Brussels/Ha Long Bay, 29 April, 2025

**Radisson Blu Hotel, Ha Long Bay opens on iconic Vietnam’s UNESCO World Heritage Site**

**Radisson Hotel Group proudly announces the opening of** [**Radisson Blu Hotel, Ha Long Bay**](https://www.radissonhotels.com/en-us/hotels/radisson-blu-ha-long-bay)**, a stylish retreat located close to Bai Chay Beach and minutes from the city’s most iconic landmarks. Overlooking the emerald waters and dramatic limestone karsts of one of the world’s natural wonders, the hotel blends stylish surroundings with warm Vietnamese hospitality to create an unforgettable base for business and leisure travelers.**

**Bayfront haven: panoramic views & refined comforts**

Each of the hotel’s 352 spacious rooms and suites feature floor-to-ceiling glass that frame either sweeping bay vistas or tranquil bay scenes, immersing guests in Ha Long’s natural beauty from sunrise to starlit night. Two striking pools invite every mood: an outdoor infinity pool for sunset selfies and an indoor heated pool for year-round relaxation.

Christina Gutierrez-Dumaraos, Radisson Blu Hotel Ha Long Bay General Manager, said, "*Opening the door to Radisson Blu Ha Long Bay is a celebration of culture, community, and connection. Our team proudly welcomes the world with authentic Vietnamese warmth and world-class hospitality, perfectly complemented by the stunning beauty of one of the world’s most iconic landscapes."*

**Elevated flavors of the bay**

*Sea Stars*, the hotel’s signature restaurant, welcomes diners beneath glittering crystal chandeliers and gilded accents, creating a warm yet sophisticated backdrop for every meal. Its carefully curated buffet celebrates both local delicacies and global favorites, highlighting local specialties such as bánh cuốn chả mực, silky steamed rice rolls paired with handmade Ha Long squid patties and bún cù kỳ, a fragrant vermicelli soup brimming with fresh horseshoe crab. A steaming bowl of traditional Vietnamese phở, slow simmered to perfection, rounds out the authentic culinary journey.

Four distinctive bars extend the hotel’s epicurean appeal. From the relaxed *Lobby Lounge* to a chic rooftop venue with sweeping bay views, each space pours craft cocktails, showcases Vietnamese coffee rituals, and hosts live entertainment. For guests seeking heightened exclusivity, the *Executive Lounge* offers private check-in, bespoke concierge service, and a serene setting to unwind above the bustle.

**Design that mirrors the bay**

Rising thirty stories above the bay, the hotel's striking architecture is inspired by a majestic ship sailing toward the sea, designed to blend seamlessly with the area's natural splendor. Golden accents, ocean-inspired curves, and curated Vietnamese artworks create a visual dialogue between the hotel’s interiors and the legendary seascape outside. Plush textiles, warm timber, and subtle marine hues deliver a soothing sanctuary that feels sophisticated and unmistakably local. The entire property features energy-saving LED lighting and sensor-activated faucets to reduce electricity and water consumption. Our water-cooled air conditioning system further lowers our environmental impact while ensuring guest comfort.

**A connection hub for locals & globetrotters**

From morning lattes in the lobby to sunset beats on the rooftop, Radisson Blu Hotel, Ha Long Bay is designed as a social catalyst where guests and locals can mingle. With 1,000 square meters of flexible event space, including a ballroom for up to 550 guests, cutting-edge LED screens, and high-speed connectivity, the hotel is primed to host everything from global conferences to fairytale weddings.

Tim Cordon, COO, Middle East, Africa & Southeast Asia Pacific, Radisson Hotel Group commented, *“Ha Long Bay is a bucket list destination for millions worldwide. Bringing the Radisson Blu brand here underscores our commitment to expanding in Vietnam, one of Asia’s most dynamic growth markets, while reaffirming our promise to deliver the brand’s hallmark ‘Yes I Can!’ service and authentically local experiences to every guest.”*

**Championing responsible hospitality**

Beyond its chlorine-free pools, the hotel employs energy-efficient systems, reduces single-use plastics, and partners with local farmers and fishers to spotlight sustainable ingredients. This advances Radisson Hotel Group’s Net Zero roadmap and reinforces its Move to Zero ambitions in Vietnam.

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

For high resolution pictures, click [here](https://radissonhotels.iceportal.com/asset/pr-emea-2025/miscellaneous/16256-141192-m35223827.zip).

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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)

RADISSON HOTEL GROUP

Radisson Hotel Group is a rapidly expanding international hotel group, operating in EMEA and APAC with over 1,520 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:

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