

MÖVENPICK HOTELS & RESORTS ANNOUNCES FIFTH HOTEL IN VIETNAM

Swiss Hotel Management Company adds new property in Quảng Bình as it continues to grow clusters of hotels across Southeast Asia

The international Swiss hospitality company Mövenpick Hotels & Resorts has announced the signing of a new Mövenpick property in the coastal province of Quảng Bình in Vietnam. The fifth Mövenpick hotel in the country, the signing comes on the heels of several other agreements across Asia as the company continues to seek opportunities for growth in the region.



The new Mövenpick Hotel Quảng Bình will overlook the Song Nhat Le River. For high res image please click [here](#).



Senior Executives from Mövenpick Hotels & Resorts with new partners from Viet Group Joint Stock Company. For high res image please click [here](#).

Bangkok, 18 January 2017 – Located in central Vietnam, overlooking the Song Nhat Le River, the new upscale property known as Mövenpick Hotel Quảng Bình will feature 219 guest rooms, four food and beverage outlets and private beach access for hotel guests at nearby Nhat Le Beach. The property will also feature a spa, fitness centre, swimming pool, three meeting rooms and a ballroom catering for up to 400 delegates.

"This new signing, in partnership with Viet Group Joint Stock Company, marks an important step in the evolution of the Mövenpick Hotels and Resorts brand in Asia as we continue to expand and bring the Mövenpick name to new markets," said Andrew Langdon, Mövenpick Hotels & Resorts Chief Development Officer and Senior Vice President Asia.

"Not only is Vietnam continuing to reinvent itself as a leading global destination, but Quảng Bình province in particular is uniquely poised to draw increased international interest and tourism with savvy travellers looking forward to discovering the region's unspoiled beaches and compelling UNESCO listed caves, which have received considerable global media coverage in recent years

Located in Dong Hoi, Mövenpick Hotel Quảng Bình is conveniently positioned just seven kilometres from the regional airport and three kilometres from the train station. Along with its proximity to the beach, the real draw of the hotel is its convenience as a base from which to easily access the striking Phong Nha-Kẻ Bàng National Park, home to the world's largest cave, Son Doong Cave. With 57 newly discovered caves in the region, UNESCO's upcoming management of several local sites, and the lifting of visitor quotas, the region is anticipating a sharp rise in international visitors, giving a Mövenpick Hotels & Resorts a significant first mover advantage.

Known for its Swiss-inspired efficiency, attention to detail and premium guest services, Mövenpick Hotels & Resorts is rapidly becoming one of the fastest growing hospitality brands in South and Southeast Asia with plans to manage 30 hotels throughout the region by 2020.

For further information or high-resolution photography, please contact:

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About Mövenpick Hotels & Resorts:

Mövenpick Hotels & Resorts, an international upscale hotel management company with over 16,000 staff members, is represented in 25 countries with 83 hotels, resorts and Nile cruisers currently in operation. Around 20 properties are planned or under construction, including those in Chiang Mai (Thailand), Al Khobar (Kingdom of Saudi Arabia) and Nairobi (Kenya).

Focusing on expanding within its core markets of Europe, Africa, the Middle East and Asia, Mövenpick Hotels & Resorts specialises in business and conference hotels, as well as holiday resorts, all reflecting a sense of place and respect for their local communities. Of Swiss heritage and with headquarters in central Switzerland (Baar), Mövenpick Hotels & Resorts is passionate about delivering premium service and culinary enjoyment - all with a personal touch. Committed to supporting sustainable environments, Mövenpick Hotels & Resorts has become the most Green Globe-certified hotel company in the world. The hotel company is owned by Mövenpick Holding (66.7%) and the Kingdom Group (33.3%). For more information, please visit www.movenpick.com.

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