



## Greg Norman Explores Hanoi's Old Quarter by Cyclo

HA NOI, Vietnam (Feb. 5, 2020) — Vietnam's national tourism board today released a video showing Australian World Golf Hall-of-Fame member and Vietnam Tourism Ambassador Greg Norman enjoying the sights of Hanoi's Old Quarter on a cyclo tour.

Norman was seen riding a cyclo (or xich lo) — used as Hanoi's main form of transport in the past — through the 36 streets of the Old Quarter and around Hoan Kiem Lake. Norman was accompanied by Linh Nguyen of Mr. Linh's Adventures, who took the golf legend for coffee by St. Joseph's Cathedral, and to a hidden pagoda dating back to the 10th century.

Norman and Nguyen discussed Vietnam's coffee culture, the history of the Old Quarter, and Vietnamese religious customs during the tour. Norman was also challenged to a cyclo race by Nguyen. In the video, the two men can be seen pedaling their drivers at top speed around Ly Thai To Park.

Greg Norman was appointed tourism ambassador to Vietnam by the Vietnam National Administration of Tourism (VNAT) in 2018. The internationally renowned "Great White Shark" has won more than 90 tournaments worldwide, including two Open Championships, and holds the distinction of defending his No. 1 position in the world golf rankings for 331 weeks.

Greg Norman has been instrumental in shaping Vietnam's current golf product through his company, Greg Norman Golf Course Design, serving in an advisory role to create and promote sustainable golf course tourism and development practices in-country.

Vietnam's 1000-year-old capital is preparing to host its first-ever F1 Grand Prix in April of 2020. The city's rich cultural and heritage attractions, such as the Old Quarter, Temple of Literature and Thang Long Citadel, will provide a fascinating backdrop for the races. For more about travel in Vietnam, visit: [www.vietnam.travel](http://www.vietnam.travel)

### About Greg Norman

Arguably the most successful athlete-turned-businessman in the world, Greg Norman is known as much for his entrepreneurial spirit in the boardroom as his dominance on the golf course. The internationally renowned "Great White Shark" won more than 90 tournaments worldwide, including two Open Championships, and he holds the distinction of defending his No. 1 position in the world golf rankings for 331 weeks, the second-longest reign in history.

Greg Norman now transcends the game of golf, with over a dozen companies around the world bearing his name and the iconic shark logo as part of the Greg Norman Company, which he leads as Chairman & CEO. His internationally recognized brand boasts more than 100 golf course designs across six continents, a global real estate collection, award-winning wine, golf-inspired lifestyle apparel and a diverse investment division. For more information: [www.shark.com](http://www.shark.com)

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# TOURISM ADVISORY BOARD

## About TAB

The Tourism Advisory Board (TAB) is represented by Vietnam's leading tourism stakeholders and has entered into a public-private partnership with the Vietnam National Administration of Tourism (VNAT). TAB comprises representatives from a broad base of industry leaders in Vietnam's travel and tourism sector. The mission of the TAB is to increase Vietnam's competitive advantage as a sustainable tourism and travel destination by leveraging the country's public and private resources, thus creating a cohesive and comprehensive industry strategy. TAB is grateful to its sponsors: Asia DMC, Muong Thanh Group, Saigontourist Holding Company, Sun Group, Thien Minh Group, BIM Land, Vietnam Airlines and VinGroup -- each of whom contributes to a privately managed fund dedicated to promoting tourism in Vietnam.



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