



VIETNAM

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Red carpet welcome

Hospitality and tourism look to fulfill potential

The rebirth of Vietnam House with celebrity Chef Luke Nguyen



Right balance

A stay at the La Siesta Hoi An Resort & Spa provides the chance to relax in a boutique retreat that reflects the essence of Hoi An ancient town.

■ LINH SAN *reports*

Located next to green rice fields and winding village lanes, near the Thu Bon River and just a short walk from Hoi An, La Siesta Hoi An Resort & Spa is a boutique retreat a stone's throw from the ancient town. A unique feature bordering its grounds is an ancient neighborhood communal house, dedicated to the 15th century founders of Thanh Ha pottery village. La Siesta Hoi An is therefore one of only a few hotels that can boast direct access to "its own temple".

The resort opened in August 2013 under the name Essence Hoi An Hotel & Spa and covered 3,000 sq m. At that time, it was based on a hotel-style set up, with one freshwater swimming pool and gardens. The developer, the Elegance Hospitality Group (EHG), then expanded the hotel's service and offered a greater choice of accommodation by acquiring an additional 5,000 sq m of land. In early 2017, the property was elevated in status and service offerings after an extensive development program, rebranding and changing its name to La Siesta Hoi An Resort & Spa.

Now, resting within colorful

tropical gardens, La Siesta Resort & Spa is split into two wings. It offers 63 guestrooms and 44 suites across ten room types. Guests can experience two accommodation style concepts. There are 70 rooms in the hotel-style west wing and 37 luxurious guest suites in the east wing. As part of the resort's wide choice of accommodation, it has tailored its offerings in order to appeal to everyone. Room rates, depending on room type and benefits, range from \$90 to \$350.

Poolside suites feature deep wooden bathtubs and private Swedish saunas. Duplex suites benefit from claw foot bathtubs and expansive balconies overlooking the saltwater pool and gardens. Premium Terrace Suites, meanwhile, span a generous 76 sq m, each with a private outdoor Jacuzzi. Other resort highlights include the La Siesta Spa lounge and Spa treatment rooms housed in garden villas, and two restaurants.

The Temple Restaurant is a spacious venue serving great seafood and international fusion dishes. It's a wonderful setting for enjoying a leisurely cocktail or an exquisite five-course meal. The second restaurant, Red Bean, focuses on traditional Vietnamese favorites, especially



from Hoi An and Quang Nam province, serving some of the best local cuisine. Both restaurants offer pool-view seating and are also open to non-guests.

Recreation options include a complimentary shuttle bus service for guests to our private area at An Bang, and guided cycling tours to places such as Tra Que and Thanh Ha pottery villages, peddling along on Japanese Postman bicycles. Further afield, it has designed historically and culturally interesting half and one-day tours to Hue, My Son, and other notable sites.

"The resort's business performance goes from strength to

strength," said Mr. Do Van Dan, CEO of EHG. "Our expansion to a resort has proven a great success, which has helped maintain La Siesta Resort & Spa's ranking as one of the Top 10 best hotels in Hoi An in 2017."

A number of special features and services really makes La Siesta Hoi An Resort & Spa stand out. The resort has two pools, one freshwater and one 360 sq m saltwater pool, which is the first of its kind in the Hoi An area. The resort carefully designed its tropical gardens, featuring 22 species of trees and plants, to create a wonderful natural environment.

HOTELS & RESORTS IN BRIEF

◆ **Glow Premier Nha Trang** will open in 2019 under the management of InVision Hospitality, a cutting-edge hospitality company. Glow Premier Nha Trang, an upper midscale hotel, will have 270 rooms within the Scenia Bay project developed by the Nam Tien Lao Cai JSC. Scenia Bay covers 7,666 sq m on Pham Van Dong Street, has four sides with sea views, and is expected to attract investors given its location. InVision Hospitality was established in 2007 by Mr. Kevin Beauvais and broke new ground with fresh hospitality products and vanguard concepts that stand out for the value and experience they offer guests and stakeholders.

◆ **Ana Mandara Villas Dalat Resort & Spa** is offering a special package for the autumn, including a three-day, two-night stay in a beautiful Le Petit Room for two, daily breakfast for two, one-way airport transfers, a 30 per cent discount on body and facial spa treatments, and a 10 per cent discount on food and beverages or excursions. All of these benefits can be had for VND5 million net (\$218).

◆ **Topas Ecolodge Resort** in Sapa town, Lao Cai province has officially opened an infinity swimming pool. The pool is heated and salty in a fresh green space in the resort and looks down upon the valley with majestic mountains and colorful villages. The pool has a dedicated section for kids, a massage-jet function, and incredible views of the surrounding peaks and valleys. National Geographic recently listed Topas Ecolodge No. 1 on its list of 21 places to stay if you care about the planet.

◆ **MAI HOUSE Saigon** hotel will open next February. The hotel is a cool and calming oasis amid the eclectic surroundings of the Ho Chi Minh City's modern-day buzz. Gorgeous French-Indochinese design and art-deco flair open to plush interiors of 225 beautifully-appointed guestrooms, suites and integrated serviced apartments. Guests are spoiled for choice with world-class dining and entertaining, a rejuvenating spa, fitness facilities, and an extraordinary ballroom for the most special of events.

As with all EHG properties it is the pride the group takes in customer service and quality that gives La Siesta Hoi An Resort & Spa an advantage within Hoi An's hospitality industry. "We are very perceptive in striking the right balance between real and genuine individual service and five-star features that always remains personal," Mr. Dan said. "We understand the importance of attention to detail, and finally it is the pride our staff take in their work, and our united clear business vision that underpin our operation."

First impressions count and this starts with the initial meet and greet. Each guest is welcomed with a big warm smile from the resort's ground staff. Guests travel in style to the resort by luxury limo or luxury black Ford transit mini bus, and are again welcomed by genuine smiles upon

arrival. The best way to explain the experience is to quote feedback from a recent guest that sums up the experience La Siesta Hoi An Resort & Spa creates. "My family and I stayed at La Siesta Hoi An in July and we were very pleased with the experience," the guest wrote. "The day we arrived we were welcomed with drinks, local fruit, and cold towels. During our three-day stay, each employee made sure to learn our names and was attentive to accommodate any of our needs."

The backbone of the resort's business plan has always been customer service. La Siesta Hoi An Resort & Spa is considered a "home with luxury facilities", rather than an impersonal resort. "We commit to providing our guests with a second-to-none experience while staying with us," said Mr. Dan. "We want everyone to receive the best value for

money, from in-room luxurious and comfortable facilities to other services such as spa treatments and a casual fine dining experience."

Hoi An is one of the world's best travel destinations thanks to its culture and architecture, which have been recognized by UNESCO. The number of international visitors

continues to rise annually. Following Hoi An's tourism initiatives, La Siesta Hoi An Resort & Spa has welcomed guests from Western countries such as the UK, the US, Germany, and France, the Asia-Pacific, such as Australia, and Asia, such as South Korea, Japan, and Singapore.







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