

NEWS RELEASE

6 July 2022

**NEW WORLD HOIANA HOTEL OPENS TODAY**

*Second resort property for New World Hotels & Resorts offers upscale getaway  
to discover central Vietnam's wonders.*

New World Hoiana Hotel opens today in Hoiana, Vietnam's premier beachfront integrated destination. It is the second resort in the New World Hotels & Resorts portfolio and the third property in Vietnam in addition to New World Saigon Hotel and New World Phu Quoc.

Surrounded by forested countryside and facing miles of deserted beach, New World Hoiana Hotel is also within 15 minutes' drive to the UNESCO-listed heritage quarter of Hoi An, one of Asia's best preserved ancient trading ports. A gateway to the cultural and natural wonders of central Vietnam, including nearby historical attractions, the luxury beachside hotel also offers access to Hoiana's championship golf course and world-class entertainment at its doorstep.

"We are thrilled to welcome guests to New World Hoiana Hotel and introduce the brand's signature blend of first-class service and warm Asian hospitality to central Vietnam," said Complex Director of Operations Jimmy Lopez. "The hotel is the perfect base for visitors to discover this endlessly fascinating destination, be they couples, families or groups of leisure travelers on a holiday break."

Contemporary Ease

Designed for maximum comfort and convenience, each of New World Hoiana Hotel's 476 guestrooms is a light-filled haven, with spacious balconies and sleek furnishings, complemented by a full range of amenities.

Soothing color tones and crisp, modern lines match the lush serenity of the surroundings. Generously sized guestrooms vary from 40 square meters for Superior Rooms to the 45-square-meter Deluxe Ocean View Rooms, with expansive vistas of the ocean horizon.

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Families in particular will appreciate the corner Deluxe Rooms, which feature an alcove lounge area with a cozy day bed.

Bountiful Dining

Vacation indulgence is satisfied with an all-day café and poolside dining.

The all-day dining restaurant Aroma is a welcoming hub of activity. A warm, wood-paneled dining area in muted hues features large picture windows opening onto verdant foliage and a fascinating view of the show kitchen. Breakfast hums with interactive live cooking stations and creatively presented international and Vietnamese specialties. Throughout the day, diners can savor the fresh flavors of Asian and Western cuisine incorporating the bounty of Vietnam's land and sea.

The leisurely tropical charm of Charred Pool Bar & Grill is suitably showcased in its enviable poolside location, with an outdoor deck cooled by ocean breezes and an airy indoor dining space. Succulent grilled steaks and local seafood are the highlights of the menu, as are tasty bites and comforting favorites. Come sundown, Charred's bar beckons guests to socialize over handcrafted cocktails.

Active Holiday Fun

An inviting free-form outdoor swimming pool and sundeck offers invigorating swims and sunbathing, while children are safely entertained in their very own kids' pool. Active holidaymakers can also take advantage of the 24-hour Fitness Center.

For more information or reservations, please contact your travel professional, the hotel directly at +84 235 858 6666 or email [reservations.hoiana@newworldhotels.com](mailto:reservations.hoiana@newworldhotels.com) or visit [hoiana.newworldhotels.com](http://hoiana.newworldhotels.com).

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About New World Hoiana Hotel

New World Hoiana Hotel features 476 guestrooms, each furnished with contemporary flair for maximum comfort and convenience. Dining options include the all-day restaurant Aroma and Charred Pool Bar & Grill. Active vacationers can also take advantage of the enchanting free-form swimming pool with adjacent kids' pool as well as 24-hour Fitness Center.

For more information: [hoiana.newworldhotels.com](http://hoiana.newworldhotels.com)

About New World Hotels & Resorts™

New World Hotels & Resorts are upper-upscale business, MICE-focused hotels and resorts in convenient central locations in primary and secondary cities in China, major Asian gateways and popular vacation destinations. A total of 10 New World Hotels & Resorts properties are located in Hong Kong, Beijing, Dalian, Guiyang, Wuhan, the Philippines and Vietnam with an affiliated hotel in Shunde. Most are 350+ room hotels offering a full range of relevant amenities and services, including a variety of restaurants, business services, extensive meeting facilities, Residence Club executive floors and recreational options.

About Hoiana Integrated Resort

Hoiana, Asia's finest new premium integrated resort, is located on four kilometers of pristine coastline near the UNESCO World Heritage Site-listed ancient town of Hoi An, Vietnam. The stunning beachfront complex offers cutting-edge entertainment and gaming facilities by Hoiana Suncity. The 18-hole Robert Trent Jones Jr.-designed course at Hoiana Shores Golf Club was awarded "Best New Course in Asia Pacific 2019" by Asia Pacific Gold Awards. Four luxury hotels managed by Rosewood Hotel Group include New World Hoiana Hotel, Hoiana Hotel & Suites and the upcoming KHOS Hoiana and Rosewood Hoi An.

About Hoi An

The multi-cultural, layered history of the remarkably well-preserved former trading port of Hoi An Ancient Town contributed to its placement on the UNESCO World Heritage Site list. Old Chinese mansions rub shoulders with quaint cultural museums, shopkeepers display exquisite indigenous crafts from lacquerware to pottery and fishermen ply their boats on the Thu Bon river. At night the meandering streets are lit by hundreds of colored silk lanterns as eateries beckon visitors inside to enjoy the distinctive local cuisine. The surrounding area is carpeted by emerald green rice paddies and An Bang Beach offers miles of uncrowded shores.

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