



THE HOI AN POST

ISSUE 02

PUBLISHED BY LA SIESTA RESORT & SPA

THE LAUNCHING

Hanoi La Siesta Central -
a new fashionable luxury boutique hotel

PAGE 02-03

THE STORY

Perfection and passion -
the story of Elegance Hospitality Group

PAGE 04

FOOD & BEVERAGE

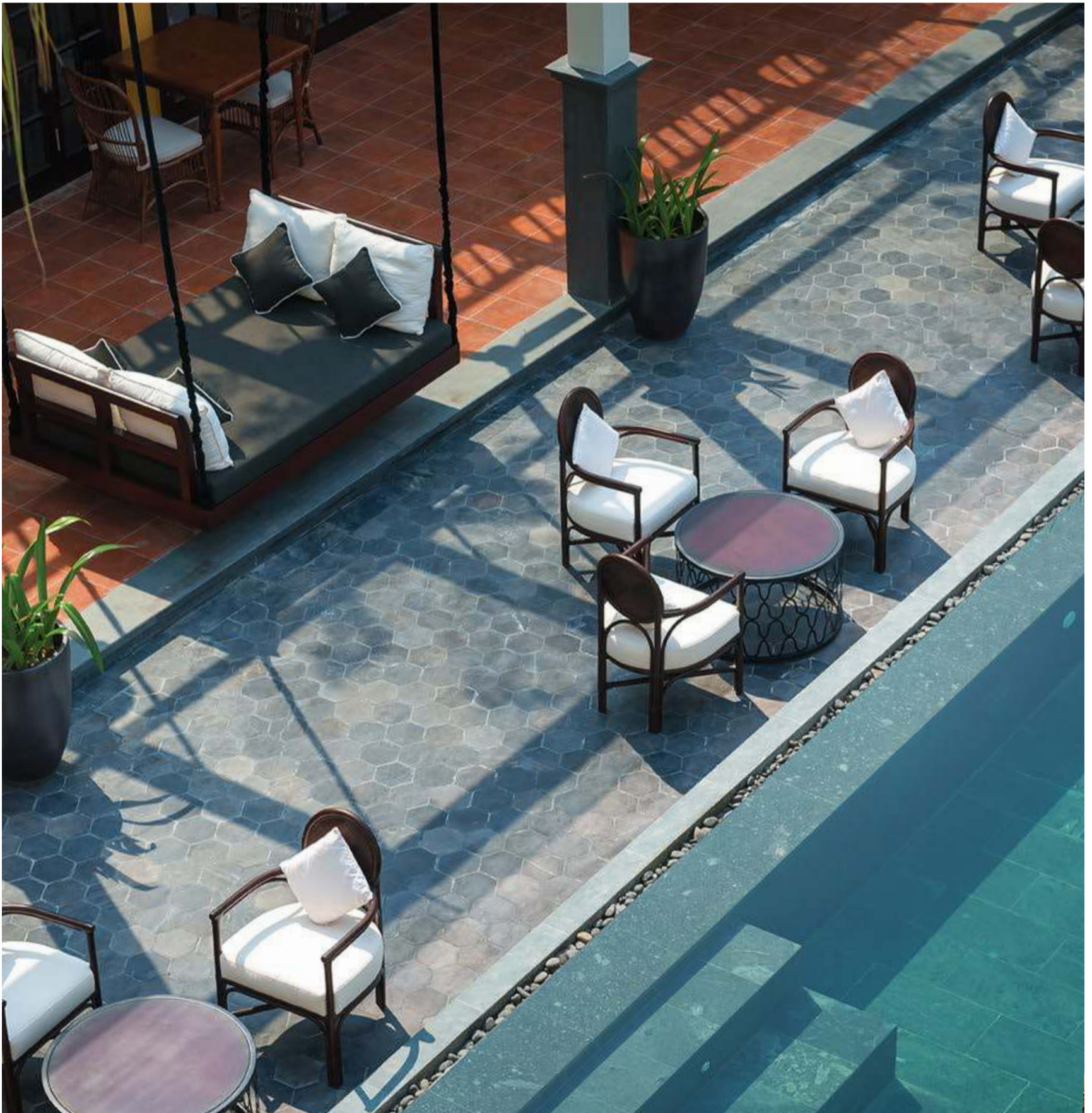
Mi Quang,
a must-try regional delicacy

PAGE 05

CULTURE

Hoi An's Japanese
covered bridge - linking cultures

PAGE 06-07





MESSAGE FROM CHAIRMAN

A warm welcome to all our Hoi An guests.

Please enjoy this edition of the Hoi An Post, with suggestions of what to see and do around Hoi An, as well as EHG updates.

We proudly highlight the underlying philosophy and vision behind our group's success, and also announce the opening of Hanoi La Siesta Central. This is our newest property, a luxury boutique hotel with stunning views of Hoan Kiem Lake in Hanoi.

Hoi An has such a lot to offer visitors, with stunning countryside, villages, superb food and an ancient heritage. If you love your food then you will love Mi Quang which is Hoi An's regional favorite noodle dish. While strolling the ancient town, our article on the Japanese covered bridge provides great insight into the significance and history of the bridge – a link to neighborhoods and cultures.

Thank you for reading and please enjoy your stay in Hoi An.

A stylized, handwritten signature in black ink, consisting of a long horizontal line that curves downwards and then loops back.

Do Van Dan (Mr.)
Chairman/CEO

Elegance Hospitality Group



The launching of H

AN EXCLUSIVE BOUTIQUE HOTEL WITH A CENTRAL ADDRESS

In August 2017, Elegance Hospitality Group is proud to introduce the newest property in the group's collection:

Hanoi La Siesta Central - a new fashionable luxury boutique hotel with a central address at 1B Cau Go Street in the heart of Hanoi.

Two sides, two views, two atmospheres. Old Quarter side overlooks food stalls and roof tops of this vibrant area, while the lake side has unparalleled sweeping views of captivating Hoan Kiem Lake and surrounding tree tops. Hanoi La Siesta Central is a five-storied property with 27 distinguished guestrooms and suites. On the 7th floor and upper terrace is Red Bean restaurant with 60 covers and La Siesta Spa has the mezzanine level to itself.

The look and feel is one of understated luxury. High quality materials have been used throughout the design and build. A color palette founded on soft greys, shades of black, steel, warm creams and amber lighting ooze elegance and sophistication.



Hanoi La Siesta Central Hotel & Spa

Six exclusive varieties of luxury accommodation are split over five floors inspired by colonial and period-style grace. A design blend of Asian and modern with uncluttered spaces lends a wonderful calm. Selected cutting-edge appliances and features create a luxury lifestyle. Soft white linens, taupe colored drapes and highly polished dark wood flooring gives a feel of high class elegance.

EGH adores the chance to bring Hoan Kiem Lake close to you with stunning uninterrupted views from the lake side guestrooms. Floor to ceiling windows enhance the feeling of space and energy making you feel you could just reach out and touch the city lights sparkling in the Lake at night.

Food lovers can enjoy superb food at our latest Red Bean restaurant boasting stunning views over the Lake. The restaurant is designed with a modern feel and light floods the space through expansive windows.

At La Siesta Spa our vision is to take you on a journey combining sublime massage technique with herbal remedies and essential oils. Our inspiration is knowing you have experienced the best spa treatments you ever had.

You may be interested in the history of the street. Cau Go street literally means Wood Bridge street, named after the location of a wooden bridge which existed over 150 years ago. Centuries before when the old quarter was swamp land and a cluster of villages, what is now Cau Go street was a bridge that spanned a small stream connecting Hoan Kiem Lake with another lake that no longer exists. Silk artisans from Hang Gai street (silk street) would come here to lay out their silk fabrics by the bridge to dry. During the French colonial period the area was drained and the original bridge turned into a conventional street.

Now Cau Go is a buzzing street combining the traditional and modern. The staff and management at Hanoi La Siesta Central are delighted to invite you to immerse yourself in the local area, to experience luxury elegance and to enjoy the best of all Hanoi worlds.

Hanoi La Siesta Central Hotel & Spa
1B Cau Go Str., Hoan Kiem Dist., Hanoi, Vietnam
T: +84 24 39380963
E: info@hanoilasiestacentralhotel.com

THE STORY

Perfection and passion – the story of Elegance Hospitality Group

From the first Hanoi Elegance Hotel that opened in the Old Quarter in 2006, the Elegance Hospitality Group has grown to a collection of six boutique-style hotels in Hanoi and a luxury resort in Hoi An.

This is largely due to the energy and vision of its founder and chairman, Mr. Do Van Dan, who turned around the struggling State-owned Van Xuan Hotel into the successful chain he leads today.

A part-time job as a hotel receptionist led Mr. Dan into a life he never expected. Originally completing his education as a teacher, he took the chance to invest in his first hotel. "It was fate," he said.

His attention to service and quality, unique in a country without a universal rating system, made the chain renowned for excellent quality and customer service.

"At EHG, we want customers to receive the best value for what they pay, from the luxurious and comfortable rooms to other facilities such as the spa and dining areas. Most of all, we are dedicated to offering every single guest the best customer service, where even the smallest details are considered."

In 2017, La Siesta (Classic) Hotel & Spa in Hanoi was voted number 8 out of the top 25 hotels worldwide in the TripAdvisor Travelers' Choice 2017 awards, which highlighted an astounding 7,607 properties from 109 countries, across a wide range of categories.

Mr. Dan credits his team and his family for his achievements. "I have always pursued my passion for outstanding hospitality. I have a great team who has been with me for years. I have my wife who supports and loves me unconditionally. And, I believe that above all else, those play important roles in my success."



"VITAL" CUSTOMER SERVICE

The backbone of EHG's business plan has always been customer service, which Mr. Dan perceives as "vital".

"From the very beginning, our vision was to create a chain of hotels that focuses on customer service and provides value for our customers. We always put our customers' satisfaction at the core of everything." Mr. Dan sees each of his hotels as more of a "home with luxury facilities", rather than an impersonal hotel.

"We create an intimate atmosphere that allows our beloved customers and staff to get to know each other," he said.

The staff are key in maintaining customer satisfaction and relationships, and Mr. Dan puts trust in his team as ambassadors for the chain.

LA SIESTA RESORT & SPA, HOI AN

La Siesta Resort & Spa is Elegance Hospitality Group's largest property, and its first resort. The ambitious site, complete with spa, two pools, two restaurants, and impeccable grounds, is proof of Mr. Dan's risk-taking and success.

He said that the strength of the Hoi An location is the blend of peace and luxury. The resort offers the best of both worlds, located close to the serene rice fields but only a short ride away from the centre of the old town or beautiful An Bang Beach.

FUTURE PLANS

His determination, dedication and ambition are also key to the future vision of the chain. He is pushing to take the chain international within two or three years, creating luxury while maintaining "warm and attentive" service, he said.

"My team has been updated with a new ethos that will assist with the company's goals. Perfection is what I love. And I will always pursue that passion."



But it's not just a cuisine - street food is a very social and cultural experience. These street side restaurants are an important part of Vietnamese life, places for talking and sharing a laugh over food, tea, or beer.

Hoi An, like many older parts of Vietnam, boasts a vast network of street side and back alley eateries, filled with tempting, flavourful and steaming delicacies available for only a few USD.

One of the most popular options is Mi Quang, a regional favourite which costs between 30,000 – 55,000 VND.

It is a dish composed of thick rice noodles, sometimes tinged yellow by turmeric, served in a few teaspoons of broth. The steamy liquid is flavoured with fish sauce, black pepper, garlic, and shallots, and can come with any number of ingredients. Sometimes the main feature is pork, other times it is chicken; beef, fish and shrimp versions can also be found.

The flavourful dish is often accompanied by egg, herbs such as mint and coriander, lettuce, sliced banana flower, chilli sauce, and peanuts.

Small, crispy squares of banh trang me (toasted sesame rice crackers) crown the dish, and can be softened in the broth and eaten with the delicious medley of tastes.

Its sister dish Cao Lau, found only in Hoi An, is made with slightly thinner noodles in a broth, topped with greens, sliced pork, fried pork rind, and other goodies.

So the next time you see a woman in a traditional rice paper hat spooning out these delicious specialties, take a chair and enjoy the exotic mix of flavours and textures.

Sit shoulder-to-shoulder with locals, and relax with a cold cup of tra da (iced tea).

MI QUANG, A MUST-TRY REGIONAL DELICACY

Vietnam is well-known for its vibrant and unique street food, with a wonderful diversity from north to south. These tiny stalls, filled with tantalising aromas of noodle soup, banh mi sandwiches, and other delicacies, crowd the streets in every city.

Hoi An's Japanese covered

JAPANESE ARCHITECTURE

One of the most iconic and recognisable symbols of Hoi An is the majestic Japanese covered bridge. The 16th century construction arches over a small inlet from the Thu Bon river, linking Tran Phu and Nguyen Thi Minh Khai streets.

Tucked into the old town amidst its timber framed houses, the bridge is a large draw for many tourists. It is believed that it was originally built to link the Japanese and Chinese neighbourhoods of the melting pot port town.

In the 16th and 17th centuries, Japanese merchants had a large presence in Southeast Asia and held considerable influence in port towns, such as Hoi An. Chinese immigration, which first began in the mid-1500's, also resulted in a sizable population of Chinese residents in the town.

A more colorful legend describes the construction of the bridge as an attempt to deter the demon Mamazu, who was believed to cause earthquakes and other natural disasters. According to the myth, its head lies in India, its back in Vietnam, and its tail in Japan.

Known as Lai Vien Kieu in Vietnamese, the 18-metre bridge is an impressive example of Japanese architecture.

Although the builder of the bridge has remained unknown, certain Japanese elements are present in the structure, such as the majestic dog and monkey sculptures which bookend the bridge. These intricate statues perhaps represent the zodiac symbols of the years of commencement and completion of the bridge, or could signify the auspicious astrological signs of many Japanese emperors.

Tablets engraved with Chinese characters honour Chinese and Vietnamese contributors to the bridge's many renovations. The bridge has been restored four times since its original construction. During the French occupation, the structure was flattened in order to accommodate motor vehicles, but the original arch was restored during renovations in 1986.

While the bridge itself is free to cross, you can purchase a ticket (120,000 VND) in order to step inside the Cau Nhat Ban temple housed inside the bridge. Dedicated to the northern weather god Tran Vo Bac De, it was built to honour the god and help protect the city of Hoi An from floods.

This ticket also gets you entrance into other Hoi An antiquities, such as the Guan Yu temple, or museums such as the Hoi An Folklore Museum. Vietnamese residents of Hoi An will often come to make offerings and burn incense at the temple on the 1st and 15th of each lunar month to pray for the god's protection from storms and floods.



Old bridge - linking cultures

A SIGHT TO REMEMBER

On the other side of the bridge, it becomes quieter as fewer tourists venture to the Nguyen Thi Minh Khai side. You can stop for a quiet glass of wine, a cold coconut, or to look at the many colorful paintings that hang in the many galleries.

At night, the bridge is lit up and becomes a wonderful backdrop for photos to remember time spent in the beautiful heritage site. During the full moon, the old town is closed to traffic and electricity is shut off, leaving the streets lit by lantern light.

Speaking Vietnamese

1. Hello! - Xin chao! (sin chow!)
2. Goodbye - Tam Biet
3. How are you? - Ban co khoe khong? (ban co kwe khome?) also, Ban the nao?
4. I'm fine, thank you! - Cam on ban toi khoe (gahm un ban thoy kwe)
5. And you? - Ban thi sao? (ban ty sao?)
6. What's your name? - Ban ten gi? (ban thane zee)
7. My name is... - Toi la (thoy la...)
8. Thank you - Xin Cam on (sin gahm un)
9. You're welcome - Khong co' gi (khom go zee)
10. Yes - Vang (vung)
11. No - Khong (khome)
12. Excuse me/Sorry... - Xin loi (seen loy)
13. Can you help me? - Ban giup toi duoc khong? (ban zoop thoy duc khom?)
14. I'd like to eat - Toi muon an (thoy moowan un)
15. I'd like a drink - Toi muon uong (thoy moowan oowanh)
16. Good - Tot (thote)
17. Bad - Khong tot (khome thote)
18. What is this? - Cai nay la gi (guy nai la zee)
19. How much? - Bao nhieu? (bow nyew)
20. Too expensive - Mac qua (mahk qwa)
21. Where is the nearest internet shop? - Cho internet o dau? (choh internet uh doh)
22. Where is the nearest bank? - Nha bang o dau? (nya bung uh doh)
23. Hotel - Khach San (khack san)
24. Hot - Nong (nom)
25. Cold - Lanh (lang)
26. Coffee - Ca phe (cah feh)
27. Hot black coffee - Ca phe nong (cah feh nom)
28. Hot Coffee with milk - Ca phe sua nong (cah feh sua nom)
29. Tea - Tra (chah)
30. I like - Toi thich (thoy tick)
31. I am happy - Toi vui (thoy vuoy)
32. I am tired - Toi met (thoy mate)
33. Where is an ATM - Cay ATM o dau ? (kei a te mo uh doh)



ABOUT EHG

Elegance Hospitality is a group of hotels renowned for our well-equipped facilities and sophisticated service. Founded in the early 2000s, we have developed from our first hotel in Hanoi to the current chain of 6 boutique hotels in Hanoi's Old Quarter and one outstanding resort in Hoi An Town. Our distinctive collection of properties redefines the very concept of boutique and luxury hospitality.

HEAD OFFICE:

Room 703C, Hanoi Towers
Add: 49 Hai Ba Trung Str., Hanoi
Tel: (+84 24) 3862 2222

For media, please contact Ms.Van:
van.dao@elegancehospitalitygroup.com