

TRAVEL AND HOSPITALITY

Four Season brings brand message to Vietnam's burgeoning coastline

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Four Seasons Resort The Nam Hai, Hoi An, Vietnam

By STAFF REPORTS

Four Seasons Hotels & Resorts has announced its highly anticipated entrance into the world's fastest growing tourist destination, Vietnam.

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The Nam Hai hotel, found on Vietnam's Hoi An coastline, will be rebranded as a Four Seasons property as of Dec. 20, 2016. The Four Seasons-managed hotel is a joint venture between international property group Hotel Properties Limited (HPL) and ASB Development Limited, a Dubai, United Arab Emirates-based investment group.

Good morning, Vietnam!

Four Seasons Resort The Nam Hai, Hoi An, Vietnam is found along the coastline of Hoi An, one of the country's premier resort destinations. The resort is also located nearby the town of Hoi An, a UNESCO-protected trading port from the 15th century that is considered one of Vietnam's culinary meccas.

The hotel comprises of 40 private residence villas and 60 newly renovated resort villas. Each unit includes outdoor showers, terraces and expansive indoor and outdoor living spaces.

At the property's center are three pools, which are dotted with palm trees but offer unobstructed views of Hoi An's white sandy beach.

In addition to pool-side dining, Four Seasons' amenities entail three dining venues, including beach-side service, and a new Vietnamese culinary school.

As Four Seasons continues its takeover of The Nam Hai, the hospitality brand will renovate the property to add a new beach bar and kids club and will offer water sports, tennis, badminton and basketball courts and a fitness center.

Also, Four Seasons' spa service will be offered in eight private pavilions surrounded by lotus ponds.

"Vietnam is an important growth market for Four Seasons, and this is a unique opportunity to quickly establish a presence in the country's top resort destination with partners HPL and ASB, who believe in the culture of Four Seasons and share our vision for success," said J. Allen Smith, president/CEO of Four Seasons Hotels and Resorts,

in a statement.

"As we continue to extend our presence across Asia Pacific we are focused on ensuring that each new addition to our portfolio represents the very best of Four Seasons, offering the highest levels of service excellence and product quality," he said.



Beach at Four Seasons Resort The Nam Hai in Hoi An, Vietnam

"Four Seasons Resort The Nam Hai, Hoi An, Vietnam will be no exception and we are excited to mark our entry into Vietnam with such a desirable location and a luxury product that will appeal to regional and international travelers, as well as private residence owners."

In the Asia Pacific region, Four Seasons operates two resorts in Bali, Indonesia; two resorts, a private island a private catamaran in the Maldives; three resorts in Thailand and resorts in Bora Bora and Langkawi.

Four Seasons' private island in the Maldives is the first of its kind offered by the brand. The property promises no neighbors, no paparazzi and endless possibilities at the Four Seasons Private Island Maldives at Voavah, Baa Atoll.

The secluded five-acre property is scheduled to open later this year and will offer Four Seasons' discerning guests a true private island experience ([see story](#)).

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