



# Investment Opportunities in Tourism in Da Nang



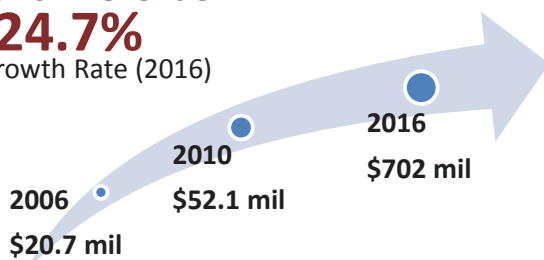
Da Nang Investment Promotion Agency  
Oct 15, 2017

# Danang Tourism Market Overview

## Tourism revenue

**24.7%**

Growth Rate (2016)



## Labor force

**71,600**

No. of Employees (2014)

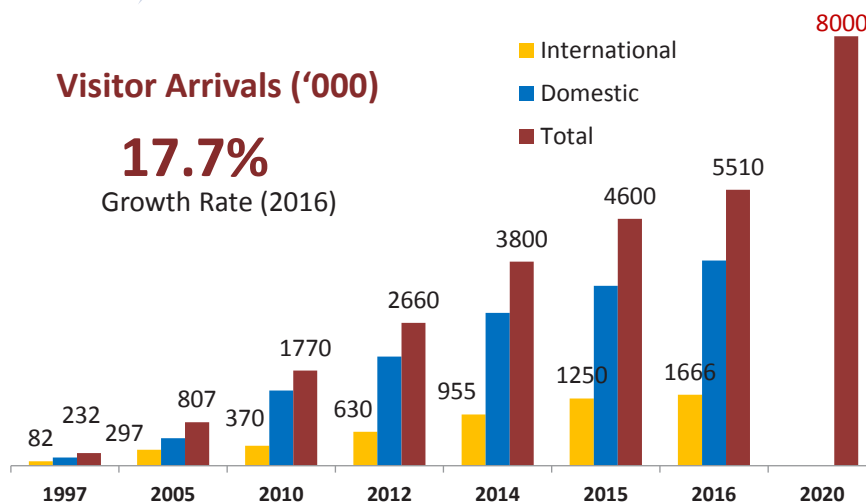
**20** tourism training facilities  
(10 universities)

**3,500** students annually

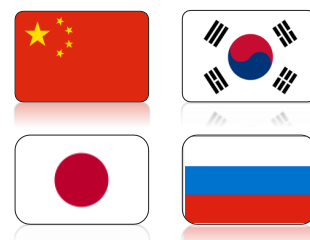
## Visitor Arrivals ('000)

**17.7%**

Growth Rate (2016)

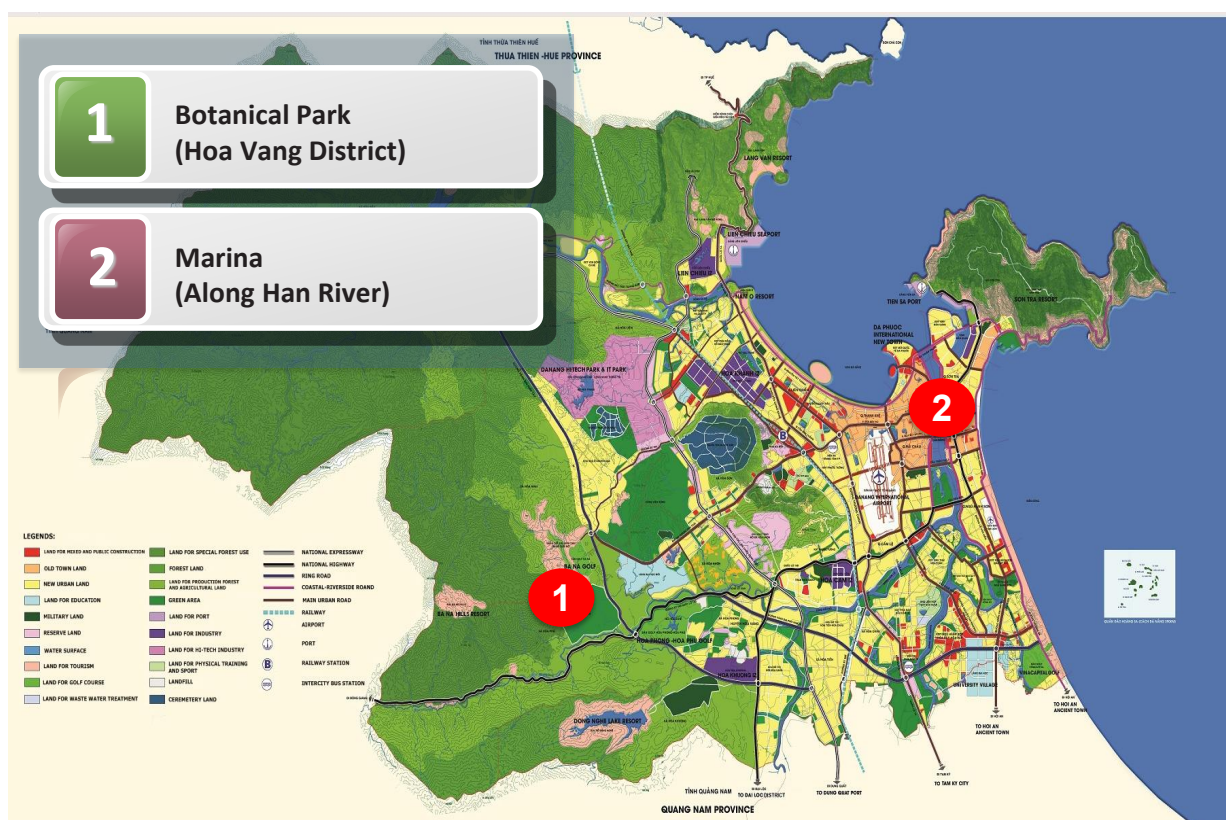


## Top Foreign Markets



2

# Projects calling for investment



# Botanical Park – Project Outline

## Project Content

- Develop a Botanical Park for not only biological conservation but also for education and tourism purpose to serve locals and tourist.

## Investment Form

- 100% private investment

## Estimated Investment Capital

- 88 million USD

## Location

- 200 ha
- Hoa Phu Commune, Hoa Vang District, Danang City

## Botanical Park – Location

## Location Highlights

- 24 km from City Center
- 24 km from Danang International Airport
- 22 km from Danang Hi-tech Park
- 10 km from Danang – Quang Ngai Expressway

## Land Status

Bare land, mostly hilly





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# Botanical Park – Proposed Timeline

Phase 1  
(2016-2020)

- Planting trees and vegetation, building amusement facilities

Phase 2  
(2021-2015)

- Developing eco-tourism combining nature sightseeing and sport activities
- Organizing thematic festivals (flower, bonsai, fruits, etc.)

Phase 3  
(2026 – 2030)

- Introducing plants in compatibility with the local climate and land condition

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# Botanical Park – Conceptual Design



The Green Avenue surrounding the Park



Botanical Garden  
Point Lookout Resting Area  
Square  
Fountain  
Lighting System



Education Garden  
Research Area  
Flower Greenhouse  
Breeding Greenhouse



Amusement Garden for festive activities and public events

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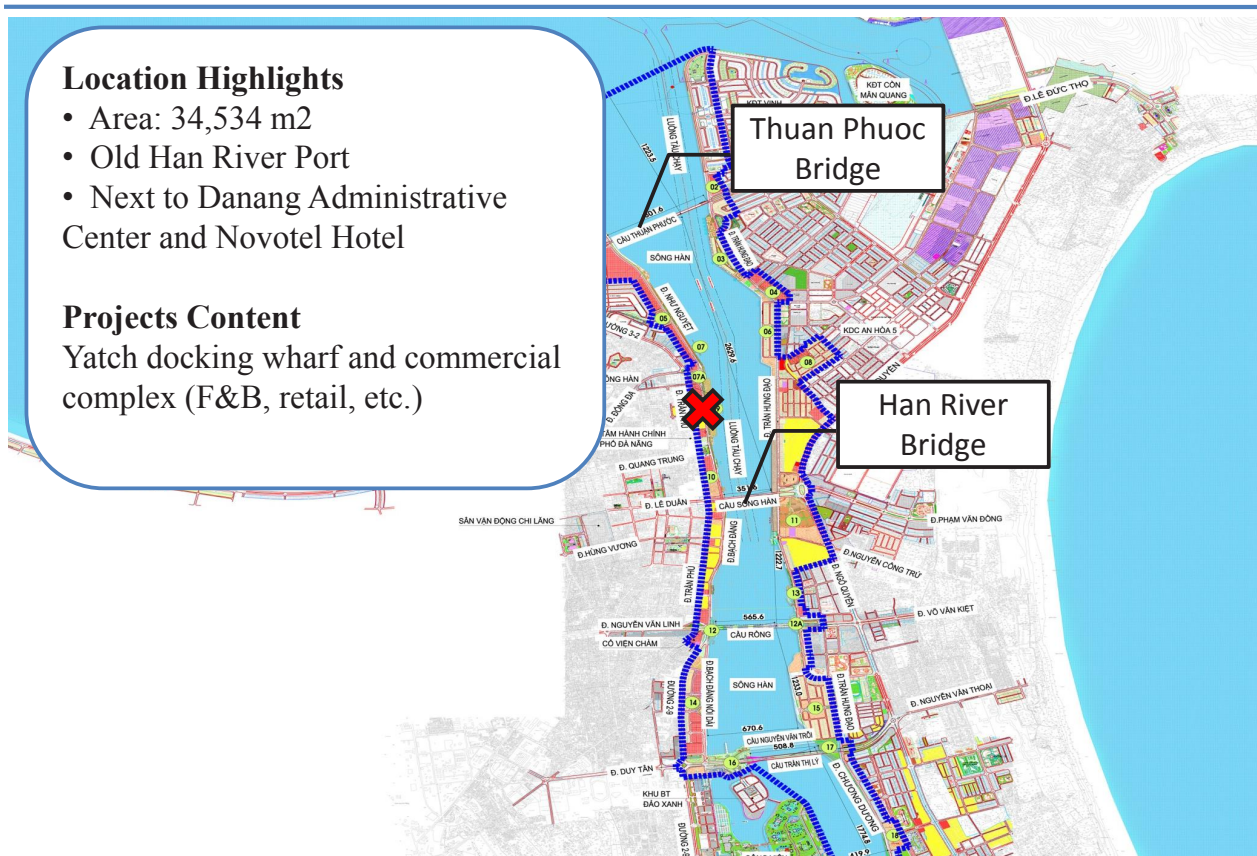
## Marina – Location 1

### Location Highlights

- Area: 34,534 m<sup>2</sup>
- Old Han River Port
- Next to Danang Administrative Center and Novotel Hotel

### Projects Content

Yatch docking wharf and commercial complex (F&B, retail, etc.)



2

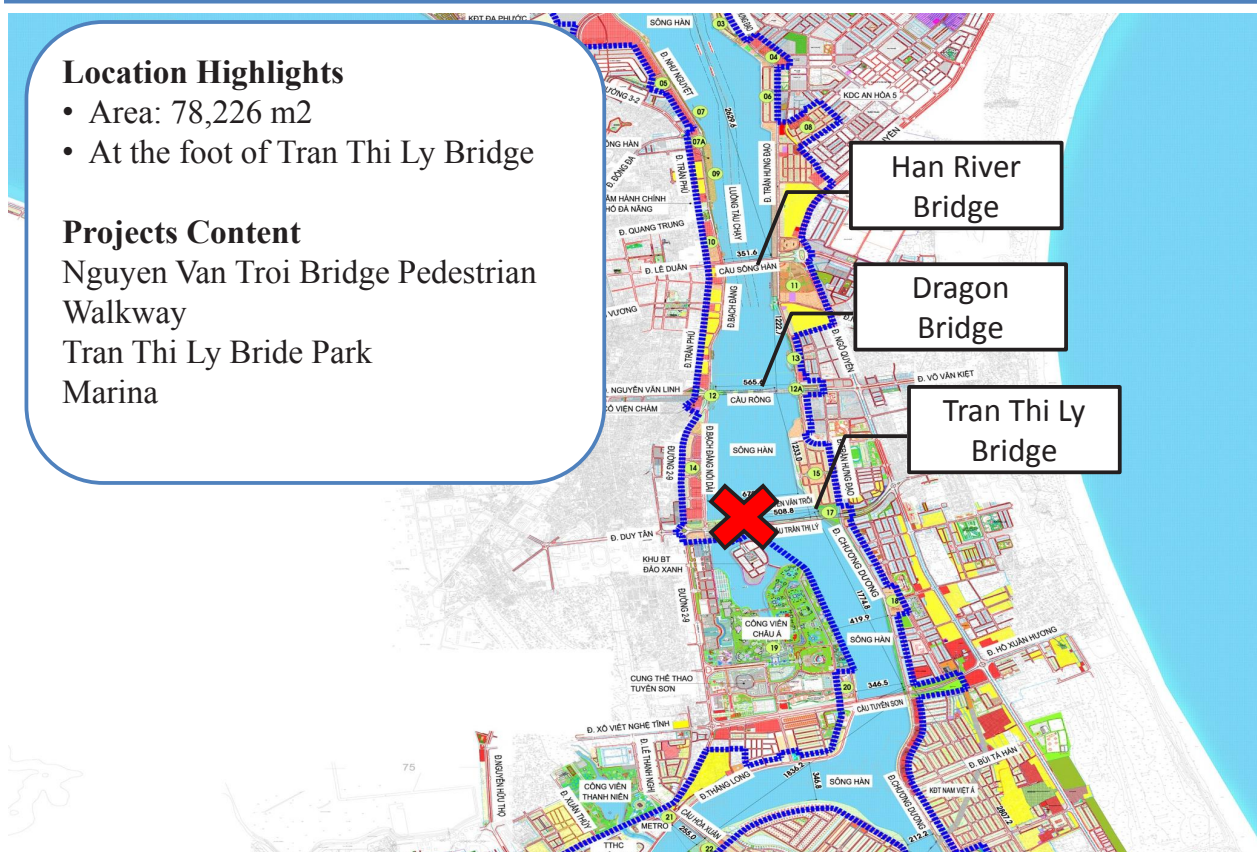
## Marina – Location 2

### Location Highlights

- Area: 78,226 m<sup>2</sup>
- At the foot of Tran Thi Ly Bridge

### Projects Content

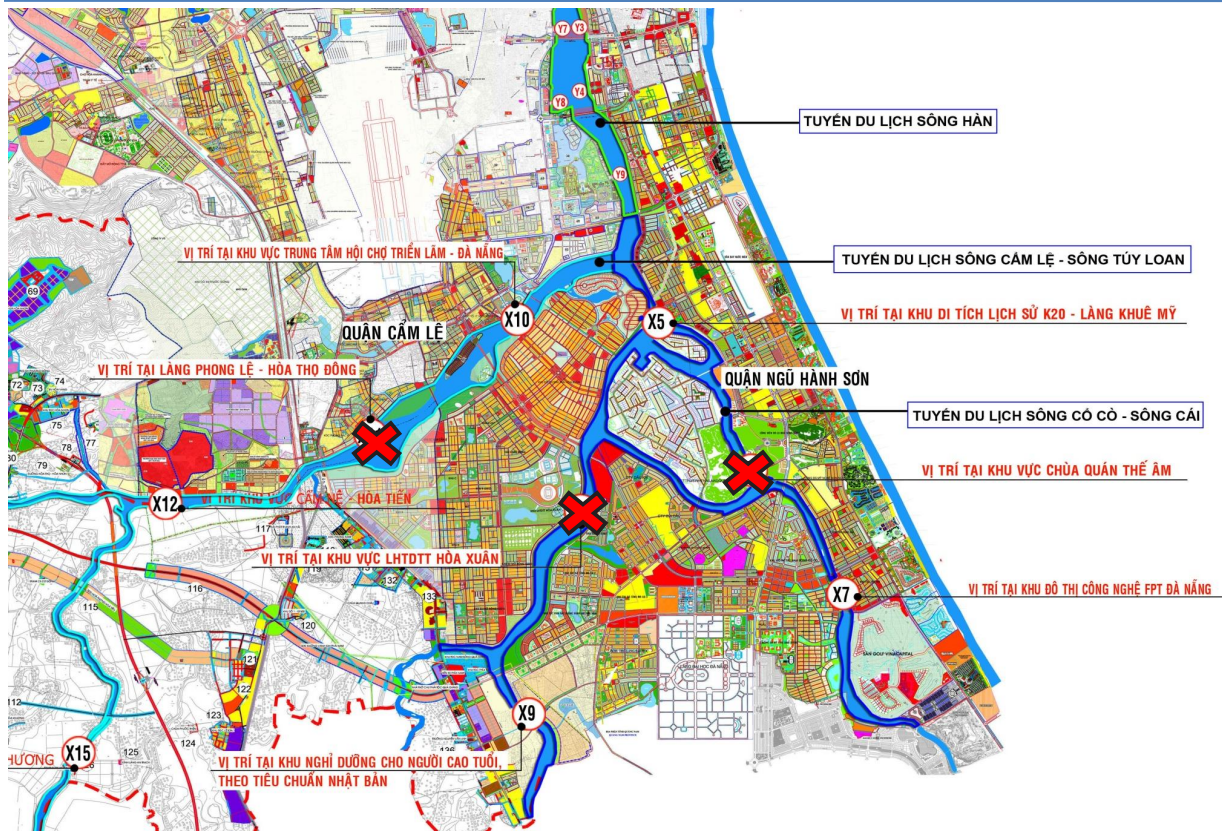
Nguyen Van Troi Bridge Pedestrian Walkway  
Tran Thi Ly Bridge Park  
Marina





2

## Marina – Location 3, 4, 5



Please contact

**IPA**  
DANANG

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