HANOI TOURISM DEPARTMENT

NEWSLETTER

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Hanoi

Celebrates heritage at 2025 Tourism Gift Festival



From April 11-13, Hanoi's Tran Nhan Tong Street in Hai Ba Trung District transformed into a vibrant cultural space during the Hanoi Tourism Gift Festival 2025. Held under the theme *"Hanoi Tourism – A World Heritage Destination,"* the event attracted thousands of locals and international visitors, showcasing the capital's rich cultural and historical identity through unique souvenirs and immersive tourism experiences.

Snapshots of Hanoi's past

The festival brought together around 80 themed booths, each vividly recreating the essence of Hanoi's most iconic heritage sites. Visitors were drawn to elaborately designed zones inspired by landmarks like the Old Quarter, the Temple of Literature, and the Thang Long Imperial Citadel. These installations offered more than visual appeal – they recreated slices of Hanoi's past, inviting attendees on a journey through the city's thousand-year-old heritage.

Adding depth to the event was the strong presence of Hanoi's traditional craft villages, such as Bat Trang ceramics (Gia Lam), Van Phuc silk (Ha Dong), and Phu Vinh bamboo weaving (Chuong My). Visitors had the chance to try hands-on activities like crafting bamboo dragonflies, making paper flowers, and upcycling traditional items – turning ordinary moments into meaningful cultural exchanges. These artisanal products not only reflect

soul of Hanoi but also support the growth of sustainable tourism.

Meanwhile, a dedicated culinary zone enticed food lovers with Hanoi's iconic dishes – bun thang, banh cuon, lotus tea – offering a taste of local flavor. Art photography exhibitions and a virtual reality (VR) tourism experience further enriched the festival, enabling guests to explore Hanoi's heritage in interactive and innovative ways.



Every gift tells a story

Speaking at the event, Dang Huong Giang, Director of the Hanoi Department of Tourism, said that *"This festival is more than a marketplace for cultural souvenirs; it is an opportunity to tell the stories of Hanoi through its gifts. Each item encapsulates the beauty, spirit, and depth of our heritage – offering a bridge between the past and the present of this thousand-year-old city."*

She emphasized the importance of the event in promoting the *"Hanoi – World Heritage Destination"* brand and reinforcing the capital's appeal on the global tourism map.

According to Nguyen Van Su, Head of the Hanoi Association of Traditional Craft, Ancient Villages and Cultural Communities, the festival provides a valuable platform to promote Hanoi's traditional gifts. *"This is a unique opportunity for our craft villages to showcase their work to both domestic and international tourists. Every gift is not just a product, but a signature of Hanoi's cultural essence."*

Organizers reported that over 30,000 visitors attended the three-day festival, including Hanoi residents, tourists from across Vietnam, and foreign travelers. In 2025, Hanoi is expected to welcome around 27 million visitors, including over 5 million international arrivals.

Among the festivalgoers was Laura Maso, a visitor from Spain, said: *"This is my first time in Vietnam, and I'm amazed by the energy and creativity of the festival. Everything feels so fresh and vibrant. I've already picked up a few handmade souvenirs to take home as mementos."*

The festival also served as a stage for tourism businesses to promote inter-regional and international tour packages. Nguyen Van Dung, Director of Asia Gate Travel, shared: *"This year, we're expanding flexible international tour options to China, South Korea, Japan, and Europe for the upcoming holidays. Events like this are a perfect chance to present Hanoi and Vietnam's heritage to a global audience."*

The Hanoi Tourism Gift Festival 2025 wasn't just a celebration of culture, it was a strategic platform to connect Hanoi with the world. Through every handcrafted gift and authentic experience, the festival enriched the city's image as a vibrant heritage hub, where the past, present, and future harmoniously intertwine.



Ha Thai Village

Entering the peaceful craft villages in the South of Hanoi, visitors will feel like they are lost in a nostalgic space, where old cultural values are still preserved through each generation. Hanoi is not only famous for its historical works, but also possesses a rich and attractive treasure of craft village heritage. The Heritage Road to the South of Thang Long-Hanoi is opening a new journey, taking visitors to colorful traditional lands.

With the theme ***"Quintessence of Vietnamese craft villages,"*** this trip will take visitors to wonderful destinations in Thanh Tri, Thuong Tin, and Phu Xuyen districts, which offer special experiences and handicraft products associated with Vietnamese cultural life.

Unleashing the potential of craft village tourism in southern Hanoi

Ha Thai village is famous for its lacquer craft, where visitors can admire exquisite products such as paintings, vases, and decorative items. The artisans here not only preserve traditional crafts but also create beautiful works, enriching daily life. Walking around the workshops, visitors will witness the ingenuity of skillful hands creating beautiful products.

The trip continues to take visitors to Phuc Am village, which is famous for its votive paper making - a craft with a long history. The meticulously decorated bamboo horse frames and worshiping objects are proof of the talent of the craftsmen here. Although the votive paper making is no longer as prosperous as before, Phuc Am is still a place to preserve and develop a unique craft, serving spiritual ceremonies.

Phuc Am Village





Cuu Village

Cuu village, with houses bearing the imprint of European architecture, is a unique destination that few people expect. In the quiet space of the Vietnamese countryside, these ancient houses blend magically with nature, creating a beauty that is both strange and familiar. Coming here, visitors will feel the perfect combination of Eastern and Western cultures, bringing an unforgettable experience.

Ngau Village

Ngau Village, famous for its traditional wine-making craft, is an ideal stop for visitors to enjoy chrysanthemum wine - a 4-star OCOP specialty. Besides exploring the wine-making process, visitors can also visit Ngau Pagoda, which preserves the typical religious values of this land. For relaxation, Thang Long Ornamental Plant Park with more than 2,000 species of ornamental plants will be an ideal stop for visitors to immerse themselves in the cool green nature.

Hanoi is not only a vibrant city but also a land rich in cultural identity. Tourism products from craft villages, such as Ha Thai lacquer village and Phuc Am votive paper village, are attracting more and more international visitors. This is an opportunity for travel businesses to be creative and develop unique tours, enriching the picture of Hanoi tourism.

Tran Trung Hieu, Deputy Director of the Hanoi Department of Tourism, said: *"The department is actively developing experiential tourism products associated with heritage values and craft villages in the southern region of the capital. Craft villages such as Ha Thai and Phuc Am are expected to be destinations attracting international tourists in the near future."*

Craft village tourism brings economic value and is a great way to preserve traditional cultural values. Coming to these craft villages, visitors not only experience the beauty of the countryside but also contribute to protecting and promoting the unique crafts of the Vietnamese people. Come and feel a different Hanoi, where ancient craft villages still preserve historical values, creating unforgettable memories in the hearts of every visitor.

Hanoi Draws Nearly 12.8 Million Visitors in Five Months

Hanoi welcomed nearly 12.8 million tourists in January-May 2025, up 11% year-on-year, including 3.2 million international visitors.

Tourism revenue reached nearly VND52 trillion (US$2 billion), up 14% on-year.

To meet its target of 31 million visitors this year, Hanoi is expanding promotions, refreshing tourism products, and hosting major events.

A highlight is the Hanoi Tourism Festival 2025, held from May 30 to June 1 at the Thang Long Imperial Citadel, featuring cultural displays, craft villages, local cuisine, and tech-driven experiences.

New products are also in the pipeline, including the night tour "The Bell of Tran Vu", immersive rural tours, and virtual reality experiences.

A series of events celebrating the 80th anniversary of National Day (September 2) is expected to further boost interest.

According to Tourism Department Director Dang Huong Giang, Hanoi will continue to digitize its tourism system, enhance visitor services, and upgrade accommodations, aiming to build a high-quality, culturally rich, and sustainable tourism destination.

Hong Van

Keeping tourists close with its ornamental trees

Located about 30 kilometers from central Hanoi, Hong Van Commune in Thuong Tin District rests along the banks of the Red River, where fertile alluvial lands have nurtured a lush, peaceful rural landscape. Beyond its rice fields and vegetable plots, since the early 2000s, the locals have boldly embraced the cultivation of flowers and ornamental plants, opening a new chapter for rural tourism in the capital.

In 2008, the villages of Co Giao and Xam Xuyen were officially recognized as craft villages specializing in ornamental plants. Since then, the name Hong Van has gradually become a notable destination on Hanoi's community tourism map.

The first impression upon arriving in Hong Van is the long, flower-lined streets that bloom year-round in colors: purple with jacaranda, red with flamboyant, yellow with canna lilies, and white with ban flowers. Over 30 such flower-lined roads, planted by local authorities and residents since 2020, have transformed the village into a lively, colorful destination, giving it a fresh, rejuvenated appearance.

Visitors to Hong Van can enjoy a full day living like a local, strolling through flower gardens and lotus ponds, trying their hand at farming, learning flower arranging, cooking rustic meals, tending bonsai trees, releasing



fish, or listening to traditional cheo folk songs over a pot of village-grown tea. For urban families, it's a rare and meaningful opportunity for children to connect with nature and gain a deeper understanding of rural life.

Nguyen Ngoc Thao, a visitor from Hanoi's Cau Giay District, shared: ***"I was surprised to find such a peaceful, rustic place so close to the city. My children had so many valuable experiences, while I found true relaxation in the calm, green surroundings."***

Beyond its ornamental plant trade, Hong Van is also steeped in legend and history. The commune is home to 16 cultural and historical sites, including the Chu Dong Tu – Tien Dung temple complex, Van La Thi communal house, and the traditional Ong Gia market. These landmarks are tied to ancient tales, most notably the legendary love story between a mortal and a fairy, reflecting a deep blend of folklore and Vietnamese cultural life.

Hong Van annually hosts a variety of festivals, such as the Spring Flower Festival, the Love Festival, the Lantern Night, and the Chu Dong Tu – Tien Dung Commemoration, drawing crowds of locals and tourists from near and far.

The transformation of Hong Van goes beyond its appearance. In 2022, the Hong Van craft village tourism area was recognized as a 4-star OCOP product in the community tourism category. By 2024, it proudly earned the ASEAN Community Tourism Award, a milestone affirming its growing reputation and service quality.

Today, Hong Van is a vibrant countryside destination where visitors don't just pass through - they immerse themselves in the rhythm of nature, local culture, and the warm hospitality that defines the spirit of rural Vietnam.

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A day in Hong Van

Morning

Visit eco-gardens, plant flowers, farm, or go fishing

Midday

Enjoy a countryside lunch, cook with the host family

Afternoon

Explore the Chu Dong Tu – Tien Dung temple, stroll along flower-lined roads, sip tea and listen to folk songs

Evening

Stay overnight in a garden home, wake early for a bike ride along the Red River

Hanoi rolls out special tourism experiences to celebrate Vietnam's 80th National Day

In celebration of the 80th anniversary of Vietnam's National Day on September 2, 2025, the Hanoi Department of Tourism is preparing a vibrant range of activities to welcome visitors and offer them a memorable stay in the capital, heard a meeting between the agency and Deputy Minister of Culture, Sports and Tourism Ho An Phong on May 29.

*Starting in July 2025, Hanoi will launch several new tourism experiences. These include a heritage discovery tour in Ha Mo Commune (Dan Phuong District), a cultural journey along the **"Southern Thang Long – Hanoi Heritage Route"** connecting Thanh Tri, Thuong Tin, and Phu Xuyen districts, a community-based tourism model in An Phu (My Duc District), and an agri-tourism experience in Tich Giang (Phuc Tho District).*

These tours are designed to highlight the unique cultural, historical, and rural charms of Hanoi's outskirts.

To improve visitor services, the city plans to offer free rides on double-decker sightseeing buses and promote public amenities such as complimentary drinking water and clean restrooms.

Key tourist information will also be made available via QR codes, making it easier for travelers to explore independently.



The Quintessence of Trang An



Cycle around and explore Hanoi at night

Hanoi at night has its own charm, quiet but gentle, peaceful but not boring. When the streets are lit up, it is also the time when the capital shakes off its usual hustle and bustle to show off its romantic, ancient beauty in every small alley, every old porch. And if visitors are familiar with cyclos, double-decker buses or trams around the city, now a new and greener experience awaits - the night bicycle tour *"VGreen Bike Tour - The Quintessence of Trang An"*.

Not noisy, not too fast, not separated from the city life, cycling is a way for visitors to ***"touch"*** every corner, every breath of Hanoi. The gentle bicycles take you across the windy West Lake, visit the quiet old town, then return to Ngu Xa culinary area in the warm yellow light. You can not only see but also feel – with all your senses – from the aroma of street vendors, the small chatter over a glass of iced tea on the sidewalk, to the pensive expressions of stone statues at night.

Launched by the VGreen Sustainable Tourism Club (under the Hanoi Travel Association), the night bike tour is a unique tourism product that aims for difference and sustainability. With two carefully designed routes, each trip lasts about 90 - 120 minutes, taking visitors through destinations with strong cultural and historical imprints: Vietnam Fine Arts Museum, Hanoi Flag Tower, Thang Long Imperial Citadel, Ba Dinh Square, Ho Chi Minh Mausoleum, Quan Thanh Temple, Tran Quoc Pagoda...

The second route starts from the National History Museum, passes the Opera House, Bac Bo Palace, Bac Citadel, and ends at Dao Ngoc – Ngu Xa walking street, where visitors can enjoy typical Hanoi dishes such as pho cuon (fresh rice noodle rolls), fried rice rolls – the quintessence of street cuisine.

This is not just a simple tour. VGreen Bike Tour also opens up a space for visitors to truly live in Hanoi, not through glass or a camera lens, but through their own emotions and breath. Visitors can stop anywhere, chat with locals, watch the light reflecting on the lake surface or simply listen to the temple bells echoing in the distance. Every moment is authentic and vivid.

The trend of combining sports and health care tourism is popular in the world, and is now available in Hanoi. The night bike tour is environment- friendly and suitable for small groups, ensuring safety and privacy - an ideal choice in the post-pandemic tourism context.

Hanoi does not need to be ostentatious. Hanoi is quietly beautiful, profound and full of sophistication. And with each turn of the bicycle's wheels, visitors will understand more about why this thousand-year-old capital always leaves a gentle mark in the hearts of those who stay, as well as those who go far away.

Let *"VGreen Bike Tour - The Essence of Trang An"* become the bridge connecting you to a Hanoi so close – so close that you can hear your heart beating in sync with each bike ride

For more information of the tour, please contact VGreen Club at:
www.facebook.com/vgreen2021
www.vgreen.org



Hanoi launches promotions at top-tier hotels

The Hanoi Department of Tourism has recently launched a promotional program to boost domestic tourism during the summer and autumn seasons.

*Titled **"Hanoians and tourists experience services at 4-5 star hotels in 2025"**, the program also supports the campaign **"Vietnamese people prioritize using Vietnamese goods"**.*

Some 20 four- and five-star hotels are participating in the program, including Lotte Hanoi, Pan Pacific, Dolce by Wyndham Hanoi Golden Lake, and Thang Long Opera.

These hotels offer attractive promotions such as up to 40% off room rates, dining discounts, complimentary spa services, free room upgrades, early check-in, and late check-out.

The promotional packages are available during June, July, and August, as well as major holidays like the Reunification Day (April 30, 2025) and the Vietnamese Family Day (June 28, 2025).

This is the first activity in a series of tourism stimulus programs in 2025.

It aims to increase hotel occupancy rates, promote high-end hotel brands, and strengthen collaboration within the tourism sector to develop Hanoi's tourism in a sustainable and professional way.

Ancient Pagodas

Hanoi ancient pagodas and vibrant spiritual festivals in spring

Spring festivals in Doai region: Echoes from Tay Phuong to Thay pagodas

Every year, around the third lunar month, as spring warmth begins to stir the air, the Doai region comes alive with the rhythm of traditional festivals. Two sacred landmarks - Tay Phuong Pagoda in Thach That and Thay Pagoda in Quoc Oai - set the tone for the season, not only enriching the festive spirit with deep-rooted cultural identity but also preserving heritage, strengthening community ties, and creating a poetic spiritual tourism space right in the heart of Hanoi.

Tay Phuong Pagoda, where past meets present

On the morning of April 2 (the 5th day of the 3rd lunar month), the Tay Phuong Pagoda Festival opened with a solemn ceremony, marking a significant milestone: the festival was officially recognized as a National Intangible Cultural Heritage. The event also celebrated the 10th anniversary of the designation of the pagoda's 34 Buddha statues as National Treasures.







Perched atop Cau Lau Mountain, Tay Phuong Pagoda is a gem of Buddhist architecture, famed for its layered roofs, ironwood structures, laterite stone, and intricate carvings. The pagoda is home to 18 jackfruit wood statues of Arhats, each uniquely expressive, embodying distinct postures and emotions that reflect profound Buddhist philosophies.

The festival runs from the 5th to the 7th day of the 3rd lunar month, featuring both sacred rituals including incense offerings, palanquin processions, and Buddhist ceremonies, and spring festivities such as water puppetry, stilt walking, gong performances, and traditional folk music. Along the path to the pagoda, every house and bamboo grove is decorated with charming check-in spots made from local craft items like woven baskets, fish traps, and bamboo art, creating a space that is both culturally rich and welcoming to visitors.

Local authorities are working hard to have cultural treasures such as Thach Xa, Chang Son, and Binh Phu water puppetry recognized as National Intangible Cultural Heritage.



This effort is a significant step toward positioning Thach That as a unique cultural tourism destination.

Thay Pagoda: A fusion of spirituality and folk culture

On the evening of April 1, Quoc Oai District warmly kicked off the Thay Pagoda Festival and the 2025 Culture, Tourism, and Trade Promotion Week. Amid the glow of lights, over 150 OCOP booths, food stalls, and craft villages gathered, creating a lively countryside market in the heart of the semi-mountainous region.

Thay Pagoda, closely linked to Zen Master Tu Dao Hanh, the founder of water puppetry, is a significant spiritual destination that attracts numerous pilgrims and tourists during the festival season. Traditional ceremonies such as offerings, wooden bath rituals, and procession of the tablet are held with solemnity, while folk performances add a festive spirit, blending faith with everyday life in a harmonious cultural tapestry.

Connecting heritage – spreading identity

The major festivals at Tay Phuong and Thay pagodas are not only opportunities to preserve traditional cultural values but also platforms for Hanoi to promote heritage-based tourism. These honors and cultural activities are not merely about recognition, but represent the local commitment to preserving and enhancing cultural legacies, bringing vibrant traditions back into daily life.

Hoang Nguyen Ung, Deputy Chairman of the Quoc Oai District People's Committee, shared: *"We aim to establish a reputation as a safe, friendly, and attractive destination, where heritage is preserved not just with responsibility, but with a shared community pride."*

In the morning mist, the sound of temple bells rings out, echoing through the centuries - a reminder that amidst the pace of modern life, there are still festival spaces where people can return, reflect, and slow down, embracing the

Hanoi makes a breakthrough in tourism with festivals, technology, partnerships

Hanoi is actively launching a series of large-scale cultural events and festivals such as the Tourism Gift Festival, Ao Dai Tourism Festival, and Autumn Festival, all tied to tourism stimulus programs that enhance visitor experiences and offer service discounts.

These efforts are part of Hanoi's 2025 Tourism Stimulus Program, recently approved, reflecting the city's determination to join the national push for recovery and breakthrough growth.

Hanoi is gradually affirming its role as a tourism leader, aiming to develop a modern, friendly, and sustainable key economic sector.

In 2025, the city will focus on promoting its image through various media platforms, participating in international tourism fairs in France, Germany, Japan, and Singapore, while also developing craft village tourism products and organizing forums to connect with domestic and international markets.

Hanoi also identifies digital transformation and green tourism as strategic directions, working with departments to apply AI, 3D, and virtual reality technologies in tourism promotion, management, and visitor services.



Hanoi rises as the heart of northern Vietnam's tourism network

Deputy Director of the Hanoi Department of Tourism
Tran Trung Hieu



As the political and cultural heart of Vietnam, with a thousand-year history and rich natural beauty, Hanoi holds tremendous potential for tourism development. Hanoi, the heart of the country, has in recent years promoted regional connections to build tourism routes connecting with provinces and cities.

Deputy Director of the Hanoi Department of Tourism, Tran Trung Hieu, affirmed that the city will enhance cooperation with localities and travel businesses to diversify tourism products both originating from and destined for Hanoi.

What are Hanoi's unique advantages to become the core of regional connections?

Hanoi is the largest economic and political center in the country, with a large population, creating a strong influence in developing tourism.

Transportation to Hanoi is highly convenient, thanks to Noi Bai International Airport, a comprehensive infrastructure network, and well-developed rail lines. In the future, river tourism is also set to be significantly expanded.

Hanoi is regarded as an attractive destination, offering a wide range of tourism experiences, including 5,847 historical relics and 1,350 craft villages. According to the Vietnam National Administration of Tourism, the number of visitors has grown by an average of 10% annually, while tourism revenue has increased by 15.5% per year as of 2024.

Hanoi sees strong demand for both domestic and international tourism, signaling significant development potential. Regional linkages play a key role in driving the city's tourism growth while also stimulating tourism in surrounding provinces. This growth serves as a catalyst for broader regional development across sectors such as industry, agriculture, culture, sports, education, and healthcare. Through cooperation and shared initiatives, localities can enhance quality of life and promote overall socio-economic progress.

Could you tell us some highlights in the cooperation between Hanoi and localities in tourism?

The cooperation products between Hanoi and localities are currently very diverse and rich.

Regarding road tourism, international visitors to Hanoi can choose a day tour to Ninh Binh, Bac Ninh, Hung

Yen, Vinh Phuc, Phu Tho, Soc Son, Ba Vi..., experiencing rural tourism products, resorts, MICE and craft village tourism.

The rural areas on the outskirts of Hanoi are rich in tangible and intangible cultural heritages, and have diverse landscapes, as well as being close to the routes to neighboring provinces of Hanoi, such as the Bat Trang pottery village, Van Phuc silk village and traditional craft villages in Hai Duong, Hung Yen, and Bac Ninh.

Tourists who want to experience a long time can choose the route from Hanoi to Lai Chau, Son La, Dien Bien; Hanoi to Hoa Binh or Hanoi to Phu Tho.

With the railway, tourists can choose the route from Hanoi to Sa Pa, Hai Phong, the Central region, the Central Highlands or to Ho Chi Minh City.

However, it can be seen that the route from Hanoi to other provinces is developing more strongly than the route from provinces to Hanoi. Therefore, we are looking to increase the number of tourists from localities coming to stay and experience in Hanoi.

What solutions are there to enhance effective cooperation between Hanoi and localities?

Hanoi tourism industry will cooperate with provinces and cities to develop regional linkage products, develop MICE tourism market (tourism combined with seminars, conferences, events), urban tourism, island tourism, health care, education.

Regarding tourism promotion, Hanoi Department of Tourism will proactively invite localities to participate in the domestic tourism stimulus program in the city. In particular, it will focus mainly on building suitable tourism products departing from Hanoi.

Hanoi government will support provinces and cities in promoting new destinations and tourism products. Communication forms will be more diverse on websites, social networking platforms (Youtube, Facebook), mass media systems and tourist support hotlines.

At the same time, it will increase support for Hanoi tourism businesses to connect with localities, cooperate to build new tourism routes between Hanoi and provinces and cities.

Hanoi Department of Tourism will coordinate with provinces and cities to organize famtrips, presstrips, film crews, photographers, and youtubers to visit and survey tourist destinations, promote the image of destinations, and build attractive, unique, and highly connected tours.

At the same time, we will regularly exchange information on tourism markets and policies between localities. Promote cooperation between localities on long-term and annual planning, organize exchange programs to learn about management experiences, and build tours between provinces and cities.

Thank you very much.

Phu Yen promotes local tourism at VITM Hanoi 2025

At the Vietnam International Travel Mart (VITM Hanoi 2025), held from April 10-13, the province of Phu Yen showcased its rich cultural identity and captivated visitors.

The province highlighted its presence with a live demonstration of how to prepare ocean tuna, a signature specialty of this central coastal region.

Known as the first place on Vietnam's mainland to greet the sunrise, Phu Yen charms travelers with its stunning natural landscapes, deep cultural roots, distinctive cuisine, and peaceful, friendly way of life.

Iconic destinations such as Ganh Da Dia, Nhan Tower, Mui Dien, Mang Lang Church, and Nghinh Phong Tower were vividly featured through



exhibitions and cultural performances.

The province also introduced visitors to traditional festivals and the unique cultural heritage of both coastal and highland communities.

*Through its presence at VITM Hanoi 2025, Phu Yen delivered a heartfelt message: **"Let's go to Phu Yen"** – an invitation to explore a tranquil, welcoming destination filled with beauty, culture, and unforgettable experiences.*

A millennial sanctuary in the heart of Hanoi

Tran Quoc Pagoda

If there is one place in Hanoi where the soul can find stillness amid the city's constant motion, it is Tran Quoc Pagoda. Gently resting on the breezy shores of West Lake, this ancient pagoda is not only an architectural treasure but also a sacred symbol deeply rooted in the spiritual life of Hanoi for over 1,500 years.

Veteran tour guides in Hanoi often consider Tran Quoc Pagoda a must-see destination on cultural and spiritual tours.

Here, visitors not only admire the timeless beauty of the ancient structure, but also feel the quiet serenity of moss-covered roofs mirrored on the calm lake surface, the faint scent of incense lingering in the peaceful air, and the deep sense of history embedded in every stone slab and old tree.

Tran Quoc Pagoda was originally built during the reign of King Ly Nam De in the year 541, and was first named Khai Quoc, meaning *"Nation Founding."*

The pagoda was initially located along the Red River, but due to changes in the river's flow, it was later moved to the Kim Ngu Peninsula – now Thanh Nien Road – nestled between West Lake and Truc Bach Lake.

In the 17th century, it was renamed Tran Quoc, meaning *"Guarding the Nation,"* reflecting the desire to protect the country and ensure peace and prosperity for the people.

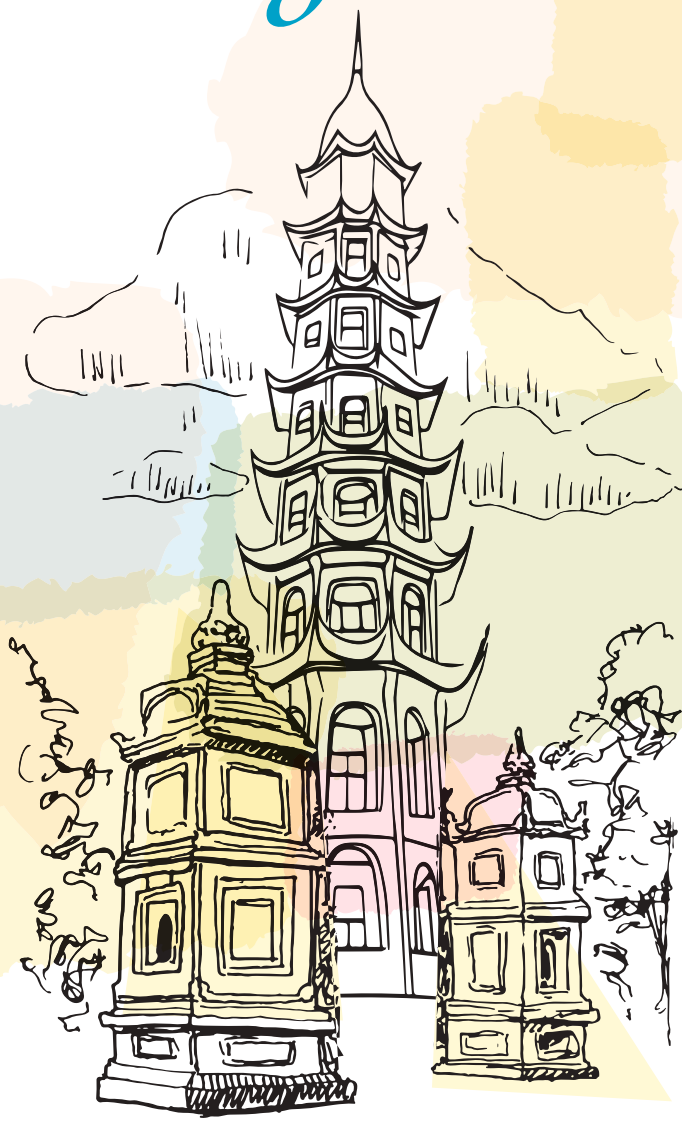
The pagoda's layout is harmonious and distinctly Eastern, arranged in the shape of the Chinese character *"Công"* (工), with three main sections: the Front House, the Incense Burning House, and the Upper Hall.

Each part is intricately carved and reverently arranged, with statues of Buddha lacquered in gold and red, creating an atmosphere that feels both sacred and intimate.

One of the most striking features is the Lotus Tower of Six Perfections, built in 1998.

Standing 15 meters tall with 11 tiers, each level has six niches, and inside each niche sits a statue of Amitabha Buddha carved from gemstone—66 statues in total.

At the top is a jade lotus pedestal known as the Nine-Level Lotus Throne, symbolizing the nine levels of enlightenment in the Pure Land.





Under the late afternoon sun, the crimson tower glows like a spiritual torch shining above the deep blue lake.

Facing the tower is a sacred bodhi tree, a gift from Indian President Rajendra Prasad to President Ho Chi Minh in 1959.

The tree was grafted from the original bodhi tree at Bodh Gaya—where the Buddha attained enlightenment.

Its leaves flutter gently in the wind as if whispering ancient sutras, reminding visitors of compassion and wisdom.

Tran Quoc Pagoda is not only a monastery for monks but also a spiritual destination for the people of Hanoi during festivals, full moon days, and the first day of each lunar month.

International visitors and world leaders are also often invited to visit, as it represents a quintessential symbol of Vietnamese culture and faith.

Though modest in size, the pagoda offers a tranquil, pristine space where the sound of the bell echoes at dusk and brings a rare sense of calm and clarity.

Perhaps what makes Tran Quoc live on in the hearts of many is not just its thousand-year history or elegant architecture, but the gentle yet powerful spiritual energy flowing through its incense smoke and every quiet step on the ancient brick floor.

It is the feeling of ***"coming home"*** – home to cultural roots, and home to the quiet stillness within each soul.

If you have just one day in Hanoi, take a moment to visit Tran Quoc not just to see a beautiful pagoda, but to listen inwardly in a place steeped in time, devotion, and peace.

Hanoi commits to promoting Lai Chau's tourism attractions

The Hanoi Department of Tourism will coordinate with the Department of Culture, Sports and Tourism of Lai Chau Province to introduce Lai Chau as a destination to Hanoi-based travel businesses.

At a meeting between the two localities in March, Hanoi representatives praised Lai Chau's unique tourism potential, especially its community-based tourism, adventure travel, and rich ethnic cultural identity.

However, Lai Chau still faces challenges due to underdeveloped infrastructure, limited media exposure, and a lack of accessible tourism information.

In response, Hanoi travel companies committed to supporting the promotion of Lai Chau through media channels and social networks, while proposing farmtrip tours, sharing experience, and improving service quality.

The Hanoi Department of Tourism affirmed it would strengthen support in information sharing, promotion, and investment attraction to bring Lai Chau closer to both domestic and international tourists, fostering sustainable tourism growth between the two localities.



Outstanding tourism gifts introduced by Hanoi in 2025



The 2025 Hanoi Tourism Gift Festival recently showcased a range of unique souvenirs, blending traditional and modern cultural elements. The festival's booths not only introduced Hanoi's local specialties but also highlighted the diversity and richness of traditional craft villages, artisanal arts, and distinctive Vietnamese products.







Traditional craft village booths were a standout feature, offering handmade products that showcase the rich cultural mark of Vietnam. Visitors could admire and purchase exquisite pottery from Bat Trang, renowned for its finely crafted porcelain pieces that reflect the long-standing history of this ancient village. Equally impressive was the booth from the Van Phuc Silk Village (Hà Dong), where high-quality, delicate silk products embody the essence of Vietnamese silk weaving artistry. Additionally, the woodcrafts from Thiet Ung in Van Ha (Dong Anh) attracted attention with their intricate wooden sculptures, showcasing the skill and craftsmanship of local artisans.

In addition, cultural and heritage booths, such as those representing the ***Van Mieu - Quoc Tu Giam*** and the ***Imperial Citadel of Thang Long***, showcased souvenirs that reflect the deep historical and cultural values of Hanoi. ***Vietnam Airlines*** was also present at the festival, offering travel-related gifts and services. The ***Vietnam Museum of Ethnology*** added another layer to the experience, presenting distinctive cultural products from various ethnic minorities, enriching the visitors' journey with a deeper connection to Vietnam's diverse heritage.





Other notable booths included ***Rinstore.art***, featuring artistic paper lanterns; ***LaToa Indochine***, known for its intricately engraved lacquer paintings; and ***Com Moc Lam***, offering a variety of traditional green rice delicacies such as fresh com, stir-fried com, com cakes, and com rolls. These gift items reflect the richness of Vietnamese cuisine and cultural heritage.

The booths presented by ***the Hanoi Tourism Association*** highlighted special tourism offerings, featuring travel packages from local tour operators and immersive cultural spaces such as ***Tra Viet tea culture, traditional folk paintings, Muoi Su horn crafts***, and ***the renowned hand-embroidered works of Xuan Nguyen***. A standout was ***the Origami art*** booth, showcasing delicate creations made from Vietnamese do paper - an elegant fusion of tradition and contemporary artistry.

The 2025 Tourism Gift Festival has truly established itself as a must-visit event, an engaging platform where tourism businesses, artisans, and cultural institutions come together to showcase Vietnam's finest creations, while contributing to the sustainable growth of Hanoi's tourism industry.

UNCOVERING GREEN GEMS AT THE HEART of modern Hanoi

*Amidst the hustle and bustle of Hanoi, there are still "**green gems**" that bring a sense of peace and relaxation. Parks, eco-zones, and flower gardens are not only places to stroll and breathe fresh air, but also ideal rendezvous for those who want to find a balance between nature and urban life.*



Located at Nhat Chieu intersection, Tay Ho District, about 600m from West Lake water park, the West Lake flower valley covers more than 5 hectares with a myriad of brilliant flowers. Each season, this place is covered with its own beauty, from the pure white of daisies, the bright yellow of sunflowers to the pure pink of lotus or the dreamy purple of violets.

As a paradise of flowers, this place stands out with a series of unique check-in corners such as windmills, wooden bridges, goats... In addition to walking around and taking pictures, visitors can camp, enjoy the cool air and watch the romantic sunset in the afternoon.



About 10km from the center of Hanoi, Vietnam Ornamental Plant Park (Thanh Tri District) is an ideal destination for nature lovers. On an area of 5 hectares, this place is home to hundreds of varieties of roses, climbing plants, ornamental plants and a rich collection of bonsai and fruit trees.

At any time of the year, visitors can admire the colorful fruit gardens. This place also organizes experiential activities such as pottery making, painting, clay modeling, drawing, folk games... suitable for both families and small to large groups of friends.



Located on Le Trong Tan Road, An Khanh Commune, Hoai Duc District, Bao Son Paradise is only about 6km from the National Convention Center. This is one of the attractive entertainment complexes, especially attracting families with young children on weekends.

Here, the water park with 15 slides and 3 swimming pools is divided into many areas suitable for all ages. The aquarium is over 10,000 square meters wide, simulating the Rooster and Hen Islets of Ha Long Bay, where visitors can admire a series of marine creatures such as dolphins, sharks, stingrays, seals... and specimens of aquatic creatures around the world.

Besides marine creatures, visitors can also explore the 25,000 square meter Safari complex with wild animals such as lions, tigers, leopards, hyenas, zebras... or visit the Bird Island with many rare bird species. The space here is suitable for both experience, learning and relaxation.

The park also has an outdoor playground, an indoor playground, a 4D cinema... providing a variety of entertainment options. In addition, the 10,000 square meter traditional craft village is a place to introduce pottery, paintings, silver, silk, hats, gemstones... Visitors, especially young people, will gain more useful knowledge about ethnic culture when visiting and interacting here.

The *"green gems"* in the heart of Hanoi are not only ideal destinations for relaxation and entertainment but also places to nurture the soul, connecting people with nature and traditional culture. Whether you are a flower lover, passionate about exploring biology, or simply need a place to relax after busy days, Hanoi always has green spaces waiting for you.

Hanoi determined to build tourism into a green and sustainable economic sector

On March 14, the Hanoi Department of Tourism, in collaboration with the UNESCO Hanoi Travel Club, organized a survey trip and launched the campaign ***"Tourism businesses say no to plastic waste"*** *at Duong Lam Ancient Village (Son Tay).*

Hundreds of delegates, tour guides, and local residents took part in cleaning activities, spreading the message of green living and clean tourism.

According to Tran Trung Hieu, Deputy Director of the Hanoi Department of Tourism, the program not only helped raise environmental awareness but also created opportunities to connect and cooperate in developing new tours based on traditional cultural values.

International travel companies such as Seotai Travel (South Korea) expressed their intention to include Duong Lam in their Vietnam itineraries for Korean tourists.

Through these practical actions, Hanoi is gradually promoting a green tourism model, helping preserve cultural heritage and shaping a friendly, attractive image of the capital for both domestic and international visitors.



If there's a city that embodies both the timeless charm of history and the vibrant energy of modern life, it's Hanoi.

The city isn't blindingly bright or showy. Instead, it captivates people with its gentle, refined beauty, like a quiet melody echoing through ancient streets, leaving a lasting impression on anyone who passes through



WHERE MEMORY AND THE FUTURE BREATHE TOGETHER

Hanoi

The thousand-year-old cultural depth of Hanoi is easy to sense. Here, history doesn't just sit behind glass in a museum; it lives and breathes with each step in daily life.

The old communal houses and ancient pagodas, the narrow brick-paved alleys shaded by flame trees, all whisper stories of a city that has weathered countless ups and downs yet preserved its own unique character.

Rock musician Tran Van Toan, who has lived and worked in Ho Chi Minh City for 20 years, still cherishes memories of Hanoi and keeps a corner of his heart reserved for his hometown.

In a conversation with us, Toan shared, *"Hanoi is beautiful. But only those who stay here long enough can truly appreciate its full beauty."*

On Hang Bong Street, Huong Hoang said: *"Every step here comes with a familiar scent or sound. People in Hanoi, young or old, are conscious of preserving the old charms, not to cling to the past, but to know where they are in a constantly changing world."*

While Hanoi carefully preserves its heritage, it also embraces change. In recent years, the city has become a hub for young creative movements: art complexes, open spaces for independent music, contemporary art exhibitions, and Indochine-style cafes have sprung up everywhere, blending the old with the new in a uniquely charming way.

In just a few hours, visitors can enjoy egg coffee by Hoan Kiem Lake, explore an art exhibition at Manzi, and wrap up the day with an outdoor concert in Tay Ho. All these experiences carry a distinct Hanoi vibe: free-spirited, profound, and poetic.

For young Hanoians, the beauty of the city isn't just in its architecture or cuisine but also in its rhythm of life, where tradition lays the foundation for creativity and growth.



Hoang Minh Nguyen, a 30-year-old founder of a locally inspired interior design studio, said, *"After traveling a lot, I realize Hanoi has a special quality you can't find anywhere else. Small things like the way people greet each other, the morning street vendors' calls, or the pleats in an ao dai, those things teach me about subtlety and fill me with pride."*

Indeed, Hanoi doesn't try to modernize by erasing the past. Instead, it chooses to grow alongside its memories as if every new concrete layer must harmonize with the sound of temple bells, with each step carefully weighed on a foundation of tradition.

Many visitors return to Hanoi not just for its landmarks but for the unique feelings it evokes: a crystal-clear morning on Phan Dinh Phung Street, soft afternoon sunlight on Long Bien Bridge, or a quiet night with a steaming bowl of pho at a small street-side stall. These experiences are hard to put into words but leave a deep mark on the heart.

Hanoi isn't a city that overwhelms at first sight; it's a place to feel, to absorb, and to remember. That's what makes it special – a city that preserves its beauty from within, where culture doesn't sit on billboards but lives in every breath of daily life.

In a world rushing to find what's new, Hanoi chooses to slow down – to never lose its soul. And that's why those who visit even once often find themselves wanting to return – not just with their feet, but with their hearts.

Hanoi named Asia's top cultural destination by Time Out

Hanoi has been ranked the top cultural and artistic city in Asia and ninth globally, according to the Time Out list of the 20 best cultural cities in the world in 2025.

The rankings were based on a survey of 18,500 people from around the globe, placing Hanoi ahead of major cities like Beijing, Jakarta, and Delhi.

Known for its rich history and vibrant contemporary life, Hanoi impresses visitors with its unique blend of tradition and modernity.

Cultural landmarks such as the Temple of Literature, Hoan Kiem Lake, and the One Pillar Pagoda stand alongside centuries-old festivals and craft villages like Bat Trang and Van Phuc.

The city also boasts diverse traditional art forms, including ca tru, hat xam, and water puppetry.

Time Out highlighted the city's affordability as a key draw, with 82% of locals praising its accessible cultural experiences, many of which are free.

Coupled with refined cuisine and the elegant lifestyle of its residents, Hanoi continues to charm travelers seeking authentic and enriching cultural journeys.



Hanoi

Connects heritage, expanding its reach in the global tourism network



In March, Hanoi welcomed the spring sun alongside a milestone event: the 2025 Regional Conference of the Tourism Promotion Organization for Asia-Pacific Cities (TPO), held in the Vietnamese capital for the first time. Amid a cityscape where tradition meets modernity, representatives from over 130 member cities gathered to explore a shared vision of sustainable, innovative, and interconnected tourism.

With the theme *"Positioning Unique Tourist Products: Enhancing the Attractiveness of Vietnamese Cities,"* the conference served as a platform for sharing stories of cultural identity, where each city is seen as a cultural *"treasure chest,"* waiting to be discovered through personalized and immersive experiences.

Drawing from its millennia-old heritage, Hanoi has crafted soulful tourism products: from the nighttime tour *"Decoding the Imperial Citadel of Thang Long"* to cycling trips through ancient villages on the city's outskirts, and walking journeys through the elegant Old Quarter. Far from hurried or loud, these experiences are designed to be slow and refined - inviting travelers to truly feel the spirit of the city.

In 2024, Hanoi welcomed nearly 28 million visitors, including over 6 million international arrivals. The upward trend continued into the first quarter of 2025, offering clear evidence of the city's growing appeal driven by innovation and a strategic focus on personalized travel experiences.

At the conference, representatives of cities shared a common view: local tourism products can only achieve true sustainability when integrated into broader regional and global networks. TPO Secretary-General Kang Da-eun said: *"Cities must share data, understand traveler behavior, and collaborate to build a network of distinctive destinations."*

Hanoi has actively participated in international fairs and forums, not only promoting its image but also learning from global practices in green tourism, digitalization, and community engagement.

Dang Huong Giang, Director of Hanoi Department

of Tourism, said: *"As an official member of TPO since 2008, Hanoi has continuously played an active role in promoting local tourism by collaborating with the organization and participating in various promotional activities."*

"The TPO conference not only helps Hanoi spread the values of its tourism but also serves as an opportunity to learn and work together to create a sustainable and innovative tourism industry."





The side spaces of the conference were adorned with OCOP products, handcrafted gifts, and creative publications. The Bat Trang ceramic tiles, Van Phuc silk, and West Lake lotus tea packages were not just specialties; they embodied the elegance, sophistication, and rich cultural depth of Hanoi.

International delegates also took part in a *"mini"* city tour through the Imperial Citadel of Thang Long, the Museum of Ethnology, and other iconic sites, where they not only *"saw"* but also "heard" and *"felt"* Hanoi like a local.

Not only Hanoi, but many other localities such as Ho Chi Minh City, Da Lat, Vung Tau, and Daanng are also members of TPO, contributing to the creation of a diverse destination network. With its position as a cultural hub, Hanoi is expected to be a central point for connecting inter-regional tours, from the heritage sites of the Northwest to the beaches of Central Vietnam.

Tourism is not only a key economic sector but also a cultural bridge and a foundation for green and creative development. With a sustainable cultural identity and an open spirit, Hanoi is gradually realizing its vision of becoming the region's smart tourism hub, where every journey leaves a lasting impression on visitors.

Hanoi ramps up tourism promotion to strengthen economic growth

The Hanoi People's Committee has launched Program No.05/CTr-UBND on investment, trade, and tourism promotion for 2025, with a strong focus on boosting the capital's key sectors, especially tourism, to achieve a GRDP growth target of over 8%.

The program highlights a shift in growth model aimed at enhancing productivity, efficiency, and competitiveness.

It calls for stronger on-the-ground investment promotion, accelerated administrative reforms, and digital transformation, while addressing obstacles faced by local businesses.

Tourism is at the heart of this strategy. Hanoi plans to organize large-scale, high-impact promotional events, integrating them with cultural diplomacy to promote the city's brand as a ***"Green, Cultured, Civilized, Modern"*** *capital.*

To ensure effective implementation, the city has tasked specific departments with clear roles and responsibilities, following the principle of ***"one task – one lead agency."***

These efforts underline Hanoi's determination to build a business- and visitor-friendly environment, improve service quality, and elevate the capital's position as a top regional and international destination.



VITM Hanoi 2025

Green tourism takes off the city's heart

Bathed in brilliant April sunshine, Hanoi buzzes with the vibrant energy of the Vietnam International Travel Mart (VITM Hanoi 2025). Over four days (April 10–13), the city becomes a bustling hub of global and domestic tourism, a place where new ideas emerge, partnerships form, and the future of sustainable travel begins to unfold.

With more than VND 180 billion (US$7.2 million) in revenue, and 668 booths representing 56 provinces, cities, and 16 countries, VITM Hanoi 2025 once again affirms its position as one of the region's premier tourism events. More than just a marketplace, the fair is a platform of vision, where the industry moves toward sustainable development and embraces strong digital transformation.

A standout feature of this year's event was the technology and artificial intelligence (AI) exhibition area, where the future of travel came to life through innovations like robot tour guides, smart hotels, and personalized travel apps. With over 6,000 user experiences, 14 TechTalk sessions, and 200 business connections, the space showcased Vietnam's readiness to lead the way in both digital and green tourism transformation.

The vibrant energy of the fair was felt both on the ground and online, with nearly 95,000 visitors, over 4,500 participating businesses, and more than 14,500 business meetings took place during the event. On social media, VITM Hanoi



2025 drew over 30 million views on TikTok, proving its reach far beyond a traditional trade fair.

At seminars and forums, notably the forum *"Developing Green Tourism Destinations - Enhancing Vietnam Tourism"*, experts, policymakers, and businesses came together to share solutions and mobilize resources for building a sustainable tourism industry that respects both the



environment and local communities. Green tourism is no longer just a slogan, but has become a clear and actionable direction.

Notably, provinces and cities such as Quang Nam, Bac Giang, Ha Giang, Ninh Binh, Can Tho, and Quang Ninh brought to the fair destination images, as well as a spirit of collaboration. Through a combination of promotional activities, seminars, and investment programs, their message was clear: a shared commitment to green and sustainable development.

At the VITA Awards 2024, Hanoi Tourism Corporation was honored in two categories: ***"Large-Scale Booth"*** and ***"Impressive Booth Design"***, a well-deserved recognition of the capital's enterprises for their innovation and creativity in tourism promotion.

Speaking at the closing ceremony, Vice Chairman of Hanoi People's Committee Nguyen Manh Quyen affirmed Hanoi's role as a political and cultural center and a key transportation hub, especially through Noi Bai International Airport. He said that the city will remain the driving force behind Vietnam's tourism development strategy by accelerating digital transformation, boosting competitiveness, and focusing on signature products like cultural, creative, and green tourism.

VITM Hanoi 2025 has come to a close, but the seeds it planted, ranging from cutting-edge technology to sustainable development ideas, are already taking root, ushering Vietnam's tourism industry into a new era: one that is green, digital, and full of promise.

Thiet Ung Handicraft Village becomes official tourist destination

The Hanoi People's Committee on March 18 issued Decision 1567/QD-UBND recognizing Thiet Ung wood carving village in Dong Anh District's Van Ha Commune as a tourist destination.

Also known as Ong Village, Thiet Ung is famous for its traditional wood carving craft. In the Nguyen Dynasty, many skilled artisans from the village were summoned to work on royal palaces and tombs.

With 60% of households involved in wood carving and related businesses, the craft has become a key economic driver for Van Ha Commune. The city has officially recognized 14 artisans in the area.

This recognition marks an important step in preserving and promoting traditional cultural values while adding new appeal to Hanoi's tourism.

Relevant departments and local authorities will work together to manage, invest in, and develop the site sustainably, helping to spread the beauty of Thang Long – Hanoi's traditional craft villages to both domestic and international visitors.





Bun Cha Hanoi

Nestled in the heart of Hanoi, a city steeped in over a thousand years of history, bun cha quietly reigns as a symbol of the capital's culinary soul. Neither flamboyant like a feast nor intricate like pho, this humble lunchtime favorite embodies the grace and restraint of Hanoi's food culture. It is simple, refined, and deeply local.

The simple, elegant taste of the ancient capital

From being vendored on the street

The origins of *bun cha* are modest, with roots that trace back to the street vendors of Hanoi's Old Quarter in the early 20th century. These vendors, working from small mobile carts, would grill pork over charcoal on one side while assembling bowls of noodles, herbs, and sauce on the other. In time, this unpretentious meal became an essential part of Hanoi's daily rhythm.

At its heart, *bun cha* features two types of grilled pork: cha mieng - thin slices of fatty pork belly or shoulder and *cha vien* - juicy pork meatballs. The sliced pork is marinated with garlic, shallots, fish sauce, sugar, and a hint of caramel to achieve that signature golden glaze, while the meatballs are often mixed with just enough fat to stay tender and flavorful. Grilled over charcoal until the edges char slightly, both types release an irresistible aroma that fills the air and draws in hungry passersby.

If the grilled pork is the heart of the dish, the dipping sauce (*nuoc cham*) is undoubtedly its soul. Hanoians don't treat it as a simple fish sauce blend - they craft it as a fine-tuned balance of four essential elements: salty, sweet, sour, and spicy. Minced garlic and

chili provide a gentle kick; green papaya and carrot, thinly sliced and lightly pickled, add a crisp, refreshing bite. The result is a sauce so layered in flavor that diners often confess: *"I could eat bun cha just for the sauce."*

The noodles, too, are distinct: snow-white strands of *bun roi*, soft yet resilient, served in neat bundles. Alongside them comes a fragrant bouquet of herbs - lettuce, perilla, Thai basil, and Vietnamese balm - each contributing its own character to the dish.

To a treat that wins the hearts of international leaders

In 2016, *bun cha* earned a moment on the global stage when US President Barack Obama sat down for dinner at a modest eatery on Le Van Huu Street with the late chef and TV host Anthony Bourdain. The image - Obama perched on a low plastic stool, sipping beer and savoring grilled pork - became iconic. To many, it symbolized the warmth and accessibility of Vietnamese street food. For Bourdain, it was the embodiment of what food should be: *"the perfect meal,"* he called it. In Kitchen Confidential, he praised *bun cha* for its harmony of flavors and textures, describing it as a dish that captured the soul of a nation. That shared meal wasn't just about food - it was about connection, culture, and the universal language of a good plate.

A taste of Trang An grace

Beyond fame and flavor, *bun cha* remains a quiet emblem of the traditional way of life in Hanoi. It reflects a culture of modesty, balance, and unhurried elegance. Hanoians typically enjoy *bun cha* during lunch, when the city's tempo slows and small, no-frills eateries fill with the scent of grilled pork. There's no rush - just time to savor each bite.

You won't find *bun cha* hidden behind fine-dining facades. Its home is on street corners, in narrow alleys, or within the restored colonial homes of the Old Quarter - spaces where history lives on through food. Family-run shops, some operating for generations, continue to serve *bun cha* the traditional way: grilled fresh, assembled to order, and always with pride.

Despite its cultural weight, *bun cha* remains remarkably accessible. For just VND40,000 to VND100,000 (roughly $2–$4), anyone can enjoy a generous meal of grilled pork, vermicelli noodles, dipping sauce, and herbs. In a city known for its quiet dignity and depth, this dish is both everyday fare and a lasting cultural treasure.

Simple yet sophisticated, *bun cha* doesn't demand attention - it earns it. It's the kind of dish that tells the story of Hanoi without saying a word.

"Hanoi Cultural Day in Minsk" showcases local heritage and creativity

The Hanoi People's Committee on May 12 hosted the event titled ***"Hanoi Cultural Day in Minsk"*** *in the capital city of Belarus, featuring a series of activities to promote investment, trade, and tourism.*

A vibrant art performance, blending traditional and modern elements, offered international friends a glimpse into a historic and dynamic Hanoi through traditional folk-singing performances, and a fashion show featuring Van Phuc silk.

The exhibition space, themed ***"Hanoi – The Capital of Heritage and Creativity,"*** *attracted large crowds with 96 photographs across six topics, along with intricate handicrafts from Hanoi's traditional craft villages.*

Visitors also had the chance to experience making Dong Ho folk paintings and pressing decorative patterns from the Doctoral Steles at the Temple of Literature, gaining a deeper appreciation of Hanoi's rich cultural heritage and its ever-evolving creative spirit – a destination rooted in tradition yet always looking forward.



Hanoi, a thousand-year-old capital A journey to discover the golden vestiges

Hanoi is the thousand-year-old capital of Vietnam. In this article, let's explore the historical relics in Hanoi, where each wall and each decorative pattern can tell the story of a bygone era.

THANG LONG IMPERIAL CITADEL

This is one of the most important historical relics of Hanoi, and is also a World Cultural Heritage inscribed by UNESCO. Located right in the heart of the city, Thang Long Imperial Citadel is a symbol of power and the quintessence of Vietnamese culture for more than 13 centuries.

TEMPLE OF LITERATURE

Temple of Literature is the first university in Vietnam, honoring Confucianism and the country's talented people. This historical relic in Hanoi was built in 1070 under the reign of King Ly Thanh Tong, and was the place where exams were held to select talented people for the country.

ONE PILLAR PAGODA

One Pillar Pagoda, also known as Dien Huu Pagoda, is one of the unique architectural symbols of the capital. Built in 1049 under the reign of Ly Thai Tong, One Pillar Pagoda is marked by a single pillar supporting the entire architecture. This lotus-shaped structure is considered a symbol of peace of mind and compassion.

HOA LO PRISON

Hoa Lo Prison is one of the most famous historical sites in Hanoi. The prison was built in the late 19th century under the French colonial period, initially used to detain political prisoners, then became a place to detain American pilots during the war in Vietnam.

NGOC SON TEMPLE

Ngoc Son Temple is located on Ngoc Island in the middle of Hoan Kiem Lake, one of the most famous symbols of Hanoi. The temple was built in the 18th century to worship the gods of literature, martial arts and Saint Tran Hung Dao - the great general of the nation. The Huc Bridge with its brilliant red color leads you from the lake shore to the temple. The bridge connecting the mainland and Ngoc Island symbolizes the connection and harmony.

TRAN QUOC PAGODA

Tran Quoc Pagoda is the oldest pagoda in Hanoi, located on a small peninsula in West Lake. Built in the 6th century under the Ly Nam De dynasty, Tran Quoc Pagoda is famous for its beautiful architecture and peaceful space, a place of meditation and cultivation for many generations of Buddhists.

The pagoda has many unique architectural works such as the tower garden, the lotus tower with 11 floors, 15 meters high, which is a symbol of enlightenment.

Hanoi pledges to boost tourism cooperation with Thai Nguyen

Deputy Director of the Hanoi Department of Tourism Tran Trung Hieu on April 1 pledged to strengthening the city's sustainable tourism cooperation with Thai Nguyen Province.

The two localities share great potential for cooperation thanks to their close distance, well-connected transport infrastructure, and a common goal to develop new, attractive tourism products, he told a tourism promotion conference for Thai Nguyen.

Both sides will enhance joint surveys, promotions, and the development of a Hanoi-Thai Nguyen railway tourism route, Hieu said.

They will also collaborate to organize major tourism events, he added.

The deputy director also invited Thai Nguyen to join a series of key tourism festivals in the capital in 2025, aiming to create momentum for regional tourism and attract more domestic and international travelers.

Thai Nguyen is home to unique destinations such as the Dinh Hoa Safe Zone historic site, Nui Coc Lake, and the famous tea plants in Tan Cuong Commune.



Hanoi Tourism

Postcard travel - Explorer and unwind

Hanoi
Tourism















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