

Bolstered Air Links Key to Helping Golf Tourism Soar in Central Vietnam

Relaunched Tokyo-Danang route the latest in a long line of infrastructure boosts for the region

DANANG, VIETNAM (March 27, 2023) – New and reestablished air links with important markets including Japan, Korea, India, and China will allow golf tourism to take flight again in Central Vietnam.

That's the view from the Vietnam Golf Coast (VGC) — a freshly rebooted destination marketing organization that links the region's best signature golf courses.

Danang International Airport is currently Vietnam's third busiest aviation hub. And it's gearing up for a bumper period ahead as Central Vietnam reasserts its reputation as a hub for golf and rolls out the red carpet for visitors travelling from Japan, China, India, Korea, Thailand, Taiwan, Cambodia, Laos, Singapore, Hong Kong, Macau, and Malaysia: its current roster of international destinations.

In late March, national carrier Vietnam Airlines resumed its popular route between Danang and Tokyo, Japan's capital. The coming months, meanwhile, will witness a ramping up of services between Danang and tier-one Chinese cities including Shanghai, Guangzhou, and Chengdu.

These developments come hot on the heels of other major route launches and resumptions.

New routes launched so far in 2023 include services linking Danang with Taipei in Taiwan and Macau. Other relaunched links include one between Danang and Vientiane, the capital of Laos.

Last year, meanwhile, low-cost carrier Vietjet Air launched new routes from Danang to Singapore, Busan in South Korea, and major Indian cities including New Delhi, Mumbai, and Bangalore.

"With its range of clubs and off-course attractions, central Vietnam is a truly world-class golf hub. The fact that it's better connected than ever with the rest of the region can only be good news for the destination," said Gary Dixon, general manager at Ba Na Hills Golf Club, one of the driving forces in the VGC and home to a championship layout masterminded by 2023 European Ryder Cup team captain Luke Donald.

With high-quality golf combined with incredible beaches and luxury accommodations like the award-winning properties at Laguna Lang Co —resorts Banyan Tree Lang Co and Angsana Lang Co, and the Laguna Park Villas private residences — Central Vietnam is arguably Vietnam's hub for golf tourism. It offers a range of attractions, including the heritage sites in history-steeped Hoi An and the Golden Bridge at Sun World Ba Na Hill: a 150-metre-long pedestrian bridge that is one of Asia's most photographed landmarks.

Its myriad attributes are complemented by world-class infrastructure that includes Danang International Airport, which links Danang with direct flights to 25 regional destinations and 8 destinations within Vietnam.

Clubs in the area are reporting brisk business as golf travel returns with a vengeance. Banner events such as the Danang International Fireworks Festival—a two-month-long jamboree encompassing firework performances and cultural celebrations that returns in June after a two-year hiatus— are also helping to elevate the destination and tempt back international visitors.

“Central Vietnam is ready to welcome back the world,” said Adam Calver, Director of Golf & Destination Marketing at Laguna Lang Co, home to an award-winning Sir Nick Faldo Signature Design. “Markets such as Korea and Japan have traditionally been huge for us and we are delighted to see travel ramping up from these countries and other destinations including giants like China and India, the two most populous countries on the planet. These air links will contribute to opening more opportunities, boosting the economy, and promoting trade and tourism.”