

Media Release

**Prince Hotel Da Nang arrives in Vietnam,
Unveiling an Elevated Coastal Experience.**

Seibu Prince Hotels & Resorts is proud to announce the official opening of Prince Hotel Da Nang, formerly Sel de Mer Hotel Suites, effective October 2025. This pivotal step showcases Seibu Prince Hotels & Resorts' renewed focus on international growth, bringing the brand's renowned "Service from the Heart"—a philosophy inspired by the Japanese spirit of Omotenashi—to new destinations across the globe. This expansion into Vietnam underscores the company's ambitious plan to expand its global portfolio, ensuring the essence of Japanese warmth and genuine care is accessible worldwide.



- *Prince Hotel Da Nang, formerly Sel de Mer Hotel Suites, officially opened in October 2025, marking a significant step in Seibu Prince Hotels & Resorts' renewed focus on international growth and global portfolio expansion.*
- *The hotel will bring the brand's renowned "Service from the Heart," inspired by the Japanese spirit of Omotenashi, with the entire team having received extensive training as part of a global network of hotels.*

- *The property features 164 rooms with private balconies, a diverse culinary journey across multiple on-site restaurants and bars, including the chic rooftop bar, The Speakeasy, and a stunning infinity rooftop pool*

DA NANG, VIETNAM, 1 OCTOBER 2025 – Seibu Prince Hotels & Resorts is proud to announce the official opening of Prince Hotel Da Nang, formerly Sel de Mer Hotel Suites. This pivotal step showcases Seibu Prince Hotels & Resorts' renewed focus on international growth, bringing the brand's renowned "Service from the Heart"—a philosophy inspired by the Japanese spirit of Omotenashi—to new destinations across the globe. This expansion into Vietnam underscores the company's ambitious plan to expand its global portfolio, ensuring the essence of Japanese warmth and genuine care is accessible worldwide.



The decision to welcome the former Sel de Mer Hotel Suites into the portfolio was seamless, given its exceptional standards and already high level of international operation. The hotel team has received extensive training as part of a global network of hotels, delivering the international service philosophy, "Service from the Heart". Inspired by the spirit of Omotenashi, this in-depth service program is inspired by the history of 100 years of operational excellence that the team lives and breathes every day, a commitment reminded by an origami shaped heart worn on their uniforms.

Prince Hotel Da Nang offers an effortlessly elegant and deeply memorable stay for all guests. The hotel features 164 rooms with private balconies, diverse dining options, an infinity pool, a gym, and a spa. Our 164 minimalist designed rooms and suites each provide a private balcony, offering captivating views of either the vibrant Da Nang cityscape or the serene My Khe beach. Beyond the sophisticated accommodations, guests can enjoy a diverse culinary journey across multiple on-site restaurants and bars, including The Speakeasy, the chic rooftop bar that boasts breathtaking 360-degree panoramic views.



The hotel will undergo enhancements, including the Annona Spa, which invites guests to experience tranquillity where Japanese artistry meets the soul of Vietnam. Our skilled therapists, trained by Japanese experts, perform each massage and hair ritual with graceful precision, guiding you to a state of profound relaxation. Amidst a serene ambiance, indulge your senses with fragrant local herbs, nourishing oils, and the advanced care of Thalgo, allowing you to disconnect from the world and reconnect with yourself. Furthermore, plans are underway to enhance the signature rooftop bar experience with a Japanese Twist, with a launch targeted for April 2026, prior to the high season of Da Nang. Enhancing the guest experience further are a fully equipped gym and a stunning infinity

rooftop pool on level 5, all meticulously designed to provide a sense of restfulness and peace combined with up-to-date luxuries.

Strategically located just moments from the renowned My Khe Beach, Prince Hotel Da Nang offers unparalleled access to Da Nang's bustling city nightlife and the natural beauty of the Son Tra Peninsula. Its prime location also provides easy access to key tourist attractions such as the Dragon Bridge, Marble Mountain, Ancient Town, and the Golden Bridge, making it an ideal base for exploring the rich cultural tapestry of Da Nang and Hoi An.



With international arrivals to Vietnam increasing by 21% compared to 2024, placing the country on par with Japan for the highest growth rate worldwide, and a continuous expansion of direct international flights, Da Nang is the perfect launchpad for Prince Hotel in Vietnam.

“The opening of Prince Hotel Da Nang is a vital step in realising our vision of becoming a truly global hotel group with Japanese roots. Vietnam's incredible growth and its status as a premier tourist destination make Da Nang the ideal market to introduce our brand and extend our global footprint.

This property sets a new standard for our expansion into Southeast Asia.” said Yoshiki Kaneda, President and Representative Director of Seibu Prince Hotels Worldwide, Inc.

"We are delighted to bring the spirit of Omotenashi and our 'Service from the Heart' philosophy to the vibrant city of Da Nang. Prince Hotel Da Nang offers guests authentic Japanese hospitality combined with the beautiful culture of Vietnam, ensuring every stay is effortlessly elegant and deeply memorable. This launch is a proud moment for our team as we accelerate our journey towards a global portfolio" said Lee Richards, CEO of the International Division, Seibu Prince Hotels & Resorts.



This milestone follows the recent acquisition of the ACE HOTEL brand, which now brings the portfolio of hotels under Seibu Prince Hotels & Resorts to 94 globally. Seibu Prince Hotels Worldwide is a core company of the Seibu Group, and the hotel brands under Seibu Prince Hotels & Resorts include The Prince, The Prince Akatoki, Grand Prince, Park Regis by Prince, Park Regis, Policy, Prince Hotel, Park Proxi, Prince Smart Inn and Leisure Inn.

Book now at www.princehoteldanang.com

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About Prince Hotel

We welcome our guests with a sense of restfulness and peace combined with uniquely local experiences. Whether you're a family looking to create precious memories or traveling on business, our attentive service and relaxed atmosphere will enhance every aspect of your trip. Accommodating various kinds of stays, Prince Hotels are also a friendly place for drop-in guests not staying the night. Relax your body and mind and regain your strength for the next day. These hotels are your faithful travel companion.

About Seibu Prince Hotels Worldwide

Seibu Prince Hotels Worldwide, Inc. is a core company of the Seibu Group and the operating company of Seibu Prince Hotels & Resorts, ski resorts, golf courses, as well as other leisure facilities in Japan and abroad.

The hotel brands under Seibu Prince Hotels & Resorts include The Prince, The Prince Akatoki, Grand Prince, Park Regis by Prince, Park Regis, Policy, Prince Hotel, Park Proxi, Prince Smart Inn and Leisure Inn.

Driven by the passion for hotels and leisure, we strive for the highest service standards. Targeting to expand to 250 hotels globally, we bring our unique hospitality to every corner of the world.