

## ITS 2018 MARKETING LAUNCH



**ITS** and sister-company **MTV Canada**, GSA of Vietnam Airlines in Canada in conjunction with **VIETNAM AIRLINES**, have launched an exciting 2018 sales and marketing campaign designed to educate and engage Travel Agents and Tour Operators, across North America and Canada to quickly supply newly designed sales and marketing tools, including introducing a new Online IBE, new fixed departure tours and Vietnam Beach-Resort packages, enabling them to become a part of the fast-emerging tourism traffic to Vietnam and the rest of the Indochina region. In addition to meeting top-selling travel agents in person in their offices, and by providing product seminars in Toronto and Vancouver Canada between 20 Jan-25 Jan 2018, Mr. Lloyd Coleman, ITS Sales and Marketing Mgr in USA and Canada will also host a special dinner in Vancouver on Jan 24<sup>th</sup> at The Pink Pearl of Vancouver to

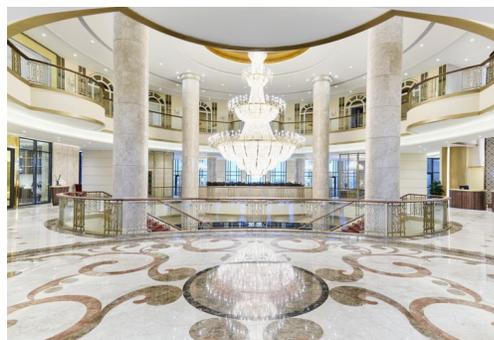
present the winner of the 1<sup>st</sup> Annual MTV HOLIDAY SWEEPSTAKES, which will be a "Lucky Draw" drawing out of a sealed bin containing the names of every Canadian travel professional who sold tickets on Vietnam Airlines during the past year. The winner of the lucky draw will then become the guest of Vietnam Airlines and ITS Vietnam and their affiliates for a round-trip ticket to either Hanoi or Ho Chi Minh City, with 3-nights / 4- days accommodations and transfers provided. ITS and MTV Canada have also signed exhibitor agreements to participate in the largest upcoming Travel and Trade shows across Canada for 2018, including the Ottawa 2018 Travel Fair and VITEXPO in Vancouver, as well as participate in several cooperative marketing and media campaigns with selected travel organizations within Canada, and will travel to all Canada Provinces to meet with travel professionals actively selling travel to Indochina.

## ITS HOTEL NEWS

### THE SHERATON GRAND DANANG RESORT

Located in the world's most sought-after destinations, Sheraton Grand hotels are marked by sophisticated design, iconic restaurant concepts, elevated finishes and superior service. Situated in the tranquil beachfront on the secluded stretches of Non Nuoc Beach's illuminating white sands, in Danang City, this new resort will be ready to offer ample meeting space, an array of world-class. The grand opening is slated for is January 25, 2018.

For more information please visit the hotel's website: [www.sheratongranddanang.com](http://www.sheratongranddanang.com)



## ITS PRODUCT NEWS

### VIETNAM RAIL TOUR

The U.K.-based Telegraph recently selected its 10 best train journeys in Asia for 2018, and two of them are in Vietnam. The Hanoi-Saigon trip offers 1,600km of pagodas and paddies, while the Kunming-Hanoi train races down the amazing rice terraces of Sa Pa. Travelers can take a trip on the Reunification Express that winds north-south down Vietnam's coast connecting Hanoi and Saigon and all points in between in just 36 hours. Those with more time can hop off along the way and dig deeper into coastal towns to feel the sand and local life in Da Nang, Hoi An or Nha Trang. In



January 2018, **Vietnam Railways** launches the “3<sup>rd</sup> generation Reunification train” which will give passengers better quality sleeping berths and toilets. **Click [here](#) to see our Rail tour in Vietnam.**

## ITS VISA SERVICE NEWS

### **Australia, India among 6 new countries eligible for e-visa to Vietnam**

**Visitors from Canada, the Netherlands, New Zealand and the U.A.E have also been added to the list.**

Vietnam has extended its e-visa application scheme for visitors from six more countries including major tourism markets Australia and India, raising the list of beneficiaries to 46.

A government decision said the e-visa system is now also available for visitors from Australia, Canada, India, the Netherlands, New Zealand, and the U.A.E.

Vietnam has allowed foreign tourists to apply for electronic visas (e-visas) from February 1, 2017, starting with citizens from 40 countries including China, Japan, South Korea, the U.S., the U.K., Germany and Sweden, all major target markets for Vietnam's tourism sector.

Among the new additions, Australians are the seventh biggest group of foreign arrivals to Vietnam and among the top spenders, while visitors from the other markets have grown strongly this year. Under the program, tourists will be able to apply online for 30-day, single-entry e-visas by paying a non-refundable application fee online.

Applicants are required to complete a form available on two separate [websites](#) (one in Vietnamese and the other in English) run by the Ministry of Public Security. They will receive an application code and will be asked to pay a non-refundable fee online.

It takes three working days for tourists to find out if their applications have been approved or not, according to the directive.

Visitors with e-visas can touch down at any of Vietnam's eight international airports, including Tan Son Nhat in Ho Chi Minh City, Noi Bai in Hanoi and Da Nang in the central region. They can also arrive via land at 13 international border gates, and via sea at seven ports across the country.

The e-visa program, which is still under trial mode, is one of the efforts taken by the Vietnamese government to make tourism a key economic driver.

With the new system, as well as visa waiver policies for various big markets in Asia and Europe, the tourism industry hopes to welcome 17-20 million foreign visitors and gain \$35 billion per year by 2020, contributing to 10 percent to the country's gross domestic product, compared to the current 7.5 percent.

Visitors to Vietnam in the first 11 months this year increased almost 28 percent from a year ago to more than 11.6 million, according to figures from the General Statistics Office.

