COUNTRY PRESENTATION

FROM PROMOTION EVENTS TO DIGITAL DESTINATION BRANDING

Viet Nam’ s experience — and the next step with AI

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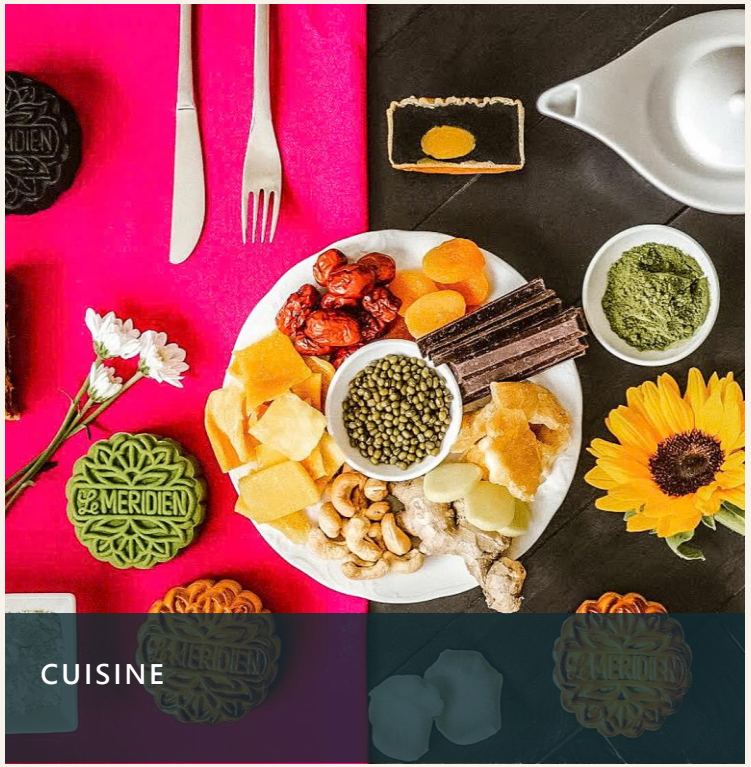
18th UTM – UN Tourism Training Programme • Macao • September 2026

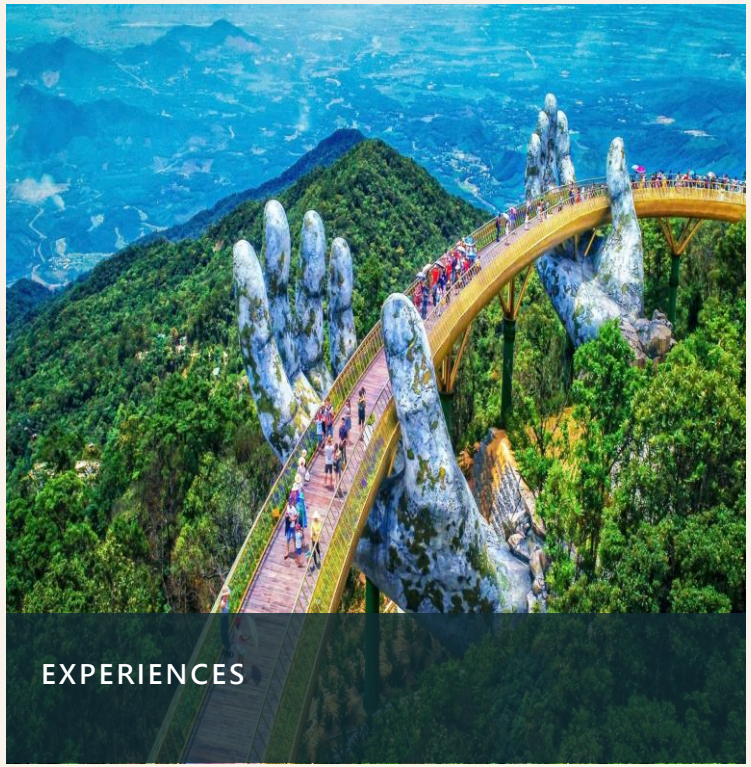


Viet Nam has many stories to tell.

Our challenge is not a lack of content — it is how to extend its reach and relevance.



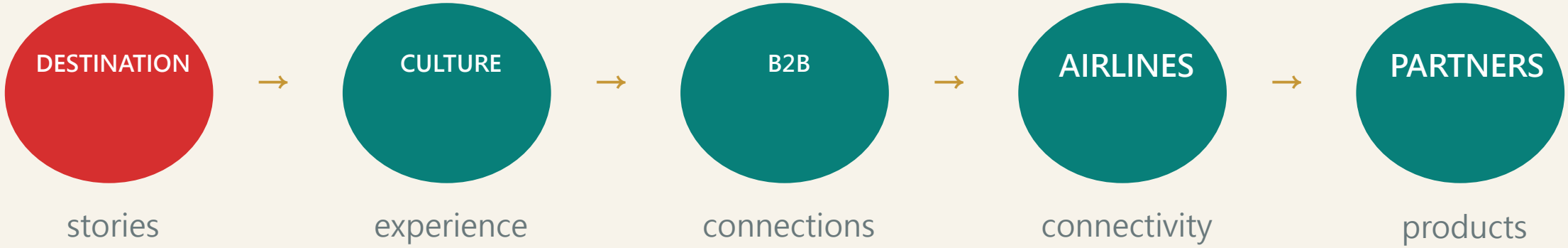




NATURE • CULTURE • HERITAGE • CUISINE • PEOPLE

Overseas promotion is built around real human connections.

Roadshows combine destination storytelling, culture and business engagement.



Roadshows • B2B meetings • Tourism fairs • Cultural experiences

The strength: trust, experience and direct market feedback.

Chongqing 2024: one event, multiple brand touchpoints.

Viet Nam Culture and Tourism Promotion Programme • 8 November 2024



CULTURE

DESTINATION





PARTNERSHIP

≈300 tourism businesses & organisations

destination + airline + tourism products + cooperation

Connect. Exchange. Convert.

B2B turns destination interest into relationships and tourism products.





ROADSHOWS BRING THE DESTINATION, THE TRAVEL TRADE AND THE SOURCE MARKET INTO THE SAME ROOM.

A PROMOTION EVENT LASTS ONLY A FEW HOURS.

HOW LONG SHOULD ITS IMPACT LAST?

BEFORE

DURING

AFTER

From one-off event to a content engine.

Design the digital extension from the start — not after the event.

BEFORE

Build interest

teasers • partner content • targeted stories

→

DURING

Capture & amplify

short video • interviews • live social content

→

AFTER

Extend the life

repurpose • retarget • follow-up • learn

EVENT → CONTENT → ENGAGEMENT → LONGER BRAND LIFE

Connect physical promotion with digital destination branding.

The event creates moments; digital channels keep the destination present year-round.

PHYSICAL

Roadshows
B2B meetings
Cultural experiences
Tourism fairs



VIET NAM DESTINATION BRAND



DIGITAL

Vietnam.travel
Social media
Video & visual storytelling
Online media
Partner channels

PLAN THE CONNECTION FROM THE START.

One event can become many destination stories.

A roadshow is not one piece of content — it is a source of content.

ONE EVENT

→

DESTINATION
short stories

CULTURE
human stories

CUISINE
food content

AIR
connectivity

PARTNERS
co-created posts

MEDIA
earned stories

MULTIPLE DIGITAL TOUCHPOINTS

Where AI can help — practically.

AI should support the marketing workflow, not replace destination knowledge or human judgement.

01	CREATE	Adapt one story into multiple formats
02	TRANSLATE	Localise content faster across markets
03	PERSONALISE	Match stories to traveller segments
04	LISTEN	Summarise feedback and online conversations
05	LEARN	Identify what content performs and improve

AI DOES NOT REPLACE DESTINATION STORYTELLING — IT CAN HELP SCALE AND SHARPEN IT.

From event-led promotion to continuous engagement.

A realistic next step for destination marketing teams.

ONE EVENT	A fixed date and venue	→	CONTINUOUS	Engagement before & after
ONE MESSAGE	A largely common message	→	MULTI-FORMAT	Content adapted by channel
LIMITED REACH	People in the room	→	WIDER AUDIENCES	Digital discovery extends reach
EVENT ENDS	Content often stops	→	LEARNING LOOP	Data & feedback improve the next cycle

EVENT → CONTENT → ENGAGEMENT → FEEDBACK → LEARNING → BETTER CONTENT

Three lessons from Viet Nam’ s promotion experience.

What we can carry forward into the AI and digital marketing era.

01

INTEGRATE

Plan physical and digital promotion together — from the beginning.

02

COLLABORATE

Government, destinations, airlines, businesses and media multiply reach.

03

EXTEND

Design every event to generate content and engagement beyond the venue.

PARTNERSHIP IS THE MULTIPLIER. DIGITAL IS THE EXTENDER. AI IS THE ACCELERATOR.

FROM PROMOTING EVENTS TO BUILDING RELATIONSHIPS

PHYSICAL EXPERIENCE + DIGITAL STORYTELLING + AI



A STRONGER, ALWAYS-ON VIET NAM DESTINATION BRAND

Thank you

Viet Nam — Timeless Charm