

## International Hospitality News

September 2013

### CONTENTS

- Project 1: InterContinental Sun Peninsula – Resort (Danang, Vietnam)

## 1. INTERCONTINENTAL SUN PENINSULA

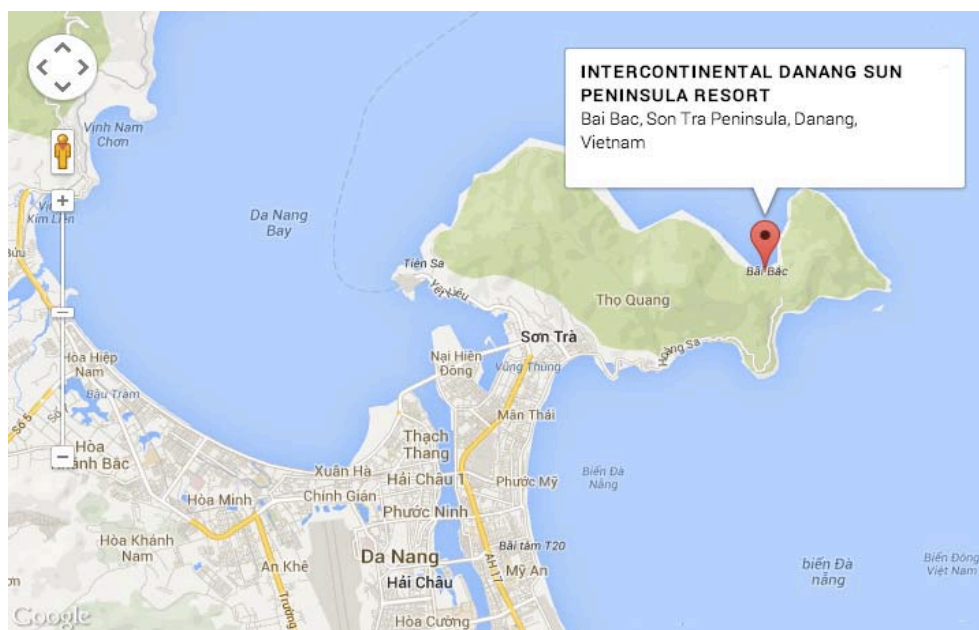
### Project Overview

Taking six years to design and build, InterContinental Danang is a creation of one of Asia's most celebrated resort designers, Bill Bensley, who also designed The Siam hotel in Bangkok. The design features a rich template of earthy colors and bold features, and marries traditional and contemporary designs with the pristine surrounding landscape. Everything, down to the in-room dining cutlery, was specifically selected to create an aesthetic that sets InterContinental Danang apart from other resorts in Vietnam.

### Project Details

1. **Type of Business:** Luxury resort
2. **Open Date:** 06/2012
3. **Concept:** Blend of modern convenience with elements of Vietnamese architecture.
4. **Location:** Son Tra Peninsula, Son Tra District, Danang, Vietnam
5. **Target Customer:** Leisure travelers
6. **Number of rooms:** 197 rooms, ranging in size from
7. **Room Rate:** Rates starting from around US\$ 250 per night.
8. **Hotel Management Group:** InterContinental Hotels Group; [www.ihg.com](http://www.ihg.com)
9. **Architect / Interior Designer:** Bill Bensley; [www.bensley.com](http://www.bensley.com)
10. **Website:** danang.intercontinental.com

### Location map

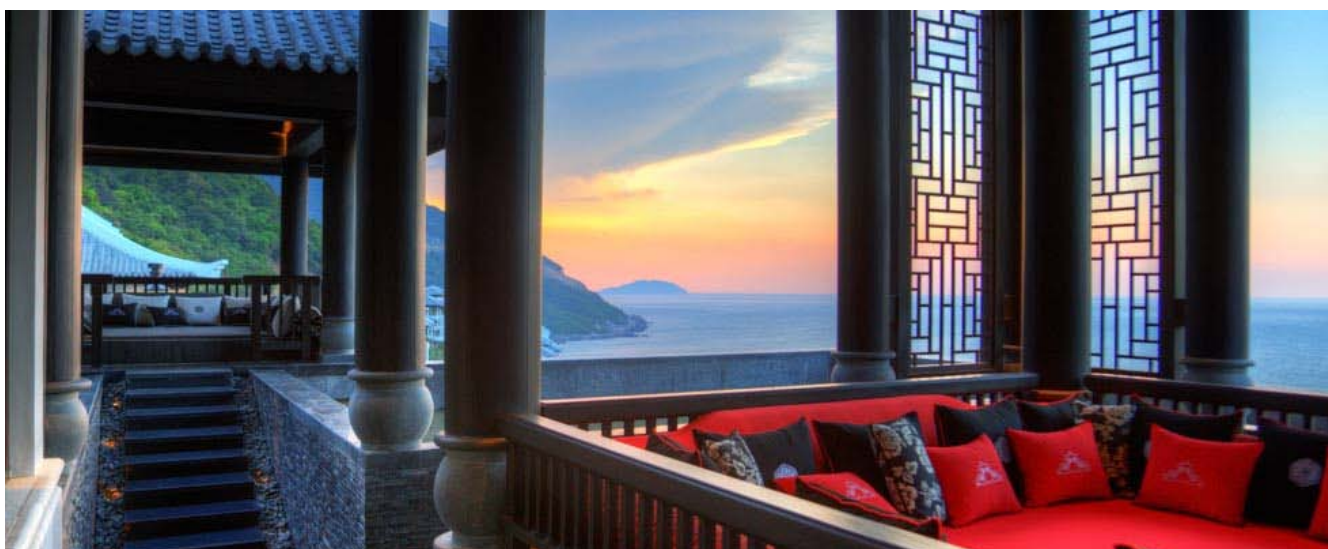


The resort is nestled in a secluded private bay of the Son Tra Peninsula, also called the 'Magic Monkey Mountain'. International Airport Danang (20 km) and downtown Danang are a 30-minute drive away.



Famed architect Bill Bensley crafted a resort that inhabits four levels – Heaven, Sky, Earth and Sea – linked by a funicular train climbing its way through the forested slopes.

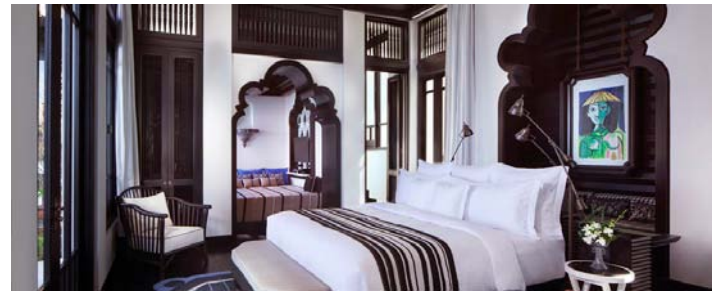
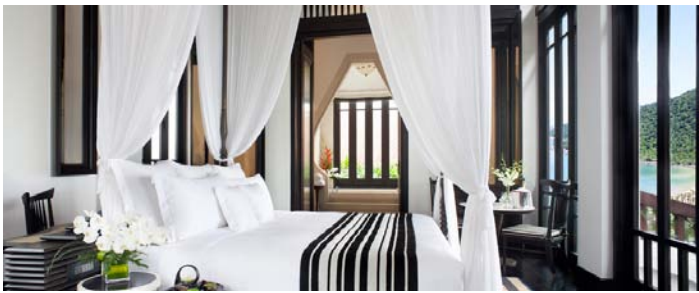




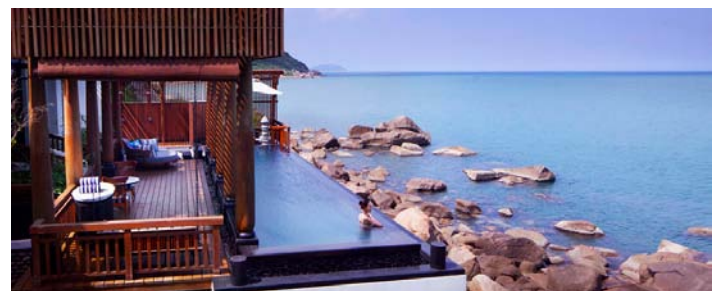
The Intercontinental Sun Peninsula resort is embedded in the hills of the famous Son Tra Peninsula and surrounded by a beautiful landscape with panoramic views of the South China Sea.



Featuring 197 rooms, the luxury resort was designed to blend modern convenience with elements of traditional Vietnamese architecture.



Large terraces and shuttered windows elevate private living spaces that draw in the surrounding jungle and crystal bay, and add depth to the spacious rooms that start from 70sqm.





The design features a rich template of earthy colors and bold features, and marries traditional and contemporary designs with the pristine surrounding landscape.



