

VIETNAM'S FIRST FIVE STAR BEER CLUB

The Grand opens the doors on Roxy Beer Club

Ho Tram, Viet Nam: 31 March 2018 – The Grand Ho Tram Strip today announced the grand opening of its ROXY Beer Club, which will feature a range of imported and domestic beers all served in the convivial atmosphere that has taken Vietnam by storm.

The opening – which is the first time a five star resort in Vietnam has jumped head-first into the nation's Beer Club craze – will feature hot dance performances and music by in-house DJ.

Opening 8 pm til 2 am from Thursday to Sunday Roxy will feature nightly DJs who will help patrons dance up the kind of thirst that only a refreshing ale can help wash away. Nightly entertainment will include a troupe of pole dancers whose acrobatic performances will dazzle revelers night-in, night-out.

The Grand will be running a 'Buy 5 Get 1 Free' promotion of Budweiser until the end of April to introduce guests to its latest offering.

Able to host up to 170 guests, the affordably priced drink menu sees soft-drinks priced from 50,000 VND, beers from 70,000 VND, and spirits from 90,000.

"We never stop innovating at The Grand," said Mr. Michael Kelly, The Grand Ho Tram Strip's Executive Chairman. "This sees an ongoing procession of events at our side, including our Sound Waves Series, and the Ho Tram Players' Championship Golf Tournament. The launch of Roxy reflects our commitment to constantly renewing our facilities and amenities to make sure that every trip to The Grand is a fun-filled getaway unlike any other and that is what keeps people coming back."

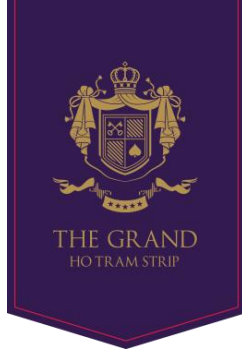
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About The Grand Ho Tram Strip

Just a 90-minute drive from the nation's largest metropolitan city, Ho Chi Minh City, The Grand Ho Tram Strip is the first of a group of integrated resorts and residential developments located on more than 164 hectares of land along 2.2 kilometers of pristine beach in Ho Tram, Vietnam.

The resort opened its doors in July 2013 and includes the Grand, a 541 room five-star hotel, a world-class entertainment facility, 13 food and beverage venues, high-tech meeting spaces including a 1,800 person capacity Grand Ballroom, Putt-Putt miniature golf, 3D cinema, game center, karaoke rooms and a variety of beach-front recreation activities.

Its second hotel - The Beach Club - is under construction at present and will add 559 more rooms to the resort, bringing the total room count to 1,100, along with additional leisure amenities including a waterpark, and 2,000-person amphitheater.



The Grand Ho Tram Strip is the most awarded resort in Vietnam. Its awards include Luxury Hotel and Spa of the Year by Luxury Travel Guide Awards, UK; and Best Luxury Hotel Vietnam by Business Destination UK; World Luxury Hotel Award; Luxury Coastal Resort by World Luxury Hotel Award; Luxury Casino Hotel, Asia by World Luxury Hotel Award in 2015; Vietnam's Best Golf Hotel 2015 by World Golf Awards; Luxury Beach Resort Category by World Luxury Hotel Awards; Vietnam's Best Golf Hotel and Asia's Best Golf Hotel by World Golf Awards in 2016; Luxury Golf Hotel by Luxury Travel Guide Awards 2017, Best Casino Hotel Spa in Asia and Best Luxury Hotel Spa in Vietnam by the Haute Grandeur Global Spa Awards in 2017.

Its adjacent golf course The Bluffs Ho Tram Strip - was designed by Greg Norman and opened in 2014, and has gone on to win countless prestigious awards such as World's Best New Golf Course and is a multiple winner of Vietnam's Best Golf Course. The Bluffs was also the first course in Vietnam to ever make Golf Digest's Top 100 list for courses around the world and hosted successful Ho Tram Open which awarded as Asian Tour 2015 Event Of The Year.

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