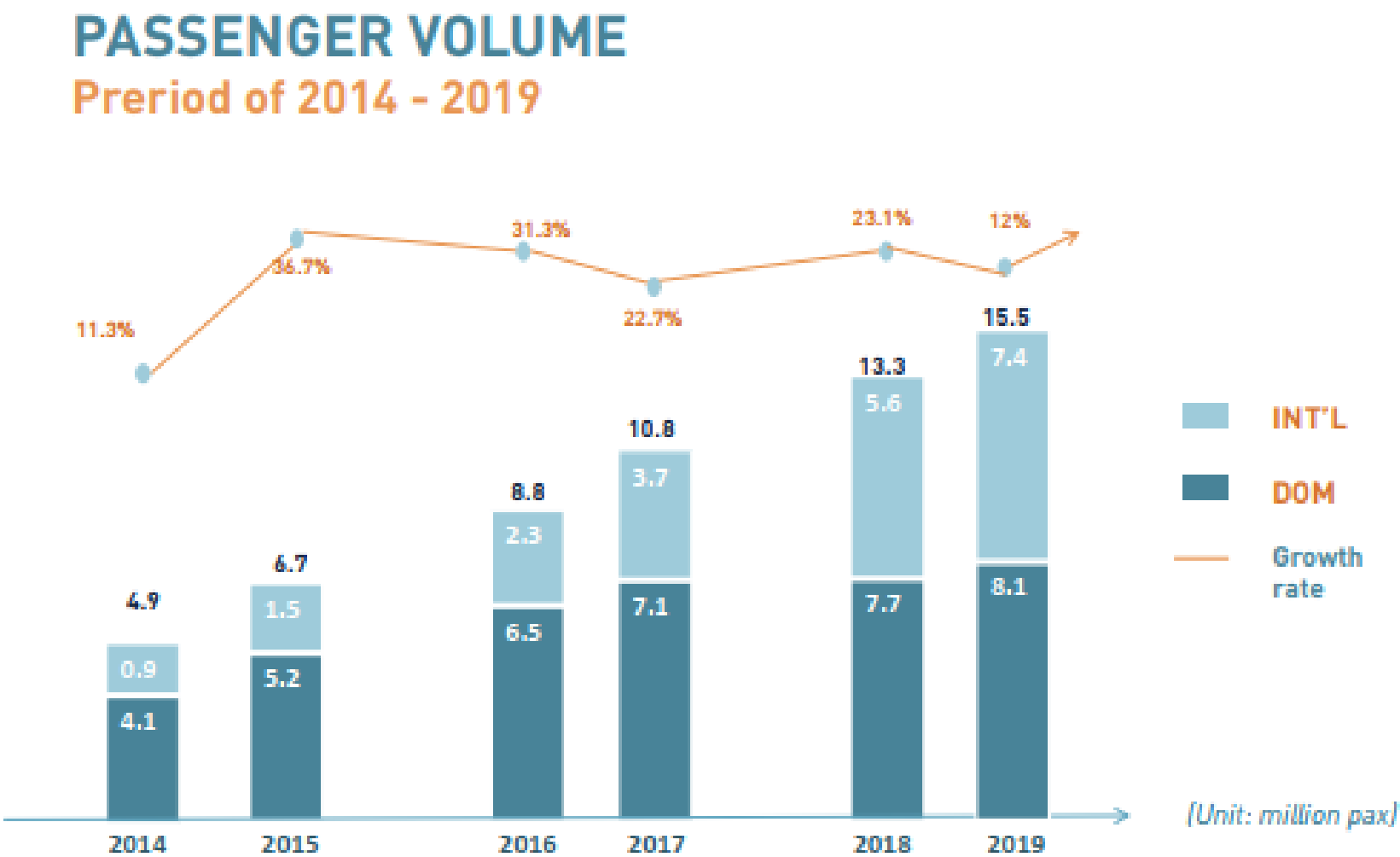
Da Nang International Airport, a branch of Airports Corporation of Vietnam (ACV) is one of the three busiest international airports in Vietnam. This is the major airport serving the international and domestic air traffic for Da Nang city and the Central Highlands region.

Da Nang International Airport currently has the domestic terminal T1 which was put into operation in 2011 and the international terminal T2 inaugurated in 2017.

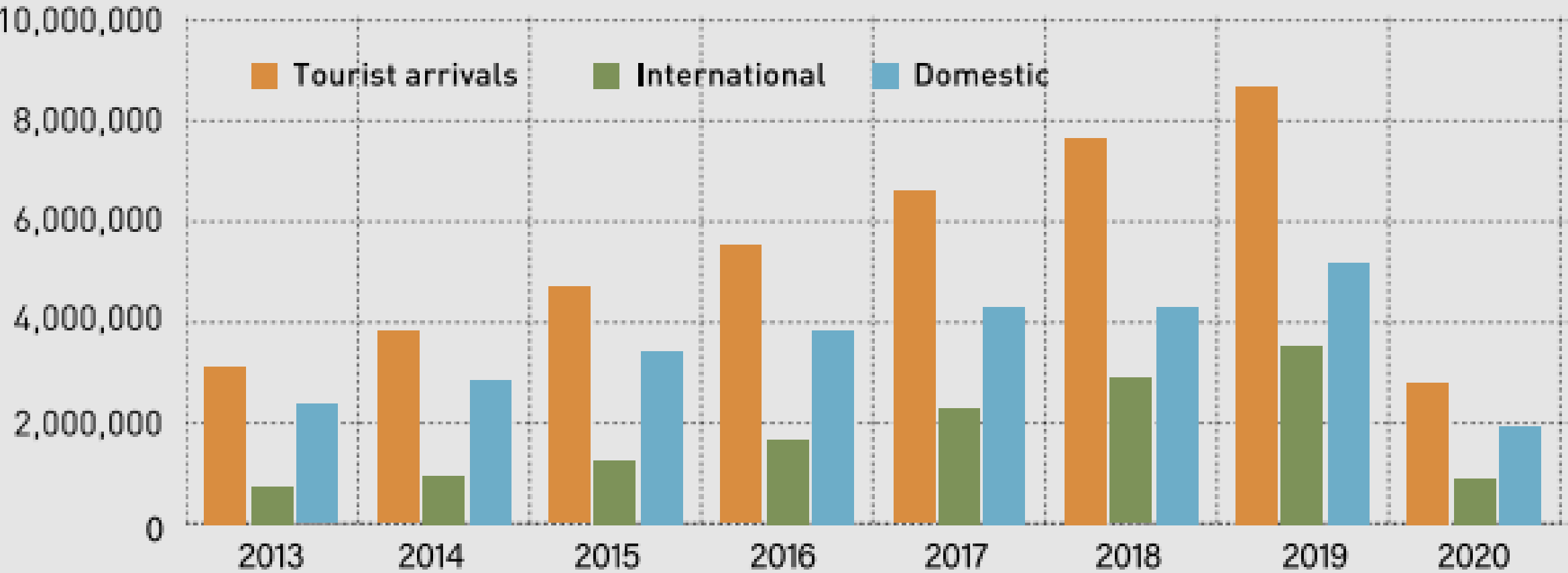
Thanks to huge investments in airport infrastructure and quality services, Da Nang International Airport has attracted many domestic and international airlines with the annual capacity of the Danang airport's two terminals at a combined 10 million passengers.



The Da Nang International Airport is one of Vietnam's three largest and an important gateway for air transport in the central. It catered to more than 99,000 flights in 2019 with over 15.5 million passengers and more than 40,000 tonnes of cargo, exceeding its planned capacity set for 2020 by 2.5 million.



## TOURIST ARRIVALS





## B. DA NANG INTERNATIONAL AIRPORT 'S TOTAL AREA OF 861 HECTARES INCLUDING:

- ✓ 02 Runways:
  - 3500 meters x 45.72 meters - PCN: 56/R/A/X/T
  - 3048 meters x 45.72 meters - PCN: 44/F/B/X/T
- ✓ Taxiway: 17, minimum width: 22.86 meters, PCN: 46/R/B/X/U, 56/R/A/X/T
- ✓ Apron: 12.45 ha, 21 aircraft parking stands, accommodate B747, B777, B767-300, A300-600, A320/321 and similar types of aircraft.
- ✓ Aerodrome classification: 4E Level C, IATA level of service Standards.

Da Nang International Airport was equipped with Navigation facilities, Air traffic control tower/ Radar/ Aviation lighting system, including:

02 systems ILS/DME CAT I for two runways 35RRWY and 35LRWY, AWOS, 01 DVOR.DME Tower, 02 NDB/Locator, CAT I Lighting system for 35RRWY; approaching lights for 17LRWY, 35 LRWY, Radar SSR/PSR, Surveillance camera system, Automatic fire fighting system, Security Screening machines, full power backup generator system 24/24, 24/7 first-aid system. Security screening devices: scanning machines, walk - through metal detectors, metal handle detector, explosive detectors, explosive trace detectors, security - supporting tools.



## DOMESTIC TERMINAL T1

- The domestic terminal T1 was established in December 2011, with a total investment of VND 1,300 billion, a total usable area of 36,100 m<sup>2</sup>, a maximum capacity of 6 million guests/year, processing 400,000 - 1 million tons of goods/year and can be further upgraded.
- The passenger terminal is invested with modern equipment and advanced aviation technology, ensuring the exploitation of aviation and non-aviation services. There operated 11 Domestic boarding gates, 52 Domestic check-in counters, 05 Domestic arrival baggage conveyor belts, 03 tourist information desks, 01 Domestic departure baggage conveyor belt, 06 Domestic boarding bridges; 20 services desks as well as banking transaction office and ATMs.



## INTERNATIONAL TERMINAL T2

- After official operation on May 19, 2017 and successfully serving the 2017 APEC Summit Week, Da Nang International Terminal continuously maintains and boosts its position as an important international air traffic gateway.
- With a total area of 50,055 m2 and modern facilities, the terminal is able to serve up to 6 million passengers per year. Even at peak hours, the terminal can handle 3,200 passengers arriving and departing.
- To meet the increasing demand of airlines to operate at the terminal, AHT company raised the number of check-in counters from 44 to 52 and 10 mobile check-in counters with 2 baggage handling conveyor systems ensuring to serve up to 1800 pieces of luggage per hour. Along with 20 exit and 22 entry counters, the terminal has served up to 6 million passengers in 2019.
- There are the lounge areas for all passengers on the ground floor and the first floor. In particular, the 2<sup>nd</sup> floor houses 3 modern and well-equipped Business lounges. Invested by AHT, those possess beautiful and harmonious space, serve 4-star hotel-standard food by attentive and considerate staff. For passengers who are not eligible for entry, AHT has also offered rooms with full personal amenities. The arrival and customs handling areas are equipped with modern and international standard baggage scanners and machines.



- In order to enhance the passenger's experiences and comfort while waiting for the flights, AHT has invested more than 4,000m2 in of duty-free shops, restaurants, transportation services, spa, massage and offices for airlines. The terminal provides two main services: aviation services and non-aviation services. Passengers can see friendly smiles of the staff at the check-in counters, access the quick baggage check-in process, go through security screening and boarding with safety and get on board through the passenger bridges without worry of rain or sunny seasons.
- Before 2012, Da Nang International Airport was able to serve up to 1 million passengers per year. After being inaugurated in 2017, Da Nang International terminal T2 welcomed over 7 million passengers in 2019.





### C. DEVELOPMENT GOALS OF DA NANG INTERNATIONAL AIRPORT

- Expanding Domestic Terminal T1 at Da Nang International Airport to raise the capacity to over 14 million passengers per year in the 2021-2025 period. The project "Expanding the apron to the North, phase 2 - Da Nang International Airport" is a special grade traffic work, with a total investment of VND 420 billion funded by the Investment and Development Fund of ACV.
- The construction duration is scheduled to be in 11 months. The project will build 04 additional stands for code C aircrafts, move 5 stands (already built in phase 1) away from runway 35R/17L; expand the reinforced cement concrete apron with an area of 66,905m<sup>2</sup>; build the asphalt concrete shoulders with an area of 13,326 m<sup>2</sup> and the safety areas of 19,796 m<sup>2</sup>.
- Implementing the project "Expanding the apron to the North, phase 2 - Da Nang International Airport" is essential to meet the development needs of Da Nang International Airport, contributing to the economic, social, tourism and investment development of Da Nang city and the Central Highlands region.
- Da Nang International Airport will be a civil-military airport, attaining level 4E according to the standard of the International Civil Aviation Organization (ICAO). As stated in the development plan of air transport by 2030, 28 million passengers/year and 200,000 tons of cargo/- year will pass through Da Nang International Airport.
- Developing an advanced, modern and synchronous airport system infrastructure according matching the standards of the International Civil Aviation Organization (ICAO), both to meet the needs and stimulate the development of Vietnam aviation and in accordance with the air transport development planning.
- Focusing resources on developing key airports, improving the economy's competitiveness and international integration; playing an important role in the development of multimodal transport and logistics service centers of the country; undertaking the task of developing local airports for the regional and local economic and social development.
- Certifying harmonization of the welfares of the State, enterprises and societies in the investment, management and operation of the airport.
- Applying information technology, gradually developing the aviation industry in accordance with the international standards; improving research and application capacity of aviation science and technology. Airport system development must be associated with considerations with environment and climate change.



#### **D. DA NANG INTERNATIONAL AIRPORT HAS BEEN RECEIVING MANY PRESTIGIOUS INTERNATIONAL AWARDS:**

- 2014: Top 3 of 96 best airports voted by Cathay Dragon Air.
- 2014, 2015, 2016, 2017: Top 30 best airports in Asia, according to The Guide to Sleeping in Airports.
- 2017: the second-class Labor Order, the noble distinction of the Party and State in Vietnam
- 2016, 2017, 2018, 2019: Top 1 Airport for customer satisfaction published by the Civil Aviation Authority of Vietnam
- 2019: Skytrax International Organization evaluated T2 International Terminal to meet the international standard of 4 stars
- 2020: + Top 10 of the World's Most Improved Airports 2020. This award was conducted by Skytrax based on the results of the survey of passengers traveling at international airports worldwide for the improvement of the quality of passenger service and satisfaction level.
- 2021: Accreditation certified as Airport Health Accreditation (AHA) of ACI organization.
- 2023: The 3<sup>rd</sup> most improved airport in the world and the 10<sup>th</sup> best regional airport in Asia by Skytrax
- 2024: The T2 international terminal at Da Nang Airport has become the first and the only terminal in Vietnam to be certified as a 5-star airport by international airport rating agency Skytrax





# AVIATION SUPPORT SCHEME



- ✓ According to the provisions in Section 4, Article 7 - Price adjustment cases, Chapter 1 of Circular 53/TT-BGTVT dated December 31, 2019, issued by the Ministry of Transport, it states: "The price adjustment level for aircraft landing and takeoff services for international airlines operating regular flights to and from Vietnam at a time when no regular airline operates for a minimum period of 12 months. At Noi Bai International Airport, Tan Son Nhat International Airport, and Da Nang International Airport, the price adjustment is set at 90% of the prescribed price, and the duration of application is 12 months from the start of operation."

*\*Newly operated regular routes in Da Nang that have already been operated regularly in Hanoi and Ho Chi Minh City are not eligible for this price adjustment policy.*

- ✓ Decree No. 53/TT-BGTVT dated December 31, 2019 also stipulates the adjustment level of prices for carriers as follows:

Article 7. Cases of price adjustment.

The price adjustment level for carriers is determined based on the total amount paid for the services listed on the monthly invoice for services related to aircraft takeoff, landing, and operation, as follows:

Service charge shown on the invoice (USD)	% Discount
From USD125,000 to under USD 250,000	1,5%
From USD250,000 to under USD 750,000	2,5%
From USD750,000 to under USD 1,500,000	3,5%
From USD1,500,000	5%



# AVIATION SUPPORT SCHEME

- ✓ Support from AHT Investment and Terminal Operation Joint Stock Company, the operator of the International Arrival Terminal.
  - Support for promoting new flight routes: Free placement of standees, banners, and display on the international arrival terminal's LED screen for promotional activities and the inauguration of the airline's first flight route.
  - Posting information about the airline's route inauguration event on the media and social networks of Da Nang International Terminal.
  - Regarding amenities and airline service benefits: AHT has invested in self-service check-in machines, self-service bag drop, and auto boarding gates, and is currently implementing a cost-integrated preferential policy for these services for the first five airlines that use them.







**About Danang FantastiCity**



# INTERNATIONAL NOTABLE AWARDS



Da Nang has continuously been honored with many international notable awards and recognitions by prestigious organizations and magazines in the world, including:

- ✓ Asia's Leading Festival and Events Destination by World Travel Award in 2016 and 2022;
- ✓ Top 10 best places in the world for foreigners to live in 2018, according to the international tourism magazine Live and Invest Overseas (LIO).
- ✓ Ranked 15th in the world's famous 52 Places list for 2019 by The New York Times
- ✓ Top 10 trending destinations in 2020 by Google; Ranked 7th in TripAdvisor's global list of 25 trending destinations in 2020.
- ✓ Top 10 holiday destinations in Asia by readers of Smart Travel Asia - the leading regional online travel magazine (2013,2014, 2016, 2017)

In addition, Da Nang beach and resorts have also won lots of international awards. For example, My Khe Beach – One of the 6 most beautiful beaches in the world by US Forbes Magazine; Non Nuoc Beach ranked 10th out of the top 25 beaches in Asia in TripAdvisor's 2017 Traveler's Choice Awards.

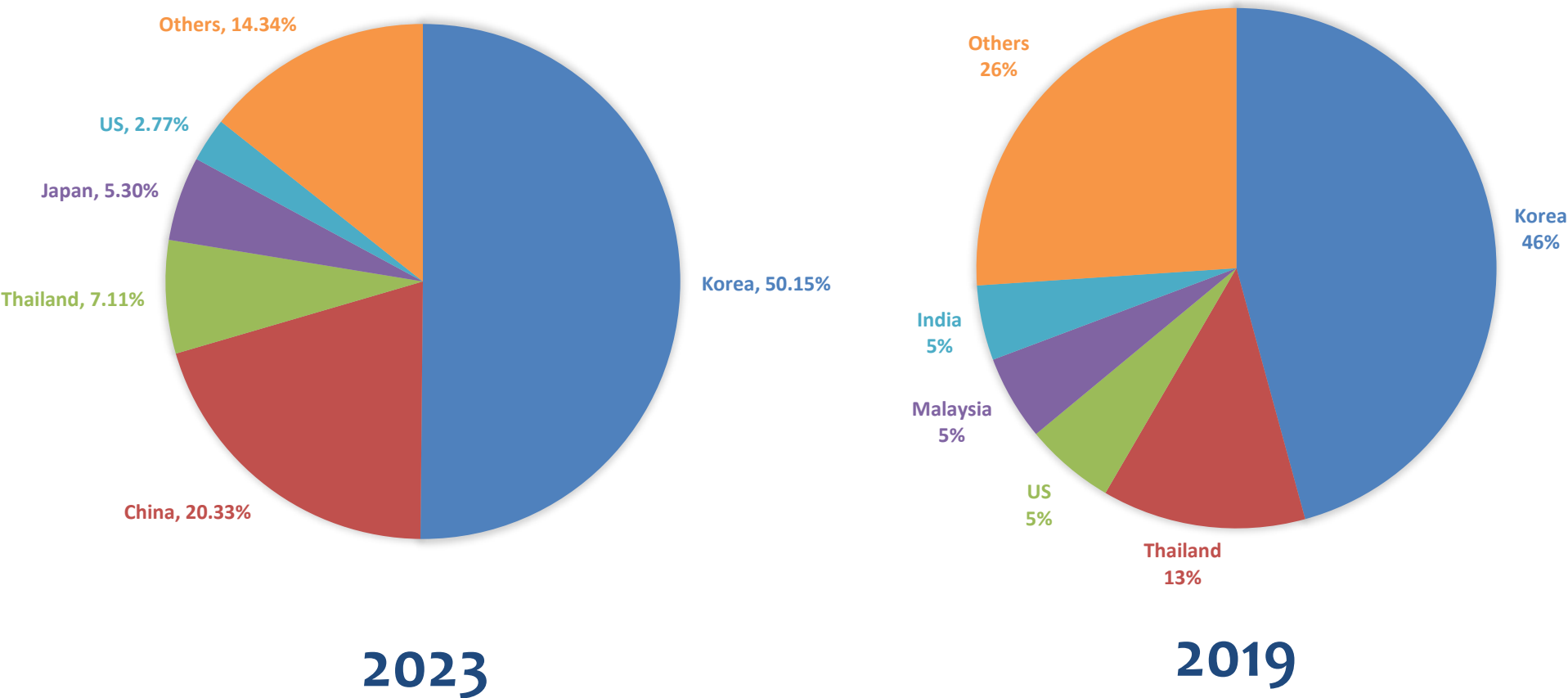
InterContinental Da Nang Sun Peninsula Resort is the only resort in the world winning for two consecutive years (2014 and 2015) the title "Luxury resort in the world" from the World Travel Awards. It has been continuously honored at many global ranking charts in 2017, 2018, 2019, and 2020.

Golden Bridge on Sun Group's Ba Na Hills was ranked among the top 100 World's Greatest Places in 2018 by Time magazine; One of the world's most striking pedestrian bridges by The Guardian in August 2018; top 10 list of the world's most incredible bridges by the Independent UK...



Within the last decade, Da Nang has been renowned as a fascinating and must-visit destination with its rich tourism possessions, namely My Khe Beach – one of the most stunning beaches on planet, the diverse Hai Van - Son Tra biosphere reserve, and the impressive Ba Na Hills. This coastal city also acts as a gateway to the World Heritage Sites by UNESCO, offering various and unique experiences for delegates and tourists during their stay. Moreover, with a favorable investment environment and supporting policies of local authority and welcoming residents, Da Nang attracts over 30 world-leading hospitality corporations and investors such as Accor, IHG and Hilton, partly contributing to the prestigious and high-class tourism infrastructure in Da Nang.

TOURIST ARRIVALS BY MARKETS



92 KM BEAUTIFUL COASTLINE

- ✓ One of the most attractive beaches in the world by Forbes magazine (USA) in 2005
- ✓ One of the top 10 beaches in Asia as reported by the Sunday Herald Sun (Australia) in 2009
- ✓ One of the top 25 beaches of Asia by TripAdvisor in 2021



MUST-VISIT TOURIST ATTRACTIONS

- ✓ SunWorld Ba Na Hills
- ✓ Golden Bridge
- ✓ Marble Mountains
- ✓ Non Nuoc Beach
- ✓ Son Tra Peninsula
- ✓ My Khe Beach
- ✓ Nui Than Tai Hot Spring Park
- ✓ Mikazuki Water Park 365 and Japanese Osen Hot Spring
- ✓ Asia Park
- ✓ The Museum of Cham Sculpture

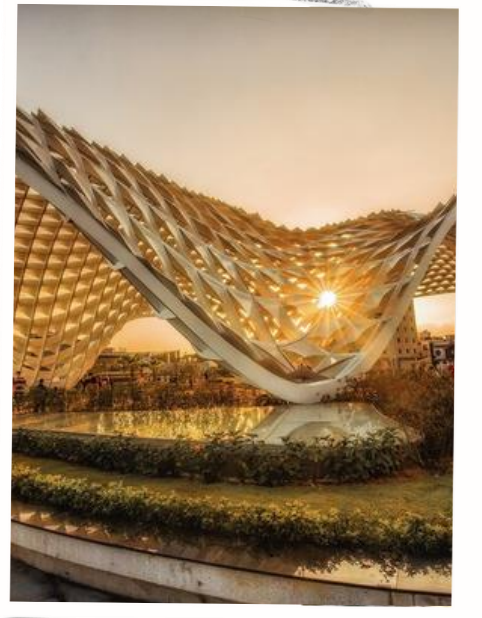


TRADITIONAL AND INTERNATIONAL FESTIVAL

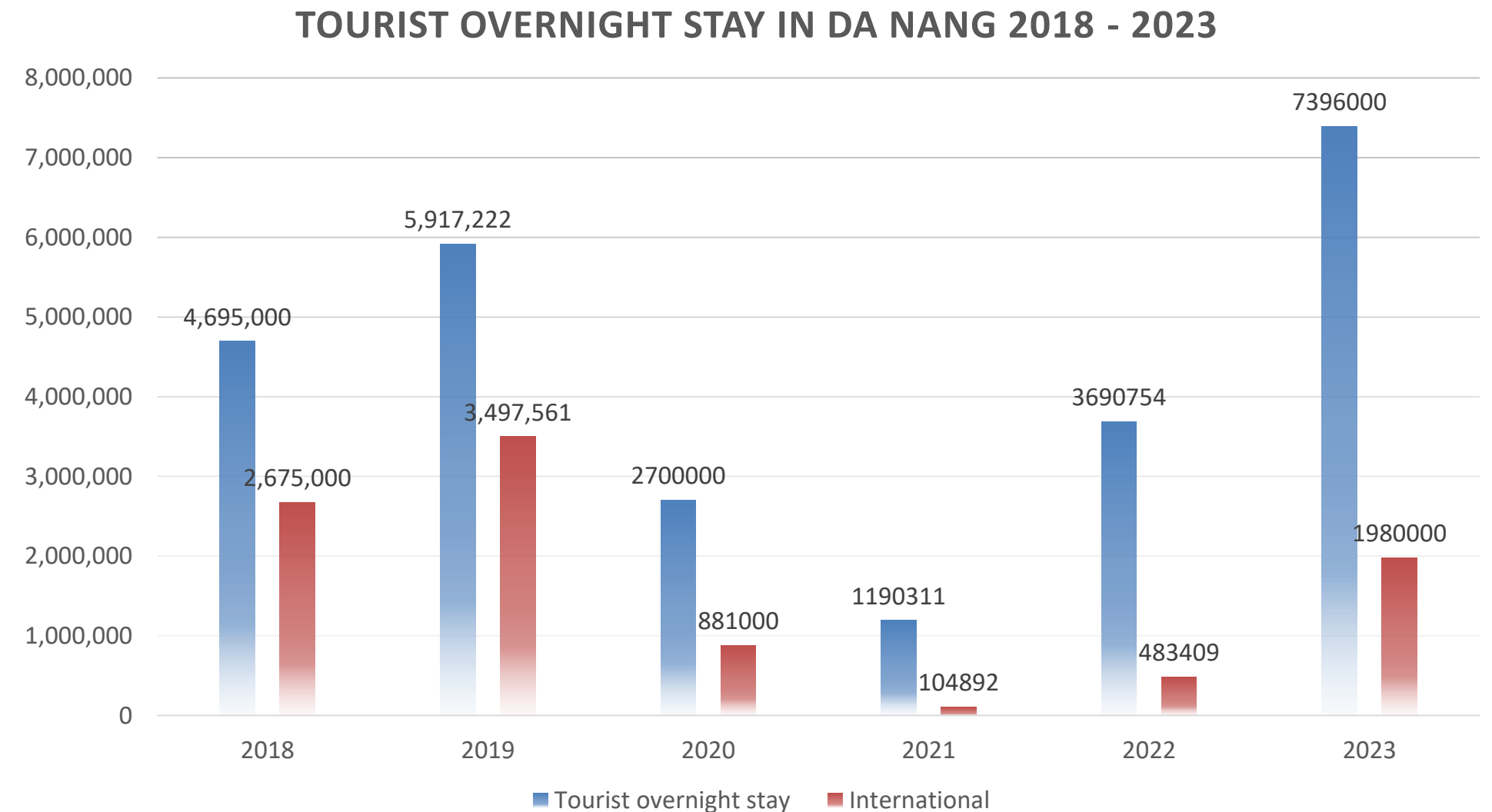
- ✓ Da Nang Fireworks Festival
- ✓ Da Nang FantastiCity Festival
- ✓ Da Nang Fantastic Golf Festival 2022-2024
- ✓ Da Nang International Marathon
- ✓ Vietnam International Tourism Mart in Da Nang
- ✓ Da Nang New Year Festival
- ✓ Whale Worshipping Festival
- ✓ Goddess of Mercy Festival
- ✓ Sea Tourism Season
- ✓ Da Nang Night Activities
- ✓ Ironman 70.3 Vietnam



# Danang, the emerging destination of Asia



- ✓ In 2019, the total number of tourists visiting and traveling in Da Nang reached an estimated 8,692,421, with international tourists accounting for approximately 3,522,928. Within a period of 5 years since 2014, Da Nang's international tourism has grown by over 360%.



- ✓ In 2023, the total number of overnight-stay tourists is estimated to reach 7.39 million, representing an increase of 125% compared to 2019. In which, the international tourists are 1.9 million, making up 60% of that figure in 2019.



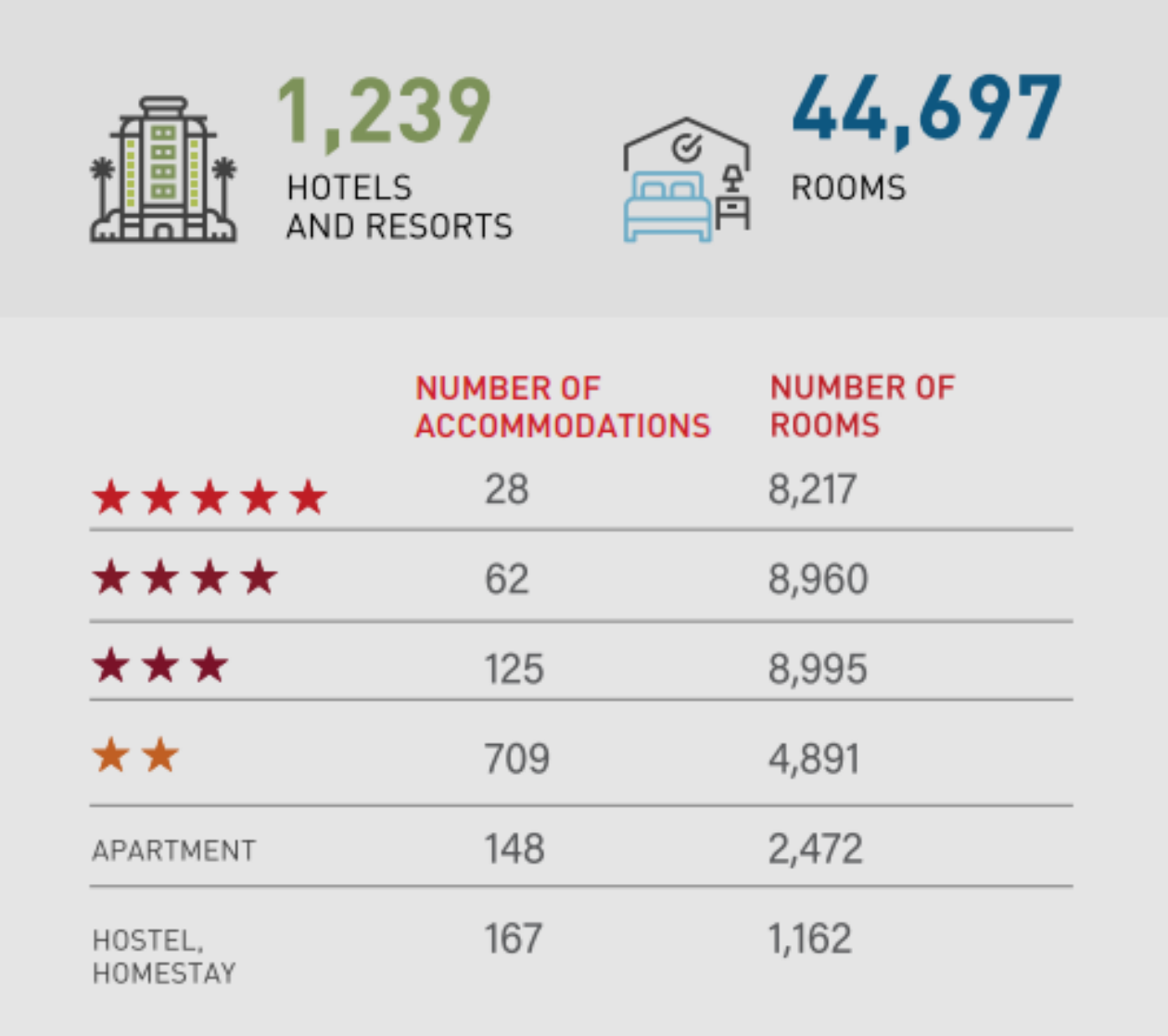
2019

TOP TEN MARKETS

2023

No	Nationality	Total of Arrivals	Percentage
1	Korea	1,744,084	49,87%
2	China	701,887	20,07%
3	Thailand	213,549	6,11%
4	Japan	183,572	5,25%
5	US	95,656	2,73%
6	Taiwan	81,114	2,32%
7	Malaysia	77,619	2,22%
8	Australia	46,897	1,34%
9	UK	33,483	0,96%
10	Singapore	27,572	0,79%

No	Nationality	Total of Arrivals	Percentage
1	Korea	935,654	47,3%
2	Thailand	179,69	9,1%
3	Taiwan	177,885	9,0%
4	India	87,023	4,4%
5	US	83,472	4,2%
6	Malaysia	79,121	4,0%
7	China	72,878	3,7%
8	Japan	67,985	3,4%
9	Australia	40,072	2,0%
10	Singapore	65,396	47,3%



	2019	2023
Average length of stay of domestic tourists (day)	2.9	
Average length of stay of international tourists (day)	2.35	
Number of tour guide	4646	5515
Domestic tour operators	123	84
International tour operators	174	204
International travel branches	46	52
Domestic travel representative offices	22	24
Travel agency	06	06L
Vietnam-based representative offices of foreign enterprises providing tours	05	05





**FLIGHT CONNECTION BY APR/ 2024:**

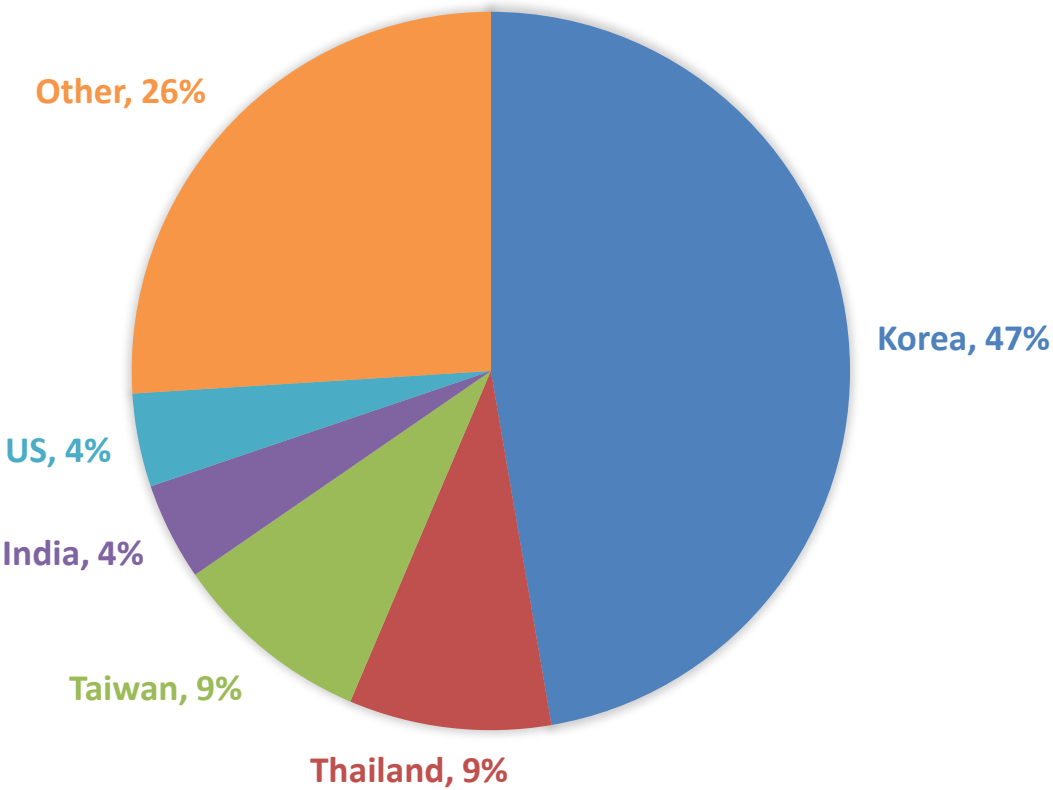
- **International:** 17 direct flights, operated by 23 airlines with the frequency of 45 – 48 flights/ day
- **Domestic:** 4 domestic flights with about 65 - 70 flights/ day, connecting Hanoi, HCMC and major cities to Danang.

**FLIGHT HUBS CONNECTING TO DA NANG**

- North East Asia: Tokyo (Japan), Seoul/Busan/Daegu/Cheongju (Korea), Hong Kong, Macao, Taipei/Taichung/Kaohsiung (Taiwan)
- South East Asia: Singapore, Kuala Lumpur (Malaysia), Bangkok (Thailand), Manila (Philippines)
- Indochina: Vientiane (Laos), Siem Riep(Cambodia)

**Top 10 markets of Danang in 2023**

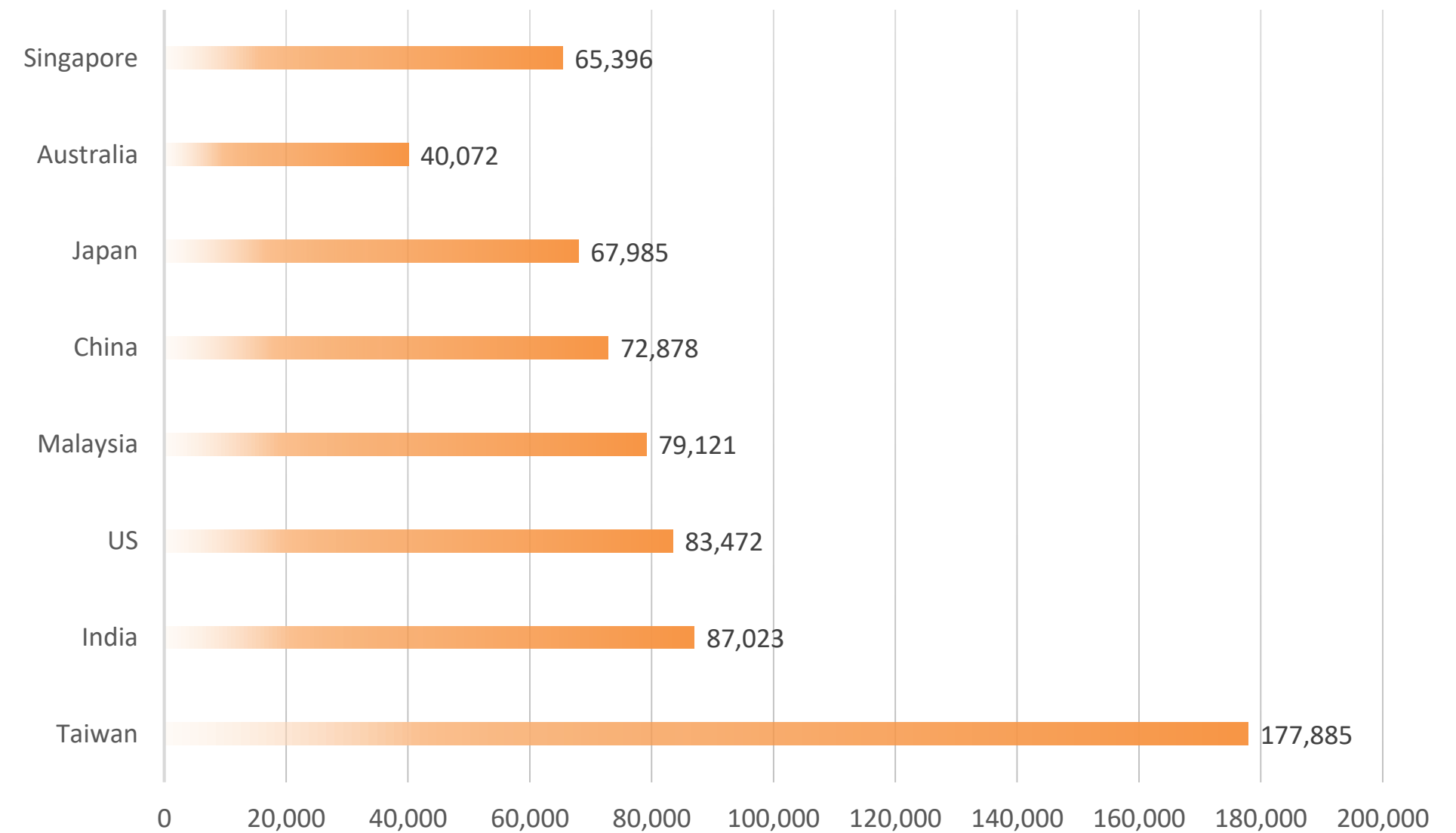
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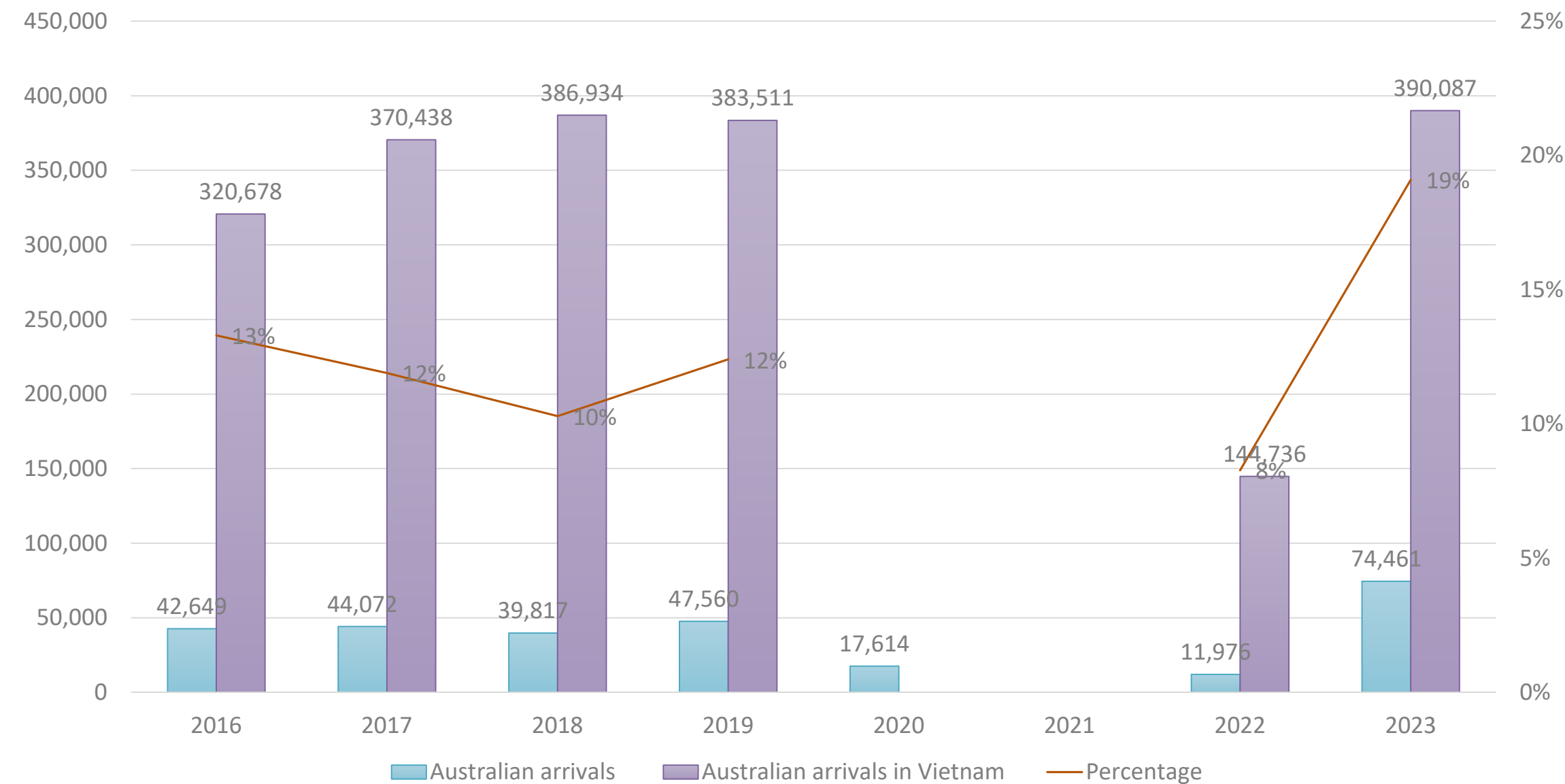


## TOP TEN MARKETS IN DA NANG IN 2023





# AUSTRALIAN TOURIST ARRIVALS IN VIETNAM & DA NANG 2018 – 2023



- Australia has consistently ranked among the top 10 international markets for visitors to Da Nang over the years. From 2016 to 2019, the number of Australian visitors to Da Nang remained stable at around 40,000, accounting for approximately 10-13% of the total Australian visitors to Vietnam.
- In the post-COVID-19 recovery period, the number of Australian visitors to Da Nang reached 74,461 by the end of 2023, a six-fold increase compared to 2022, accounting for 4% of the total international visitors to Da Nang.
- In the first four months of 2024, the number of Australian visitors to Da Nang saw a slight increase compared to the same period in 2023, reaching 28,662 visitors (up 119%).



# CONTACT US

## DANANG CENTER FOR TOURISM PROMOTION

- Address: 18 Hung Vuong, Hai Chau, Danang
- Phone: (+84) 2363 863 595
- Website:
- Email: [tourism@danang.gov.vn](mailto:tourism@danang.gov.vn) | [danangtourismpromotion@gmail.com](mailto:danangtourismpromotion@gmail.com)
- Website: [www.danangfantasticity.com](http://www.danangfantasticity.com)

