



MEDIA COVERAGE

Publishing date: Sep. 20, 2009

Publication: Phap Luat Thanh Pho Ho Chi Minh (Ho Chi Minh City Law)

Page 11

Size 360 x 170 mm

Translated headline: Why did the number of tourist arrivals in Vietnam decrease?

Mai Asia Delivers Presentation to Vietnamese Tourism Industry

Ho Chi Minh City: September 20, 2009 - At an event, organized by the Ho Chi Minh City (Vietnam) tourism industry, Mai Asia delivered a presentation about how to strategically approach the challenges Vietnam's tourism industry experiences from the current economic downturn.

Newspaper 'Phap Luat Thanh Pho Ho Chi Minh' ('Ho Chi Minh City Law') referred to Mai Asia's example of Yubari (Japan). Thanks to proper market research and strategy, this small city had been able to reposition itself and experience strong tourism growth.

Mai Asia pointed out that Vietnam itself faces a challenge less demanding than that of Yubari. Therefore, with a sound strategy it should be possible to revert the industry trend and withstand the downturn as Malaysia did.