

S.P.A

Sun PhuQuoc Airways Inflight Special Edition #5

藝術格調
度假體驗

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奇境風華

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PUREST FORM





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Sun PhuQuoc Airways Inflight Special Edition #5

太陽富國航空機上特刊 第5期

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阮孟軍 NGUYỄN MẠNH QUÂN
同氏玉映 ĐỒNG THỊ NGỌC ÁNH

編輯
阮文勝 NGUYỄN VĂN THẮNG

製作負責 | PRODUCTION MANAGER
潘垂蓉 PHAN THÚY DUNG
嚴梅蘭 NGHIÊM MAI LAN

總部地址：河內市義都坊范文同路 655 號
電話：024 3934 1562
傳真：024 3938 7163
網站：http://nxbconghuong.vn
電子郵件：nxbct@moit.gov.vn

廣告負責 | ADVERTISING MANAGER
范氏梅花 NGUYỄN THIÊN TRANG

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阮慶維 NGUYỄN KHÁNH DUY

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航班編號	航線	飛航班次	出發時間	抵達時間
9G701	PQC-BKK	每日	10:35	11:55
9G702	BKK-PQC	每日	13:10	14:30

Contents

10 SPOT

APEC 2027

- 18 富國島的「度假醫院」 | *Phu Quoc's First 'Resort Hospital' Elevates Healthcare and Strengthens APEC 2027 Preparations*
- 22 富國島打造大型「住宿生態體系」，迎接 APEC 2027 | *Phu Quoc builds large-scale 'accommodation ecosystem' for APEC 2027*

FOCUS

- 26 詩意大山林 | *Poetry of the highlands*
- 36 沙壩奇境風華 | *Sa Pa Beauty in its Purest Form*
- 42 高山上的時尚秀場 | *The High-altitude Runway*

EXPERIENCE

- 48 印度——驕傲與偏見 | *India Beyond Expectations*
- 58 日落小鎮 | *Where the Day Ends in Beauty*
- 62 揮桿之間，盡覽群山 | *Golf's greatest Mountain settings*

FEATURE

- 65 藝術之境的度假體驗 | *When Travel Became an Art Form*
- 70 以藝術講述越南故事 | *A story of Vietnam, carved into the coast*
- 74 雲端小鎮裡的「高級定製工坊」 | *The Couture Palace in the clouds*
- 80 奢華旅館 | *The Capital's most theatrical stay*
- 82 奢華旅館 | *The fictional campus of Phu Quoc*
- 86 如同一場愛情故事 | *A Coastal Love Story*



封 | ON THE COVER
地點 | Location: Sun World Fansipan Legend
照片 | Photo: Nguyễn Minh Tú

CULTURE

- 90 安住於孝道之季 | *The season of Filial Love*
- 96 到富國島品嚐德國啤酒 | *A Taste of Bavarian Beer on the shores of Phu Quoc*

S.P.A

- 100 五星級服務哲學 | *The five-star philosophy*
- 104 機長黎江南：「駕駛艙門後，是無形的壓力」
Captain Le Giang Nam: "Behind the cockpit door are invisible pressures"
- 108 統一機隊客艙內飾標準 | *Standardizing fleet interiors*
- 112 觸達首爾 | *Touching Seoul*
- 116 富國太陽航空新聞 | *SPA News*

118 LASTLOOK



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Welcome letter



太陽富國航空總經理
阮孟軍

Mr. Nguyễn Mạnh Quân
Chief Executive Officer
Sun PhuQuoc Airways

尊敬的讀者

當您翻開這本刊物時，想必已經抵達或正踏上前往富國島的旅程——這座被譽為世界最美島嶼之一的海島天堂。也許這是您第一次到訪，也許您早已來過，卻依然選擇再次回到這座珍珠島。因為不難理解，富國島始終擁有一種獨特魅力，讓人無法滿足於僅僅來過一次。

當日落小鎮在璀璨煙花映照下流光溢彩，象徵性的接吻橋畔匯聚著世界級演藝盛宴與繁華活力之時；兩千多公里之外的越南西北梯田間，稻穀正值抽穗揚花的季節。稻田、石灰岩高原，以及苗族悠揚的蘆笙聲，正靜靜訴說著大山深處亙古流傳的故事。

而在另一片天地之間，印度——太陽富國航空最新開通的航點之一——則以其迷人魅力吸引著來自世界各地的旅人。這片古老而充滿活力的土地，擁有宛如人間天堂般壯麗的自然風光。

無論您的目的地在哪裡，每一次旅程最珍貴的，並不僅僅是我們到達過的地方，更是我們帶回來的收穫：一個全新的視角、一份嶄新的感悟，以及與世界、與自己更深層次的連接。|

在每一次旅途中，您的支持與信任始終是我們最珍視的動力。衷心感謝您選擇與我們同行，共同書寫屬於自己的精彩旅行記憶。

謹致敬意！🌻

Dear Readers,

As you hold this magazine in your hands, chances are you have either arrived in Phu Quoc or are on your way to one of the most beautiful islands on the planet. Perhaps this is your first visit, or perhaps you have been here before and found yourself drawn back to Pearl Island once again. It is easy to understand why. Phu Quoc possesses a unique charm that makes one visit feel far from enough.

And while Sunset Town is lighting up the night sky with dazzling fireworks and buzzing with world class performances beside the iconic Kiss Bridge, more than 2,000 kilometers away in Vietnam's Northwest Highlands, rice terraces are turning a vibrant shade of green as the growing season reaches its most beautiful stage. There, among the limestone plateaus and mountain villages, the melodies of the H'Mong flute continue to tell timeless stories of the great wilderness.

In another corner of the world, India, a new destination on the Sun PhuQuoc Airways network, awaits with its own irresistible allure. Ancient yet vibrant, it is a land of remarkable contrasts, where breathtaking landscapes seem to belong to a paradise on earth.

Wherever your journey may take you, what makes travel memorable is never only the destination itself, but also what we bring home with us: a new perspective, a new emotion, and a deeper connection with both the world around us and ourselves.

Throughout every journey, your trust and companionship remain the greatest privilege for all of us at Sun PhuQuoc Airways. Thank you for choosing to fly with us and for allowing us to be part of the memories you create along the way.

Warm regards. 🌻

NO VO TEL

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DANANG'S URBAN RETREAT BY HAN RIVER

在充滿活力的峴港, 重拾平衡, 享受屬於自己的節奏。於韓江畔的晨曦中醒來, 品味精緻特色美食, 或透過舒緩的按摩療程放鬆身心。在漢江諾富特峴港普林米爾酒店, 每一刻都盡臻圓滿。



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巴拿山 「多感官宇宙」

今年夏天，太陽世界巴拿山持續為遊客帶來國際級體驗。其中最引人矚目的是Lumiere Light Art光影藝術空間的正式亮相。這一佔地800平方米的互動光影藝術空間以「源起」為主題，通過「永恆光環」「七彩水母」等7大特色展區，結合先進的光電感應技術與藝術表演，讓遊客的每一步都化作一件鮮活的藝術作品。

與此同時，法國知名烘焙品牌Eric Kayser也正式在古典法蘭西村開設其越南第二家門店。在海拔1,487米的歐式氛圍中，以天然酸種發酵工藝製作、秉持「慢發酵，快呈現」理念的可頌麵包與巧克力可頌，憑藉迷人香氣征服了無數美食愛好者。



A MULTI SENSORY UNIVERSE AT BA NA HILLS

→ This summer, Sun World Ba Na Hills continues to introduce a series of world class experiences for visitors. Taking center stage is Lumiere Light Art, an 800-square-meter immersive light art space themed “Origins”. Across seven distinctive zones, including Eternal Light Circle and Seven Color Jellyfish, interactive performances combined with advanced photoelectric sensor technology transform every step into a living work of art.

Ba Na Hills has also welcomed the second Vietnam location of renowned French bakery Maison Kayser, nestled within the heart of the charming French Village. Set amid a European inspired atmosphere at an elevation of 1,487 meters, the irresistible aromas of croissants and pain au chocolat, crafted using natural sourdough fermentation and Maison Kayser's philosophy of “Slow Fermentation, Fast Service”, have quickly won over food lovers. 🍞



3D光影藝術秀 點亮 世界遺產海灣

下龍歡樂夜市已成為世界遺產城市下龍最具活力的夜間娛樂地標之一。而隨著「龍雲慶會」3D光影藝術秀的登場，這座繁華商港的魅力更上一層樓。

依託燈塔建築打造的這場演出，使燈塔不再只是靜態建築，而成為一座「光之靈柱」，帶領觀眾穿越層層歷史積澱。從龍與麟創造海灣的神話傳說，到繁榮興盛的雲屯商港，再到白藤江戰役的英雄氣概以及雲霧繚繞的安子禪宗聖地，一幕幕歷史畫卷在光影中徐徐展開。

這一多感官體驗與近百個美食攤位、紅帆船水上表演以及每天夜晚在白齋海灣上空綻放的煙花盛宴完美融合。僅需10萬越南盾（含一杯飲品），遊客便可盡情沉浸於這一充滿現代節慶魅力的空間之中。



LIGHTING UP THE HERITAGE BAY WITH 3D MAPPING

→ VUI-Fest Ha Long Night Market has become one of the most vibrant nighttime attractions in the heritage city of Ha Long. Its appeal has been elevated further with the debut of “Long Van Khanh Hoi”, a spectacular 3D mapping light show projected onto the iconic Lighthouse architecture.

More than a static landmark, the Lighthouse is transformed into a towering pillar of light, guiding audiences through layers of history, from the legends of dragons and qilins shaping the bay, to the bustling trading port of Van Don, the heroic Bach Dang victories, and the spiritual heights of Yen Tu Mountain.

The multi sensory experience is complemented by nearly 100 food kiosks, sailing boat water performances, and dazzling nightly fireworks over Bai Chay Bay. For just VND 50,000, visitors can immerse themselves in a contemporary festival atmosphere unlike any other. ✨





越南領先的 大型綜合體育公園

由太陽集團投資建設的越南首個大型綜合體育公園——寧平太陽運動城，於5月底在太陽城都市區正式投入運營，並迅速成為運動愛好者的熱門打卡地。項目坐落於22公頃的廣闊園區內，地處交通便利的核心位置，擁有58個運動場地，可同時滿足7項熱門運動項目的訓練需求。

其中最大的亮點是擁有41片室內匹克球場地的綜合區域，達到舉辦PPA Tour國際賽事的標準。這裡不僅是運動員的理想訓練基地，也是一座開放式「城市綠肺」。園區種植了超過1,000棵樹木，設有1,900米慢跑道，以及融合奧林匹克文化與當地隊三鼓文化元素的青銅五環雕塑。

AMONG VIETNAM'S LARGEST MULTI SPORT PARKS



→ Officially opening at the end of May within Sun Urban City, Sun Sports City Ninh Binh, the first large scale multi sport park in Vietnam developed by Sun Group, has quickly become a favorite destination for sports enthusiasts. Spanning 22 hectares in a highly connected location, the complex features 58 courts and training facilities catering to seven popular sports. Its standout attraction is a covered pickleball complex

with 41 courts built to standards suitable for hosting international tournaments within the PPA Tour system.

Beyond competitive sports, the park also serves as a green urban retreat, featuring more than 1,000 trees, a 1,900-meter running track, and a bronze sculpture inspired by the Olympic rings and the traditional Doi Tam drum, blending Olympic spirit with local cultural heritage. 🌞





Discover the Valley. Return to Yourself. 探索山谷，回歸自我。

Hilton Quang Hanh Onsen Resort is the first Hilton onsen property in Southeast Asia, a valley sanctuary of discovery and restoration, nestled within an ancient valley of limestone peaks and forest in Northern Vietnam.

At its heart lies a rare saline mineral spring, among the highest concentrations of bromine in the world. These earth-warmed waters flow into Yoko Onsen Quang Hanh, our public bathing complex complimentary for every guest - and into private onsen baths in each room, so restoration is always close at hand.

Inspired by Japanese bathing traditions, the experience extends beyond the water. Structured bathing rituals, refined Japanese dining, considered design and a curated program of wellness activities, from poolside aqua cardio to morning Pilates, shape each day into something unhurried and whole. The body unwinds. The mind follows. And somewhere between the warm mineral waters and the stillness of the valley, you find your way back to yourself.

希爾頓光行溫泉度假酒店是希爾頓在東南亞的首個溫泉度假村，是一處隱於越南北部古老石灰岩山脈之間、承載探索與療癒的山谷聖地。

度假村的核⼼，是一處罕見的天然鹽性溫泉礦泉，溴含量位居世界前列。來自地底的溫熱礦泉水流入Yoko Onsen Quang Hanh——所有住客皆可免費使用的公共礦泉浴綜合空間，亦流入每間客房內的私人溫泉池，讓療癒旅程始終近在身邊。

靈感源自日本溫泉沐浴傳統，這裡的體驗不止於水。豐富的泡湯儀式、精緻的日本料理、匠心設計，以及多元健康活動——從池畔水中有氧到每日清晨的普拉提課程，共同塑造從容而完整的度假時光。身體逐漸放鬆，心緒隨之沉澱。而在溫暖礦泉與山谷靜謐之間，你將重新找回自我。



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RESORT

吉婆灣畔的 娛樂天堂



吉婆歡樂娛樂綜合體與吉婆太陽巴伐利亞啤酒餐廳的同步亮相，為海防旅遊注入了全新的活力。項目位於中心海灣岸邊黃金地段，整個區域始終洋溢著繽紛色彩。街頭嘉年華、精彩藝術表演以及絢麗煙花秀輪番上演。

作為一家營業至深夜的開放式娛樂文化綜合體，吉婆歡樂娛樂綜合體與吉婆太陽巴伐利亞啤酒餐廳無縫銜接。後者是一家面向海灣的大型餐廳，擁有近700個座位，並配備清澈泳池與專屬私人海灘。如今，在探索吉婆島的旅程中，遊客可以悠閒品嚐高品質啤酒，沉浸於歡樂不息的節慶氛圍之中，並欣賞夜幕降臨後海灣迷人的景色。

AN ENTERTAINMENT PARADISE ON CAT BA BAY

→ The simultaneous arrival of VUI-Fest Cat Ba and Sun Bavaria Cat Ba has brought a lively new energy to tourism in Hai Phong. Located in a prime waterfront position overlooking the central bay, the destination is filled with color and excitement through a series of street festivals, captivating performances,

and spectacular fireworks displays.

Positioned as an open cultural and entertainment destination that comes alive well into the evening, VUI-Fest Cat Ba connects seamlessly with Sun Bavaria Cat Ba, a beachfront beer restaurant with an impressive capacity

of nearly 700 seats, complete with a swimming pool and a beautiful private beach.

Visitors exploring Cat Ba can now enjoy premium beer, immerse themselves in a festive atmosphere, and admire the enchanting beauty of the bay after dark. 🌟

富國島 新世界度假酒店 五週年 特別禮遇

富國島新世界度假酒店迎來開業五週年，並推出一系列特別活動與專屬體驗回饋賓客。其中包括特別度假套餐「5 Nights of Joy」，內容涵蓋：第五晚免費住宿、Garden Pool Villa房型可延遲退房至17:00、五項專屬迎賓禮遇、太陽世界香島往返纜車票，以及每次入住贈送價值50美元的餐飲消費額度。優惠適用於2026年6月30日前完成預訂的訂單，入住時間為2026年5月3日至10月31日。

富國島新世界度假酒店位於富國島西南部，坐擁著名的奶油海灘景觀。度假村擁有366棟配備私人泳池的茅草別墅，距離專屬海灘僅數步之遙。賓客可在五家特色餐廳及酒吧享受美食，體驗擁有16間理療室的SPA中心、現代化健身中心以及長達120米的戶外泳池。這裡是全家共享歡樂時光、放鬆身心並親近自然的理想之地。

NEW WORLD PHU QUOC RESORT CELEBRATES ITS FIFTH ANNIVERSARY WITH EXCLUSIVE OFFERS

→ New World Phu Quoc Resort is marking its fifth anniversary with a collection of special experiences and exclusive offers for guests.

The resort has introduced the “5 Nights of Joy” package, which includes a complimentary fifth night, late check out until 5:00 p.m. for Garden Pool Villas, five welcome privileges upon arrival, round trip Sun World Hon Thom Cable Car tickets, and a US\$50 dining credit per stay. The offer is available for bookings made until June 30, 2026, for stays between May 3 and October 31, 2026.

Located on the southwestern coast of Phu Quoc Island, New World Phu Quoc Resort overlooks the famous Kem Beach and features 366 thatched roof villas, each with its own private pool and just steps away from a secluded stretch of beach.

Guests can enjoy five distinctive restaurants and bars, a spa with 16 treatment rooms, a modern fitness center, and a 120-meter outdoor swimming pool. It is a destination where every member of the family can relax, reconnect, and create meaningful memories in harmony with nature. 🌴



太陽集團四家餐廳 獲米其林認可

2026年6月4日，在河內西湖雅詩閣會議中心舉行的《米其林指南越南2026》發布典禮上，La Maison 1888再次書寫米其林歷史，成功蟬聯一星米其林殊榮，進一步鞏固了由太陽集團投資建設的峴港洲際陽光半島度假酒店作為越南頂級奢華美食目的地的地位。

在河內，河內嘉佩樂酒店再次展現其卓越實力，成為越南唯一擁有三家獲米其林認可餐廳的酒店。其中，Hibana by Koki連續第四年蟬聯一星米其林。Backstage餐廳與Izakaya by Koki餐廳則繼續入選Michelin Selected（米其林推薦餐廳）名單。

2026年《米其林指南越南》共評選出11家一星米其林餐廳（其中2家新晉上榜）、72家Bib Gourmand餐廳（新增11家），以及110家Michelin Selected推薦餐廳（新增9家）。

FOUR SUN GROUP RESTAURANTS RECOGNIZED BY MICHELIN

→ At the Michelin Guide Vietnam 2026 ceremony held at Ascott Tay Ho Hanoi on June 4, La Maison 1888 once again cemented its place in Michelin Guide Vietnam history by retaining its prestigious one Michelin Star, reaffirming the position of InterContinental Danang Sun Peninsula Resort, developed by Sun Group, as one of Vietnam's leading luxury dining destinations.

In Hanoi, Capella Hanoi further strengthened its reputation as the only hotel in Vietnam to have three restaurants recognized by Michelin. Among them, Hibana by Koki successfully retained its one Michelin Star for the fourth consecutive year. Meanwhile, Backstage and Izakaya by Koki once again earned places in the Michelin Selected category, highlighting them as restaurants recommended by Michelin inspectors.

The Michelin Guide Vietnam 2026 selection features a total of 11 one Michelin Star restaurants, including two new additions, 72 Bib Gourmand establishments with 11 newcomers, and 110 venues listed in the Michelin Selected category, including nine new entries. 🌟



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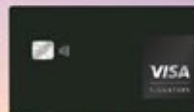
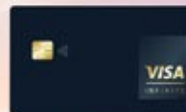
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在富國島邁向國際旅遊目的地和APEC 2027舉辦地的發展進程中，一項重要基礎設施拼圖正式落成——富國太陽醫院。

「珍珠島的 度假醫療醫院」



富國太陽醫院坐落於安泰中心區域，毗鄰南島核心度假、娛樂綜合體及重點基礎設施項目，按照「度假醫療醫院」模式打造，將健康護理體驗提升至全新標準。從建築空間設計開始，醫院便展現出與傳統醫療機構截然不同的氣質：現代化、充滿自然採光，並兼顧患者及家屬的舒適與放鬆體驗。

醫院總建築面積近10,000平方米，設有近100張病床，運營涵蓋內外科綜合診療、急診重症、醫學影

像、兒科、檢驗及麻醉復甦等9大重點專科。其最大亮點在於同步配置的先進醫療設備，包括搭載人工智慧技術的3.0 Tesla MRI磁共振系統、可在數秒內完成全身掃描的512層能譜CT，以及用於心血管介入及腦卒中治療的Philips Azurion DSA系統。

這也是富國島首家能夠在當地開展心血管介入治療及腦卒中救治的醫療機構。對於每年接待數百萬遊客的富國島而言，這一能力具有特別重要的意義。



除了先進技術投入之外，醫院還匯聚了近150名高素質醫療專業人員，並設有由業內頂尖專家組成的專業顧問委員會。整體運營體系按照國際標準建立，重點優化急救及治療過程中的「黃金時間」。

富國太陽醫院的落成被視為提升珍珠島生活品質的重要一步，讓當地居民及遊客無需離島即可獲得高品質醫療服務，大幅減少緊急情況下轉診至大陸地區的需求。

然而，這座醫療設施的重要意義並不僅限於公共醫療領域。在富國

島積極籌備APEC 2027的背景下，醫院也被視為提升島嶼國際活動承辦能力的重要組成部分。其全天候24小時急救能力，以及心血管疾病、腦卒中救治和快速應急響應能力，將進一步提升國際代表團、商務人士及高端遊客的「醫療安全保障」水準。

值得關注的是，富國太陽醫院還被寄予厚望，成為富國島發展「健康旅遊」產業的重要基礎。作為全球增長迅速的新興領域，未來牙科、美容、康復治療及全方位健康管理等

專業服務，有望成為珍珠島度假體驗的重要組成部分。

在富国岛蓬勃发展的版图之中，富国太阳医院的落成不仅仅意味着新增一座现代化基础设施，更彰显了打造国际级目的地的雄心——让游客不仅能够在这里度假、探索与享受生活，也能够在这每一段旅程中，对生活品质与健康保障充满信心。🌟



Phu Quoc's First **'RESORT HOSPITAL'**

ELEVATES HEALTHCARE AND STRENGTHENS APEC 2027
PREPARATIONS

As Phu Quoc advances its ambition to become a world-class tourism destination and prepares to host the APEC 2027 summit, a critical piece of infrastructure has officially been completed: Sun Group International Hospital .



Located in central An Thoi, adjacent to key resort, entertainment, and infrastructure hubs in the southern part of the island, the facility has been developed under a “resort hospital” model – one that raises the healthcare experience to an entirely new standard. From its architectural design alone, the hospital stands apart from traditional medical facilities, featuring a contemporary aesthetic and abundant natural light that help foster a sense of comfort and relaxation for patients and their families.

Spanning nearly 10,000 square meters (approximately 107,600 square feet) and accommodating nearly 100 beds, the hospital offers nine key specialties, ranging from general internal medicine and surgery to intensive care, diagnostic imaging, pediatrics, laboratory services, and anesthesiology. At the heart of the facility is a suite of state-of-the-art medical technologies, including an AI-integrated 3.0 Tesla MRI, a 512-slice spectral CT scanner capable of full-body imaging in seconds, and a Philips Azurion DSA system for cardiovascular and stroke interventions.

The hospital is also the island’s first medical facility capable of performing on-site cardiovascular and stroke interventions – a critical capability for a destination that welcomes millions of visitors each year.

Beyond technology, the hospital has assembled a team of nearly 150 highly qualified medical professionals, supported by an advisory board

of leading industry experts. Its operational framework is built on international standards and designed to optimize the “golden hour” in emergency response and treatment.

As Phu Quoc gears up for APEC 2027, the hospital is viewed as a vital asset in strengthening the island’s capacity to host international events. Its 24/7 emergency services, ability to handle cardiovascular crises and strokes, and rapid-response capabilities will substantially reinforce “medical security” for international delegations, business leaders, and high-profile travelers.

Notably, Sun Group International Hospital is expected to help lay the groundwork for the fast-growing global wellness tourism sector. Looking ahead, specialized services such as dentistry, cosmetic and medical aesthetics, rehabilitation, and holistic wellness are expected to integrate seamlessly into the island’s resort offerings. 🌞

大規模住宿生態體系



太陽集團正逐步構建覆蓋富國島的大規模「住宿生態體系」，從高端酒店到服務式公寓全面佈局，為APEC 2027期間數萬名國際代表及遊客提供充足的接待保障。

預計在2026年內，太陽集團將在香島投入運營約4,000間酒店客房。其中最引人矚目的是Rixos Phu Quoc度假村——這是雅高集團與Ennismore旗下全包式度假品牌在亞洲的首個項目。該度假村擁有近2,000間客房，包括多種海景套房及獨棟別墅。

與此同時，TRIBE Phu Quoc、Ibis Styles Phu Quoc、Fairfield by Marriott Phu Quoc及

Moxy Hotels Phu Quoc等多個國際酒店品牌也將陸續亮相香島。眾多國際品牌酒店同步投入運營，展現出富國珍珠島在APEC 2027前夕加速完善度假生態體系的強勁步伐。

在完成「啟動階段」後，太陽集團正邁入全面提速階段，通過兩大大型項目為富國島新增約12,500間酒店客房及服務式公寓。

其中，位於紅土地海灘的濱海酒店綜合體被視為最具代表性的重點項目。該項目

坐落於APEC大道沿線，由15棟高層建築組成，共規劃近6,500間客房，匯聚來自5家國際酒店管理集團旗下的13個高端酒店品牌。多個奢華酒店品牌預計將首次進入越南市場，包括SO、Conrad及W Hotels等。

除度假酒店體系外，太陽集團還將在翁官山生態都市區（Núi Ông Quán）投資建設服務式公寓及旅遊配套基礎設施，打造滿足國際代表、專家及遊客長期居住需求的靈活住宿模式。

綜合計算，2026—2027年期間，僅太陽集團預計就將為富國島新增約16,500間住宿單位，在高端住宿需求持續增長的背景之下，大幅提升珍珠島的接待能力。業內人士認為，這一投資規模不僅是為了服務APEC 2027，更體現了富國島長期旅遊發展戰略的重要佈局。

值得關注的是，太陽集團的各項項目並非獨立開發，而是融入涵蓋交通網絡、會議會展中心、休閒娛樂設施以及濱海城市空間在內的綜合生態體系之中。APEC結束後，這一完整體系仍將持續發揮作用，成為富國島邁向國際級旅遊、度假與會展中心的重要基礎。🌟

FESTIVAL ISLAND

Nha Trang's **SLEEPLESS
DOWNTOWN**

DOWNTOWN 芽莊不夜城



Phu Quoc builds large-scale 'ACCOMMODATION ECOSYSTEM' for APEC 2027

With APEC 2027 on the horizon for Vietnam's largest island, Sun Group is accelerating the development of a vast hospitality ecosystem in Phu Quoc, encompassing luxury hotels and serviced apartments designed to accommodate tens of thousands of international delegates and visitors.

By late 2026, the developer will have introduced approximately 2,000 hotel rooms on Hon Thom Island – part of the Phu Quoc archipelago. Leading this expansion is Rixos Phu Quoc Resort, marking the Asian debut of Accor and Ennismore's all-inclusive luxury brand. The resort will feature nearly 1,500 rooms, including ocean-view suites and private villas.

At the same time, a lineup of internationally renowned brands will make their debut on Hon Thom, including **TRIBE Phu Quoc**, **Ibis Styles Phu Quoc**, **Fairfield by Marriott Phu Quoc**, and **Moxy Hotels Phu Quoc**. The coordinated launch of these global hotel brands underscores the rapid growth of the Pearl Island's hospitality ecosystem in the lead-up to APEC 2027.

Following this initial phase, Sun Group is set to accelerate development with two mega-projects, adding approximately 12,000 hotel rooms and serviced apartments to the Phu Quoc market.

The centerpiece of this expansion is a beachfront hotel complex at Bai

Dat Do. Located along APEC Boulevard, the development comprises 17 high-rise towers with nearly 7,000 rooms, bringing together 13 premium hotel brands managed by five global hospitality groups. Several luxury brands, including **SO**, **Conrad**, and **W Hotels**, are also expected to make their Vietnam debut here.

Alongside its growing resort portfolio, Sun Group is investing in serviced apartments and tourism infrastructure within the Nui Ong Quan eco-urban area. The project is designed to provide flexible, long-stay accommodation options for international delegates, experts, and visitors.

In total, Sun Group is projected to deliver more than 17,000 keys in Phu Quoc between 2026 and 2027,

marking a quantum leap in the island's hospitality capacity amid rising demand for luxury accommodation. Industry observers note that this substantial investment extends well beyond APEC 2027, laying a long-term foundation for Phu Quoc's strategic tourism development.

Notably, Sun Group's projects are not standalone developments but part of an integrated ecosystem encompassing transportation, convention facilities, entertainment venues, and coastal urban areas. Beyond APEC 2027, this extensive infrastructure network is expected to support Phu Quoc's ambition of becoming a world-class destination for tourism, resort experiences, and MICE (Meetings, Incentives, Conferences, and Exhibitions). 🌞



FOCUS

秋天，也是中國西北高原地區的金色季節。層層疊疊的
梯田煥發出青春般的蓬勃生機。這裡，文化的源流
仍被悉心傳承與娓娓講述，沉澱出一層層令人著迷的人文底蘊。

This autumn, let SPA take you to the highlands of Northwest Vietnam, where terraced rice fields are at their most breathtaking, where the stories of mountain communities echo through the valleys, and where layers of ancient culture await discovery. Don't forget to pack a selection of fashion pieces that capture the untamed spirit of the highlands.



詩意 大山林

撰文: LAM
圖片: NGUYỄN SƠN TÙNG

世代生活於高山山坡、石頭高原與清澈溪流之間，越南北部高原人民孕育出一種既原始奔放、又質樸真誠的文化生活。看似粗獷，卻充滿詩意。

這股文化源流代代相傳，由長者傳給後輩，如此延續至今，沉澱出一層極具魅力的文化積澱。

跟隨與西北山區有著不解之緣的攝影師阮山松的腳步，一同探索這份獨特之美。在那裡，苗族、瑤族、泰族、岱族、儂族、僑僑族等民族，正以自己的方式，每天為壯麗的大山林畫卷增添絢麗的一筆。

「我拍攝，不是為了美事物。
我是為了記錄那些或許終將消失的東西。
這些年來，我走進並生活在越南北部山區的少數民族社區之中。
我曾見證……
持續整夜的婚禮
用記憶一針一線繡成的服飾
生活節奏緩慢卻內心豐盈的人們
我所做的並不只是『攝影』，
而是在記錄一部分正在逐漸消逝的文化。
我始終相信：
攝影不僅僅是影像。
它是記憶——是人——是存在本身。」

攝影師阮山松
(2020年土耳其Orhan Holding國際攝影大賽自由黑白攝影組特別獎獲得者)

POETRY *of the* HIGHLANDS

BY LAM | PHOTOS BY NGUYEN SON TUNG

For generations, the people of Vietnam's northwestern highlands have made their living on mountain slopes, among limestone plateaus and beside cool flowing streams. In doing so, they have created a way of life that is at once rugged and simple, wild and deeply poetic.

From one generation to the next, this cultural heritage has been carefully preserved. Elders pass down traditions to their children and grandchildren, creating

layer upon layer of cultural memory that continues to captivate those who encounter it.

Join photographer Nguyen Son Tung, whose life has long been intertwined with the Northwest, on a journey into this world, where the H'Mong, Dao, Thai, Tay, Nung, Lo Lo, and many other ethnic communities continue to add vibrant brushstrokes to the majestic canvas of Vietnam's mountains.



*"I do not take photographs to make things beautiful.
I photograph them so they will not be forgotten.
For many years, I have traveled and lived alongside ethnic
communities in the mountains of northern Vietnam.
I have witnessed...
weddings that last through the night
traditional clothing embroidered with memory
people who live slowly, yet profoundly
What I do is not simply photography.
It is the preservation of a culture that may one day fade away.
I believe photography is more than an image.
It is a memory. It is people. It is existence."*

Nguyen Son Tung – Special Award, Monochrome Open
Category, Orhan Holding International Photography
Competition, Türkiye, 2020





苗族 蘆笙之聲

這是Mí Hông一家（河南省Lao Xa村）的家。擺放在屋角的老式縫紉機，總會勾起一種難以言喻的懷舊情緒。彷彿曾有人坐在這裡，日復一日踩動踏板，一針一線縫補著自己的一生。

在這座歷經高原風霜的夯土房裡，一家人圍坐在爐火旁，在豐盛的餐桌邊招待遠道而來的客人。餐桌上有剛從菜園採摘的翠綠苦菜、香氣撲鼻的風乾臘肉，以及泛著金黃色澤的玉米酒。

晚飯過後，老人和Mí Hông把那支已經褪色的蘆笙拿到屋子中央。火焰依然熊熊燃燒，橙黃色的光芒映照在老人滿是皺紋的臉上，彷彿勾勒著他一生的故事。

蘆笙聲緩緩響起，時而低沉，時而高亢；時而歡快，時而憂傷。它如同穿行於石山之間的風聲，又像大山靈魂發出的低語。在春季節慶裡，蘆笙是愛情的語言，是苗族青年男女互訴衷腸的心聲。蘆笙不僅是一種樂器，更是一種靈魂、一種人與精神世界溝通的媒介，也是連接世代、守護傳統文化價值的重要紐帶。

The sound of the H'MONG KHENE

This is the home of Mi Hong in Lao Xa Village, Ha Giang. An old sewing machine sits quietly in the corner, evoking a strange sense of nostalgia. Someone once sat there, patiently pressing the pedal, guiding every stitch as though sewing together the fabric of a lifetime.

Inside the earthen house that has weathered countless years of mountain winds and mist, the

family gathers around the fire and a generous meal prepared for visiting guests. On the table are freshly picked mustard greens from the garden, fragrant smoked meat, and cups of golden corn wine shimmering in the firelight.

After dinner, Mi Hong and her grandfather bring out a weathered khene. The fire continues to glow, casting warm light across the elder's deeply lined face, as though illuminating

the stories of an entire lifetime.

The khene begins to sing. At times low and contemplative, at times bright and joyful, its melodies drift through the house like mountain winds moving across limestone peaks. For the H'Mong people, the khene is the language of love during spring festivals, a way for young men and women to express feelings that words cannot. More than a musical instrument, it is a spirit, a bridge between people and the spiritual world, and a thread connecting generations through traditions that time cannot erase. →



紅瑤族 婚禮

今天是新娘Tân Mây與新郎Lý Tà (沙壩) 人生中最重要的一天。在絢麗的民族織錦色彩之中，鑼鼓與唢呐齊鳴，家族親友與賓客齊聚一堂，為新人送上最真摯的祝福。

對於沙壩的紅瑤族而言，鼓樂不僅是音樂，更是婚禮的靈魂；而婚禮也不僅僅是兩個人的喜事，更是一場神聖儀式，連接著家庭、宗族以及整個社區。

在迎親儀式中，新娘Tân Mây並不能立刻進入夫家，而必須等待吉時到來。新郎Lý Tà家的鼓樂隊會圍繞女方送親隊伍繞行一圈——從長輩、孩童、伴娘直到新娘本人。這一儀式被稱為「繫繩禮」，寓意雙方家族的聯結，同時象徵新娘已正式成為夫家的一員。當鼓樂隊反方向繞行進行「解繩禮」時，他們會在新娘面前停下——因為唯獨她，將被「永遠留下」。



A Red Dao WEDDING

Today is the most important day in the lives of bride Tan May and groom Ly Ta in Sa Pa. Surrounded by vibrant brocade fabrics, accompanied by the sounds of drums and horns, family members, relatives, and guests gather together to celebrate their union.

For the Red Dao people of Sa Pa, drums and horns are more than music. They are the soul of the wedding. Likewise, a wedding is far more than a celebration between two people. It is a sacred ceremony that strengthens bonds between families, clans, and the wider community.

During the bridal procession, Tan May cannot immediately enter her husband's home. She must wait for an auspicious moment. The groom's musicians then circle the bride's family procession, passing elders, children, bridesmaids, and finally the bride herself. This ritual is known as "tying the cord." It symbolizes the bond between the two families and signifies that the bride now belongs to her new household. When the procession retraces its path to "untie the cord," it stops at the bride, for she alone will remain tied to her new family forever.





平頭瑤因其獨特的長方形平頂頭帽而得名。主要分佈於河江、宣光、老街和萊州等省份。平頭瑤族以造型獨特、裝飾精美的民族服飾聞名，尤其是頭帽最具特色。

這種頭帽製作極其講究，材料包括白銀、亂髮以及竹材。工匠會將許多鋁片精心打磨成髮簪形狀，再層層疊疊排列成長方形結構，長度約15厘米、寬約7厘米。帽子上的紋飾包括蜘蛛圖案、三瓣花圖案，而在平頭瑤人的觀念中，這些圖案象徵著星辰。

平頭瑤族女孩年滿14至16歲時必須佩戴傳統頭帽，這意味著她已經成年，可以出嫁。婚後，這頂帽子將伴隨她的一生。

平頭瑤人的 帽子

The distinctive headdress of the FLAT HEAD DAO

The Flat Head Dao take their name from the distinctive rectangular headdress worn flat across the top of the head. Found primarily in Ha Giang, Tuyen Quang, Lao Cai, and Lai Chau provinces, this Dao subgroup is known for its elaborately decorated traditional attire, particularly its unique headwear.

Each headdress is crafted with extraordinary care using silver, bamboo, and hair. Thin pieces of metal are shaped and polished like ornamental pins before being arranged in overlapping layers

to form a rectangular structure measuring approximately 15 centimeters long and 7 centimeters wide. The patterns decorating the headdress include spiders, three-petaled flowers, and symbols that the Flat Head Dao associate with stars.

Girls begin wearing the traditional headdress between the ages of fourteen and sixteen, marking their transition into adulthood and signaling that they are eligible for marriage. After marriage, the headdress accompanies them throughout their lives.





LAO XA 銀飾鑿刻工藝

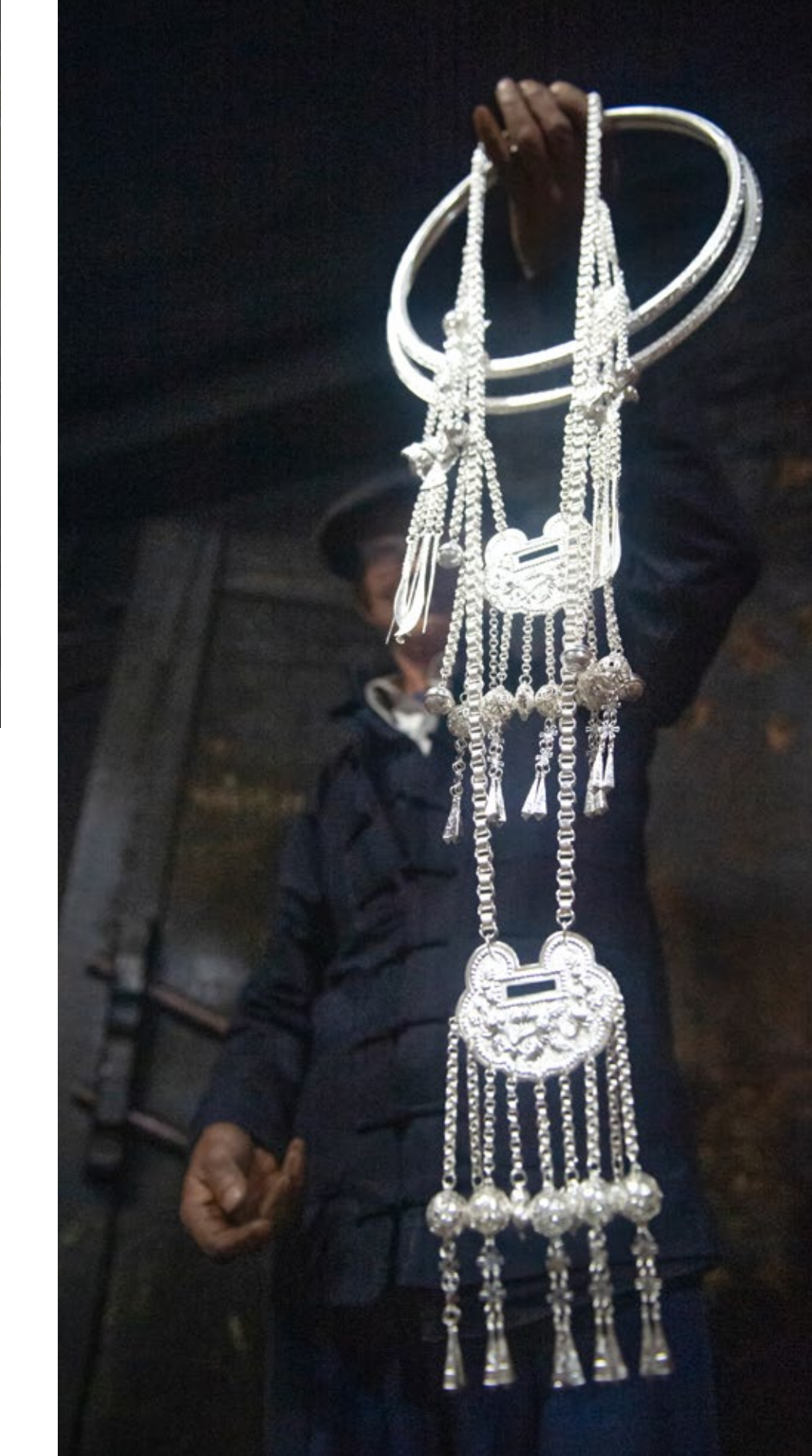
Lao Xa村位於河江省嵩臘鄉中心約5公里外的高山石坡上，全村僅有103戶苗族家庭。這裡的Mua Sè Sinh老人一家，至今仍完整保留著當地世代相傳的銀飾鑿刻技藝。

自幼繼承家族傳統手藝，如今已年過七旬的他，仍在向子孫後代傳授這門銀飾工藝的精髓。他製作的白銀首飾以獨特而精細的雕刻工藝聞名。銀飾製作工序十分繁複，從熔銀、澆鑄模具、在鐵砧上塑形，到後

續的紋樣雕刻與拋光，每一步都極其講究。這樣的傳統工藝要求匠人擁有靈巧的雙手、細緻的耐心以及持之以恆的毅力，因為往往需要多年學習，才能真正掌握Lao Xa銀飾工藝的精華。

在苗族傳統習俗中，銀飾通常用於節慶活動，也常作為女孩出嫁時的重要嫁妝。Mua Sè Sinh老人製作的戒指、手鐲、腳鐲、項鍊等飾品，早已成為當地居民最熟悉的傳統首飾。





The silversmiths of LAO XA

Lao Xa Village lies about five kilometers from the center of Sung La Commune in Ha Giang Province. Perched on a rocky mountainside, it is home to just over one hundred H'Mong households. Among them is the family of artisan Mua Se Sinh, one of the few remaining masters preserving the village's traditional silver-engraving craft.

Having learned the trade from his family as a child, Mua Se Sinh, now in his seventies, continues to pass his knowledge to younger generations. His handcrafted jewelry is known for its intricate workmanship and distinctive designs.

Creating a piece of silver jewelry involves many stages, from melting and casting the metal to shaping it by hand and engraving delicate patterns before the final polishing. The process demands patience, precision, and years of practice before an artisan can master the techniques that have made Lao Xa silverwork so highly regarded.

In H'Mong culture, silver jewelry is worn during festivals and important celebrations, and is often given to daughters as part of their dowry. Rings, bracelets, anklets, and necklaces crafted by Mua Se Sinh have become treasured possessions among local families. 🌟

沙壩 原始之美



每年8月至10月，沙壩彷彿褪去所有絢麗華服，回歸最本真的模樣——
那是已有數百年歷史的梯田之美，
是新生稻穀由翠綠漸漸轉為金黃、在陽光下熠熠生輝的美。

撰文：LAN ANH | 圖片：DƯƠNG QUỐC HIẾU、太陽集團



通往天堂的階梯

梯田是越南西北地區最具代表性的景觀之一，當地高山民族世代代在山地丘陵間開墾水稻田。從遠處望去，在連綿群山之間，一層層梯田宛如通往天際的雲梯。

沙壩的梯田至少已有兩百多年歷史，並與北方少數民族遷徙至此的歷程息息相關。在散佈於芒花谷各處、年代尚未確定的古老岩石上，遊客至今仍能發現古人精心雕刻的梯田圖案。

每年8月底至10月間，數以百萬計的稻穗顆粒飽滿，匯聚成一條條金色絲帶，在群山之間綿延鋪展。沙壩的金色豐收季，便在成熟稻穀的陣陣芬芳中悄然到來，香氣瀰漫於各個村寨之間。

Tà Van村和Tà Phìn村是欣賞廣闊梯田景觀的絕佳地點。放眼望去，金黃色的稻田鋪滿陡峭山坡和遙遠山谷。若搭乘番西邦纜車，則彷彿飛越於芒花谷梯田之上。雲霧

繚繞的日子裡，這樣的景色更顯夢幻迷離。

高山上的繆斯女神

來到這個季節的沙壩，絕不能錯過登上番西邦欣賞稻穗花。海拔3,143米的番西邦峰披上了一襲絢麗的橙紅色外衣，一簇簇盛開的稻穗花在雄偉的黃連山脈間競相綻放。從纜車車廂、番西邦登山火車到雲庭廣場、鐘樓等各處，遊客都能看見這些花海依附於陡峭山坡之上。

沙壩人親切地將這種花稱為高山的「繆斯女神」，也是「信念之花」。因為無論生長在怎樣的海拔，無論面對寒冷濃霧還是烈日驕陽，稻穗花始終綻放不息，正如這裡的人們一樣堅韌而頑強。

每年8月來到這裡，遊客還可以參加稻穗花節。在這裡，優美的民族舞蹈與以花卉為靈感創作的音樂旋律交織在一起，讓人流連忘返，不願離開高原。



1. 沙壩梯田
2. 板雲村
金色季節節慶



板雲村金秋豐收節

在稻穀成熟的季節，如果想感受當地居民溫馨團聚的氛圍，那麼一定要參加板雲村金秋豐收節。這是一場再現七個民族傳統儀式與生活方式的節慶活動，包括沙壩苗族、奠邊苗族、沙福族、岱族、嘉依族、紅瑤族、泰族以及哈尼族。

在這裡，岱族傳統的「新米節」（又稱「新米春節」）被當地岱族社區生動而真實地重現。這個節日是岱族人民向神靈和祖先表達感恩之情的重要時刻，感謝他們賜予豐收，並祈願未來風調雨順、五穀豐登。

最熱鬧的當屬節慶活動部分。遊客們圍繞著篝火，興致勃勃地觀看並親身參與與高山農耕生活相關的比賽項目，例如煮飯比賽、舂糯米比賽等。當地居民靈巧的雙手與此

起起伏伏的喝彩聲交織成歡快的節日旋律。

時間彷彿在這一時刻慢了下來。遊客們沉浸於苗族蘆笙的悠揚旋律、岱族Then唱調的婉轉歌聲、泰族傳統Xòe舞的優美舞步，以及迴盪於

山林之間的鼓聲與鑼聲之中。每一支舞蹈、每一個音符，都承載著大山的氣息，以及高原人民對於富足幸福生活最樸實的嚮往。✿



1. 沙壩雄黃蘭花節

2. 板雲村
金色季節節慶



SA PA

Beauty in its Purest Form

When autumn arrives, Sa Pa resembles a landscape painting brought to life. Terraced rice fields ripple across the mountainsides in shades of gold, transforming the highlands into one of Vietnam's most striking seasonal spectacles.

STORY BY LAN ANH
PHOTOS BY DUONG QUOC HIEU AND VARIOUS AUTHORS

STAIRWAY TO HEAVEN

Terraced rice fields are among the defining landscapes of Vietnam's Northwest. Carved into steep mountainsides by generations of highland communities, they transform rugged terrain into a vast agricultural masterpiece. Viewed from afar, the terraces resemble giant stairways ascending through the clouds.

The terraced fields of Sa Pa are believed to date back more than 200 years and are closely linked to the migration and settlement of ethnic communities in the region. Across the ancient carved stones scattered throughout Muong Hoa Valley, visitors can still find engravings that offer glimpses into the lives and agricultural traditions of the people who shaped this landscape centuries ago.

From late August to October, millions of ripening rice stalks transform the mountainsides into sweeping ribbons of gold. This is Sa Pa's most celebrated season, when the scent of harvest lingers in the air and villages are surrounded by a sea of golden terraces.





1

1. Terraced rice fields are among the defining landscapes of Vietnam's Northwest

2. Golden Season Festival at May Village

3. Crocosmia Flower Festival

Ta Van and Ta Phin offer some of the finest vantage points from which to admire these remarkable landscapes, where terraced fields cascade across steep slopes and into distant valleys. For a different perspective, the Fansipan cable car carries visitors high above Muong Hoa Valley, revealing the full scale of the terraces below. On misty days, when clouds drift between the mountains, the view feels almost otherworldly. It is easy to understand how the landscape earned its reputation as a stairway to heaven.

THE BLOSSOM OF FAITH

A visit to Sa Pa during autumn is incomplete without a journey up Mount Fansipan to see the

crocosmia in bloom. At an elevation of 3,143 meters, Vietnam's highest peak is transformed by sweeping clusters of fiery orange-red flowers that brighten the slopes of the Hoang Lien Son range. From the cable car and mountain funicular to Cloud Yard and the Bell Tower, crocosmia blooms cling to steep mountainsides, bringing vivid color to the dramatic landscape.

Locals often refer to it as the highlanders' muse and the blossom of faith because it continues to flourish despite high altitudes, winter frosts, and harsh mountain weather. In many ways, it reflects the resilience and determination of the people who call these highlands home.

Visitors arriving in August can also experience the Crocosmia Flower Festival, where traditional dances and performances inspired by the region's flora celebrate one of Fansipan's most distinctive seasonal spectacles.

THE GOLDEN SEASON FESTIVAL AT MAY VILLAGE

To experience the warm communal spirit of the harvest season, visitors can head to the Golden Season Festival at May Village. The festival recreates the traditional customs, rituals, and daily life of the ethnic communities that call the Northwest home, including the Hmong of Sa Pa and Dien Bien, the Xa Pho, Tay, Giay, Red Dao, Thai, and Ha Nhi.

One of the festival's highlights is the New Rice Celebration, an important tradition of the Tay people that is brought to life by Sa Pa's local Tay community. The ceremony is both an expression of gratitude for a successful harvest and a prayer for prosperity in the seasons ahead.



The festivities continue with a lively program of activities inspired by traditional agricultural life. Visitors gather around open hearths to watch and take part in competitions such as rice cooking and pounding young green rice (cốm).

Time seems to stand still as guests lose themselves in the melodies of the Hmong khene, the traditional then folk

songs of the Tay people, the graceful xoe dances of the Thai, and the resonant drums and gongs that echo through the mountains. Each melody and movement carries the spirit of the highlands, expressing both a deep connection to the land and the enduring hopes of local communities for prosperity, happiness, and a good life. 🌞

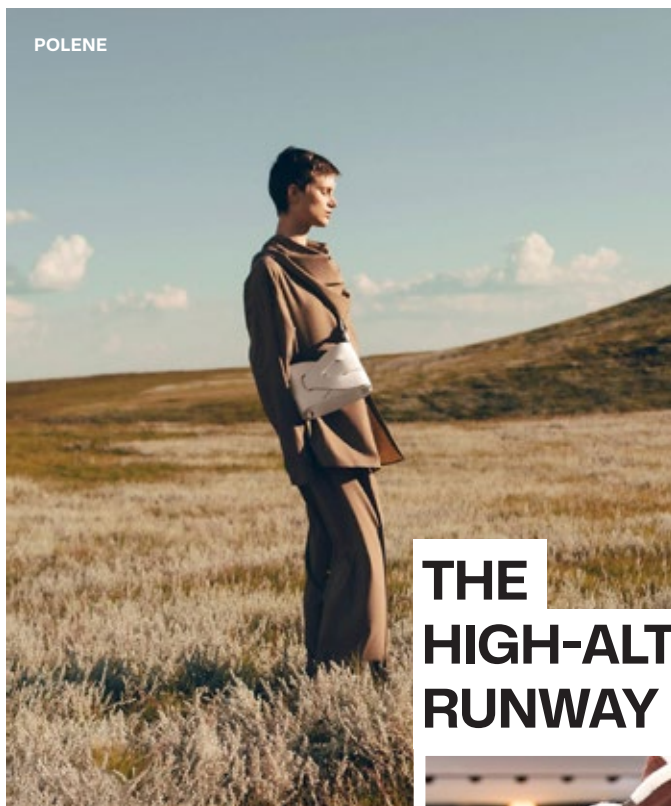


高原上的 時尚秀場

撰文：THIÊN TRANG

沙壩是一片能夠激發熱愛美、藝術以及對時尚敏銳之人靈感的土地——因為這裡的美從來不是靜止的。它流動於晨霧之間，在秋日陽光灑落梯田時閃耀生輝，在高山集市的織錦色彩中輕輕吟唱，也靜靜存在於那些由雙手、記憶與數代人生活共同編織而成的傳統服飾之中。因此，沙壩宛如一塊鮮活的靈感板，讓自然、文化與時尚以一種獨特的語言相遇：柔和、絢麗、充滿本土氣息，卻又極具藝術魅力。

Sa Pa is a fertile ground of inspiration for souls who love beauty, cherish art, and possess a sharp sensibility for fashion - because here, beauty is never static. It moves fluidly within the early morning mist, glimmers across terraced fields as the autumn sun makes contact, resonates through the vibrant hues of tribal textiles at highland markets, and quietly manifests in traditional garments woven by hand, memory, and generations of daily life. Sa Pa, therefore, functions as a living moodboard, where nature, culture, and fashion converge in a unique vocabulary: soft, brilliant, profoundly indigenous, yet intensely artistic.



THE HIGH-ALTITUDE RUNWAY

ARTICLE:
THIÊN TRANG



LOUIS VUITTON
FALL/WINTER 2026 COLLECTION

圖案的遊戲 THE PLAY OF PATTERNS

座籠罩在薄霧中的
古老浪漫小鎮，本身
就是天然的「時尚
秀場」，也是圖案盡情發揮創意的
舞台。前往高原旅行時，別忘
了選擇充滿自然靈感的花卉圖
案、展現高原野性之美的動物
紋圖案，或讓人聯想到西北山
區民族織錦圍巾的格紋圖案。

這些圖案同樣成為2026春
夏至秋冬時裝季各大品牌競相
演繹的焦點。從Dior與Gucci
的花卉圖案，到Ferragamo的
鹿紋元素，再到被譽為「格紋
大師」的Burberry經典格紋設
計，無不如此。



LOEWE



DIOR



The romantic, antique charm of this mist-shrouded town easily doubles as a high-fashion runway, setting the stage for a masterful play of patterns. For a highland getaway, do not overlook nature-inspired floral prints, animal motifs that capture the wild beauty of the plateau, or plaid and checkered patterns that mirror the traditional brocade scarves of Northwest communities.

These very textures have driven a fierce competition among global fashion houses throughout the 2026 Spring/Summer to Autumn/Winter calendar. Think of the botanical floral arrangements from Dior and Gucci, the deer-spot prints debuted by Ferragamo, or the timeless heritage checks from the “master of plaid,” Burberry.



大山林的色彩板 THE HIGHLAND COLOR PALETTE

讓我們以源自西北山水靈魂的色彩迎接秋天。成熟梯田的蜂蜜金色；村落小徑間樸實自然的泥土棕色；深沉靜謐的苔綠色森林；如夢似幻的煙灰色晨霧；以及令人想起手工天然染製布料的深靛藍色。

GIA STUDIOS



THE ROW



J.CREW

DIOR



TOTEME



ALAIA



LOUIS VUITTON

Step into the autumn season with a color palette distilled straight from the soul of the Northwest landscape: the golden honey of ripe terraced fields, the rustic earthy brown of dirt trails winding around remote villages, the quiet deep moss-green of primeval forests, and the ethereal smoky gray of mountain fog. Finally, a deep indigo hue grounds the collection, paying homage to the region's one-of-a-kind, hand-dyed fabrics.

漫步小鎮 STROLLING THROUGH TOWN

清晨，可以從一件輕薄高領衫、針織開衫、寬鬆牛仔褲和短靴開始一天的穿搭。這樣的搭配既足以抵禦晨間薄霧中的微涼，也適合坐在咖啡館裡悠閒小憩，更能從容穿行於小鎮街巷之間。傍晚時分，當沙壩漸漸變得柔和而寧靜，中長裙搭配寬鬆針織開衫則更為合適。米色、焦糖色或橄欖綠色等大地色調，讓人能夠靜靜坐在窗邊，看雲朵緩緩飄過山谷。



CHLOE
SPRING/SUMMER
2026



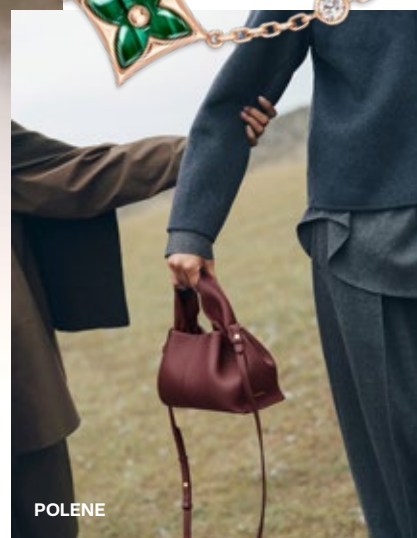
DIOR

MANU ATELIER



PRADA

LOUIS VUITTON



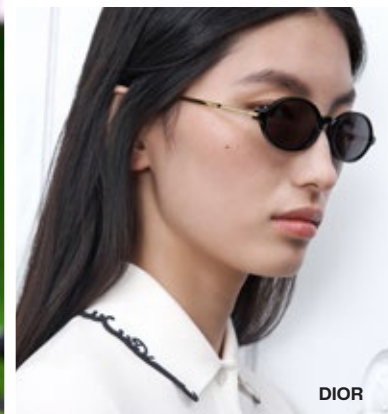
POLENE

Begin your morning in a lightweight turtleneck, a knit cardigan, straight-leg jeans, and low-heeled ankle boots. This ensemble is warm enough to cut through the early morning fog, comfortable enough for lounging at a local café, and elegant enough for navigating the narrow streets. As late afternoon settles and Sa Pa softens, opt for a midi skirt paired with an oversized cardigan in coordinating tones of beige, caramel, or olive—ideal for sitting by a window and watching the clouds drift through the valley.



讓配飾開口說話 ACCESSORIES DO THE TALKING

無論來到哪一片土地，與其刻意穿得像當地人，不如通過一些細微點綴去致敬這片土地的精神。一條圍巾、一個手工編織的米色、棕色或酒紅色手袋；一雙充滿高原氣息的靴子；一雙樂福鞋；或是一頂帶有大地色調的帽子.....這些小小的配飾，正是讓穿搭講述屬於自己故事的最佳方式。



MASSIMO DUTTI



DOLCE & GABBANA

MASSIMO DUTTI



HERMÈS

When traveling to any land, instead of attempting to “dress like” the locals, aim to honor the spirit of the destination through subtle accents. A vintage brocade scarf, a hand-woven tote bag in shades of beige, brown, or burgundy, a pair of rugged highland-ready boots, classic suede loafers, or an earth-toned hat—these understated accessories allow an outfit to articulate its own unique narrative. 🌟

EXPERIENCE



跟隨太陽富國航空，前往印度，
感受這片曾被諸多刻板印象
所定義的土地所展現出的
驕傲與壯麗，讓它的魅力
悄然俘獲你的心。與此同時，
也別忘了，富國珍珠島
正以豐富多彩的精彩體驗
等待著你的到來，而位於
日落小鎮的無限驚喜
更不容錯過。

*Direct flights between
Phu Quoc and India are
now officially operating.
Join Sun PhuQuoc Airways
on a journey to India,
where the proud beauty
of a captivating land may
well steal your heart.
And closer to home,
Phu Quoc's Sunset Town
awaits with a wealth of
unforgettable experiences
of its own.*



印度

驕傲與 偏見

有些地方，光是聽到名字就令人心生嚮往；而有些地方，卻總讓人猶豫不決，遲遲無法決定是否值得前往。印度，或許正屬於後者。想要真正認識這片土地，你必須走出自己的舒適圈，親身踏上旅程，去感受那份令人肅然起敬的獨特之美。

撰文&圖片 TRANG VY

不容易愛上的地方

提起印度，許多人腦海中浮現的往往是一些熟悉的印象：人口擁擠、秩序混亂、發展落後、旅行不便、飲食難以適應，甚至還有社交媒體上層出不窮的詐騙故事。但有趣的是，許多人在第一次旅行歸來後，卻都會說出同樣一句話：「印度和我想像中的完全不一樣。」而僅僅離開幾週後，他們便開始懷念那裡。

這種懷念，並非來自迷人的海灘或豪華的酒店，而是一種極其質樸的思念。懷念印度朋友真誠而細緻的關懷；懷念集市雜貨攤老闆溫暖而會說話的眼神；懷念路邊奶茶小販臉上燦爛的笑容。懷念在顛簸的車程中穿越白雪覆蓋的高山隘口；懷念靜靜凝望太陽在群山之間升起與落下的時刻；懷念曾經置身於廣闊天地之間，感受到自身渺小卻真實存在的那種感動。

這裡是一片充滿反差的土地：混亂，卻令人著迷；古老，卻生機勃勃；艱苦，卻讓人更加懂得珍惜生活

中的點滴美好。也正因為如此，人們常開玩笑地說：「印度未必是人人都會喜歡的地方，但一旦愛上，便很難忘記。」因為這裡不會讓生活變得更輕鬆，卻會讓你感受到生命更加深刻。

微縮的世界

提到印度旅遊，許多人首先想到的是泰姬陵，或是那些擁有數千年歷史的宗教聖地。然而事實上，這些不過是印度這幅宏大畫卷中的一個小小切面。不少遊客都坦言，在來到這裡之前，從未想過印度竟然可以如此壯美。一種令人驕傲的壯美。

想欣賞宛如微縮版西藏的高原風光，可以前往拉達克 (Ladakh)。這裡擁有世界海拔最高的山路、碧玉般的高山湖泊，以及懸掛於峭壁之上的古老寺院。獨特的地貌景觀，有時甚至讓人彷彿置身於另一顆星球。

如果偏愛柔美的自然風光，則可以前往克什米爾 (Kashmir) —— 被



1. 拉達克有許多坐落於岩山之上的懸崖寺院
2. 法魯特峰頂的日落
3. 克什米爾的天堂





1. 戈恰拉「日照金山」的瞬間



2. 努巴拉出租服飾老奶奶燦爛的笑容

譽為「人間天堂」的地方。春天百花盛開，夏季綠意盎然，秋日金黃遍野，冬季則銀裝素裹。

若鍾情於童話般的城市風貌，拉賈斯坦邦 (Rajasthan) 無疑值得探訪。宏偉壯麗的城堡、藍色之城、粉色之城、金色之城，共同構成一幅充滿藝術氣息的畫卷。如果嚮往更加寧靜純粹的自然環境，可以選擇錫金 (Sikkim) 或喜馬偕爾邦 (Himachal Pradesh)。而對於熱愛挑戰的人來說，則可以前往 Kuari Pass、Goecha La、Sandakphu-Phalut 或 Kang Yatse 等徒步線路，在群山之間不斷突破自我極限。

許多人前往歐洲欣賞建築，前往東南亞享受海濱風光，前往日本體驗獨特文化。而在印度旅行，卻彷彿只憑一張簽證，便能穿越多個不同的國家與世界。這也是許多遊客不會只來一次的原因。他們會回來第二次、第三次，甚至像我一樣，來過近十次。因為這裡的每一片土地，都能帶來截然不同的全新體驗。

簽證便利，旅行成本親民

讓許多人感到驚訝的是，如今前往印度遠比想像中容易。電子簽證申請流程相對簡單，審批速度快，費用也遠低於許多國際旅遊目的地。與此同時，機票價格也相當合理。在

某些時段，往返印度的機票價格甚至與越南旅遊旺季的一張國內航班機票相差無幾。此外，印度許多地區的餐飲、交通與住宿費用選擇豐富，能夠滿足不同預算需求。

或許正因為整體花費相對親民，這個南亞國家正逐漸成為希望探索世界、卻尚未準備好承擔高昂旅行成本遊客的理想選擇。越來越多的年輕人將印度列入人生必訪清單。他們所追求的，往往不是單純的度假休閒，而是一場探索未知、挑戰自我的深度體驗之旅。



印度對女性安全嗎？

這大概是準備前往印度的人最常提出的問題。簡短的答案是：安全，但前提是做好充分準備，並具備必要的安全意識。

關於印度的許多刻板印象，其實在一定程度上被媒體放大了。負面事件往往傳播得更快，因此容易讓人產生「到處都很危險」的印象。然而事實上，與世界上許多國家一樣，旅行安全很大程度上取決於目的地選擇以及出行方式。

對於女性遊客，尤其是第一次前往印度的人來說，以下建議值得參考：

- 不要深夜獨自在偏僻地區步行。
- 避免乘坐來源不明的計程車，或單獨搭乘低等級夜間列車。
- 選擇評價良好的酒店，並仔細閱讀負面評價內容。
- 準備當地SIM卡或保持網絡連接暢通。
- 不要接受陌生人提供的食物或飲料。

拉達克、克什米爾、拉賈斯坦、喜

馬偕爾邦以及錫金等地區，普遍被認為比德里等人口密集的大城市更適合初次造訪印度的旅客。

旅行，從來不僅僅是從一個地方到另一個地方的移動。有時候，最有價值的旅程，恰恰是那些改變我們看待生活、看待世界，甚至重新認識自己的旅程。對於許多人而言，印度正是這樣一個地方——一個出發前令人猶豫不安，卻在離開之後久久難以忘懷的地方 🌟



3. Tali湖是徒步Kuari Pass路線時必到的景點之一

4. 克什米爾的Vishansar湖



INDIA

Beyond Expectations

Some destinations captivate from the moment you hear their names. Others leave you hesitating, unsure whether to take the leap. India undoubtedly falls into the latter category. To truly experience this vast and complex country, you must step well outside your comfort zone and leave your preconceptions behind. Those who do are often rewarded with a beauty that is proud, profound, and unlike anywhere else on earth.

STORY AND PHOTOS BY TRANG VY

BEYOND FIRST IMPRESSIONS

Mention India, and most people conjure a familiar mental reel: overcrowded streets, chaos, underdevelopment, challenging travel conditions, unpalatable food, or the relentless stream of scam warnings on social media. Yet countless travelers return from their first visit with the same reaction: “India is nothing like I imagined.” Within just a few weeks of returning home, a profound longing sets in.

This isn’t the typical nostalgia for a pristine beach or a luxury resort. It is a yearning for the

mundane and the meaningful, the genuine hospitality of local companions, the warm, expressive eyes of a marketplace shopkeeper, or the vibrant smile of a roadside chai wallah. It is the memory of bumpy, hours-long drives through snow-blanketed mountain passes. It is the stillness of watching the sun trace its path across peaks towering thousands of meters high, a stark reminder of just how small we are in this vast world.

India is a tapestry of contradictions: chaotic yet mesmerizing, ancient yet vital, harsh yet deeply grounding. As

the saying goes, “India isn’t for everyone, but those who fall in love with it can never forget it.” It doesn’t promise an easier life; it compels you to live more deeply.

A WORLD IN MINIATURE

When planning a trip to India, many people immediately think of the Taj Mahal or its centuries-old temples. In reality, these are just glimpses of a country whose scale and diversity can be difficult to comprehend until you experience it firsthand. Many travelers admit that before arriving, they never imagined India could be so breathtakingly

A corner of Thiksey - the most beautiful monastery in Ladakh



EXPERIENCE

beautiful. Its landscapes, cultures, and traditions possess a distinctive character all their own.

For a glimpse of a miniature Tibet, head to Ladakh, home to some of the world's highest motorable passes, turquoise lakes, and ancient monasteries clinging to sheer cliffs—a landscape so surreal it can feel almost otherworldly.

For something softer and more poetic, there is Kashmir, often called “heaven on earth.” Here, spring brings valleys filled with blossoms, summer blankets the countryside in lush greenery,

autumn sets the forests ablaze with gold, and winter transforms the landscape into a world of snow.

If fairytale cities are what you seek, Rajasthan beckons with colossal forts and historic neighborhoods washed in shades of blue, pink, and yellow. Those in search of tranquility and unspoiled nature can look to Sikkim or Himachal Pradesh. Meanwhile, adventurous travelers can challenge themselves on iconic treks such as Kuari Pass, Goecha La, Sandakphu–Phalut, or Kang Yatse.



1. The roadside was laced with clusters of tiny, faded white wild daisies.

2. Fairy tale forest of Tali

3. The beauty and serenity of the Himalayan meadows - an unmissable experience.

4. The crimson-robed Lamas of Ladakh



3

People often travel to Europe for architecture, Southeast Asia for beaches, and Japan for culture. Yet India offers an astonishing range of experiences within a single country. Perhaps that is why so many travelers return again and again. A second trip becomes a third, and sometimes many more, because each region reveals a completely different side of India.

SEAMLESS VISAS, AFFORDABLE ADVENTURES

Surprisingly, traveling to India is far easier than many people expect. The e-visa process is straightforward, with quick processing times and fees that are often lower than those of many other international destinations. Airfares can be equally affordable, sometimes

comparable to the cost of a domestic flight within Vietnam during peak travel periods. Once in India, travelers will find dining, transportation, and accommodation options to suit almost every budget.

This accessibility has made India an increasingly attractive destination for travelers seeking rich experiences without excessive expense. In recent years, more young adventurers have added the country to their bucket lists, drawn not by luxury resorts but by the opportunity to step beyond their comfort zones and experience something truly different.



4



IS INDIA SAFE FOR SOLO FEMALE TRAVELERS?

This is often the first question prospective visitors ask. The short answer is yes, provided you travel with sensible precautions and good situational awareness.

Stories that circulate online can sometimes create a distorted picture of India. High-profile incidents tend to attract widespread attention, but as with any destination, safety often depends on where you go and how you travel.

For female travelers, particularly those visiting for the first time, a few practical guidelines can help:

- *Avoid walking alone in isolated areas late at night.*
- *Use reputable transportation services and avoid unverified taxis.*



- Choose well-reviewed accommodations and pay attention to recent guest feedback.
- Keep a reliable internet connection through a local SIM card or eSIM.
- Avoid accepting food or drinks from strangers.

Regions such as Ladakh, Kashmir, Rajasthan, Himachal Pradesh, and Sikkim are generally considered more approachable for first-time visitors than major metropolitan centers such as Delhi.

Travel is about far more than moving from one place to another.

The most meaningful journeys often change the way we see the world—and ourselves. For many travelers, India is that kind of destination: a country that inspires hesitation before arrival, yet leaves an enduring impression long after the journey ends. 🌟

A panoramic view of Leh Valley as seen from Leh Palace



日落小鎮

橙紅色的太陽彷彿驟然綻放光芒，在翡翠般湛藍的海面上鋪灑出一道璀璨閃耀的金色長廊。我靜靜佇立，被黃昏時分這壯麗輝煌的景色所震撼，也被某種難以言喻的情感深深觸動。我知道，太陽與那道耀眼的光帶很快便會緩緩沉入海平面，在不捨中悄然消失；然而，它所留下的印象，卻註定會長久停駐於記憶深處……

撰文：作家 THÙY DƯƠNG
（《商人報》總編輯）

我的身旁，許多人張開雙臂，綻放燦爛笑容，試圖用鏡頭定格這一刻，彷彿將那輪熾熱的太陽托舉於掌心之中。遠處，吻橋兩端幾乎相接的橋頭上，一對對戀人正在天地與海洋交融的背景深情擁吻。整個空間瀰漫著一種超現實般的美感，卻又真實得觸手可及。我彷彿融化在這景色之中，細細感受每一個瞬間，並珍惜每一秒的流逝。我不禁懷疑，這難道不是一場夢嗎？難道自己誤入了童話仙境？只願這一刻停留得更久一些，再久一些。

就在那一瞬間，我忽然明白了——為什麼這裡被稱作「日落小鎮」。

我緩緩走在鋪滿灰色小石塊的小路上，聆聽鞋跟輕輕敲擊地面的聲音。忽然覺得自己年輕了許多，心中充滿期待與幾分俏皮。許多外國遊客也像我一樣牽手漫步於街頭。路邊藤編風格的座椅上，一群歐洲遊客正悠閒地舉杯暢飲。究竟是什麼吸引他們來到這座島嶼？畢竟，他們早已擁有歐洲古城，也擁有海岸與色彩斑斕的地中海城市。

走進太陽精釀啤酒工坊，我好奇地嚐了幾粒釀酒原料，舌尖頓時泛起微微辛辣與苦澀。一位外國釀酒師向我們詳細介紹這裡的精釀工藝，並熱情地幫助我接取剛剛釀成的新鮮啤酒。我並非嗜酒之人，但歡樂熱鬧的節慶氛圍卻讓我情緒高漲。金黃色的啤酒泡沫輕輕翻湧，濃郁而微醺的香氣順著喉嚨緩緩滑下，隨即化作一陣陣爽朗笑聲。美食總有一種難以抗拒的魅力。中午，我品嚐到一道海鮮沙拉，而這道美味首先征服的是我的眼睛。粉紅鮮亮的蝦、潔白如玉的魷魚、翠綠欲滴的蔬菜，點綴著鮮紅飽滿的小番茄與金黃明亮的配料，在深色海藻之間交織出繽紛色彩……

隨後，這幅生動鮮活的熱帶畫卷化作令人驚豔的清爽滋味。海洋的鮮美，與酸、辣、鹹、甜層層交融，彷彿生命本身正在蓬勃生長，同時又帶著一絲遙遠的懷舊氣息。牛排同樣展現出肉類最極致的鮮甜。肉質柔嫩至極，輕輕咀嚼，豐盈肉汁在舌尖緩緩綻放，甘美細膩而不失清爽。

我們又來到街角一家名為Lemon Queen的冰淇淋店，鮮綠色的裝飾與金黃色的檸檬元素格外引人注目。一勺勺緩緩融化的檸檬冰淇淋，為這一天的美食體驗畫上圓滿句號，也讓我們在這片充滿活力的海島空間中一同「融化」。來到這裡的遊客，在探索越南熱帶風情美食的過程中，面對數百種豐富多彩的亞歐佳餚，想必也會像此刻的我們一樣，不由自主地愛上富國島吧？

夜幕降臨，漆黑高遠的天空點綴著點點繁星。一場由光影、火焰與水幕共同編織的盛宴驟然展開，讓整個夜晚籠罩在夢幻色彩之中。傳說與創意在《海洋之吻》的演出中交織融合，激盪出無盡情感。我仰望綻放於夜空中的煙花，在那神祕而震撼的美景前久久無言。那份壯麗直抵內心最柔軟的角落，也喚醒了那些既原始又熾烈的渴望。我忽然無比熱愛自然、熱愛這片土地、熱愛生活，那份熾熱甚至讓胸口微微發疼。

第二天清晨醒來時，太陽早已升起。沉沉的睡夢讓我錯過了與朋友相約共賞日出的時刻。

我抬頭凝望晨曦中的日落小鎮。高低錯落的建築群披上絢麗色彩，俯瞰著波光粼粼的蔚藍海面。海風吹亂我的髮絲，輕拂臉頰，也揚起肩頭色彩鮮豔的披肩。我向日落小鎮道別，也終於在心中回答了那個問題——「他們為什麼會來到這裡？」在這片澄澈透明的天地之間，我留下自己最燦爛、最充滿期待的模樣，迎接嶄新的一天。富國島啊，期待下一次重逢，繼續探索你山林與海洋之間那些純淨而迷人的風景，那份令人心馳神往的魅力，依舊讓人難以忘懷。🌺

1.接吻橋

2.日落小鎮



Where the Day Ends in Beauty

BY THUY DUONG
EDITOR-IN-CHIEF, THUONG GIA MAGAZINE

The sun, glowing a brilliant shade of orange, hung low over the horizon, casting a shimmering ribbon of light across waters as turquoise as jade. I stood still, captivated by the splendor of the moment and the sense of wonder it inspired. I knew that within minutes both the sun and its dazzling trail of light would slowly fade from view, leaving behind a sense of longing. Yet the memory would remain.

Around me, visitors stretched out their arms and smiled brightly, capturing photographs that made it look as though they were holding the glowing orb of the sun in their hands. In the distance, on the two ends of a bridge reaching toward one another, couples exchanged kisses against a backdrop where

sea and sky merged into one. Everything felt dreamlike, yet strangely intimate. I found myself lingering over every detail, reluctant for the moment to end. For a few minutes, it was easy to understand why Sunset Town has become one of Phu Quoc's most photographed places.

In that moment, I understood why this place is called Sunset Town.

I wandered slowly along

streets paved with small gray stones, listening to the gentle rhythm of my footsteps. Somehow, I felt younger, lighter, and even a little playful. Around me, foreign visitors strolled hand in hand through the streets. Along the sidewalks, people relaxed on woven rattan-style chairs. A group of Europeans sat leisurely enjoying a beer. I found myself wondering what had drawn them all the way here. After all, they already have Europe's historic towns, beautiful coastlines, and the colorful cities of the Mediterranean.

At the Sun KraftBeer craft brewery, curiosity led me to sample a few grains of malt. Their slightly bitter, peppery flavor lingered on my tongue. The brewer who introduced us to the beer-making process guided me through my first freshly poured glass. I have never considered myself a beer enthusiast, yet the festive atmosphere was undeniably infectious. Golden beer foamed in tall glasses, carrying aromas both fragrant and bold. As the beer disappeared from our glasses, conversation and laughter flowed just as easily.

Food, after all, has always had a way of captivating people.

Earlier that afternoon, I had the chance to enjoy a shrimp and squid salad that first appealed to the eyes before delighting the palate. Pink shrimp, pristine white squid, vibrant green vegetables, bright red cherry tomatoes, and strands of dark seaweed came together like a tropical painting.

The flavors proved every bit as appealing as the presentation. Fresh, vibrant, and beautifully balanced, it captured the essence of the sea while weaving together notes of sweetness, saltiness, acidity, and spice, much like life itself. There was even something nostalgic hidden within it, a taste that felt both familiar and distant. The steak was equally memorable. Tender beyond expectation, it released its natural sweetness with every bite, leaving behind a clean, delicate richness.

Later, we stopped at a street corner where Lemon Queen caught our attention with its cheerful shades of green and

yellow. Spoonfuls of lemon ice cream melted slowly, providing a refreshing finale to the day's culinary discoveries and drawing us further into the lively atmosphere of this seaside town. Visitors come here to explore the rich flavors of tropical Vietnam, choosing from hundreds of Asian and European dishes. I wondered if they, too, would fall in love with Phu Quoc the way we had.

As night descended, the sky turned dark and impossibly deep, scattered with tiny stars. Then came a spectacle of light, fire, and water that brought the evening to life. Legend and creativity intertwined in Kiss of the Sea, an emotional performance that unfolded before us. I tilted my head upward as fireworks burst across the sky. Their beauty was difficult to ignore. For a few moments, everyone around me seemed to stop talking and simply look up at the sky. Watching the display unfold above the sea, I was reminded how travel can still

surprise us, even in places we think we know well.

The next morning, when I awoke, the sun had already risen. A deep and peaceful sleep had made me forget my promise to greet the dawn with a friend.

I looked out over Sunset Town in the soft morning light. Colorful buildings climbed the hillside overlooking the sea, their facades glowing in the soft morning light. The wind swept through my hair and lifted the bright scarf draped over my shoulders.

As I said goodbye to Sunset Town, I found that I had an answer, at least in part, to the question I had asked the day before: Why do they come?

I left with a renewed sense of energy and a deeper appreciation for Sunset Town and the island that surrounds it.

Phu Quoc, until next time. I know there are still more discoveries waiting among your forests and seas. 🌟

1, 2. Sunset Town



揮桿之間，盡覽群山

世界頂級山地高爾夫球場不僅是高爾夫球手挑戰自我的「聖地」，更是讓球手們盡情領略大自然雄偉壯麗之美的絕佳去處。

撰文：KHANG PHAM

瑞士：在阿爾卑斯山麓揮桿

瑞士不僅以童話般的自然風光聞名於世，還擁有歐洲最美的阿爾卑斯山高爾夫球場。其中，Golf Club Crans-sur-Sierre被譽為世界最美高爾夫球場之一。球場坐落於海拔1,500米的高原之上，可遠眺羅訥河谷以及從馬特洪峰到勃朗峰之間的一系列壯麗山峰。

Golf Club Crans-sur-Sierre擁有兩座以創始人命名的球場——Severiano Ballesteros球場和Jack Nicklaus球場。其中，18洞Severiano球場還是著名Omega European Masters歐洲大師賽的舉辦地。

中國：雪山之下的挑戰

麗江憑藉保存完好的古建築群與連綿壯闊的山川景觀，成為中國最令人流連忘返的旅遊目的地之一。其中，宛如畫卷般壯美的玉龍雪山更是最具代表性的景觀。在這裡，玉龍雪山高爾夫俱樂部被視為中國高爾夫運動的重要地標之一。球場海拔達3,100米，全長7,816米，是目前世界上最長的高爾夫球場。

除了被評為全球最具挑戰性的高爾夫球場之一外，玉龍雪山高爾夫俱樂部更是一處欣賞壯麗自然景觀的傑作，讓球手在終年積雪環繞的山峰之間盡享揮桿樂趣。

越南：征服主山

位於巴拿山山頂道路上的巴拿山高爾夫俱樂部，是一座坐落於群山之間的傑出高爾夫球場。遠離海岸線、多變的地形起伏、良好的擋風條件以及涼爽宜人的氣候，共同造就了這裡獨具特色的高爾夫體驗。

從錦標賽發球台計算，巴拿山高爾夫俱樂部總長度達7,857碼，位列越南最長高爾夫球場之列。每一個球洞都隱匿於雄偉秀麗的山林景觀之中，球手們可在揮桿之餘遠眺海拔1,487米、被譽為「通往仙境之路」的主山（Núi Chúa）壯麗風光。即使夜幕降臨，球手們依然能夠盡情享受高爾夫樂趣，因為這裡的每一個球洞都配備了先進的夜間照明系統。

自投入運營之日起，該球場便榮獲2016年「世界最佳新高爾夫球場」大獎。🏆



Golf's Greatest MOUNTAIN SETTINGS

The world's most spectacular mountain golf courses offer far more than a challenging round. They place golfers amid some of the planet's most breathtaking landscapes, where dramatic peaks provide a heavenly backdrop to every shot.

Vietnam also has such a golf course.

BY KHANG PHAM

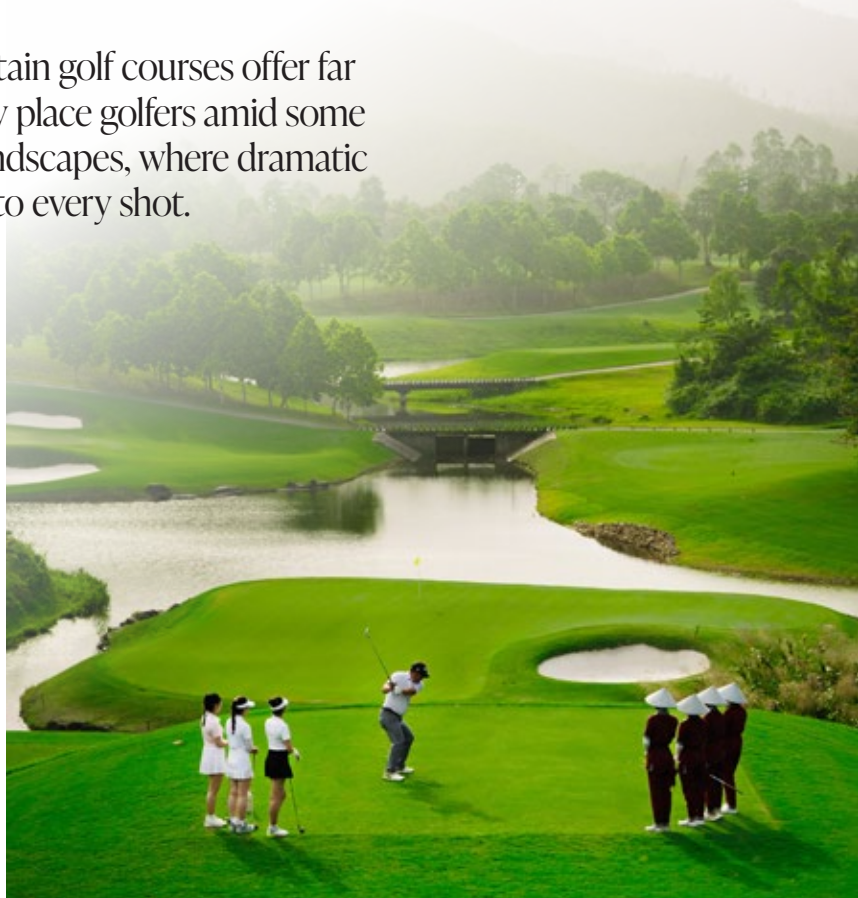
SWITZERLAND: A ROUND WITH AN ALPINE VIEW

Switzerland is renowned not only for its storybook scenery but also for some of Europe's most stunning golf courses set against the majestic Alps. Among them, Golf Club Crans-sur-Sierre is widely regarded as one of the most beautiful golf courses in the world. Perched on a plateau at an elevation of 1,500 meters, the course enjoys sweeping views over the Rhone Valley and a panorama of iconic Alpine peaks stretching from the Matterhorn to Mont Blanc.

CHINA: TEE OFF BENEATH SNOW-CAPPED PEAKS

Lijiang is one of China's most captivating destinations, known for its ancient architecture, dramatic landscapes, and the spectacular Jade Dragon Snow Mountain, whose snow-covered peaks resemble a scene from a painting. Here, Jade Dragon Snow Mountain Golf Club has become one of the icons of Chinese golf. Situated at an altitude of 3,100 meters above sea level, the course stretches an astonishing 7,816 meters, making it the longest golf course in the world.

Ranked among the most challenging golf courses on the planet, Jade Dragon Snow Mountain Golf Club is also a masterpiece of scenic design, offering extraordinary views of the snow-capped Jade Dragon Snow Mountain throughout the year.



VIETNAM: FAIRWAYS BENEATH HEAVENLY NUI CHUA

Nestled along the road leading to the summit of Ba Na, Ba Na Hills Golf Club stands out as one of Vietnam's most beautiful mountain golf courses. Located away from the coastline, the course benefits from varied elevations, natural wind protection, and a cool climate that sets it apart from many other courses in the region.

Stretching 7,857 yards from the championship tees, Ba Na Hills Golf Club ranks among the longest

golf courses in Vietnam. Each hole is set amid dramatic mountain scenery and lush forests, offering golfers uninterrupted views of Nui Chua, the 1,487-meter peak often described as a gateway to a fairyland above the clouds. The golfing experience continues well after sunset, with every hole illuminated by a state-of-the-art lighting system that allows for night play.

The course earned international acclaim soon after opening, winning the title of World's Best New Golf Course in 2016. 🌟

FEATURE

A woman in a sparkling silver dress and pearl jewelry is shown from the side, holding a silver cloche over a plate of food. The plate contains two halves of a breaded, fried item, possibly a steak or fish, with a small salad on the side. The background consists of red and blue curtains. The word "FEATURE" is written in large, white, serif capital letters across the top of the image.

宛如藝術博物館般的酒店、講述「蓋茨比故事」的度假空間，以及重現「奇幻世界」的沉浸式場景.....這一切，構成了一場專屬於藝術度假愛好者的非凡探索之旅

Hotels that double as art museums, resorts inspired by the world of The Great Gatsby, and retreats that transport guests into fantasy realms – these are just some of the experiences awaiting travelers drawn to the growing trend of art-inspired hospitality.

藝術度假

當古羅馬貴族與哲學家在阿馬爾菲海岸或龐貝古城沿岸修建別墅，
以暫時遠離塵世時，他們將其稱為「Villa Otium」。
這一名稱從誕生之初，便揭示了度假產業所蘊含的藝術本質。

撰文：HOÀNG HỒI HẠNH | 圖片：飯店提供

藝術旅行的起源

在「Villa Otium」這一概念中，「Villa」意為帶花園的別墅，後來逐漸成為現代世界的一種居住標準；而「Otium」這個詞卻被人們遺忘了。對於古羅馬人與古希臘人而言，Otium指的是不必工作的時間，其含義大致可譯為「認識自我」。

當然，在這些別墅裡，人們依然會狩獵、泡溫泉、享受美食與休憩時光。但那絕不是一種讓生活停滯的狀態。他們遠離賬冊、政治事務以及羅馬城喧囂繁忙的生活，沉浸於哲學與藝術的思考之中；他們閱讀、寫作，在噴泉、大理石雕像與藤蔓之間發表演講。許多偉大的作品正是在那段時期誕生。此時的Villa Otium，成為人類理想世界觀的映照之地，也是精神活動得以自由展開的空間。

當東方的貴族與文人修建山莊、園林時，其目的同樣不僅僅是為了成為「懶翁」——那不過是聖賢們自嘲式的幽默表達。這些園林莊院是他們繼續

研究、創作的地方；是能夠聽見前院一枝梅花落下的聲音，能夠凝望後院櫻花飄零的空間。屋內懸掛著水墨畫，廊前擺放著精雕細琢的石貔貅，庭園裡則種植著造型蒼勁的松樹。古箏或日本箏（Koto）的琴聲，在某個角落悠悠響起。

與藝術相關的旅行，後來成為17至19世紀歐洲上流社會教育體系中的必修課程。當英國及北歐貴族子弟成年後，往往會展開一場持續數月甚至數年的漫長旅行，途經法國、意大利和希臘。他們前往歐洲的「文化之都」，學習藝術、歷史與文化。

也正因為這股「藝術旅行」風潮，歐洲乃至後來的亞洲掀起了Grand Hotel（大酒店）的興起浪潮。酒店不再只是單純的住宿空間。威尼斯、佛羅倫薩、巴黎，以及後來的香港、新加坡等地酒店，開始融入畫廊、浮雕、文藝復興時期或巴洛克風格的穹頂壁畫。它們成為藝術城市中的中轉站，讓旅客在休憩之餘，也能夠沉浸於文化之中。



富國翡翠灣JW萬豪度假酒店內的粉紅珍珠餐廳



Peninsula (半島酒店) 是世界歷史最悠久的奢華藝術酒店品牌之一，被視為該品牌象徵的香港半島酒店誕生於1928年，並以「遠東貴婦」之名享譽世界。這裡陳列著眾多值得欣賞的歷史文物，因此即使每晚房價高達數千萬越南盾，半島酒店依然是香港最受歡迎的目的地之一。

在法國，Hôtel des Académies et des Arts曾是著名藝術家阿梅代奧·莫迪利亞尼 (Amedeo Modigliani) 和藤田嗣治 (Tsuguharu Foujita) 的居所。這家僅有20間客房的酒店，營造出古典畫室般的氛圍，並經常舉辦當代藝術展覽。

1. 沙巴穹頂酒店 - 美憬閣系列的室內裝潢細節
2. 岷港陽光半島洲際度假酒店
- 3,4. 河內嘉佩樂酒店





以藝術療愈身心

藝術度假並非一種新發明。恰恰相反，它本就是度假的本源。古羅馬人如此認為，古代越南、中國與日本人也如此認為。當人們沉浸於美、抽象故事與情感共鳴之中時，他們的身體與心靈獲得的並不僅僅是「療愈」——而是成長。

我們之所以旅行度假，是為了重新找回個體感，重新連接內心真實的情緒（而非被廣告所塑造和強加

的情緒）。而藝術，正幫助我們實現這一點。

如今，那些以藝術為核心打造的度假村，已逐漸成為視覺藝術作品與建築風格的博物館。有時，它很小，只是一間由主人用心打造、充滿侘寂風格的民宿客房。有時，它很大，是由熱愛收藏美好事物、熱衷於通過每一個細節講故事的建築師打造的大型度假村，例如Bill

Bensley。Bill會帶您回到歌劇藝術黃金時代，在位於河內市中心的奢華旅館——河內嘉佩樂酒店之中體驗那段輝煌歲月；他也會讓您化身19世紀虛構大學裡的貴族學生，在富國島翡翠灣JW萬豪度假酒店中探索來自世界各地的數千件珍貴古董。憑藉驚人的創造力以及近乎執著的藝術熱情，這位世界知名建築師Bill Bensley在越南打造了不少於四座藝術度假勝地。

而與數個世紀前不同的是，如今的您不必擁有貴族身份，也能夠走進Grand Hotel或Villa Otium所構築的藝術世界。每一次旅行，其實只需要一天時間準備。其中半天用於安排財務與行李。剩下的半天，則用來認真回答一個問題：我是否需要借助美，來療愈自己的靈魂？🌻

When Travel *Art* Became an *Form*

When Roman nobles and philosophers built villas along the Amalfi Coast and around Pompeii, they called them villa otium. Even in its earliest form, the idea carried something beyond architecture: a vision of hospitality shaped by art and reflection.

BY HOANG HOI HAN | PHOTO: PROVIDED BY THE HOTEL

FROM VILLA OTIUM TO ART INSPIRED HOTELS

Villa, literally ‘a house set within gardens’, would evolve into a familiar model of domestic luxury. Otium, by contrast, has faded from modern vocabulary. For the Romans and Greeks, it described leisure, not as idleness, but as a deliberate space for thought, self-discovery, and contemplation.

Life within these villas certainly included hunting, bathing, dining, and relaxation. Yet they were never places of idleness. Their owners left behind the ledgers, politics, and bustle of Rome to immerse themselves in philosophy and the arts. They read and wrote, delivered speeches, and debated ideas among fountains, marble statues, and climbing vines. Many great works were born in such settings. The villa otium became a place where people could shape their worldview and cultivate intellectual life in their own way.



When East Asian scholars and aristocrats built mountain retreats and garden estates, their purpose was not simply to withdraw from society. Such places became spaces for study, artistic creation, and contemplation. There, one could hear a plum blossom fall in the front courtyard or watch cherry blossoms drift across the garden behind. An ink wash painting hung inside, a carefully carved stone guardian stood by the veranda, and a sculpted pine tree graced the garden. Somewhere in the distance, the sound of a

guzheng or koto drifted through the air.

By the seventeenth through nineteenth centuries, art centered journeys had become an essential part of the education of Europe's upper classes. Young aristocrats from Britain and Northern Europe embarking on adulthood would undertake months, sometimes years, of travel through France, Italy, and Greece. They visited the cultural capitals of Europe to study art, history, and civilization firsthand.

It was this movement of cultural travel that helped fuel the rise of grand hotels across Europe and later Asia. Rather than serving merely as places to stay, hotels in Venice, Florence, Paris, Hong Kong, and Singapore began incorporating galleries, sculptures, Renaissance frescoes, and Baroque artworks. They became gateways to culture, allowing guests to immerse themselves in artistic experiences while traveling.

The Peninsula, among the world's oldest luxury hotel brands, offers one of the best known examples. The iconic Peninsula Hong Kong, opened in 1928 and often called the Grande Dame of the Far East, houses an impressive collection of historical artifacts and artworks. Despite room rates that can reach thousands of dollars per night, it remains one of Hong Kong's most sought after destinations.

In France, Hôtel des Académies et des Arts once welcomed celebrated artists including Amedeo Modigliani and Tsuguharu Foujita. With just 20 guestrooms, the hotel evokes the atmosphere of a classic artist's studio and regularly hosts contemporary art exhibitions.

HEALING THROUGH ART

Art-inspired hospitality is not a modern invention. On the contrary, it represents the very essence of what a retreat was originally meant to be. The Romans believed this. Ancient Vietnamese, Chinese, and Japanese cultures believed it as well. When people immerse themselves in beauty, stories, and emotional experiences, both the spirit and the body do more than heal. They grow.

We travel to rediscover our individuality and reconnect with authentic emotions rather than those imposed upon us by trends and advertising. The beauty of art is that it helps us do exactly that.

Today, art-inspired resorts have become living museums of visual art and architecture. Sometimes they are modest, perhaps a small homestay thoughtfully designed around the principles of wabi-sabi. Sometimes they are grand destinations created by architects devoted to beauty and storytelling.

Few embody this spirit more fully than architect Bill Bensley. At Capella Hanoi, he recreates the golden age of opera in a theatrical setting in Vietnam's capital. At JW Marriott Phu Quoc Emerald Bay, guests enter a fictional nineteenth-century university filled with thousands of curated artifacts. Across Vietnam, his work spans multiple immersive resort narratives.

Unlike centuries ago, entering this world no longer requires aristocratic privilege. It requires only travel. And perhaps a simpler question: not whether we can afford beauty, but whether we still notice when it is offered. 🌟



Hotel de la Coupole –
MGallery Sa Pa

以藝術講述 越南故事

在越南，位於峴港山茶半島的
峴港陽光半島洲際度假酒店，
可以說是最早將「藝術奢華度假」
理念引入越南的酒店之一，
其歷史可追溯至2012年。



這座連續四年榮獲「世界最佳度假酒店」殊榮的度假村，其奢華價值不僅體現在昂貴精緻的室內陳設或高端服務之上，更蘊藏於以極具藝術性的建築語言所講述的越南靈魂之中。

在著手這一項目之前，「度假村之王」Bill Bensley曾先後約20次走訪越南各地，從沙壩、會安、順化到富國島……這片S形國土上最具代表性、最富地域特色的建築元素都

給予了他源源不斷的靈感。而這位「建築魔法師」則將這些美好事物悉數帶到了山茶半島這座奢華度假酒店之中。

然而，他並沒有簡單複製。他賦予這些元素全新的生命，並以近乎不可思議的方式，將來自不同地域與不同時代的設計語言完美融合在一起。

在酒店裡，您會看到沉靜典雅的順化古都風貌：古老宮殿與皇陵中



的裝飾紋樣、優雅上翹的亭閣屋簷、秋盆河畔的會館，以及掛滿街巷的繽紛燈籠。

度假村的室內設計同樣令人聯想到越南古老寺廟。醒目的燈籠、雕工繁複的燭台、龍、象、獅與蓮花雕塑隨處可見。客房床頭板的設計靈感甚至源於Bill Bensley在河內八場陶瓷村一座古亭庭院中發現的建築細節。而黑色木構件與白色磚牆的巧妙搭配，則象徵著陰陽和諧，

體現出東方文化與宗教哲學的核心精神。

溫婉質樸的越南北部鄉村風貌，也在這裡得到詩意再現。Citron餐廳面朝東海，其中三間獨立包廂被設計成北部鄉村豐收時節稻草垛環繞的草棚模樣。

北部平原鄉村八場陶瓷村中那些終日爐火不熄、煙霧繚繞的陶窯元素，也被巧妙融入整個度假村空間之中。

漫步於整個度假村，您還會發現無數製作精美的家具與原創藝術作品，它們共同營造出令人驚喜且充滿趣味的藝術氛圍。

匯聚世界藝術精華，同時忠實傳遞當地文化特色——這正是這座超豪華度假酒店成功的秘訣。🌞



A STORY OF VIETNAM, *Carved into* THE COAST

In Vietnam, InterContinental Danang Sun Peninsula Resort, located on the Son Tra Peninsula in Da Nang, pioneered the concept of art-inspired luxury hospitality when it opened in 2012.

The resort's recognition as the World's Leading Luxury Resort for four consecutive years reflects more than its interiors or service. Its significance lies in its interpretation of Vietnam itself, expressed through architecture rich in symbolism and detail.

Before beginning the project, designer Bill Bensley made nearly 20 journeys across Vietnam, from Sa Pa and Hoi An to Hue and Phu Quoc. The architectural forms and cultural details he encountered across the country became points of reference. Rather than

replicating them, he reinterpreted them, weaving influences from different regions and periods into a single, cohesive design language.

Throughout the resort, references to imperial Hue appear in motifs drawn from royal palaces and tombs. Curved communal house roofs, riverside gathering spaces reminiscent of the Thu Bon River, and lanterns inspired by Hoi An all find expression within the design.

Inside, the narrative continues in finer detail. Lanterns, carved candleholders, and motifs of dragons, elephants, lions, and lotus flowers recall Vietnam's historic temples. Headboards throughout the resort draw inspiration from architectural fragments discovered by Bill Bensley in a communal house courtyard in Bat Trang, the craft pottery village near Hanoi. Even the contrast of black lacquered wood and white tiles reflects the

Eastern idea of balance between yin and yang, a recurring theme in Vietnamese cultural thought.

The pastoral landscapes of northern Vietnam are also present. Perched above the East Sea, Citron restaurant features three private dining pods inspired by haystacks from harvest season in the Red River Delta.

Elsewhere, the pottery kilns and drifting smoke of Bat Trang village are echoed in decorative details throughout the property, subtly woven into the wider design narrative.

Across the resort, finely crafted furnishings and original artworks create a constant sense of discovery. 🌟



雲端小鎮裡的 「高級定製工坊」

當時尚與建築在一件藝術作品中相遇，便成就了創造力的巔峰，
也讓藝術之美加倍綻放。在雲霧繚繞的沙壩小鎮，
您將在沙壩穹頂酒店 - 美憬閣系列邂逅這樣的奇蹟！





20世紀的歐洲宮殿

在時尚領域，高級定製代表著極致奢華，是創造力與高級裁縫工藝的巔峰體現。每一件服裝都由最優秀的工匠純手工打造，以精湛工藝呈現獨一無二的藝術價值。

如果您熱愛時尚，那麼踏入沙壩穹頂酒店 - 美憬閣系列大堂的第一刻，便會立刻聯想到高級定製藝術。即使您並非時尚愛好者，這座由世界知名建築師Bill Bensley打造的建築傑作，也會讓您彷彿置身於一間手工高級定製工坊，只不過這一切都賦予了充滿藝術氣息的奢華表達。

這正是「建築魔法師」Bill Bensley的設計初衷。他希望來到沙壩的旅客尋找的不僅僅是一處休憩之所。他們更應該盡情享受高級時裝之美——在一座屬於20世紀初歐洲貴族的宮殿之中，同時感受深深浸潤其中的越南北高原靈魂。

剛踏入酒店大堂，便彷彿走進巴黎這座光之都大道上的高級時裝精品店。不妨從迎賓大廳開始探索。高挑華麗的大堂彷彿天生屬於一位優雅迷人的法國名媛，她熱愛絲綢華服，也擁有獨特氣質。為了贏得她的微笑，設計師將這裡裝飾成一座復古百貨商場：華麗的粉色調鋪陳其間，數百頂帽子懸掛於空中；下方擺放著成千上萬個旅行箱；古董皮箱、線軸、人台模特、閃耀禮服、民族風項鍊、皮草服飾，以及裝滿500卷超大型彩色線軸的高聳抽屜.....共同構築出一個令人驚歎的時尚世界。

繼續向內探索，Chic自助餐廳被設計成時裝秀舞台。無數線軸與復古縫紉機點綴其間，而中央區域則是一條完整的時裝秀T台。





純粹的西北靈魂

然而，這終究是一座坐落於沙壩中心的歐洲宮殿，因此您依然能夠清晰感受到其中純粹而真實的西北高原靈魂。沙壩穹頂酒店 - 美憬閣系列彷彿一座會講故事的宮殿，訴說著20世紀初法國人與沙壩各民族——苗族、瑤族、沙福族、岱族、嘉依族等——共同生活的歷史篇章。

高原少女頭巾造型的燈罩、裝飾於高牆之上的民族織錦紋樣、沙發上的刺繡圖騰，甚至連恆溫泳池池底也融入了傳統民族元素。懸掛於天花板上的小鈴鐺，彷彿隨時都會奏響鄉間熟悉的旋律——那是黃昏時分牛羊歸寨的聲音。在沙壩穹頂酒店 - 美憬閣系列，人們既能

看到優雅時尚的法國淑女，也能看見年輕質樸卻充滿活力的高原姑娘。

通過沙壩穹頂酒店 - 美憬閣系列，建築師 Bill Bensley 在沙壩小鎮打造出一座兼具法蘭西奢華氣質與西北高原靈魂的地標建築。這位「建築魔法師」似乎通過這部建築傑作完成了自己對於時尚藝術的熱愛表達，同時也在某種程度上改變了世界對於越南高端度假體驗的認知。這裡呈現的，不僅僅是奢華享受，更是在歷史秘境與藝術精華之中的沉浸式度假體驗。✿

The Couture Palace IN THE CLOUDS

Few hotels blur the line between fashion and architecture as boldly as Hotel de la Coupole – MGallery. Set above the cloud-wreathed valleys of Sa Pa, Bill Bensley’s creation brings together the glamour of French haute couture with the culture and traditions of Vietnam’s northwest highlands.

THE PINNACLE OF STYLE

In the world of fashion, haute couture represents the highest level of luxury, creativity, and craftsmanship, where every piece is handmade by master artisans.

That sense of artistry is visible from the moment guests enter Sapa’s most fabulous hotel. Even those with little interest in fashion quickly recognize that this is no ordinary mountain retreat. Designed by renowned architect Bill Bensley, who has been dubbed “the Willy Wonka of hotel design”, the property feels more like a theatrical interpretation of a fashion atelier, set within a grand European-style palace in the clouds.

Stepping into the lobby, guests encounter a space designed with the visual language of a high-fashion boutique, reimagined on a larger, more theatrical scale. The lounge is defined by soaring ceilings and bold decorative details that set the tone. Hats,

trunks, mannequins, textiles, and vintage fashion objects are arranged throughout the space, creating an environment that feels part gallery, part stage.

THE SPIRIT OF THE NORTHWEST

Yet within this European-style setting, the spirit of the Northwest highlands remains clearly present. Hotel de la Coupole – MGallery reflects the cultural coexistence of the French and the indigenous hill tribes of Sa Pa – including the Hmong, Dao, Xa Pho, Tay, and Giay – during the early 20th century.

Throughout the property, lampshades echo traditional headscarves, while brocade patterns appear across walls, furnishings, and even the tiled base of the indoor swimming pool. Small bells suspended from the ceiling reference the sound of cattle returning to villages at dusk. The result is a layered



design language where European elegance meets highland textures and motifs.

With Hotel de la Coupole – MGallery by Sofitel, Bill Bensley has created a distinctive expression of luxury hospitality in Vietnam. More than a place to stay, it is an immersive environment where design, history, and storytelling are interwoven into a single experience. 🌟



奢華旅館

距離河內地標建築——河內大劇院僅需步行不到5分鐘，同樣也毗鄰河內老城區，河內嘉佩樂酒店以獨特的新藝術風格與裝飾藝術風格建築，重現了一座屬於1920年代歌劇黃金時代著名藝術家與作曲家的奢華旅館。

據說，河內大劇院一直是藝術綻放光彩的殿堂，無數才華橫溢的知名藝術家曾在這裡登台演出。社會名流、富商巨賈以及極具影響力的人士也紛紛來到這裡欣賞音樂藝術。每當演出結束，他們總會相約前往附近一間小旅館裡的酒吧交流聚會，共同分享對藝術的熱愛。而那時，它還只是一間樸素的小旅館。

一次偶然的機會，建築師Bill Bensley得知了這些旅人與藝術家的

故事。對藝術的熱愛促使他遊說旅館主人在原址打造一家頂級酒店，同時保留原有建築的獨特風貌與藝術靈魂。

河內嘉佩樂酒店正是在這樣的背景下誕生。

來自世界各地的逾千件舞台紀念品、浮雕與雕塑作品被匯聚於此，並巧妙陳列於酒店各個空間之中，使整座酒店宛如一座「活著的博物館」，讓記憶、藝術與奢華在此並肩共存。

從外觀來看，黃色、白色與奶油色調令人聯想到法式復古風情，同時與河內印度支那建築的優雅氣質完美融合。屋頂上身穿奧黛、頭戴斗笠的天使雕像，以及充滿浪漫氣息的法式陽台等本土化設計細節，共同營造出極具故事感的空間氛圍。

位於一層大堂的Diva's Lounge酒吧洋溢著劇院氣息，波爾多紅色舞台帷幕成為視覺焦點。原汁原味的復古Zinc吧台以及可追溯至18世紀的壁爐古董陳設，更為空間增添

歷史韻味。在這裡，旅客們可以沉浸於精心調製的雞尾酒之中，同時聆聽那些享譽世界的歌劇女伶傳奇故事。

電梯大廳則令人聯想到一座藝術畫廊，收藏著眾多精美藝術作品，其中最引人矚目的是支撐頂部結構的四尊女像柱雕塑。緊鄰電梯大廳的是Courtyard Stone Artwork藝術庭院，陳列著靈感源自巴黎金門宮雕塑作品的浮雕藝術。這些作品全部由越南工匠純手工打造而成。

同樣令人聯想到真正劇院後台的，還有典雅華麗的Backstage餐

廳。紅色天鵝絨細節貫穿整個空間，旅客彷彿掀開舞台帷幕，步入後台世界。旅行箱、戲服、古董與陳設共同勾勒出一個奢華時代的藝術空間——這裡曾是藝術家們聚會、化妝、放鬆身心，並為歌劇黃金時代的精彩演出做準備的地方。而室內泳池則被設計成歌劇歌唱家演出結束後休憩放鬆的天堂。

酒店共設47間客房，且全部配備私人陽台。每一間客房都通過建築細節、空間陳設、舞台服飾以及藝術家Kate Spencer量身創作的人物肖像作品，緩緩揭開歌劇藝術家世界

中的傳奇故事。位於頂層的4間貴賓套房，則專門致敬歌劇藝術最偉大的演出與最精湛的技藝。

憑藉禮讚藝術永恆價值的建築理念，河內嘉佩樂酒店不僅是一座讓旅客感受京城奢華之美的旅館，更是一處能夠讓人沉浸於藝術輝煌之中的精神殿堂。✿





The Capital's MOST THEATRICAL STAY

Located less than a five-minute walk from the Hanoi Opera House, an architectural icon of the capital, and the Old Quarter, Capella Hanoi blends Art Nouveau and Art Deco influences into a reinterpretation of a luxurious inn inspired by the golden age of opera in the 1920s.

Legend recalls the Opera House as a stage where art flourished, drawing celebrated performers while high society gathered in admiration. After performances, guests would drift to a nearby inn to meet, reflect, and continue the evening in conversation. It was, by all accounts, a modest place.

According to this narrative, architect Bill Bensley drew inspiration from the story of the inn and reimaged it as a world-class hotel, while preserving its artistic spirit and sense of place. This vision became Capella Hanoi.

Today, more than 1,000 theatrical artifacts, bas-reliefs, and sculptures sourced from around the world are displayed throughout the property, turning the

hotel into a living gallery where memory, art, and hospitality intersect.

From the exterior, a palette of yellow, white, and cream reflects French colonial nostalgia while complementing Hanoi's Indochine architecture. Local details, including rooftop angel statues dressed in áo dài and nón lá, sit alongside French-style balconies, creating a layered architectural narrative.

On the ground floor, Diva's Lounge evokes the atmosphere of a theatre, framed by deep red drapery. At its center are an antique zinc bar and a fireplace dating back to the 18th century. Guests are invited to experience cocktails inspired by legendary opera divas.

The elevator lobby resembles an art gallery, anchored by four sculptural caryatids supporting the ceiling above. Nearby, the Courtyard Stone Artwork features bas-reliefs inspired by the Palais de la Porte Dorée in Paris, handcrafted by Vietnamese artisans.

The Backstage restaurant continues the theatrical theme. Draped in velvet and framed by vintage trunks, costumes, and antiques, it recreates an opera backstage environment, where performers once prepared before stepping on stage. The indoor pool offers a quieter counterpoint, designed as a space of rest and recovery after performance.

The hotel features 47 rooms, each with a private balcony. Every room reflects a narrative

from the world of opera through architectural detail, curated objects, and bespoke artworks by Kate Spencer. On the top floor, four exclusive VIP suites pay tribute to the height of operatic performance and craftsmanship.

Inspired by the world of performance, Capella Hanoi is more than a luxurious stay in the capital. It brings together the history, atmosphere, and drama of opera in one immersive setting. ✨





貴族大學

當您來到富國島翡翠灣JW萬豪度假酒店時，不妨準備好化身為一名貴族新生。這樣的體驗，將讓您的旅程遠比單純尋找一處奢華度假勝地更加有趣且充滿想像力。

這全球首家也是唯一一家以「虛構大學」為主題打造的JW Marriott酒店。整個故事圍繞1880年創立的拉馬克大學展開。這段傳奇帶著幾分戲劇色彩：1940年，這所大學突然關閉，但它的故事卻彷彿穿越時光延續至今。直到2015年，建築師Bill Bensley施展魔法般的創造力，將這所被遺棄的大學改造成如今的富國島翡翠灣JW萬豪度假酒店五星級度假酒店。

這一切當然只是天馬行空的想像，卻也成為打造全球獨一無二度假體驗的靈感來源。這所「大學」設有18個學院，涵蓋自然科學、社會科學、農業、動物學及化學等多個領域。每棟別墅都被賦予「學院」的身份，因此沒有任何兩個空間完全相同。有的充滿自由奔放的想像力，有的則帶著奇趣與怪誕：從繪滿數百幅手繪魚類圖案的牆面，到仿照昆蟲形態設計的生動家具，再到巧妙點綴於私人花園中的動物雕塑，無不令人驚喜。

讓拉馬克大學的故事顯得更加真實的，是散布於整個度假區內超過5,000件古董藏品。每一件藏品都被賦予屬於這所大學的歷史故事。為了完成這幅關於拉馬克大學的宏大畫卷，Bill Bensley團隊曾遠赴40個國家蒐集這些珍貴的「拼圖」。

甚至這裡的每一個功能區域，本身就是一個值得講述的故事。

Pink Pearl by Olivier E餐廳是一座坐落海濱的粉色豪宅，講述著珍珠島上流社會傳奇人物Pearl Collins女士的故事。這裡不僅擁有極致奢華的氛圍，更提供由米其林名廚打造的精緻菜單。

Spa by JW旗下的Chanterelle Spa前身為「真菌學學院」，手繪花草圖案裝飾的牆面以及蘑菇傘狀設計元素的室內空間，讓人彷彿置身於一座古老的真菌研究院。這座水療中心讓人感覺自己彷彿化身《愛麗絲夢遊仙境》中的人物，走進一個童話世界。

可以說，這所「虛構大學」的每一個細節都經過精心雕琢，並憑藉令人驚歎的創造力，打造出一個獨一無二的藝術空間。

然而，全球頂級富豪選擇這裡，並不僅僅因為其獨特的藝術建築風格，更因為這裡提供無可挑剔的舒適體驗：私人泳池、蔥鬱花園、貼心專屬管家以及隨時待命的機場接送服務。就連全球最熱衷奢華慶典的印度億萬富豪，也將這裡選作舉辦豪華婚禮的場地。而您，是否已經準備好來到富國島，化身這所傳奇大學中的一名新生？🌟

Resort Indulgence 度假禮遇

- 在富國島翡翠灣JW萬豪度假酒店入住至少3晚，盡情享受真正悠閒愜意的度假時光。選擇此優惠套餐，您將立即獲得價值100美元的度假村消費額度，可用於體驗各項高端服務：無論是在海濱餐廳品味精緻美食、於Spa by JW享受深度放鬆護理，還是參與每日豐富多彩的特色體驗活動。
- 此外，您的度假體驗還將更加圓滿——可尊享最晚延遲退房至下午6點禮遇（視客房供應情況而定）。



The Fictional Campus OF PHU QUOC

Upon check-in at JW Marriott Phu Quoc Emerald Bay Resort, guests are invited to step into the role of an aristocratic freshman in an immersive experience that feels more whimsical and expansive than a conventional luxury escape.

This is the first and only JW Marriott property in the world designed around a fictional university: Lamarck University, said to have opened in 1880. According to the narrative, the institution closed abruptly in 1940, yet its legacy endures. In 2015, ingenious resort designer Bill Bensley reimagined the abandoned campus as the five-star resort that stands today.

While the backstory is entirely a figment of imagination, it serves as the catalyst for a resort unlike any other on earth. This “university” features 18 faculties, ranging from natural sciences and social sciences to agriculture, zoology, and chemistry. Each villa is envisioned as a distinct department of Lamarck University, ensuring no two spaces are alike. Some are wildly spontaneous, while others lean toward the eccentric, with walls adorned with hand-painted fish illustrations, vivid insect-inspired furnishings, and intricate animal sculptures set within private gardens.

What makes the story of Lamarck University feel so tangible is the collection of more than 5,000 genuine antiques





displayed throughout the property, each tied to the school's imagined history. Bensley's team traveled to 40 countries to gather these historical fragments.

Even individual venues within the resort extend the narrative.

The Pink Pearl by Olivier E. restaurant is a vibrant beachfront pink mansion that tells the story of Madame Pearl Collins, a legendary socialite of Pearl Island. It offers an opulent dining experience with a menu created by a Michelin-starred chef.

Chanterelle Spa by JW was formerly conceived as the "Department of Mycology," featuring hand-painted botanical murals and mushroom-inspired furnishings that evoke a whimsical research institute. The space feels like a passage into a fairytale world, not unlike Alice in Wonderland.

Every detail within this mythical academy has been carefully considered, reflecting an exceptional level of creativity and world-building.

However, the appeal of the resort extends beyond its storytelling. Guests are drawn equally to its sense of ease and privacy: private pools, landscaped gardens, dedicated butler service, and seamless airport transfers. It has also become a favored destination for destination weddings hosted by high-profile international guests. And the final invitation remains simple: are you ready to step into the role of a freshman at this remarkable academy? 🍷

Stay longer & Indulge More

- Treat yourself to a carefree getaway at JW Marriott Phu Quoc Emerald Bay with a minimum three-night stay. Book this exclusive package to receive a USD 100 resort credit, allowing you to explore world-class experiences, from beachfront fine dining and deep relaxation at Spa by JW to a curated selection of daily resort activities.
- Your stay is made even more seamless with the privilege of late checkout until 6 PM (subject to availability).





如同一場 愛情故事

沐浴著阿馬爾菲海岸的浪漫氣息，
在夕陽映照下綻放出明亮而迷人的色彩，
富國拉菲斯塔-希爾頓格芮精選酒店
宛如一段發生在愛情小鎮中的美麗戀曲。

坐 落於富國島日落小鎮中心，富國拉菲斯塔-希爾頓格芮精選酒店的设计靈感源於一對年輕戀人在意大利阿馬爾菲海岸相遇，並踏上探索未知世界旅程的故事。在那裡，每一棟小屋、每一扇窗戶背後，都藏著關於愛情與自由精神的故事。

在這裡，您會看到地中海海濱小鎮最具代表性的色彩與材質：醒目的白色牆面、粉色、藍色或綠色陶土穹頂，以及精美的馬賽克拼磚裝飾。

儘管靈感源自阿馬爾菲，但拉菲斯塔依然深深扎根於越南文化。當您步入酒店大堂時，會驚喜地發現由陶瓷藝術品與當地工匠手工編織草編包共同構成的藝術陳列。甚至在每一間客房內，從窗簾到



Yukata浴袍，都飾有珍珠母貝紋樣——這一極具富國島特色的設計元素。

拉菲斯塔最具藝術氣息的空間當屬Terza區域，其靈感來自一位來自越南南部的音樂家。他曾遊歷各地，並從不同地域的人文與生活節奏中汲取創作靈感。Terza最特別之處，在於每一個空間都為不同「藝術家」量身打造。29間精心設計的套房及複式套房共同構成Sorrento Suites系列，引領旅客踏上不同旅程，尋找屬於自己的「藝術版本」。

如果The Writer's Nook（作家的角落）是一處孕育文學作品的靜謐天地，通過每一個細節訴說內心世界與未曾講述的故事，那麼The Painter's Lodge（畫家的展廳）則以豐富色彩與情感張力展現藝術家的靈魂。The Sculptor's Chamber（雕塑家的創作空間）通過形體與結構營造出獨特視覺效果，而The Musician's Flat（音樂家的公寓）則將旋律與節奏轉化為優雅而流動的空間語言。

Terza的藝術精神不僅體現在客房設計之中，也延伸至餐飲與娛樂體驗。這裡的餐廳與酒吧被打造為一個個微型舞台，讓美食不僅是一種味覺享受，更是一場值得細細感受的藝術體驗。

從酒店出發，您可以漫步探索日落小鎮的每一個角落，欣賞吻橋倒映於海天之間的迷人景色，或沉浸於每晚燈光、音樂與慶典交織而成的熱烈氛圍之中。正因如此，富國拉菲斯塔-希爾頓格芮精選酒店不僅是一家酒店，更是一扇通往藝術、相遇與美好冒險的大門，那些值得一生至少體驗一次的精彩故事，正等待著您親自開啟。🌟





A Coastal LOVE STORY

Breathing the air of the Amalfi Coast, with vibrant colors reflecting under the sunset, La Festa Phu Quoc, Curio Collection by Hilton is as beautiful as a love story in the town of romance

Set in the heart of Phu Quoc's Sunset Town, the resort's design tracks the fictional journey of a young couple roaming from Italy's Amalfi Coast to uncharted lands. Every cottage facade and window frame across the property tells a story of romance and uninhibited freedom.

Guests will immediately recognize the iconic textures of a Mediterranean seaside village: stark whitewashed walls, terracotta-tiled domes in pastel pinks, and vibrant pops of blue, green, and intricate mosaic tilework.

Yet, for all its Italian inspiration, La Festa Phu Quoc remains rooted in its Vietnamese identity. The lobby showcases curated ceramic art installations and hand-woven straw bags crafted by local artisans. Inside the guest rooms, the detailing—from the window drapes to

the custom Yukata robes—incorporates mother-of-pearl patterns, a direct nod to Phu Quoc's pearling heritage.

The artistic core of the property lives within the Terza enclave. Inspired by the life of a Southern Vietnamese musician who traveled the globe only to find his muse in local daily rhythms, Terza prioritizes deep personalization. Across 29 tailored suites and duplexes, the Sorrento Suites collection serves as an architectural compass guiding guests toward their own artistic alter egos.

Each space serves a distinct creative purpose. The Writer's

Nook acts as a quiet sanctuary for prose and poetry, with subtle interior cues detailing emotional depth and untold stories.

Conversely, The Painter's Lodge explodes with the vivid colors and raw emotions of a romantic painter. The Sculptor's Chamber plays with high-contrast visual geometry and form, while The Musician's Flat translates fluid auditory rhythms into sleek, physical design.

This creative pulse isn't confined to the rooms; it dictates Terza's entire culinary and nightlife footprint. The onsite restaurants and bars function as

intimate stages, transforming dining from a standard menu choice into an experiential sensory event.

Outside the hotel lobby, the experience continues. Guests can explore the winding streets of Sunset Town, watch the architectural silhouette of the Kiss Bridge mirror over the ocean, or dive into the high-energy light and sound festivals hosted every evening. Ultimately, La Festa Phu Quoc isn't just a place to stay—it is a launchpad for art, serendipitous encounters, and bucket-list adventures. 🌟



安住於 孝道之季

每年農曆七月十五，當盛夏的炎熱漸漸消退，
當午後的細雨開始緩緩灑落在瓦簷之上、
寺院廊下，滋潤著盛放的蓮花池，
越南人便迎來一個既神聖又溫柔的節日，
一個香煙、鐘聲與人心
彷彿同頻共振的時節。那便是 孟蘭盆節。

撰文：DIỆP SA

圖片：NGUYỄN MINH TÚ, LÊ VIỆT KHÁNH

漫

長的旅途中，人們總會想起家。那並不是一座有門牌號碼、有街道名稱、有鑰匙的房子；而是那座始終有人站在門口盼你歸來的家，無論何時，無論多久。

那座家園，便是父母——每個人在人生風雨中的避風港，如同一盞永不熄滅的明燈，也如同每逢孟蘭盆節來臨時，越南子女虔誠供奉於諸佛與祖先面前，為父母祈福的那一盞心燈。

孟蘭盆節源自佛經中目犍連救母的故事。但當這一節日融入越南人的生活後，它早已超越宗教儀式本身，成為一種生活之道。這種「道」，與祖先崇拜信仰相遇，與東方社會重視孝道的家風相融，也與越南人更多用行動而非言語表達對父母愛意的方式相契合。於是，它逐漸凝聚成一個特別的日子——無論是否信奉宗教，許多人都會選擇回到寺廟、回到家中，點上一炷清香，在父母身邊多坐一會兒，而不只是匆匆吃完一頓家常飯便離去。



在越南，有許多令人願意跋涉千里前往的盂蘭盆節勝地。因為那裡的盂蘭盆節格外美麗。這種美不僅來自風景，更來自自然、建築、信仰與人文在特定時空中的相遇與交融。

南部屋脊上的心燈

海拔986米的黑婆山，宛如造物主在越南東南部大地上點下的一筆濃墨重彩。在遼闊無垠的平原盡頭，黑婆山孤峰聳立，卻從不顯得孤單；相反，越是凝望，越能感受到它如天地支柱般的神韻，彷彿匯聚著整個南方大地的靈氣。

古人一直將這裡視為南部地區的神聖龍脈所在，是天地交匯之地，是山風吹過時都彷彿裹挾著無數朝聖季節香火氣息的地方。

到了盂蘭盆節時節，黑婆山展現出獨屬於自己的美。

清晨時分，第一批纜車靜靜離開站台，穿越仍掛滿露珠的深綠林海，載著遊客緩緩升向雲端。當人們走出山頂廣場，清涼山風吹過肩頭，莊嚴肅穆的西補陀山觀世音菩薩聖像靜靜矗立於碧空之下。而最美的時刻，或許是在傍晚降臨之際，當數千盞明燈同時點亮於廣場前方，彷彿群星墜落人間。

許多人會選擇在盂蘭盆節期間清晨八點之前抵達黑婆山。那時陽光尚且柔和，山頂微風帶著秋日般的涼意，非常適合乘坐纜車前往寺院，在靈山聖母殿上香祈福，隨後登頂向西補陀山觀世音菩薩聖像、拘那含牟尼佛聖像以及彌勒菩薩聖像獻花禮敬，再悠然漫步、觀景禮佛。

禮佛結束後，遊客們通常會在盂蘭盆節儀式區領取胸前玫瑰花，書寫祈願文疏，為父母祈求健康、平安，也將那些未曾說出口的話語化作心願，敬獻於諸佛之前。

來到盂蘭盆節期間的黑婆山，遊客們幾乎都會停留至傍晚參加供燈法會。因為那是一天中最特別的時刻。

當最後一縷陽光緩緩離開山脊，當天空由蜜色漸漸轉為深紫，佛母廣場被數千盞溫暖的金色心燈點亮。每個人手中都捧著一盞燈。每一盞燈，都承載著一份獨屬於自己的祈願。當這些光芒匯聚並驅散無邊夜色時，人們忽然感到內心也被照亮了。那是感恩，是報恩，也是思念。

1. 沙壩，番西邦
2,3. 西寧省
黑婆山獻燈儀式





番西邦——聖山之巔的玫瑰

如果說黑婆山承載著南方大地的神聖氣息，那麼番西邦則擁有西北群山遼闊雄偉的精神氣質，既壯闊豪邁，又詩意盎然。

番西邦峰自古便有「印度支那屋脊」之稱。這裡不僅是黃連山脈最引以為傲的象徵，也因匯聚深厚的文化、歷史與精神價值，而被譽為「民族靈氣之源」。因此，對於越南人而言，在盂蘭盆節期間登上番西邦峰，也是一種回家的方式。

番西邦的盂蘭盆節，往往從晨霧中開始。

上午8點至9點左右，是乘坐纜車登山最美的時刻。纜車穿越芒花谷，越過蒼翠森林與層層梯田，那些柔和起伏的線條如波浪般延伸，最終融入眼前漂浮的白色雲海。這種感覺，彷彿行走於天地交界之間。

海拔3,143米的山巔之上，雲海翻湧。莊嚴肅穆的番西邦阿彌陀佛聖像靜靜佇立其間。若隱若現的寺廟飛簷、覆滿青苔的石階、隨山風吹散的鐘聲，共同營造出一個讓人不由自主放慢腳步、輕聲細語的空間。

許多家庭會選擇在盂蘭盆節期間帶父母來到番西邦，作為一份團圓的禮物。在這裡，他們共同上香禮佛，在胸前佩戴紅玫瑰，將心願寫在祈福絲帶上，祈求父母身體健康、幸福安樂。

儀式結束後，一家人圍坐於Vân Sam餐廳，或在板雲村（Bản Mây）少數民族村寨的爐火旁共享一頓熱騰騰的素齋。香甜的菌菇湯、翠綠的山野時蔬、入口即化的嫩豆腐、竹筒飯、五色糯米飯配芝麻鹽，還有熱氣裊裊的甜草茶，在山風中散發陣陣清香……這些樸素的食物，因為雲海

群山的超然景色與家人陪伴的溫暖，而變得格外美味。

番西邦的黃昏，總有屬於自己的美。

夕陽緩緩沉向遠方群山，橙紅色的光芒為雲海鍍上一層燦爛金輝，讓整個世界彷彿披上黃金外衣。有時，天際還會出現層層疊疊的七彩霞光，美得令人驚嘆。

站在這樣的時刻裡，許多人都不會說話。只是靜靜凝望。而或許，每個人心裡想到的，都是自己的家人。因為無論走過多少旅程，去過多少地方，看過多少遼闊天地，最終最想回去的地方，依然是那間溫暖的家，那裡有父母坐在昏黃燈光下，靜靜等待著我們歸來。🌻

The season OF FILIAL *love*

BY DIEP SA
PHOTOS: NGUYEN MINH TU; LE VIET KHANH

Each year, on the full moon of the seventh lunar month, a spirit of gratitude and remembrance settles across Vietnam. From the cloud-capped summit of Fansipan in the north to the sacred heights of Ba Den Mountain in the south, families gather to honor their parents, offer prayers for their well-being, and reflect on the bonds that shape their lives. At the heart of this tradition is the festival of Vu Lan, one of Vietnam's most cherished celebrations of filial love.

Long journeys often make people think of home. Not necessarily the place where they live, marked by an address or a familiar front door, but the home found in the people who are always waiting for their return, no matter how long they have been away.

That home is our parents, the refuge we turn to amid life's storms, the steady shore that remains when everything else feels uncertain, the light that never goes out. Perhaps that is why, when the festival of Vu Lan arrives, Vietnamese sons and daughters offer lanterns and prayers to the Buddhas and their ancestors, wishing for health, peace, and happiness for those who gave them life.

Vu Lan traces its origins to the Buddhist tale of Maudgalyayana rescuing his mother from suffering. Yet over time, the occasion evolved beyond the boundaries of a religious observance and became part of the Vietnamese way of life.

It found harmony with the tradition of ancestor worship. It embraced the East Asian reverence for filial piety. It reflected the Vietnamese habit of expressing love through actions rather than words. Together, these influences shaped a day when many people, regardless of faith, feel compelled to return to a temple, go home, light a stick of incense, and spend a little more time with their parents than they might on an ordinary day.





1

1. Fansipan, Sa Pa
2. Rose on lapel
ritual

Across Vietnam, there are destinations that draw visitors from hundreds, even thousands of miles away during Vu Lan. Their appeal lies not only in their beauty, but also in the way nature, architecture, faith, and human stories come together in a setting that feels profoundly meaningful.

A SEA OF LANTERNS ABOVE SOUTHERN VIETNAM

Rising 986 meters above sea level, Ba Den Mountain stands as one of the most striking landmarks in Southern Vietnam. Surrounded by vast plains stretching to the horizon, the mountain stands alone yet never appears lonely. The longer one gazes upon it, the more it resembles a bridge between earth and sky, a place long regarded as

a spiritual heartland of southern Vietnam.

For generations, people have regarded Ba Den Mountain as a sacred site where heaven and earth converge, where even the wind brushing across the mountainside seems to carry the lingering fragrance of incense from countless pilgrimage seasons.

During the festival of Vu Lan, the mountain reveals a beauty all its own.

It begins at dawn, when the first cable car cabins glide silently above forests still heavy with dew, carrying visitors toward the clouds. It continues the moment one steps onto the summit plaza, where cool mountain breezes greet visitors and reveal the majestic Tay Bo Da Son Buddha Statue standing serenely beneath a brilliant blue sky. Yet

perhaps the mountain is at its most enchanting at dusk, when thousands of lanterns illuminate the plaza like stars brought down from the heavens.

Many visitors choose to arrive before eight o'clock in the morning during Vu Lan. At that hour, the sunlight remains gentle and the air carries the freshness of early autumn. It is the perfect time to ride the cable car to the temples, offer incense at Linh Son Thanh Mau Temple, present flowers before the Tay Bo Da Son Buddha Statue, the Konagamana Buddha Statue, and the Maitreya Bodhisattva Statue, then wander slowly through the sacred landscape.

After their prayers, visitors often receive a Vu Lan rose to wear on their chest before writing petitions for their parents, offering wishes for health,

peace, and perhaps expressing sentiments long left unspoken.

Most visitors remain until evening to take part in the lantern offering ceremony, a moment many consider the most meaningful part of the day.

As the final sunlight slips behind the mountains and the sky turns from honey gold to deep violet, the Tay Bo Da Son Square begins to glow with thousands of warm lanterns. Each lantern carries a prayer. Each light holds a hope. As their collective glow spreads across the gathering darkness, many people find themselves overwhelmed by gratitude, remembrance, and love.

FANSIPAN – A BLOSSOM ON THE SACRED SUMMIT

If Ba Den Mountain embodies the spiritual character of Southern Vietnam, Fansipan reflects the grandeur of the Northwest, majestic and expansive, dramatic yet deeply poetic.

Known as the Roof of Indochina, Fansipan has long been regarded not only as the pride of the Hoang Lien Son Range but also as an important

spiritual landmark, thanks to its rich cultural, historical, and religious significance. For many Vietnamese, a journey to Fansipan during Vu Lan feels less like traveling to a destination and more like returning home.

The experience begins in the morning mist.

Between eight and nine o'clock, the cable car ride becomes a journey through some of the most breathtaking scenery in northern Vietnam. Cabins glide above Muong Hoa Valley, passing emerald forests and terraced rice fields that ripple across the mountainsides like waves before entering layers of white cloud floating at eye level. The sensation feels as though one is traveling along the threshold between earth and sky.

At an elevation of 3,143 meters, surrounded by drifting clouds, the Great Amitabha Buddha Statue rises in serene majesty. Temple roofs emerge and disappear in the mist. Moss-covered stone stairways wind through the complex. The sound of bells dissolves into the mountain wind. Together, these elements create a space where visitors naturally slow their pace and lower their voices.

Many families choose to bring their parents to Fansipan during Vu Lan as a gift of reunion. Here, they offer incense, pin a red rose to their chest, write wishes on prayer ribbons, and send blessings for their parents' health and happiness.

Afterward, families gather for a warm vegetarian meal at Van Sam Restaurant or around the fires of local ethnic communities in May Village. Sweet mushroom soup, freshly boiled mountain greens, delicate tofu, bamboo-tube rice, five-colored sticky rice served with roasted sesame salt, and herbal tea fragrant in the cool mountain air. These simple dishes seem to taste extraordinary amid the beauty of the cloud-covered peaks and the comfort of family gathered close by.

Evening arrives differently at Fansipan. As the sun slowly disappears behind distant mountain ranges, golden-red light spreads across the sea of clouds, covering the landscape in a radiant glow. On some days, layers of rainbow colors appear along the horizon, creating a spectacle that feels almost otherworldly.

Standing before such a scene, many people fall silent. They simply watch. And perhaps, in that moment, each person is thinking of their family.

Because after all the journeys taken, all the landscapes crossed, and all the horizons explored, the place we most long to return to is still the one where our parents sit waiting beneath the warm glow of a lamp in a familiar home. 🌻





到富國島品味德國啤酒

在碧海藍天、金色陽光以及一年365天絢爛綻放的煙花映襯下，太陽巴伐利亞美食酒吧以獨特的方式重現巴伐利亞精神。

撰文：HUỖNH ĐỨC

德國啤酒文化從來不只是存在於啤酒花園或擁有數百年歷史的啤酒大廳之中，其核心價值在於人與空間、人與社群之間的連結感。而這種精神，如今在富國島海濱（安江省）的太陽巴伐利亞美食酒吧找到了全新的表達方式。

在這裡，故事始於一杯杯於富國啤酒屋現場釀造的精釀啤酒。這些啤酒遵循擁有百年歷史的德國釀造配方，在木材、鋼結構與灑滿陽光的拱廊空間中呈獻給賓客。不同於傳統啤酒餐廳一味追求酒龍頭數量，這裡打造的是一種多層次體驗：以原汁原味的巴伐利亞風味為起點，再讓海洋與藝術共同完成情感昇華。

正是這種不斷拓展體驗邊界的方式，造就了太陽巴伐利亞美食酒吧獨樹一幟的魅力。2026年5月1日，金氏世界紀錄正式授予太陽巴伐利亞美食酒吧「全球最大的海濱啤酒餐廳」稱號，其總面積達6,825.22平方米，可同時容納5,000名

賓客。僅在兩年時間內，其規模便擴大了5倍，測量精度甚至精確至毫米級。

然而，這些數字僅僅講述了故事的一部分。當夜幕降臨，品嚐一杯冰爽啤酒本身便成為一張通往奢華藝術盛宴的入場券。就在賓客眼前，海面化身為大型實景舞台，上演《海洋協奏曲》超級秀，水上摩托、飛板表演與震撼的煙花、水幕煙火交織成一場激情四射的視覺盛宴。同時，賓客還能在餐廳內完整欣賞象徵愛情的接吻橋，並觀賞多媒體藝術秀《海洋之吻》的第二場煙花表演——這一獨特體驗，放眼全球恐怕也難覓第二處。

伴隨著清爽純正的德國啤酒風味，富國島——這座被譽為亞洲最美、世界頂級度假勝地之一的海島，正逐漸成為高端體驗的聚集地，以獨具特色的魅力，與區域乃至全球頂級旅遊目的地同台競逐。🌟

German beer culture has never been defined solely by beer gardens or centuries-old halls. At its heart lies a sense of connection between people, place, and community. That spirit has found a new expression at Sun Bavaria GastroPub on the shores of Phu Quoc Island.

Here, the story begins with craft beers brewed on site at Phu Quoc Brew House using traditional German recipes that have stood the test of time. They are served in a striking setting of timber, steel, and sunlit arches. Rather than following the path of traditional beer restaurants that compete through the number of taps they offer, Sun Bavaria GastroPub embraces a more layered experience, using the authentic flavors of Bavaria as a starting point and allowing the ocean and the arts to complete the journey.

It is this expanded approach to the beer experience that has helped define Sun Bavaria GastroPub. On May 1, 2026, Guinness World Records officially recognized the venue as the world's largest beachfront beer restaurant, covering 6,825.22 square meters and accommodating up to 5,000 guests. In just two years, its scale has expanded fivefold, with every measurement verified down to the millimeter.

But those numbers tell only part of the story. As night falls, guests can sip a perfectly chilled beer while the waters of the Gulf of Thailand become the stage for the spectacular Symphony of the Sea, where jetski and flyboard performances unfold amid dramatic fireworks and special effects.

From the same vantage point, they can also enjoy uninterrupted views of the iconic Kiss Bridge and a second fireworks display that concludes the multimedia show Kiss of the Sea – all combining to create an unforgettable evening of entertainment.

So make sure you visit Sun Bavaria GastroPub, where you can enjoy the crisp taste of German beer, experience the spirit of *Gemütlichkeit*, and discover another side of Phu Quoc – an island whose appeal now extends well beyond its beaches, with cultural attractions and entertainment experiences helping to cement its reputation as one of the region's most compelling destinations. 🌟



A Taste of Bavarian Beer ON THE SHORES OF PHU QUOC

Turquoise seas, golden sunshine, fireworks lighting up the sky every night of the year, and an ice-cold German beer in hand. Doesn't that sound like heaven? Welcome to Sun Bavaria GastroPub, where Bavarian brewing traditions meet the vibrant seaside energy of Phu Quoc.

BY HUYNH DUC

S.P.A

五星級服務、按照「度假航空」標準打造的機艙內飾、
連接富國島與全球熱門旅遊目的地的多條全新航線，
以及更多獨具特色的驚喜體驗，正等待著旅客
與太陽富國航空 一同開啟探索之旅。

*Five-star service, resort-inspired cabin design, an expanding
network of routes linking Phu Quoc with some of the world's
most exciting destinations, and many other distinctive touches
await passengers flying with Sun PhuQuoc Airways.*





太陽富國航空雖正式啟航
尚不足7個月，卻正逐步
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五星級服務DNA。

五星級 服務哲學

每一家航空公司的「靈魂」

在全球航空業中，五星級服務不僅體現在硬體設施與舒適體驗上，更由獨特的服務哲學所定義。這種理念構成了一家航空公司的靈魂與長期價值。

新加坡航空圍繞標準化與優雅打造服務理念，以「新加坡女孩」作為品牌形象，代表細緻、周到且始終如一的服務風格。高度個性化的飛行體驗、米其林級別餐飲以及現代化機隊，使其成為國際五星級服務的典範。

全日空航空則以日本傳統待客之道「Omotenashi」為核心理念建立品牌聲譽。這種服務精神強調細緻入微、真誠待人以及預見旅客需求的能力，為乘客帶來放鬆愉悅的感受，讓每一次飛行都宛如「雲端綠洲」。

與此同時，卡塔爾航空則秉持「凡事追求卓越」的服務宗旨，專注於個性化、精緻化與系統化體驗。其享譽全球的Qsuite商務艙，以可完全關閉的私人艙門、雙人床及獨立辦公空間重新定義行業標準；五星

級「Dine-on-demand」隨點隨享餐飲服務，則讓旅客能夠根據需求，隨時品嚐由國際名廚精心烹製的美食。

以「空中度假」為理念的越南航空公司

在越南，太陽富國航空雖然僅啟航7個月，卻已為自己確立了一套獨具特色的五星級服務理念——從度假產業的待客精神中塑造品牌個性。

秉承完整的「度假」理念, Sun Executive Lounge作為太陽富國航空首個獨具特色的重要服務觸點, 被打造為一個專屬且高端的體驗空間, 也正逐步定義越南新一代機場貴賓休息室標準。

從河內內排國際機場採用「溫暖奢華」設計理念、展現越南文化特色與富國島之美的貴賓室, 到由「度假村魔法師」Bill Bensley設計、以1920年代「航空學院」為靈感的富國島貴賓室, 每一處細節都營造出充滿情感共鳴的體驗。

服務品質則通過精心打造的美食體驗得到充分體現。貴賓室菜單由知名美食匠人Ánh Tuyết監製。鮮有機場貴賓室能夠讓旅客品嚐到嚴格遵循傳統河內做法、以牛骨至少熬製12小時的河內牛肉粉, 又或是完整保留傳統風味與烹飪精神的肉丸米粉和烤肉米粉。國際美食精華同樣匯聚於此, 包括採用每日新鮮培育天然酵母製作的Eric Kayser麵包、100%阿拉比卡咖啡豆的

Delingoo - Capella咖啡, 以及享譽世界的TWG茶品。

Sun Executive Lounge貴賓休息室不僅是一處候機空間, 更將等待的時間轉化為享受、放鬆與呵護感官的美好時刻。從這裡開始, 度假式飛行旅程得以完美啟程, 每一個服務觸點都經過精心設計, 為旅客帶來真正的度假體驗。

如果說Sun Executive Lounge開啟了「度假飛行」從地面開始的旅程, 那麼機組乘務員則是在萬米高空之上延續並完善這一理念的人。憑藉專業素養與真誠服務, 每一位太陽富國航空乘務員不僅履行服務職責, 更將航空公司的待客文化完整傳遞給每一位旅客。從雙手置於胸前的特色問候禮儀, 到燦爛真誠的笑容與規範專業的服務風範, 都體現著航空公司的服務哲學。

經過國際標準培訓, 並深受太陽集團度假生態體系「待客之道」理念薰陶的乘務團隊, 還會主動理解並預判旅客需求, 為乘客提供最大

程度的舒適體驗。無論是細心協助長者旅客、照顧攜帶兒童出行的家庭, 還是在特殊節日或旅客生日當天, 於萬米高空送上驚喜小禮物, 都體現出他們的貼心與溫度。正是這些細緻入微的服務時刻, 塑造出太陽富國航空獨有的服務特色, 讓每一趟飛行都成為溫暖、精緻而難忘的度假旅程。

在雲端之上, 太陽富國航空旅客還可品嚐充滿文化特色的美食體驗, 包括地道越南風味的「家常飯」、精選亞洲與歐洲佳餚、頂級TWG茶品、德式精釀Sun KraftBeer, 以及來自越南咖啡之都林同省的精品咖啡。

太陽富國航空還配備先進的無線娛樂系統, 內置豐富內容庫, 包括音樂、遊戲、旅遊與美食節目、好萊塢大片、越南歷史與民間文化影片, 以及韓國、中國、日本等亞洲影視作品。同時還特別設置兒童專屬內容專區。所有內容均每兩個月更新一次, 並根據節慶活動及旅遊季節進行主題化精選, 為旅客帶來兼具文化內涵與娛樂體驗的飛行時光。

太陽富國航空正從地面到天空逐步塑造獨具特色的品牌個性, 打造高品質度假式飛行體驗, 讓每一個服務觸點都源於真誠用心, 並最終凝聚成連貫、精緻且充滿情感價值的旅程體驗。✿



The *five-star* philosophy

Although Sun PhuQuoc Airways has been in operation for less than seven months, the airline is steadily shaping its own distinctive five star service DNA.

THE SOUL OF EVERY AIRLINE BRAND

In the global aviation industry, five star service is measured not only by amenities and comfort, but also by a unique philosophy that defines the soul and enduring value of each airline brand.

Singapore Airlines has built its service philosophy around refinement and elegance, with the iconic “Singapore Girl” representing a style of service that is thoughtful, attentive, and consistently delivered.

Personalized experiences, Michelin level cuisine, and a modern fleet have helped establish the airline as a benchmark for international five star service.

Meanwhile, Qatar Airways is guided by its principle of “Excellence in everything we do,” focusing on personalization, sophistication, and consistency. The airline demonstrates its premium service standards through its renowned Qsuite Business Class, which set a new industry benchmark with sliding privacy doors, double beds, and fully private workspaces. Its five star “Dine on Demand” service allows passengers to enjoy dishes prepared by international chefs at any time according to their personal preferences.

A VIETNAMESE AIRLINE WITH A “RESORT IN THE SKY” PHILOSOPHY

In Vietnam, Sun PhuQuoc Airways, despite having operated for only seven months, has already chosen a distinctive five star service philosophy of its own, shaping its identity through the spirit of hospitality drawn from the resort industry.

Embodying the full spirit of a resort experience, the Sun Executive Lounge, the first unique touchpoint of the Sun



PhuQuoc Airways journey, has been designed as an exclusive and premium space that contributes to defining a new generation of airport lounges in Vietnam.

From the warm luxury atmosphere of the Noi Bai lounge, which celebrates Vietnamese cultural identity and the beauty of Phu Quoc, to the Phu Quoc lounge designed by resort visionary Bill Bensley and inspired by aviation academies of the 1920s, every detail is intended to create an emotionally engaging experience.

The airline's service standards are also reflected through a carefully curated culinary offering overseen by renowned Vietnamese culinary artisan Anh Tuyet. Few airport lounges allow passengers to enjoy a bowl of pho prepared according to traditional Hanoi methods, with broth simmered for at least twelve hours, or authentic bowls of bun moc and bun cha prepared in their original style and spirit. International culinary excellence is represented through Eric Kayser breads made with fresh sourdough starter prepared daily, Delingoo Capella coffee crafted from 100 percent Arabica beans, and the acclaimed TWG tea collection.

More than simply a waiting area, Sun Executive Lounge transforms waiting time into a moment of relaxation, enjoyment, and sensory indulgence. It is here that the resort style journey begins, with every touchpoint thoughtfully designed to deliver a genuine sense of hospitality and leisure.



If Sun Executive Lounge marks the beginning of the resort inspired travel experience on the ground, the cabin crew are the ones who continue and complete that experience in the sky. With professionalism and genuine dedication, every Sun PhuQuoc Airways flight attendant not only performs a service role but also embodies the airline's culture of hospitality. The signature greeting with both hands placed over the heart, warm smiles, and attentive service all reflect the airline's service philosophy.

Above the clouds, passengers can also enjoy cuisine rich in cultural identity, from traditional Vietnamese home style meals and carefully selected Asian and European dishes to premium TWG tea, authentic German style Sun KraftBeer craft beer, and coffee sourced from Vietnam's renowned Lam Dong highlands.

SPA flights are equipped with a modern wireless entertainment system featuring a diverse onboard content library. Passengers can access music, games, travel and culinary television programs, Hollywood blockbusters, Vietnamese historical and cultural productions, and popular Asian films from South Korea, China, and Japan. Dedicated children's content is also available. The content selection is refreshed every two months, curated around themes and moods suited to different holidays and travel seasons, providing an entertainment experience that is both refined and culturally engaging.

From the ground to the skies, Sun PhuQuoc Airways is steadily shaping its own identity, creating premium resort style journeys where every touchpoint begins with genuine care and culminates in a seamless, elevated, and emotionally fulfilling travel experience. 🌞

機長黎江南： 「駕駛艙門後， 是無形的壓力」

與太陽富國航空機長黎江南的採訪，安排在富國國際機場進行。當時，他剛剛完成從河內飛往富國島的航班任務。優雅從容的氣質與沉穩的笑容背後，是一位42歲飛行員近20年翱翔藍天、數千小時駕駛艙飛行經歷所錘鍊出的專業與擔當。

撰文：HỒ HẠNH



是什麼機緣讓您走上飛行員這條道路？這是一份令人羨慕，卻也極其艱辛的職業。

我從高中一年級開始便懷揣飛行夢想，曾多次報考軍用飛行員，但都未能如願，甚至有一次因為牙縫稍寬而落選。

真正讓我走進這個行業的契機，是2002年母親從報紙上看到越南航空招募飛行員的資訊後，特意剪下來寄給我。我悄悄報名參加考試，並幸運地入選了2002年底越南航空預備飛行員培訓班。那成為了我人生中最重要轉折點。

為了確保一趟航班平安飛行，駕駛艙門後的真實情況是什麼樣的？

事實上，一趟平安的航班，早在起飛前很久就已經開始了。每次飛行前，我們都需要研究天氣情況、可能出現的顛簸風險、雷暴區域、飛機技術狀態，並與飛行組及乘務組召開航前會議，統一運行方案。

當我坐進駕駛艙時，最大的壓力來自於清楚地知道：駕駛艙門後，是數百名將信任託付給我們的旅客。有些突發情況來得非常突然，例如惡劣天氣、技術故障，或旅客出現健康問題。有時，一個決定必須在短短幾秒鐘內作出，而背後承載的是許多人的安全與責任。

飛行員這份職業，帶走了您什麼？又帶給了您什麼？

我想，它帶走最多的，或許是時間，尤其是青春。漫長的培訓過程、高壓力的工作環境，以及無法自由支配與家人相處的時間，都是這份職業的一部分。

但作為回報，它給予了我穩定的生活，以及更重要的——自豪感。最讓我感到幸福的，是看到孩子們在提起父親是一名飛行員時那種驕傲的神情。僅此一點，就足以讓我覺得這些年的付出都是值得的。

那麼，在近20年的飛行生涯中，有沒有一趟航班讓您至今難忘？

有一趟航班，我想自己永遠不會忘記。那是一位身患晚期癌症的父親與兩個孩子同行的航班。那位父親身體狀況已經非常虛弱，但他唯一的願望，就是在生命最後時刻回到故鄉。

家屬簽署了承諾書，航班仍按計劃執行。登機時，他依然神志清醒。但就在飛行途中，這位父親離開了人世。

飛得久了才會明白，有些旅客登機並不是為了旅遊，也不是為了出差。有人帶著新的計劃出發，也有人帶著人生最後的希望啟程。這讓我深刻意識到，每一個座位背後都有屬於自己的故事，而作為飛行員，我們不能對工作和旅客無動於衷。

在經歷多個航空公司和飛行環境後，是什麼讓您決定開啟在太陽富國航空的新旅程？

首先吸引我的，是這裡的人。因為邀請我加入太陽富國航空的，是一些我非常信任其專業能力與職業精神的老同事。

來到這裡之後，我最深刻的感受是，團隊始終希望把每一個細節做到更好，為旅客創造更完善的體驗。從值機人員、地面服務團隊到乘務員，每個人都充滿熱情，並始終用心照顧旅客，讓服務貫穿整個旅程。這一點與太陽集團的理念高度一致：率先去做別人沒有做過或不敢做的事情；而對於別人已經做到的事情，則要努力做到更好。

在競爭激烈的航空業中，您認為真正讓旅客記住並再次選擇一家航空公司的關鍵是什麼？

對於航空業來說，安全永遠是第一位的，也是永遠不會改變的原則。

但如果要說另一個建立信任、留住旅客的重要因素，我認為是準點率。旅客看到的只是航班準時起降。但在這個看似簡單的結果背後，卻是整個系統的高效運轉：技術團隊、地面服務團隊以及飛行組的緊密協

作。地面團隊必須做好充分準備；技術部門必須細緻維護飛機，最大限度減少故障發生；飛行組則要以專業方式執行任務，在確保安全的前提下優化航程時間。

我認為，準時本身也是對旅客時間的一種尊重，而這正是富國太陽航空非常重視的事情。

在與天空相伴近二十年後，什麼時候依然最令您感動？

也許是飛機加大推力、離開跑道騰空而起的那一刻。這麼多年過去了，那種感覺依然讓我像第一次飛行時一樣興奮。近二十年來，天空早已不僅僅是我的工作場所，它已經成為我生命的一部分。

衷心感謝您接受採訪！✿



CAPTAIN LE GIANG NAM:

“Behind the cockpit door are invisible pressures”



What first inspired you to become a pilot, a profession admired by many but known to be incredibly demanding?

I started dreaming of flying when I was in tenth grade. I applied for military pilot training several times but was unsuccessful. At one point, I was even rejected because my teeth were slightly spaced apart.

I met Captain Le Giang Nam of Sun PhuQuoc Airways at Phu Quoc International Airport shortly after he completed a flight from Hanoi to Vietnam's Pearl Island. Behind his composed smile and polished demeanor is a pilot who, at 42, has spent nearly two decades in the skies and accumulated thousands of hours in the cockpit.

BY HO HANH

My path into aviation began with a newspaper recruitment notice from Vietnam Airlines that my mother clipped out and mailed to me in 2002. I quietly submitted an application and was fortunate enough to be accepted into Vietnam Airlines' cadet pilot program later that year. It was the biggest turning point of my life.

What really lies behind the cockpit door of a smooth and uneventful flight?

In reality, a smooth flight begins long before takeoff. Before every flight, we study weather forecasts, potential turbulence, storm activity, aircraft technical status, and then conduct briefings with the flight crew and cabin crew to align on operating procedures.

Once seated in the cockpit, the greatest pressure comes from knowing that hundreds of passengers behind that door are placing their trust in us.

Unexpected situations can arise at any time, whether adverse weather, technical issues, or medical emergencies involving passengers. Sometimes decisions must be made within seconds, but those decisions carry responsibility for many lives.

What has this profession taken from you, and what has it given you in return?

Perhaps the greatest sacrifice has been time, especially during my younger years. Pilot training is a long journey, the job is demanding, and family time is not always something we can control.

In return, the profession has given me a stable life and, more importantly, a deep sense of pride. The thing that makes me happiest is seeing my children proudly tell others that their father is a pilot. That alone makes every sacrifice worthwhile.

After nearly 20 years in aviation, is there a particular flight that has stayed with you?

There is one flight I will probably never forget. It was carrying a father and his two children. The father had terminal cancer. His condition was extremely fragile, but his final wish was to return home one last time.

The family signed the necessary documents, and the flight proceeded as planned. When he boarded, he was still conscious. But during the journey, he passed away.

After years in this profession, you come to understand that not every passenger boards an aircraft for a vacation or a business trip. Some carry new plans and dreams, while others carry the final hope of their lives. Experiences like that remind a pilot that behind every seat is a personal story, and that we cannot become indifferent to either our work or our passengers.

After many years in aviation and experience across different airlines, what made you decide to begin a new chapter with Sun PhuQuoc Airways?

The first reason was the people. I received invitations from former colleagues whom I deeply respected for both their professional expertise and their dedication to the profession.

Since joining the airline, what has stood out most to me is the constant desire to improve every detail of the passenger experience. From check in staff and ground personnel to cabin crew, everyone is genuinely committed to ensuring passengers feel cared for throughout their journey. That spirit aligns closely with Sun Group's vision: to pioneer what others have not done or do not dare to do, and when something has already been done, to do it better.

In such a competitive aviation market, what do you think truly makes passengers remember an airline and choose to return?

In aviation, safety will always be the number one priority, and that will never change.

But if I had to identify another factor that builds trust and encourages loyalty, it would be punctuality. Passengers often see only an on time

flight. What they do not see is the entire system working behind the scenes. Ground teams must prepare thoroughly, engineers must keep aircraft operating reliably, and flight crews must manage every journey professionally and efficiently to ensure both safety and punctuality.

I believe punctuality is also a way of respecting passengers' time, and it is something Sun PhuQuoc Airways places great importance on.

After nearly two decades in the skies, what moment still moves you the most?

It is probably the moment when the engines power up and the aircraft lifts off the runway. Even after all these years, that feeling still excites me as much as it did on my very first flight. After nearly two decades, the sky is no longer simply my workplace. It has become part of my life.

Thank you very much for your time. 🌟





統一機隊 客艙內飾標準

太陽富國航空正快速而堅定地推進機隊客艙內飾標準化進程。這不僅是一次乘機體驗升級，更是為未來以A330寬體機開拓洲際市場，並進一步引進波音787-9客機所進行的服務體系建設。

統一窄體機隊標準

以A281飛機為重點的窄體機隊全面客艙改造，標誌著太陽富國航空從快速運營階段邁向以「印度支那雅韻」為核心的標準化體驗階段。這一理念融合了法式優雅與東方氣韻，體現出精緻而獨特的美學風格。作為一家定位高端全服務航空公司的航司，太陽富國航空不僅升級產品，更致力於構建貫穿整個旅程體驗的統一品牌基因。

經濟艙方面，座椅間距擴大至29至31英吋，並配備來自英國的Hawk Infinity座椅。該座椅採用現代人體工學設計，配備USB充電介面，同時通過優化結構減輕重量，在提升舒適度的同時降低燃油消耗和二氧化碳排放。

商務艙則進一步提升休憩體驗，座椅可後仰15度，腿托最高可抬升238毫米（9.37英吋），為旅客營造如高端度假空間般的舒適感受。

材質與體驗塑造「空中度假村」

此次升級的一大亮點，在於材質與美學風格的全面統一。所有座椅均採用進口自瑞士的整張高級牛皮包覆，並搭配Ochre（金赭色）與Gold（金色）等品牌專屬色彩，形成鮮明且一致的視覺識別體系。無論搭乘哪一班航班，旅客都能清晰感受到SPA所倡導的「印度支那雅韻」以及「源於真心的服務」理念。

座椅皮革採用現代礦物鞣製工藝處理，使用壽命可長達6年，同時保持天然柔軟與透氣特性。所有材料均符合FAR 25.853防火標準，並且不含有害化學成分，為旅客提供最高等級的安全保障。

配合溫暖柔和的色彩系統以及La Festa專屬香氣，整個客艙空間被打造為真正意義上的「空中度假村」，讓每一個細節都圍繞放鬆、安心與尊享而設計。

按照規劃，SPA將於2026年10月完成全部窄體機隊客艙內飾統一改造，在所有航線上建立一致的服務體驗標準。

A330——拓展國際航線網絡的戰略橋樑

在完成標準化基礎建設後，富國太陽航空正準備進入全新的增長階段——引進空中巴士A330寬體客機。

預計於2026年7月，太陽富國航空將接收首批兩架已完成品牌塗裝及客艙配置的A330客機，用於開展越南民航局AOC（航空運營人許可證）認證相關測試與演練工作。該機隊預計於2026年9月正式投入運營，開通富國島直飛哈薩克斯坦、俄羅斯、烏茲別克斯坦、澳洲、蒙古、阿曼、捷克及土耳其等遠程國際市場的航線網絡。

A330不僅提升了遠程運營能力，也開啟了全新的飛行體驗標準。太陽富國航空將首次推出高級經濟艙，為旅客提供更舒適的選擇；與此同時，商務艙將配備可180度完全平躺的座椅，為洲際長途飛行提供更理想的休息環境。

從窄體機隊客艙標準化改造，到寬體機隊正式投入運營，富國太陽航空正有序且堅定地推進「飛向世界」戰略。

此時引進A330，也是在運營體系與旅客體驗層面進行的重要準備工作，為迎接未來機隊升級奠定基礎。根據2026年2月與波音公司簽署的採購協議，太陽富國航空已訂購40架波音787-9 Dreamliner夢想客機，合約總價值達225億美元，預計自2031年起陸續交付。✨





Standardizing fleet interiors

Sun PhuQuoc Airways (SPA) is taking swift and decisive steps to standardize interiors across its fleet. This is not merely an upgrade of onboard facilities, but a strategic investment in service foundations as the airline prepares to expand into long haul international markets with its Airbus A330 widebody fleet and, in the future, Boeing 787-9 Dreamliners.

STANDARDIZING THE NARROWBODY FLEET

The reconfiguration of the airline's entire narrowbody fleet, with aircraft A281 serving as the centerpiece of the program, marks a transition from rapid operational deployment to a standardized onboard product built around the concept of *Élégance Indochine* — a refined fusion of French sophistication and Eastern elegance. As a full service airline, SPA is not only enhancing its product offering

but also establishing a consistent identity across its fleet.

The Economy cabin has been upgraded with seat pitches expanded to 29–31 inches and fitted with Hawk Infinity seats from the United Kingdom. Featuring an ergonomic design, integrated USB charging ports, and an optimized lightweight structure, the seats improve passenger comfort while contributing to lower fuel consumption and reduced CO₂ emissions.

Meanwhile, the Business cabin delivers a noticeably more relaxing experience with seats reclining up to 15 degrees and leg support extending to 238 mm (9.37 inches), offering a level of comfort comparable to that found in a premium resort environment.

MATERIALS AND DESIGN DEFINE THE “RESORT IN THE SKY” CONCEPT

A highlight of the upgrade is the consistency of materials

and aesthetics throughout the cabin. All seats are upholstered in premium full grain leather imported from Switzerland and paired with a signature color palette featuring tones such as Ochre and Gold, creating a distinctive and recognizable identity. On every flight, passengers can experience the spirit of *Élégance Indochine* alongside SPA's philosophy of heartfelt service.

The leather is treated using advanced mineral tanning technology, ensuring durability of up to six years while maintaining natural softness and breathability. It also complies with FAR 25.853 flammability standards and contains no harmful compounds, ensuring the highest levels of safety for passengers.

Combined with warm color tones and the signature La Festa fragrance, the cabin has

been designed as a true “Resort in the Sky” where every detail contributes to a sense of comfort, relaxation, and attentive care.

According to the airline's roadmap, the standardization of interiors across the entire narrowbody fleet will be completed by October 2026, creating a consistent onboard environment throughout the network.

A330: A STRATEGIC BRIDGE TO INTERNATIONAL EXPANSION

Building on this standardized platform, SPA is preparing for its next phase of growth with the introduction of Airbus A330 widebody aircraft.

In July 2026, Sun PhuQuoc Airways is expected to receive its first two A330 aircraft, already configured and branded according to the airline's standards, for certification

procedures and operational demonstrations required for Air Operator Certificate approval from the Civil Aviation Authority of Vietnam.

The aircraft are scheduled to enter service in September 2026, opening direct connections between Phu Quoc and long haul international markets including Kazakhstan, Russia, Uzbekistan, Australia, Mongolia, Oman, the Czech Republic, and Türkiye.

Beyond increasing long haul operating capability, the A330 will introduce a new onboard standard. For the first time, Sun PhuQuoc Airways will offer a Premium cabin, providing passengers with an additional level of comfort alongside a Business cabin featuring fully flat 180 degree seats optimized for intercontinental travel.

From standardizing interiors across its narrowbody fleet to deploying widebody aircraft, SPA is steadily bringing its “Rise to the World” strategy to life through a clear and methodical approach.

The introduction of the A330 also represents an important step in operational and service preparation ahead of the arrival of the airline's first Boeing 787-9 Dreamliners. In February 2026, SPA signed an order with Boeing for 40 Boeing 787-9 aircraft valued at US\$22.5 billion, with deliveries expected to begin in 2031. 🌟



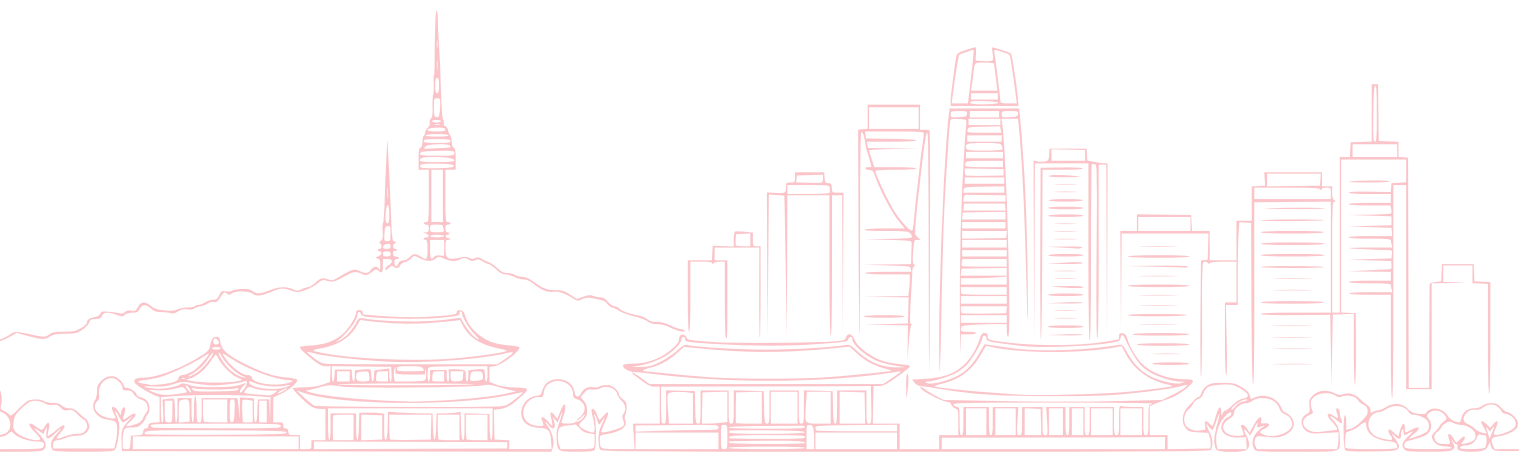
觸達首爾

撰文：NGUYỄN THU TRANG



每一段飛行旅程結束後，太陽富國航空都非常欣喜收到旅客來信，分享他們在探索全新目的地旅程中的飛行體驗。

本期刊物，我們榮幸為您呈現一位旅客在搭乘太陽富國航空首航前往泡菜之國航班時，那段充滿感動的飛行故事。





首爾，從來都不是一個陌生的地方。很久以前，這座城市便已走進我的青春歲月。它伴隨著《藍色生死戀》《初戀》《冬季戀歌》等曾令一代人為之沉醉的愛情故事而來，伴隨著那些鋪滿金黃落葉或皚皚白雪的經典畫面而來。

後來有一天，我搭乘太陽富國航空飛往韓國的首航航班來到首爾。依然是那種初次相遇的悸動，讓人久久難以忘懷。

那位美麗的空乘人員繫著溫柔優雅的領結，臉上綻放著如櫻花般燦爛的笑容。熱氣騰騰的機上餐散發著腰果的香氣，被細緻周到地送到旅客面前。那並不是對「上帝」式的服務，而是一種發自內心的真誠。海拔數千米的高空之上，飛機彷彿漂浮在窗外潔白的雲層之間，帶著我以如夢般平穩的旅程飛向泡菜之國。最讓我驚喜的，是現代化無線娛樂系統。我可以在那裡聆聽韓國情歌，讓自己的心靈提前進入浪漫狀態，迎接這座充滿浪漫氣息的城市。

飛機落地的那一刻，我忽然感到內心微微悸動，彷彿重新回到了二十歲的年紀。能夠走進一個曾經只存在於想像中的地方，那種感覺十分奇妙——既興奮，又溫柔。

首爾最先打動我的，是它的城市氣質。

這是一座現代化、井然有序且文明細緻到每個角落的城市。從精準高效的交通系統、乾淨整潔的街道、清晰合理的城市規劃，到人們快速卻不慌亂的步伐，一切都運轉得如此流暢，彷彿這座城市始終清楚自己要往何方。

而在這樣現代化的節奏之中，自然依然以最美的方式存在著。鮮花盛開在城市各處：道路兩旁、公園之中、小巷轉角。那是一種自然、大方而充滿生命力的美。

真正讓我愛上首爾的，並不是那些著名景點。而是這座城市裡的那些靜謐時刻。

在現代都市之中，古老的韓屋村依然被悉心保存著。彎曲的瓦簷、石砌圍牆、深色木門以及安靜的小巷……這一切共同構成了另一個首爾：沉靜、深邃而充滿自尊。

也正因為如此，首爾才如此迷人。這是一座不會為了走向未來而遺忘過去的城市。

旅程雖然只有短短幾天，卻留下了許多餘韻。有些地方，去過便忘記了。有些地方，值得被記住。而有些地方，卻是在初見之時便讓人愛上。

對我而言，首爾正是這樣的地方。🌻

TOUCHING Seoul

BY NGUYEN THU TRANG

After every flight, SPA is delighted to receive letters from passengers sharing their experiences as they explore new destinations. In this issue, we are honoured to present the story of a passenger on SPA's inaugural flight to Seoul in South Korea, a journey filled with memorable moments and emotion.

Seoul had never really been a stranger to me. The city had entered my youth long ago through love stories that captivated an entire generation, such as *Autumn in My Heart*, *First Love*, and *Winter Sonata*, with scenes awash in golden leaves and white snow.

Then one day, I arrived in Seoul on Sun PhuQuoc Airways' first flight to South Korea. Once again, it was those first impressions that left me lingering in emotion.

A lovely flight attendant, her scarf tied gracefully at the neck, greeted passengers with a smile as bright as a cherry blossom. A hot meal, fragrant with the aroma of cashews, was served with care, not in the manner of serving a customer, but with genuine warmth from the heart. Thousands of meters above sea level, the aircraft drifted gently through the white clouds beyond the window, carrying me to the Land of Kimchi on a journey as smooth as a dream. What delighted me most was the modern wireless entertainment system, where I could listen to Korean love songs and prepare my heart for a city filled with romance.

The moment the aircraft touched down, I felt an unexpected flutter of excitement, as though I had returned to my twenties. There was something extraordinary



about stepping into a place that had once existed only in my imagination, a feeling that was both exhilarating and tender.

The first thing that impressed me was Seoul itself. A city that feels modern, orderly, and sophisticated in every detail. From its efficient transportation system and spotless streets to its thoughtful urban planning and the way people move quickly without seeming rushed, everything flows with remarkable ease. It feels as though the city always knows exactly where it is going. Amid that modern rhythm, nature remains beautifully present. Flowers bloom everywhere: along the streets, in parks, and on quiet corners. Their beauty feels natural, generous, and full of life.

What made me love Seoul most, however, was not its famous attractions, but its quieter moments. In the middle of a modern metropolis, traditional hanok villages have been carefully preserved. Curved tiled roofs, stone walls, dark wooden gates, and peaceful alleyways create another side of Seoul, one that feels thoughtful, dignified, and deeply rooted in its identity. That is what makes Seoul so captivating. It is a city that has not abandoned its past in order to move toward the future.

The journey lasted only a few days, yet it left behind many lingering emotions. There are places we visit and forget. There are places we visit and remember. And there are places we fall in love with the moment we arrive. For me, Seoul is one of those places. 🌸

ACROSS the TABLE



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太陽富國航空旅客可在酒店直接辦理值機手續

→ 富國島太陽富國航空旅客現可直接在富國島太陽集團生態體系內的酒店辦理值機、領取登機牌及託運行李。該政策自4月17日起實施，適用於日落小鎮太陽集團旗下酒店，包括富國拉菲斯塔 - 希爾頓格芮精選酒店及富國島新世界度假酒店，也適用於入住日落小鎮及奶油海灘區

域其它酒店的航空公司旅客。

酒店值機服務設有兩個辦理時段：7:00至8:30，適用於10:30至16:00起飛的航班；11:00至13:30，適用於16:00以後至當天最後一班起飛的航班。

CHECK IN FOR YOUR FLIGHT RIGHT AT THE HOTEL

→ Sun PhuQuoc Airways passengers in Phu Quoc can now check in, receive boarding passes, and drop off their

baggage directly at participating hotels within the Sun Group ecosystem. The service, available from April 17, applies to La Festa Phu Quoc, Curio Collection by Hilton, New World Phu Quoc Resort, as well as other hotels in Sunset Town and Kem Beach.



Two check in windows are available each day: from 7:00 a.m. to 8:30 a.m. for flights departing between 10:30 a.m. and 4:00 p.m., and from 11:00 a.m. to 1:30 p.m. for flights departing from 4:00 p.m. onwards.

太陽富國航空開通
胡志明市—雲屯直飛航線

→ 自2026年5月5日起，太陽富國航空正式開售連接胡志明市與雲屯的直飛航線機票。根據計劃，胡志明市—雲屯直飛航線將於2026年6月15日正式投入運營，每週執行4

班，分別於週一、週三、週五及週日執飛。航班時刻充分滿足旅客靈活出行需求：去程航班15:30從胡志明市起飛，17:30抵達雲屯；返程航班18:10從雲屯起飛，20:30抵達胡志明市（均為當地時間）。

SPA LAUNCHES HO CHI MINH CITY – VAN DON ROUTE

→ Sun PhuQuoc Airways officially commenced its new direct route between Ho Chi Minh City (SGN) and Van Don (VDO) on June 15, 2026, operating four times a week on Mondays, Wednesdays, Fridays, and Sundays. Flights depart Ho Chi Minh City at 3:30 p.m. and arrive in Van Don at 5:30 p.m. Return flights leave Van Don at 6:10 p.m. and land in Ho Chi Minh City at 8:30 p.m. (local time).



太陽富國航空開通新加坡航線

→ 太陽富國航空於5月20日正式開售新加坡航線機票，並將於2026年7月25日執飛首航，運營頻率為每日1班。

為慶祝航線開售，太陽富國航空特別推出富國島—新加坡航線優惠活動，單程票價僅需179.3萬越南盾起，適用於首航開通後一個月內出發的航班。旅客搭乘該航班還可獲

贈香島太陽世界跨海纜車門票，並享受太陽集團南島生態體系內住宿、餐飲、水療及娛樂服務最高30%的專屬優惠。



SPA TAKES OFF TO SINGAPORE

→ Sun PhuQuoc Airways officially opened ticket sales for its Singapore service on May 20, with the inaugural flight scheduled for July 25, 2026. The route will operate daily.

To celebrate the launch, one way fares on the Phu Quoc – Singapore route are available from VND 1,793,000 for flights departing within the first month of operation. Passengers will also receive complimentary Sun World Hon Thom cable car tickets and enjoy discounts of up to 30% on accommodation, dining, spa, and entertainment services within the Sun Group ecosystem in South Phu Quoc.



SUN SIGNATURE 會員計劃正式發佈

→ 6月13日，太陽集團正式開放SunSignature會員計劃註冊。以「一個印記，萬般禮遇」為理念，該計劃讓會員能夠在航空、度假、娛樂、醫療、房地產及金融等太陽集團全生態體系內累積積分並享受專屬權益。

Sun Signature是太陽集團首個也是唯一一個整合式會員忠誠度計劃，基於全球領先的航空、旅遊及會員體系解決方案提供商Amadeus平台打造。該平台被譽為「全球會員體系中的法拉利」。選擇這一領先技術平台，體現了太陽集團長期投入、打造越南全新會員服務標準的戰略方向。在這一體系下，客戶不僅能夠享受優惠權益，更將在整個體驗旅程中獲得持續識別、記錄與關懷。憑藉這一願景，Sun Signature不僅帶來差異化禮遇，更將成為高端會員群體精緻生活方式的象徵。

SUN GROUP LAUNCHES SUN SIGNATURE LOYALTY PROGRAM

→ On June 13, Sun Group officially opened registration for its Sun Signature loyalty program, themed "One Mark – Ten Thousand Privileges." The program allows customers to earn reward points and enjoy exclusive benefits across the group's ecosystem, spanning aviation,

hospitality, entertainment, healthcare, real estate, and finance.

Sun Signature is Sun Group's first and only integrated loyalty program, developed on the Amadeus platform, a global leader in aviation, travel, and loyalty solutions. Widely regarded as the "Ferrari of loyalty systems," the platform reflects Sun Group's long-term commitment to establishing a new loyalty benchmark in Vietnam, one where customers are not only

rewarded, but also recognized, remembered, and cared for throughout their entire journey across the Sun Group ecosystem. Guided by this vision, Sun Signature offers more than a collection of exclusive privileges. It is designed as a lifestyle platform for a premium community of members, bringing together distinctive experiences and personalized benefits under a single signature.



坐落於潮灘（香島）的 Aspira Tower（渴望之塔）由太陽集團投資建設，總投資額達13萬億越南盾。項目以迎風遠航的帆船為設計靈感，建築高度達220米，基座面積約20,000平方米，由 10 Design 擔綱設計，並聯合 Arup、Aurecon 及 TwoG 等國際知名機構共同打造。這裡匯聚了擁有「百萬美元景觀」的高端酒店、特色餐廳、酒吧以及頂級空中俱樂部。

Perched on Bai Trao Beach on Hon Thom Island, Aspira Tower stands as a bold new landmark developed by Sun Group with a total investment of VND 13 trillion. Inspired by the image of sails billowing toward the open sea, the 220-metre tower rises from a 20,000-square-metre podium and was designed by 10 Design in collaboration with internationally renowned firms including Arup, Aurecon, and TwoG. The development will bring together a luxury hotel with sweeping ocean views, alongside premium restaurants, bars, and an exclusive sky club overlooking the island's southern coastline. 🌅

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坐落於西湖之畔，在古都河內的沉靜韻味與當代生活節奏交融之處，河內雅詩閣為夢幻婚禮開啟一座「殿堂」——在這裡，唯美建築、格調空間與精緻服務共同成就人生重要日子裡最圓滿的時刻。



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電話: +84 98.891.9958

全新航線

富國島 新加坡

開賣日期 | 首航日期
2026年5月20日 | 2026年7月25日

航班時刻表

航班編號	航線	飛航班次	出發時間	抵達時間
9G721	PQC - SIN	每日	10:35	13:20
9G720	SIN - PQC	每日	14:20	15:05