

PRESS RELEASE

23 April 2026



Zannier Băi San Hô Accepted into Global Luxury Travel Group Virtuoso®



Dak Lak, Vietnam, April 23rd 2026 – Zannier Băi San Hô has been accepted into [Virtuoso®](#)'s exclusive portfolio of luxury travel partners, comprising over 2,200 preferred suppliers in 100 countries. According to Alain Bachmann, General Manager of the Vietnamese resort, inclusion in Virtuoso will present new sales and marketing opportunities to the network's more than 20,000 luxury travel advisors and their highly desirable clientele. Virtuoso agencies worldwide sell an average of (U.S.) \$25–\$30 billion annually, making the network the most significant player in luxury travel.

“Virtuoso’s acceptance process is incredibly selective, so becoming a preferred partner is a true honor,” said Arnaud Zannier, founder and CEO of Zannier Hotels. *“The reputation Virtuoso member agencies have for outstanding dedication to their clients is a perfect fit with our own bespoke approach to service. Now that we’re part of this renowned network, we look forward to offering Virtuoso advisors and their clients the special amenities, values and experiences that surpass their expectations.”*

Zannier Băi San Hô joins Virtuoso’s collection of the finest luxury hotels, resorts, cruise lines, airlines, tour operators and other travel entities worldwide. These partners, which specialize in world-class client service and experiences, provide superior offerings, rare

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opportunities and exceptional value for Virtuoso clients. These prestigious providers are able to market to Virtuoso clients via network vehicles and to Virtuoso agencies through multiple communications channels and events, including Virtuoso Travel Week, luxury travel's preeminent worldwide gathering. Zannier Băi San Hô's acceptance into Virtuoso gives it direct relationships with the world's leading leisure travel agencies in North and Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East.

Zannier Băi San Hô is a rare hideaway on Vietnam's central coast, set along a one-kilometer stretch of white-sand beach in the peaceful and largely untouched province of Dak Lak. Spanning 98 hectares – 96% of which is covered by lush vegetation – the resort feels like an Edenic sanctuary, complete with a protected coral bay and sweeping views of surrounding nature. Its villas are thoughtfully designed across four distinct Vietnamese architectural styles, inspired by rice paddy fields, hilltops, beachfront living, and the local landscape, creating a deeply immersive sense of place. For Virtuoso guests, added privileges include daily buffet breakfast, a room upgrade on arrival subject to availability, complimentary Wi-Fi, early check-in and late check-out when available, a USD 100 resort credit, and a customized welcome drink on arrival. Zannier Băi San Hô becomes the second property in the group's portfolio to join the Virtuoso program, following the admission of Zannier Île de Bendor, 7-hectare private island that is about to open on May 1st 2026 in Provence.



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ABOUT VIRTUOSO

Virtuoso® is the leading global travel agency network specializing in luxury and experiential travel. This by-invitation-only organization comprises over 1,200 travel agency locations with more than 20,000 travel advisors in over 50 countries throughout North America, Latin America, the Caribbean, Europe, Asia-Pacific, Africa and the Middle East. Drawing upon its preferred relationships with more than 2,200 of the world's best hotels and resorts, cruise lines, airlines, tour companies and premier destinations, the network provides its upscale clientele with exclusive amenities, rare experiences and privileged access. Normalized annual sales of (U.S.) \$25–\$30 billion make Virtuoso a powerhouse in the luxury travel industry.



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