

Vietnam's first ever integrated destination resort to be managed by Mövenpick Hotels & Resorts.

Deal to operate the landmark Mövenpick Resort Phu Quoc development, located on an island tipped to become Asia's next big tourism hotspot, amplifies Swiss hospitality firm's strategic presence in the region.

Dubai (United Arab Emirates), 8 December 2015: Vietnam's first ever integrated destination resort will be operated by Mövenpick Hotels & Resorts.



In a strategic move that cements its presence in the fast-growing Asian hotel market, the Swiss hospitality firm has signed a management deal with Ngoi Sao Cua Duong Joint Stock Company for the high-profile Mövenpick Resort Phu Quoc, which will be developed by MIK Land covering some 51.62 hectares on an island that's tipped to become the region's next big tourism hotspot.

The fully-integrated beach-front destination resort, which faces the stunning Gulf of Thailand, will encompass a wide range of outstanding facilities including 250 hotel rooms, 100 residences and 50 luxury pool villas, when it opens in 2017.

A themed retail village, water park and lagoon-style pool, destination spa, beachside wedding and special events 'sala', 1,000-square-metre convention area, amphitheatre, cooking school, beach club, kids club, water sports centre, fitness centre and an adventure and teambuilding activity course will also be part of the extensive offering at the one-of-a-kind Mövenpick Resort Phu Quoc.

A hotel school complete with staff accommodation is another ground-breaking feature of this unique development.

"Being selected to manage the first integrated destination resort in Vietnam on a stunning island earmarked for ambitious tourism developments confirms our status as one of Asia's leading hotel operators," said Mövenpick Hotels & Resorts President & CEO, Jean Gabriel Pères.

"This exciting project will take our Vietnam portfolio to three properties strong by 2018 and paves the way for Mövenpick Hotels & Resorts to manage similar large-scale destination resort developments across Asia where our strategy is to gain a strong foothold in sought-after locations."

Phu Quoc Island is a hotbed of tourism-related development with more than US\$6.8 billion currently being ploughed into projects designed to create a destination to rival Asia's perennial favourites.

Mövenpick Resort Phu Quoc will be developed on Ong Lang Beach, close to the island's largest town, Duong Dong, and to Phu Quoc International Airport, which is well connected by air to Rachgia (30 minutes); Ho Chi Minh City (one hour); Siem Reap (1.5 hours); Hanoi (two hours) and Singapore (1 hour 45 minutes). New direct flights from China, Russia, Taiwan and Scandinavia will be launched in 2016.

"The world-class Mövenpick Resort Phu Quoc will set new hospitality standards in Vietnam and put the island on the international tourism map," said Ms. Lê Thị H?i Châu, Chairman and CEO of Ngoi Sao Cua Duong Joint Stock Company.

“We have partnered with Mövenpick Hotels & Resorts to manage this landmark development based on the firm’s excellent reputation, hospitality know-how and proven track record in Asia’s rapidly expanding hotel market.”

Mövenpick Hotels & Resorts already operates the 154-room Mövenpick Hotel Hanoi and plans to open its second property in Vietnam, the 229-key Mövenpick Resort & Spa Quy Nhon, in 2018.

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