

Mövenpick Hotels & Resorts announces signing of first hotel in Danang and sixth hotel in Vietnam.

Upscale Swiss hotel management company signs new riverside property in Danang as part of ongoing expansion strategy.



Bangkok, 28 June 2017 - Swiss-based international hospitality company, Mövenpick Hotels & Resorts, is fast establishing itself as a leading international brand in Vietnam with the signing of its sixth property in the country.

Situated in the coastal city of Danang, the new property involves a partnership with Vicoland Group Joint Stock Company to build a 150-room hotel and 354 branded residences, which are scheduled to open in Q3, 2019.

"The property is specifically being designed to serve Vietnam's rapidly developing tourism and business and MICE sector while also meeting emerging demand for extended and long-term stays," explains Andrew Langdon, Mövenpick Hotels & Resorts Chief Development Officer and Senior Vice President Asia. "The branded residences will form a mandatory rental pool, which maximises the developers return and responds to the real estate market providing a secure investment for individual unit buyers, with all the advantages of a hotel and of course benefit from Mövenpick's internationally renowned management services."

Located in central Vietnam where the Han River meets the South China Sea, Mövenpick Hotel & Residences Han River, Danang, Vietnam is located in on the banks of the Han River within Danang's commercial heart, just six kilometres from Danang International Airport. The hotel will offer a range of contemporary amenities to support its well-appointed riverside rooms, including a signature rooftop bar and restaurant, lobby lounge, Café and wine bar, pool bar and speciality restaurant.

Leisure facilities include a swimming pool, fitness centre, spa and kids' club, as well as a ballroom and state-of-the-art meeting rooms.

"For Mövenpick, this development is all about creating an urban lifestyle venue that appeals to leisure and business guests. Danang is experiencing a development and tourism boom, as is Vietnam. The growth within the country's economy and a general increase in disposable income are driving domestic tourism and the property market simultaneously" Langdon continued.

A former French colonial port, the attractive city of Danang is a rapidly emerging tourism destination and important transport and industrial hub for Vietnam and therefore a strategic location for Mövenpick Hotels & Resorts. The area welcomed 4.6 million international visitors in 2015, an increase of over 20% on 2014 and is home to famous China Beach, reputed to be the best stretch of sand on the Vietnamese coast. It is also close to several UNESCO World Heritage Sites and in November 2017 will hold the APEC summit.

In Vietnam, Mövenpick Hotel Hanoi is already open and operating, while five other properties in

development phase. They are Mövenpick Hotel & Residences Danang Vietnam (2019), along with Mövenpick Resort Cam Ranh Bay (2018), Mövenpick Hotel Qu?ng Binh (2019), Mövenpick Resort Phu Quoc (2019) and Mövenpick Hotel Quy Nhon (2020).

Mövenpick is actively pursuing development potential within Asia. It currently works towards an on-target goal of 30 operating properties in Asia and 125 globally by 2020.

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