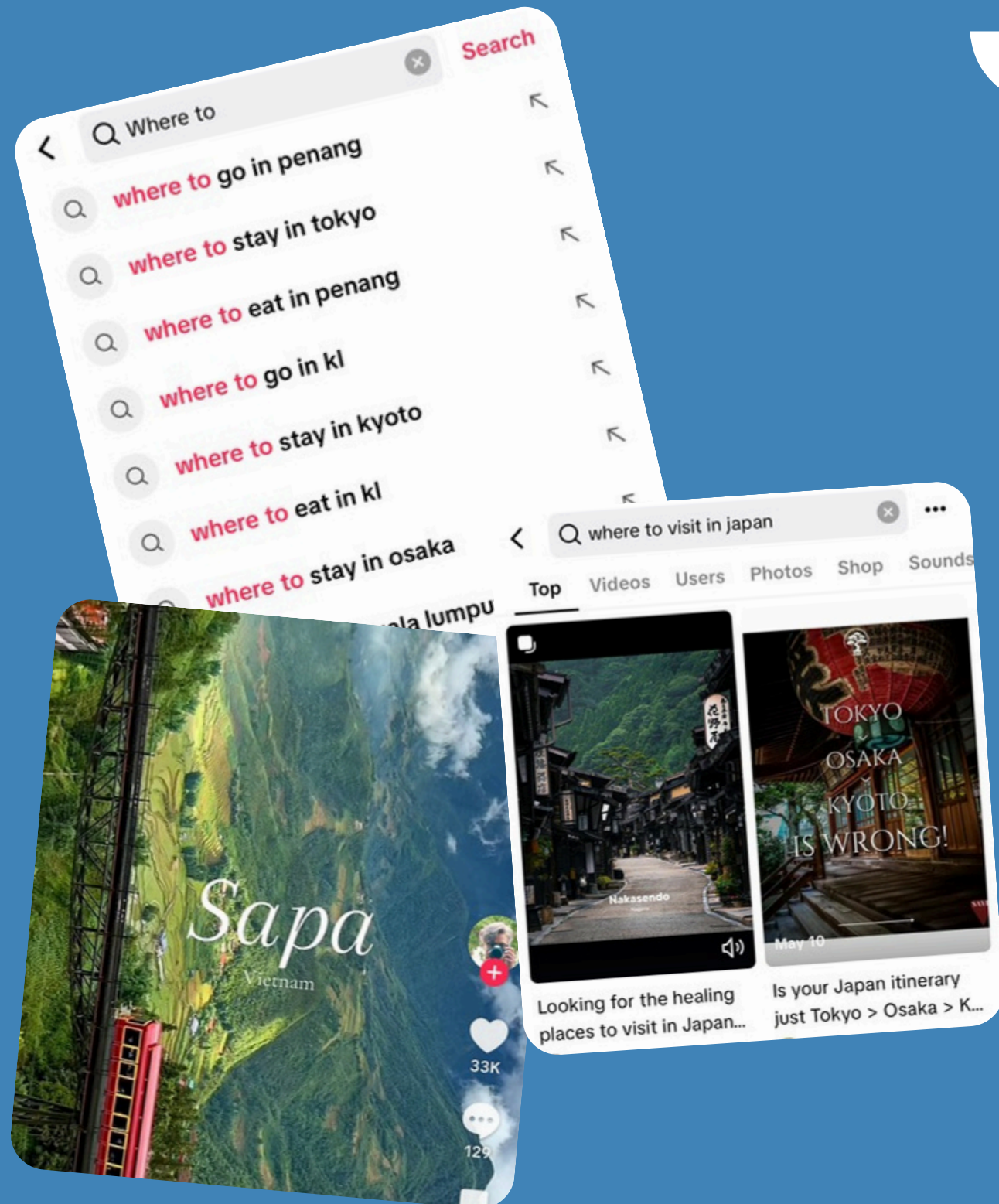


Social Search Trends

CHINA
VIETNAM
JAPAN

BY  **SocialSeal**
September 2025

FOR
WIT
BY NORTHSTAR



Executive Summary

This report delivers a data-driven snapshot of inbound tourism interest based on social search behavior across three key Asian destinations: China, Vietnam, and Japan. By examining search trends and social media content preferences segmented by their top 3 source markets, it reveals evolving traveler priorities and emerging market opportunities for 2025.

Key Takeaways:

- Travelers increasingly value actionable, checklist-style content over pure entertainment, with an emphasis on budget guides, itineraries, and shopping tips.
- China's inbound market shows strong demand for practical travel advice blended with immersive cultural and natural experiences, especially from South Korea, Vietnam, and Russia.
- Vietnam is rising rapidly as an inbound hotspot, attracting diverse traveler types, from Korean vlog enthusiasts to American budget backpackers, and increasingly benefiting from shifting Chinese tourist flows.
- Japan's inbound tourism rebounds strongly in 2025 with over 47 million visitors projected, driven by shopping sprees and culinary experiences.
- Bilingual and culturally tailored content, as well as fresh destinations beyond capital cities, are crucial to capturing traveler attention in these competitive markets.

Implications:

- Travel brands should prioritize utility-driven, culturally nuanced social content.
- Marketers must explore growth beyond traditional cities to capture emerging destination interest.
- Leveraging social search data can deliver highly targeted and measurable tourism marketing strategies.

Destination Snapshots

China

**Note: China/HK outbound will be covered in another report focusing on Douyin and XiaoHongShu*



Top origin* of visitors (2024):

- **Vietnam:** 3.2M
- **Korea:** 3M
- **Russia:** 2.4M

**excl. TW and HK*

Source: ZWJK

- China’s tourism landscape remains anchored by powerhouses like **Shanghai, Beijing**, and scenic hotspots like **Zhangjiajie**.
- Notable is **Chongqing’s** strong continued performance, driven largely by social media buzz.
- South Korean travelers especially demand content that weaves cultural insight with logistics and shopping hacks via bilingual posts.
- Russian tourists focus heavily on bargains and gift purchases, suggesting a commerce-first mindset shaping content consumption.
- Vietnamese content jump seamlessly from aspirational travel highlights to hyper practical live and work in China content

Source Market	Popular Cities/Destinations	Notable Interests/Trends
Vietnam	Shanghai, Beijing, Chongqing, Suzhou	Preference for scenic tours, shopping hauls, practical app usage (Taobao, Alibaba)
South Korea	Shanghai, Beijing, Zhangjiajie, Chongqing	Focus on cultural hotspots, shopping, practical travel tips
Russia	Shanghai, Beijing, Harbin	Shopping-centric, bargain hunting, gift sourcing

Vietnam

**Note: China/HK outbound will be covered in another report focusing on Douyin and XiaoHongShu*



Top origin of visitors (2024):

- **South Korea:** 4.6M
- **China:* 3.7M
- **Taiwan:** 1.3M
- **US:** 780K

Source: VNAT

- Vietnam is experiencing a tourism surge in 2025, with arrival numbers surpassing 2 million in Q1 alone.
- Popular coastal cities Da Nang, Hanoi, and Ho Chi Minh City dominate interest, while Hoi An rises as a lifestyle-meets-heritage hotspot.
- Traveler content reflects a preference for relatable, authentic storytelling ranging from Korean snack vloggers to American DIY-focused budgeters and Taiwanese food lovers.
- Vietnam’s growing profile benefits from intensified promotion and enhanced connectivity with China and Southeast Asia.

Source Market	Popular Cities/Destinations	Notable Interests/Trends
South Korea	Da Nang, Nha Trang, Ho Chi Minh City, Hanoi	Personal vlogs, budget tips, beach and city vacations
Taiwan	Ho Chi Minh City, Da Nang, Hanoi	Food-centric guides, detailed itineraries, cultural highlights
USA	Hanoi, Da Nang, Sapa, Ho Chi Minh	Independent travel planning, backpacking, budget-focused

Japan

**Note: China/HK outbound will be covered in another report focusing on Douyin and XiaoHongShu*



Top origin of visitors (2024):

- **South Korea:** 8.8M
- **China:* 7.0M
- **Taiwan:** 6.0M
- **Hong Kong:* 2.7M
- **Thailand:** 1.1M

Source: JNTO

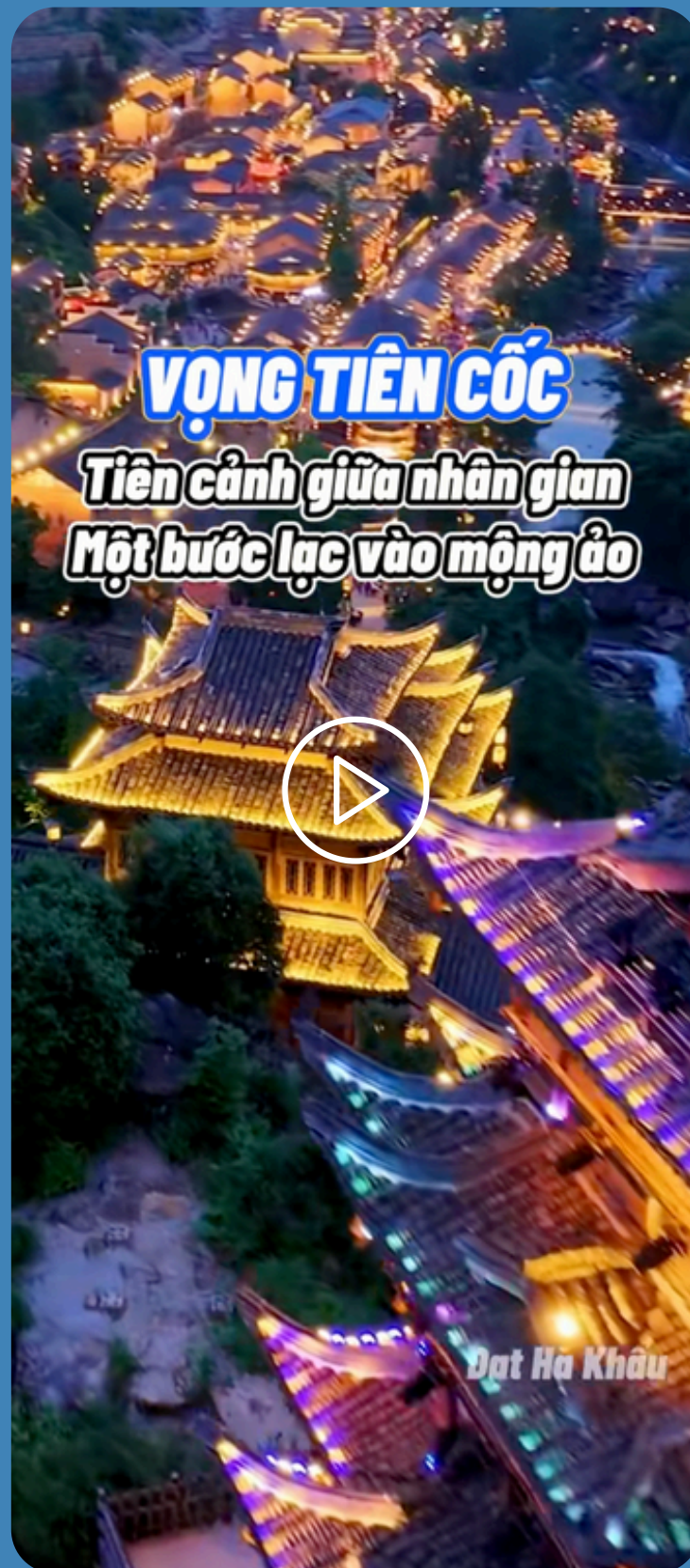
- Japan’s inbound tourism shows strong recovery momentum with an expected 47.7 million visitors in 2025, driven by South Korea, China, Taiwan, and growing Western interest.
- Tokyo, Osaka, Kyoto remain favorites, but Fukuoka is also a hot spot for bargain hunting.
- Japanese inbound travelers prioritize shopping hauls, tax-free tips, and culinary experiences, while Thai travelers seek practical guidance for seamless trips.
- The weak yen and government promotion underpin this robust rebound.

Source Market	Popular Cities/Destinations	Notable Interests/Trends
South Korea	Tokyo, Osaka, Kyoto, Fukuoka, Matsuyama	Shopping hauls, beauty tourism, checklist travel tips
Taiwan	Tokyo, Osaka, Kyoto, Nara, Uji	Food and culinary guides, listicle-style travel advice
Thailand	Tokyo, Osaka, Hokkaido, Kyoto, Nara	Practical travel info, budget guides, immigration tips

A trend picking up steam:

Chinese cliffs.

Cliff 1: Wangxian Valley

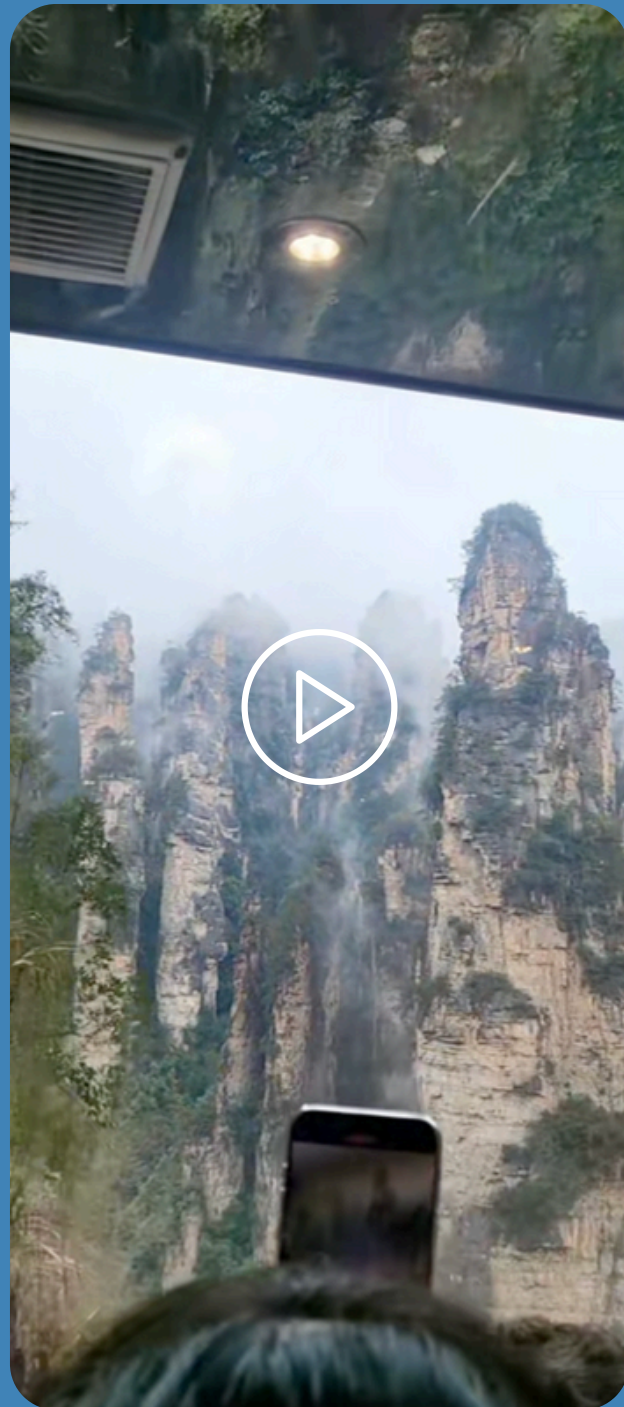


Fairytale Valley

- **Wangxian Valley**, is a 2.5 hours train ride from Shanghai, China.
- The scenic area opened in 2017 and is very popular with Chinese domestic tourists.
- International travelers started taking notice in 2024, with Southeast Asia travelers leading the charge, particularly from Malaysia (a ripple effect from Xiaohongshu) and Singapore.
- The trend has picked up steam among the Thais, and more recently among the Vietnamese.

[Link](#)

Cliff 2: Zhangjiajie



[Link](#)



[Link](#)

Avatar Mountains (*accessible from Cyberpunk City*)

- **Zhangjiajie** has been known as the “Avatar Montains” since 2008
- A newly launched high-speed train route from **Chongqing** has increased its accessibility exponentially, and is now picking up steam internationally as a place to visit after experiencing the cyberpunk city.
- The high-speed rail route recently launched in **end-June 2025** to connect Chongqing to Zhangjiajie.
- This makes it a straightforward 2 hour train route, cutting previous travel times by more than half.
- Korean travelers are particularly fond of the giant Bailong Elevator.
- The glass bridge has been a mainstay of international and Chinese social media.

Cliff 3: Wulong



Notable mention: Wulong, Chongqing's nature outside of the city

- UNESCO-listed **Wulong** Karst National Geology Park was already famous as a movie set for Michael Bay's Transformers: Age of Extinction
- It has been getting increased international interest due to its accessibility from Chongqing city (~2 hours), with the city enjoying growing international tourist numbers due to its current popularity.

[Link](#)

Search Behaviours by Markets

Social Video Search Themes by Markets



South Korea

Pragmatic and Shopping-Focused Planners

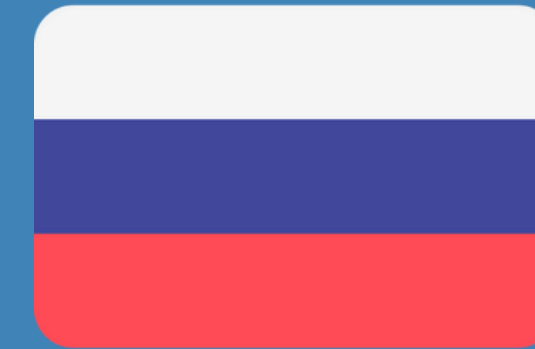
- Content consumption centers on budget-conscious planning, detailed itineraries, shopping hauls, and beauty/healthcare experiences- reflecting a blend of practical and lifestyle-focused travel.
- High engagement with actionable, checklist-style content on social media including tax refund hacks, packing lists, and transport tips.
- South Koreans tend to prefer experiential travel balanced with cost-effectiveness and convenience, often traveling independently or in small groups.



Vietnam

Experience-Driven and Relatable Storytelling

- Show growing enthusiasm for Chinese destinations with a focus on cities like Shanghai, Beijing, Chongqing, and scenic spots like Wangxian Valley.
- Their social search behavior indicates preference for vlogs, scenic tours, practical travel hacks, and budget shopping strategies, including apps like Taobao.
- Content engagement favors authentic, practical travel stories and detailed, bookmarkable guides that assist in trip planning and shopping.
- This reflects a hybrid travel style combining cultural curiosity with pragmatic spend control and efficiency.



Russia

Value-Oriented, Commerce-Driven Shoppers

- Emphasis on bargain hunting, gift sourcing, and budget travel tips in their search patterns.
- Their travel content consumption is highly transactional and pivoted towards cost-saving strategies and maximum value from shopping opportunities.
- Travel planning is often pragmatic, focused on logistics, price comparisons, and reliable product sourcing.
- This value-first behavior highlights the importance of promotions, deals, and affordability in destination marketing.

Social Video Search Themes by Markets



Taiwan

Food Lovers and Itinerary Strategists

- Focus heavily on food-related content such as local delicacies, culinary highlights, and convenience store haul videos when exploring Japan and Vietnam.
- Their searches also center on well-structured travel itineraries and scenic spot highlights, often presented in listicle or visual reel formats.
- This audience seeks deep cultural immersion paired with carefully planned, easy-to-follow travel routes.
- They respond well to vivid, sensory-rich content providing both inspiration and practical guidance.



USA

Independent, Budget-Savvy, and Experience Seekers

- Preference for DIY travel guides, budget-conscious itineraries, and unique local experiences in markets like Vietnam.
- Their social search trends emphasize backpacking routes, cost breakdowns, and niche attractions, favoring flexibility and personalization.
- Content that empowers traveler autonomy and highlights quirky or adventurous experiences resonates strongly.
- This segment values transparency, control, and cost efficiency balanced with authentic cultural engagement.



Thailand

Organized, Practical, and Budget-Minded Planners

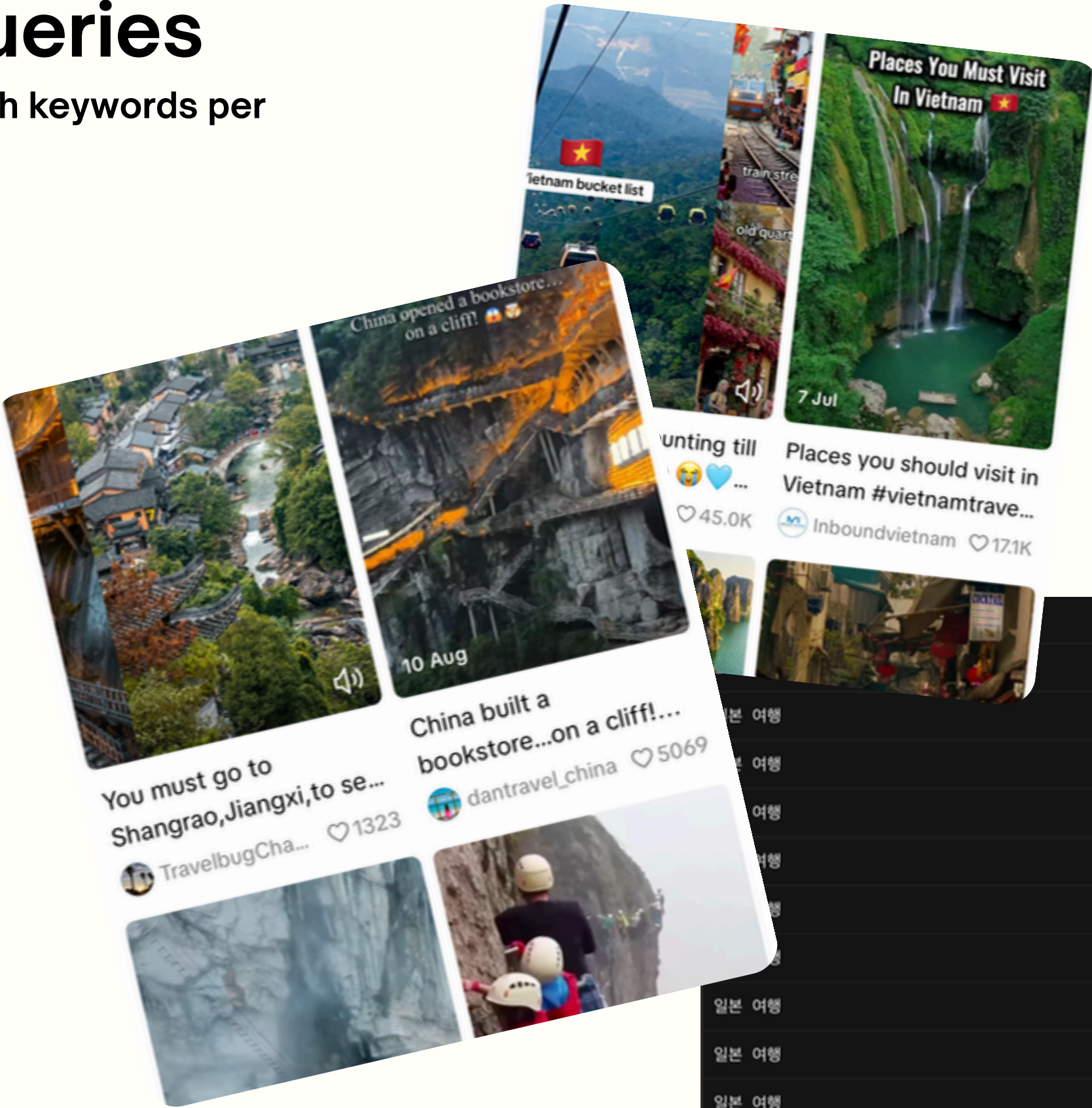
- Prioritize practical travel advice including visa processes, budgeting, immigration procedures, and shopping hauls.
- Their favored content formats include top travel lists, itinerary planning, and step-by-step guides aimed at minimizing travel friction.
- This market values structured, succinct information that builds travel confidence and aids efficient trip execution.
- Brand messaging focused on easing practical concerns and delivering clear travel pathways garners high engagement.

Appendix

The data

66 Search Queries

Focusing on the main search keywords per Origin-Destination pair



	Da Nang Vietnam	US	2025-08-28
	Da Nang Vietnam	SG	2025-08-28
일본 여행	남이섬 여행	KR	2025-08-27
일본 여행	여행지 추천	KR	2025-08-27
일본 여행	오사카 여행	KR	2025-08-27
일본 여행	제주도 여행	KR	2025-08-27
일본 여행	부산 놀거리	KR	2025-08-27
일본 여행	국내 여행지 추천	KR	2025-08-27
일본 여행	대전 맛집 추천	KR	2025-08-27
일본 여행	부산 맛집 추천	KR	2025-08-27
일본 여행	일본 여행 옷 코디 여름	KR	2025-08-27
일본 여행	일본 가면 꼭 사야 할 것	KR	2025-08-27

China

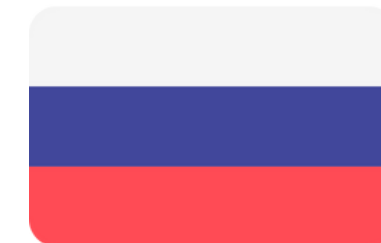
Featuring social search data from:



South Korea

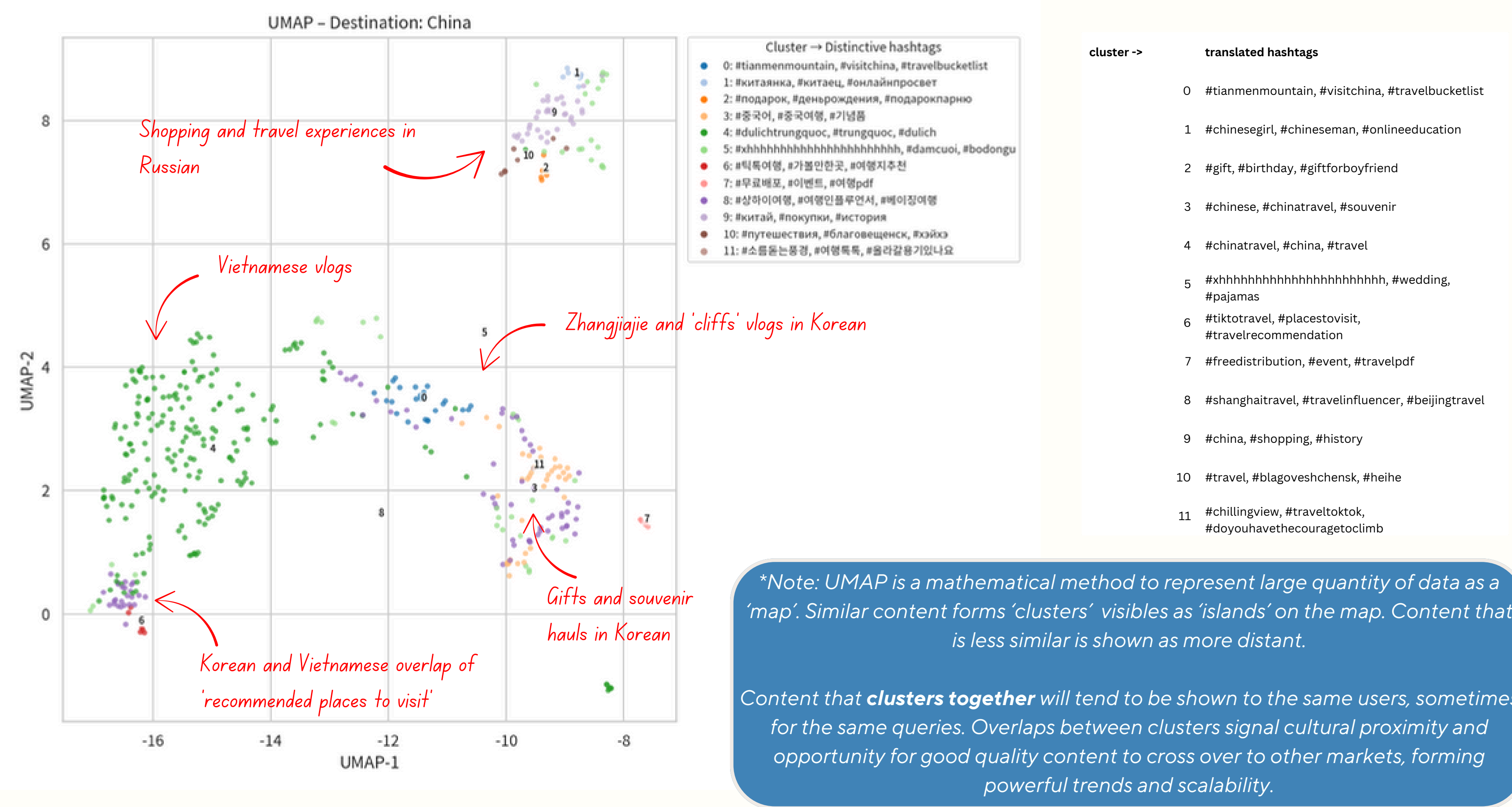


Vietnam



Russia

China-related social search cluster



South Korea - China overview



SEARCH DEMAND

Popular destination-related search keywords:

- 중국 쇼핑
- 중국 여행 추천
- 중국에서 꼭 사야할 것
- 중국 여행지 추천
- 중국 여행 일정

CITIES OF INTEREST

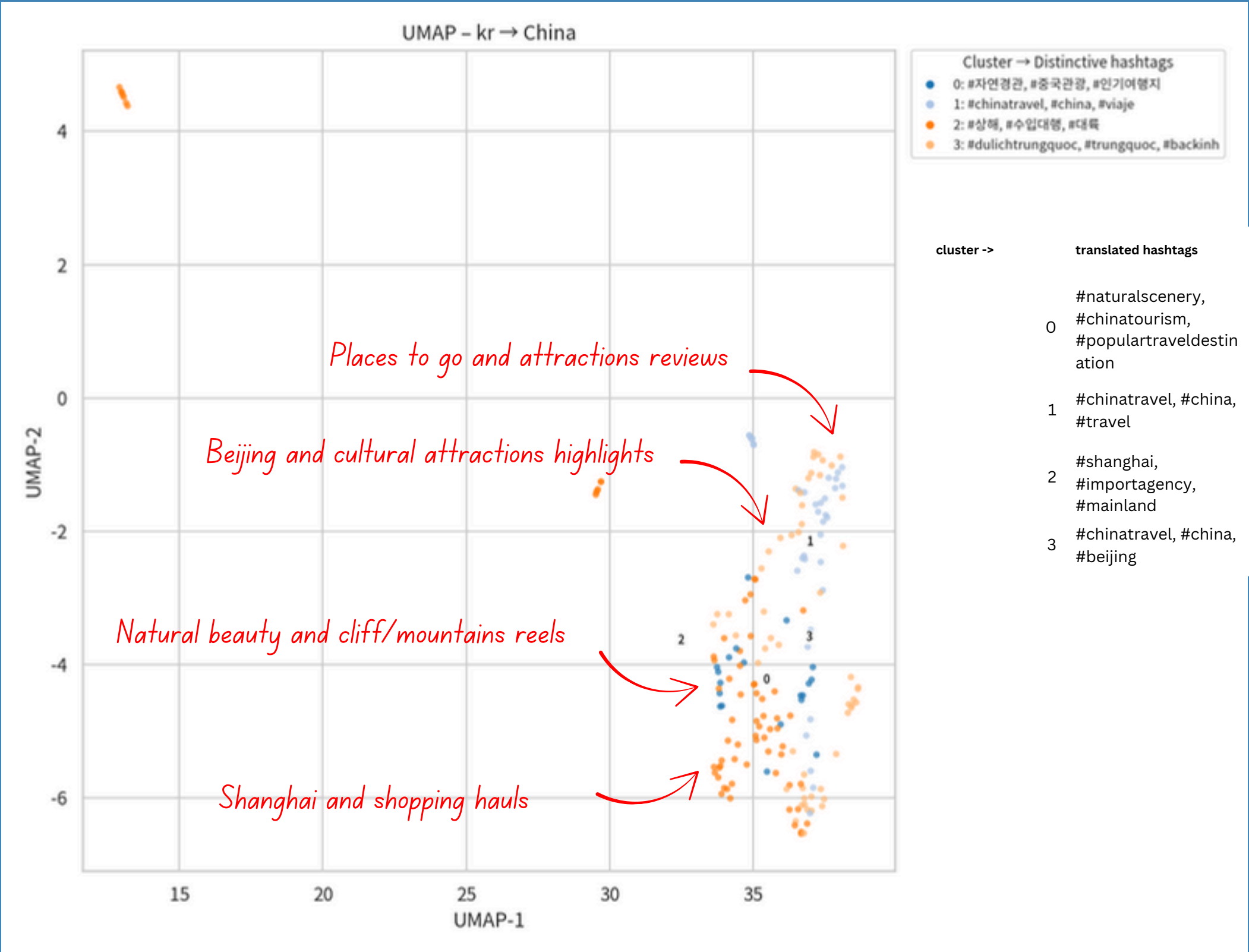
Popular cities being searched:

- Shanghai
- **Zhangjiajie**
- Beijing
- **Chongqing**
- Qingdao

INSIGHTS

- Resonates with scenic natural and cultural attractions in China (e.g., waterfalls, ancient towns, mountains like Zhangjiajie, countryside views), showing high engagement and shares on visually stunning, immersive content
- Prefers practical travel tips and warnings (e.g., "things not to do," and budgeting), with notable saves on such videos for planning purposes
- High saves and engagement on **shopping**-related content, including apps (Taobao, Alibaba), factory outlets, souvenirs (perfumes, magnets), and unique gadgets/products, indicating interest in sourcing affordable Chinese items
- Saves and likes **itineraries/listicles** (e.g., multi-day plans, monthly travel guides, top spots), favoring structured, actionable formats over pure vlogs
- High viral potential (shares, likes) on unique/experiential elements like free shows, elevators, or fields, especially when tied to "must-visit" or "**hidden gem**" narratives

South Korea - China social search cluster



[Link](#)

South Korea - China content themes



- City buzz skews beyond Beijing and Shanghai. Chongqing, and Zhangjiajie surface as must-see, signalling appetite for photogenic, second-tier destinations.
- Posts juggle utility and emotion: pragmatic terms like “필수 (essential),” “쇼핑 (shopping),” and “tip” sit beside “beautiful” and “좋아요,” blending checklist advice with Instagram-ready flair.
- Commerce & Consumption: “Shopping” looms larger than “culture.” Retail therapy (beauty products, electronics, duty-free goods) is a primary draw.
- Bilingual content (Korean + English, or Korean + Chinese) broaden algorithmic reach and underscore travelers’ global mindset.

Vietnam - China overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- quà tặng trung quốc
- mua sắm trung quốc
- trung quốc du lịch
- trung quốc tour
- địa điểm du lịch trung quốc

CITIES OF INTEREST

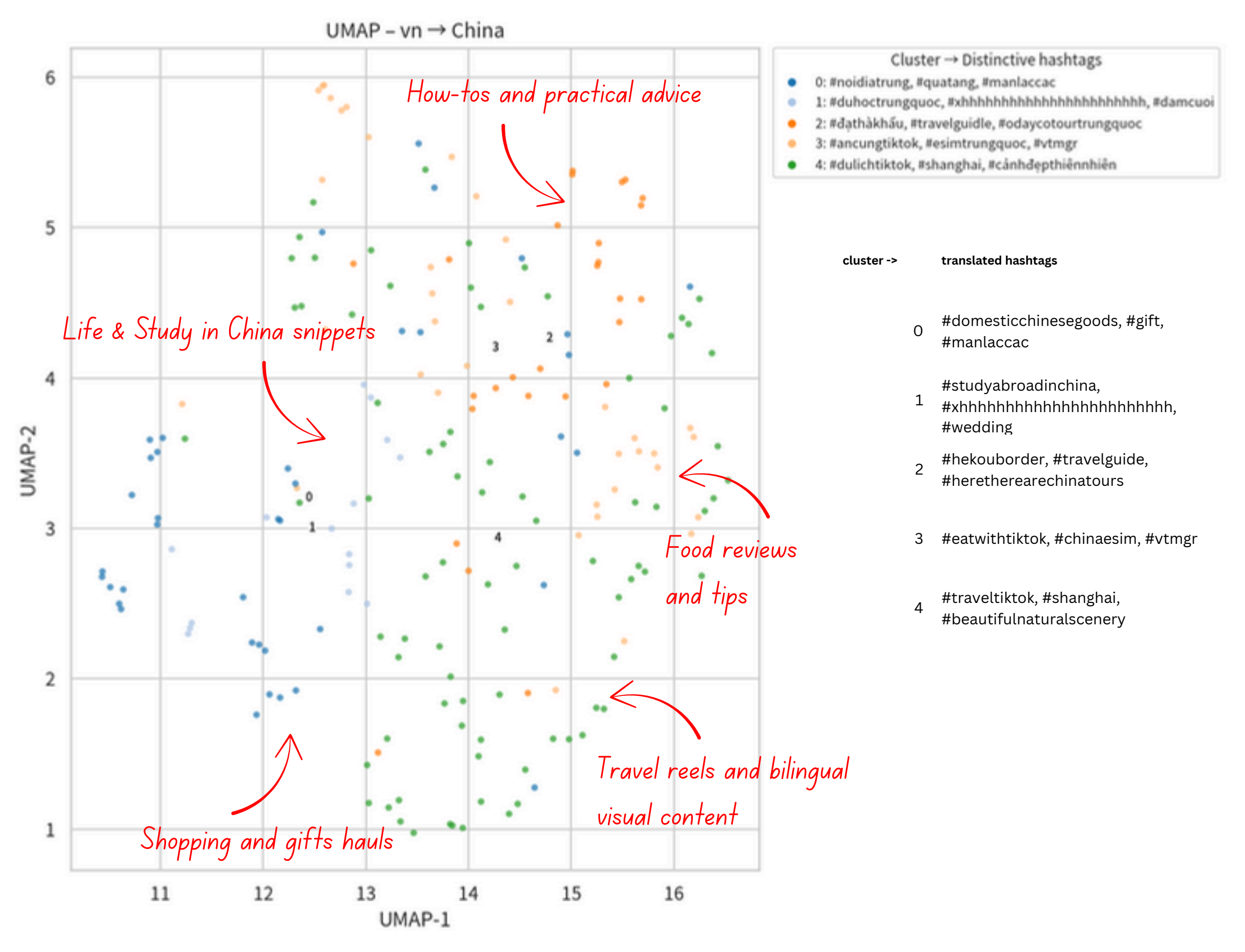
Popular cities being searched:

- Shanghai
- Beijing
- Suzhou
- **Chongqing**
- Hangzhou

INSIGHTS

- Favors vlog-style personal travel experiences (e.g., scenic tours, no-shop itineraries, or shopping hauls in cities like Chongqing, Shanghai, or Beijing) over structured listicles (e.g., "6 things to remember" or "4 apps" formats, which show lower engagement rates)
- High saves on practical guides and tips (e.g., safety for solo female travelers, ordering apps like Taobao/1688, or sourcing cheap souvenirs/gifts), indicating desire for bookmarkable, actionable advice
- Resonates with content promoting **romantic** or **family-oriented** travel (e.g., "places to take wife" or wedding/cultural gift ideas), often with emotional or aspirational tones
- High engagement on **visually stunning**, **"fairy-tale"** scenery (e.g., countryside valleys, mountains from Avatar, or festivals), funneling into searches for unique destinations like Wangxian Valley, Zhangjiajie, or Guizhou
- Leans toward **group** or **guided tour** content (e.g., budget comparisons, 3-5 day itineraries) over solo adventures, except when safety-focused

Vietnam - China social search cluster



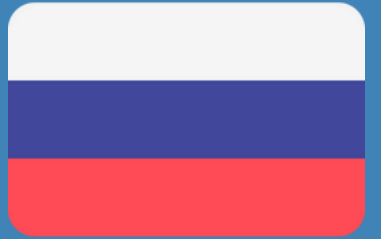
[Link](#)

Vietnam - China content



- Vietnamese content feature a variety of content styles, including vlogs, practical how-tos, food videos and more
- Travel-related keywords do not necessarily return tourism-related content only. They also include content on 'how to study and work in China', students' experiences, etc. This reflects the young Vietnamese travelers' interests, which are not solely about leisure and wanderlust.
- Vietnamese content is mostly monolingual, however English language hashtags are sometimes used, and popular videos in English sometimes make their way into Vietnamese TikTok.

Russia - China overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- подарки из Китая
- советы путешествуящим в Китай
- маршрут по Китаю
- места для посещения в Китае
- шопинг в Китае

CITIES OF INTEREST

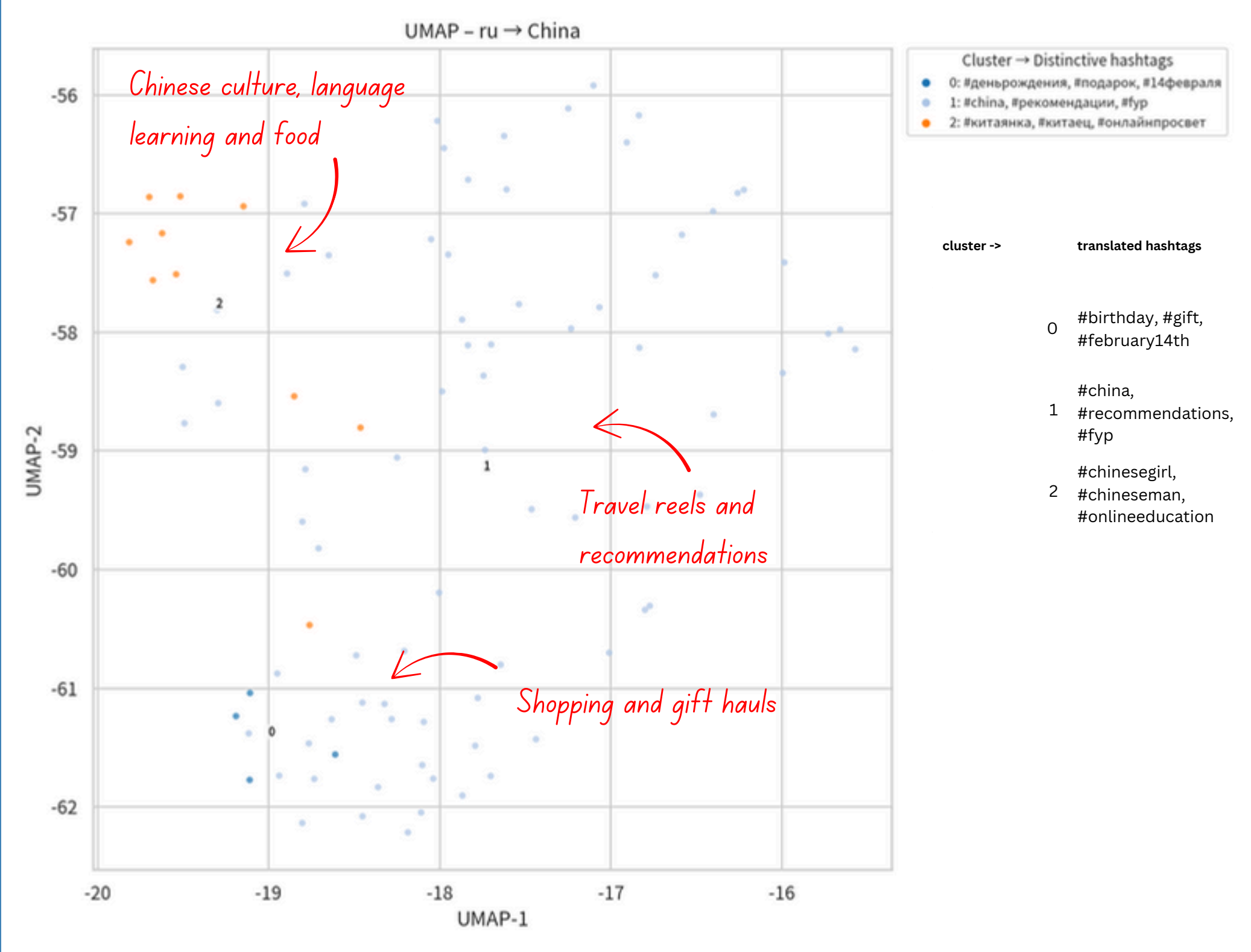
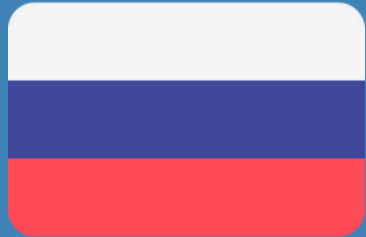
Popular cities being searched:

- Shanghai
- **Heihe**
- Beijing
- Harbin
- Hong Kong

INSIGHTS

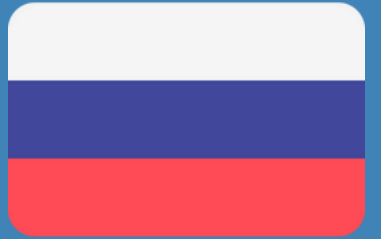
- Resonates with **interactive** content prompting user input (e.g., "write your height/weight" or "did you know this?"), driving high comments and engagement
- Prefers factual or educational tidbits about Chinese culture, food (e.g., tea, hotpot), and daily life, with moderate saves indicating utility for reference
- **High engagement on Russia - China border crossings, budget tips, and tourist spots, funneling into searches for cross-border excursions or group/family travel**
- **Heihe-Blagoveshchensk** border content is as popular as **Shanghai/Beijing**, thanks to tourism from Russia's Far East

Russia - China social search cluster



[Link](#)

Russia - China content



- Two themes dominate:
- Gift & haul content showcasing budget Chinese products
- Bite-size “recommendations” and fun facts about China.
- Commerce-first mindset: top content revolve around “what to buy” and “how”
- Travel inspiration is less common than in other markets. Shanghai is mentioned, but product sourcing and price tips eclipse itinerary talk.
- Tone is pragmatic and price-sensitive; effective content highlights deals, shipping hacks, and practical know-how rather than scenic storytelling.

Japan

Featuring social search data from:



South Korea

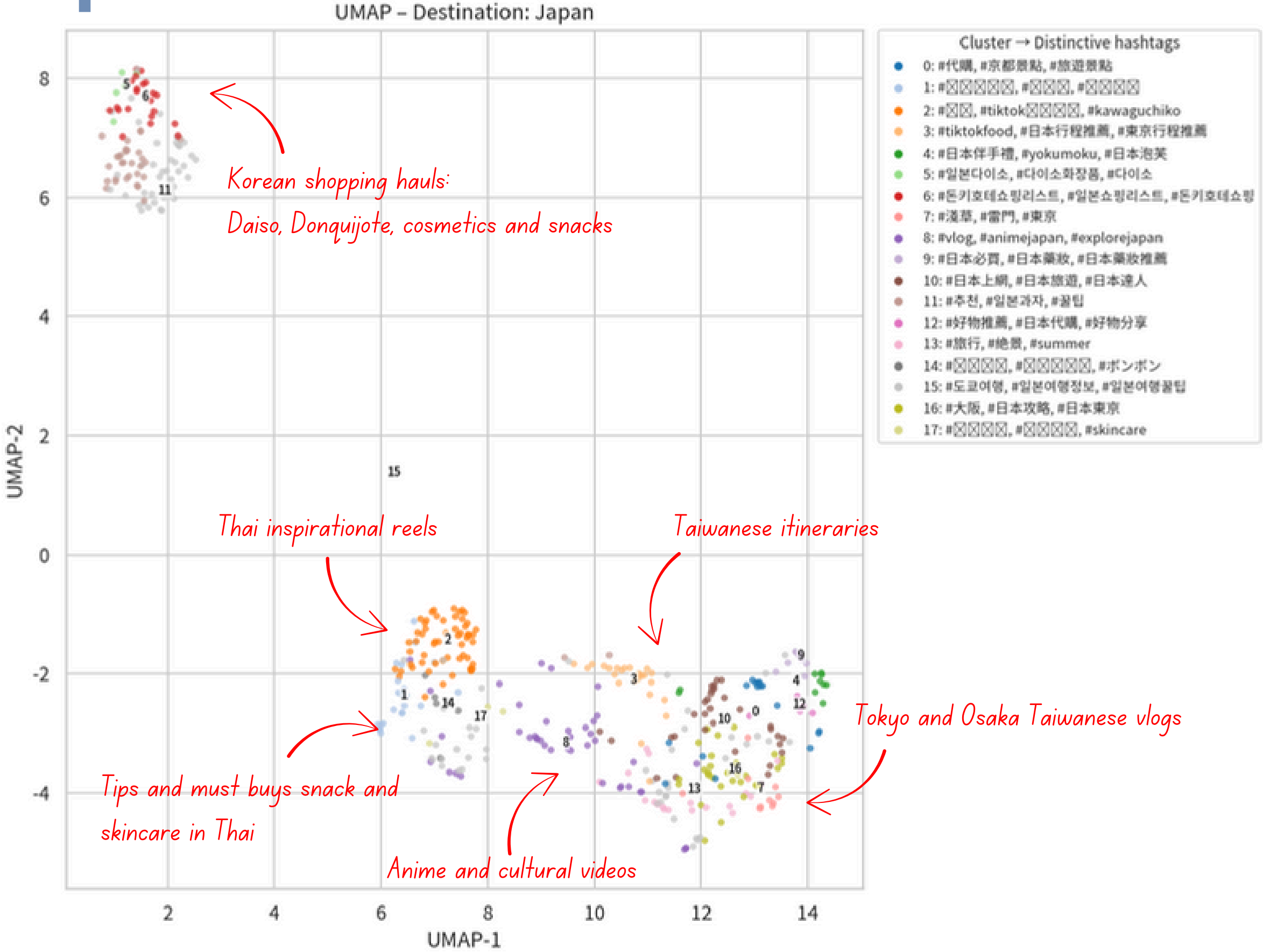


Taiwan



Thailand

Japan-related social search cluster



cluster ->	translated hashtags
0	#purchasingagent, #kyotoattractions, #touristspots
1	#knowledge, #share, #tokyo
2	#travel, #tiktoktravel, #kawaguchiko
3	#tiktokfood, #japanitineraryrecommendation, #tokyoitineraryrecommendation
4	#japansouvenir, #yokumoku, #japanesepuffpastry
5	#japandaiso, #daisocosmetics, #daiso
6	#donquijoteshoppinglist, #japanshoppinglist, #donquijoteshopping
7	#asakusa, #kaminarimon, #tokyo
8	#vlog, #animejapan, #explorejapan
9	#mustbuyinjapan, #japanesedrugstore, #japanesedrugstorerecommendation
10	#japaninternet, #japantravel, #japanexpert
11	#recommendation, #japanesesnacks, #protip
12	#goodthingrecommendation, #japanpurchasingagent, #goodthingsharing
13	#travel, #superbview, #summer
14	#japanesesnacks, #delicioussnacks, #bonbon
15	#tokyotravel, #japantravelinfo, #japantravelhacks
16	#osaka, #japanguide, #japantokyo
17	#cheapstuff, #goodstuff, #skincare

South Korea - Japan overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- 일본 여행 팁
- 일본여행
- 일본 선물추천
- 일본 쇼핑
- 일본 추천템

CITIES OF INTEREST

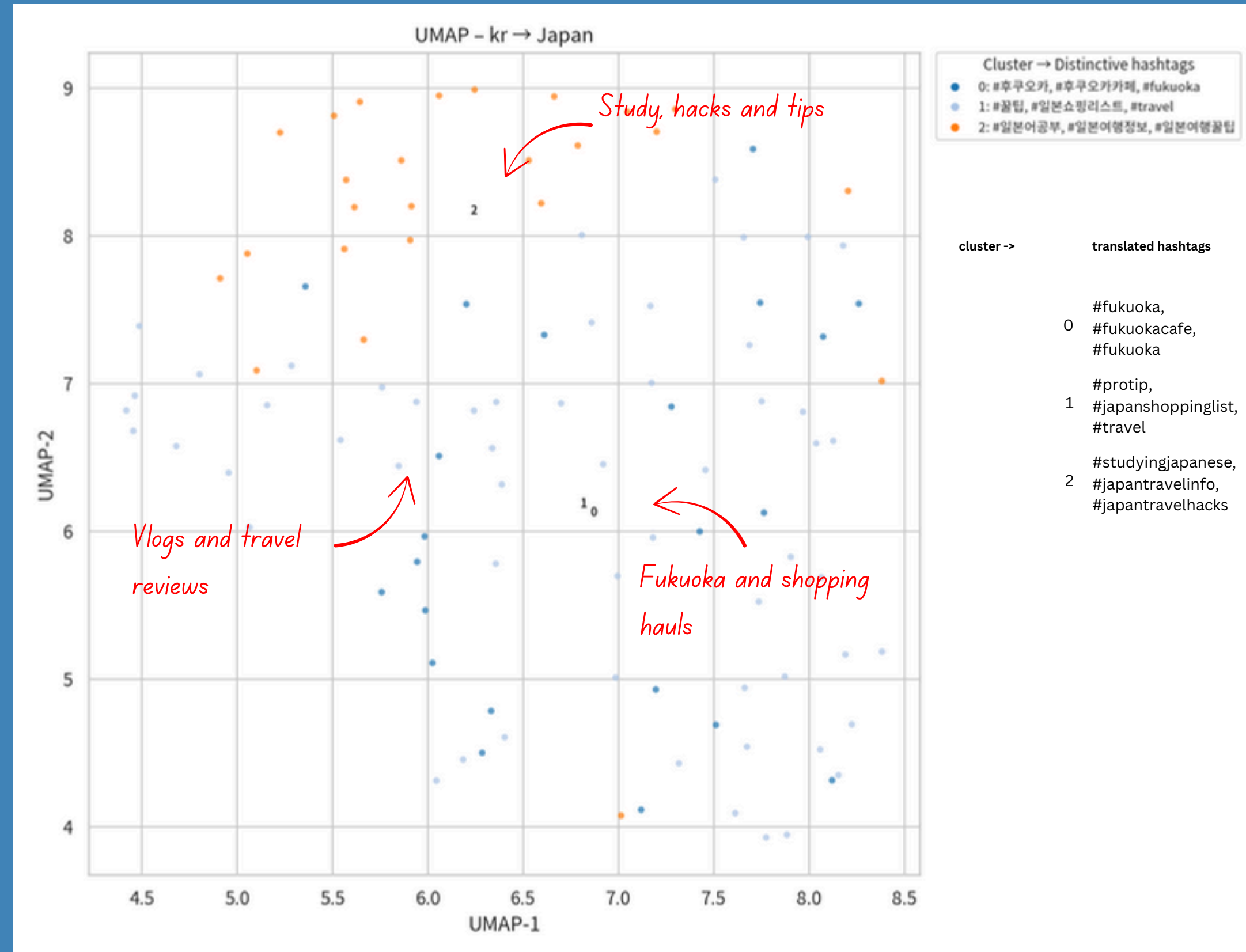
Popular cities being searched:

- **Fukuoka**
- Tokyo
- Osaka
- Sapporo
- Kyoto

INSIGHTS

- Fukuoka is extremely popular as a Japan shopping gateway
- Resonates with personal shopping hauls and reviews (high engagement on 70만 won Donki haul and cosmetics unboxing, suggesting authenticity and relatability drive shares/likes).
- High saves and engagement on "must-buy" listicles focused on value items (e.g., cheap cosmetics, medicines, scents, snacks), especially from Don Quijote, drugstores, and convenience stores like 7-11.
- Prefers content combining tips with **product recs** (e.g., "don't do this" + must-buys, or discount methods), over pure vlogs, though **group/friend travel vlogs** (e.g., teen trips) get high shares.
- Funnel into **beauty/cosmetics-related** searches (highest engagement on hauls featuring brands like Cezanne, Canmake, lip balms, cleansers), followed by practical items like deodorizers, medicines, and entry-level travel prep (phrases, essentials).
- Engages more with youth-oriented or relatable personas (e.g., gifts from friends, 17-year-old trips), indicating preferences for fun, social, non-solo travel content.

South Korea - Japan social search cluster



[Link](#)

South Korea - Japan content



- ‘템’ culture rules: focus on must-haves and pro-tips
- Fukuoka’s main draw is Donki bulk-buy. HQ Cheapest LCC fares and Canal City’s 24-hr Don Quijote make FUK the “cart-full in two hours” airport. Haul posts map out drug-store aisles and show tax-refund kiosks; tours that bundle late-night Donki stop + luggage-forwarding to hotel dominate share-of-voice.
- Osaka is where Koreans go for USJ merch & street-food add-ons. Travelers plan a split wallet: first half to theme-park exclusives (One-Piece, Nintendo), second half to Kuromon snacks.
- Tokyo is about beauty-flagship crawl lists. Shibuya’s Matsukiyo, Ainz-Tulpe and @cosme flagship are done in sequence. Content centres on shade exclusives and pre-order tax-free counters.
- Kyoto means heritage and premium craft splurge. Travelers tag artisanal cosmetics (Yojiya blotting papers) and niche matcha confectionery.
- Sapporo is for snack arbitrage run. The city functions as northern supply depot for Shiroy Koibito, Royce “fabrik” specials and convenience-store winter flavours.

Shopping experiences fuel Korean travel to Japan:



[Link](#)



[Link](#)



[Link](#)

Taiwan - Japan overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- 日本美食
- 日本景點推薦
- 日本旅遊
- 日本行程規劃
- 日本購物推薦

CITIES OF INTEREST

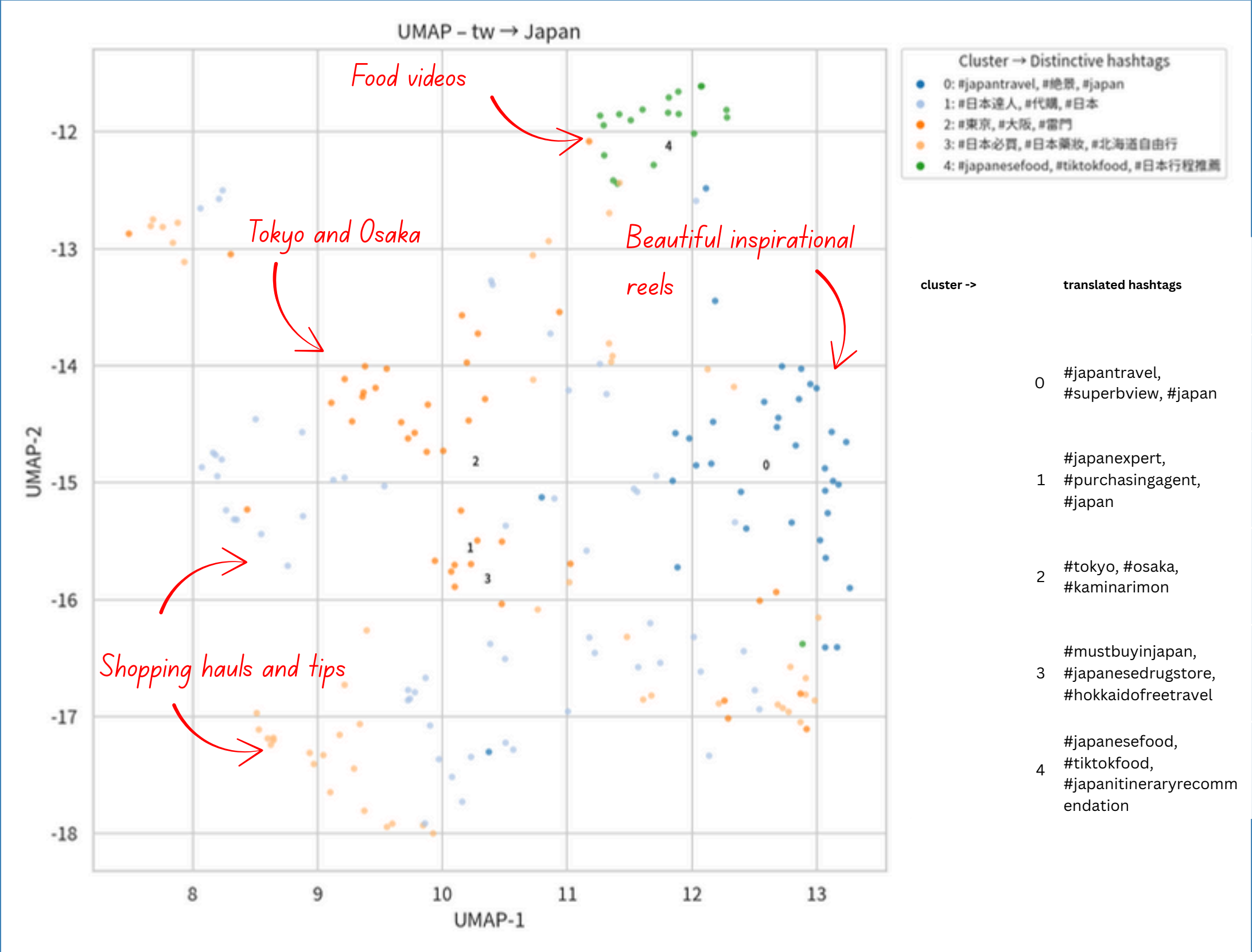
Popular cities being searched:

- Tokyo
- Osaka
- Kyoto
- Nara
- Kyushu

INSIGHTS

- High saves on practical shopping lists and must-buy recommendations (e.g., souvenirs, drugstore cosmetics, snacks), indicating users bookmark for future trips
- Strong resonance with food-focused content, especially matcha desserts, ramen, and sweets
- Prefers visual highlight reels of scenic spots, sunsets, and nature (e.g., caves, shrines, Mt. Fuji), with high shares for inspirational travel
- Engages more with listicle-style guides (e.g., "top 8 places," "must-do tips") over pure vlogs, funneling into searches for itineraries, apps, and budget travel hacks
- Interest in **anime/Ghibli-inspired** spots and cultural experiences, often tied to seasonal themes like summer or cherry blossoms
- High overall engagement on beauty/skin care products (e.g., masks, creams) and customs warnings, revealing preferences for risk-avoidant, value-driven shopping during trips

Taiwan - Japan social search cluster

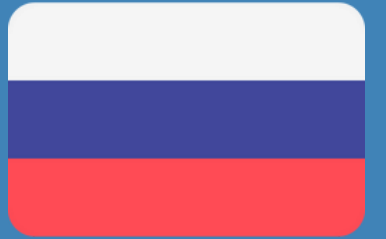


[Link](#)



- Tokyo posts combine multiple interests. Sightseeing at Ghibli Park, Shibuya beauty shopping, restaurants and grocery store food.
- Kyoto–Osaka searches fuse sightseeing with specific sweets: matcha sets, Yojiya blotting papers, Kuromon crab bowls. Products and places are one package.
- The shopping cluster is largely city-agnostic. Currency arbitrage and deals are the big draw.

Thailand - Japan overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- ซอปปิงญี่ปุ่น
- ทริปเที่ยวญี่ปุ่น
- ญี่ปุ่น เทียว
- ญี่ปุ่น แพลนเที่ยว
- ญี่ปุ่น ที่เที่ยวแนะนำ

CITIES OF INTEREST

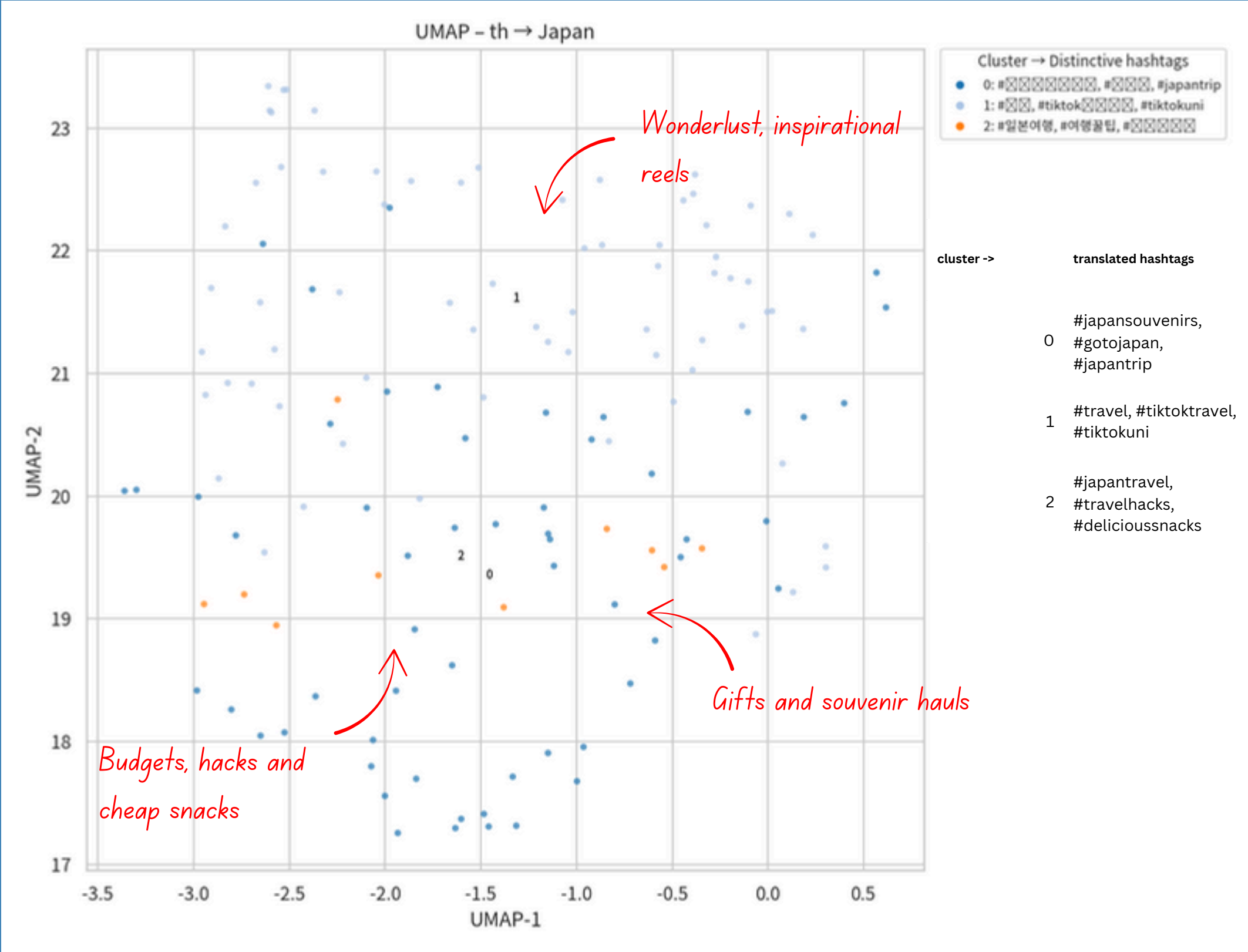
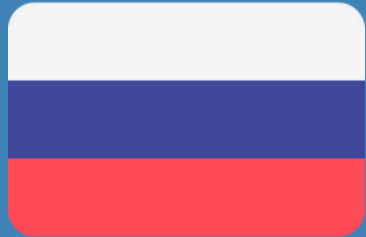
Popular cities being searched:

- Tokyo
- Osaka
- Hokkaido
- **Fukuoka**
- Kyoto

INSIGHTS

- High saves and shares on practical travel guides, such as budgets, itineraries, immigration forms, and expense summaries (e.g., videos on "Japan on 20k budget" or "filling arrival cards" outperform pure entertainment)
- Prefers list-based content (top destinations, hidden gems, rankings) over casual vlogs, especially when focused on scenic spots, shrines, or must-buy items
- Strong resonance with **souvenir** and **shopping** hauls, including snacks, makeup, and quirky items like squishies or branded accessories (e.g., Sanrio, matcha-related, or "must-buy" lists show elevated likes and comments)
- Funnels into **first-time** traveler content, including "Tokyo vs Osaka" comparisons, self-planned trips, and "what not to do" warnings, often tied to group or family travel themes
- Resonates with natural beauty and seasonal content (e.g., Mount Fuji views, caves, autumn leaves) with high comments and shares, indicating aspirational or inspirational appeal

Thailand - Japan social search cluster



[Link](#)



- In Tokyo, clips walk through Suica top-ups, Metro 24-hour tickets and airport transfer hacks.
- In Osaka, creators feature streetfood and Universal-Studios; the sell is kushikatsu alleys by night, USJ by day.
- Fukuoka rhymes with Donki, pointing to the pull of yen-arbitrage hauls of cosmetics and snacks on LCC weekend runs.
- Hokkaido / Kyushu is the scenery loop. The content features “snow, onsen, roadtrip”; little shopping content, the draw is nature-led itineraries rather than mall crawls.
- Thai also enjoy Wakayama and Nara for the temple & fortune reels. “วัด, shrines, เสริมดวง” (boost your luck). Spirituality is not the main content pillar, but it’s not forgotten in Thai TikTok.

Vietnam

Featuring social search data from:



South Korea



Taiwan



USA

Vietnam-related social search cluster



South Korea - Vietnam overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- 베트남 여행
- 베트남 여행일본여행
- 베트남 여행 추천
- 베트남 여행 선물

CITIES OF INTEREST

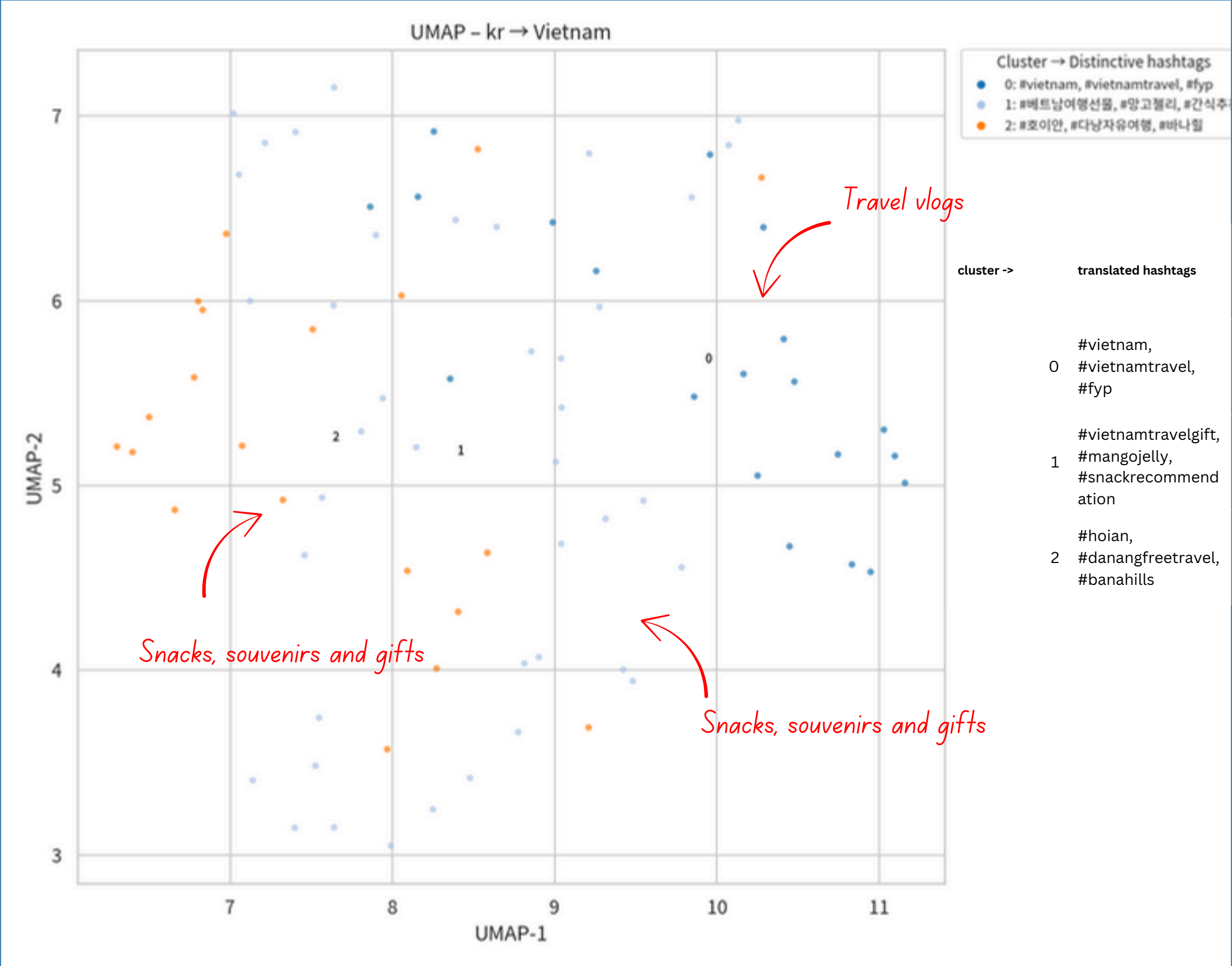
Popular cities being searched:

- Da Nang
- Nha Trang
- Phu Quoc
- Hanoi
- Ho Chi Minh City

INSIGHTS

- Prefers personal stories, vlogs, and how-to content (e.g., shooting travel reels or fun incidents) over generic listicles like top places to visit.
- High engagement on detailed reviews of specific snacks and candies as must-buy souvenirs, especially budget-friendly ones with flavor descriptions and purchase tips.
- Saves practical guides like shopping lists, market tips, must-do courses, and budget resort recommendations for reference.
- Resonates with fun, relatable **shopping** hauls or transformations (e.g., cheap items turning into cute souvenirs or outfits).
- Funnels into **budget**-focused travel elements like affordable hotels/resorts, souvenirs, and snacks, rather than broad attractions or news-style tops.

South Korea - Vietnam social search cluster



[Link](#)

South Korea - Vietnam content



- Aesthetics still matter: travelers are looking for beautiful and photogenic places
- Checklist culture: top-X lists, price points, and quick budget guides drive clicks.
- Interest clusters around coastal hubs (다낭, 호치민, 푸꾸옥) over rural escapes, confirming a beach-and-city holiday mindset rather than adventure or solo travel

Taiwan - Vietnam overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- 越南美食
- 越南景點
- 越南行程規劃
- 越南必去景點
- 越南旅遊攻略

CITIES OF INTEREST

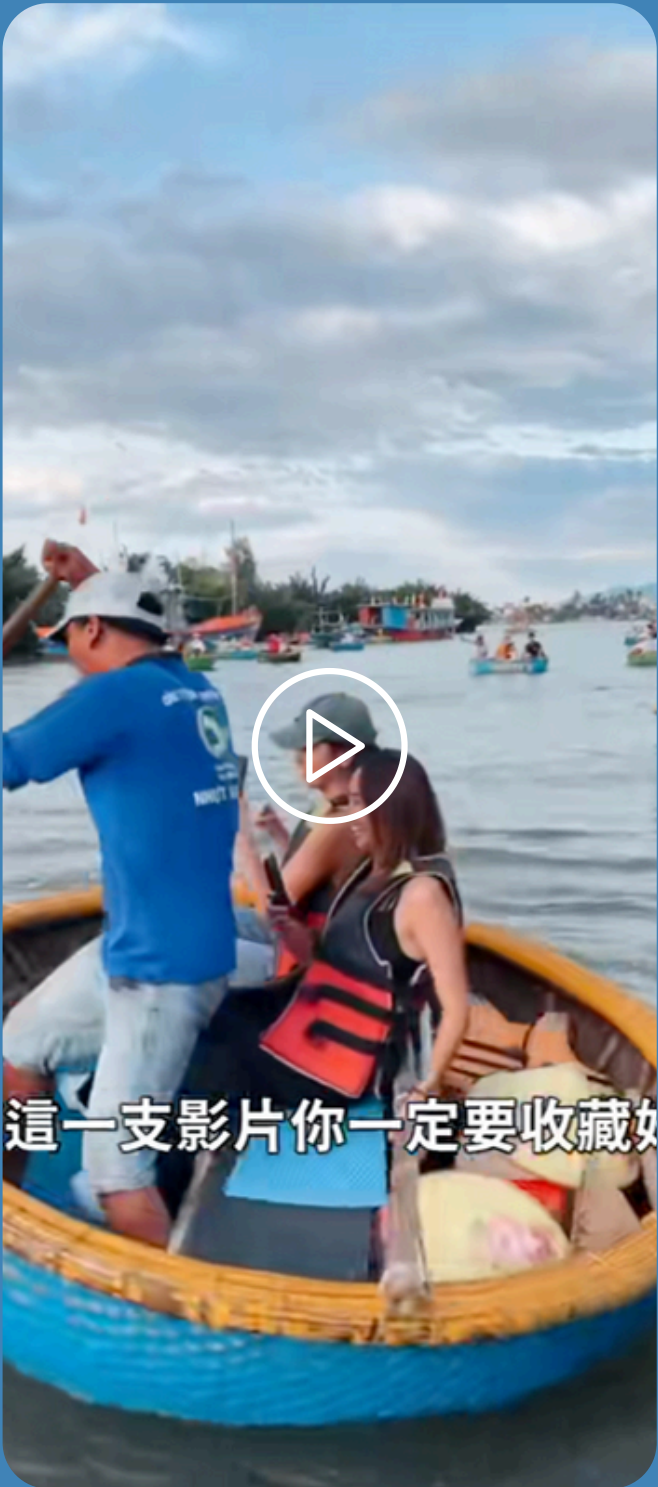
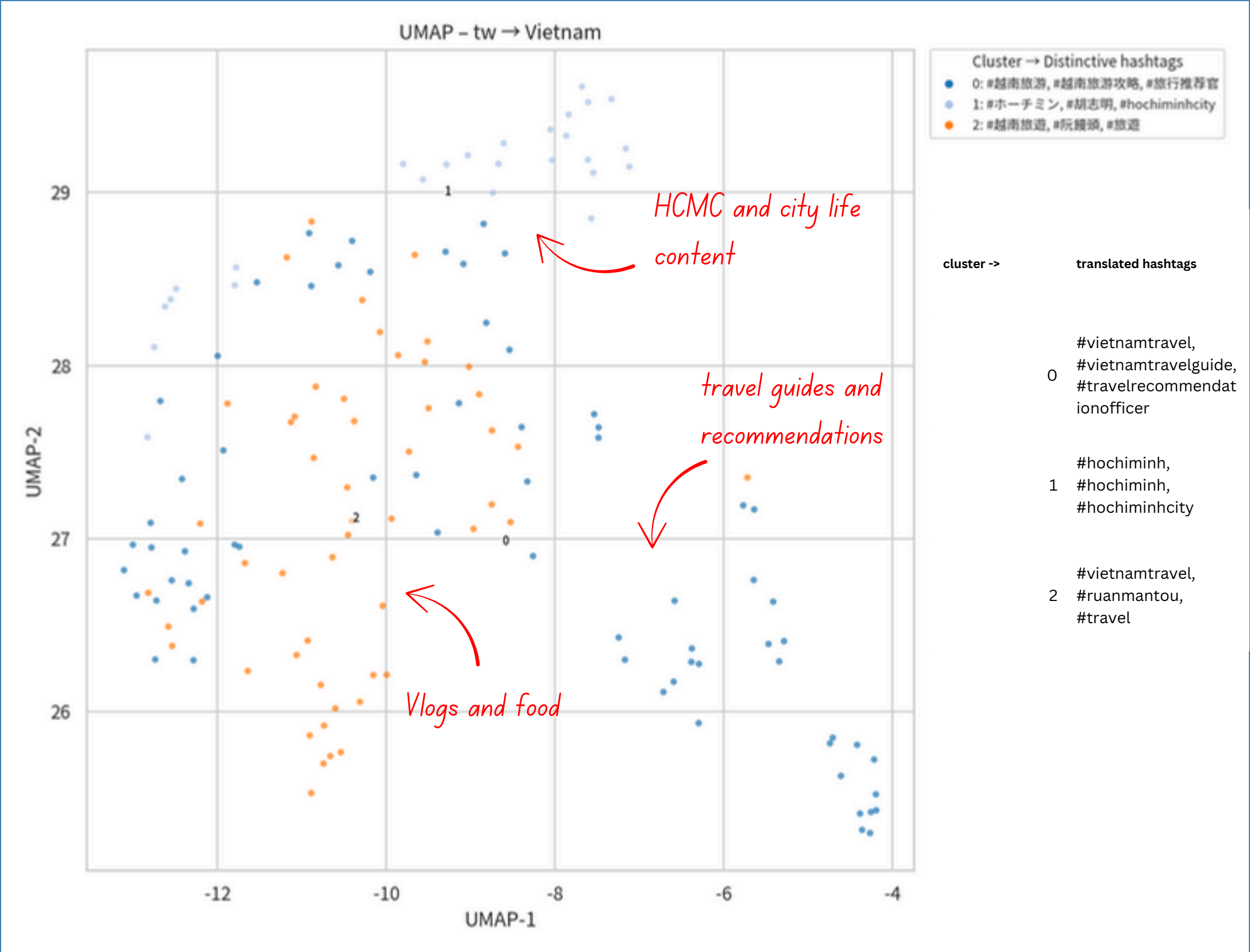
Popular cities being searched:

- Ho Chi Minh City
- Da Nang
- Hanoi
- Hoi An
- Nha Trang

INSIGHTS

- High engagement on scenic and inspirational content featuring Vietnam's natural beauty or landmarks (e.g., drone videos of rivers, hills, or "magic views")
- Saves and shares spike for comprehensive travel guides and itineraries (e.g., full Phu Quoc strategies or Da Nang attraction unboxings), indicating users value saveable, actionable planning resources for trips.
- Resonates strongly with food-related videos, including recipes (like Vietnamese spring rolls) and local specialties (e.g., sausages, snacks), with higher likes and comments on content that ties food to cultural or home-cooking appeal.
- Prefers **personal stories** or **vlogs** about experiences (e.g., scam warnings, daily life, or youthful travel moments) over generic listicles, especially when they include practical tips to avoid pitfalls.
- Funnels into content about specific destinations like Phu Quoc, Da Nang, Ho Chi Minh, and Ba Na Hills, often linked to group or luxury travel themes (e.g., friends sharing spots, hotel recommendations).

Taiwan - Vietnam social search cluster



[Link](#)

Taiwan - Vietnam content



- Food first: cuisine guides and restaurant lists are top-of-funnel hooks.
- Peer reviews and listicles over official promos.
- City focus is narrow: Ho Chi Minh, Danang, Hanoi dominate. This echoes the classic tri-city loop Taiwanese itineraries follow.
- Taiwanese prefers Chinese language content, but also use English hashtags and occasionally English and Vietnamese language videos will slip into their results
- Packaged ease over adventure: high frequency of “行程” and “旅遊” vs. zero extreme-sports terms confirms demand for pre-planned, low-risk experiences.

USA - Vietnam overview



SEARCH BEHAVIOURS

Popular destination-related search keywords:

- vietnam things to do
- vietnam travel package
- vietnam itinerary
- vietnam what to do
- vietnam travel tips

CITIES OF INTEREST

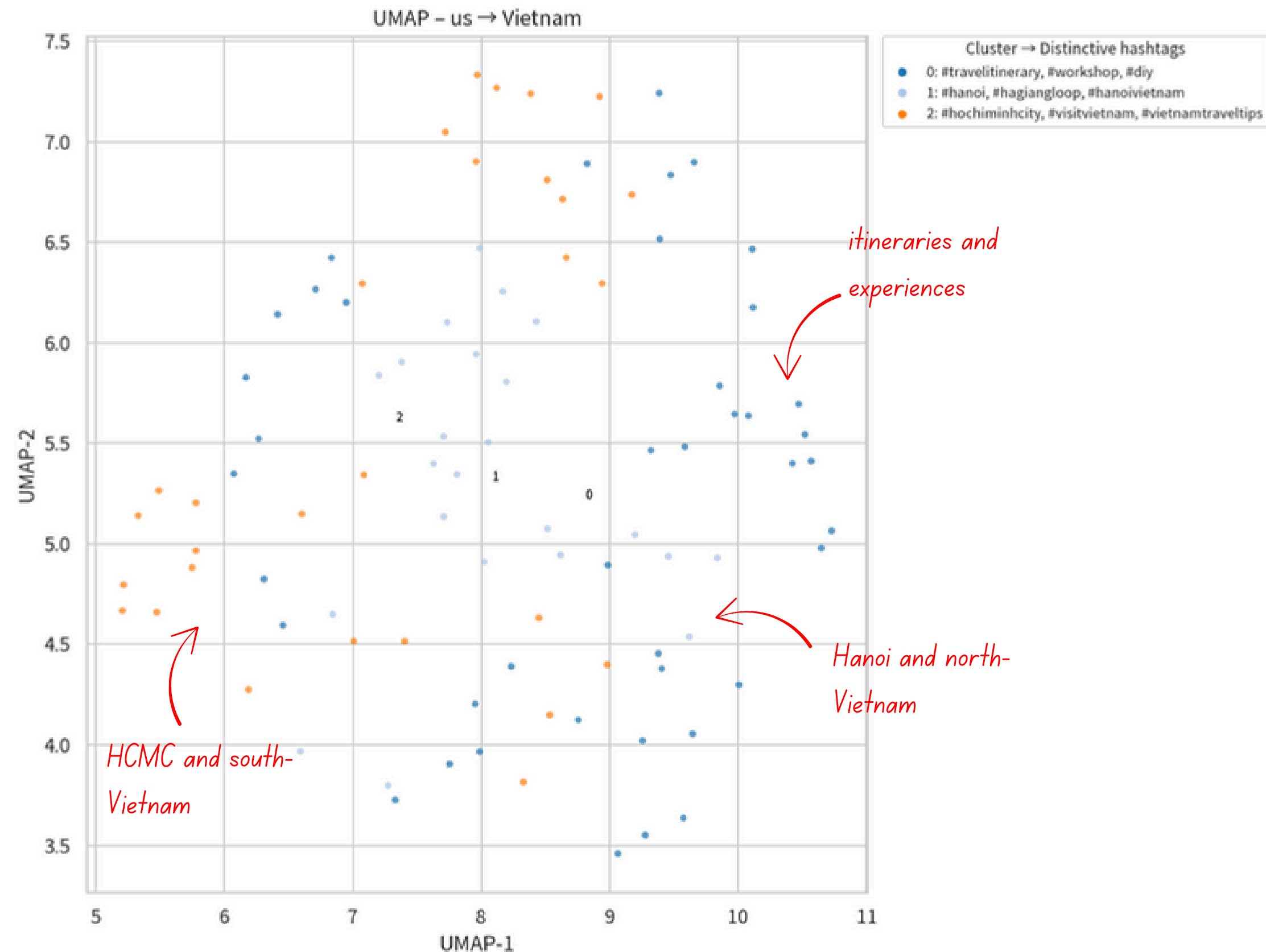
Popular cities being searched:

- Hanoi
- Da Nang
- **Sapa**
- Ho Chi Minh City
- **Hoi An**

INSIGHTS

- High engagement on content featuring unique, quirky experiences like themed cafes (e.g., koi fish cafes, maze bars) and adventurous activities (e.g., ostrich riding with humorous personal anecdotes)
- Prefers DIY travel guides, budget breakdowns, and personal vlogs over promotional tour packages, which show consistently lower engagement
- Saves and shares itinerary-focused videos, especially short trips (e.g. 3-day budgets) and backpacking routes with practical details like costs and how-to-get-there
- Resonates with **listicle**-style "top things to do" content when tied to **specific** locations (e.g., Hanoi, Hoi An) and including **food** or **cultural** highlights like lantern boats, egg coffee, or street eats
- Fun-oriented, visually appealing reels (e.g., beach luxury in Da Nang, hidden gems, bucket-list spots like train street) outperform general tips on logistics (e.g., weather, visas, payments)

USA - Vietnam social search cluster



[Link](#)

USA - Vietnam content



- American content is English only, but feature creators from everywhere
- Three simple clusters: broad #vietnam reels, Hanoi-focused posts, and Ho Chi Minh reels. Americans split North vs. South, with little coastal chatter.
- Planning style is checklist-heavy: top-10 “itinerary,” “things to do,” and “guide” keywords dominate.
- Content is all-English and broad: café, boat, temple, market. Sampler experiences trump deep dives.
- Backpacker tone: “backpacking,” budget tips, and DIY routes surface; luxury or package content is more rare

[End of Report]

About SocialSeal

YOUR BRAND IS MISSING IN KEY, HIGH-INTENT SEARCH QUERIES

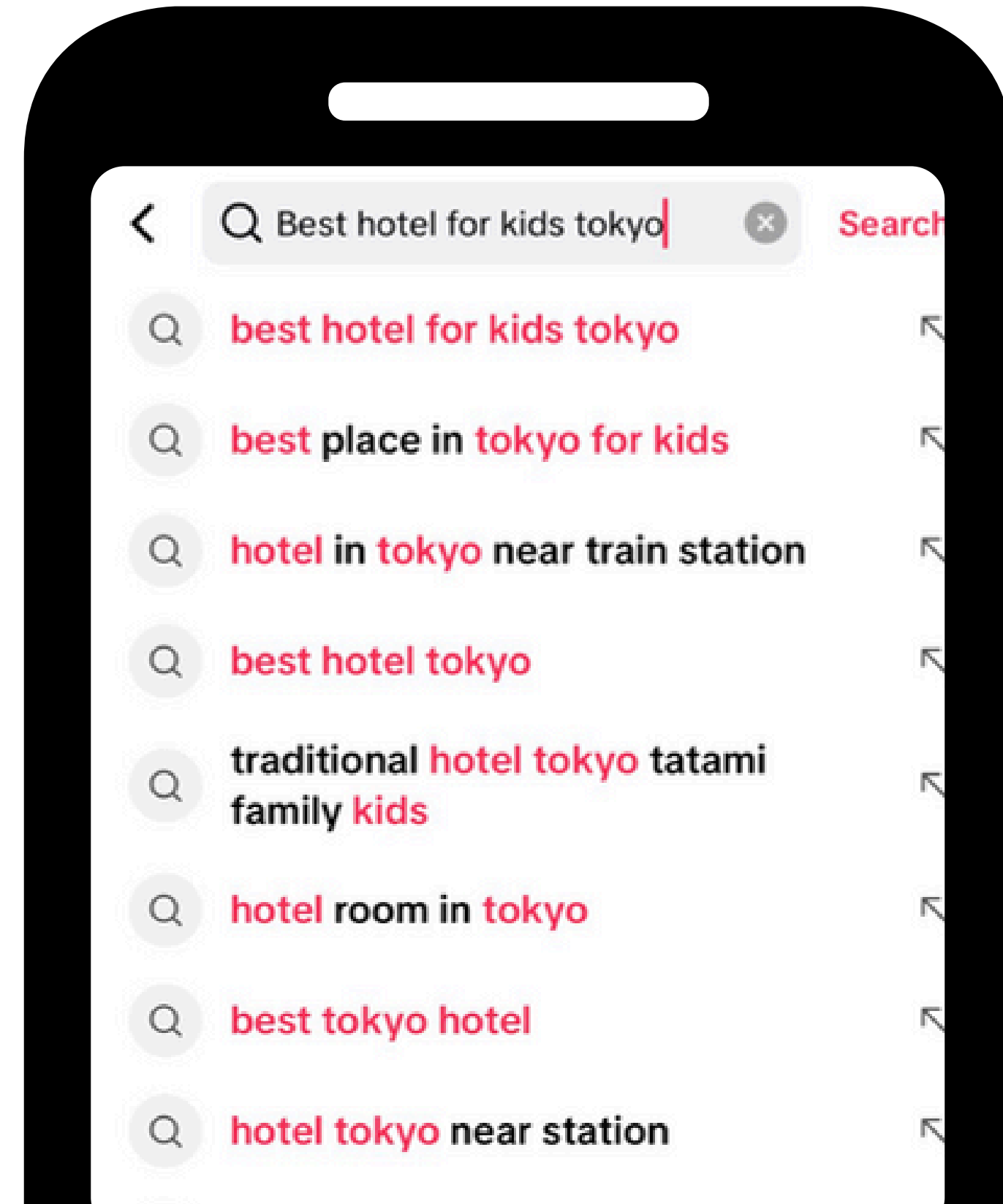
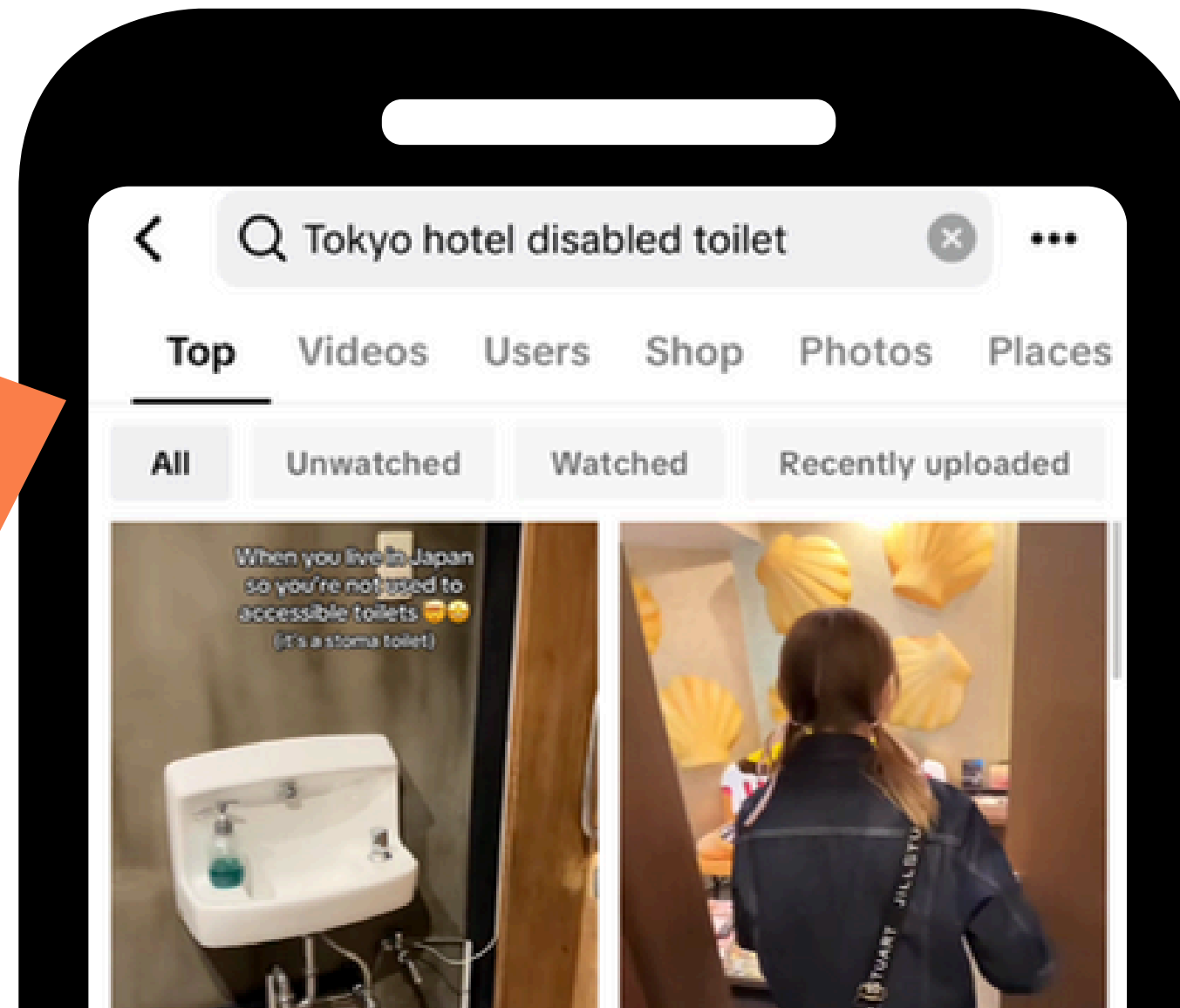
Intent moment



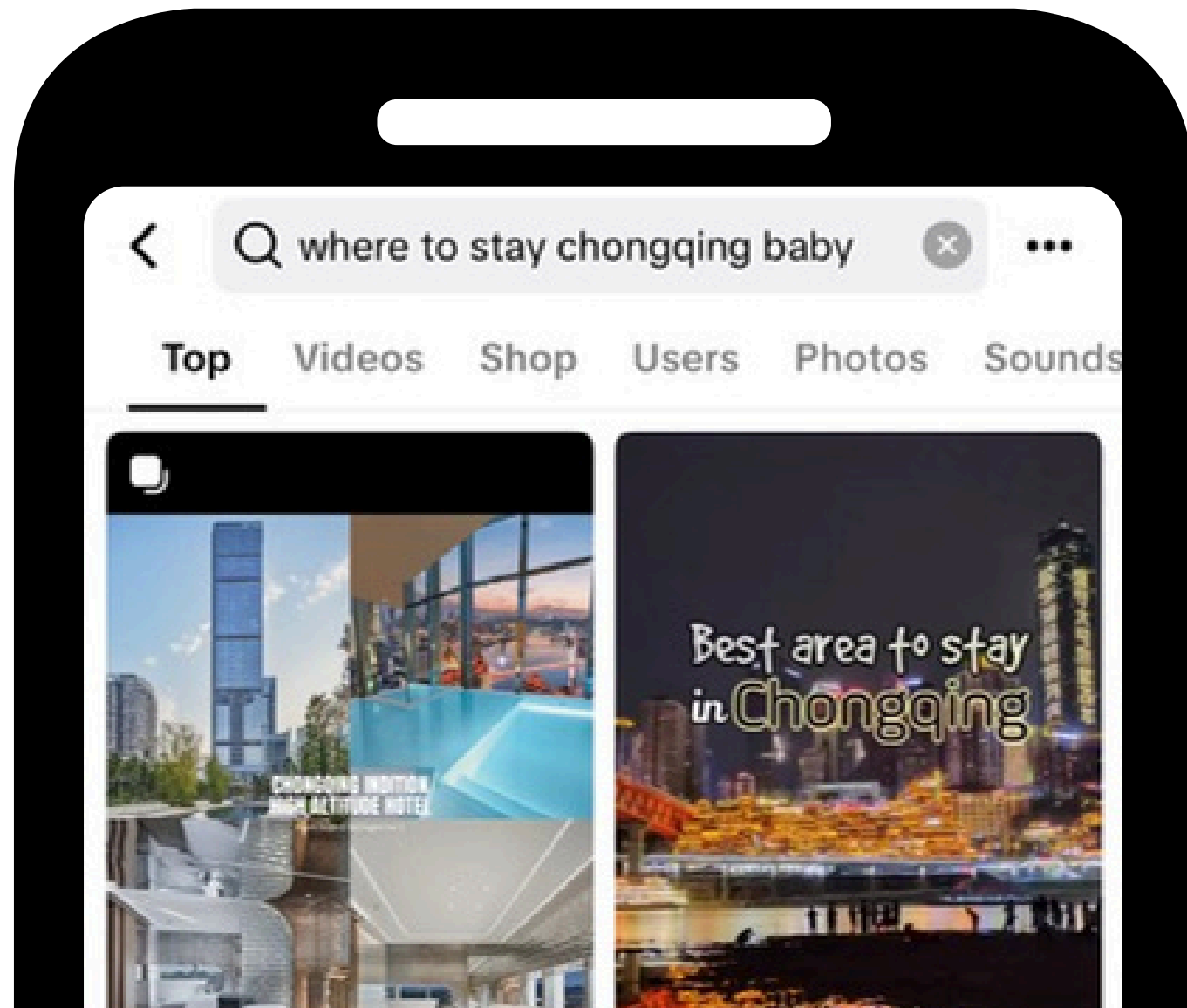
No relevant results



Missed booking



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WHY BOTHER?

51%

of GenZ prefer TikTok
for search

3X

higher purchase intent
when searching VS scrolling



*LLMs are indexing
short-form videos,
optimizing discoverability
on **AI Search** as well*

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Angelica - CEO

M&C Saatchi Performance · Klook · Google

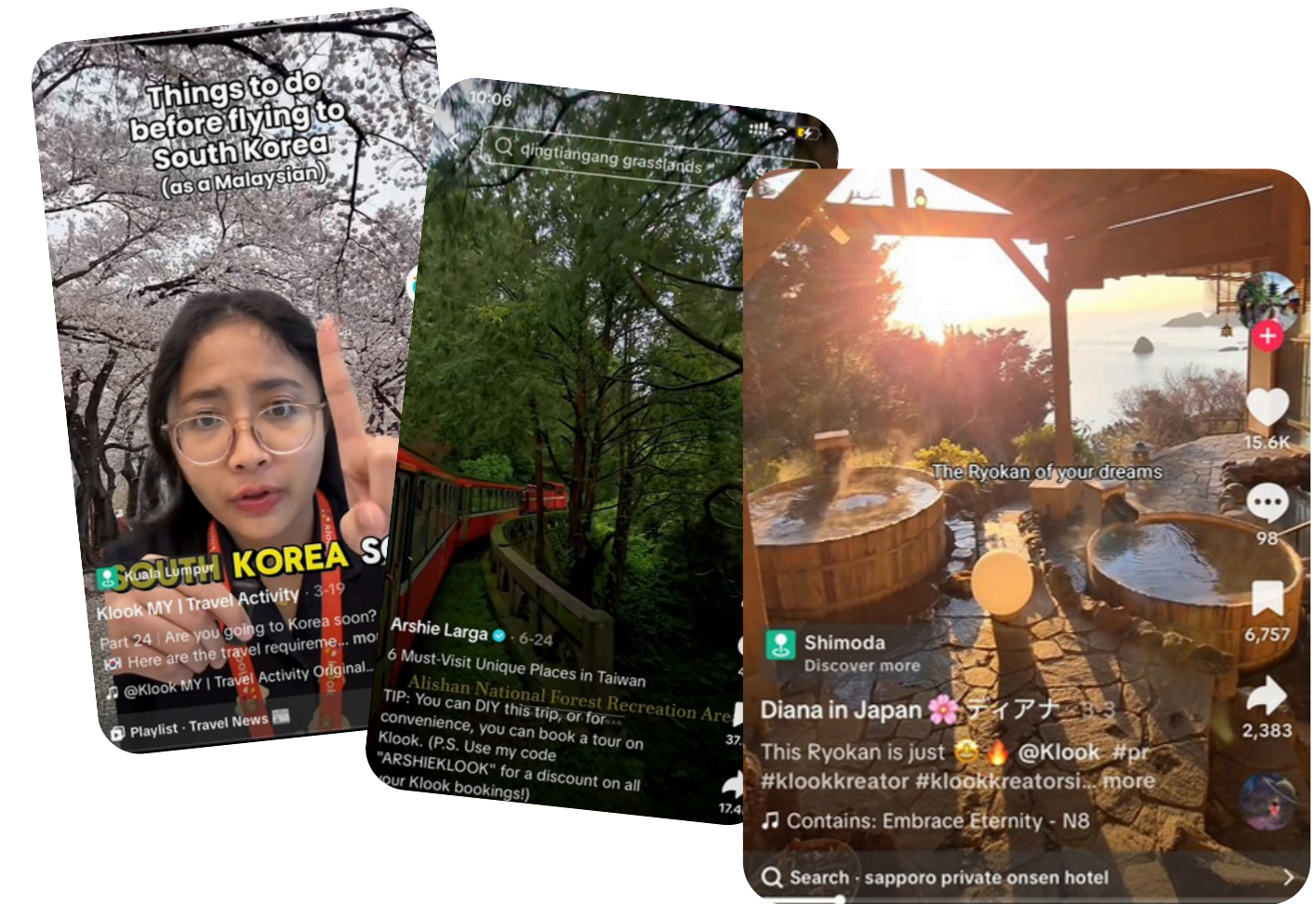
— Growth marketer for over a decade



Julien - CTO

2x Technical founder · INSEAD MBA · ZS Associates

— Shipping production ML since 2006



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SELF-SERVE PLATFORM

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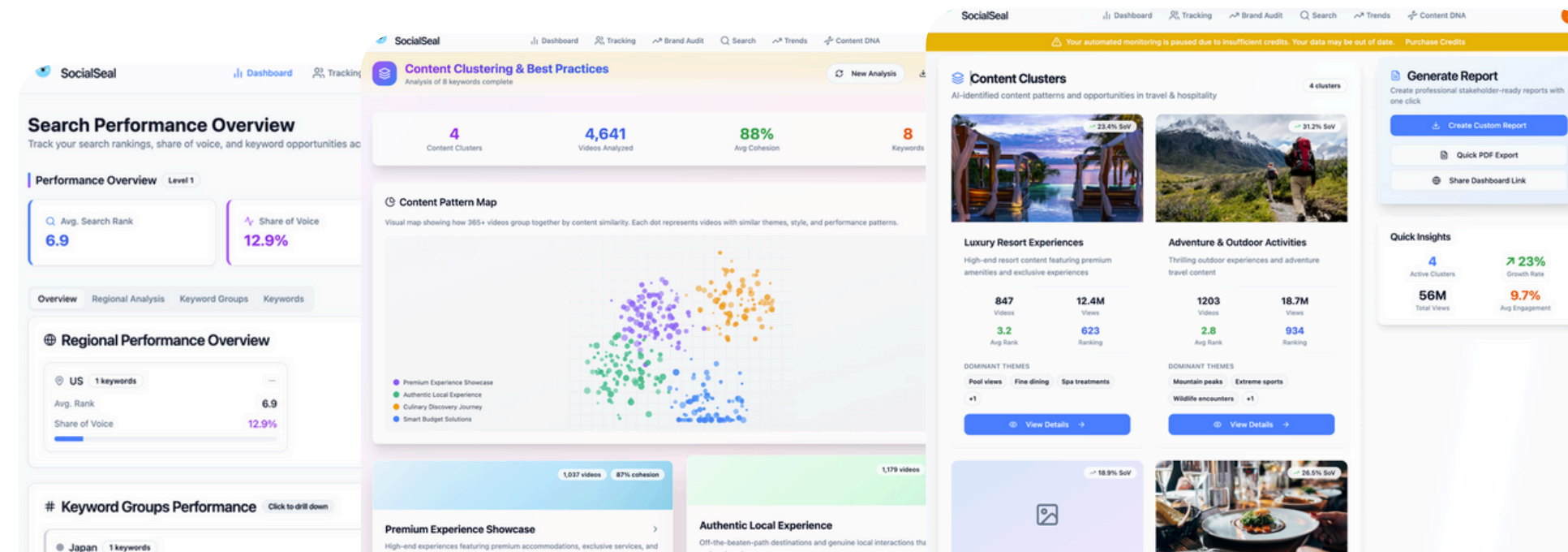
Leverage SocialSeal to:

- Discover intent keywords & content gaps
- Index massive video data & analyze trends
- Identify market preferences
- Monitor rank, share of voice and other success metrics

DONE-FOR-YOU

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- Map relevant video content at scale
- Tribe-specific success metrics & opportunities
- Continuous testing & optimization of content performance
- Weekly performance reports & insights
- Guaranteed uplift in key metrics (SOV, ranking)
- Money-back guarantee if targets are not met



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*Or book a call **[here](#)** to have a chat, no pressure- we'll pass you a free social search audit.*

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