



Vietnamese Tourism Markets Remains Upbeat

Vietnamese Luxury Tourism Markets Remains Upbeat

June 22, 2009 - [PRLog](#) -- The domestic market is playing a more and more important role given the current decline in international tourist arrivals. Vietnam tourism and individuals tour companies need to develop the sector for the long-term development and focus on stimulus local market.

Pham Ha, Founder and CEO of Luxury Travel (www.LuxuryTravelVietnam.com) said that while the number of international travelers has fallen by over 22% during the first 6 months because of the economic downturn, the number of domestic travelers is still increased. His company smartly targets only 3% holidaymakers of class amongst 88 million Vietnamese.

“The number of high end customers increases at his first luxury tour company, they know what they want, look for quality holiday rather than cheap product with poor service. They are often cash rich, time poor but demanding” he said.

Ha noted that all hotels in the country now lower their room rates in the summer famous beach destinations for travel companies if they are to attract more visitors. Many hotels and resorts around the country and cruises in Halong Bay had taken bold steps in cutting room tariffs to lure Vietnamese high end tourists.

Keep an eye on domestic market, Luxury Travel develops outbound service in the attempt of company to fully tap the local luxury holidaymakers. Guest can book and plan their holiday at www.asiapremiumtravel.com. Asia Premium Travel Proprietary Limited Company has been positioned itself as Asia’s premier online luxury travel resource for elite Asian travelers.

Luxury Travel Co., Ltd. (Vietnam) is a 100% fully registered and privately-owned Vietnamese company. It was founded by luxury travel specialists since the 1990s when Vietnam had just opened its doors to worldwide tourism.

The Luxury Travel Company is Vietnam’s first luxury tour company and full travel service agency. Luxury Travel is experienced in providing special services and unique tourism products to luxury global travelers. The company’s depth of experience and large infrastructure enable it to create unique itineraries with the operational confidence to fulfill client expectations.

Luxury Travel Company’s main business activities - luxury inbound/outbound operator, luxury adventures, custom tours, romance, wellness and spa, MICE, family travel and private travel arrangements for VIP stars, celebrities, Royal and Government clientele, private jet and yacht cruises...nothing is impossible in the whole luxury meaning.

Last year, the company served 10,000 satisfied customers. Among Luxury Travel’s clients are ambassadors, senators, Russian millionaires, CEOs and presidents of Oman Oil Company, royalty and Oman Royal Government ministers, French ministers, Deputy Prime Minister of Canada...and others.

Luxury Travel operates two brands – Luxury Travel and Premium Travel, both for high-end travelers who are inbound and outbound. They are both registered by the National Office of Intellectual Property of Vietnam.

Luxury Travel is a member of Pacific Asia Travel Association (PATA), American Association of Travel Agents (ASTA), Vietnam National Administration of Tourism (VNAT), Vietnam E-Commerce Association (VECOM), Vietnam Tourist Association (VITA).

Luxury Travel has several locations throughout Vietnam. The Head Office is located in Hanoi. Branch offices are located in Ho Chi Minh City (formerly Saigon), Danang, Sapa and Nha Trang. Siem Reap, and Vientiane, sales offices will be opening soon in Sydney, Australia, and California, USA. All company operations are run by experienced, creative managers and guides.

Luxury Travel has won numerous other awards in Vietnam including the most recent award: Vietnam's Top Trade Service Awards 2007, Integration and Development Businesses Awards 2008, Cultural Entrepreneur Awards 2008, Excellent Performance - The Guide Awards 2007-2008, Vietnam's Excellent Product and Service Awards 2008 and Vietnam's Best Service Awards 2008.

Luxury Travel is headquartered in Hanoi and has offices around Vietnam and management offices in Laos and Cambodia. It pioneered luxury tourism development in the early 2004. Today, Luxury Travel boasts a 5-year industry track record and brands that are recognized nationally and worldwide. For more information about the company, check it out at www.luxurytravelvietnam.com

Brief:

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