

# Phan Thiet & Mui Ne

Destination One-Pager

Vietnam’s drive-to beach: an expressway from Ho Chi Minh City, Asia’s kite capital, and the south’s best-value resort strip.

21.2M

international arrivals to Vietnam in 2025, an all-time high — Phan Thiet-Mui Ne is Vietnam’s long-stay resort coast

TOP SOURCE MARKETS

|               |                        |              |
|---------------|------------------------|--------------|
| China         | <div><div></div></div> | 5.28M (+41%) |
| South Korea   | <div><div></div></div> | 4.33M        |
| Taiwan        | <div><div></div></div> | 1.23M        |
| United States | <div><div></div></div> | 849K         |
| Japan         | <div><div></div></div> | 814K         |
| Russia        | <div><div></div></div> | 690K (+197%) |

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

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