



# THE HOI AN POST

Nov & Dec 2019

PUBLISHED BY ELEGANCE HOSPITALITY GROUP

## HIGHLIGHT

Where boutique and luxury go  
hand in hand

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## WHAT'S ON

F&B promotions  
November and December 2019

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## SPOTLIGHT

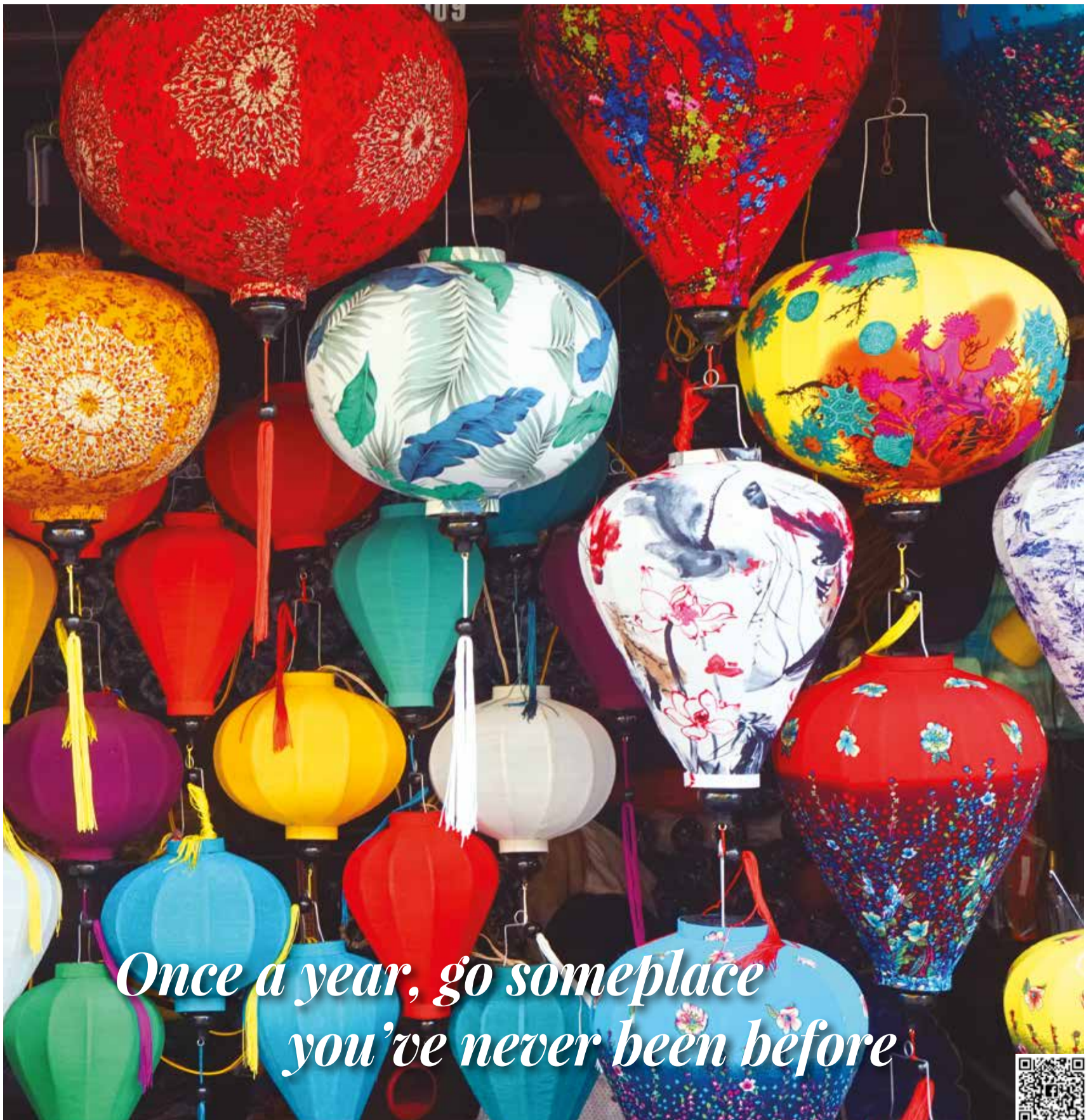
The Cirque du Soleil  
of Vietnam

PAGE 06

## CULTURE

Lanterns  
A symbol of Hoi An

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*Once a year, go someplace  
you've never been before*

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Scan here, get there!



## CHAIRMAN'S MESSAGE

As 2019 is drawing to a close we welcome you to the November and December edition of the Hoi An Post. Through our guest magazine we keep you updated of new initiatives in EHG, F&B promotions in Red Bean and the Temple restaurants as well as suggestions of what to do in Hoi An and around Quang Nam Province.

Think of Hoi An and one thinks of lanterns. The town has always been famed for its spectacular silk lanterns in a myriad of colors which give Hoi An a look and feel like no other place in Vietnam. Meander the alleyways and along the river bank especially at night to experience the town alive with these 'dancing' colourful lights. While lanterns have long taken center stage in Hoi An's history, a new theatrical experience is wowing visitors and locals alike thanks to a new modern day national treasure. The spellbinding and unique performances of Lune Production, Vietnam's answer to Cirque du Soleil has solidified Hoi An's position as a major cultural destination. And we, at La Siesta Resort, are delighted to partner with this dramatic entertainment by offering a truly memorable package combining outstanding theater at Hoi An's Lune Center with Red Bean's authentic Vietnamese cuisine.

EHG never stands still as our group constantly refines our service and creates new experiences for our guests. Right from day one when our first property opened we have been a pioneer in Vietnam's luxury boutique hotel sector and a trendsetter which others follow.

On behalf our group, La Siesta Resort and all the staff we wish you a wonderful visit to Hoi An. And, for those of you staying with us for Christmas and New Year we wish you a memorable and happy festive season in Vietnam.

A stylized, handwritten signature in black ink, consisting of a few fluid, connected strokes.

**Do Van Dan (Mr.)**  
Chairman/CEO

Elegance Hospitality Group



## WHERE BOUTIQUE





## AND LUXURY GO HAND IN HAND

### LA SIESTA, A PIONEER IN VIETNAM'S LUXURY BOUTIQUE HOTEL INDUSTRY

In 2017 the United Nations World Tourism Organization (UNWTO) ranked Vietnam as the third fastest-growing tourist destination. An 'Asia Pacific Visitor Forecasts 2019-2023' report from the PATA (Pacific Asia Travel Association) predicts the country will lead the region in terms of average annual tourism growth. In recent years this bright future has instigated a huge surge of interest in Vietnam's expanding hospitality market from the leading international hotel brands. Savills Vietnam report that the number of global hotel operators setting up in Vietnam increased from 30 in 2010 to nearly 80 at the end of 2017, all eager for a slice of the action.

As the demand for upscale accommodation increases year on year, and despite the strong presence of global brands, Vietnam's home-grown hotels continue to dominate and shape the country's hospitality industry - especially the innovative and state-of-the-art boutique properties.

The early 1980s saw the rise of the boutique hotel in major US and European cities. However, it was another 20 years before Vietnam's fledgling boutique hotel industry was born - and it has come a long way since then. Say the words boutique now and the concept of upscale and avant-garde spring to mind.

Arguably and understandably one of Vietnam's leading home-grown boutique hotel groups, EHG, has long been a pioneer in the country. Our group has blazed a trail through Hanoi's Old Quarter with the La Siesta collection of five hotels, while La Siesta Resort & Spa propelled the property into Hoi An's elite list.

The La Siesta brand is aspirational and creatively stylish, clearly showing the benefits of an intimate bijou environment with the advantage of many luxuries. Our strong independent personality and size provide

five-star service with the personal touch where "everybody knows your name". We become your home from home, your friend in Vietnam. We have complete freedom of interior design and high-end accessories focusing on meticulous detail and the utmost comfort. Our four sky bars Twilight, Diamond, Lighthouse and Ma May sky bar, plus cutting-edge Red Bean, Cloud Nine and Temple restaurants are cool, trendy places to wine and dine. Luxury is also defined by how you, our guests, feel about the La Siesta brand. The sensations you experience, the way you are treated and our difference compared to others. This is in large part thanks to our staff. Our people, some of the best in the industry, are engaging, proactive, put you first and create conversations. You can connect with us.

We speak the language of luxury from the moment you set foot in our properties to when we bid you farewell. The dictionary defines the word luxury as something desirable, with surroundings that offer extreme comfort and enjoyment. We, at La Siesta, will continue our journey, refining and shaping Vietnam's boutique hotel industry, bringing our guests something uniquely different.



# F&B PROMOTIONS

## Nov & Dec 2019 – Autumn/Winter



Scan here, get there!

EHG's restaurants and bars have a great selection of food and beverage offers as 2019 draws to a close.

### Red Bean Hoi An

#### NOVEMBER

##### Happy hour

Buy 1 get 1 free on local beers, mixed drinks, classic cocktails and wine by the glass

Available daily 18:00-19:30

*Red Bean Hoi An & Feliz Bar, Classic Wing*

##### Street food buffet

Enjoy up to 40 dishes from Hoi An and around Vietnam

Includes 1 local beer or 1 soft drink

Every Tuesday evening 18:00-21:00

Accompanied by our resident guitarist

Price at 450,000VND

*Red Bean Hoi An & Courtyard Garden, Classic Wing*

##### Wine of the month

Featuring two Santa Carolina wines - one of Chile's main winemaking groups founded in 1875

by Luis Pereyra Cotapos.

Santa Carolina Estrellas, Sauvignon Blanc, Chile (white wine)

Santa Estrellas Cabernet Sauvignon (red wine)

Priced at:

130,000 VND/per glass

590,000 VND/per bottle

*Red Bean Hoi An and Feliz Bar, Classic Wing*

#### DECEMBER

##### Happy hour

Buy 1 get 1 free on local beers, mixed drinks, classic cocktails and wine by the glass

Available daily 18:00-19:30

*Red Bean Hoi An and Feliz Bar, Classic Wing*

##### Street food buffet

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Accompanied by our resident guitarist

Price at 450,000VND

*Red Bean Hoi An & Courtyard Garden, Classic Wing*

##### Hot Pot Promotion

Your choice: seafood, beef or chicken

Accompanied by fresh noodles, egg noodles, Quang Nam noodles & Trà Quế herbs

Price at 350,000 VND/2 Persons

*Red Bean Hoi An & Courtyard Garden, Classic Wing*



## The Temple Restaurant and Bar

### NOVEMBER

#### Happy hour

Buy 1 get 1 free on mixed drinks, classic cocktails and wine by the glass

Buy 2 get 1 free on all brands of beer

Available 16:30-18:00 and 20:30-22:00 daily

*The Temple restaurant & Lounge, Club Wing*

#### Warm up for Winter

##### "The Royal tea or coffee set"

\* Thai Nguyen green tea

\* Royal Lotus tea

\* Cinnamon Hibiscus tea

\* Demonstration of Vietnamese coffee with traditional 'phin' filter

Served with cookies and cup cakes

Available daily 14:00-17:30

Price at 119,000 VND net/pp

*The Temple restaurant & Lounge, Club Wing*

#### Wine promotion

**Enjoy a 10% discount on any bottle of wine featured in the 'Master Wine list menu'**

Available daily 11:00-22:00

*The Temple restaurant & Lounge, Club Wing*

### DECEMBER

#### Happy hour

Buy 1 get 1 free on mixed drinks, classic cocktails and wine by the glass

Buy 2 get 1 free on all brands of beer

Available 16:30-18:00 and 20:30-22:00 daily

*The Temple restaurant & Lounge, Club Wing*

#### Warm up for winter

##### "The Royal tea or coffee set"

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*The Temple restaurant & Lounge, Club Wing*

#### Celebrate the festive season

24 December 2019 - **Christmas celebration.**

Welcome drinks, canapés, buffet dinner and live entertainment

31 December 2019 - **New Year's Eve**

**celebratory dinner and countdown party.**

Welcome drinks, canapés,

buffet dinner and live entertainment

*The Temple restaurant & Lounge, Club Wing*

# THE CIRQUE DU SOLEIL OF VIETNAM

## LUNE PRODUCTION - A NATIONAL TREASURE OF VIETNAM'S STAGE AND THEATRE

In the past tourists commented when it came to entertainment, Vietnam lacked the wow factor - something truly original and unique. However, Tuan Le, Show Director of Lune Production, turned this perception on its head in 2012.

Vietnamese by birth but raised in Germany, Tuan started out as a juggling artist. In Paris he performed in the Cirque D'Hiver while in Germany he created his own show starring Vietnamese émigrés. However, it was seven years ago that Tuan and two colleagues, Lan Maurice and Nguyen Nhat Ly, initiated Vietnam into the world of theatrical arts and, in so doing, introduced the world to Vietnam's answer to Cirque du Soleil. From 2012 Lune Production has been wowing audiences with its spellbinding performances featuring Vietnamese culture and traditional daily lives of the ethnic minorities. Through live theatre, symbolic dance, circus acrobatics, juggling, martial arts, songs, mime and acting a 20-strong cast perform to beautiful music showcasing traditional Vietnamese folk melodies and world music.

Adding to its 'homes' at the Saigon and Hanoi Opera Houses and Hanoi's Tuong Theater, Tuan Le's team opened the Hoi An Lune Center for Performing Arts on Hoi An Island in February 2018. Here, two of the company's spectacles are currently performed:

**The A O Show:** A O refers to 'Lang Pho' meaning village and the city. This show is Lune Production's crowning glory, first performed in Saigon (February 2013). It illustrates Vietnam's many opposites and transitions: tradition vs modern, peaceful countryside vs hectic urbanization, overpopulation vs privacy. It incorporates humor and real life experiences using a variety of props such as giant woven baskets, ropes and bamboo poles.

**Palao:** Hoi An is closely connected to the Cham culture; Palao, which is the Cham word for 'letting go', debuted at the Lune Center in November 2018 and features a soulful dance full of the Cham spirit and culture in a contemporary, more avant-garde setting. The performers play traditional Cham instruments as well as sing and dance, paying tribute to the Cham ethnicity.

Lune Production is now a national treasure as it continues to bring Vietnam's unique culture to the world through inspirational art performances.

La Siesta Resort Hoi An has teamed up with Lune Production to create a memorable package of theater and dining. One voucher, two experiences - watch any Lune Center show and enjoy an authentic Vietnamese meal at Red Bean Hoi An.

**VND1,300,000/ guest**

For more information, please speak to reception.



Scan here, get there!

# THE GREEN FINGERS BEHIND A TROPICAL PARADISE

One beautiful aspect of La Siesta Resort is undoubtedly the tropical gardens nestling between the Classic and Club wings, surrounding Red Bean Restaurant and La Spa villas. A patchwork of multi-colors this 140m2 naturalistic garden is tended by a full time team of gardeners. The Hoi An Post catches up with Head Gardener 39-year-old Tran Loc.

#### **Where did you first learn about gardening?**

Gardening has always been in my blood and part of my life. My parents were farmers with a small business. Back in the mid-1990s life in Hoi An was still hard. When I was about 14 years old (grade 9) I had to leave school to work at home supporting my parents with their business. We planted and sold Kumquat trees. Tending these trees is very time-consuming and labor-intensive. They are ornamental plants important at the Lunar New Year. Vietnamese believe that a kumquat tree bearing lots fruit during Tet will bring good luck for the coming year.

#### **How did you develop the career which led you to La Siesta?**

I have worked my way up in the industry. Supporting my parents with their farming work was invaluable hands-on training when I was young. Then, working as a gardener in a number of major five star properties in Quang Nam province greatly expanded my knowledge, developed my skills and taught me the importance of teamwork. My career to date has spanned 15 years; previous work places include Golden Sand Resort & Spa (Cua Dai beach), the Melia Hotel Da Nang and the Vinpearl Resort & Spa Hoi An. The experience I gained has been invaluable for my current job as Head Gardner, La Siesta Resort.

#### **What do you love about the gardening profession and your job in particular?**

There are many things so it's hard to be really specific, but for me it is simply being close to nature and the chance to plant and tend trees. I am so lucky because gardening has been a lifelong hobby which is now my career.

#### **What 3 things do you love about La Siesta Resort and EHG?**

I have been here for a year now, managing a team of four, and what I really love is the friendly, open and supportive environment throughout the whole resort.

#### **Describe a typical working day at La Siesta Resort**

Many tasks make up a day including watering the plants, clearing the gardens, pruning the plants, fertilizing the ground, catching worms and maintaining pest control to ensure the plants are not eaten by insects.

#### **What are some of the plants grown in the gardens?**

We have around 22 carefully selected species of trees, shrubs and flowers. Species of trees include the pomelo, coconut, areca nut and banana trees. Colors come from the phoenix flower, birds of paradise plant, the torpedo-shaped red button ginger plant, orchids, narcissus and Jasmin, to name but a few. Most of the flowers have also been chosen for their subtle scent keeping the air fresh and avoiding overbearing perfumes.

#### **What is the best advice you have been given?**

To keep trying your best.

#### **What are your future ambitions?**

To design and create as many beautiful gardens as possible.





# A COCONUT FOREST ECO TOUR

As a pleasant interlude during your stay with La Siesta Resort why not take a trip to the fascinating Cam Thanh Coconut Village, or Bay Mau as it is sometimes known. The village was of strategic importance during the Vietnam (American) War as it provided shelter for both local people and soldiers. Today, it is an important provider of fish and other seafood products to the area.

In addition, the village is at the center of a water coconut ecosystem forest which has been in existence for 200 years. The trees were brought by western immigrants, and are perfectly suited to the soil and water found in the area, and the climate. Tourists can explore the numerous waterways, traveling in a coracle - Vietnam's unique bamboo basket boat - steered by local people, and enjoy the beautiful, peaceful scenery.

You will have a chance to learn about the daily lives of the fishermen and their families, possibly helping to catch fish or tend the crops growing in the surrounding area. The local restaurants offer cooking lessons to those who would like to try their hand at Vietnamese cookery. For those who fancy something slightly different, why not take a water buffalo ride around the village.

You will enjoy your visit regardless of the time of year but the 8th lunar month is considered as one of the best times to come here. This is when the water coconuts are ripe and you can enjoy drinking the delicious juice and picking coconuts from the low lying branches as you pass by on the water.



# THE LA SPA PHILOSOPHY OF TRAINING

As with any job it is of course vitally important that spa therapists receive professional and correct training, as well as regular assessment. Practical and theoretical education should focus on the solid basic skill-set in massage technical abilities, manual dexterity, knowledge of human anatomy, soft skills and customer service.

Unlike many Vietnamese spas, La Spa runs its own internal professional training program, developed over the past 5 years. Training uses education manuals, videos and, of course, practical work and operates according to strict guidelines. Each trainee goes through a full time six-month training period, much longer than other institutions, before they are qualified to treat customers. They must pass an exam after completing each module prior to continuing to the next unit:

The course units are:

- **Body massage**
- **Foot massage**
- **Body Skin Care**
- **Academic study/anatomy**
- **English language classes focused on customer service and soft skills**

The cornerstone of the La Spa service, and hence essential in training, is the standardization of each technique and procedure across the business. Therapists cannot deviate from, or adapt, any therapy. This ensures the customer experiences the same technique and service for a treatment regardless of therapist or branch. However, naturally there are differences in the subtleties of touch and pressure while sometimes a customer just simply clicks with a particular therapist. But the procedure is the same.



This is a key reason La Spa recruits trainees new to the industry. Therapists who have worked at other spas are not always open, or able, to change the way they practice or integrate into the La Spa team. And, there is never a shortage of new recruits, most apply to join the La Spa training course on personal recommendations.

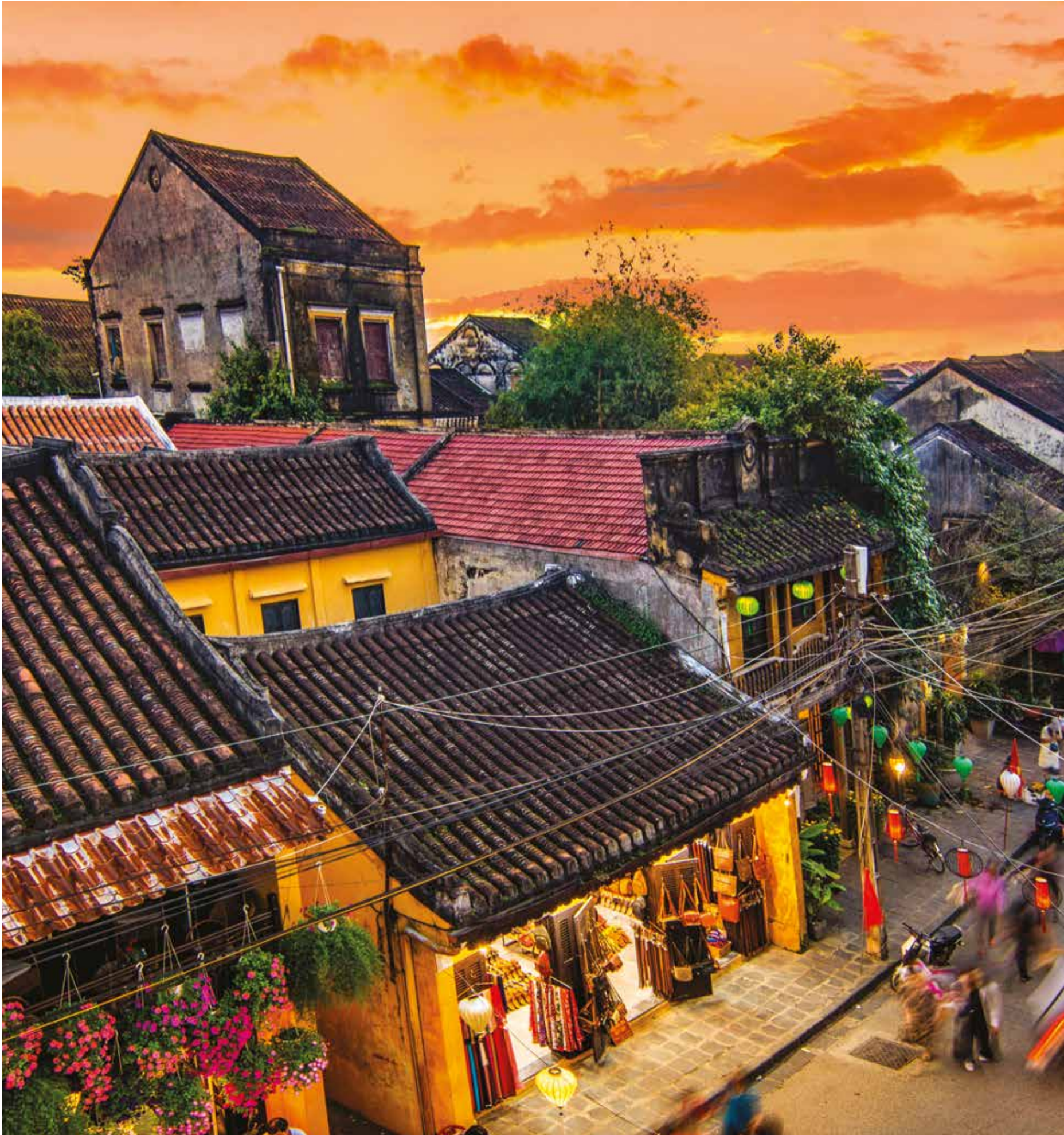
Recruiting newcomers to La Spa is another reason for the long training period. During the six months, trainees practice on one another, La Spa therapists and supervisors. Before qualifying they must pass a final exam and be approved by the La Spa training team. Once eligible to practice each person is subject to a 2 to 3-year probationary period which illustrates the rigorous care taken by La Spa.

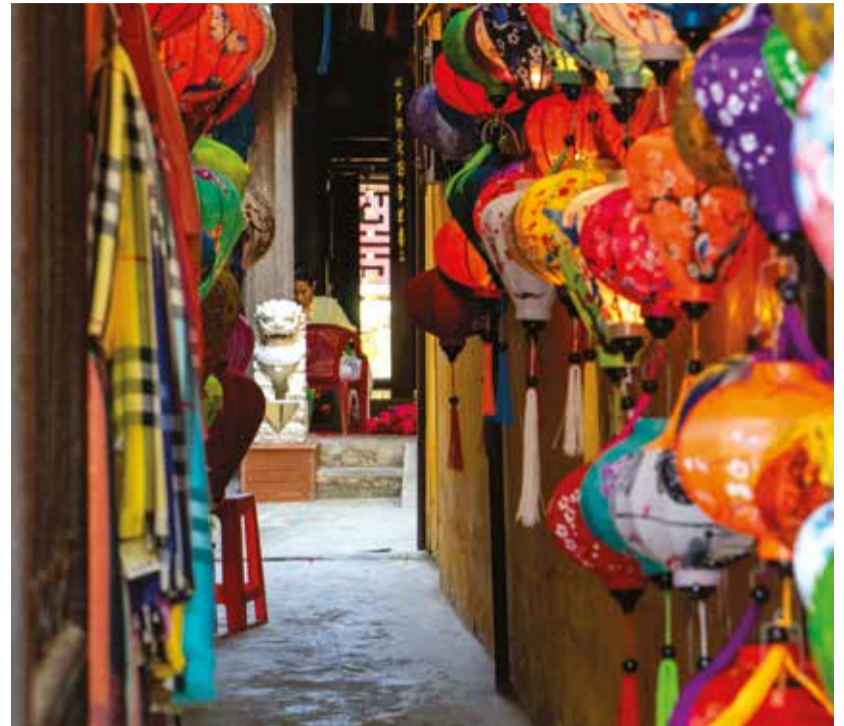
Spas and wellness centers in Vietnam have long been the domain of female therapists but lately male therapists are making a presence in spas. La Spa has recently recruited a team of male therapists and from now on customers will be informed of the availability of a male therapist.

Good training is just one part of the La Spa experience. Many people apply to be a therapist but those who lack the inherent skill of touch and the ability to care may not succeed. La Spa's training program develops the raw skills within a person and helps them realize their dreams.



# LANTERNS - A SYMBOL OF HOI AN





### **POETRY OF SILK, COLOR AND LIGHT**

One of the most beautiful and iconic sights greeting the visitor to Hoi An is the plethora of multi-colored silk lanterns, hanging from every tree, strung across the pedestrian streets and all along the river banks. So what is the story behind these lanterns, how did they originate?

It is thought they originated in the 16th Century when Chinese and Japanese merchants settled in Hoi An. It is said that possibly the Chinese brought their own lanterns with them to help combat feelings of homesickness. Originally the lanterns were used solely as lighting in peoples' homes but, due to their beauty, they were soon used for decorative purposes.

At the time when these Chinese and Japanese settlers arrived, Hoi An was a busy commercial port where merchant ships from Asia and Europe docked to exchange goods. Silk was one of Hoi An's most important commodities hence silk lanterns became extremely popular and were produced in large quantities to enhance the residents' homes both inside and out. At first, only the wealthy could afford the lanterns to decorate their houses but in time, with mass production, they became more affordable to everyone. In Asian culture lanterns are a symbol to dispel evil spirits therefore they are considered to bring good luck to the town and to the citizens who display them outside their homes.

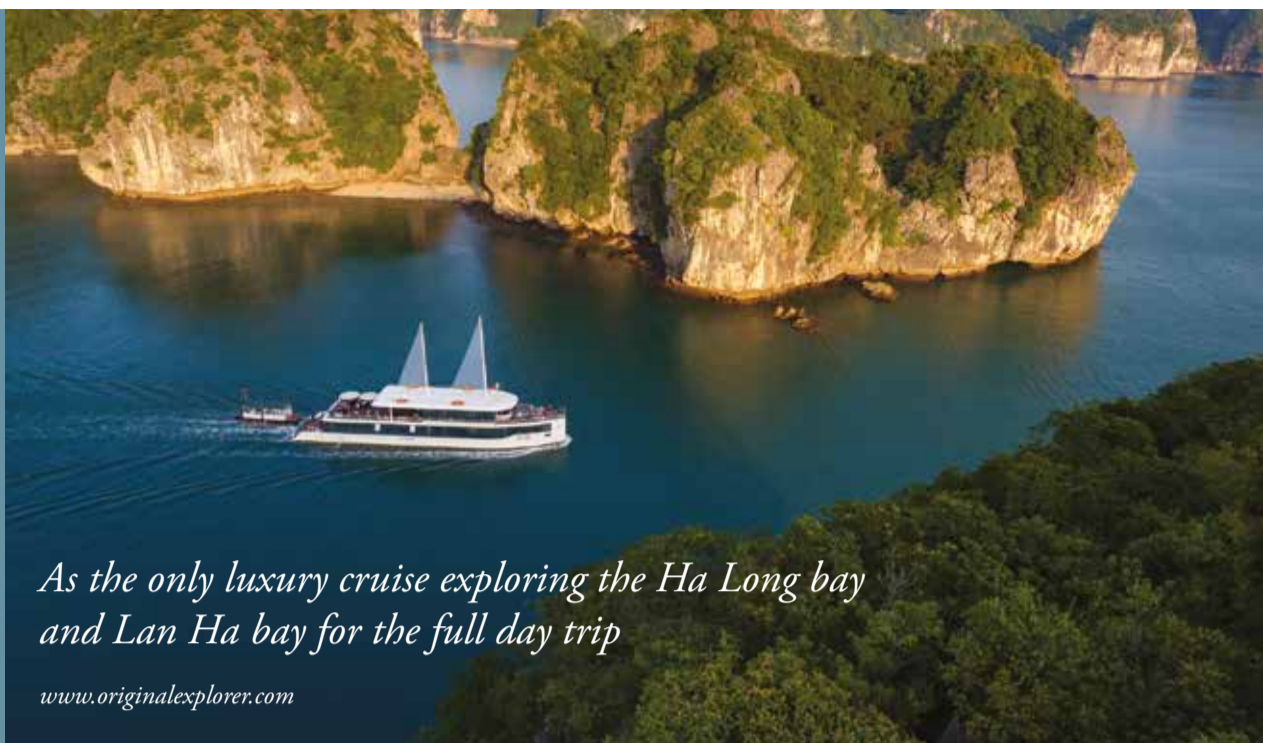
To make the lanterns, bamboo for the frames must first be very carefully selected, followed by the equally important selection of the silk fabric. Silk enhances the beauty of the lanterns and intricate decorations are added to the fabric. In 1998 the town officials decided that on the 14th day of each lunar month lantern festivities would be held, when families would display their lantern specialties outside their houses and the whole town would become a blaze of spectacular lighting and color.

Many lantern-making workshops can be found in Hoi An, allowing the visitor to make a colorful souvenir to take home with them and keep alive the memory of a highly enjoyable visit.



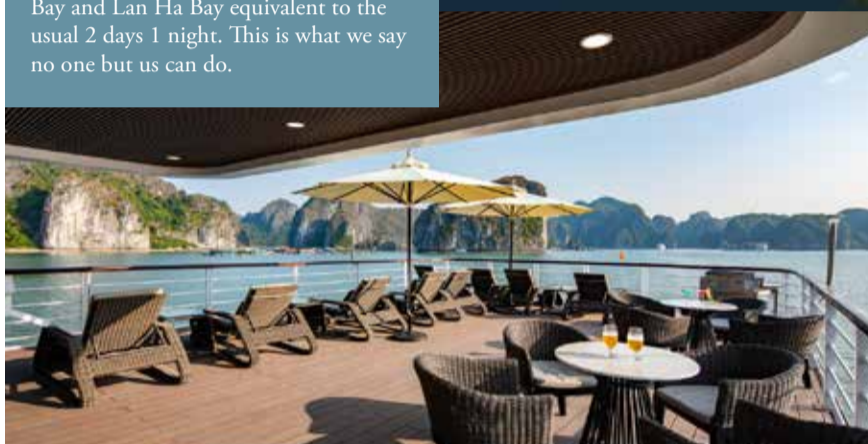
JadeSails is an elite and unique sailboat designed with the idea of creating a luxurious open space so that visitors can harmoniously blend into the natural wonders of the world Halong Bay with the elegant and modern interior includes: Restaurants, Lounge bar & cafe, Sundeck, Swimming bar, Spa, Gym...

Our itinerary with a difference and unique gives you ample opportunities to experience an unforgettable vacation by getting away from crowds and the standard route. Only 8 hours, but we bring you a journey to discover Ha Long Bay and Lan Ha Bay equivalent to the usual 2 days 1 night. This is what we say no one but us can do.



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# SPEAKING VIETNAMESE

## DAILY CONVERSATION

ENGLISH	VIETNAMESE	PRONUNCIATION
Hello/ Hi/ Good morning/ Good afternoon/ Good evening	Xin chào	Sin chow
Goodbye	Tạm biệt	Tam bee it
Good night	Chúc ngủ ngon	Chook ngu ngon
See you again	Hẹn gặp lại	Hen gawp lie
How are you?	Bạn có khỏe không?	Ban co kwe khome?
I'm fine, thank you!	Cảm ơn bạn tôi khỏe	Gahm un ban thoy kwe
What's your name?	Bạn tên gì?	Ban thane zee?
My name is...	Tôi là...	Thoy la...
Thank you	Cảm ơn	Gahm un
You're welcome	Không có chi	Khom go chee
Sorry/ Excuse me	Xin lỗi	Seen loy
No problem	Không sao	Khome xao
Yes	Vâng	Vung
No	Không	Khome
Can you help me?	Bạn giúp tôi được không?	Ban zoop thoy duc khom?
I don't understand	Tôi không hiểu	Toy kung hey-oh
I understand	Tôi hiểu	Toy hey-oh
Happy New Year!	Chúc mừng năm mới!	Chuck moong numb moi!

## SHOPPING

ENGLISH	VIETNAMESE	PRONUNCIATION
I would like something else	Tôi muốn cái khác	Toy muan kai khac
Souvenir	Quà lưu niệm	Wa lew niem
Bag	Bao	Bao
How much?	Bao nhiêu tiền?	Bow neuw tee-en?
Can you give me a discount?	Bớt được không?	Bot duoc kung?
That's too expensive	Đắt quá	Dat wa
I can't afford it	Tôi không đủ tiền	Toy kung du tien
Ok, I'll take it	Tôi mua cái này	Toy moo-ah kuy nay
I don't want to buy this	Tôi không mua	Toy kung moo-ah
Smaller size	Cỡ nhỏ hơn	Cor nyor hurn
Larger size	Cỡ lớn hơn	Cor lurn hurn
What is this?	Cái gì đây?	Kie zee day
Can I have a look?	Tôi có thể xem được không?	Toy co the xem duoc kung?

### ABOUT

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

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