



**HANOI DEPARTMENT OF CULTURE,
SPORTS AND TOURISM**



**VIETNAM TOURISM
ASSOCIATION**



VITM HANOI 2014

Date: 1 March 2014

Dear Sirs/Madam,

Warmest greetings from Hanoi Department of Culture, Sports and Tourism- Hanoi People's Committee

Vietnam is keen to establish Vietnam's tourism brand in order to develop the tourism industry and to turn Vietnam into a leading destination in the region. Therefore, Hanoi Department of Culture, Sports and Tourism in collaboration with Vietnam Tourism association (VITA) and Vietnam National Administration of Tourism (VNAT) to organize the **Vietnam International Travel Mart Hanoi 2014 (VITM Hanoi 2014)** between 3rd April and 6th April 2014.

VITM Hanoi 2014 is expected to welcome more than 400 exhibitors both international and local with 500 booths and generate the attendance of 50,000 visitors. There will be a series of activities including international workshops, press conferences and destination presentations, VITM Hanoi 2014 will remain the largest international tourism mart ever held in Vietnam.

VITM Hanoi 2014 is a showcase for stimulating travel, tourism, hospitality, leisure and other related industries, both within Vietnam and abroad. The event aims to become the most wanted international travel exhibition in Vietnam, and offer new routes to establish the country amongst the most popular destinations in Asia.

On this occasion, we would like to invite international media and buyers, who have been selling or planning to sell tourism products of Vietnam, to attend the VITM. All expenses of land arrangements such as transfers and transportations, accommodation, all meals and FAM tour in Hanoi from 2nd to 7th April 2014 are covered by the Organizing Committee.

Please kindly fill in the registration form and send back to us. We will get back to you accordingly whether you are qualified as hosted buyer/hosted media.

Enclosed herewith are the registration form and program for your information.

We look forward to hearing from you soon.

Faithfully yours,



Mai Tien Dung
Deputy General Director of Hanoi Department of Culture,
Sports and Tourism- Hanoi People's Committee
Standing Vice Chairman of the VITM Organizing Committee

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