

**CHRISTMAS ISN'T A SEASON.
IT'S A FEELING.**

LA SIESTA[®]
Endless love of perfection

Brand elegance

A brand is more than a name or a logo

page 03



Festive fare

EHG's restaurants and bars are cool sophisticated places to enjoy Christmas and welcome the New Year with friends and family
page 06 - 07



Hanoi in bloom

The daisy flower has a special significance in Hanoi as it stands for tenderness, purity and simplicity

page 12



Do Van Dan (Mr.)
Chairman/CEO

Elegance Hospitality Group

Chairman's message

A warm welcome to all our Hanoi guests this winter.

Please enjoy this edition of the EHG Post, with information on our hospitality group and promotions to help make the most of your stay with us.

As EHG goes from strength to strength, we are excited to announce the consolidation of our La Siesta collection. Our new upscale La Siesta brand will center on three categories - Premium, Classic and Trendy – as part of the brand positioning.

This winter enjoy great F&B offers, special cocktails, happy hours and restaurant promotions in our restaurants and sky bars. Our F&B section features a choice of our restaurants where you can wine and dine this festive season, while we showcase La Spa's four teas designed on the seasons.

Our People section focuses on Thanh, General Accountant at La Siesta Trendy Nguyen Quang Bich and Tien who is Guest Relations Officer at La Siesta Classic Ma May.

EHG's La Siesta hotel brand has a loyal following and our EHG Ambassador feature focuses on Ms Karen Holland, Marketing Manager for the Four Seasons Hotel UK Collection who gives us amazing praise.

For three weeks during this time of year, Hanoi is in full bloom with ox-eye daisies, which are of special significance to the Hanoi people. Our travel section features the amazing Trang An grottoes and former citadel of Hoa Lu which makes a great day out.

In the meantime, we wish you a great winter and enjoy your time in Hanoi.

A handwritten signature in black ink, appearing to be 'D.V. Dan', with a long horizontal line extending from the top of the signature.

“

We are able to combine a five-star experience with



Brand elegance

The Elegance Hospitality Group (EHG) was founded in early 2000 - the word Elegance was the brand's cornerstone. Originally, the group's handful of boutique hotels were known simply as Elegance 1, Elegance 2, Elegance 3 and so on. Then, with increased sophistication came a clearer brand differentiation. Precious stones replaced the numbers - Elegance Emerald, Elegance Ruby, Elegance Diamond and so on ensuring the properties stood out from the crowd. With business expansion and a new strategy, EHG established the La Siesta brand in 2014, a series of bars and restaurants opened and in 2017 EHG launched its first 5-star standard resort. The La Siesta hotels, under the EHG parent umbrella brand, now total four in Hanoi, a Hoi An resort and two more Hanoi hotels opening over the next few years.

A brand is more than a name or a logo. It tells a story, establishing a strong relationship with the customer and embodying clear values. These factors underpin EHG's strategic plan as it consolidates the La Siesta portfolio. La Siesta hotels have fully integrated services with higher-level facilities including restaurants, bars and spas. It is a pioneering brand in Vietnam's luxury boutique market, particularly favored by international visitors for its ability to exceed expectations at every level, for offering the best-personalized guest service and for elegantly distinctive and ultra-convenient amenities.

By the end of 2018, EHG will launch the new upscale La Siesta brand across three clearly defined categories - Premium, Classic and Trendy - as it redefines the brand positioning. Hotels under each category will embody the ethos,

design and atmosphere of that category. Premium indicates ultra-high end sophistication; Classic expresses a timeless appeal while Trendy signifies a modern hip fashion. The street address becomes an important distinguishing factor allowing each property to be identified by location - for example, La Siesta Classic Lo Su, La Siesta Premium Cau Go, La Siesta Trendy Nguyen Quang Bich and so on. This brand redesign brings clarity, simplicity and an immediate sense of what it is like to stay at any La Siesta Hotel.



a down-to-earth personality.”

F&B promotions

Winter (November-December 2018)

EHG's restaurants and bars have a great selection of food and beverage offers for winter and the festive season.

RED BEAN CENTRAL RESTAURANT
7th floor, Hanoi La Siesta Central Hotel & Spa
Add: 1 Cau Go Str., Hoan Kiem Dist., Hanoi
Tel: (+84-24)3938 0963, Ext: 705



Scan here, get there!



HAPPY HOUR
Buy 1 get 1 free on local beers, mixed drinks
Buy 2 get 1 free on all cocktails, Trappist and craft beers
Applies to cocktail menu and imported beers
Available 17:00-19:00
Red Bean Central restaurant, 7th floor and rooftop Twilight Sky Bar

SPECIAL MENU
Seafood promotion special menu
Red Bean Central restaurant, 7th floor

THE FESTIVE SEASON
Christmas set menu – 24 and 25 December 2018
New Year's Eve set menu – 31 December 2018 and 1 January 2019
Red Bean Central restaurant, 7th floor



RED BEAN TRENDY RESTAURANT
8th floor, Hanoi La Siesta Trendy Hotel & Spa
Add: 12 Nguyen Quang Bich Str., Hoan Kiem Dist., Hanoi
Tel: (+84-24) 3923 4026



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TRENDY STREET FOOD LUNCH BUFFET
Enjoy over 63 street food dishes from all around Vietnam
Price at 265,000vnd/ guest
Available 12:00 – 15:30 daily

THE FESTIVE SEASON
Christmas set menu – 24 and 25 December 2018
New Year's Eve set menu – 31 December 2018 and 1 January 2019
Each occasion features:
Special Vietnamese set menu
Special Western set menu
Special designated Chef's set menu
Free flowing drinks package of sparkling wine, red and white wines, beer, soft drinks and still water
Selected premium wine and drinks list.
10% discount on a bottle of Champagne



RED BEAN CLASSIC RESTAURANT

Ground floor, Hanoi La Siesta Hotel & Spa
Add: 94 Ma May Str., Hoan Kiem Dist., Hanoi
Tel: (+84-24) 3926 3641, Ext 8105



Scan here, get there!



HAPPY HOUR

Buy 1 get 1 free on classic cocktails, mocktails and mixed drinks
Buy 2 get 1 free on Hanoi and Truc Bach beers, wine by the glass and signature cocktails
Craft beer lovers. Save 25% when you purchase a 4 craft beer combo for 320,000VND++
Daily from 15:30-18:00

Applies to drinks in the same category and/or price
Not valid in conjunction with other promotions, vouchers, offers and discount cards

COCKTAIL DEMONSTRATION

Our talented and humorous bartenders will show you how to make two delicious cocktails and explain the story behind each drink
Includes recipe cards to take home and sample the cocktails free of charge
Every Friday 17:00

THE FESTIVE SEASON

Christmas set menu – 24 and 25 December 2018
New Year's Eve set menu – 31 December 2018 and 1 January 2019
Each occasion features:
Vietnamese set menu: price at VND1.150.000++/set/person
Western set menu: price at VND1.350.000++/set/person



THE GOURMET CORNER RESTAURANT

12th floor, Hanoi La Siesta Diamond Hotel & Spa
Add: 32 Lo Su Str., Hoan Kiem Dist., Hanoi
Tel: (+84-24) 3935 1632



Scan here, get there!



HAPPY HOUR

Buy 1 get 1 free on classic cocktails and mixed drinks
Buy 2 get 1 free on signature cocktails
Daily from 17:30-18:30
Gourmet Corner Restaurant, 12th floor and 13th floor rooftop Diamond Sky Bar

THE FESTIVE SEASON

Christmas set menu – 24 and 25 December 2018
New Year's Eve set menu – 31 December 2018 and 1 January 2019
Each occasion features:
Vietnamese set menu: price at VND1.150.000++/set/person
Western set menu: price at VND1.450.000 ++/set/person
Enjoy a 15% discount on wine by the bottle
Gourmet Corner Restaurant, 12th floor





FESTIVE FARE

The Christmas and Western New Year period is firmly on the Vietnamese calendar. Whilst not public holidays, Vietnam goes to town with festive celebrations. City streets are festooned with decorations, the atmosphere is in a party mood and food is high on the agenda. EHG's restaurants and bars are cool sophisticated places to enjoy Christmas and welcome the New Year with friends and family. Choose from three Red Bean Restaurants, the Gourmet Corner and two sky bars. Christmas and New Year set menus feature favorite Vietnamese dishes and traditional western fare.

Red Bean Classic on the ground floor of La Siesta Classic Ma May is a haven from the cacophony on the streets outside. Designed with classical and Asian features and bathed in warm lighting this cozy setting complements this time of year.

For a more modern setting look no further than Red Bean Trendy on the 8th floor of La Siesta Trendy Nguyen Quang Bich. Angular and straight lines, black matt floor tiles, walls in a mock grey concrete effect and floor to ceiling windows creates a 'New York' look and feel.





Scan here, get there!

Red Bean Central at 1 Cau Go inspires a romantic chic French-colonial feel with its color palette of muted greys, black and white, together with sophisticated furnishings creating a soothing ambiance.

The 12th floor Gourmet Corner restaurant gives amazing views of Hanoi across the Red River and Hoan Kiem Lake. Designed in steely blue and greys the restaurant has a sophisticated feel against a backdrop of city lights.

For some of the best panoramic views across Hanoi the Diamond Sky Bar and Twilight Sky Bar are the pièce de résistance. Chic, trendy and sophisticated, these spaces are the perfect settings to raise a toast to Christmas and ring in the New Year.

So, we say in Vietnamese, chúc mừng Giáng Sinh (happy Christmas) and chúc mừng năm mới (happy New Year) as we wish you happy end to 2018 and a prosperous 2019.

Our service



A tea for all seasons



Scan here, get there!

La Siesta Spa has officially changed its name to La Spa as it takes on a more independent and distinctive presence on its pioneering journey within Vietnam's spa industry. One rebrand highlight is La Spa's new logo featuring four leaves inside a circle. The image symbolizes the concept of nature and people within the cycle of four seasons: spring, summer, autumn and winter. The number four is also the basis of La Spa's special herbal teas, designed around the seasons.

Spring tea

Rice is the main ingredient together with the aroma of leaves and pandan leaves. La Spa's spring tea is sweet, cool and ideal for fresher spring temperatures. It helps oxygen flow around the body, aids sleep and mental wellbeing. It is a tea especially appropriate for the newness of springtime as well as playing an important part in family and friends reunions.

Summer tea

Our summer tea is a harmonious beverage, a combination of fresh lemon, the intense aroma of black tea and a little lemongrass. Enjoyed cold and sipped

through a lemongrass straw, this tea is a cool drink and the perfect antidote to the summer heat, instilling a sense of wellbeing and vitality.

Autumn tea

Inspired by the Hue Royal Tea, which consisted of 16 different types of herbs with health properties, La Spa's special autumn tea is a combination of five healing ingredients: dried artichoke, chrysanthemum tea, licorice, part of the lotus seed and red apple. This tea is particularly good for combating colds and flu, it aids overall well-being and helps strengthen resistance against illness.

Winter tea

Winter brings cold winds and a bleaker landscape. What better time of the year for sipping a warm cup of aromatic ginger tea in the morning. A little ginger is boiled with lemongrass, some cinnamon and black tea leaves. The spicy taste of ginger combined with warm cinnamon and fragrant lemongrass creates the perfect formula for the cold months.





Scan here, get there!

HOA LU - TRANG AN GROTTOES FULL DAY TOUR

STEPPING BACK IN TIME



This tour gives an insight into feudal dynasties and Vietnamese history followed by an unforgettable visit to the UNESCO World Heritage site of Trang An grottoes.

Hoa Lu was the nation's ancient capital dating from the 10th and 11th centuries, founded by King Dinh Tien Hoang and King Le Dai Hanh. It was the political, cultural and economic center at that time. Visit the fascinating remains of temples dedicated to the two kings and learn about the ancient citadel.

After visiting Hoa Lu, enjoy a traditional lunch in a local restaurant.



In the early afternoon, visit the incredible Trang An grottoes gently cruising down the Trang An River in wooden boats paddled by local Vietnamese women. They often use their feet to paddle. The area is spectacularly beautiful, consisting of 31 valleys and 50 caves, several of which we pass through on the boats. The sides of the valleys are heavily wooded and home to mountain goats. Temples and pagodas can also be glimpsed amongst the trees and the whole area is peaceful and tranquil.

Depart Trang An around 4pm returning to Hanoi at the end of an unforgettable day.



A head for figures

**Le Van Thanh (Mr.) - General Accountant,
Hanoi La Siesta Trendy Hotel & Spa**

Thanh was born into a farming family in Bac Giang Province north of Hanoi. When he was growing up he was determined to study hard and forge a career for himself. Immediately after graduating in Accounts from the Hanoi University of Business and Technology, he had a variety of finance-related jobs including inventory accounting, general accounting and Assistant Auditor. As a student he wanted to join a company with a good working environment and which could sufficiently challenge his capabilities. Some of the best advice he received was to work in a variety of industries to gain good experience for the future.

He had not considered the hospitality industry but by chance, he heard about EHG through friends. He was delighted when he was offered the job as General Accountant at La Siesta Trendy Hotel & Spa, where he has worked for more than three years. Working at EHG has given Thanh stability and a chance for him to settle down and look after his small family. He particularly loves the friendly working environment, how the management team take staff welfare seriously and how colleagues help one another. One of his best memories of EHG is the annual team-building trip every summer with his colleagues. He values this chance to interact with his workmates and those from other departments and learn more about different aspects of the EHG business. In the future, his ambition is to become Chief Accountant; in the meantime, he works hard to complete all his tasks to the best of his ability and to improve his knowledge.



Rapid rise up the ranks

**Nguyen Thuy Tien (Ms.) – Guest Relations Officer,
Hanoi La Siesta Hotel & Spa**

Tien graduated from Hanoi's National University of Economics having studied Hotel Management. While she was a student, she supported her family and helped pay for her studies by working part time at CGV (Vietnam's leading entertainment complex) and then at her family's Italian restaurant. Her various jobs gave her the chance to meet and communicate with many foreigners in Hanoi - expats and tourists alike.

Then one day a friend introduced her to EHG. After sending in her CV and followed by a successful interview, she was offered a receptionist role at La Siesta Hotel & Spa in Ma May Street. After just over a year, she had impressed the management so much that she was promoted to Guest Relations Officer. What is it that makes her proud to work with EHG? She highlights the friendly working environment plus the mutual support of management and her colleagues. She acknowledges that she is constantly learning in her job, studying and observing and is supported by the camaraderie of everyone she works with.

Working front of house, she interacts daily with a great number of guests but there is one memory she will never forget. Once two Korean guests were staying at the hotel. They could not speak English very well. Despite the language barrier, she did her best to help them as much as possible. When the guests checked out, they presented her with a box of custard cakes as a small present. Tien was so happy and acknowledged that it's lovely to feel appreciated by guests.

She comments that working from the heart is a good way to be recognized by everyone. It is this attitude that helped her be promoted to GRO quicker than she had expected.

“A warm welcome home”
why our guests keep coming back to EHG hotels



Ms Karen Holland is Marketing Manager for the Four Seasons Hotel UK Collection and previously worked with the Marriott International hotel group. Being part of these world famous hospitality organizations makes her a seasoned traveler with exceptionally high expectations and she knows superb luxury when she sees it. Karen and her family recently stayed at La Siesta Resort & Spa in Hoi An and we are delighted to welcome her as an EHG Ambassador.

In this edition, she shares her topline thoughts about what makes the property so special and the memories she and her family took away with them. In her opinion, two fundamental areas ensure the Resort stands out. Firstly, it is a beautiful property underpinned by great attention to detail in every department and secondly the staff. Working with the Four Seasons group Karen knows the importance of a professional team. In fact, a few decades ago the Four Seasons introduced the vision of ‘treat others how you wish to be treated yourself’ and the value of investing in its people. The same applies to EHG and La Siesta Resort & Spa. Without wishing to single out an individual, Karen thanks Selina, the family’s Guest Relations Officer who personified the team’s professionalism. Not only a delightful person but also her organization and caring attitude is an asset to the Resort.

Regarding experiencing the facilities Karen highlights La Spa’s relaxing treatments, a wonderfully informative guided tour to My Son Sanctuary and a delicious Red Bean restaurant cooking class. To top it all the family’s young daughter made good friends with other children staying at the Resort, which was an added bonus.

Without a doubt, Karen has no hesitation in recommending La Siesta Resort &



Spa to her family, friends and Four Seasons colleagues and she hopes to return in a few years’ time.

Such praise from a guest who works for one of the world’s leading operators of luxury hotels is certainly high-praise indeed.



HANOI IN BLOOM

With the passing of the heat of summer and the advent of autumn's cooler days comes a delightful sight along the streets of Hanoi. It is the daisy flower season.

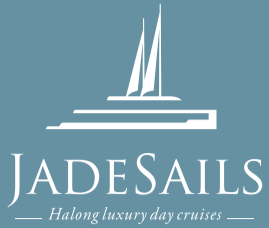
These ox-eye daisies have snowy white petals and yellow centers. They are of special significance in Hanoi as they stand for tenderness, purity and simplicity - all characteristics attributed to Hanoians.

The daisies only bloom for three weeks a year. During this period it is a familiar sight to see them being sold in the streets, especially in the Old Quarter, either from bicycles or in the flower markets. They are also sold door-to-door as people love to have them in their homes.

The name "daisy" originates from the Anglo-Saxon, meaning "day's eyes" referring to the fact that the flowers' petals close at sunset and open again in the day light. The daisies, which are easy to grow, take four months to flower. They are a good source of income for the growers, who harvest them in the early morning, ready to be sold on the streets.

There are two principal growing areas in Hanoi: Tay Tuu Garden in Bac Tu Liem District, 20km from the city center and Nhat Tan Flower Village, under Long Bien Bridge in Tay Ho District. For a small charge, locals and tourists can visit the gardens. Here one can admire the mass of white blooms, take photographs and maybe purchase a small bouquet, a unique and delightful experience.





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Speaking VIETNAMESE

1. Hello! - Xin chao! (sin chow!)
2. Goodbye - Tam Biet
3. How are you? - Ban co khoe khong? (ban co kwe khome?) also, Ban the nao?
4. I'm fine, thank you! - Cam on ban toi khoe (gahm un ban thoy kwe)
5. And you? - Ban thi sao? (ban ty sao?)
6. What's your name? - Ban ten gi? (ban thane zee)
7. My name is... - Toi la (thoy la...)
8. Thank you - Cam on (gahm un)
9. You're welcome - Khong co' gi (khom go zee)
10. Yes - Vang (vung)
11. No - Khong (khome)
12. Excuse me/Sorry... - Xin loi (seen loy)
13. Can you help me? - Ban giup toi duoc khong? (ban zoop thoy duc khom?)
14. I'd like to eat - Toi muon an (thoy moowan un)
15. I'd like a drink - Toi muon uong (thoy moowan oowanh)
16. Good - Tot (thote)
17. Bad - Khong tot (khome thote)
18. What is this? - Cai nay la gi (guy nai la zee)
19. How much? - Bao nhieu? (bow nyew)
20. Too expensive - Mac qua (mahk qwa)
21. Where is the nearest internet shop? - Cho internet o dau? (choh internet uh doh)
22. Where is the nearest bank? - Nha bang o dau? (nya bung uh doh)
23. Hotel - Khach San (khack san)
24. Too hot - Nong qua (nom qwa)
25. Too cold - Lanh qua (lang qwa)
26. Coffee - Ca phe (cah feh)
27. Hot black coffee - Ca phe nong (cah feh nom)
28. Hot Coffee with milk - Ca phe sua nong (cah feh sua nom)
29. Tea - Tra (chah)
30. I like - Toi thich (thoy tick)
31. I am happy - Toi vui (thoy vuoy)
32. I am tired - Toi met (thoy mate)
33. Where is an ATM - Cay ATM o dau ? (kei a te mo uh doh)



ABOUT

Elegance Hospitality is a group of hotels renowned for our well-equipped facilities and sophisticated service. Founded in the early 2000s, we have developed from our first hotel in Hanoi to the current chain of 5 boutique hotels in Hanoi's Old Quarter and one outstanding resort in Hoi An Town. Our distinctive collection of properties redefines the very concept of boutique and luxury hospitality.

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