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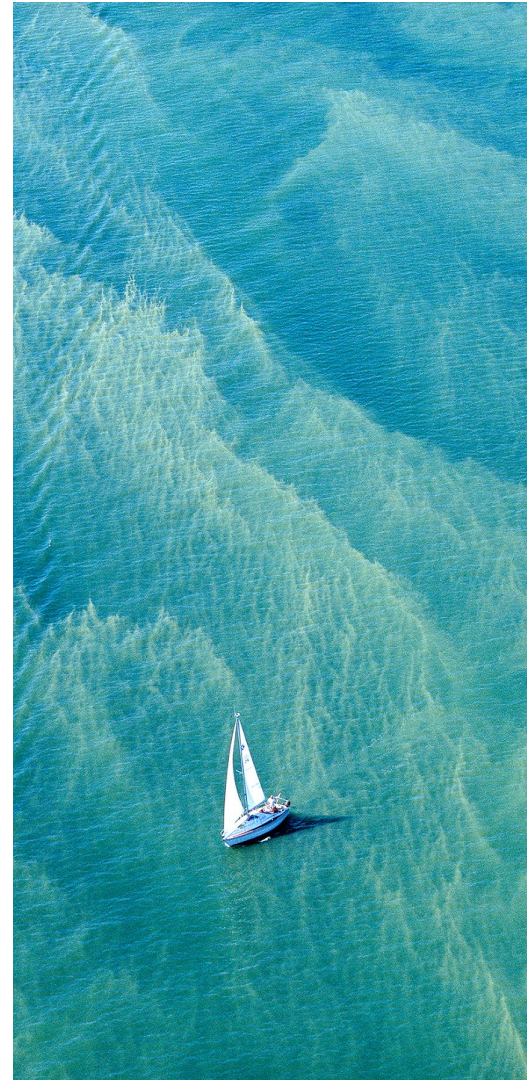
Strengthening Tourism Data Cooperation between Australia and Vietnam

Dr Truc Le – Lead, Visitor Economy Data Analytics and Indicators



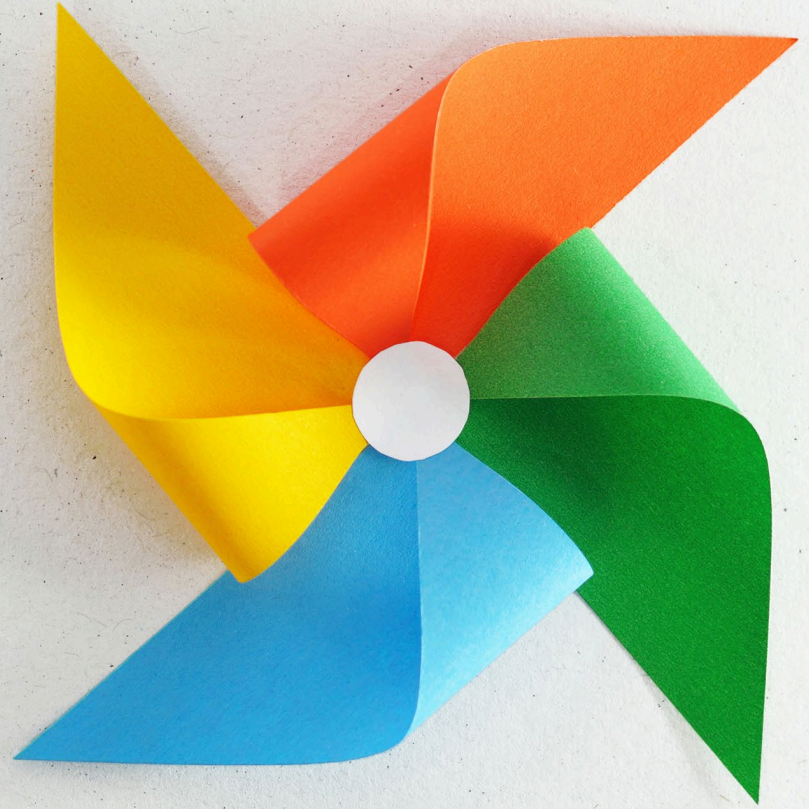
Australia–Vietnam Joint Data Project

- **Commissioned by:** Griffith Institute for Tourism (GIFT)
- **Supported by:** Austrade & DFAT – Strengthening Australia–Vietnam Tourism Cooperation (SAVTC)
- **Goal:** Build bilateral data capability and deepen understanding of two-way visitor economies.
- **Partners:**
 - **Vietnam:** Vietnam National Authority of Tourism (VNAT), General Statistics Office of Vietnam (GSOV)
 - **Australia:** Tourism Research Australia (TRA), Australian Bureau of Statistics (ABS)



Two-Way Data Capabilities: Challenges & Opportunities

Importance of
synchronisation and
centralisation of Vietnam's
national tourism data



Two-Way Tourism Market Challenges & Opportunity

| Vietnam (for Australian visitors) | Australia (for Vietnamese visitors) |
|----------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
| Competition: Intense competition from other Asian destinations | Competition: Stiff competition from Japan, US, NZ, Singapore |
| Visa Process: Complicated visa policies | Tourism Offerings: Perceived lack of variety and uniqueness |
| Marketing: Opportunity for more targeted communications | Marketing: Lack of tailored communications for Vietnamese market |
| Sustainability: Need for more sustainable tourism products/services | Shopping: Limited interest due to high taxes, few advertised local products |
| Service Quality: Issues like overcharging, solicitation behaviour | Logistics & Service Quality: Challenges with logistics and service quality |
| Market Share: Stable at 6% of Australian outbound travel | |





Outcomes and Lessons for Future Partnerships

Key outcomes:

- Created first integrated two-way tourism data model
- Strengthened data-sharing between national agencies, government to business, and business to business
- Developed detailed visitor profiles (spend, motivations, segments)

Impact:

- Evidence base for targeted marketing, service quality, logistics and overall experience
- Improved understanding of bilateral tourism potential

Lessons learned:

- Continuous data cooperation builds trust and policy relevance
- Joint training and digitalisation are critical next steps
- Stronger focus on VFR visitors to Australia



THANK YOU