



RHG - Leading Asian Rustic Hospitality
Authentic . Healthy. Sustainable



What We do?

1. Provide valued chains of unexpected and memorable experiences to customers
2. Always listen and show professionalism
3. Creating values and benefits for investors and partners
4. Always run business responsibly and create values for local communities



What We do for local community?

- Help local economy and reduce environmental harm
- Work with local community to develop sustainable tourism
- Encourage tourists to contribute to the local community and future generations
- Build positive elements for local communities and local culture
- Tourists visit the place where traditional products are made to experience the local culture
- Create chance of cultural exchange between tourists and local communities



Our Partners



Our Story

- Established in 2015 with a community tourism project at Tan Phong Isle, Cai Lay, Tien Giang
- In 2017, Mekong Rustic Cai Be had 11 bungalows
- In 2019, Mekong Rustic Cai Be expanded with 4 bungalows, there was a total of 15 bungalows



- In 2017, Mekong Rustic Can Tho was opened with 12 bungalows
- In 2018, Mekong Rustic Can Tho expanded with 6 bungalows, there was a total of 18 bungalows
- In 2019, Mekong Rustic Can Tho expanded with 10 bungalows, there was a total of 28 bungalows





Meet our Family

Rustic Mekong (Luxury): Real and local experience in unique locations within exclusive and authentic destinations.

Rustic home (Luxury): local iconic luxury home in unique locations within exclusive and authentic destinations.

Luxury Eco-village (Upscale): Well-appointed upscale eco village with excellence authentic in service and experience

Eco Hills Village: (Midscale): Quality, value and unique experience village in the most convenient locations

Eco Beach Village (Upscale): Well-appointed upscale eco beach village with excellence authentic in service and experience

Floating eco-retreat (Midscale): Quality, value and unique experience village in the most convenient locations

Tropical eco-village (Affordable lifestyle): Affordable lifestyle village for the tech-savvy, young-minded traveller



Rustic Mekong

Description: Local iconic, real experience, farm stay

Classification: Luxury

Concept:

- Authentic and classic charm meets contemporary style and elegance
- Unique, local and personalised materials, experiences and services
- Eco and cultural friendly design

Location:

- Iconic and unique locations in exclusive and authentic destinations near cultural and rural village.

Room size: 35-45 sqm

Keys: Range 18 -28 keys



Rustic Home (City Rustic Home)

Description: Local iconic, real experience, farm stay

Classification: Luxury

Concept:

- Authentic and classic charm meets contemporary style and elegance
- Unique, local and personalised materials, experiences and services
- Eco and cultural friendly design

Location:

- Iconic and unique locations in exclusive and authentic destinations near cultural and rural village.

Room size: 35-45 sqm

Keys: Range 18 -28 keys



Luxury Eco Village

Description: Local well-appointed, real experience, Eco Village with valued chain

Classification: Upscale

Concept:

- Authentic and classic charm delightful style and elegance
- Unique, local and personalised materials, experiences and luxury services
- Eco and cultural friendly design
- Everyday pleasure and delightful surprises

Location:

- Selected and unique locations in exclusive and authentic destinations near cultural and rural village, amazing lake, majestic landscape

Room size: 35-55 sqm or Villas with 500 -1000 sqm

Keys: Range 80 -100 keys



Eco Hills Village

Description: Local well-appointed, real experience, farm stay with rural valued chain

Classification: Mid Scale

Concept:

- Authentic and classic charm meets contemporary style and elegance
- Unique, local and personalised materials, experiences and services
- Eco and cultural friendly design

Location:

Selected and unique locations in exclusive and authentic destinations near cultural and rural village, amazing hills and mountains, majestic landscape, lake or waterfall, hot mineral springs.

Room size: 35-55 sqm

Keys: Range 35 -65 keys



Eco Beach Village

Description: Local, real experience, Eco village

Classification: Upscale

Concept:

- Authentic and classic charm meets contemporary style and elegance
- Unique, local and personalised materials, experiences and services
- Eco friendly design with local culture

Location:

- Selected and unique locations in exclusive and authentic destinations near cultural and rural village, amazing beach front, majestic landscape

Room size: 35-55 sqm

Keys: Range 35 -65 keys



Floating Eco Retreat

Description: Local iconic, real experience, Fish Farm

Classification: Mid Scale

Concept:

- Authentic and classic charm meets contemporary style and elegance
- Unique, local and personalised materials, experiences and services
- Eco friendly design with local culture and scene

Location:

- Selected and unique locations in exclusive lake or beach near cultural and rural village, majestic landscape

Room size: 25-45 sqm

Keys: Range 18 -38 keys



Tropical Eco Village

Description: Local farm stay, real experience, Affordable lifestyle Village

Classification: Economy

Concept:

- Modern lifestyle hangout eco retreat
- Unique, local and personalised materials, experiences and services
- Eco and cultural friendly design
- 24-hour freedom, Simplicity and connectivity

Location:

- Convenient locations connect to cultural and rural activities of village and farm

Room size: 25-35 sqm

Keys: Range 60 -90 keys



Portfolio

- Themed Rustic Villages with product specialists
- Family Centric Destination
- Immersive entertainment and activities
- Life and survival skills for family
- Kid's club and clinic



Organising and Managing for Success

RHG is both OWNER and OPERATOR, Treating Properties as ASSETS, not just as house

- Uniquely placed to understand both roles, especially owner priorities and concerns
- Actively listens to owners' needs providing visibility and an honest, personalised approach to achieving common goals

Robust Operational Structure

- Standards and results-driven Operations culture
- Driven through Corporate Executive Management and Regional Directors of Operations
Accountable General Managers with diverse, relevant and aggressive KPIs
- Daily, weekly, monthly and quarterly reporting oversight and review



Well-Experience Management

- Offer personalised services to owners and developers
- Branding a property for the first time or re- flagging an existing asset, our team will help each owner transition their property to our Rustic network.
- SCOPE OF SERVICES
 1. Pre-opening Plan
 2. Operation plan
 3. Sales & marketing plan
 4. Marketing Study & Feasibility
 5. Financial Modelling & Business Planning
 6. Technical Services covering project development & design advice
 7. Restructure & Training



PERFORMANCE & OPERATIONAL EXCELLENCE

- Operational standards of the highest level
- Facilities and services to meet the expectations of all guests
- Unique experience of providing rustic and responsible services
- Focus on revenue generation and profitability as well as brand standards and compliance
- Excellent services in Tripadvisor for both accommodation and tours in Mekong Rustic accommodation and tour for 3 years.



NETWORK CONNECTIVITY AND DISTRIBUTION

- Access to partners and customers globally through advanced B2B and B2C distribution network
- Industry leading channel management capabilities
- International travel partners
- Global wholesale partners
- Online travel agents
- Dynamic and static rate availability



DIGITAL & CUSTOMER RELATIONSHIP MANAGEMENT CAPABILITIES

Sophisticated Web and Mobile Platforms

- Brand website built on Industry leading open source content management system
- Customer experience platform and personalisation engine

International Social Media

- Platforms with highest followers among Asian hospitality brands



EXPERT DESIGN & TECHNICAL SERVICES

- Determine ideal positioning of eco-village
- Advise on most suitable eco friendly design consultants including space planning, local culture and scene and natural facilities and materials
- Ensure operational efficiency throughout the property
- Review of technical drawings
- Optimal facility planning to minimise costs
- Provide ongoing property improvement plans to maintain assets and drive continuous pro stability

OUR PEOPLE

- We are well educated skills and experience in operation of Rustic eco village operation and retreat.
- We continue to employs the very best in executive talent from east and west.





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Thank
you

