

Vietnam Report

April 2019

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- Project 1: Lamarck University at JW Marriott Phu Quoc Emerald Bay
(Resort, Phu Quoc Island, Vietnam)

1. LAMARCK UNIVERSITY

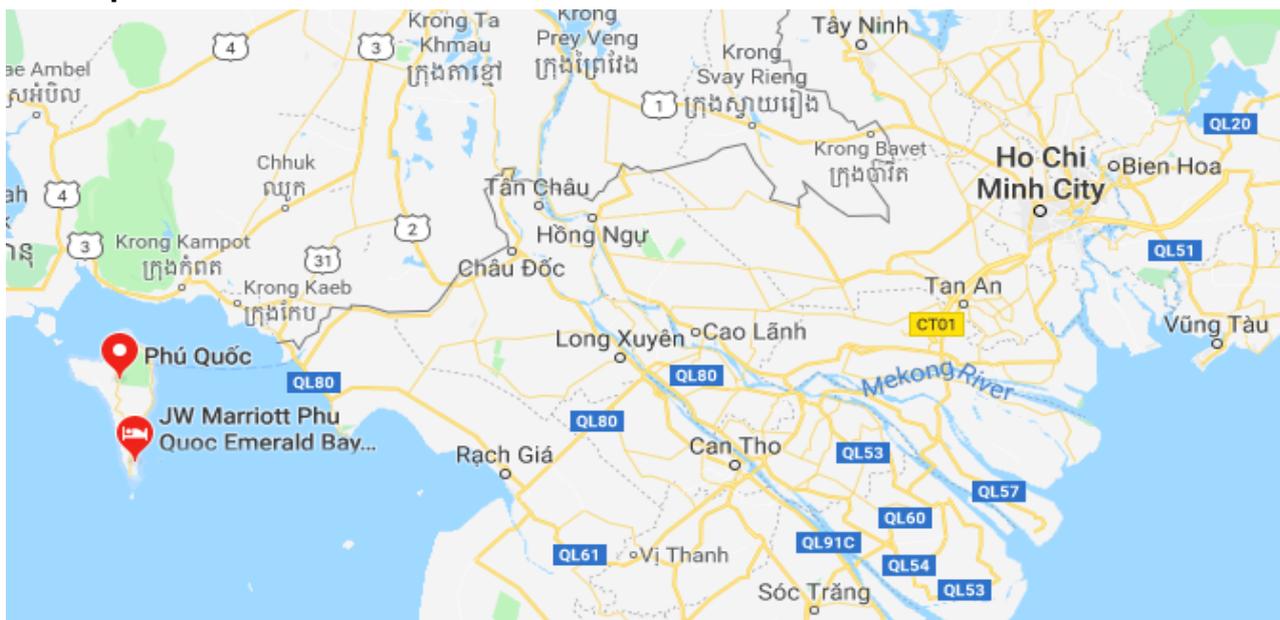
Project Overview

Lamarck University at the JW Marriott Phu Quoc Emerald Bay is a resort on the Vietnamese island of Phú Quốc. Lamarck was founded by the French in 1894 and was the first university in Phu Quoc. Named after French naturalist Jean-Baptiste Lamarck, it quickly became one of the leading universities in Asia specializing in natural science. In 2017, this prestigious school was restored with 5-star accommodations, luxury amenities and a prime location at a private beach. The resort has 244 rooms, all sea-facing, and 4 restaurants. Renowned designer Bill Bensley, who conceptualized the Siam Hotel in Bangkok, was responsible for the interiors. The resort was recently in the news for celebrating its 2-year anniversary.

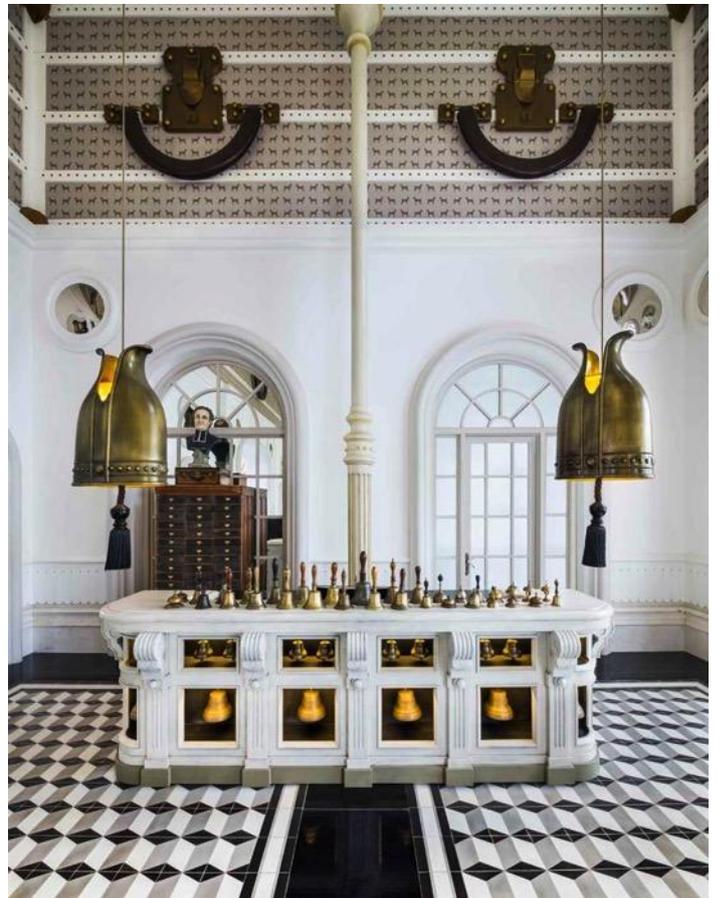
Project Details

1. **Type of Business:** Branded resort
2. **Open Date:** 02/2017
3. **Concept:** Designed to resemble a colonial university campus, inspired by a backstory involving French naturalist Jean-Baptiste Lamarck.
4. **Location:** At JW Marriott Phu Quoc Emerald Bay Resort & Spa, Phu Quoc Island, Vietnam.
5. **Number of rooms:** 244 rooms, suites and villas.
6. **Room Rate:** Starting at around 300 USD per night.
7. **Hotel Group:** Marriott; www.marriott.com
8. **Interior Designer:** Bill Bensley (Thailand/Bali), www.bensley.com
9. **Website:** www.jwmarriottphuquocresort.com/en/home

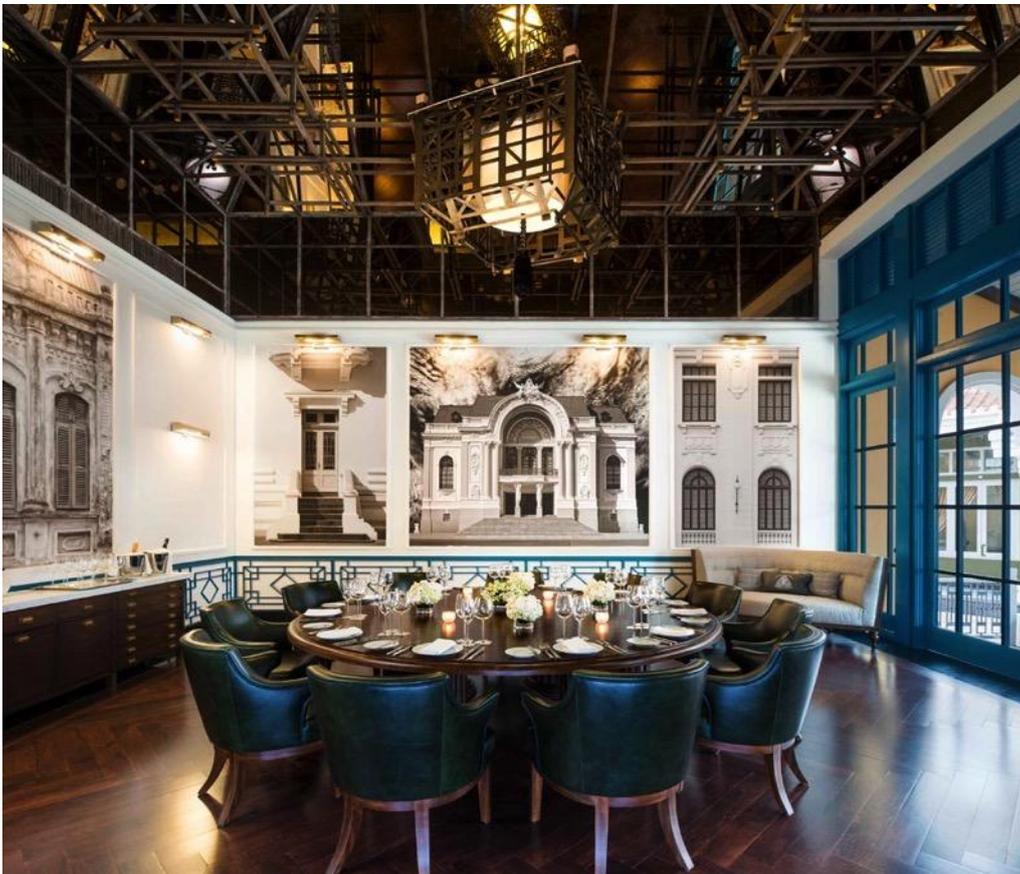
Location map



Lamarck University is located at the JW Marriott Phu Quoc Emerald Bay on Phú Quốc, the largest Vietnamese island off the coast of Cambodia in the Gulf of Thailand.





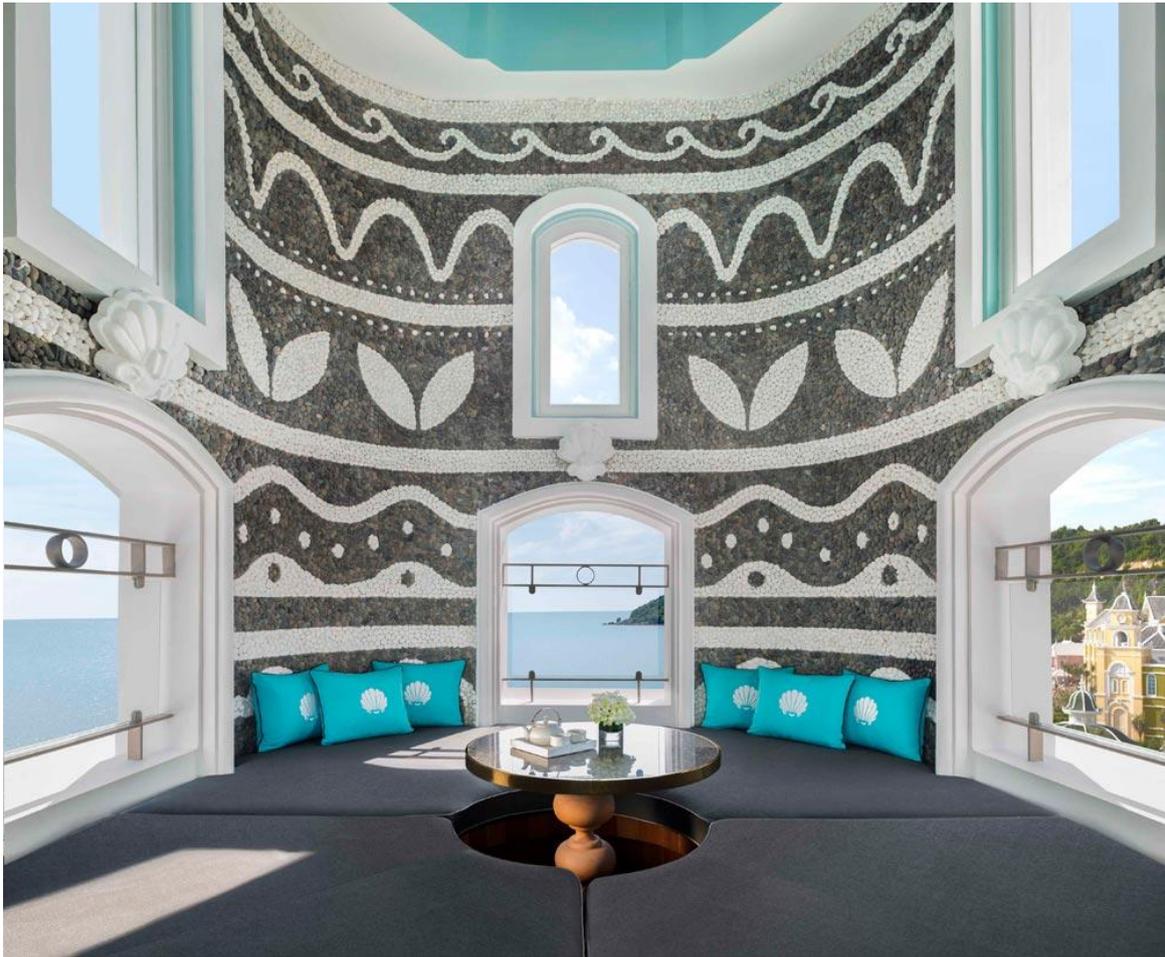


Meeting room



Guest accomodation





Turquoise Suite living room

