



PRESS RELEASE
5TH DECEMBER 2024

RIXOS TO REDEFINE LUXURY ALL-INCLUSIVE IN SOUTHEAST ASIA WITH NEW SIGNING IN VIETNAM

Rixos Phu Quoc is the result of a collaboration between Sun Group and Ennismore, which will be the first Rixos all-inclusive to open in Asia.

Rixos Phu Quoc will be an all-encompassing, high-end experience in one of Vietnam's most breathtaking locations.



[Download Images.](#)

Ennismore, the fastest-growing lifestyle and leisure hospitality company, and leading Vietnamese luxury hospitality developer, **Sun Hospitality Group**, a member of Sun Group – Vietnam's leading conglomerate, today announced the signing of Rixos Phu Quoc, marking a significant milestone as the first Rixos destination in Southeast Asia. Rixos Phu Quoc will open its first phase in mid-2026.

Nestled on the golden sand beaches and emerald water of Hon Thom (Pineapple Island) - one of the most stunning islands of Vietnam's "Pearl Island", **Rixos Phu Quoc** will invite guests to discover a world of possibilities with over 1300 guest rooms in five categories, including 207 suites, all offering unparalleled ocean views and direct access to the pristine coastline. There's plenty to discover across the sprawling resort, and guests are encouraged to explore the scenic botanical gardens on sand bikes or walk the dragon's gateway coastal paths. Creating an exceptional escape, guests will enjoy an array of exclusive facilities that



cater to all, with a family-friendly beach area featuring multiple playgrounds and a Rixy Kids Clubs to keep the young ones entertained, dedicated water sports and fitness facilities for the adrenaline seekers, and a multi-functional amphitheatre to set to host a jam-packed schedule of live entertainment. Adding to the variety of activities on offer, the resort also features multiple pools, outdoor game spaces for chess, bowling and tennis, and an expansive wellness spa.

At Rixos Phu Quoc, 22 restaurant and bar destinations will cater to every taste and mood. Curated by PSC Hospitality, Ennismore's F&B concept consultancy division, Lobby Lounge, All-Day Dining restaurant, Pool Bar & Grill, and nine speciality restaurants will offer an array of local and international cuisines while the bars serve up expertly crafted cocktails, creating the perfect setting for a relaxed evening or a night of celebration.

Located on the scenic Hon Thom Island in Southern Phu Quoc, Rixos Phu Quoc is just a 45-minute flight from Vietnam's largest city, Ho Chi Minh City. Recently voted number two in the Best Islands in the World list for Travel+Leisure's World's Best Awards 2024, just behind Maldives, the island was recognised for its understated tranquillity and richly endowed. Boasting unparalleled sea views and lush mountain backdrops, this secluded paradise is accessible from the mainland through the World Guinness record's 3-wire longest cable car with a quick 15-minute commute from the mainland or a short boat ride.

In addition, the area surrounding the hotel features Sun World Hon Thom, a lively theme park with a vibrant indigenous atmosphere. Here, guests can enjoy Aquatopia, Asia's premier water park, and Exotica Village, an entertainment park with the iconic wooden roller coaster. This is also the perfect place to enjoy dynamic live shows throughout the day and endless fun pool parties.

Gaurav Bhushan, Co-Chief Executive Officer at Ennismore, said, *"Rixos is synonymous with luxury, offering its guests an unforgettable experience with its exceptional design and programming. The exclusive island of Phu Quoc is the perfect location to bring the Rixos all-inclusive experience to Asia for the first time, with its breathtaking landscape, sandy beaches and clear blue waters. As the only all-inclusive resort on the island, Rixos Phu Quoc will set a new standard inspired by local culture and Turkish influences, establishing itself as the ultimate luxury leisure escape."*



Nguyen Vu Quynh Anh, CEO of Sun Hospitality Group, said, *“We are truly honored to partner with Ennismore to introduce a new definition of all-inclusive luxury to Vietnam, a concept that remains fresh and groundbreaking both globally and in Southeast Asia. With Rixos Phu Quoc, we hope that Sun Group will once again revolutionize Vietnam's resort tourism industry, elevating Phu Quoc's image to become increasingly renowned and prestigious on the global travel map, positioning it as a competitive destination alongside famous resort islands like the Maldives and even Hawaii.”*

The decision of Rixos, the world's leading all-inclusive resort brand, to choose Hon Thom, located within the Sun Paradise Land ecosystem in Phu Quoc, to launch its first all-inclusive resort model in Southeast Asia not only offers Phu Quoc a unique opportunity for breakthrough growth but also affirms the exceptional potential of the Sun Paradise Land ecosystem. With three main zones—the East Coast beaches, the Sunset Town on the West Coast, and Hon Thom Island—the complex connects some of the most beautiful destinations in Phu Quoc, creating an unparalleled journey of luxury experiences, from entertainment and leisure to relaxation and sports. The "All-Inclusive" concept of Rixos will be fully enhanced by the Sun Paradise Land ecosystem.

Established in 2000, Rixos is dedicated to providing unmatched hospitality amid luxurious surroundings. Encompassing the essence of Turkish hospitality, the Rixos experience is defined by its harmonious balance of the all-inclusive concept with a luxurious and lively atmosphere, family-friendly activities, whilst delivering exceptional possibilities and unforgettable experiences. Celebrated for its incredible hospitality, attentive, personalised service and fine cuisine, the award-winning Rixos Hotels have received global recognition from distinguished professional bodies, including the American Five Star Diamond Award, Conde Nast, World Travel Awards, Trip Advisor and Great Hotels of the World.

Rixos Phu Quoc will join Ennismore's ALL Inclusive Collection, a digital platform that allows guests to discover a highly curated selection of all-inclusive resorts in some of the world's most exciting destinations. The platform brings together over 35 breathtaking resorts, challenging the historical perception of all-inclusive holidays by creating memorable luxury experiences with exceptional and varied culinary offers and high-quality entertainment. ALL Inclusive Collection builds on the success of Rixos – a leader in the all-inclusive market. The “all-inclusive, all-exclusive” concept by Rixos forms the foundations of the ALL Inclusive Collection's experience pillars, which help to ensure each resort delivers an exceptional quality experience every time.



-END-

ennismore.com



MEDIA CONTACT:

Marcos Eleftheriou

VP of Corporate Communications, Ennismore

marcos.eleftheriou@ennismore.com

ABOUT ENNISMORE

Ennismore is a global collective of entrepreneurial and founder-built brands with creativity and purpose at their heart. Founded in 2011 by entrepreneur Sharan Pasricha, Ennismore and Accor entered a joint venture in 2021, creating a new autonomous entity and the fastest-growing lifestyle hospitality company, with Accor holding a majority shareholding. Ennismore comprises three pillars: a lifestyle collective rooted in culture and community, immersive resorts creating havens for escapism and entertainment, and iconic luxury venues pioneering the art of exclusive culinary destinations.

Ennismore has an unrivalled ecosystem of 15 brands and two independent F&B groups with 170+ open hotels and 120+ in the pipeline, as well as over 500 restaurants and bars. Ennismore operates hotels in over 35 countries with over 25,000 team members. Ennismore has four dedicated in-house studios: an F&B Platform; AIME Studios, Interior & Graphic Design; a Digital Product & Tech Innovation Lab; and a Partnerships Studio. Dis-loyalty is Ennismore's travel and food membership dedicated to lifestyle. Ennismore is committed to positively impacting the world, with a key focus on creating inclusive communities among its teams and in the places it calls home. ennismore.com **Figures as of the end of June 2024.*

ABOUT SUN HOSPITALITY GROUP

Sun Hospitality Group of Sun Group currently owns hotels, resorts, and golf courses across Vietnam's renowned destinations, from Sa Pa, Da Nang, Quang Ninh to Phu Quoc. Most of the resorts have been honored by prestigious international award organizations.

To date, Sun Hospitality Group is the only hotel and resort brand in Vietnam that owns a collection of top-class resorts in the region, contributing to affirming Vietnam's mark on the international leisure tourism map. With the mission of "bringing Vietnam to the world" and "bringing the world to Vietnam," the brand has collaborated with leading global hotel management groups such as Accor Hotels, Marriott International, IHG, and Rosewood Hotel Group to deliver outstanding products and services to its customers. The group also solidifies its position with professional and high-class management and operation through renowned resorts in Vietnam such as Yoko Onsen Quang Hanh Resort and Serena Resort Kim Boi.

With its position as a hospitality brand owning a collection of top-tier global hotel management partners, Sun Hospitality Group is poised to achieve even greater milestones. It continues to expand its "collection" of leading international hotel management partners, featuring increasingly "luxurious and premium" names such as The Ritz-Carlton, The Crest Collection, and Ascott The Residence under the Ascott Group, as well as Curio Collection by Hilton.

ABOUT SUN PARADISE LAND

Sun Paradise Land Phu Quoc is a luxurious entertainment, leisure, and resort complex located amidst the breathtaking natural scenery of Phu Quoc, spanning destinations Kem Beach, Hon Thom, Ong Doi Cape, Sunset Town, and Vung Bau.

In the southern region of Phu Quoc Island, Sun Group has been investing in three main zones: the beaches on the eastern coast, Sunset Town on the western coast, and Hon Thom. Among these, the eastern coastal projects are planned as a hub for luxury resorts and high-end spa facilities. Meanwhile, the western coast—home to Sunset Town—is a super entertainment and leisure complex with Vietnam's largest investment of over 4,000 billion VND. This area offers a vibrant array of entertainment, festivals, culinary experiences, and cultural events. This ecosystem further extends to Hon Thom — Paradise Island — connected by the world's longest three-cable car system. Together, these elements create a 24/7 tourism hub that remains attractive all year round.