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INTERCONTINENTAL®
DANANG SUN PENINSULA RESORT

Connecting with Nature & Communities



InterContinental Danang Sun Peninsula Resort commands a breath-taking location. The Son Tra Peninsula is a lush, jungle-clad reserve and a haven of wildlife, cascading down a steep cliff face to a private crescent-shaped beach and the cerulean seas of Vietnam's central coast.

Every aspect of the resort is interwoven with nature and extensive measures are taken to preserve the environment. A team of over 100 gardeners maintains all aspects of the grounds, including the forest, flowers, trees and palm groves. The kitchen team also tends an organic garden, which is an important source of fruit, vegetables and herbs for the resort's restaurants.

Son Tra Peninsula is a rich and diverse ecosystem and home to abundant flora and fauna, including 100 species of birds, 50 types of butterflies and many different mammals. This area is also the native habitat of species classified as "critically endangered" by the International Union for Conservation of Nature (IUCN), including the Sunda pangolin, one of the planet's most trafficked animals, and the red-shanked douc langur, one of the world's rarest species of primate.

To advance its conservation efforts, the resort appointed a resident zoologist in 2017. This role is now held by Anthony Barker, a respected environmental expert who works with guests, authorities and NGOs to ensure the preservation of this unique ecosystem. InterContinental Danang Sun Peninsula Resort is one of the only hotels in Asia to have this full-time position, and Anthony's input is vital to maintaining a sustainable habitat for wildlife, educating visitors about the issues impacting native species in Vietnam, and driving wider conservation efforts in the region.





This commitment to CSR is another key part of the resort's philosophy. Under its "Responsible Business" plan, InterContinental Danang Sun Peninsula Resort regularly engages in community projects, such as fundraising for underprivileged people in remote rural regions. Since 2015, the resort has been donating funds and educational materials to children in the village of Nam Tra My. This initiative was taken a step further in 2016, when the resort raised a total of VND 150 million to build a new village school.

Other projects include supporting "Vietnamese Heroic Mothers" with a lifetime monthly allowance to fund their living expenses, rewarding 20 top students with scholarships, providing school uniforms and shoes to disadvantaged children, developing water filtration systems for remote villages, and providing employment and training opportunities for the people of Central Vietnam.

Looking ahead, InterContinental Danang Sun Peninsula Resort will continue to integrate CSR into every aspect of its operations. In line with IHG's "Responsible Business" program, the resort will protect the native flora, fauna and communities to build a brighter future for the entire region.