

**Company:** Ho Chi Minh City Department of Tourism

**Nomination Submitted by:** Ho Chi Minh City Promotion Center

**Company Description:** Ho Chi Minh City Department of Tourism

**Nomination Category:** Event Categories

**Nomination Sub Category:** Art, Entertainment & Public - Festival

**Nomination Title:** THE SECOND HO CHI MINH CITY RIVER FESTIVAL 2024

1. If you are providing a written essay for this nomination, submit in this space an essay of up to 525 words describing the event: its genesis, goals, development, and results:

**Total 524 words used.**

### **The Creation of Ho Chi Minh City's River Festival: From Genesis to Glory**

In June 2024, the Ho Chi Minh City Department of Tourism unveiled the second edition of the Ho Chi Minh City River Festival, marking a milestone in the city's cultural and tourism landscape.

Initiated in 2023, this annual festival was envisioned as a vibrant celebration of the city's historical identity as a dynamic waterfront metropolis. Rooted in the Saigon River's storied past, the festival reflects the city's desire to blend its rich heritage with modern-day aspirations, while fostering civic pride and strengthening regional presence.

The 2024 River Festival was designed to go beyond entertainment. With a multi-faceted mission, it aimed to instill a deeper appreciation for cultural heritage, stimulate tourism, create local employment opportunities, and fuel economic growth. The broader ambition was to affirm Ho Chi Minh City's identity as a historically rich city on the water and to elevate its standing within the ASEAN region as a cultural and economic hub.

In its development, the River Festival emerged not only as a cultural and tourism event but also as an innovative economic model. It successfully merged traditional values with contemporary technology and edutainment formats to attract a wider audience. Responding to the rising demand for experiential tourism, the 2024 edition was significantly expanded—from a three-day event in 2023 to a 10-day celebration from May 31 to June 9. The program featured 17 major activities across various locations, offering a diverse and immersive experience.

The festival's highlight was the grand opening spectacle, The Legendary Voyage, which drew inspiration from the city's evolution. This visually rich performance dramatized Ho Chi Minh City's transformation from a modest trading port into a modern metropolis, with riverways central to commerce and culture. Other standout activities included the Riverside Market Scene—a vivid re-creation of a Mekong Delta floating market—and Fruit Festival Week, which showcased regional produce alongside cultural performances. Water-based entertainment such as sailing, jet skiing, paragliding, and the Ho Chi Minh City Open River Crossing & SUP Championship 2024 added thrilling dimensions to the festival.

The results were remarkable. The Legendary Voyage attracted over 9000 live viewers and gained 10 million online views, igniting widespread interest in the city's history. The event generated 4435 media reports, including 1,534 international articles, reaching an estimated 750 million people in just 15 days.

Tourism and commerce surged, with more than 4.5 million festival-goers, including 1.3 million visitors to Ho Chi Minh City—121000 of whom were international tourists. Over 100 promotional programs were launched, including 201540 discounted tickets, six new tour packages, and 65 waterway tourism offerings from 25 businesses. Fruit Festival Week alone welcomed 2.2 million visitors, sold 100 tons of fruit, and generated VND 4 billion in revenue. Meanwhile, key attractions such as the Cu Chi Tunnels and the Ho Chi Minh Museum recorded growths of 423% and 103% respectively.

By engaging nearly 100 businesses and boosting investment in tourism infrastructure, the 2024 Ho Chi Minh City River Festival not only celebrated heritage—it helped shape the city's future. It now stands as a dynamic symbol of cultural innovation, economic opportunity, and civic pride.

2. Optionally, you may list creative and production credits for your event - a list of the people and organizations that contributed to its development:

Brand Owner: Ho Chi Minh City Department of Tourism

3. Which will you submit for this nomination, a video of up to five (5) minutes in length or a written essay of up to 525 words? Choose one:

Essay of up to 525 words

4. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video:

### **Attachments/Videos/Links:**

[\*\*THE SECOND HO CHI MINH CITY RIVER FESTIVAL 2024\*\*](#)



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