



Native *Luxury*

Hoi An, a small coastal city, lets visitors enjoy the luxury of Viet Nam's only wholly owned Vietnamese resort

AVIVA WEST IN HOI AN
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Nestled between a gently flowing river and verdant green paddy fields, the Hoi An Riverside Resort claims a distinct position within Viet Nam.

Located in central Quang Tri province, it is unique due to the fact that it is the only entirely Vietnamese-owned four-star resort. In a country still new to luxury tourism, its success was a feat

to be reckoned with.

If Viet Nam had a Donald Trump, it would be owner Hoang Khai. An entrepreneur with a stable of high-end shops and a network of restaurants that include some of the country's finest — Ha Noi's Emperor and Hoi An's Brothers among them — Khai has made his name in nearly every up-and-coming area of the Vietnamese economy.

Most famous for his signature shop, KhaiSilk, Hoang Khai started out as a 16-year-old entrepreneur on the streets of Ha Noi.

Noticing the consistent demand for high-quality silk fashions, he set about creating a retail network that now has shops in most of Viet Nam's major cities. He also holds stakes in some of the country's hottest property, runs the country's finest restaurants and owns Viet Nam's most expensive car, a Rolls Royce Phantom.

Before most tourists' stays are over, a few of their dollars will likely have found their way into Khai's coffers. And for good reason. Between his fashion business, restaurants, high-



Declared a World Heritage Site by Unesco, the city draws visitors with its interesting mix of Vietnamese, Chinese, Japanese and French architecture—evidence of the town’s past as a major trading port.

From the 17th to the 19th century, *Phai Pho*, the former name of Hoi An, was frequented by traders from as far as Europe, India and Japan, all of whom came for the region’s silk, porcelain, pepper, cinnamon and traditional medicines. When the river filled with stilt, trade dried up. Despite this, the town managed to preserve its distinctive architecture and personality, which miraculously survived the wars of the 20th century, to transform into a tourist hotspot.

The Hoi An Riverside Resort has also managed to survive, but in a different way.

By prioritising quality accommodations and helpful, pleasant staff, the resort has earned its success while remaining true to its native character. The fact that it can claim to be the country’s only four-star, domestically owned and operated resort is just icing on the cake.

end property deals and the Riverside Resort, he has single-handedly helped improve the image of the native-born businessman.

Away from the hustle and bustle of the booming economy, at Khai’s luxurious Riverside Resort, the surroundings are calm and peaceful. Tree-lined paths lead to stately double storey villas tucked behind frangipani bushes and palm trees.

Decorated in Japanese, Vietnamese and Chinese motifs, the resort caters to an older European and American crowd who want to kick back and relax amidst the clean white silk and dark wooden furniture. Asian tourists, more interested in modern facilities and unique locations, aren’t as eager to bask in its native charms.

Equally pleasant is the resort’s setting: the picturesque city of Hoi An.