

## **Conde Nast Traveler readers place Life Heritage Resort in Asia's most elite resorts**

NEW YORK (26 Oct. 2011) – After making its debut as one of Asia's top 10 resorts in the 2010 *Conde Nast Traveler* Readers' Choice Awards last year, Life Heritage Resort Hoi An solidified its standing among continental competitors by again securing a 9<sup>th</sup>-spot finish on one of Asia's most definitive resort rankings.

Results of *Conde Nast's* annual reader survey published this month show Life Heritage Resort Hoi An sharing top-10 real estate with some remarkable company, including three Four Seasons resorts and one Aman resort.

The placement is a noteworthy achievement for a resort whose Internet rates currently start at \$122 per night – less than a third of the starting cost of a one-night stay at this year's first-placer, the Ayana Resort and Spa in Bali.

Life Resort gained popularity with voters this year, who awarded the riverside property a 92.1 ranking, up from a 89.7 ranking in 2010, to finish ahead of the Four Seasons Tented Camp Golden Triangle in Chiang Rai, last year's #1 winner.

"We've created an experience in Hoi An that travelers respond to," said Chris Duffy, general director of the Life Resorts. "That the resort's ranking among *Conde Nast's* readers has climbed this year -- even above last year's top Asian resort -- says what we're giving guests is not just outstanding, it's consistently outstanding, and getting better."

The Readers' Choice Awards polled more than 8 million votes from 28,876 readers who rated the properties across six categories: activities/facilities, food/dining, location, overall design, rooms and service. Only candidates that received a required minimum number of responses were deemed eligible for an award, according to *Conde Nast*.

Life Heritage Resort Hoi An also won a placement on *Conde Nast Traveler's* Gold List earlier this year.