Brussels/Hoi An, 18 February,2025

**Radisson Blu Resort, Hoi An opens its doors to a peaceful beachfront haven**

**Radisson Hotel Group is pleased to announce the opening of** [**Radisson Blu Resort, Hoi An**](https://www.radissonhotels.com/en-us/hotels/radisson-blu-resort-hoi-an)**, a stylish beachfront retreat set on the pristine sands of Ha My Beach in Quang Nam Province, Vietnam. Just a short drive from Da Nang and Hoi An, this new resort offers a seamless blend of modern elegance and natural serenity, making it an ideal destination for leisure and business travelers.**

**A Resort That Redefines Coastal Elegance**

Radisson Blu Resort, Hoi An features 674 spacious rooms, suites, and 66 private villas (opening later this year) all designed to complement the stunning coastal landscape. Each guest room offers 47 square meters of space with contemporary décor, private balconies, and views of the ocean, the resort’s lush gardens or the local village. Guests seeking greater exclusivity can choose from the resort’s luxurious villas, complete with open-plan kitchens, dining, and living areas – perfect for extended stays or family getaways.

*“We are delighted to introduce Radisson Blu Resort, Hoi An, a destination where guests can experience the perfect blend of relaxation, exploration, and exceptional service. With its stunning beachfront location, thoughtfully designed accommodations, and an array of dining and recreational offerings, the resort is set to become one of Vietnam’s premier luxury getaways,”* said Mr. Pak Eugene, General Manager of Radisson Blu Resort, Hoi An.

**A Culinary Journey by the Shore**

At *Evolve*, the resort’s all-day dining restaurant, guests can start their day with a generous international breakfast buffet, making it the perfect spot to catch up with friends or fuel up before a day of exploration.

Seafood lovers will delight at *Hooked,* where the day’s freshest local catches are transformed into mouthwatering dishes, served in a setting that celebrates Hoi An’s coastal heritage.

*Noodle Bowls* offers a casual yet enticing experience with comforting Asian street food classics, while *Quench Pool Bar* provides the ultimate poolside retreat with chilled cocktails, light bites, and a relaxing ambiance.

For elevated evenings, *Gravity Rooftop Bar* is the perfect destination. With its panoramic ocean views, and refined menu of craft cocktails and premium whiskies, it’s an ideal spot to toast special moments as the sun sets.

The *Nectar Lobby Bar* offers a versatile space for everything from morning coffee meetings to evening conversations over wine or cocktails in an elegant, yet inviting setting.

For guests staying in the resort’s exclusive villas, private dining experiences take center stage. Enjoy a bespoke meal curated by the resort’s expert chefs, creating an intimate and unforgettable culinary moment in the comfort of your own villa.

**Recreation and Relaxation in a Beachside Paradise**

Guests can recharge at the resort’s on-site spa or unwind at one of its three outdoor swimming pools. For those seeking adventure, many activities are available, including cycling, beach volleyball, tennis, and yoga. Families are well catered for by a dedicated Kid’s Club that offers a variety of engaging activities for children.

**A Stunning Venue for Unforgettable Events**

Whether it’s an intimate beachfront wedding or a corporate retreat, Radisson Blu Resort, Hoi An offers **three versatile event venues** and a **spacious foyer area** that can accommodate a range of events. The breathtaking coastal setting and Radisson’s renowned hospitality ensure every occasion is unforgettable.

**A Gateway to Cultural Heritage and Natural Beauty**

Situated just 35 minutes from Da Nang International Airport and 15 minutes from Hoi An Ancient Town, the resort is ideally located for exploring the region’s cultural and natural landmarks. Guests can easily visit the Marble Mountains, My Son Sanctuary, and the historic streets of Hoi An, which is recognized as a UNESCO World Heritage Site for its well-preserved architecture and rich history.

**A Milestone in Radisson Hotel Group’s Expansion in Vietnam**

As the third Radisson Blu property in Vietnam, the opening of Radisson Blu Resort Hoi An marks a significant step in Radisson Hotel Group’s continued growth in the Asia-Pacific region, the Group currently operates six hotels and have five under development in the country.

Tim Cordon, COO, Middle East, Africa and Southeast Asia Pacific at Radisson Hotel Group, added*: “The opening of Radisson Blu Resort Hoi An is a testament to our commitment to expanding our footprint in Asia-Pacific with exceptional resorts that resonate with both domestic and international travelers. Vietnam’s rich cultural heritage and the resort’s serene coastal setting create an unparalleled guest experience that embodies our brand promise of memorable moments.”*

For more information and to book, [click here](https://www.radissonhotels.com/en-us/hotels/radisson-blu-resort-hoi-an).

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RADISSON HOTEL GROUP

Radisson Hotel Group is a rapidly expanding international hotel group, operating in EMEA and APAC with over 1,460 hotels in operation and under development in +100 countries. The Group’s overarching brand promise is Every Moment Matters with a signature Yes I Can! service ethos.

The Radisson family of brands portfolio includes Radisson Collection, art’otel, Radisson Blu, Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and Prize by Radisson brought together under one commercial umbrella brand Radisson Hotels.

[Radisson Rewards](https://www.radissonhotels.com/en-us/rewards) is Radisson Hotel Group’s loyalty program, which delivers an elevated experience that makes Every Moment Matter, counting more than 20 million members. As the most streamlined program in the sector, members enjoy exceptional advantages and can access their benefits from day one across a wide range of hotels in Europe, Middle East, Africa, and Asia Pacific.

[Radisson Meetings](https://www.radissonhotels.com/en-us/meeting-conference-hotels) provides tailored solutions for any event or meeting, including hybrid solutions placing guests and their needs at the heart of its offer. Radisson Meetings is built around three strong service commitments: Personal, Professional and Memorable, while delivering on the brilliant basics and being uniquely Carbon Compensated.

At Radisson Hotel Group we [care for people, communities and planet](https://www.radissonhotels.com/en-us/corporate/responsible-business) and aim to be Net Zero by 2050 based on the approved Science Based Targets. With unique solutions such as carbon compensated Radisson Meetings, we make sustainable hotel stays easy. To facilitate sustainable travel choices, all our hotels are becoming verified on Hotel Sustainability Basics.

The health and safety of guests and team members remain a top priority for Radisson Hotel Group. All properties across the Group’s portfolio are subject to health and safety requirements, ensuring we always care for our guests and team members.

For more information, visit our [corporate website](https://www.radissonhotels.com/corporate). Or connect with Radisson Hotels on:

[LinkedIn](https://www.linkedin.com/company/radisson-hotel-group/) | [Instagram](https://www.instagram.com/radissonhotels/) | [X](https://x.com/radissonhotels) | [Facebook](https://www.facebook.com/radissonhotels) | [YouTube](https://www.youtube.com/radissonhotelgroup) | [TikTok](https://www.tiktok.com/@radissonhotels)

ABOUT RADISSON BLU

Radisson Blu is an upper upscale hotel brand that delivers meaningful and memorable experiences in stylish spaces. Characterized by attention to detail and the Yes I Can! service philosophy, Radisson Blu hotels are designed to make an unforgettable difference by anticipating travelers’ needs through carefully curated touchpoints. Radisson Blu hotels can be found in major cities, key airport gateways, and leisure destinations. Guests and professional business partners can enhance their experience with Radisson Blu by participating in Radisson Rewards, an international loyalty program offering exceptional benefits and rewards.

Radisson Blu is part of the Radisson family of brands, which also includes Radisson Collection, art’otel Radisson, Radisson RED, Radisson Individuals, Park Plaza, Park Inn by Radisson, Country Inn & Suites by Radisson, and Prize by Radisson brought together under one commercial umbrella brand Radisson Hotels.

For reservations and more information, visit our [website](https://www.radissonhotels.com/blu). Or connect with Radisson Blu on:

[LinkedIn](https://www.linkedin.com/company/radisson-hotel-group/) | [Instagram](https://www.instagram.com/radissonblu/) | [X](https://x.com/radissonhotels) | [Facebook](https://www.facebook.com/radissonblu) | [YouTube](https://www.youtube.com/playlist?list=PLDuJbevwCgCdrJ7X93uleKubH4wB_nubZ) | [TikTok](https://www.tiktok.com/@radissonhotels)