

# Sunset Hospitality Group Continues Global Expansion with Launch of Azure Beach and Attiko in Vietnam

DUBAI, UNITED ARAB EMIRATES, January 11, 2023 /EINPresswire.com/ -- Sunset Hospitality Group (SHG), a leading hospitality group renowned for creating lifestyle hospitality experiences, expands its global footprint to Southeast Asia as it prepares to launch Azure Beach and Attiko in Vietnam.

Scheduled to open in Q3 2023, the initiative will be the firm's fourth Azure Beach location after great success in Dubai and Beirut, a third location is set to open in Doha in Q2 2023. Attiko will welcome its third venue after unveiling at W Dubai – Mina Seyahi in November 2022, and earlier in June in Bodrum. The expansion's announcement further reinforces the group's impressive universal growth strategy following a recent funding from Goldman Sachs Asset Management.



Both venues will mirror their Dubai based presence, replicating the already tried and tested model. Azure Beach is nestled among the heavenly white sands and shimmering blue waters of the South China Sea, serving up exotic beverages and mouth-watering Asian fusion cuisine – the perfect destination for a luxury and relaxing daycation with friends and family. Meanwhile, the roof terrace at Attiko promises a sleek high-energy lounge and supper club space with Pan Asian flavours and views across the idyllic Vietnamese coastline - the ideal spot for sundowners or late-night get together.

Situated at the iconic Bai Tien in Vega City - a new and exclusive coastal development within Nha

Trang, the complex will be the country's first integrated high-class resort of its kind. Constructed by Vietnamese investment firm KDI Holdings, a further collection of 168 ocean view shophouses, luxury villas and 5-star hotels will complete the complex.

Antonio Gonzalez, CEO – Sunset Hospitality Group, added: “Expanding our transnational presence and launching our business in Southeast Asia is something that’s been in the pipeline for quite some time, and we will be soon announcing more openings in new markets. We’re extremely excited about this opportunity and believe it’s just the beginning for SHG in the region. The Vega City Nha Trang project is set to become one of the most iconic holiday destinations in Vietnam, we feel honoured to be launching our product here.”

Do Tuan Anh, CEO of KDI Holdings added: “Partnering with the world’s biggest names such as Hyundai Engineering & Construction (HDEC) and world-leading brands in the hospitality industry including Accor Group, Meliá Hotels International and Rosewood Hotel Group and today Sunset Hospitality Group, demonstrates our diverse way and strong commitment in elevating the tourism industry in Vietnam, particularly Nha Trang and Khanh Hoa. Launching Azure Beach and Attiko, two high-energy lounge and supper clubs into Vega City Nha Trang, provides a unique and classy experience for those visiting.”

SHG continues to look ahead to next year as their ambitious progression strategy gets well underway, with an expected further 20 venues set to open in 2023, establishing a presence across 14 global destinations by the end of the year alone.

For more information about Sunset Hospitality Group, its different divisions and varied selection of brands, please visit: <https://www.sunsethospitality.com/>

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