

## HCM City plans festivals to attract tourists

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A fashion show at the 2017 Áo Dài Festival last March in HCM City. Photo [sodulich.hochiminhcity.gov.vn](http://sodulich.hochiminhcity.gov.vn)

HCM CITY — A slew of cultural, art, cuisine and tourism events are scheduled in the next few months to attract more tourists to HCM City, according to the Department of Tourism.

Speaking at a meeting with the city's People's Committee last Friday (May 5), the director of the department, Bùi Tá Hoàng Vũ, said his department would organise the Southern Land Cuisine Festival from May 24 to 28 at Đầm Sen Park and the Southern Fruit Festival in June at Suối Tiên Theme Park.

The first Fashionology Festival would be held in October on Nguyễn Huệ Street in the downtown area, he said.

The festival will feature a 3D mapping fashion show themed “Sài Gòn in the past and present,” street art performances, an exhibition and online shopping programmes.

It is expected to attract 50 local and foreign fashion designers and fashion companies and involve more than 200 models.

Trần Vĩnh Tuyển, deputy chairman of the city People’s Committee, said tourism authorities need to strengthen links with travel agents and tour operators to make these festivals reach visitors.

The department should expand the scale of its annual cultural, cuisine and art events and arrange more special traditional music and art performances at such festivals, he said.

In March the annual Áo Dài (traditional Vietnamese long dress) Festival attracted huge crowds of both locals and foreigners. —VNS