

FLC Hotels and Resorts builds integrated destinations to drive repeat travel

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Aijaz Khan, Publisher, PAX International (left) with Vinayak ‘Vinny’ Razdan, General Manager, FLC Ha Long

For many travelers, accommodations are just as important as the journey itself. For airlines carrying a mix of leisure and business travelers, what happens on the ground affects demand, route performance and repeat travel. Vietnam-based FLC Hotels and Resorts has built its portfolio with that relationship in mind.

“Located in one of Vietnam’s most iconic destinations, FLC Ha Long exemplifies a large-scale, fully integrated resort approach—where landscape, infrastructure and experience converge with a single destination. FLC Hotels and Resorts is a system of integrated resort complexes under [FLC Group](#)—one of the few large-scale, multi-industry private conglomerates in Vietnam,” says Vinayak ‘Vinny’ Razdan, General Manager of FLC Ha Long.

The group’s portfolio spans key tourism regions, with two properties in the north and four in central Vietnam. But size alone is not the differentiator.

“What truly differentiates FLC Hotels and Resorts is not only scale or location, but our ability to deliver a complete, immersive, memorable journey—one that guests will cherish and be eager to return to,” says Razdan.

Each FLC property is built as a complete destination, with the aim to concentrate guest needs into one convenient footprint.



FLC Ha Long Golf Club

“We focus on creating fully integrated all-in-one destinations. Places where guests can enjoy a complete experience encompassing five-star hotels, villas, golf courses, convention centers, amusement parks and a comprehensive ecosystem of supporting services within a single destination,” says Razdan.

FLC resorts are designed for mixed arrivals and different expectations with its multi-layered and multi-experience model, Razdan explains. “Hospitality products are designed based on the needs and characteristics of each specific customer segment, while still ensuring consistent service quality across the entire system.”

For value-focused guests, this includes standard rooms paired with five-star dining. The group also offers a range of premium accommodations, from rooms and presidential suites to private pool villas. Each room category comes with flexible layouts, such as number of bedrooms, panoramic-view balconies and in-room sauna facilities. Premium guests are also offered exclusive breakfast areas with private spaces.

Amenities also support different stays.

“For guests seeking deep relaxation and wellness, such as golf travelers, we offer tailored treatment 2

and therapy programs,” Razdan says. The resorts also include family-oriented attractions, from a semi-wild Safari park to indoor and outdoor swimming pools that operate year-round, as well as special holiday celebrations.



View of the property at FLC Ha Long

Business travelers come with different demands, and FLC treats them as such. FLC Ha Long, FLC Sam Son and FLC Quy Nhon serve as the group’s core MICE (Meetings, Incentives, Conferences and Exhibitions/Events) hubs, with proven experience in hosting hundreds of national and international events.

“For business travelers, FLC Hotels and Resorts places a strong emphasis on convenience and efficiency,” Razdan says. “Corporate and MICE guests have very clear expectations: speed, precision and modern conference infrastructure are essential. Professional event management teams, large-scale meeting spaces and state-of-the-art facilities are therefore non-negotiable.”

Across its resorts, FLC operates thousands of guest rooms alongside convention centers with capacity for up to 1,500 guests.

“This enables our hotels to serve three to four large groups simultaneously,” Razdan says. As a result, “major domestic and international MICE groups with stringent requirements consistently prioritize FLC as their destination of choice.”

While FLC’s resorts serve many types of travelers, guest loyalty is shaped by much more than just amenities.