

Utop



VIETNAM TRAVEL ADVENTURE OF PONTA

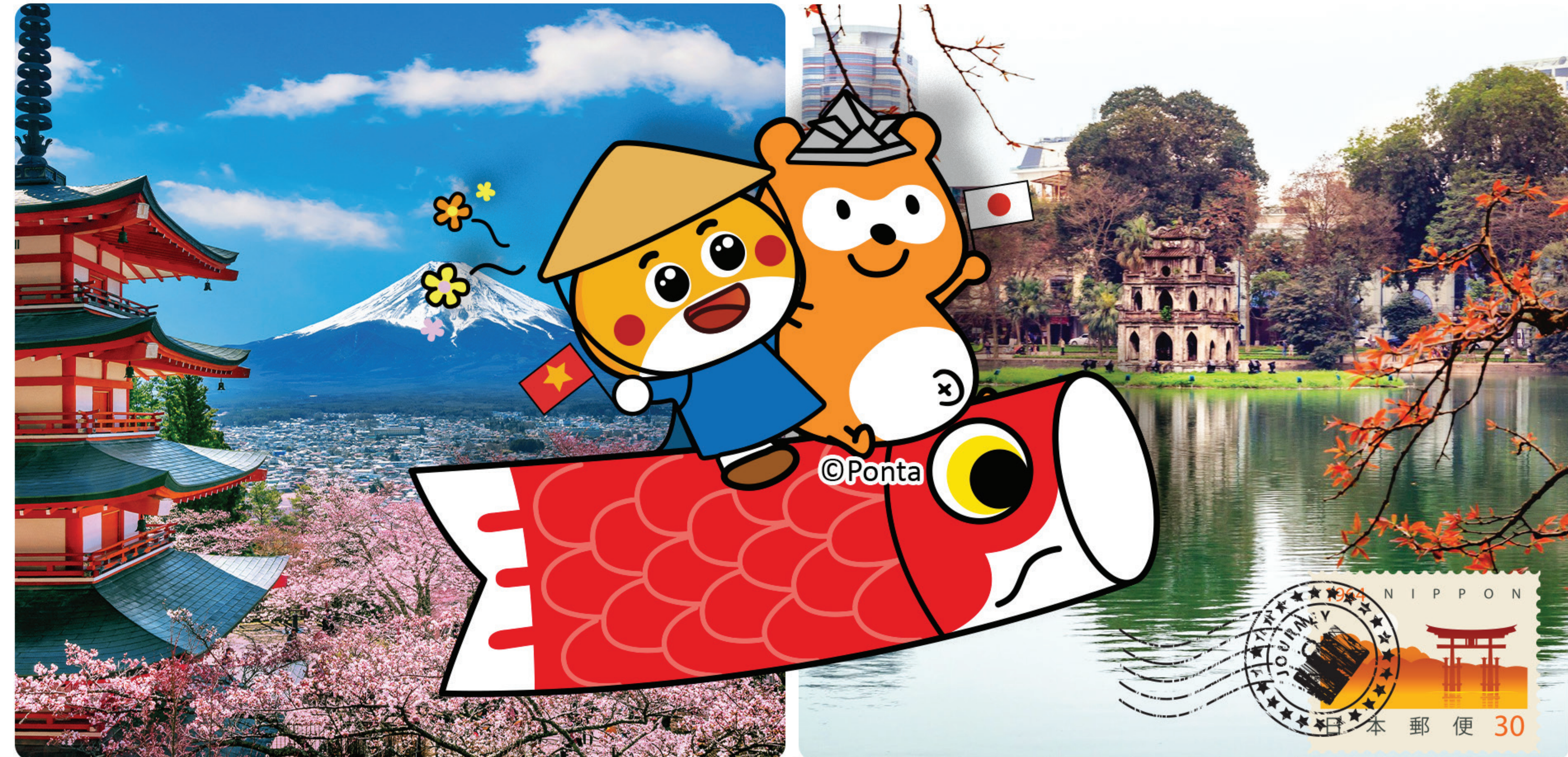




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INTRODUCTION

WELCOME

Greetings, I'm PONTA! You must have seen me many times before in Japan, right? I'm the cutest & most famous orange tanuki in Japan, the one who helps Japanese people easily accumulate & redeem prizes from the loyalty points they get from finishing transactions at various locations around Japan, such as convenience stores chain LAWSON, KFC, giant Takashimaya mega-mall, Japan Airlines,...

This book tells the story of my adventure around beautiful Vietnam as I suddenly got lost because my phone ran out of battery. But fortunately, I was lucky enough to be helped by a new cool friend here, UTOP, and he was willing to show me all the wonderful things around his country, about the food and the scenery. The adventure was so mesmerizing therefore I and UTOP had decided to create A Magical Present, it's something that combines both of what we do best, especially for Japanese people who planned to go to Vietnam for several days or go on long business trips, a powerful gift can make your life much easier when traveling. It does sound awesome, isn't it? If you're interested, please continue reading my story about my adventure to learn about the Magical Present of me and UTOP. Here is the story...





CHAPTER 1: I MET A NEW FRIEND, UTOP!



Have you ever been to Vietnam? I heard it is a beautiful country with lots of good foods, wonderful scenery, friendly people and rich ancient cultural heritage. I'm eager to come for once!

That's why in this vacation, I've decided to visit Vietnam for the first time! I'm going to ask for permission from my parents, do the packaging and be ready for the flight immediately



After over 5 hours on the plane, I'm now finally arrive at Vietnam!! (I slept a lot while I was on the plane, now I'm full of energy and feeling so good!!)



The place I'm heading to first named Ho Chi Minh City, or Sai Gon! Hehe, I've spent so much time finding nice places to go around Vietnam, and I can't wait to discover all those places!



But out of all sudden, right at the time I open my phone to see what I should do first, it... ran out of battery!!! I was in shock, "what do I have to do? What do I have to do?? WHAT, DO, I, HAVE, TO, DOOO???" I'm screwed, I even don't know anyone here. It guessed it because I was using the phone to play games and watch movies for too long...". I started to sit down panicky and cried.



At that moment, a mysterious friend came from behind and tapped on my shoulder... I slowly looked up and saw an orange friend looks like me, he had an onion-shaped head looked kinda funny, he said: "Hey, are you lost? Do you need any help?". I shouted: "YESSSS, please help me!!!". After telling him about my trip, and about the situation that I had, he warmly told me: "Okay, don't be afraid. If you allow me, I would want to be your tourguide, to show you all the prettiest things about my country, my Vietnam!". I cried (happily, with gratefulness) and said: "...Uhhh, please, I'd love to! Lets go!!!". And that, is how my adventure in Vietnam began...





CHAPTER 2: MY ADVENTURE IN VIETNAM ONE OF THE MUST-COME NATIONS

On the way, the orange friend introduced his name as UTOP. He is a close friend of Vietnamese people, who always helps them to get many preferential services from F&B, education, entertainment, etc at a much cheaper price. That sounds amazing!



UTOP told me that Vietnam has 03 special charms:
FABULOUS FOOD, TIMELESS CULTURE and STRIKING SCENERY.



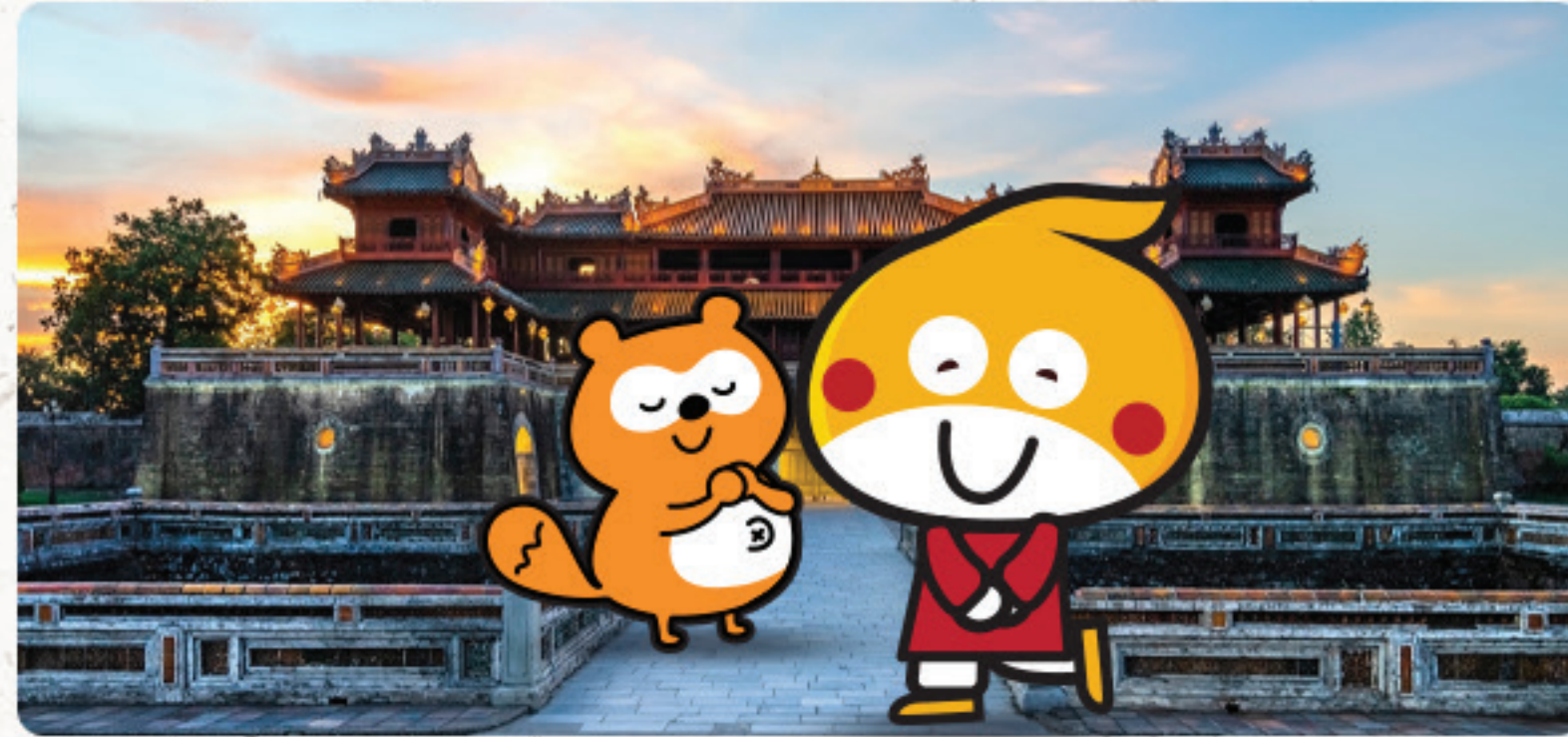
FABULOUS FOOD



If there is one characteristic that unites Vietnamese food, it's 'freshness'.

The Vietnamese love their food, and all across the country, markets are bursting with the abundance of sea and soil. Plucked the same morning, feathery herbs, plumb vegetables, colourful fruits, and flapping-fresh proteins are just waiting for a skillful cook to transform them into something magical. These beautiful ingredients are combined with a symphony of delightful textures and flavours. Simply put, it's one of the world's healthiest and most mouth-watering cuisines.

TIMELESS CULTURE



Vietnam inherited its cultural wealth from thousands of years of history, sprinkled with a handful of outside influences. The Vietnamese have a strong sense of pride in their traditions.

If you're a culture seeker, the central cities of Hue and Hoi An are treasure troves, as is Hanoi, the country's graceful capital. Outside the cities, many elements of Vietnamese culture trace back to cycles of wet rice cultivation. Old and new, side-by-side, is what makes Vietnamese culture so compelling.

STRIKING SCENERY



Vietnam is chock-full of forested peaks, thundering waterfalls, and breezy coastline, so it's no wonder the country is luring more and more nature lovers.

While you'll find plenty of pulse-pounding activities here, including spelunking, canyoning, and trekking, there's no shortage of leisurely ways to enjoy Vietnam's natural wonders. Areas such as Phong Nha and Ha Long Bay offer equal opportunities for relaxation and adventure in spectacular natural settings.



Getting more & more impressed, I began to be more curious about all the tourist destinations across Vietnam. UTOP told me about each place, they all have their unique characteristics:



SAPA

Magnificent mountain trekking, ethnic homestays and sweeping views



HA NOI

Ancient pagodas, top museums and amazing street food



HA LONG BAY

Mythical seascapes and more than 2,000 breathtaking karsts



HUE

Nguyen Dynasty relics along the peaceful Perfume River



HOI AN

Fascinating Ancient Town, riverside life and green rice paddles

PHONG NHA

World-class cave adventures, plus kayaking and jungle eco-tours



DA NANG

Breezy beaches, golf courses and spa retreats



NHA TRANG

Seafood galore, five-star resorts and pumping rooftop bars



MEKONG DELTA

Mangrove forests, ethnic communities and on-the-water villages



HO CHI MINH

Buzzing streets, café culture, and colonial architecture



In Vietnam, there are a lot of captivating places and activities, together UTOP and I had gone through so many things. I highly recommend some activities you should experience at least one time whenever you pay a visit to Vietnam, they are:

1, SIP 'CÀ PHÊ SỮA ĐÁ' ON THE SIDE WALK

Vietnam's traditional iced coffee with milk. Ask for a 'cà phê đen đá' if you like your coffee black.



2, TAKE A MOTORCYCLE RIDE

This is a must-do all over Vietnam but especially in Ho Chi Minh City, with its endless energy and beautiful city lights.



3, WATCH A CULTURAL SHOW

Don't miss Hanoi's famous water puppets or the bamboo contemporary circus.



4, VISIT A PAGODA

Vietnam has a fascinating spiritual history told through a vast range of temples, pagodas, churches and spiritual places.



5, TRY THE LOCAL STREET FOOD

Vietnam is alive with some of the most famously delicious, fragrant food in Southeast Asia. Dig in and enjoy!



CHAPTER 3: THE MAGICAL PRESENT A GIFT CREATED BY PONTA & UTOP

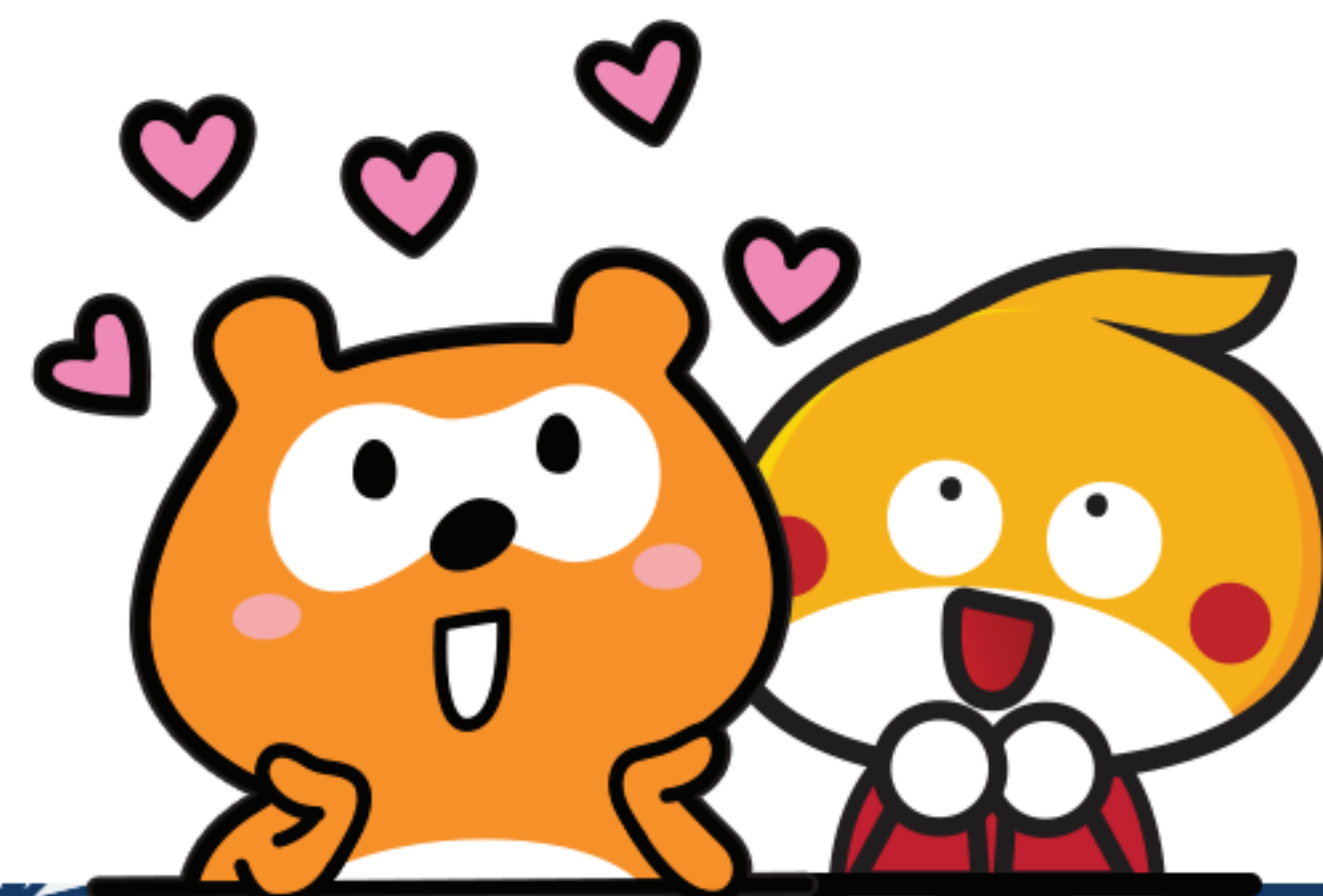
I spent quite a memorable time in Vietnam but it is now the time for me to come back to Japan with my family..

Time flies... I was so happy to be here and grew a profound connection with this country. That's why I suggested UTOP: let's together create something unique to mark our adventure, a special gift for Japanese people to encourage them to come to Vietnam and have wonderful memories like I had. The gift is the combination of what UTOP and I do best: The new loyalty points system that you can earn/accumulate right in both Vietnam & Japan, and then spend them in your next trip to Vietnam to enjoy various preferential services provided by UTOP in Vietnam.

... Boom!

and the new Ponta-Utop Points is now created!

Ponta-Utop Point is independent of Ponta Point. Unlike Ponta Point which you can only use in Japan, Ponta-Utop Points are viable to earn & redeem in both Vietnam & Japan territories. Therefore, your next trip to Vietnam would be more economical and convenient thanks to the reasonable service prices provided by UTOP.



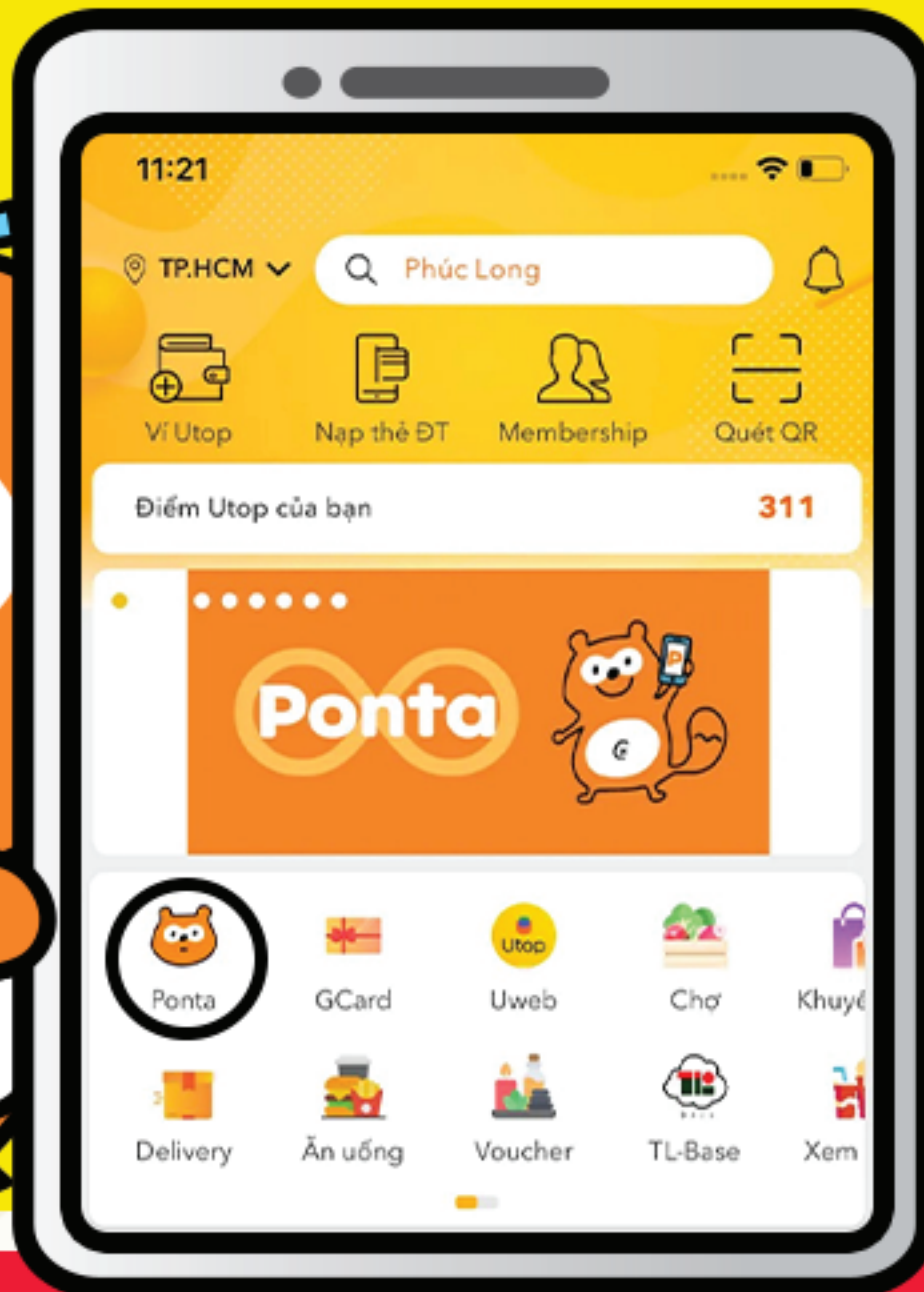
HOW TO USE THE MAGICAL PRESENT?

In order to get the Ponta-Utop Point, you first need to download UTOP global app to activate your unique barcode in app.

Download UTOP app here



After finish download the app, you can activate the account and get your unique barcode in the Ponta-Utop icon.



HOW CAN YOU GET PONTA-UTOP POINT?

You can accumulate Ponta-Utop Points in both Vietnam and Japan. In Japan, you need to show your unique barcode from UTOP app to the staff to scan whenever you complete a transaction at Ponta partner stores. In Vietnam, you can also earn Ponta-Utop Points everytime you complete a purchase on the UTOP app.

WHERE CAN I USE PONTA-UTOP POINT?

Ponta-Utop Points can be directly used for Ponta services in Japan or converted to Utop Points to use whenever you travel to Vietnam with a proportion of 05 Ponta-Utop Points equal to 01 Utop Points. Many services here in Vietnam are waiting for you on your next trip!





Ponta-Utop Points can be used for various preferential services in Vietnam such as F&B, education, entertainment, etc in thousands of UTOP partner stores throughout the whole country:



ENJOY MANY ENTERTAINING SERVICES

Enjoy Vietnamese sidewalk coffee culture:



Katinat Saigon Kafe

Vietnamese people also love drinking! Not in a negative way, drinking culture is like a bonding activity between friends, family, or colleagues. It is an opportunity to be able to gather around with our close ones. In Vietnam, there are some stores you can come by to have a nice beer and delicious food, such as:



Sky Zone Rooftop Beer



BiaCraft

UTOP HAS THE BEST F&B SERVICES FOR YOU!

Vietnamese traditional food & Hotpot restaurants are the most popular choices whenever it comes to having dinner with family members. Some places you can try out on Utop:



Di Mai



San Fu Lou



Golden Gate restaurant chain

In Utop app, you can order delivery food with a cheaper price thanks to various store promotion and Utop coupon. Many favorited fast-food brands in Utop app you can find such as:



Jollibee



Lotteria

 Utop

 Ponta