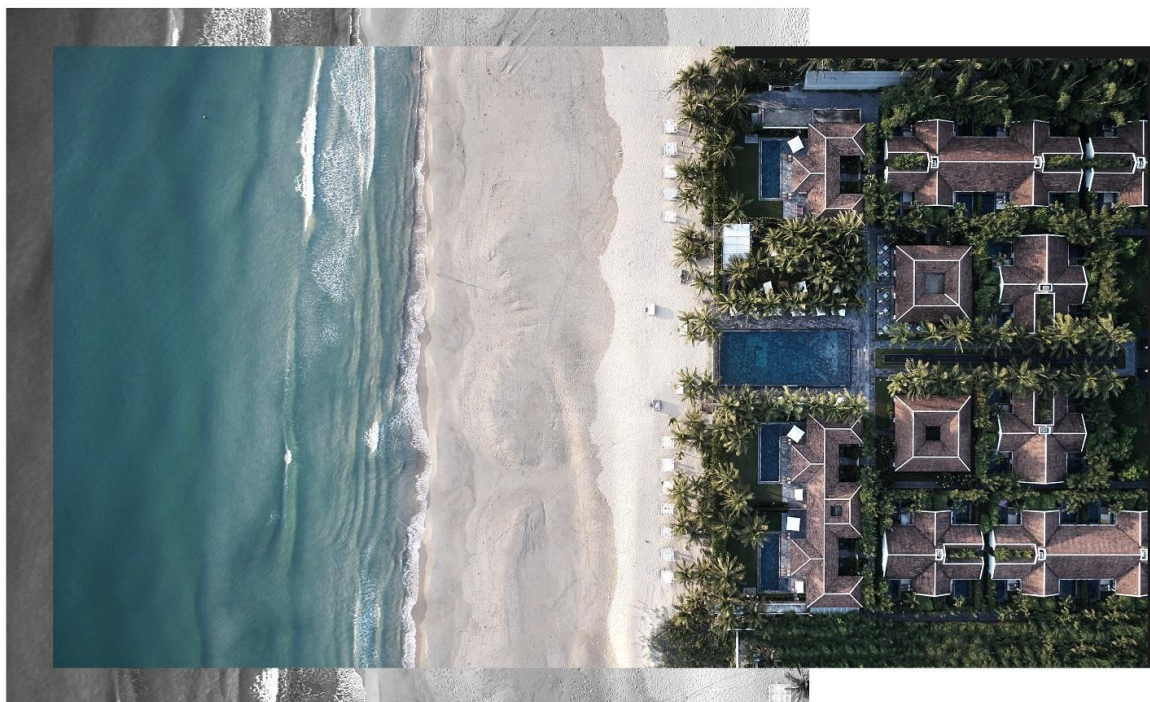


FUSION MAIA DA NANG REBRANDS AS INDEPENDENT NEW BRAND - TIA WELLNESS RESORT

[Da Nang – 13 January 2021] - Fusion Maia Da Nang is taking bold steps in 2021 and is currently undergoing full refurbishment, reopening March 1, 2021 under the new independent brand TIA WELLNESS RESORT. The fresh concept revolutionises escapes into an empowering journey of transformation.

TIA was created in response to the global changes of 2020, providing not only relaxation but offering authentic wellness. The year provided a lesson in the importance of resilience while navigating change, and the new concept focuses on empowering guests through inspirational wellness retreats designed to activate their core creative energy.

“Our roots have been steeped in wellness since our brand began as Fusion Maia in 2008, when we first developed our spa-inclusive concept, the first of its kind in Vietnam. We evolved as industry leaders, winning accolades for our approach to mindful well-being,” says General Manager Ramon Imper, who stays on to lead the new brand.



TIA

WELLNESS RESORT

INTRODUCING TIA WELLNESS RESORT

TIA (VN DEF for RAY), noun / ray of light / tia sang

The acclaimed spa-inclusive concept will continue, as it remains in high demand, but has been elevated to the next level with Wellness and Retreat inclusions integrating progressive well-being into each stay, with an expert team guiding guests to discover their creative potential. They will learn to upgrade their diets, breathe better and move to manage stress, returning home refreshed and renewed.

Personal growth takes place against a backdrop of idyllic pool villas that provide the ultimate private sanctuary in which to reconnect with inner stillness. Situated on stunning beachfront and featuring elegant private pool villas, TIA Wellness Resort blends authentic well-being with understated luxury.



Guests can opt for the following TIA stays, depending on whether they would like to ease into a program gently with the Wellness Inclusive, which combines treatments and wellness activities designed to active core creative energy. For those seeking to dive deeper into self-discovery and expression, Retreat Inclusions develop conscious action and lasting change for personal expansion through a customised four-day program.

TIA

WELLNESS RESORT



“We’re excited to introduce the new concept which continues to build on the legacy of Fusion Maia, but takes wellness a step further by equipping guests with the tools necessary to rejuvenate and reframe their lives post-Covid,” says Michelle Ford, founder of Luminary Wellness Management, the Third Party Operator supporting the re-brand and management.

Further information, contracting, updated photo libraries will be available in February 2021.

TIA WELLNESS RESORT CONTACTS

Reservations E-mail: reservation@tiawellnessresort.com

Sales E-mail: sales@tiawellnessresort.com

Marketing & Communications E-mail: marketing@tiawellnessresort.com

Website: <https://tiawellnessresort.com/>

Telephone: +84 236 3967 999

Global Wellness GSA Contacts: <https://luminarywellnessgsa.com/about-us/>