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Anantara Quy Nhon Villas – a brand new all-villa resort in Vietnam – has opened its doors, ready to welcome guests to this undiscovered part of the country.

Located in a secluded bay on the south central coastline, known for its impossibly wide beaches and emerald waters, Anantara Quy Nhon redefines a luxurious beachside holiday with private infinity-style pools for each villa, in-room villa host services and unique spa offerings, plus a range of indigenous guest experiences that showcase this hidden gem within Vietnam.

The 26 one and two-bedroom ocean-facing villas are ensconced amid 7.2 hectares of landscaped tropical gardens. The resort is designed to blend seamlessly into the natural environment: locally-sourced materials, traditional craftsmanship and regional influences are discreetly incorporated into its contemporary design. The spacious villas boast sleek timber sundecks made from locally-crafted wood, oversized bathtubs, private pools and extended low overhanging roofs. Vietnamese blue stone keeps the look of the common areas vernacular, while granite and marble elements introduce a touch of modernity.

With a focus on personalised experiences, guests are treated to in-room villa host services and a range of customisable luxury amenities, such as preferred room scents ranging from exotic lemongrass to refreshing green tea, Anantara's signature natural soap collection, in-villa wine cellar and an in-villa delicatessen with a selection of charcuterie, cheese and locally-made ice cream.

Sea. Fire. Salt, the signature restaurant at Anantara Quy Nhon, celebrates the abundance of local seafood and regional flavours. The Salt Library displays a range of more than 30 locally-infused salts, which complement the dishes on the menu. Each dish comes with a recommendation of the best flavour to bring out the ultimate taste of the ingredients, as well as culinary delights cooked and served on a salt brick adding a sense of theatre to the dining experience.

At the swim-up bar, premium cocktails, Vietnamese craft beers and Cuban cigars are served in a spectacular ocean-facing setting. In-villa dining recreates an intimate culinary experience in the privacy of one's villa with gourmet breakfast in bed, poolside barbecues and an authentic Vietnamese street food concept. Anantara's signature Dining by Design delights with 'castaway' island experiences, from picnic-style to fine dining.

Perched high on the hillside overlooking Quy Nhon Bay, Anantara Spa is a wellbeing paradise hidden among the lush tropical foliage. Nature-inspired treatment suites, positioned among the trees, boast double massage beds and oversized bathtubs for nourishing coconut milk soaks and Vietnamese traditional massages, while breezy cliffside pavilions bring the art of relaxation to new heights with a view directly overlooking the serene bay.

Anantara Quy Nhon guests will be able to take advantage of Anantara's signature Balance Wellness concept offering a uniquely flexible approach to feeling good, through an inspirational range of wellness experiences and the total freedom to explore and indulge in between. The Masters of

Wellness visiting practitioner calendar allows guests to book private sessions with alternative therapists who are trusted experts in holistic healing. Private meditation sessions accompanied by a local monk or a morning yoga experience at the Cham towers allow guests to expand and deepen their wellness journey.

Rich in cultural attractions, Binh Dinh province, of which Quy Nhon is the coastal capital city, is an attractive option for families, couples and groups of friends in search of meaningful and shared experiences with easy access to local cultural attractions, such as the relics of Champa civilisation and centuries-old Buddhist pagodas.

Guests embarking on a guided Quy Nhon Explorer tour can look forward to an early morning ride through the bucolic countryside, with a traditional Vietnamese coffee and Banh Mi break on the way, before stopping at the family house of Mr. Lan's – the fifth generation Non La (conical hat) makers – for a hat weaving workshop. Having worked up an appetite, guests will be invited to share a homecooked meal and some laughs with a local family who will serve traditional Binh Dinh dishes for the occasion.

On the way back, centuries-old ruins of Champa towers peppering the hilltops around Quy Nhon will make for some great photo opportunities. After a quick pit stop for a glass of freshly-squeezed sugarcane juice, it's time for a hands-on rice paper making workshop before heading back to the resort.

The resort is a 40-minute drive from Quy Nhon Airport, or Phu Cat Airport as it is known locally, and only a 15-minute drive from downtown Quy Nhon. Daily flights into Phu Cat Airport are operated from Ho Chi Minh City and Hanoi.

For more information please go to https://www.anantara.com/en/quy-nhon