



AKORN DESTINATION MANAGEMENT

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A high-angle photograph of terraced rice fields in Sapa, Vietnam. The fields are filled with golden-yellow rice, creating a wavy pattern across the hillsides. A small wooden house with a white roof sits on a dirt path that winds through the terraces. In the background, more terraced fields are visible on a steep, forested hillside.

Sapa and the Northern Highlands: Diversity and Tradition

Surrounded by rolling mountains and terraced rice fields, the northern highlands of Sapa and beyond offer a fascinating window into Vietnam's ethnic diversity. Home to over 20 ethnic minorities, this vast and culturally diverse region is ideal for outdoor adventures where you can trek across scenic trails and explore hill tribe life. Along the way, we like to stop at a riverside lodge for a traditional herbal foot massage and a village style lunch.

A photograph of the Hoi An Ancient Town in Vietnam. The scene shows traditional yellow buildings with tiled roofs lining a canal. A stone bridge with a traditional roof spans the canal. In the foreground, there are orange leaves, possibly from a tree, framing the top right of the image.

Central Vietnam: Crafts, Coasts and History

The old port town of Hoi An has become an Instagram favorite with its colorful old town lined with bright yellow buildings and traditional lanterns. Peruse local crafts, tea and coffee in the town's interesting boutique shops or perhaps get fitted for a Vietnamese ao dai dress at one Hoi An is tradition tailor shops. Further up the coast, you can stroll along pristine beaches or head a little further north to Hue to learn about the life and times of Vietnam's last emperors. Take the slow road and travel south on The Vietage, the new railway experience that transports you through the countryside from Da Nang to the sparkling shores of Quy Nhon.

Ha Long and Lan Ha Bay: Iconic Seascapes

The towering limestone karsts of Ha Long Bay and neighboring Lan Ha Bay present iconic images which are best seen from above. We recommend flying over the amazing seascape in a seaplane for the best views and a dramatic landing on water followed by an overnight cruise to see the bay's islands, villages and natural wonders up close. You can explore caves, lagoons and floating fishing villages on foot, by bike or by kayak.



Ho Chi Minh City: Markets and Lifestyle

Formerly known as Saigon, Ho Chi Minh City is a city of contrasts. Known for its cosmopolitan vibe, the city is home to old French boulevards, traditional temples and an evolving dining scene with the likes of Peter Cuong Franklin elevating Vietnamese street food to fine dining favorites at his restaurant, Anan Saigon. For an insight into everyday life in the city, our Akorn guides know the city's best bazaars, from local fresh food markets to a colorful flower market and streets dedicated to musical instruments, Chinese herbal medicines or spare parts for motorcycle repairs.

Hanoi: Cuisine and Culture

Hanoi, the capital and cultural heart of the north, is an old city with an authentic creative vibe. Visit the Temple of Literature with our specialist Insider guide for insights into how this historical institution educated Vietnamese nobility for almost 700 years. Then hop on a bike to experience morning at the scenic West Lake and explore the historical Old Quarter which is home to a vibrant foodie scene. We recommend trying a bowl of bun cha noodles (rice vermicelli with grilled pork) - the dish Barack Obama and Anthony Bourdain famously enjoyed when they met here in 2016.



Mekong Delta: Fields, Farms and Family

Known as Vietnam's "Rice Bowl", the Mekong Delta is a fertile, agricultural landscape filled with fruit farms, flower gardens and vegetable plantations. Get an early start to experience the hustle and bustle of the floating market and take a row boat through meandering canals. Later, you can hop on a bicycle to explore small villages and farms on two wheels, meet local farmers and enjoy a homemade lunch at a family's garden home.



This martial arts school is reviving a 200-year-old combat tradition called *vo kinh van an*. The technique was developed by mandarins during the Nguyen dynasty and guests can learn more on a private visit and demonstration at the studio in Hue

Cover photo: A fisherman casts his nets in the azure blue waters of Phu Yen, a rustic fishing village on Vietnam's south-central coast

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OF LUXURY TRAVEL EXPERTISE IN
SOUTHEAST ASIA



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