

# The Anam, Vietnam

## Luxurious Haven of Sustainability and Well-Being

### Laurent Myter, Group General Manager



**The year 2022:** The year was clearly a recovery year for Vietnam. The borders opened to international visitors again end of March 2022. This allowed a healthier customer mix, as during COVID, we could only count on the domestic market. Korea has been a great market for us, and we recorded strong room nights from Korea. Europe slowly started to come back in October, and in December,

we could see some nice progress, especially from the German market, which has historically been a strong market for us.

In 2022, we needed to focus on the domestic market, which we had never done pre-COVID. OTA and Domestic Travel Agents were our main source of business. We had to re-look at our rate strategies for the domestic market. Knowing that the Korean market would be one of the first ones to recover, we did some groundwork by already end of December 2021 and early 2022 to ensure that once the borders were open, we would be in the Korean Market. It worked extremely well. The India market is also completely new for us. We have engaged a PR/Sales partner in India to represent us and ensure we are positioned well in the India market. Vietnam has invested a lot of money in the India market by increasing the airlift to Vietnam from the

major cities in India and has made the Visa application more accessible with a faster approval process.

**Moving forward in 2023:** We opened our second property, The Anam Mui Ne, a beach resort, in January 2023. Our two properties in Mui Ne and Cam Ranh fit exactly in the shift in society due to the pandemic, partly due to changing values after the acute phase of the pandemic. Like 2020 and 2021, the popularity of staycations, contactless technologies, and hygiene protocols and contactless technology is firmly embedded in our daily activities in hospitality businesses. New trends have been raised, as I mentioned above. All things purposeful, sustainable, quality time with loved ones in a safe environment, and a health and well-being aspect are stronger than ever. From the India market, I understand that the two main hubs, Hanoi and Saigon, will be on their priority list. Our focus will be more on special celebration travel, weddings, and celebrations in general, a travel trend that is extremely popular in India. Increased consumer awareness of all things sustainable, purposeful, and health and well-being has set new benchmarks for hospitality enterprises.

