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**JUST REVEALED: VICEROY HOTEL GROUP WILL ANCHOR VIETNAM'S VISIONARY ENTERTAINMENT HUB, COCOBAY**  
*Viceroy Da Nang Vietnam introduces modern luxury hospitality experience to the largest hub of entertainment in Southeast Asia*



**LOS ANGELES, CA (May 1, 2017)** - Stretching from the Coco River to the East Sea, on lush Vietnam land that's ripe for adventure, a whole new kind of travel destination is rising. And it will completely transform the tourism industry in Southeast Asia. Set to open in 2020, Viceroy Hotel Group is thrilled to share a first look at upcoming Viceroy Da Nang Vietnam, an iconic five-star hotel found at the heart of the soon-to-come Cocobay entertainment and hospitality hub.

"We are immensely proud to partner with Empire Group on this remarkable venture," says Bill Walshe, CEO of Viceroy Hotel Group. "As we forge new territory we are not just making an entrance. We are shaping a vision while creating a new groundbreaking destination."

"This is Viceroy's first foray into Asia's most highly-anticipated market, which is being created from the ground up," says Anton Bawab, Regional President of Viceroy Hotel Group.

"The mix of culture, nightlife and hospitality that will come to life here will solidify Viceroy Da Nang Vietnam as a must-visit destination."

### **AN EPICENTER OF ENDLESS POSSIBILITY**

Cocobay is ideally located near the ancient town of Hoi An, just 20 minutes from Da Nang International Airport. Its master plan features a convention center, opera house, sports arena, beach club, retail stores, and numerous nightlife and dining destinations. Soaring above the entire scene: Viceroy Da Nang Vietnam, recognizable by its twin towers that are adjoined at the top by a "crystal bridge" on which guests can take in panoramic views of Da Nang and the ocean.

### **WHERE AMENITIES MEET ADVENTURE**

A stylish mix of more than 700 luxury hotel rooms, suites and condos will make guests and residents feel truly at home. For a distinct nightlife and culinary twist, expect 8 restaurant, lounge and bar concepts; plus meeting and event space, including three ballrooms. Pools flanked by private cabanas will be hot social scenes, as well as relaxation spots. And, for a true escape, the hotel will leave guests renewed at a full-service spa and wellness oasis.

For additional information, please visit [viceroyhotelsandresorts.com/danang](http://viceroyhotelsandresorts.com/danang).

### **ABOUT VICEROY HOTEL GROUP**

Viceroy Hotel Group inspires travelers with one-of-a-kind authentic lifestyle experiences that bring together provocative design and intuitive service in sought-after locations. A leader in modern luxury, Viceroy's vibe-led hospitality is guided by the brand promise "Remember to Live," an affirmation to create lifelong memories for each and every guest. Viceroy destinations are segmented into three distinct portfolio tiers to help travelers find exactly the kind of experience they're looking for. The Viceroy Icon Collection properties include epic hotels and resorts in Dubai, Abu Dhabi, Beverly Hills, Riviera Maya, Snowmass, and St. Lucia, with forthcoming openings in Chicago, Algarve, Buenos Aires, Istanbul, Panama, Cartagena, and Vietnam. The Viceroy Lifestyle Series hotels and resorts are found in attitude-led destinations including New York, Santa Monica, and Zihuatanejo with a forthcoming opening in Serbia. The Urban Retreat Collection properties in San Francisco and New York have an independent spirit and bold, eccentric personalities. Viceroy Hotel Group is a member of the Global Hotel Alliance (GHA) DISCOVERY, a unique loyalty program offering exclusive benefits and experiences to its members at over 550 hotels around the world. For more information, visit [www.viceroyhotelsandresorts.com](http://www.viceroyhotelsandresorts.com). Follow Viceroy Hotel Group at [facebook.com/viceroyhotelgroup](https://facebook.com/viceroyhotelgroup) and on Instagram and Twitter @viceroyhotels.