



DANANG INCENTIVE PROGRAM FOR INTERNATIONAL MICE GROUPS IN 2026



DANANG FANTASTICITY

PLEASE REGISTER YOUR MICE GROUP VIA THIS LINK

Year: 2026



Contact:

DANANG TOURISM PROMOTION CENTER

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• Eligibility & Conditions for Application

1. Group Size: Applies to international MICE groups of 30+ delegates
2. Legal Status of Organizers: Tour organizers must hold an inbound travel licence in compliance with Vietnamese law.
3. Minimum Program Requirements: Minimum 30 room nights in Da Nang, at least 2 days of local activities including one MICE event, and application submitted at least 10 working days before arrival.
4. Conference & Seminar Licensing: International conferences/seminars require a permit from the Department of Foreign Affairs, or prior coordination at least 30 working days in advance if not yet issued.

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STT	OFFERS	Level 1 (from 30 - 99 guests)	Level 2 (from 100 - 199 guests)	Level 3 (from 200 - 299 guests)	Level 4 (from 300 guests)
I. WELCOMING RECEPTION					
1	Welcome banner / handheld welcome signage	✓	✓	✓	✓
2	Floral arrangement for the Head of Delegation	✓	✓	✓	✓
3	Welcome cultural performance (up to 60 minutes)		✓	✓	✓
4	Welcome message displayed on LED screens at the International Arrival Terminal			✓	✓
5	Welcome reception desk at the International Arrival Terminal, Da Nang International Airport				✓
II. MICE SOUVENIRS & SERVICE EXPERIENCE INCENTIVES					
1	Local specialty gifts	✓	✓	✓	✓
2	Tourism souvenir for Head of Delegation		✓	✓	✓
3	Service experience vouchers (10 vouchers)				✓
III. PROMOTION & PUBLICITY SUPPORT					
1	Welcome TVC broadcast on city LED screens.			✓	✓
2	Promotional article/video published on Danang Fantasticity channels.	✓	✓	✓	✓
3	Media outreach and press invitation support (upon request).	✓	✓	✓	✓
IV. EVENT ORGANIZATION INFORMATION & ADVISORY SUPPORT					
1	Free consultation on organizing outdoor group activities.	✓	✓	✓	✓
2	Free consultation on performance permits and event procedures.	✓	✓	✓	✓
3	Free consultation on licensing for international conferences and seminars.	✓	✓	✓	✓
V. RECOGNITION OF OUTSTANDING ENTERPRISES					
1	Top 05 enterprises bringing the highest number of international MICE delegates to Da Nang (minimum 2,000 delegates per year)	Certificate of Recognition and Commemorative Trophy awarded by Da Nang Tourism. Company name and logo featured on the Da Nang MICE Tourism website (01 year from the recognition date) Free placement of promotional materials at the Da Nang Tourist Support Center (06 months) Support for tourism promotion activities (up to 02 activities, enterprise's choice): - Banner/product-service promotion on Danang Fantasticity website (03 months) - Participation in international travel fairs, destination promotions, and networking programs including international famtrip activities, at preferential rates.			
2	For enterprises bringing 1,000 to fewer than 2,000 international MICE delegates to Da Nang per year	Certificate of Recognition and Commemorative Trophy awarded by Da Nang Tourism. Company name and logo featured on the Da Nang MICE Tourism website (06 months from the recognition date). Free placement of promotional materials at the Da Nang Tourist Support Center (03 months). Enterprise's choice of 01 tourism promotion activities: - Banner/product-service promotion on Danang Fantasticity website (03 months) - Participation in international travel fairs, destination promotions, and networking programs, including international famtrip activities, at preferential rates.			
VI. INCENTIVE & APPRECIATION POLICY FOR RETURNING INTERNATIONAL MICE GROUPS					
1.	Thank-you letter and "Loyal MICE Partner" certificate issued by Da Nang City.				
2.	Experience vouchers for new tourism products under the "Welcome Back - New Experience in Da Nang" program.				
3.	Preferential rates and exclusive discounts for returning MICE groups at attractions and services.				
4.	Promotion and communication support on official channels of Da Nang Tourism.				