

Best Western® Hosts Exclusive Media Fam Trip to Phu Quoc, Vietnam’s “Pearl Island”



Best Western Hotels & Resorts hosted an exclusive media familiarization (fam) trip to Phu Quoc, Vietnam’s picturesque “Pearl Island”, allowing key opinion leaders and influencers to discover this breathtaking destination.

This fam trip invited leading editors, journalists and bloggers for a three-day, two-night stay in Phu Quoc, including an action-packed agenda of activities and the chance to experience Best Western Premier Sonasea Phu Quoc, the impressive new upscale hotel on the island’s west coast, which marks Best Western’s return to Vietnam.

Guests were welcomed at the resort and invited to unwind with a complimentary spa treatment, followed by cocktails and a delectable dinner at the Cview Skybar, which offers stunning views of the island and the Gulf of Thailand.

Day two commenced with buffet breakfast at Essence, the hotel’s all-day dining restaurant, after which the delegates were treated to a half-day tour of the island, accompanied by Best Western Asia’s marketing team. The itinerary included an unforgettable ride on the world’s longest overseas cable car (7,899 meters), which links Phu Quoc with the neighboring island of Hon Thom.

Following a traditional Vietnamese lunch at Ham Ninh village, guests toured two of Phu Quoc’s biggest local industries: a pepper farm and a fish sauce production center. This activity-filled day was rounded off with a social cocktail evening and dinner at Best Western Premier Sonasea Phu Quoc’s luxurious two-story Presidential Villa, which features a private pool. The guests all enjoyed breakfast on the final day before checking out and being transferred to the airport for their Bangkok Airways flight back to Bangkok.

“Phu Quoc is one of the most exciting emerging tourist destinations in Asia, so we are delighted to showcase this exquisite island to our esteemed media friends. This idyllic island attracted approximately 2.5 million tourist arrivals last year and it is easy to understand why; with spectacular scenery and such a wide range of attractions, we expect even more visitors to discover the beauty of Phu Quoc in the coming years,” said Olivier Berrivin, Best Western’s Managing Director of International Operations – Asia.

The fam trip was organized in partnership with Bangkok Airways, which currently operates 4 direct flights weekly between Bangkok’s Suvarnabhumi Airport and Phu Quoc International Airport. Passengers can enjoy free seat selection, 20kg of baggage allowance, Boutique Lounge access and complimentary in-flight meals.

Nestled on the pristine west coast of Phu Quoc, Best Western Premier Sonasea Phu Quoc features 566 contemporary rooms, suites and villas, plus elegant outdoor pools, tropical gardens, a spa, fitness center, kid’s club and spacious meeting rooms. Guests can also enjoy outstanding dining at a choice of restaurants and bars, including Essence, CView Sky Bar and Oasis Pool Bar. Phu Quoc is an island gem with stunning natural beauty and an expanding collection of world-class facilities, such as theme parks, water parks and the dramatic cable car. The authentic heart and soul of the island can be found at traditional temples and bustling markets.

Journalists, bloggers and other members of the media who wish to experience Best Western's hotels and resorts in Asia can contact our Marketing Communications Department on +66 (0) 2 656 1260 or by emailing sirimanas.maungrod@bestwestern.com and phanintorn.tangtrongjit@bestwestern.com.