

NEWS RELEASE

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NEW WORLD HOIANA BEACH RESORT OPENS TODAY

Encapsulating the city's vibrant culture and spirit, the resort represents a milestone for contemporary hospitality on the coast of Central Vietnam

New World Hoiana Beach Resort opens its doors today – offering an exciting destination where a new generation of travelers can collaborate, indulge and revitalize at a reimagined hotel concept that reshapes the meaning of both gateway and getaway. Set within the Hoiana Resort & Golf, the only premier beachfront integrated resort in Central Vietnam, the new beach resort marks the second resort and fourth property in the New World Hotels & Resorts portfolio in Vietnam, alongside New World Saigon Hotel, New World Phu Quoc Resort and New World Hoiana Hotel.

New World Hoiana Beach Resort represents a harmonious fusion between contemporary hospitality and Asia's dynamism, showcasing a concept expressed perfectly in its rich and diverse location. The resort features access to four kilometers of spectacular coastline, world-class entertainment, and a championship golf course on the premises. The resort is also within a 15-minute drive of the area's greatest natural attractions, including the UNESCO-listed heritage quarter of Hoi An and the protected marine biodiversity of the Cham islands.

“We are excited to welcome our guests to this new hotel and provide them with an unparalleled beachfront experience. From the style and comfort of our rooms to the exciting food and drink offerings at our restaurants and bars, New World Hoiana Beach Resort is more than just a place to stay; it's a destination for socializing and experiencing the vibrant culture for every trip and occasion. We look forward to guests enjoying this beloved and beautiful hotel and creating many more memorable moments in the years to come,” said Jimmy Lopez, Hotel Manager at Hoiana Hotels.

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Modern Accommodation

The resort offers 330 luxurious guestrooms and suites, showcasing impeccably tasteful design with thoughtful details. The striking interiors are designed to incorporate subtle nods to traditional Vietnamese aesthetics while also emphasizing sustainability, with environment-friendly touches such as organic pillows, coconut fiber mattresses and organic cotton sheets. Conceived to let the outdoors in, each guestroom and suite is a haven of serenity – with calming hues of blue and green blending with panoramas of sea and sky, enlivened by vivid splashes of yellow.

Hoiana's Newest Dining Destination

Dining options bring together a melting pot of flavors and ingredients from around the world, with an innovative take on Central Vietnam's rich cuisine.

Blend is the bustling culinary heart of the hotel, with open kitchens featuring regional Vietnamese, Chinese and Southeast Asian dishes available all day. Indoor and outdoor seating are available, with direct access to the beachfront.

Designed to inspire and engage, the vibrant and interactive space called **The Commons** is an all-day social hub. The bar serves as the focal point as guests enter, with its unique nut-roasting counter and beverages served from dawn till dusk.

Cove Bar & Grill is a welcome poolside retreat for guests who want to sunbathe or swim, with light refreshments and cold treats available throughout the day.

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A Destination for All Occasions

Our flexible meeting venues and function spaces are equipped with intuitive design touches and supported by expert event planning services to inspire collaboration and productivity. Picturesque outdoor surroundings make each unique venue worthy of celebrating life's great occasions. **Ballroom** is the largest functional area, which can be split into two separate sections and includes a lawn and surrounding terrace, with a purpose-built bar. **Green House** is a more intimate open pavilion space situated next to the lawn, and **The Loft** is an event space located on top of the ballroom with an adjoining terrace overlooking the lawn, offering stunning views of the beach.

A Focus on Wellness

Centered around restoring physical and mental equilibrium, **Downtime** is a collection of spaces and experiences devoted to relaxation. **Downtime Recharge** is a state-of-the-art gym and outdoor swimming pool, while **Downtime Renew** revives the art of communal bathing with holistic body scrubs and massages for the rejuvenation of body and mind.

Inspiring Playtime

Kids will have **Play** all to their own. Designed for children to indulge in their natural curiosity in a safe, fun, and interactive environment, Play structures its indoor and outdoor spaces and hands-on activities around the ideas of adventure, independence, and positive self-image. Three separate play areas take advantage of the hotel's stunning natural surroundings.

To learn more about the hotel and book a stay, please call +84 235 858 6999 or visit:

<https://hoianabeachresort.newworldhotels.com>

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About New World Hoiana Beach Resort

New World Hoiana Beach Resort is a new luxury resort that opened in Central Vietnam in April 2023. It is the second resort and fourth property in the New World Hotels & Resorts in Vietnam. The resort offers 330 luxurious guest rooms and suites designed with traditional Vietnamese aesthetics and sustainability in mind. The dining options provide a mix of regional Vietnamese, Chinese, and Southeast Asian dishes, and the resort also offers flexible meeting venues, function spaces, and a focus on wellness. Additionally, there are spaces designed for children to explore and play in a safe environment. The resort is located within the Hoiana Resort & Golf property and offers access to 4 kilometers of coastline, world-class entertainment, and a championship golf course on the premises. It is also located within a 15-minute drive of Hoi An's UNESCO-listed heritage quarter and the protected marine biodiversity of the Cham islands.

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 11 New World Hotels & Resorts properties are located in Beijing, Dalian, Guiyang, Wuhan, Hong Kong, Malaysia, 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. For more information, please visit newworldhotels.com

About Hoiana Resort & Golf

Hoiana Resort & Golf, Vietnam's pre-eminent luxurious integrated resort, is located on the pristine coastline near the UNESCO World Heritage Site in Hoi An, Vietnam. The stunning 4-kilometer beachfront complex has four luxury hotels – the Hoiana Hotel & Suites with 141 beautifully appointed suites, New World Hoiana Hotel welcoming guests with 476 guestrooms, New World Hoiana Beach Resort boasting 330 elegantly and sustainably designed rooms and suites and Rosewood Hoi An opening in 2024. A home away from home, Hoiana Residences opened its 270 luxuriously and spaciouly appointed apartments overlooking lush gardens or the East Sea. The integrated resort is also home to more than 10 world-class restaurants serving over 12 types of cuisine. The resort also boasts a magnificent 18-hole golf course designed by Robert Trent Jones Jr., the Hoiana Shores Golf Club. The multi-awarded 71-par links course offers one of the most compelling golf experiences in South East Asia and challenges players with a rewarding game.

Hoiana has completed its first phase of an overall \$4 billion development project, encompassing 1000-hectares of land just south of Hoi An, Quảng Nam. With an ambitious development plan in the pipeline, Hoiana will continue to set a new benchmark for luxurious tourism in Vietnam while balancing its cultural heritage, to bring economic prosperity and opportunity to the central province of Quang Nam.

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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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