

BINH CHAU HOT SPRING VIETNAM

APPLICATION PROFILE TO FEMTEC

JULY 2018

SECTION 1

PRESENTATION OF THE APPLICANT:

THE OWNERS OF BINH CHAU HOT SPRING

APPLICATION

- Binh Chau Hot Spring would like to officially present its application profile to the Board of Directors of FEMTEC in order to be the first member from Vietnam.
- Through this expression of interest, Binh Chau Hot Spring is willing to fulfill its responsibilities as a future member of the federation and is keen to promote hydrotherapy and climatotherapy practices in Vietnam and worldwide, support the federation in providing data and market trends, attend the annual meetings and participate in its debates.

PROFILE

- Binh Chau Hot Spring Resort is owned and developed by Binh Chau Saigon Travel Joint Stock Company (registered under the enterprise code n°3500371230 at the business department of Ba Ria Vung Tau province).
- The objective of the JV is to develop and promote the tourism potential in the province of Ba Ria Vung Tau and especially the sites of Ho Coc and Binh Chau Hot Spring.

The JV has been managing two 4-star resorts for the past decades, namely:

1. Saigon Binh Chau Hot Spring Ecotourism: 33 hectares
2. Saigon Ho Coc Ecotourism and resort: 29 hectares

PROFILE

- The application to FEMTEC concerns the resort (1) formerly known as the Saigon Binh Chau Hot Spring Ecotourism.
- According to the decision issued by the Ministry of Industry of Vietnam dated 28/11/1997, Binh Chau Saigon Travel JS Company detains the exploitation permit of the site of Saigon Binh Chau Hot Spring. The company has the right to build and exploit the mineral water of the site in order to supply its services of bathing, therapy and travel under the regulations of the Law on Mineral Water (17/11/2010).
- According to the decision n°1071/QD-HDTLQG issued by the National Council for assessment of mineral deposits, it is recognised that Binh Chau mineral water source has 2 boreholes with the following composition:
 1. LK1: highly mineralized water, silicon, fluorine, temperature at 48°C
 2. LK2: highly mineralized water, silicon, fluorine, temperature at 82°C



SECTION 2

THE CURRENT RESORT AND ITS MARKET LANDSCAPE



LOCATION

- Binh Chau Hot Spring resort is located in the province of Ba Ria Vung Tau, 125km away from Ho Chi Minh City (Saigon) and easily accessible by road.
- The hot spring was initially discovered by a French scientist in the 20th century in the middle of a primitive forest.
- The unique location of Binh Chau Hot Spring at the crossroad of the ocean, the forest and the hot spring source is providing a unique sedimentary mud composition.



Binh Chau Hot Spring

THE CURRENT BINH CHAU HOT SPRING



1 CAFE



2 HOT SPRING PATH



3 HOT SPRINGS PATH/ BRIDGE



4 HOT SPRINGS



5 ARBOR



6 SOURCE OF THE HOT SPRINGS



7 HOT SPRINGS EGG AREA



GUESTS DATA

- In 2016, Binh Chau Hot Spring received over 320,000 visitors with families being the leading market segment followed by tour operators, corporate customers, seniors and couples.
- The key attractive points of the resort are:
 - The popularity of the resort
 - Single hot spring in the southern part of Vietnam
 - Popular activities such as boiling eggs in hot spring water, mud baths...
 - Natural landscape
 - Easy access from Saigon

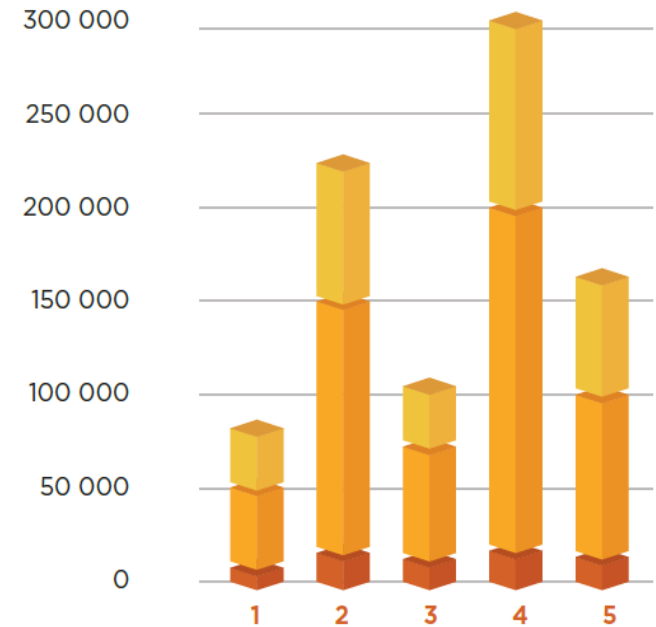
COMMERCIAL PERFORMANCE 2016

YEAR	2016					
	VISITOR CATEGORY	HOLIDAYS	WEEKEND (FRI - SUN)	WEEKDAYS	HIGH-SEASON (MAY - SEP)	LOW-SEASON (JAN, MAR, OCT, NOV, DEC)
	HOTEL GUESTS	3,684	12,241	10,913	16,097	10,741
	VISITORS TICKET	61,845	154,624	69,146	221,110	109,051
	HOT SPRINGS BATH TICKETS	24,885	61,942	28,259	70,604	40,676

LOCAL MARKETING MATERIALS SUMMARY

- 1 HOLIDAYS
- 2 WEEKEND
- 3 WEEKDAYS
- 4 HIGH-SEASON
- 5 LOW-SEASON

■ HOTEL GUESTS
 ■ VISITORS TICKET
 ■ HOT SPRING BATH TICKETS



OUR TARGET CUSTOMERS

1. FAMILY
2. COUPLES
3. GROUP OF FRIENDS
4. CORPORATE TRAVEL
5. MICE

70% Vietnamese and 30% international guests.

MARKET TRENDS

- Conscious of its unique value proposition and natural assets, Binh Chau Hot Spring decided to investigate more into the wellness market and especially wellness travel.
- According to the Global Wellness Institute, the global wellness economy represented more than 3.4 Trillion USD in 2013 with 50BUSD for the thermal and mineral springs segments.
- The wellness tourism is also projected to grow by 9% annually through 2019 which provides a solid ground for a sustainable development.
- Based on the market findings, in 2017, the company decided to fully renovate the existing resort and heavily invest in an upgraded and extended business model.

OUR ASSETS AND OPPORTUNITIES

ASSETS

- Only hot spring source in south vietnam
- Huge land (50 hectares)
- Design by renown Japanese architectural firm specialised in onsen and hot spring masterplan
- Over 10 years of management of the site
- Human resources pool with knowledge of the wellness industry

OPPORTUNITIES

- Development of the Ho Tram area that will create more exposure to the destination
- Accessibility from Ho Chi Minh City within 90-minute drive
- Growth of wellness tourism worldwide
- No domestic competitor



SECTION 3

THE NEW DEVELOPMENT OF BINH CHAU HOT SPRING
RESORT 2019



THE NEW BINH CHAU HOT SPRING RESORT

- Based on the high brand awareness of the destination and the existing facilities, the new development plan for Binh Chau Hot Spring Resort is to create an environmental friendly travel experience around the wellness theme.
- Our guests will be able to enjoy all the health benefits provided by the hot spring in different settings.
- The objective of Binh Chau is to offer a wide range of « hot spring experiences » that will suit everyone's needs and likings.
- As a consequence, we have designed several sub-areas within the Spa and Hot Spring Area in order to meet the different needs of our customers.

THE NEW BINH CHAU HOT SPRING RESORT

- Our vision: to create a place that expresses the philosophy of wellness lifestyle and bring real health transformation to our customers
- Our mission:
 - To educate customers on how to protect, develop, value and live with nature
 - To become a top of mind wellness destination
 - To maintain and focus on the development of the wellness industry in general and hydrotherapy in particular
- Our CARES values: care, acknowledgement, responsibility, sharing and enjoying.
- Our brand characteristics: health, iconic hot spring in Vietnam, refreshing, beautiful, enjoyable, relaxing and photogenic.

DEVELOPMENT TIMELINE



THE NEW MASTERPLAN

1ST, 2ND TERM

NEW BUILDING

HOT SPRING THEME PARK

GUEST HOUSE / SPA / WATER PARK
ADVENTURE PLAYGROUND

3RD TERM

NEW BUILDING

EXISTING 4-STAR HOTEL ROOM AND VILLA

LUXURY SPA HOTEL
JAPANESE SPA

4TH TERM

RENOVATION

ECOLOGICAL FOREST

GLAMPING



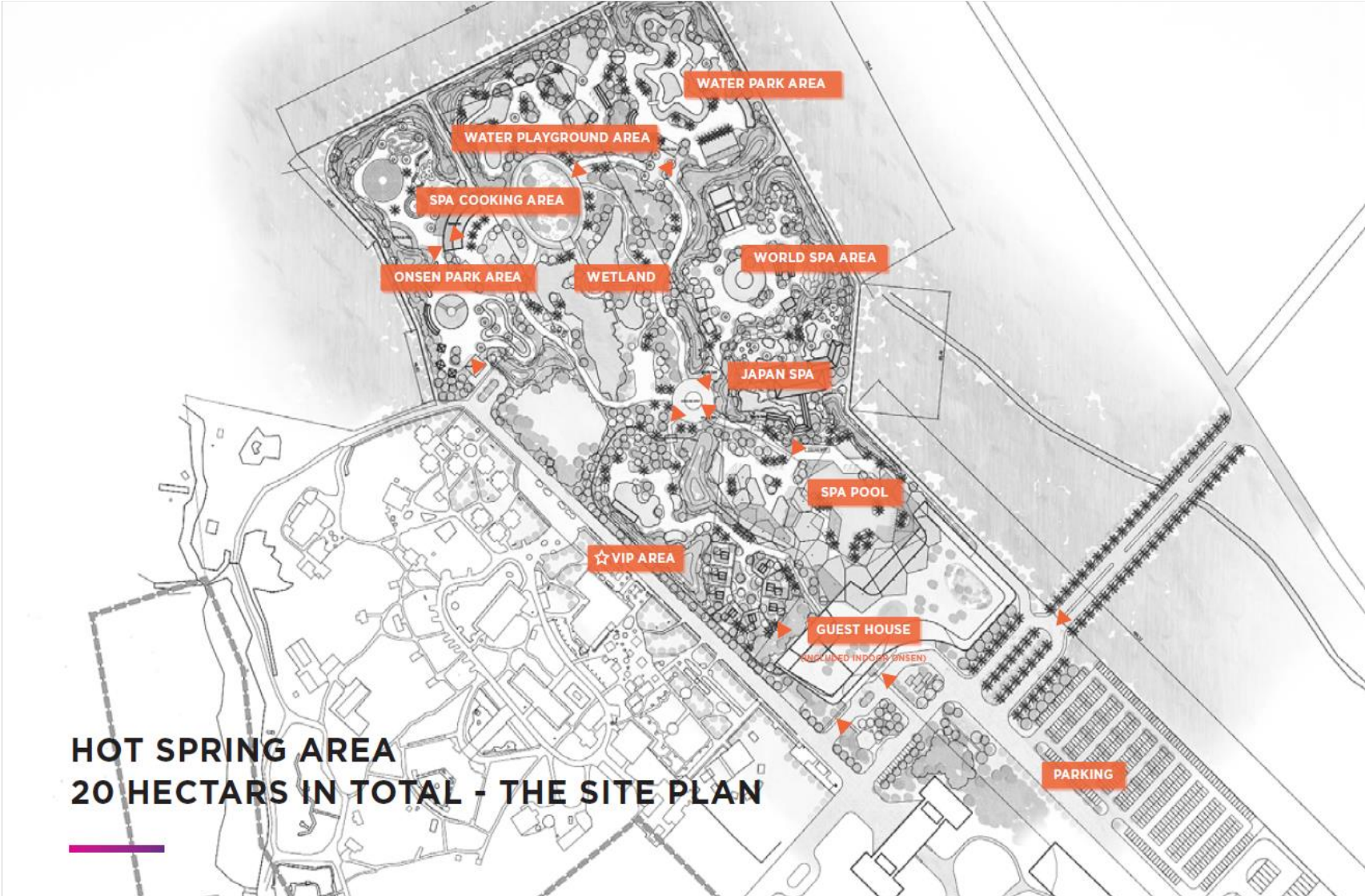
AERIAL VIEW



THE HOT SPRING AREA



SUB-AREAS OF THE SPA AND HOT SPRING ZONE



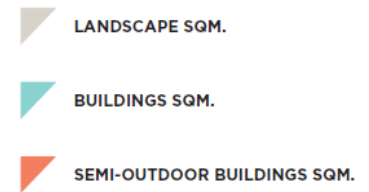
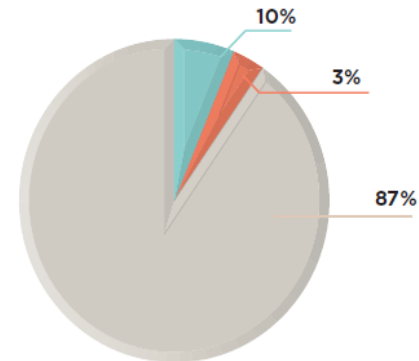
SUB-AREAS



SPACE AREAS

SPA AREA	BUILDINGS SQM.	SEMI-OUTDOOR BUILDINGS SQM.	LANDSCAPE SQM.	SITE AREA SQM.
GUEST HOUSE AND SPA	10,069	5,226	13,754	25,756
WORLD SPA	1,226	564	16,832	18,622
VIP AREA	180	654	11,336	12,170
HOT SPRING THEME PARK	-	162	12,271	12,433
SPA COOKING	510	874	4,145	5,529
WET LAND	-	51	11,264	11,315
WATER PARK	-	173	9,861	9,881
PUBLIC / OTHER	-	231	9,649	14,996
TOTAL	11,985	3,445	103,373	120,736

**INDOOR
VS.
OUTDOOR**



ZOOM ON THE SUB-AREA

1) THE GUEST HOUSE



ZOOM ON THE SUB-AREA

1) THE GUEST HOUSE



ENTRANCE

FURNITURE

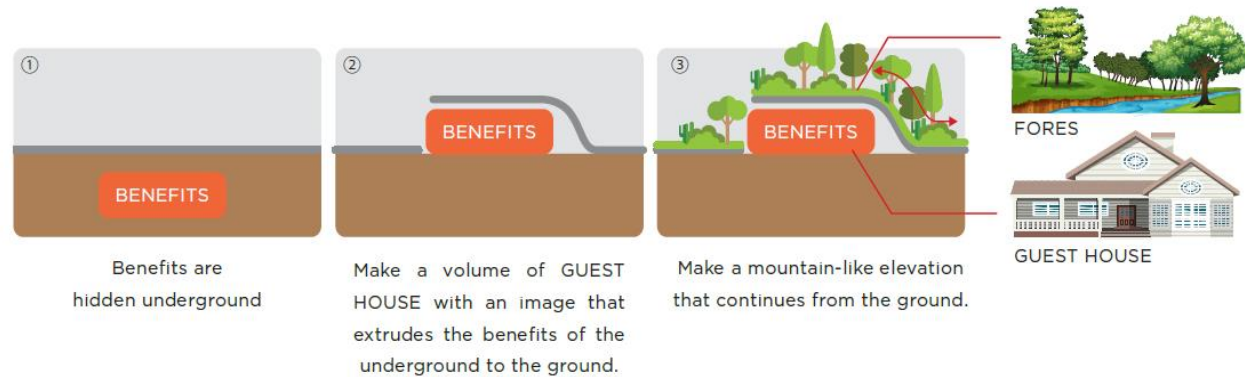
ZOOM ON THE SUB-AREA

1) THE GUEST HOUSE

- The guest house area will provide an authentic onsen experience to our guests. We will use the hot spring water to provide the several treatments such as the indoor hot spring.



consider hot springs as a benefit hidden underground. Open up by turning the ground and expose the benefits to the ground.



ZOOM ON THE SUB-AREA

2) THE SPA POOL

- The Spa Pool area will be the biggest outdoor hot spring pool in Vietnam. It will be composed of:
 - A big hot spring pool
 - Small hot spring pools for kids and families
 - Cooling spot
 - Rain shower
 - Relaxing chairs

ZOOM ON THE SUB-AREA

2) THE SPA POOL



ZOOM ON THE SUB-AREA

2) THE SPA POOL



ZOOM ON THE SUB-AREA

2) THE SPA POOL



ZOOM ON THE SUB-AREA

2) THE SPA POOL



HOT SPRING AND ECOLOGICAL FOREST

- Finally, Binh Chau Hot Spring Resort will also differentiate itself from its competitors by offering ecological experiences in the forest.
- We will be able to show a whole ecosystem living with and around the hot spring such as:
 - A bamboo garden with over 100 different species
 - A semi-wild life park
 - A botanical garden
 - An organic farm
 - Natural lakes
 - Horse riding
 - Outdoor adventure activities (high rope trees, zip lines ...)





SECTION 4

OUR CONTRIBUTION TO FEMTEC



OUR COMMITMENT

- As previously seen in this presentation, the new development of Binh Chau Hot Spring Resort represents a substantial upgrade of the existing facilities and a serious financial commitment from the current owners.
- Given the market data and the current dynamics in the wellness industry, we are confident that Binh Chau Hot Spring Resort will be able to provide a unique proposal to guests in Vietnam but also around the world.
- Our experience, professionalism and ambition to improve our guests lives are the driving force behind this unique project.
- In order to succeed in this new venture, it will be an honour for us to be an active member of FEMTEC. We are convinced that FEMTEC will help us pave the way of hydrotherapy in Vietnam and South East Asia through its intelligence, knowledge and network.
- As a future member, we also commit in sharing with FEMTEC and its members our best practices, data and ideas.
- Furthermore, not only are we looking to provide the best hot spring experience in Vietnam but we also take very seriously our representative role within your organisation being the first Vietnamese member.

CONCLUSION

- Finally, we would like to thank you very much for your interest and for giving us the opportunity to submit our application profile.
- We remain at your full disposal for any further information.
- We look forward to joining the FEMTEC family!

Thank you!