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MARKET BRIEF

DA NANG H1/2025



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INTRODUCTION

Da Nang is rapidly transforming into Viet Nam's next economic powerhouse, with a series of large-scale infrastructure projects that will unlock strong potential for urban expansion, industrial growth, and high-value real estate development.

One of the most anticipated developments is the Da Nang Free Trade Zone (FTZ), which was approved in June 2025 and spans 1,881 ha. The FTZ aims to streamline customs, offer preferential tax incentives, and integrate seamlessly with Lien Chieu Port and the Hi-Tech Park, to create a synergistic ecosystem for export manufacturing and logistics.

Another exciting development is The Da Nang International Financial Centre (IFC). This three-phase plan will incorporate a 27,000 m^2 office tower, and aims to attract investment and pilot digital asset models by late 2025.

Between 2025 and 2027, core areas such as Vo Van Kiet Street (6.2 ha), the Fintech Hub (9.7 ha), and a 1.9 ha site near Software Park No. 2 will undergo development. By 2030, the 62-ha An Don Financial District and the 1,500-ha Da Nang Bay reclamation zone are expected to be launched.

Equally transformative is the Lien Chieu Deep-Sea Port, slated for completion by 2025. This key infrastructure will shift Da Nang's freight logistics away from the congested Tien Sa Port and facilitate large-volume cargo flows from the Central Highlands, Laos, and Northeast Thailand. It will enable multi modal connectivity with the logistics corridor.

The Da Nang Hi-Tech Park (3,656 ha) continues to attract high-tech tenants including Universal Alloy Corporation (USA), alongside Japanese, Korean, and Singaporean firms. A second-phase expansion is underway, with incentives such as land leases of up to 50 years and CIT exemptions, making it a magnet for clean-tech and advanced manufacturing. The surrounding area is seeing an increase in demand for worker housing, serviced apartments, and logistics hubs.

Da Nang is investing over US$130 million in airport upgrades, as well as several ring roads and intelligent mobility systems, creating a seamless backbone for tourism, urban mobility, and interprovincial trade. This infrastructure is setting the stage for an urban transformation that blends industry, finance, and innovation.

HOTEL

Strong Performance

Da Nang is a vibrant tourism destination, recovering strongly after the COVID-19 pandemic. Hotel stock above 3 stars claimed a total of 16,949 rooms across 120 projects.

Occupancy improved by 3 ppts HoH and 16 ppts YoY, reaching 78%. Of which, 4-star stock achieved the highest occupancy of 82%, up 2 ppts HoH and 25 ppts YoY.

The average room rate above 3 stars rose by 9% HoH, reaching nearly VND 2 million/ room/night.

Demand From International Arrivals

Viet Nam welcomed 10.7 million international tourists in H1/2025, increasing by 20.7% YoY, the highest in many years. The majority of arrivals were by air (85%).

Da Nang welcomed 2.6 million international tourists in H1/2025, an increase of 31% YoY. Korea was the largest source market with 1.2 million arrivals, followed by Taiwan, Thailand, China and India, each with arrivals over 200 thousand.

Aviation Improvement

With eight domestic flight routes, Da Nang welcomed 1.58 million arrivals in H1/2025. The average domestic frequency was 63 flights/day. There are 17 scheduled international routes to Da Nang, which carryied 1.37 million passengers in H1/2025. On average, the city welcomed around 55 international flights/day.

Following the Provincial merger, Da Nang is to become one of the five new classified provinces in Viet Nam. It will



operate two active airports, Da Nang International Airport and Chu Lai Airport. Da Nang is currently developing a plan to upgrade and expand Terminals T1 and T2, while also exploring linkage solutions between the two airports. These efforts aim to enhance air transport capacity, attract more visitors, and further boost the city's tourism development.

Supply Prospects

Future supply has 29 projects and is expected to deliver 8,418 rooms from 2025 onwards. Hoa Vang District will provide the largest share of future supply (25%), closely followed by Hai Chau (24%). Upcoming operators include TUI Hotels & Resorts, Ascott, Wyndham, Accor, and Movenpick.

APARTMENT



Supply Growing

Da Nang's apartment market has had limited new supply between 2021 and 2023, reflecting a subdued development cycle. Since early 2024, the market has recovered, with positive momentum continuing into 2025. In H1/2025, approximately 1,100 new units were launched. Looking ahead, an estimated 12,300 units from 19 projects are expected between H2/2025 and 2027.

A High Price Tag

Primary prices averaged VND 77 million/ m^2 net sellable area (NSA), driven by new projects in prime locations, developed by reputable investors, and offering comprehensive amenities with upgraded handover standards.

Strong Demand

The apartment market continues to attract a diverse buyer profile. Investors from Ha Noi and HCMC remain active, particularly in Grade A projects. Meanwhile, local end-users prioritise mid-range, well-located projects for long-term living.

The recent administrative merger of Quang Nam province into Da Nang marks a significant shift in the regional housing landscape. To ensure sustainable growth, coordinated adjustments in urban planning, infrastructure development, and housing policy will be critical to balancing supply, enhancing connectivity, and maintaining overall urban liveability.

VILLA / TOWNHOUSE



Land Plot Oriented Supply

In H1/2025, only 24 dwellings were active from two projects. The total supply consisted of 41,989 dwellings from 34 projects. The market is highly land plot-oriented, accounting for 91% of supply. Ready-built supply came from 18 projects, of which shophouses held the majority (52%), followed by villas (36%) and townhouses (13%).

Premium Inventory

Only expensive inventory from high-quality projects remained, resulting in a high primary price and large primary-secondary price gap. Ready-built primary prices averaged VND 207 million/m2 LA, land plots averaged VND 54 million/m2 LA. In contrast, ready-built secondary prices averaged VND 58 million/m2 LA, while land plots were at VND 41 million/m2 LA.

Buyer Preferences

Healthy demand is observed, with good performance recorded in all existing projects. Almost all villas and shophouses are fully absorbed (99%), while townhouses have been fully sold.

Outlook

In 2025, three existing projects are expected to deliver approximately 400 dwellings. From 2026 onwards, a supply of 10,489 dwellings/plots is expected. The expected presence of large-scale developments provides a positive residential outlook. Notably, Vingroup will introduce a new mega project, Vinhomes Lang Van, spanning over 500 ha, which is expected to strengthen Da Nang's low-rise development.

CONDOTEL



New Project Launches Remain Scarce

As of H1/2025, Da Nang accounted for the majority of regional condotel supply, with 6,049 units across 15 projects The primary market in Da Nang included two projects, Center Point Da Nang and Movenpick Da Nang (currently on hold), contributing to a portion of the 190 total primary units. The remaining 5,859 units in Da Nang are in the secondary market.

Sparse Transactions

The overall absorption reached 97%, yet the only actively selling primary project recorded a modest absorption of just 41%. The average primary selling price in Da Nang stands at VND 58 million/m2 NSA, while the secondary market is priced slightly lower, at VND 53 million/m2 NSA.

Legal Clarity Unlocks Ownership Rights

The Da Nang condotel market has been stagnant since 2019, impacted by unresolved legal frameworks and diminished investor confidence in guaranteed leaseback programs. On the regulatory front, the government has taken steps to clarify condotel ownership, with the 2023 Housing Law recognising ownership rights and Decree 10/2023/ND-CP outlining conditions for issuing title.

With this legal clarity, cautious new supply is emerging, supported by recovering tourism demand.

Healthy Upcoming Supply

Looking ahead, 264 units from the Nobu Residences project are scheduled to launch in 2025, with bookings currently being accepted. After 2025, 13,160 additional units are anticipated in Da Nang. Noteworthy future developments include; THAT Project, Olalani Phase 2, Wyndham Soleil Block A2, and the Condotel DIFF Complex.

COASTAL VILA

Stable Supply

In H1/2025, 18 projects supplied 1,315 dwellings. Twelve were fully sold, six remained active primary stock that comprised 389 villas. Only Fusion Resort & Villas Da Nang was active.

Prices Increased

In the primary market, listings under VND 30 billion disappeared, while listings at VND 40 billion dominated. Meanwhile, the secondary market has shown resilience, with price growth delivering healthy returns for investors. Since 2021, average secondary prices have increased by 8% per annum, reaching an average of VND 65 million/m^2 of land area.

Positive Prospects

Following the merger with Quang Nam, Da Nang now has the longest coastline in Viet Nam, stretching over 215 km. The uninterrupted tourism corridor from Son Tra to Chu Lai is set to become a new growth hotspot, enhancing the city's appeal to coastal real estate investors.

Outlook

From H2/2025 to 2026, 372 villas will be added from three projects: Fantaseas Villa (BRG), Nam O Resort (Trung Thuy), and Mandarin Oriental Da Nang (Nam Khang).

At the same time, the city has proposed extending the legal deadlines for delayed or incomplete projects, such as the Son Tra Resort & Spa, InterContinental Bai Bac, and Bai But Tourism Area. If approved, this could help release stalled supply, boost investor confidence, and support the recovery of the coastal villa market.





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