



Press Release

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Accor reveals the first Fairmont city hotel to debut in Vietnam

THE 241-ROOM FAIRMONT HANOI IS SCHEDULED TO OPEN IN 2024



Rendering: Fairmont Hanoi

HO CHI MINH CITY – Accor, the leading international hotel operator in Vietnam, is readying to welcome the iconic Fairmont brand to the capital city, with the signing of a 241-room luxury hotel. The Fairmont Hanoi is slated to open in 2024 and will be situated in the city centre, adjacent to Ly Thai To and Tran Nguyen Han streets.

Fairmont Hotels & Resorts is one of the world's most celebrated luxury hotel brands, founded in San Francisco in 1907. Since then, Fairmont has become synonymous with landmark locations worldwide with renowned addresses including The Plaza in New York, The Savoy in London, Le Château Frontenac in Quebec City and most recently the Fairmont Ambassador Seoul and the Fairmont Maldives Sirru Fen Fushi.



For more than a century, Fairmont hotels have served as the extraordinary settings for globally significant moments in history. The UN Charter was drafted and signed by 50 countries in the Garden Room of Fairmont San Francisco. John Lennon and Yoko Ono made history with their Bed-in for Peace at Fairmont The Queen Elizabeth in Montreal in 1969, when the former Beatle penned the lyrics and recorded "Give Peace a Chance." Wherever Fairmont resides, its hotels are at the cultural and social epicentre of the community; steeped in local experience and deeply rooted in the places they call home.



Above: Fairmont Hanoi renderings

Designed by the renowned Perkins Eastman and Aston Design, the architecture and interior design of Fairmont Hanoi is the result of extensive research into the culture and history of Thang Long. The hotel takes inspiration from the art of lacquer with the traditional colours of Vietnam, the Indochinese style from the French colonial period, and draws motifs from Vietnam's dynasties.

Located in the heart of Hanoi, only a 10 minute walk to Hoan Kiem Lake and the Old Quarter, Fairmont Hanoi offers close proximity to some of the most important governmental and business districts of the city. The hotel will feature extensive leisure and event facilities and is certain to become a favourite destination for both business and leisure travellers visiting the capital of Vietnam.

Fairmont Hanoi will allow guests to discover an urban resort with a wide range of offerings such as six dining and bar venues including a rooftop restaurant, along with two indoor and outdoor swimming pools, an extensive gym, wellness spa and bathhouse. The hotel will also feature an expansive 1,000 square metre grand ballroom as well as



nine meeting rooms, making it an outstanding destination for meetings, conferencing and events.

"The signing of the first Fairmont city hotel in Vietnam is a significant step forward in Accor's development within the country. Our ambition is to debut a greater collection of premium and luxury offerings to meet the rapidly growing demand for high-end hospitality in the market. A stay in any Fairmont hotel is truly unforgettable - our guests love to visit this collection of grand, awe-inspiring properties and appreciate the thoughtful service they receive each and every stay. Fairmont Hanoi will offer an experience that is steeped in local culture and is sure to become intrinsic to the local neighbourhood. The signing of this iconic address demonstrates our appreciation for Vietnam's development of tourism and its ability to provide leading hotel standards," said Garth Simmons, Chief Executive Officer of Accor Southeast Asia, Japan and South Korea.

Fairmont Hotels & Resorts was founded in 1907 and today offers more than 80 magnificent hotels, rich with character and deeply connected to the history, culture and community of their destinations. Through its Fairmont Sustainability Partnership, the brand also takes great pride in its pioneering approach to hospitality and leadership in sustainability and responsible tourism practices.

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ABOUT ACCOR

[Accor](#) is a world leading hospitality group consisting of more than 5,200 properties and 10,000 food and beverage venues throughout 110 countries. The group has one of the industry's most diverse and fully-integrated hospitality ecosystems encompassing more than 40 luxury, premium, midscale and economy hotel brands, entertainment and nightlife venues, restaurants and bars, branded private residences, shared accommodation properties, concierge services, co-working spaces and more. Accor's unmatched position in lifestyle hospitality – one of the fastest growing categories in the industry – is led by Ennismore, a creative hospitality company with a global portfolio of entrepreneurial and founder-built brands with purpose at their heart. Accor boasts an unrivalled portfolio of distinctive brands and approximately 260,000 team members worldwide. 68 million members benefit from the company's comprehensive loyalty program – [ALL - Accor Live Limitless](#) – a daily lifestyle companion that provides access to a wide variety of rewards, services and experiences. Through its Planet 21 – Acting Here, Accor Solidarity, RiiSE and ALL Heartist Fund initiatives, the Group is focused on driving positive action through business ethics, responsible tourism, environmental sustainability, community engagement, diversity and inclusivity. Founded in 1967, Accor SA is headquartered in France and publicly listed on the Euronext Paris Stock Exchange (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information visit group.accor.com, or follow Accor on [Twitter](#), [Facebook](#), [LinkedIn](#), and [Instagram](#).



ABOUT GELEX GROUP

GELEX Group Joint Stock Company (Ticker: GEX listed on HOSE), formerly known as Vietnam Electrical Equipment Joint Stock Corporation, was established in 1990. With over 30 years of development and expansion, GELEX has become a large corporation having charter capital of more than USD370 million. GELEX devises the structure of a private equity holding company focusing on pursuing the sustainable development of its two core business activities including Industrial production and Infrastructure. Industrial production provides a fully integrated electrical equipment ecosystem and manufacturing of construction material with most recognizable brands rewarded Vietnam Value for years, such as GELEX, VIGLACERA, CADIVI, EMIC, THIBIDI, HEM, MEE, CFT... Infrastructure combines production of renewable electricity sources (solar, wind, and hydro), pure water and industrial zone development investment including great land bank total of 4.200 ha, 26 housing for experts and workers as well as social housing for local laborers in the vicinity of the industrial parks. By superb quality of diversified products and outstanding services along with acquisition of hardly achievable international standards, GELEX has affirmed its leading position in the production sector. Both GELEX's business sectors are run on three main values: Credibility, Quality, and Creativity. GELEX Group always stay true to its words, proven through its incredible growth during the past 5 years. Being the leader of the electrical equipment industry, quality is GELEX's top priority. GELEX has constantly provide customers with top of the market products and services, and GELEX has never stop its creativity advancement with new product that differentiate GELEX from the rest of the market. GELEX is and will always strive for a sustainable development base on 5 core principles: a friendly Society, Environment sustainability, the harmony of interests between Customers, Shareholders, and Partners, with a civilized, meaningful working environment for Employees.

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