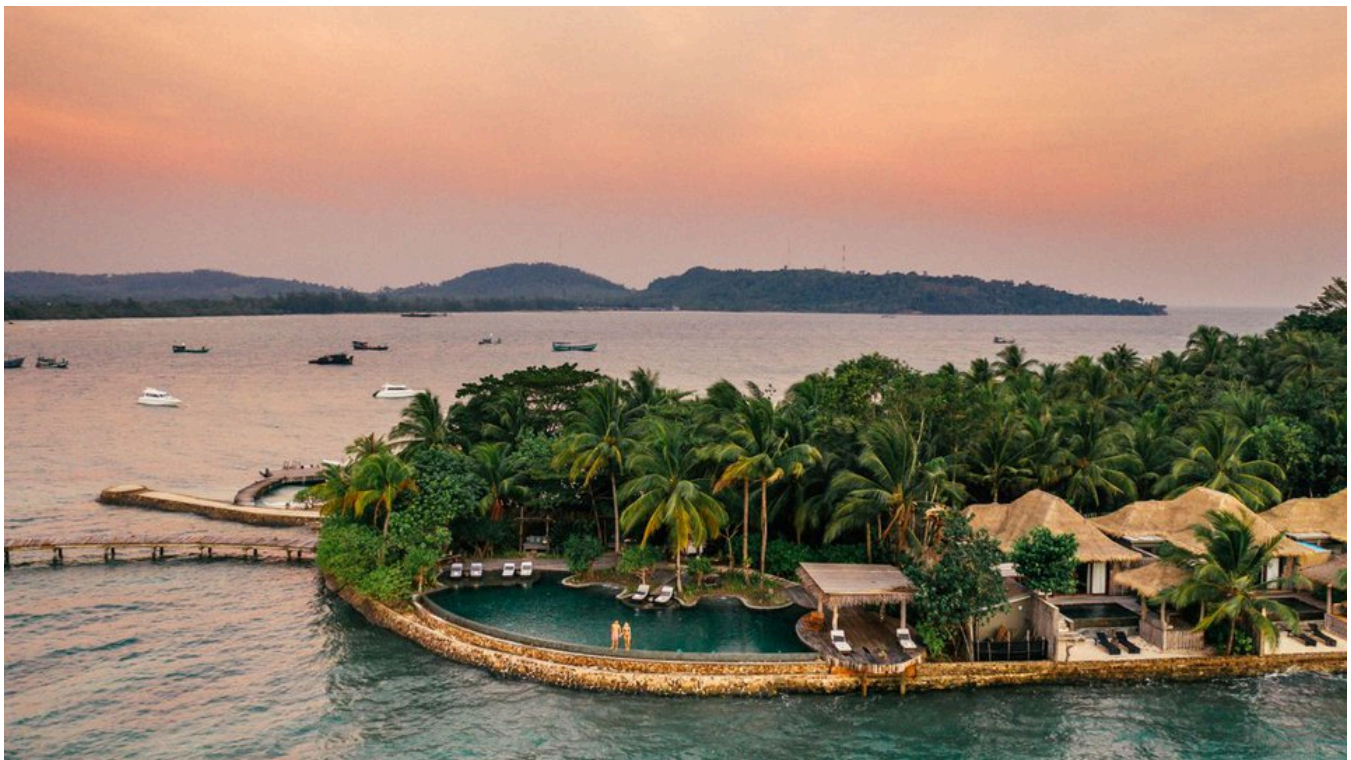


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TOURISM

Song Saa Crowned One of World's Best Resorts

Song Saa has made it onto Conde Nast Traveler's prestigious Gold List for 2024's best hotels and resorts worldwide, with high hopes that it will have a ripple effect throughout Cambodia's tourism industry



The Song Saa Private Island, Sihanoukville. Kiripost/Supplied



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Cambodia has planted itself on the global travel map after Song Saa Private Island featured in Conde Nast Traveler's Gold List 2024 of the world's best hotels and resorts, sparking hopes it will attract more luxury visitors to the Kingdom's shores.

"This recognition marks another significant milestone for Cambodia as a premier travel destination," Song Saa founder and CEO, Melita Koulmandas, told Kiripost.

"It's a testament to the country's rich culture and breathtaking natural beauty, which have increasingly captivated the global travel community."

The list is published annually in the globally-esteemed travel publication, Conde Nast Traveler. The Song Saa entry describes the resort as boasting all of the "trimmings of a tropical fantasy".

It continues to laud the resort's Song Saa Foundation, which "established the country's first protected marine reserve in the coral-rich waters surrounding the island", praising its community outreach programs.

"Its dedication to maintaining the environmental footprint at a minimum earned the island a B Corp certification in 2023. Cambodia's coastal regions might be plagued by overdevelopment, but Song Saa's blueprint for mindful hospitality delivers a glimmer of hope."



A landscape view of Song Saa private resort island. Sihanoukville, Koh Rong. Kiripost/Supplied

Sinan Thourn, chairman of PATA Cambodia and B2B Travel, believes Song Saa's recognition can be "highly beneficial" for the Kingdom's tourism industry as a whole.

"Inclusion in prestigious lists brings international visibility to Song Saa and, by extension, to Cambodia as a travel destination. This can attract attention from travelers around the world who may not have previously considered Cambodia for their travel plans," he said.

Sinan added that in addition, the accolade enhances Cambodia's reputation as a luxury travel destination. "This can help to dispel outdated perceptions and showcase the country's ability to offer world-class hospitality and luxury experiences."

In addition to showcasing Cambodia's luxury side, Sinan is hopeful it will help to diversify the country's tourism offerings away from Angkor Wat. "This can attract a more varied demographic of travelers, including those seeking high-end, nature-focused experiences," he said.

“As the country's reputation as a luxury travel destination grows, other hotels, tour operators, and service providers may also see increased interest and visitation.”



The three houses are build on a sea beach with a swimming pool in the middle. Sihanoukville, Koh Rong.
Kiripost/Supplied

Song Saa's Melita noted that the recognition indicates that people are looking for experiences that allow them to explore but, more importantly, to “understand, honor, and contribute positively to the places they visit”.

“This accolade helps us promote a travel ethos that honors and preserves the essence of Cambodia. We want people to create a meaningful connection with the place, its people, and culture in a way that's regenerative, rather than extractive,” she added.

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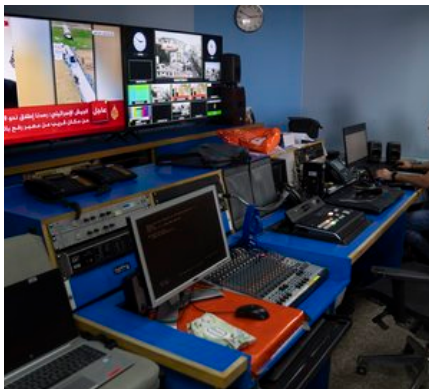


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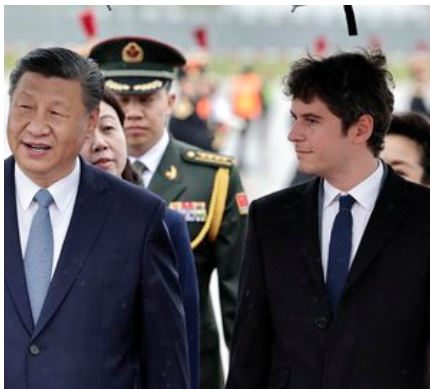
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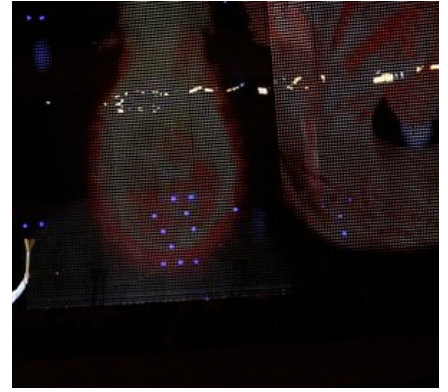
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