

Nha Trang

Destination One-Pager

Vietnam’s veteran beach city: the Russian market’s first home, a recovered three-market demand base, and the coast’s most honest prices.

21.2M

international arrivals to Vietnam in 2025, an all-time high — Nha Trang is Vietnam’s Russian- and Chinese-market beach capital

TOP SOURCE MARKETS

China		5.28M (+41%)
South Korea		4.33M
Taiwan		1.23M
United States		849K
Japan		814K
Russia		690K (+197%)

Source: Vietnam National Authority of Tourism / GSO — <https://vietnamtourism.gov.vn/>

Full destination coverage: <https://travelintelligenceoffice.com/nhatrang/>

