

## **PULLMAN NINH BINH OPENS IN VIETNAM'S UNESCO WORLD HERITAGE DESTINATION**



**HANOI, 1 MAY 2026** – [Pullman Hotels & Resorts](#) proudly announces the opening of **Pullman Ninh Binh**, introducing a bold and pioneering hospitality experience to one of Northern Vietnam's most captivating up-and-coming destinations. As Ninh Binh's first internationally branded hotel, the opening marks a new chapter for the region, bringing expressive spaces designed for exchange, connection, and discovery while offering travellers an ideal base from which to explore Ninh Binh's natural and cultural landscapes.

Ninh Binh is a perfect escape from Hanoi and is conveniently located approximately 1.5 hours' drive from Noi Bai International Airport (HAN). The destination is home to some of Vietnam's most celebrated natural and cultural landmarks, including the UNESCO World Heritage Site of Trang An, the ancient capital of Hoa Lu, and Cuc Phuong National Park. Known for its striking limestone karsts rising above rice paddies, the region continues to emerge as a destination of growing interest for both domestic and international travellers. Standing as the city's tallest building, Pullman Ninh Binh offers uninterrupted views across this extraordinary landscape.

Inspired by its natural surroundings, the hotel's design weaves together natural textures, greenery, locally sourced materials and smart energy systems. The lobby reimagines the arrival experience as a vibrant, multi-functional space - intentionally open and fluid - designed to encourage moments of



exchange. From here, the space flows naturally into co-creation lounges and flexible work zones, reflecting Pullman's signature blend of productivity, social energy, and contemporary lifestyle.

Pullman Ninh Binh features 283 contemporary rooms and suites, each with a private balcony overlooking the city or surrounding mountains. Suites include separate living areas and access to the Executive Lounge, while the Presidential Suite offers two balconies, a private kitchen, and a dedicated dining area.

The hotel's dining and social venues are conceived as energetic gathering spaces, designed to encourage conversation, creativity, and shared social moments.

**FoodConneXion**, located on the lobby floor, offers an all-day dining experience. Featuring a vibrant mix of global cuisine, Ninh Binh specialties, live cooking stations, and artfully curated buffets, the restaurant delivers a dynamic culinary journey from morning through evening.

The lobby's social rhythm continues at **Lumi Lounge**, a relaxed gathering space filled with natural light. From artisanal pastries and Vietnamese-inspired tapas to specialty coffees, Lumi Lounge transitions effortlessly from daytime casual meetings to relaxed evening moments.

**Bublx**, Ninh Binh's highest rooftop Champagne bar, blends contemporary design with subtle nods to local culture. With both indoor and open-air seating, the venue offers sweeping views of Trang An and the city skyline, paired with Champagne and tapas featuring a Vietnamese twist.

**Mad Cow Wine & Grill** and **Hoà Thuy Tien** will be introduced later this year, further enhancing the hotel's dining offering with a contemporary steakhouse experience and a refined Cantonese restaurant celebrating heritage flavours, craftsmanship, and curated beverage selections.

Designed for gatherings of every scale, Pullman Ninh Binh offers 1,700 square metres of flexible function space. Reflecting Pullman's vision for modern meetings, the spaces combine dynamic design with seamless technology to accommodate large-scale conferences, corporate events, creative workshops, social gatherings, and hybrid meetings. At Pullman, meetings evolve beyond traditional formats – becoming experiences shaped by movement, collaboration, and exchange.

Movement is central to the Pullman experience. Energizing fitness offerings at Pullman Ninh Binh include three swimming pools - indoor, outdoor, and rooftop - a 24-hour gym equipped with smart technology, and full-size sports courts. Pullman Spa provides restorative wellness experiences, while dedicated kids' facilities provide engaging spaces for younger guests.

*"We are pleased to expand our network into Ninh Binh, a destination that is rapidly emerging as one of Vietnam's most compelling places," commented Garth Simmons, Chief Operating Officer, Premium, Midscale & Economy Division for Accor in Asia. "Introducing Pullman to Ninh Binh reinforces our confidence in the destination's long-term growth potential and our strategic focus on shaping new benchmarks for premium hospitality beyond Vietnam's traditional gateways. Pullman resonates strongly with a new generation of travellers seeking spaces that adapt to their modern lifestyles, while remaining connected to the destination's natural and cultural identity."*

Born from a spirit of invention in 1859, Pullman Hotels & Resorts has long brought people, cultures and ideas together. Today, the brand continues that legacy by creating dynamic environments designed for



exchange, connection and movement. More than a hotel to stay, Pullman acts as a platform where guests meet, collaborate and explore new perspectives through energising social spaces, bold design and immersive experiences. With more than 150 hotels across over 40 countries, Pullman welcomes a new generation of travellers who move through the world with curiosity, creativity and purpose.

*"Ninh Binh holds exceptional potential for both leisure and business travel, and the opening of Pullman Ninh Binh marks an important new chapter for the destination's international profile", said David Stanley DE BRITO, General Manager of Pullman Ninh Binh. "With its rich history, distinctive cultural attractions and striking natural landscapes, Ninh Binh has all the elements to emerge as a leading destination in Vietnam. We look forward to welcoming guests and playing a meaningful role in supporting the destination's continued growth."*

To celebrate its opening, Pullman Ninh Binh is offering an Exclusive Opening Offer, with room rates starting from VND 3,300,000++ per room per night for two guests, including daily breakfast, and VND 500,000 net in food and beverage credit per night.

Members of ALL Accor, the Group's all-in-one booking platform and award-winning loyalty program, can enjoy exclusive benefits and earn reward points during their stay at Pullman Ninh Binh. Points can be redeemed for future stays, dining, and unique experiences across Accor's global network. Enrolment is free at all.com.

For more information or to make a reservation, please visit:  
<https://www.pullmanninhbinh.com/> or email [HA8E7@accor.com](mailto:HA8E7@accor.com).

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**IMAGE LINK: CLICK [HERE](#)**

### **About Pullman**

Pullman Hotels & Resorts is where people, cultures and ideas collide. As a platform for social exchanges, Pullman invites global travelers and modern visionaries to meet, collaborate, and engage in transformative spaces. More than 150 addresses around the world act as cultural hubs in the world's most dynamic destinations, from Pullman Paris Montparnasse to Pullman Singapore Orchard and Pullman Maldives Maamutaa. Born over 150 years ago with an open-minded spirit, Pullman continues to evolve as a connector of people and ideas. Pullman is part of Accor, a world leading hospitality group counting over 5,800 properties throughout more than 110 countries, and a participating brand in ALL Accor, a booking platform and loyalty program providing access to a wide variety of rewards, services and experiences.

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