

TRAVEL AND HOSPITALITY

Tonino Lamborghini expands hospitality brand to Southeast Asia

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Tonino Lamborghini opened its first hotel in Suzhou, China. Image credit: Tonino Lamborghini

By STAFF REPORTS

Lifestyle brand Tonino Lamborghini is working with Join.In Hospitality Management Co. Ltd. and Shimao International Development Co., Ltd. to bring its hotel brand to Siem Reap, Cambodia.

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Tonino Lamborghini, which also makes high-end cell phones, eyewear, watches and accessories, established a hospitality brand in 2012. After aggressively expanding in China, the company has set its sights on East and Southeast Asia, with 12 properties expected to open in the coming years.

Asian expansion

Tonino Lamborghini was founded in 1981 by the eponymous heir to automaker Lamborghini.

The brand's Tonino Lamborghini Hotels & Resorts is produced through a licensing agreement with Join.In Hospitality Management Co. As of press time, the company operates three hotels in Suzhou, Kunshan and Huangshi.



Lobby at Tonino Lamborghini Hotel Kunshan. Image credit: Tonino Lamborghini Hotels & Resorts

Tonino Lamborghini also has branded hotels in the works in Chongqing, Hangzhou, Zhengzhou, Xi'an, Qingdao, Dalian, Xuzhou, Wuxi, Wenzhou, Yixing, Huangshan, Taihangshan and Taihu. These properties are all slated to open

by 2020.

Now Tonino Lamborghini has also set its sights on other parts of Asia. Following the two properties in Siem Reap, it has plans to open hotels in Macau and Saipan.

"It is a major milestone in what is already a very successful development of Tonino Lamborghini Hotels & Resorts brand," said Roberto Simone, chief operating officer of Join.In Hospitality Management Co. Ltd., in a statement. "The signing of our cooperation with Shimao International Development Co., Ltd. that will see the development of two properties in the historical city of Siem Reap, Cambodia is the first step in our expansion outside and beyond borders of China."

Other hoteliers have recently looked to Southeast Asia's potential.

As it seeks to further its global presence, Rosewood Hotels & Resorts has opened its latest property in Cambodia's capital.

Rosewood Phnom Penh marks the hospitality group's second location in Cambodia and its first urban hotel in Southeast Asia. Recently, the group has been looking to expand on its currently portfolio of 22 hotels with a number of openings ([see story](#)).

The 3.5 million high-net-worth individuals located in the Asia Pacific region makes the market increasingly important for the luxury sector, as the affluent group's appetite for high-end continues to grow.

Countries of the Association of Southeast Asian Nations are becoming an increasingly important part of consumerism in the luxury market. Countries that make up the association such as Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, the Philippines, Singapore, Thailand, and Vietnam are expected to become the fourth largest economy by 2020 ([see story](#)).

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