

Vinpearl Woos Indian Luxury Travelers with Strategic Two-pronged Focus

Category: Business

written by International Khabar | October 31, 2024



Vietnam, with its rich cultural heritage and stunning natural beauty, has become an increasingly attractive destination for Indian travelers. Vinpearl's focus on luxury wedding tourism and high-end MICE services has further enhanced the appeal of the country to this growing market.

Over the past decade, Vietnam has emerged as a prime travel destination for Indian tourists, offering a captivating blend of scenic beauty and a rapidly expanding luxury tourism market. At the forefront of this movement is Vinpearl, a premier resort brand catering to high-end [travelers](#) with a seamless mix of local culture and modern luxury.

With strategic investments in facilities for both [business](#) and leisure, Vinpearl has positioned itself as a top choice for affluent Indian tourists seeking memorable experiences and

unique destinations for milestone events like weddings and MICE (Meetings, Incentives, Conferences, and Exhibitions).

Vietnamese [Brands Riding The Indian](#) Wave

Data from Vietnams National Tourism Administration highlights a striking increase in interest from [India](#), with Indian tourist arrivals rising significantly over the last decade. In 2023 alone, Vietnam welcomed over 392,000 [Indian tourists-a number expected to keep climbing as global](#) travel rebounds.

Vietnams appeal is clear: it offers ample infrastructure and [convenient](#) direct flights (taking just 4-5 hours), making it a highly accessible getaway for Indian tourists. From families seeking a relaxing vacation to [business](#) travelers attending conferences and events like destination weddings, the countrys diverse landscapes, temperate year-round climate, and rich cultural heritage make it a compelling choice.

Within this surge in tourism, there is a notable trend toward high-end, niche tourism services, particularly [destination weddings](#). *This year alone, Vinpearl has hosted over ten billionaire weddings from [India](#), and this number is projected to double by 2025,"* said **Ms. Ngo Thi Huong, Deputy CEO of Vinpearl**. *Vietnam is fast becoming a prime destination for weddings, MICE, and golf [tourism](#) on the global stage.*

Vietnamese brands, like Vinpearl, a subsidiary of the giant Vingroup, are [meeting this demand](#) by creating custom, high-quality experiences. Recent high-profile events, such as the four-day wedding [celebration](#) of Pranay Karnawat and Sakshi Sanghvi, demonstrate this commitment.

Hosted at Vinpearl Resort & Golf Nam Hoi An, the wedding artfully blended Indian and Vietnamese [cultural](#) elements, from conical hats and lotus flowers to traditional lanterns. To further meet Indian tourists expectations, Vinpearl has taken special care to incorporate cultural nuances, [ensuring that details like cuisine and decor are](#) tailored to Indian

preferences.

Vinpearls impact on positioning Vietnam as a luxury [travel](#) and event destination is undeniable. With 45 properties spread across top locations like Da Nang, Phu Quoc, Ha Long, and Ho Chi Minh City, Vinpearl offers over 18,500 rooms, upscale [entertainment](#) zones, world-class golf courses, and two wildlife conservation parks. Through these luxurious, all-in-one resort ecosystems, which integrate both local and global flavors, Vinpearl has established itself as a central player in Vietnams high-end [tourism market](#).

Shaping Vietnams MICE Tourism

In addition to high-end leisure tourism, Vinpearl has made remarkable progress in the MICE sector. Properties like Vinpearl Nha Trang and Vinpearl Resort & Golf Nam Hoi An have earned prestigious ASEAN MICE Venue accolades, which recognize them as premier locations for [international business](#) events.

These resorts [provide a comprehensive suite of services](#) for events of all scales, from direct and online international meetings to team-building exercises and client conferences. Events can be hosted in grand auditoriums accommodating thousands or in serene settings like beachfronts and secluded gardens, [offering a range of experiences](#) for guests.

One example is Vinpearl Resort & Golf Nam Hoi An, which has become a favored destination for corporate [events](#). Located in Vietnams culturally rich central region, this resort offers customizable packages that blend [business](#) and leisure seamlessly. Its Grand Ballroom, spanning 720 square meters, hosts up to 600 guests, while six [modern meeting](#) rooms and four high-end conference spaces provide ideal options for gatherings of varying sizes. After hours, guests can participate in team-building activities on the resorts 1,300-meter beachfront or explore the adjacent VinWonders amusement park, which offers a range of interactive cultural and [entertainment](#) experiences.

Another standout property, Vinpearl Nha Trang on Hon Tre Island, provides an equally enticing venue for MICE tourism. This secluded resort ecosystem includes multiple Vinpearl hotels, an array of [entertainment](#) options at VinWonders, and Vinpearl Harbour, a world-class marina. Designed in a European palace style, the Vinpearl Convention Center can accommodate up to 2,500 guests, making it ideal for high-profile, large-scale events.

With global MICE tourism revenue projected to exceed \$1.4 trillion by 2025, the [World](#) Tourism Organization has highlighted MICE as one of the most promising sectors in tourism. Recognizing this potential, Vietnam has made MICE development a strategic priority, with Vinpearls stronghold in MICE tourism playing an instrumental role.

Vinpearls dual focus on MICE and luxury wedding tourism has established it as a leader in Vietnams high-end hospitality sector, drawing affluent [Indian travelers seeking exceptional experiences](#). Through its presence, Vinpearl exemplifies the future of Vietnamese hospitality, promising unique and captivating experiences to [travelers from India](#) and beyond.

For more information, please visit www.vinpearl.com.

