

NEWS RELEASE

November 18, 2020

New World Phu Quoc Resort To Open In 2021

*Partnership between New World Hotels & Resorts and Sun Group
will unveil all-villa enclave at one of Vietnam's finest beach destinations*

New World Hotels & Resorts has been appointed by Sun Group to manage New World Phu Quoc Resort (formerly Sun Premier Village Kem Beach Resort), on Vietnam's southern Phu Quoc island, with first guests anticipated in 2021. The agreement heralds not only the 11th property and second resort to join New World Hotels and Resorts' portfolio across Asia in city and resort destinations, but the third in Vietnam including New World Saigon Hotel and New World Hoiana Hotel opening soon.

The all-villa resort is situated on the southwestern tip of Phu Quoc, on nearly 60 hectares of tropical landscape facing acclaimed Kem Beach – a 3.5km crescent-shaped swathe of idyllic shoreline facing the Gulf of Thailand. Akin to a luxury beach village, the resort is a fitting home base to explore the natural wonders of Phu Quoc – the largest of Vietnam's islands, it is densely forested, bisected by the “99 Peak” mountain range and encircled by some of the world's finest beaches. More than half the island is a UNESCO Biosphere Reserve and much of its surrounding waters a marine preservation area.

Guests can select from 375 villas in seven configurations starting from 124 square metres in size to the grand 414-square-metre Sun Beach Front Villa. Every thatched-roof villa includes a private swimming pool. Combining contemporary design with time-honoured Vietnamese architectural concepts, each villa is composed of three separate areas, all enhanced by fresh ocean breezes and natural sunlight. Wood, bamboo and rattan are incorporated into stylishly elegant Vietnamese interior décor.

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The resort's private stretch of Kem Beach is a magnet for water sports, beach lounging and magnificent sunsets, but the meandering pathways through the resort's landscaped gardens also lead guests to a myriad of additional recreational options, including an outdoor swimming pool, fitness centre and studio, a 16-treatment-room spa and kids' club for little vacationers.

Restaurants and bars satisfy holiday indulgence with an all-day café, specialty restaurant, pool bar and beachside restaurant offering lush tropical ambience and views to accompany island, regional and international cuisines.

“We are very grateful for the trust Sun Group has placed in us to manage this exquisitely designed resort in such a unique corner of the world,” said Sonia Cheng, chief executive officer of Rosewood Hotel Group. “We can think of no more perfect opportunity to express our brand's vision of genuine and heartfelt service than amidst the beauty of Phu Quoc and the warmth of its people.”

“This partnership between two of the most respected brands in hospitality will bring not only a superlative new experience for travellers to Vietnam, but reinforce Phu Quoc's position as a world-class holiday destination,” said Dang Minh Truong, chairman of Sun Group.

In ambience, setting and style, New World Phu Quoc Resort luxuriously reflects all the charm of the verdant Vietnamese island that is proving an increasingly irresistible lure to visitors from around the world. It is also a gateway to exploring Phu Quoc's captivating culture and island lifestyle. Known as the “Pearl Island” for the quality bounty from its pearl farms, its traditional villages, bustling markets, Buddhist pagodas and peppercorn plantations also await discovery, and its unique superlatives include production of Vietnam's finest *nuoc cham*, the fish sauce ubiquitous in Vietnamese cuisine, and inarguably the best seafood in the country.

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About New World Hotels & Resorts

New World Hotels & Resorts are deluxe business, MICE-focused hotels and resorts in convenient central locations in primary and secondary cities in China, major Asian gateways and popular vacation destinations. A total of 9 New World Hotels & Resorts properties are located in Hong Kong, Beijing, Dalian, Guiyang, Wuhan, Malaysia, the Philippines, Vietnam and an affiliated hotel in Shunde. Most are 350+ room hotels offering a full range of relevant amenities and services, including a variety of restaurants, business services, extensive meeting facilities, Residence Club executive floors and recreational options. For more information, please visit newworldhotels.com.

About Rosewood Hotel Group

Rosewood Hotel Group, one of the world's leading hotel companies, encompasses three brands: ultra-luxury Rosewood Hotels & Resorts® in North America, Caribbean/Atlantic, Europe, the Middle East and Asia; upper-upscale New World Hotels & Resorts in China and Southeast Asia; and KHOS, a dynamic global business lifestyle hotel brand. Its combined portfolio consists of more than 40 hotels in 19 countries. For more information, please visit rosewoodhotelgroup.com.

About Sun Group

Sun Group, founded in 2007, is one of the leading private economic groups in Vietnam, making significant contributions to Vietnam tourism economic development. Sun Group owns the Sun World, Sun Hospitality and Sun Property brands and was recently bestowed 25 World Travel Awards for its tourism, entertainment and infrastructure projects. Its prestigious hotel projects in Phu Quoc have elevated the destination to world-class status and made significant contribution to the local economy and welfare of the island's people. For more information, please visit sungroup.com.vn.

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