

Wink Hotels wants to target the 'young and smart' clientele in India

Wink Hotels is a new Vietnamese hospitality brand emerging in Indochina that takes a bold approach to affordable luxury in the region. The brand caters to modern, aspirational travellers, offering high-quality experiences that are grounded in the local destination.

Pallavi Sharma

Wink Hotels is the first hotel product of Indochina-Kajima, a joint venture between Indochina Capital Corporation, an innovative leader in Vietnam's rapidly growing real estate, financial services and capital markets, and Kajima Corporation, one of the oldest and largest construction companies in Japan. Already 13 Wink Hotels are in construction with the first Wink Hotel that opened in March 2021 in Ho Chi Minh City, and the second, Wink Hotel Danang Centre that opened in November 2022.

Wink Hotels is a new hotel chain in Vietnam with the concept and the mission to reflect the local life and local touch. Wink is rooted in modern traditions. The goal of Indochina Kajima is to operate the best boutique hotel in Vietnam. Together, two innovators will redefine luxury at an affordable price in Vietnam and elsewhere. Wink is unique because of its modern ethos of stylish + imaginative design, sophisticated functionality, and traditional Vietnamese values. Genuine, informal customer service and an outstanding guest experience are the pillars of Wink.

Wink Hotel offers more than just lodging. It's a community centre built for comfort, convenience, and innovation. It's the ideal starting

point for exploration. "We have tried to incorporate some modern technology in every single part of the hotel. So, for example, there is technology for automatic check-in and automatic F&B order. Another unique element is the 24 hours stay in the hotel so the guests can customize their arrival time as per their convenience. Since opening our first property last year, we have achieved around 45% occupancy and we now want to expand to India with a mission to achieve some good results for the domestic market in here to Vietnam," said **Nguyen Quang Duc-Cluster, Director of Sales, Wink Hotels.**



Talking about the future plans he says, "There are major expansion plans in the pipeline. We are also focussing on digital marketing and online marketing. Our potential markets are Vietnam, Korea and India where we are targeting smart travellers – the young generation with disposable incomes."

Thema Collection: Offering Luxury with Sustainability

Situated in various parts of Sri Lanka Island, each property in the Thema collection captures the unique character of its setting by incorporating elements of the area's history, customs, and cuisine. This provides welcoming hospitality and a memorable stay while revealing Sri Lanka's wonders. **Chandra Wickramasinghe, Chairman & Managing Director, Thema Collection,** shares more in an exclusive chat with BOTT.

Pallavi Sharma

Thema Collection

We have properties under theme resorts and we call it Thema Collection because the hotels are based on different themes and authentic experiences. When someone comes to Sri Lanka and stays in our hotels, they will get true authentic experience of what Sri Lanka is. Each of our properties is carefully chosen to highlight Sri Lanka's distinctive wildlife, culture, and biodiversity in order to give our visitors immersive and experiential getaways. Although each of the Thema hotels and resorts has a distinct concept and aesthetic, they all share the friendliness of the Sri Lankan people and provide excellent service. With so many attractions to discover on this island, we've chosen a few of the most well-known spots for our hotels, resorts, and retreats in Sri Lanka to make sure that visitors have an authentic experience while staying with us. Our travel themes, which include the sea, tea, nature, and wellness and offer insights into each location, are in line with our destinations.

Sustainability

All our properties at Thema Collection are close to nature and we

ensure that we take care of nature and not tamper with it. People come to stay in Them Collection resorts because they want to experience nature – they are nature lovers. The Senanayake Samudraya and other bodies of water are surrounded by evergreen forests in this national park, which is situated in the southeast of the island. Visitors to this nature reserve enjoy bird watching, but the main draw is the chance to see the magnificent Gal Oya elephants. If you're lucky, you might even get to see them swimming through the Senanayake Samudraya as they move between islands. Sri Lanka is brimming with natural beauty and it is important that we must preserve it and not tamper with it. At Them Collection we not only take care of the natural abundance of Sri Lanka – plants and animals but also make sure our guests and staff also understand so.

