

WTCE issue: Lounging in luxury

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The breathtaking Sông Hồng Premium Lounge & Bar is flooded with natural light and vibrant greenery, providing a modern, stylized space to relax

Travellers may revel in the exotic indulgence of the Sông Hồng Business Lounge system just as much as their final destinations. With 19 lounges operating across Vietnam, the brand delights passengers with luxurious products and services offered by welcoming staff who regard customer satisfaction as their highest concern. Infused with cultural flair and local flavour, Sông Hồng Business Lounge system immerses passengers in a rich experience they will not soon forget.

“We offer travellers not only a place to wait, but also a destination of hospitality,” Vu Thu Hien, Lounge Manager of Sông Hồng Premium Lounge & Bar, tells *PAX International*.

Sông Hồng Premium Lounge & Bar, one of the brand’s most notable lounges, is located in the Departures area of the International Terminal of Vietnam’s Noi Bai International Airport. Expertly designed to connect travellers to nature, the lounge is flooded with natural light and vibrant greenery, while also providing a modern, stylized space to relax. The result is a breathtaking blend of traditional elements and contemporary flair that invites passengers to indulge their senses in the height of luxury, Hien says. The space is also designed to create seamless dynamics with thoughtful seating arrangements that encourage travellers to dine, relax and tend to business needs.



The reception desk at Sông Hồng Premium Lounge & Bar

This particular location comes with a distinctive bonus. With its signature focus on superior quality, luxurious amenities, diverse culinary options and diligent service style, Noi Bai's lounge experience is elevated by the inclusion of its bar counter—a unique feature that charms passengers.

At this location, “passengers can choose a wide array of dishes from Asian, European, Japanese and Vietnamese specialties to halal food and vegetarian options,” says Hien, noting that a standout feature is its extensive salad bar, which offers a bountiful selection of fresh garden greens.



At Sông Hồng Premium Lounge & Bar, passengers can choose from Asian, European, Japanese and Vietnamese specialties, as well halal food and vegetarian options

“The salad bar is complemented by the Hot Station showcasing Vietnam’s unique traditional dishes, including Pho, Spring rolls, West Lake shrimp cakes, and so on,” Hien explains. “Our culinary offerings endeavour to provide passengers with a comprehensive gastronomy experience.”

The brand holds its menu to the highest standards of diversity, quality and preparation techniques.

Sông Hồng Premium Lounge & Bar accommodates all travellers, knowing that preferences and customization lead the way—especially when it comes to beverage choices. That is why its bar counter features an extensive range of alcoholic and non-alcoholic beverages featuring carefully curated options such as cocktails, mocktails, wines, spirits and beers. There truly is something for everyone, and the brand ensures that within those selections, its local culture takes center stage, says Hien.

“Our passengers set high expectations for our inclusion of Vietnamese signature coffee varieties that have been served at our bar counter, with a local touch to the overall experience. This distinctive service caters to a wide range of tastes and preferences, ensuring that every passenger can find drinks to enjoy during their journey.”



Noi Bai’s lounge experience is elevated by the inclusion of its bar counter

Exceptional products and services deserve exceptional service—something that Sông Hồng Premium Lounge & Bar prides itself on. Its team of personnel leads with dedication, enthusiasm and spirit. From the moment passengers enter the lounge to the time of their departure, they can expect to receive warm smiles and eager assistance.

“The Sông Hồng staff always prioritizes customer satisfaction and exhibits a customer-centric attitude, being meticulous, attentive and hands-on, striving to satisfy the needs of every passenger with a proactive approach

to customer service,” explains Hien.

With its commitment to facilitating an unparalleled experience that makes waiting for flights a luxury experience, Sông Hồng Premium Lounge & Bar’s meticulously designed surroundings, attentive service and dedication to a rich cultural immersion inspire passengers to delight in the journey as well as the destination.