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EDITION 2026–2027

A PRACTICAL HANDBOOK FOR HR, ADMIN & EVENT TEAMS

# Vietnam MICE Planning Guide.

*Destinations, venues, visas, seasons, timelines and budgets for meetings, incentive trips, conferences and corporate events in Vietnam.*


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Luxfly MICE Team

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Cover: Ha Long Bay — photo by Shyamal, CC BY-SA 4.0, Wikimedia Commons

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## Who this guide is for

HR and People & Culture teams, office and admin managers, executive assistants, sales and marketing leaders running incentive programmes, and business owners planning a company trip, conference or retreat in Vietnam for 20 to 1,000+ guests.

## How to use it

Read sections 01–06 to shortlist a destination and season. Use 07–11 as working tools with your team. When you are ready, send the RFP checklist on page 14 to Luxfly and receive 2–3 costed options within 1–3 working days.

**A note on accuracy.** Regulations, venue capacities and flight schedules change. Facts in this guide were checked against official or venue sources in October 2026 (see page 17). Always confirm entry rules with official channels or with Luxfly before you book.

# Why Vietnam for your next MICE programme.

*Vietnam combines international-standard venues and five-star resorts with heritage landscapes, food culture and short internal flights, all at a cost level that lets a company reward more people for the same budget.*

**21.17M**
international arrivals in 2025, up 20.4% year on year

**90 days**
e-visa available to citizens of all countries, multiple entry

**3,747**
seats in the plenary hall of the Vietnam National Convention Center, Hanoi

## Strong reasons companies choose Vietnam

- **Easy entry.** E-visa for all nationalities, plus 45-day visa-free stays for many European countries, Japan and South Korea (details on page 8).
- **Proven infrastructure.** Convention centres in Hanoi, Da Nang and Ho Chi Minh City, and international resorts and hotel brands in every major hub.
- **Variety in one trip.** Bays, beaches, heritage towns and mountains, often within a one- to two-hour domestic flight.
- **Value for money.** Accommodation, F&B and ground services typically cost less than in many regional hubs, so budgets stretch further.

## What experienced planners watch out for

- **Seasonality differs by region.** The north, centre and south have different dry and rainy seasons (page 9).
- **Group air capacity.** Peak holidays fill flights and rooms early; block seats and rooms as soon as dates are firm.
- **Entry purpose.** Some visa exemptions are for tourism; delegates attending business meetings should confirm the right visa type.
- **One accountable partner.** Using a licensed local DMC simplifies contracts, VAT invoicing and on-site problem solving.

> Vietnam's top inbound markets in 2025 were mainland China (5.28 million), South Korea (4.33 million) and Taiwan (1.23 million), which means regional flight connections are frequent and competitive.

Sources: Vietnam News (VNA), Jan 2026; Resolution 127/NQ-CP (2023); Vietnam National Convention Center data.

02 · CHOOSING A DESTINATION

# Eight MICE hubs compared.

*Start with your objective: a business-first conference, a reward trip, or a mix of both ("bleisure").*

| DESTINATION | BEST FOR | GATEWAY | BEST SEASON |
|---|---|---|---|
| **Hanoi** | Conferences, government and partner meetings, gala dinners with culture, city incentives | Noi Bai International (HAN) | Oct – Apr |
| **Ha Long & Lan Ha Bay** | Overnight cruises, company trips, team building, signature dinners on the bay | Via Hanoi or Van Don (VDO) | Oct – Apr |
| **Ninh Binh** | Workshops in resort settings, short bleisure trips, heritage experiences | Around 2 hours by road from Hanoi | Oct – Apr |
| **Da Nang – Hoi An** | Large conferences, beach incentives, resort retreats, heritage evening events | Da Nang International (DAD) | Feb – May |
| **Nha Trang – Cam Ranh** | Beach conferences, multi-day government and corporate events | Cam Ranh International (CXR) | Jan – Aug |
| **Phu Quoc** | Luxury incentives, island resorts, dealer and top-performer rewards | Phu Quoc International (PQC) | Nov – Mar |
| **Ho Chi Minh City** | Exhibitions, product launches, large customer conferences | Tan Son Nhat International (SGN) | Nov – Apr |
| **Quy Nhon** | Quieter beach retreats, boutique incentives, leadership off-sites | Phu Cat (domestic) | Feb – Aug |

## Quick rule of thumb

**Business first:** Hanoi, Ho Chi Minh City or Da Nang for venue capacity and flights.
**Reward first:** Phu Quoc, Nha Trang or a Ha Long cruise.
**Both:** Da Nang–Hoi An or Hanoi + Ninh Binh / Ha Long.

## Combine two regions

Many groups pair a city with a nature destination, for example 2 nights Hanoi (meetings, gala) + 1 night Ha Long Bay cruise, or 3 nights Da Nang (conference) + Hoi An evening experience.

Best-season guidance summarised from Vietnam Tourism climate information; Nha Trang and Quy Nhon from Luxfly operating experience.

03 · DESTINATION SNAPSHOTS

# The North: Hanoi, Ha Long Bay, Ninh Binh.



## Hanoi

Vietnam's capital and a natural home for conferences, ministry-hosted forums and partner summits. Five-star ballrooms, the 3,747-seat National Convention Center and a rich cultural scene for evening programmes.

CONFERENCE · GALA · CITY INCENTIVE

## Ha Long & Lan Ha Bay

A UNESCO World Heritage seascape. Overnight cruises and bay-view resorts make it ideal for company trips, recognition dinners and team building. Calmest water from November to March.

CRUISE · TEAM BUILDING · INCENTIVE

## Ninh Binh

Limestone karsts, rivers and pagodas around two hours from Hanoi. Resorts here suit workshops followed by sightseeing, a format Luxfly delivered for 150 Dell Technologies partners.

WORKSHOP · BLEISURE · HERITAGE

> **Planner's tip:** The north has a cool, dry season (roughly November to March) that suits outdoor activities. Summer (May–September) is hot and humid with a risk of storms, so plan indoor alternatives and flexible cruise dates.

Photo: View from Titov Island, Ha Long Bay — Jakub Hałun, CC BY 4.0, Wikimedia Commons.

# Central & South: beaches, heritage and business.




Photo: Lanterns of Hoi An — Deba Prasad Roy, CC0, Wikimedia Commons.

## Da Nang – Hoi An

Host city of APEC 2017. Ariyana Convention Centre can seat up to 3,000 for conferences and 1,500 for banquets, beside beachfront resorts. Hoi An's lantern-lit old town is 30–45 minutes away for unforgettable evening events. Best from February to May; avoid peak storm months (October–November) for outdoor-heavy programmes.

## Nha Trang – Cam Ranh

Large integrated beach resorts with ballrooms and private beaches, served by Cam Ranh International Airport. Luxfly ran a 3-day national conference here for 250 delegates with gala dinner and sightseeing.

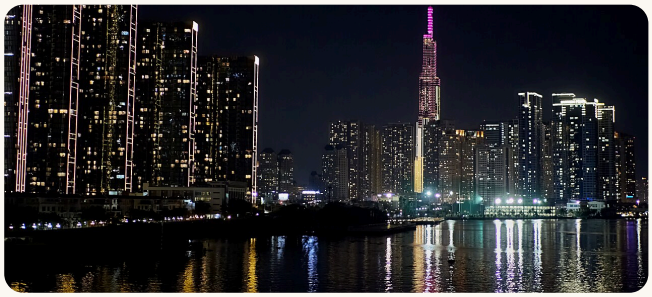
## Phu Quoc

Vietnam's island for luxury incentives: resort clusters, sunset venues and island-hopping. Best from November to March when the sea is calm; some beach venues scale down in the rainy season.

## Ho Chi Minh City

The commercial capital, with exhibition halls, flexible event spaces such as GEM Center (21 function spaces for 10 to 1,800 guests) and a strong dining scene. Dry from November to April; short afternoon showers in the wet season rarely stop indoor events.





Photos: Dragon Bridge, Da Nang — Thangphan, CC0; Ho Chi Minh City — lumoplank, CC0; both Wikimedia Commons.

# Venues & hotels.

*Match the venue to your format first, then to your brand. Below are reference points for large events; most corporate groups of 50–400 are best served by hotel and resort ballrooms.*

| VENUE | CITY | REFERENCE CAPACITY (OFFICIAL/VENUE DATA) |
|---|---|---|
| **Vietnam National Convention Center** | Hanoi | Plenary hall 3,747 seats; banquet hall up to 1,800 guests |
| **Ariyana Convention Centre** | Da Nang | Column-free ballroom 2,079 m²: up to 3,000 conference / 1,500 banquet |
| **GEM Center** | Ho Chi Minh City | 21 configurable function spaces for 10 to 1,800 guests |

## Hotel & resort options by group size

- **20–80 guests:** boutique resorts, private villas, cruise charters, restaurant buy-outs.
- **80–300 guests:** five-star city hotels and integrated beach resorts with one main ballroom.
- **300–1,000+ guests:** convention centres or resort clusters, often split across two hotels.

## Luxfly hotel & supplier network

Direct relationships with Vinpearl, JW Marriott, Accor, Radisson, Hilton and Vietnam Airlines help secure peak-season rooms, group fares and flexible name changes.

## Site-selection questions to ask

- [ ] Ceiling height and rigging points for LED and staging
- [ ] Load-in access and set-up time before your session
- [ ] Breakout rooms on the same floor as plenary
- [ ] Room block, cut-off date and attrition terms
- [ ] In-house AV vs. external supplier policy
- [ ] Wet-weather back-up for outdoor dinners
- [ ] Transfer time from airport and between venues
- [ ] Accessibility for guests with reduced mobility

Sources: Wikipedia / NCC; Ariyana Convention Centre; Destination Asia news on GEM Center. Capacities depend on layout; always request current floor plans.

# Visas & entry for international delegates.

*Most delegates can enter Vietnam either visa-free or with an e-visa obtained online before travel.*

### E-visa: open to all nationalities

Since 15 August 2023 (Resolution 127/NQ-CP), Vietnam issues e-visas to citizens of all countries and territories, valid for up to **90 days**, single or multiple entry, usable at designated international airports, land borders and seaports.

Apply only through the official portal: **evisa.gov.vn**. Allow enough processing time before departure.

### 45-day visa-free entry

**13 countries** (Resolution 128/NQ-CP, 2023): Germany, France, Italy, Spain, United Kingdom, Russia, Japan, South Korea, Denmark, Sweden, Norway, Finland, Belarus.

**12 countries, for tourism purpose** (Resolution 229/NQ-CP, valid 15 Aug 2025 – 14 Aug 2028): Belgium, Bulgaria, Croatia, Czech Republic, Hungary, Luxembourg, Netherlands, Poland, Romania, Slovakia, Slovenia, Switzerland.

## Practical guidance for group organisers

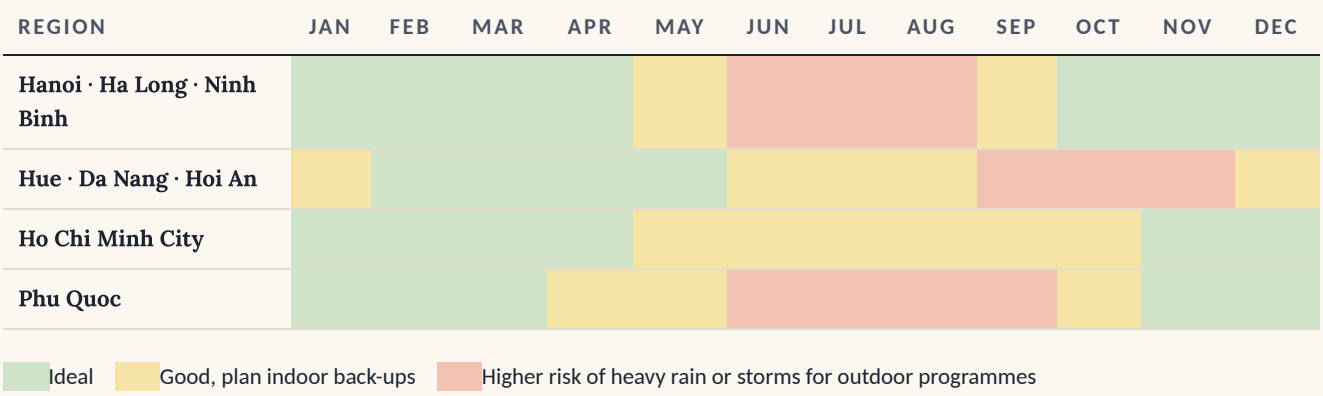
- **Check purpose of travel.** Incentive trips are usually tourism. Delegates who will attend business meetings or speak at events should confirm whether a business visa sponsored by a Vietnamese organisation is more appropriate.
- **Mixed nationalities.** Build a delegate list with nationality and passport expiry early; Luxfly checks each nationality against current rules.
- **Passport validity.** Ensure passports have sufficient validity and blank pages; airlines may deny boarding otherwise.
- **ASEAN neighbours** have their own shorter visa-free periods; check by nationality.
- **Arrival experience.** VIP fast-track at Noi Bai, Tan Son Nhat, Da Nang or Cam Ranh shortens immigration queues for executives and speakers.

> **Important:** Visa policy can change. This page reflects official resolutions as of October 2026. Before booking, confirm requirements on evisa.gov.vn, with the Vietnam Immigration Department or a Vietnamese embassy, or ask Luxfly's visa desk.

06 · SEASONS

# Seasons & weather calendar.

*Vietnam is long and narrow, so "the best time" depends on where you go. Use this calendar to match dates to destinations.*




## North

Cool and dry from November to March; pleasant in October–April. Hot, humid and rainy from May to September, with late-summer storm risk around Ha Long Bay.

## Centre

Best from February to May. Heavy rain from September to January; typhoon season September–November, peaking in October, when Hoi An can flood.

## South

Dry from November to April. Rainy season May–October brings short afternoon downpours; direct typhoon hits are rare.

## Holiday peaks to plan around

Lunar New Year (Tet, January/February), 30 April – 1 May and 2 September holidays fill flights and resorts with domestic travellers. Book early or avoid these dates.

Source: Vietnam Tourism, "When to go to Vietnam — climate" (accessed October 2026). Calendar simplified for planning; conditions vary by year.

07 · PLANNING TIMELINE

# From brief to show day.

*Luxfly recommends 4–6 weeks for domestic programmes and 8–10 weeks for international groups that need visas and group air. Add 2–4 weeks for groups above 200 guests or peak season. For the smoothest result, start 16 weeks out.*

| | |
|---|---|
| T – 16 wks | **Define objectives & brief**<br>Business goal, audience, group size, budget range, preferred dates and destinations. Appoint one internal decision-maker. |
| T – 14 wks | **Request proposals**<br>Send the RFP (page 14). Receive 2–3 itinerary, venue and concept options with itemised quotes in 1–3 working days. |
| T – 12 wks | **Select & contract**<br>Optional site inspection. Confirm venue, hotel room block and group flights. Agree payment schedule and cancellation terms. |
| T – 10 wks | **Delegate data & visas**<br>Collect names, nationalities and passport details; start e-visa or business-visa process; launch registration. |
| T – 8 wks | **Content & creative**<br>Agenda, speakers, gala theme, stage design, branding, gifts and team-building scenario. |
| T – 4 wks | **Rooming & logistics lock**<br>Final rooming list, flight manifests, transfer plan, dietary needs, insurance list. |
| T – 1 wk | **Run-of-show**<br>Detailed run-sheet, rehearsals, supplier briefings, emergency contacts, wet-weather plan. |
| Show days | **Delivery**<br>One project manager on site, operations team and 24/7 hotline throughout the programme. |
| T + 2 wks | **Report & close-out**<br>Photos and video, satisfaction survey, final reconciliation and VAT invoice. |

08 · BUDGET

# Building a realistic budget.

*Every programme is different, so start from a per-guest envelope and the cost lines below. Ask for 2–3 options at different budget levels to make internal approval easier.*

| COST LINE | WHAT DRIVES IT | HOW TO OPTIMISE |
|---|---|---|
| **Flights** | Origin cities, travel dates, group size, name-change flexibility | Block group fares early; avoid holiday peaks; consider mid-week departures |
| **Accommodation** | Hotel category, room type, single vs. twin sharing, season | Negotiate a room block with clear cut-off and attrition terms |
| **Venue & AV** | Ballroom size, LED, staging, interpretation, livestream | Use hotel packages for meetings; reserve budget for one "wow" element |
| **Food & beverage** | Gala format, free-flow drinks, themed dinners, outside venues | Mix hotel meals with one or two local dining experiences |
| **Ground transport** | Coach size, distances, airport transfers, guide ratio | Stagger arrivals; cluster activities by area |
| **Activities** | Team building, cruises, private tours, performers | Choose one signature experience instead of many small ones |
| **Production & branding** | Stage, backdrops, printed materials, gifts, photo & video | Reuse modular branding across sessions and the gala |
| **Insurance & contingency** | Group travel insurance, weather back-ups | Keep a 5–10% contingency line |

### Procurement-friendly by design

Luxfly provides itemised quotations with no hidden fees, formal service contracts and full VAT invoices, and operates under International Travel Business License No. 01-2367/2023/CDLQGVN.

### Questions finance will ask

- [ ] Which currency and payment schedule?
- [ ] What is refundable, and until when?
- [ ] Who carries foreign-exchange risk?
- [ ] Is insurance included for all guests?

09 · EXPERIENCES

# Incentive & team-building ideas.

*The best programmes link every experience to the message of the trip. These ideas work well with corporate groups in Vietnam.*

## Signature evenings

- Gala dinner on a beach lawn in Da Nang or Nha Trang with a themed stage
- Lantern-lit private dinner in Hoi An's old town
- Sunset dinner cruise on Ha Long or Lan Ha Bay
- Heritage-venue reception in Hanoi with traditional music

## Team building

- Themed beach games for 50–400 guests with clear team scoring
- Amazing-race style challenge through Hanoi's Old Quarter
- Kayaking and cave exploration on Lan Ha Bay
- Cooking class with a market visit

## Culture & discovery

- Sampan boat ride through Trang An, Ninh Binh
- Street-food tasting by cyclo or electric car
- Craft-village visits: lacquer, silk, lanterns, pottery
- Private water-puppet or folk-music performance

## Purpose & CSR

- School or library build with a local partner
- Beach clean-up combined with a recognition ceremony
- Tree planting or support for local craftspeople
- Low-plastic events and local sourcing

**Make it memorable:** One concept from welcome to farewell works better than a list of activities. Luxfly's "We are One" programme for 350 guests in Ha Long carried a single message from team building to the gala night.

10 · DUTY OF CARE

# Duty of care & risk management.

*Companies remain responsible for their people while travelling. A clear plan protects guests, your brand and your budget.*

## Before travel

- [ ] Group travel insurance covering medical, delay and cancellation
- [ ] Medical and dietary information collected confidentially
- [ ] Emergency contact list for every guest
- [ ] Licensed transport providers and qualified guides
- [ ] Pre-trip briefing: weather, dress code, money, local etiquette

## Weather plan

- [ ] Indoor alternative for every outdoor session
- [ ] Cruise and island transfer rules if the sea is closed
- [ ] Clear decision time and owner for "go / no-go"
- [ ] Flexible flight and hotel terms in storm season

## On site

- [ ] One project manager and a 24/7 hotline
- [ ] Headcounts at every transfer and activity
- [ ] Nearest international-standard hospitals mapped for each location
- [ ] Water-activity safety: life jackets and certified operators
- [ ] Responsible alcohol service and safe transport after galas

## After the programme

- [ ] Incident log and lessons learned
- [ ] Satisfaction survey and ROI summary
- [ ] Final reconciliation and VAT invoice

11 · REQUEST FOR PROPOSAL

# The RFP checklist.

*Send these details and you will receive accurate, comparable options quickly. Missing items? Send what you have; we will help fill the gaps.*

## The programme

- [ ] Type: meeting, incentive, conference, event, team building
- [ ] Objective and key message
- [ ] Number of guests (range is fine)
- [ ] Preferred dates and flexibility
- [ ] Duration (days / nights)
- [ ] Destination(s) or "open to suggestions"

## Guests & travel

- [ ] Departure cities and nationalities
- [ ] Flights needed? Class of travel
- [ ] Visa support needed?
- [ ] Hotel category and room sharing
- [ ] VIPs, speakers or special requirements

## Content & services

- [ ] Meeting format and AV needs
- [ ] Gala dinner, theme, entertainment
- [ ] Team building and sightseeing
- [ ] Interpretation, registration, gifts
- [ ] Photo, video, branding

## Commercials

- [ ] Budget per guest or total budget
- [ ] Currency and payment preferences
- [ ] VAT invoice details
- [ ] Decision date and decision-makers
- [ ] Your contact person and channel

## Send your RFP in two minutes

Online form: **luxfly.vn/en/mice-travel-vietnam/#rfp** · Email: **res@e2avietnam.com** · WhatsApp / Zalo: **+84 982 545 898**

A MICE specialist replies within 24 business hours.

# Programmes Luxfly has delivered.

*Four programmes representing our main client types.*

| PROGRAMME | CLIENT & VENUE | SCALE |
|---|---|---|
| **Open Technology Forum 2025**<br>Forum · Government & tech | Ministry of Science and Technology of Vietnam, with APAC Corp, Palo Alto, Quantum and Arista. JW Marriott Hotel Hanoi. | 300 attendees<br>1 day · Hanoi |
| **Bring AI to Your Data Workshop**<br>Partner workshop · Incentive | Dell Technologies, with AMD, ADG, Synnex FPT, NT&T and IDC Group. Emeralda Resort Tam Coc, Ninh Binh. | 150 guests<br>2 days / 1 night |
| **National Data Strategy Implementation Conference**<br>Conference · Government & tech | Ministry of Information and Communications, with AWS, Veeam, ASUS and Samsung. Vinpearl Beachfront Nha Trang. | 250 delegates<br>3 days / 2 nights |
| **Company Trip "We are One"**<br>Incentive · Team building | Ha An Printing JSC. Muong Thanh Luxury Ha Long, Quang Ninh. | 350 guests<br>3 days / 2 nights |

## What clients valued

- One contract and one contact for air, accommodation, event and sightseeing.
- Protocol standards suited to senior government officials and multinational companies.
- Smooth coordination between organisers, hotels and multiple co-hosting partners.
- A single concept carried from team building to gala night.

Luxfly's wider client and partner network includes Dell Technologies, Microsoft, IBM, Fubon Life, Synnex FPT and VNPT. Full case studies and a 178-photo gallery: **luxfly.vn/en/mice-travel-vietnam/**

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13 · WORKING WITH LUXFLY

# One accountable partner for MICE in Vietnam.

*Luxfly (E2A Vietnam Service and Tourism Company Limited) is a Hanoi-based DMC and MICE agency operating since 28 January 2013, with more than 10 years in group air ticketing.*

| 13+ | 30+ | 24h |
|---|---|---|
| years in operation | corporate partners and clients | reply; proposal in 1–3 days |

## Our 5-step process

1 **Brief**
Objectives, group size, budget and timing — confirmed requirements and a named project lead within 24 hours.

2 **Proposal & quote**
2–3 itinerary, venue and concept options with an itemised quote in 1–3 days.

3 **Site visit & contract**
Optional inspection; services confirmed; flights and rooms held.

4 **Delivery**
Project manager and operations team on site, 24/7 support.

5 **Report & close-out**
Wrap-up report, photos and video, survey, final settlement and VAT invoice.

## Plan your MICE programme in Vietnam

luxfly.vn/en/mice-travel-vietnam/#rfp · res@e2avietnam.com · WhatsApp / Zalo +84 982 545 898
Floor 3, Viet Building, 245 Doan Ke Thien, Phu Dien, Hanoi, Vietnam

# Sources & credits.

## Facts and figures (accessed October 2026)

- International arrivals 2025 and source markets: Vietnam News / Vietnam News Agency, "Việt Nam's international tourism sees best year in 2025".
- E-visa for all nationalities (90 days, multiple entry) and 45-day visa-free stays for 13 countries: Resolutions 127/NQ-CP and 128/NQ-CP (2023), reported by Asia News Network.
- 45-day visa exemption for 12 countries (tourism purpose, 15 Aug 2025 – 14 Aug 2028): Resolution 229/NQ-CP (2025), Thư Viện Pháp Luật.
- Official e-visa portal: evisa.gov.vn.
- Vietnam National Convention Center capacities: Wikipedia, "Vietnam National Convention Center".
- Ariyana Convention Centre capacities and APEC 2017: ariyanacentre.com.
- GEM Center function spaces: Destination Asia News.
- Climate and seasons: Vietnam Tourism, "When to go to Vietnam — climate".
- Luxfly company information, case studies and process: luxfly.vn/en/mice-travel-vietnam/.

## Photography

- Cover: "Ha Long Bay 22" by Shyamal, CC BY-SA 4.0, Wikimedia Commons.
- Page 5: "View of sea from Titov Island, Ha Long Bay" by Jakub Hałun, CC BY 4.0, Wikimedia Commons.
- Page 6: "Lanterns of Hoi An 02" by Deba Prasad Roy, CC0; "Da nang dragon bridge" by Thangphan, CC0; "Ho Chi Minh City - Saigon1324" by lumoplank, CC0; all Wikimedia Commons.

> This guide is for general planning only and does not constitute legal or immigration advice. Information is believed accurate at the time of writing; Luxfly cannot accept responsibility for later changes to regulations, schedules or venue specifications.

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