





Hoi An: Timeless Charm Between Fields and Sea

In Hoi An, the bold march of progress softens into a gentle stroll. Once a bustling international trading port, the town now moves at a different rhythm—where the Thu Bon River drifts lazily past weathered shop houses and ancient pagodas, and wooden sampans still glide from the old ferry quay. Beyond the historic center, narrow roads cut through emerald rice fields before meeting the golden sands of the central coast.



Hoi An Ancient Town

A designated UNESCO World Heritage Site, Hoi An Ancient Town is one of Vietnam's most enchanting destinations. From the 15th to the 19th centuries, merchants from China, Japan, and later

Europe made their homes here, leaving behind a unique architectural fusion that has stood the test of time. Wandering through its lantern-lit streets feels like stepping into another era. Highlights include the

iconic Japanese Covered Bridge, a graceful wooden structure that has become the town's most famous landmark; the historic Tan Ky Old House, preserved through seven generations; and the ornate Chinese

assembly halls, which still echo with prayers and incense. As dusk falls, colorful lanterns illuminate the Thu Bon River, creating a scene so picturesque it feels like a painting come to life.





An Bang Beach

Just 7 kilometers from the Ancient Town, An Bang Beach offers a different kind of magic. With its wide stretch of golden sand and relaxed atmosphere, it's one of Vietnam's most beloved beaches. Here, travelers can enjoy a quiet morning swim, lounge with a book

under a parasol, or savor fresh seafood while watching the sun dip into the horizon. Whether you're seeking culture or calm, Hoi An's charm lies in the balance it offers between history, heritage, and the simple pleasures of coastal living.





Tra Que Life:

A Day in the Life of a Farmer

Just minutes outside Hoi An's bustling Ancient Town lies an entirely different world—Tra Que Vegetable Village, where time seems to slow down among lush gardens and rice fields. The journey there begins in style: riding a classic sidecar from Victoria Hoi An Beach Resort & Spa. The open ride winds along peaceful village roads, past shimmering rice paddies, tranquil shrimp ponds, grazing buffalo, and fishermen casting nets along the riverbanks. It is the kind of scenery that makes you want to pause, breathe deeply, and let Vietnam's countryside wrap around you.

At Tra Que, visitors can join the "A Day as a Farmer" experience, stepping into the shoes of

the villagers who cultivate some of Hoi An's freshest produce. Under the sun, rows of vegetables are watered using traditional methods, herbs are harvested by hand, and the patience and devotion behind this centuries-old farming practice is revealed. The work is humble and demanding, yet there is something deeply grounding about connecting with the land in this way.

Then comes the cooking class. Using the very ingredients picked fresh from the fields, traditional Quang Nam rice pancakes are prepared—simple, fragrant, and utterly delicious. The experience culminates with a full lunch that feels like a celebration of local

flavors.

The menu includes:

- *Fresh spring rolls*
- *Hoi An crispy pancake (bánh xèo)*
- *Fried wonton with sour sauce*
- *Grilled pork*
- *Cao lầu, Hoi An's legendary noodle dish*

The day ends with a soothing herbal foot massage, the perfect reward after hours of farming and cooking. The herbs, grown right in Tra Que's gardens, carry the same freshness and vitality witnessed in the fields.

More than just a tour, Tra Que offers a glimpse into the heart of rural Vietnam, where food, farming, and community are woven into everyday life.





Hoi An Memories: Where History Comes Alive

Step into Hoi An Impression Theme Park, and it feels as though the town's storied past has been brought vividly to life. Part museum, part open-air stage, this cultural park reimagines history not through glass cases or static exhibits, but through performance, sound, and light.

At its heart is the Hoi An Memories Show—Vietnam's largest outdoor spectacle, performed on a vast 25,000-square-meter stage by more than 500 actors and dancers. The show opens in the 16th century, with a simple farmer's home standing alone in a quiet village. From there, Hoi An

begins its transformation. Scenes unfold like turning pages: the rise of the port town as ships arrive from China, Japan, Europe, and America; the crowning of royals and the hum of merchants trading in spices and silk; and the lanterns that first bathed Hoi An's streets in soft, glowing light.

What makes the performance truly extraordinary is not just its grand scale but its intimacy. Without dialogue, without spoken words, the story is told entirely through music, movement, and imagery. It is in the small details—the bustle of daily chores, the tenderness of family rituals,





the rhythm of village life—that Hoi An's true essence is captured. The city itself becomes both character and narrator, while shifting lights and seasons mark the passage of centuries. Sitting in the audience, it's hard not to feel woven into this living tapestry—our present moment entwined with echoes of the past.

The Memories Show runs nightly (except Tuesdays) from 7:30 to 8:45pm, but

the experience begins earlier. From 5pm, the Hoi An Impression Theme Park invites visitors to wander through miniature historical villages, interactive workshops, and smaller performances that set the stage for the evening's spectacle. Together, they create an immersive, multi-sensory encounter with Hoi An that feels more layered and complete than the Ancient Town alone can offer.



where to stay

Victoria Hoi An Beach Resort & Spa



where to eat

Non La Restaurant

