



SKIES AFLUTTER BESIDE VIETNAM'S PREMIER LEISURE GETAWAY

Kites to fill the skies of Ho Tram this New Year 2016

Ho Tram, 17 December 2015: The Grand Ho Tram Strip will host the first Ho Tram Kite Festival above its spectacular coastline from 10am to 5pm on 1 and 2 January 2016. The event, held in partnership with the Ba Ria-Vung Tau Culture and Tourism Department will see a sea of color above the sea of Ho Tram, along with an array of other interesting and entertaining activities.

The skies of Ho Tram are set to light up as 10 groups of professional Vietnamese kite artisans launch more than 200 unique and colorful kites from the Ho Tram Strip's 2.2 kilometer beach.

"It's hard to think of a more spectacular stage for these aerial dancers to grace than the East Sea at the Ho Tram Strip. We cannot wait to host this event, and look forward to showcasing this little slice of Vietnamese culture with guests from near and far," said Michael Kelly, Executive Chairman of Ho Tram Strip.

Kites are a familiar site in Vietnamese skies, with spare plots of land around the nation frequently playing host to legions of young Vietnamese aerialists, keen to find the precise point where the wind meets the sails for their craft. Kite Festivals elevate this art and are often large scale events around the region.

This will be the first time the Ho Tram Strip has played host to this a fun and challenging spectator sport which can be enjoyed by all ages. Of particular interest is the 'Rokkaku kite battle' which will bring more energy and excitement to the event as flyers try to knock their opponents' kites out of the sky.

"My relationship with kites began in my childhood, just like a lot of kids in Vietnam. It was a passion that reignited when my own kids came along, and I showed them how to build and fly their own kites. The more I study them, the more I work in them, the deeper my passion for them becomes. I know no better way to unwind from the stresses of daily life than to take my kite to the sky," said Mr. Nguyen Nam Hue, Head of Kite Club from Ba Ria Vung Tau. "It's a part of our culture that we need to save and preserve for the generations that follow ups. I am proud to say that my own 10 year old son will be the youngest artisan to take his wares to the clouds in Ho Tram soon"

This announcement comes as a wave of activity washes over the two year old resort. Earlier this month, the Strip hosted the richest sporting event the nation has ever seen in the Ho Tram Open. Earlier it hosted British electronic dance music icons Above & Beyond. Previous activities have included everything from beauty pageants to boyband legends to fight nights. Meanwhile the property has unveiled a host of new leisure offerings including a sports bar, a new retail offering including a jewelry store and multibrand boutique. A new BBQ restaurant is coming soon as is a mini golf course, waterslide and a wide array of watersports on its beach.

“We never stray far from our strategic vision to make the Ho Tram Strip the top entertainment destination for Vietnam and one of the region's top getaways,” Mr. Kelly continued. “This has seen us play host to everything from golfing legends to EDM heroes in the past year. We entering 2016 in largely the same way we exited 2015 – with an international standard event that draws the eyes of the globe on the Strip of Ho Tram.”

While in the festive spirit, a series of other activities will also be offered between 31 December and 2 January, including poolside games for kids, Carnival girls, stilt walkers in holiday costumes, a street magic crew as well as balloon artists for kids. No entrance fees are applied.

Furthermore, The Grand will offer appealing room promotions with VND3,600,000++/night, and offering a third night free with a two night booking.

For more information and reservations, kindly contact us on +84 8 3528 8022 or via reservations@thegrandhotram.com

About The Grand Ho Tram Strip

The Ho Tram Strip is a group of integrated resorts and residential developments located on more than 400 acres of land with two kilometers of pristine beach in Ho Tram, Vietnam. An Investment Certificate listed by the Government of Vietnam has approved the development, which has an investment commitment of US\$4 billion of which the already completed phase I has seen an investment of over US\$550 million. Work on phase II is underway and future phases will see an additional three five-star resorts added to the 2.2 kilometer seaside strip.

Focusing on providing a personalized blend of excitement and relaxation, the Ho Tram Strip features something for everyone, from lavish entertainment to world-class golfing and exceptional beach recreational facilities. The Strip is located just a two hour scenic and relaxed drive from Ho Chi Minh City.

The first phase of its development – The Grand Ho Tram Strip – opened its doors in July 2013 and includes a 541 room five-star hotel, a world-class entertainment facility, nine food and beverage venues, high-tech meeting spaces including a 1,500 person capacity Grand Ballroom, an exclusive VIP area and a variety of beach-front recreation activities. Its adjacent award-winning golf course – The Bluffs Ho Tram Strip - was designed by Greg Norman and opened in 2014. Future developments at Ho Tram will include a second tower and a residential villa development, a second integrated resort which will include gaming amenities and three additional five star resorts.

Media contact:

The Grand Ho Tram Strip

Public Relations & Communications

[Name]

[Tel]

[email]

Matterhorn Communications

Nguyen Thi Diem Ha

Tel: +84 908 184 100

ha.nguyen@matcomvn.com