



Zannier BĂI SAN HÔ & Land Rover Vietnam: A Unique Collaboration Celebrating Innovation and Adventure With Customized Defenders



Zannier Băi San Hô (Phu Yen) and Land Rover Vietnam are thrilled to announce an exciting collaboration that will span from August 17th to September 7th, 2024, with a series of engaging activities designed to celebrate the shared values of sustainability, passion, and adventure.

This collaboration is not just a one-off event, but a long-term partnership grounded in the mutual commitment to providing unparalleled experiences, with comfortable, incorporating sustainable practices, showcasing a passion for adventure, and sharing the pursuit of excellence.

Both Zannier Hotels Băi San Hô and Land Rover Vietnam are dedicated to creating experiences that reflect these shared values and inspire their communities. Zannier Hotels and Land Rover share a profound commitment to sustainability and adventure. As a passionate Land Rover user, Zannier Hotels' CEO Arnaud Zannier envisions the collaboration as a chance to embody the synergy between both brands, emphasizing a commitment to venture into the unknown.

"At Zannier Hotels Băi San Hô Phu Yen, we are committed to creating unparalleled guest/client experiences that resonate with our core values of legacy, comfort, sustainability,

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independence, and adventure. This collaboration with Land Rover Vietnam is a perfect alignment of our passions and purpose” said Alain Bachmann, General Manager of Zannier Băi San Hô.

During the partnership period, guests staying at Zannier Hotels’ Vietnamese resort will be offered exclusive experiences including exclusive off-road workshops with Land Rover’s certified instructors to explore the capability of the legendary off-road SUV, and discovering majestic and still wild natural beauties in Phu Yen by Defenders. In addition, an exclusive package has been curated for groups of 2, 4, or 6 guests, offering luxurious accommodation, a gourmet lunch, an exhilarating driving experience, and a bespoke welcome pack.

Ruud Poels – General Director of Land Rover Vietnam, is also happy to share: *“Both Defender and Zannier Hotels share similar philosophies, we aim to offer distinctive and long-lasting memories by providing the highest level of hospitality with comfort for our clients in the core of what we do. Zannier hotels offer their hospitality with their sustainable vision all over the world in the most unique environments, Defender is capable to reach any of these locations and make the journey an experience.”*

Taking this opportunity, Land Rover Vietnam will also unveil two special customizations of Defender to distinguished guests and media for the first time with interesting stories behind. By displaying the Defender at the resort, guests will have the chance to experience the iconic vehicles up close.



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ABOUT ZANNIER BÃI SAN HÔ

Zannier Hotels Bãi San Hô is a luxurious resort located along the pristine coasts of Phu Yen, Central Vietnam. Spread across 98 hectares, the resort offers a unique blend of natural beauty and cultural richness. It features 73 elegantly designed villas inspired by traditional Vietnamese architecture, with a focus on sustainability and minimal environmental impact. The resort is committed to preserving the local ecosystem, with initiatives such as extensive vegetation cover, solar energy usage, and plastic-free guest rooms. Guests can enjoy a variety of activities, from exploring the regenerating coral bay to engaging in local cultural experiences, all while being immersed in the tranquil and unspoiled landscape of Phu Yen.



ABOUT LAND ROVER

The year is 1947. A man sketches the silhouette of a car in the sand of a Welsh beach. That car is the Land Rover. Tough, intrepid, it goes on to change history, mastering all manner of terrain and capturing hearts around the world. Decades of innovation have taken us Above and Beyond. We've navigated uncharted territory with a firm grasp of where we started – the unique marriage of capability and composure, which distinguishes every vehicle bearing the Land Rover badge.



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