

Travelers Can Now Explore the Wider Story Behind Hoi An's Old Town

The new English language guide connects the historic center with the river coast and trading networks that shaped Hoi An

HOI AN, QUANG NAM, VIETNAM, August 19, 2026 /EINPresswire.com/ -- hoian.co today introduced an expanded English-language collection of destination and history guides that helps international travelers understand Hoi An beyond its best-known historic streets. The new resources connect the Old Town with the Thu Bon River, the coastline, nearby communities and the trading networks that shaped the former port.

Hoi An is often experienced through a compact group of familiar sites. Visitors walk through the Old Town, photograph the Japanese Covered Bridge, visit old merchant houses and Chinese assembly halls, and spend evenings among lantern-lit streets. These places are central to the destination. However, they can appear disconnected when visitors encounter them only as a short sequence of attractions.

The new guides provide the historical and geographical context that connects them. Hoi An developed as a river port on central Vietnam's coast and became an important trading center between the late sixteenth and early eighteenth centuries. Vietnamese, Chinese, Japanese, Portuguese and Dutch merchants participated in commercial networks that brought goods, people and ideas through the town and its surrounding waterways.

The Old Town's best-known buildings are evidence of that history. Merchant houses, assembly



hoian.co is an independent English-language travel information platform focused on Hoi An, Vietnam. It covers the town's places, history, culture, cuisine, everyday life and practical trip planning.

halls and the Japanese Covered Bridge did not emerge from one uniform architectural plan. They reflect communities with distinct commercial, social and religious roles that lived and worked in the port at different periods. Reading these buildings as traces of a working trading town can give visitors a clearer understanding of why Hoi An looks the way it does today.

The Explore collection on hoian.co is designed to make those links easier to follow. It includes guides to [Hoi An Ancient Town](#), its UNESCO heritage context, historic architecture, Chinese assembly halls, local museums and walking routes through the old port. The collection also places the town within a wider landscape that includes the Thu Bon River, coastal areas, fishing communities and the Cham Islands.

Rather than presenting every location as an activity to complete, the guides help travelers decide which parts of Hoi An are most relevant to their interests and available time. Visitors focused on architecture and commercial history may choose to spend more time in the Old Town, its community buildings and museums. Travelers with a slower schedule may explore how the river, the coast and nearby communities broaden the story of the destination.

The Thu Bon River is central to that wider story. It linked Hoi An with goods and people from inland areas while also connecting the town to maritime routes across the region. The river is



Given its estuary location, traditional boats are another distinctive feature of Hội An. The river that's welcomed generations of trade is still a source of livelihood for many locals. A boat trip is a cooling, soothing way to experience the city from its



The Japanese Bridge (Vietnamese: Chùa Cầu, lit. Buddhist Temple Bridge) is a footbridge with a temple atop, located in Hội An, Da Nang, Vietnam. It dates from the late 16th century by Japanese merchantmen but successive renovations and repairs on the brid

not simply a scenic feature beside the Old Town. It was part of the infrastructure that supported trade, movement and the growth of the port over centuries.

The coast adds another dimension. An Bang, Cua Dai and the Cham Islands are often approached as separate leisure destinations, yet they also belong to the broader maritime setting that made Hoi An possible. Understanding this relationship can help travelers see the town as more than a preserved urban center and approach the surrounding areas with greater context.

The new collection is intended for first-time visitors to Vietnam, independent travelers, culture-minded readers and history enthusiasts who want to build an itinerary around their interests rather than follow a fixed checklist. It does not sell tours or present surrounding communities as scenery for tourism. Instead, it provides contextual information to support more informed and respectful choices.

Practical information such as transport arrangements, access conditions, weather, opening hours and ticket policies can change. The guides identify these as details that travelers should verify close to departure, while the historical articles distinguish documented information from local memory, interpretation or legend where relevant.

The Explore collection forms part of hoian.co's broader editorial platform for international travelers. The site covers Hoi An through connected guides to places, history, culture, food, everyday life and trip planning. Its purpose is to help readers understand the town as a living destination shaped by people, trade, landscape and time.

Readers can explore the wider story behind Hoi An's Old Town at <https://hoian.co/explore/>.

About hoian.co

hoian.co is an independent English-language travel information platform focused on Hoi An, Vietnam. It covers places, history, culture, cuisine, everyday life and practical trip planning for international travelers. The platform is part of the Vietnam Heritage content ecosystem and prioritizes accuracy, context and respectful travel.

Media Contact

Dung Quy Hoang

Editor

hoian.co

+84904437468

hello@hoian.co

<https://hoian.co/>

Dung Quy Hoang

Hoi An Co

+ +84 904437468

hello@hoian.co

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