



Han River in Danang City. And before going to the sea, part of the Thu Bon River courses through the Truong Giang River to pour into An Hoa Tam Quang Bay in Nui Thanh District.

From Vinh Dien up to Giao Thuy T-junction, one can see mulberry fields along the river banks. A folk art was born here, using literary figures to show the intelligence, optimism and sentiments of the locals.

For a long time, the Thu Bon River has been famous for the craft of raising silkworms and weaving fabric, and for the endless green mulberry farms stretching along its banks. Along the banks are many well-known craft centers such as Thanh Ha for pottery, Phuoc Kieu for bronze casting, Kim Bong for carpentry, Tra Que for vegetables, Ma Chau for silk, Phu Chiem for rice paper and Que Minh for conical hats.

Along the banks are numerous wharves and markets reflecting the rural lifestyle, and simple villages steeped in memories. The Trung Phuoc floating market is the busiest trading place in the region.

The Thu Bon River is likened to the Ganges River in India because it is a silt source forming the delta. Strangely, despite cultural interchange, the very northern and southern banks of the Thu Bon River have their own cultural differences characterized by voices, routine activities, festivals and even relics from each area. In the southern bank, the Champa culture still figures in daily activities, customs and festivals for local residents.

The Thu Bon Goddess Festival falls on the 12th day of the second lunar month, and is held solemnly in My Luoc Village, where a water procession is the most important part of the ceremony. Locals scoop water from the Thu Bon River and pour it into the jars, then carry them on their heads back to the village in deference to the river.

In the upstream district of Hiep Duc, locals set up a long house with an altar on the top to suspend a boat. The rituals around the boats aim to honor the "river mother" in the spiritual lives of locals.

For tourists who are interested in a river tour or an eco-tour to the countryside of Vietnam, taking a boat ride on the Thu Bon River may be their most enjoyable experience when they come to Quang Nam-Danang.

They can also visit Dai Buong, an orchard village similar to those found in the southern region with rambutan, durian and mangosteen. Tourists will have the chance to enjoy durian wine, which has an unforgettable flavor.

In Hon Kem-Da Dung area, where the river is narrowed by the cliffs on either bank, novelist Thai Ba Loi stood and gazed at the Thu Bon River and regretted: "On the river, hydropower dams were built, thousands of hectares of forest have been destroyed. Sand is exploited excessively. With such unethical behavior toward nature, people must reap what they sow."

If the Thu Bon River, a water mother who opens her arms to hold the holy land which is home to the epic legends of Quang Nam, a traditional cultural stream filled with the colors of the central region's countryside, and an attractive tour itinerary, is not protected from being destroyed by humans, it cannot retain its beautiful images in the minds of people who love the land.

DESTINATION

The Thu Bon River basin covers an area of over 10,000 square kilometers in Quang Nam Province and is ranked fourth for hydropower potential in Vietnam. But to the local people, the river is considered the lifeblood that has helped raise many generations of residents on both banks.

Originating from Ngoc Linh Mountain in Dak Glei District, Kon Tum Province, the Thu Bon River flows into the sea via Cua Dai Estuary in Hoi An Town in Quang Nam Province. A tributary runs to the Vinh Dien River to pour water into the

NEWS

VIET NAM - JAPAN CULTURAL EXCHANGE DAYS HOLD AGAIN IN HOI AN



The 9th Việt Nam-Japan Cultural Exchange Days will be held in Hội An ancient town in the central province of Quảng Nam on August 19-21.

According to Director of the Hội An Center for Cultural and Sports Võ Phùng, the event will feature a series of cultural and sport exchange activities such as Koto zither performance, a tea ceremony, calligraphy, Japanese traditional clothing (Kimono and Yukata) and Japanese gastronomy.

The 9th festival will draw the participation of Japanese famous art troupes including Iwami Kagura royal ball troupe, Daisuwa Taiko drum troupe and Sakai City's lion dance troupe.

There will be traditional dance and musical performance shows such as a dragon dance, a river lantern festival, a street exhibition of festival photos and sports tournaments.

The Việt Nam-Japan Culture Exchange Days have been annually held since 2003 in Hội An Ancient Town, serving to foster the friendly ties between Việt Nam and Japan and introduce the town as a World Cultural Heritage Site.

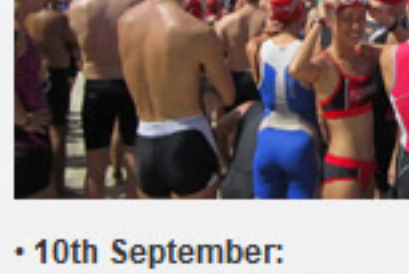
DA NANG AIRPORT EXTEND



The project of Da Nang airport started to construct to extend from for long time ago and estimate to complete on end of December, 2011. The airport will be extended to the area of 14,400 m2 including of 3 floors and 1 underground floor with the total usage of 36,600 m2. The new airport will have many function areas and standard to serve 3 million passengers yearly and estimate serve from 6 to 8 million passengers after 2015...

The new airport was designed and built in the high standard of art, modern and suitable to the weather of Central Viet Nam. Now, the existing airport have been serving only 3 oversea airlines such as Silk Air, China Southern Airlines, China Eastern Airlines and 2 domestic airlines with 28-30 routes per week.

VIET NAM TRIATHLON 10 - 11 SEPTEMBER, 2011

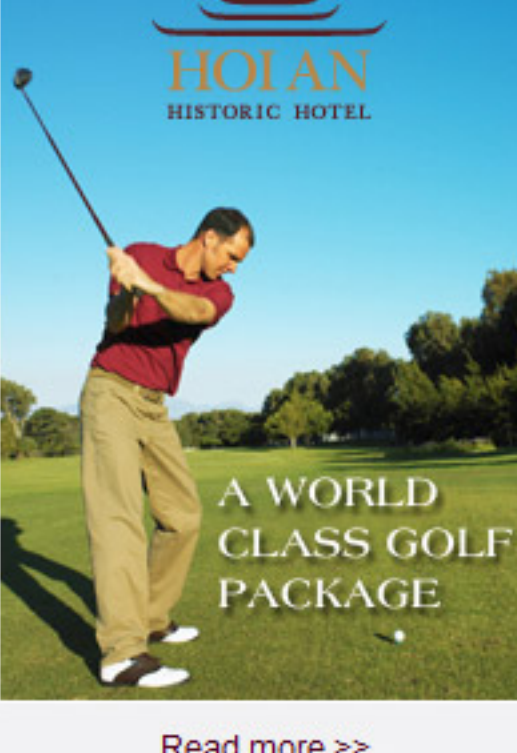


This unique triathlon kicks off on the palm-fringed sand of stunning Cua Dai Beach then winds its way into the tropical hinterland which is home to many of Vietnam's major historical treasures, including the ancient World Heritage town Hoi An.

- **10th September:**
 - › Standard Distance Triathlon - 1.5km Swim, 40km Bike, 10km Run
 - › Kid's Aquathlon - 200m Swim, 1.5km Run
 - › 5km Fun Run - 50% of proceeds go to the charity Swim Vietnam
- **11th September:**
 - › Heritage Ride to My Son Valley - 55km or 110km

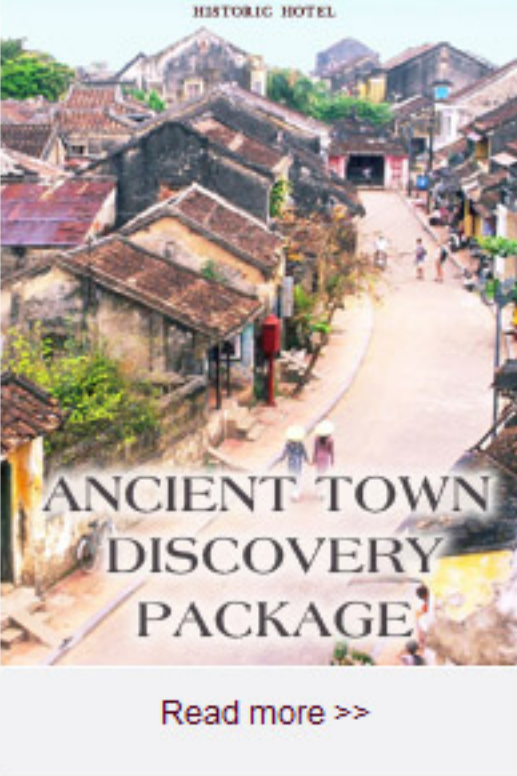
PROMOTIONS

A WORLD CLASS GOLF PACKAGE



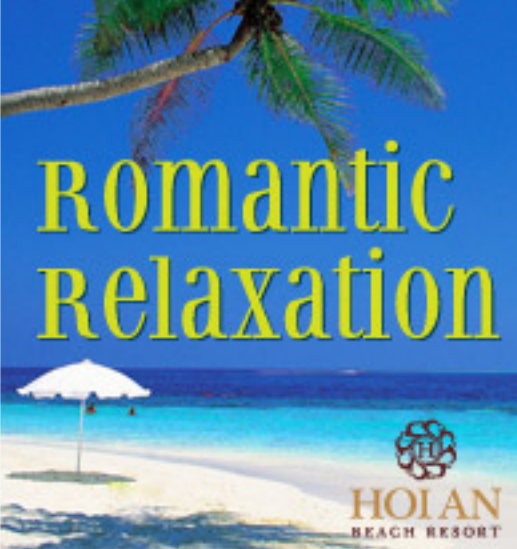
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NEW TOURS

FISH AND CHIPS



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COMPANY NEWS

MID AUTUMN FESTIVAL FOR CHILDREN



In the evening of September the 12th, 2011 (fell on August the 15th of Luna Year 2011), the Communist Youth Union of the company held the Mid Autumn Festival 2011 for all children of whole staff of the company. The revenue was divided into two places Hoi An Hotel and Hoi An Beach Resort.

Ms. Pham Thi Phuong Thao – The member of Youth Union of the company said: "Holding Mid Autumn Festival for children is one of the regularly activities of the Organization.

And in this occasion, the Company had given more than 350 gifts and lanterns for children". Also, the Youth Union had directed an interesting performance consists of dragon dancing, role-playing some characters in Viet Nam legend and musical singing. All these activities were attracted most of them and create a very jubilant atmosphere for both parents and children.

H.O.T LAUCH ON HOSE



Hoi An Tourist Service Joint Stock Company has just lauched on Stock Exchange in Ho Chi Minh city on July 21st, 2010.

According to Mr. Le Tien Dung, the General Director of the company, HOT has been listed on the Stock Exchange Center despite of unfavorable time with the aim primarily is to increase the liquidity of shares and the awareness of investors about the company.

In addition, HOT is also expected to mobilize capital for long-term project. HOT owned Hoi An hotel with 150 rooms and Hoi An Beach Resort with 121 rooms that both meet 4-star standards. These two hotels are the major contributor for the revenue of HOT. Also, Hoi An Travel and Hoi An Laundry Enterprise offer a significant revenue source.

In 2010, the revenue of HOT reached 110 billion and the interest (including tax) is 30.5 billion. Continually in 2011, according to the plan, 140 billion VND of turnover and 41 billion VND of interest are the number that Company is obliged to obtain. In 2010, HOT carried out the payment of dividends with ratio of 10:6, increase its charter capital from 50 billion to 80 billion VND.

HOI AN BEACH RESORT RECIEVED THE GUIDE AWARDS 2011



Hoi An Beach Resort continued to receive The Guide awards 2011. This is the third consecutive year the resort received awards from newspaper of The Guide. The Guide award is held annually by The Guide Tourism newspaper, belong to Viet Nam Economist Times to recognize and encourage outstanding tourism enterprises that has been contributing to the economic and sustainable development of tourism.

THE ENGLISH LANGUAGE TRAINING COURSE FOR STAFF OF HOI AN TOURIST HOLDING COMPANY



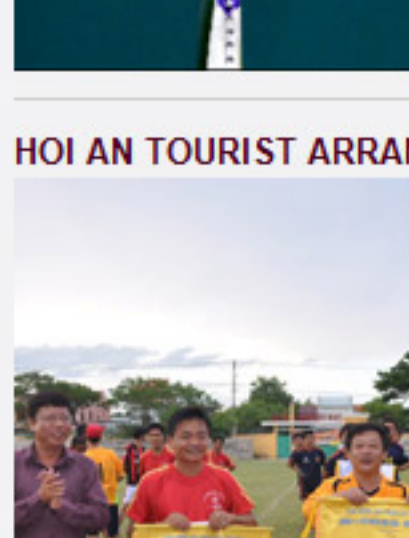
At the beginning of May, 2011, the Company organized an English training course for hospitality that attracted more than 200 employees from all departments in the two hotels to attend. The 3-month course directed by an Australian teacher, named Stivi Cooke, has achieved a certain result.

FUNDING FOR EVENT OF WORLD TOURISM DAY - 27/9/2011



The Hoi An Tourist Holding Company has funded some awards for welcoming activities on the World Tourism Day in Quang Nam from the 25th to the 27th of September, 2011. There are two competitions which are opened for all tourist companies in Hoi An and Quang Nam, those are tour-presenter and badminton match held in Hoi An and My Son.

HOI AN TOURIST ARRANGES AN INHOUSE FOOTBALL MATCH



Recently, the company has held a successful mini football match with seven people for the base unit, with four teams representing the Hoi An Hotel, Hoi An Beach Resort, Laundry Enterprise, Hoi An Travel and the Company office. The final result, team from departments of accommodation and restaurant of Hoi An Beach Resort won the championship. This is one of the company's sport event held yearly on low tourist season.