

PRESS RELEASE

## Minor Hotels to Debut the Tivoli and NH Hotel Brands in Northwest China

In a significant development for the hospitality sector in Northwest China, Minor Hotels (China) is announcing the official signing of a Tivoli and NH dual-branded property in Yining, Xinjiang. This marks the debut of the luxury Tivoli Hotels & Resorts and upscale NH Hotels & Resorts brands in Northwest China. Upon opening in 2026, the project is expected to welcome guests from around the globe.

Yining, a bustling city on China's western border, historically served as an essential trade hub on the Silk Road and now plays a crucial role in connecting Central Asia with Europe. Known for its picturesque natural landscapes and rich ethnic cultures, Yining boasts numerous attractions like the Kazak Folk Tourism Area and Six Star Street, making it a popular destination for domestic and international tourists.

The Tivoli and NH hotels are strategically located near local tourist attractions and the central business district. The ease of access via highways, high-speed trains, and flights enhances its appeal. The project, covering 1.6 million square meters, will offer diverse functionalities and include 200 guest rooms for each of the Tivoli and NH brands, as well as a commercial zone, a cultural performance centre, and residential areas. Notably, the cultural performance centre will host regular music and dance shows, while the commercial area, inspired by the ancient Silk Road design, aims to create an exotic shopping and leisure venue.

“We are excited to announce our first dual-branded property of Tivoli and NH Hotels in Northwest China,” said Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels. “With such high profiles and strong reputations throughout Europe, we are confident that the Tivoli and NH brand offerings will appeal to both Chinese and international travellers.”

“The establishment of Tivoli and NH hotels in Yining is expected to significantly improve the local hotel industry landscape, attracting more visitors and contributing meaningfully to the economic development of Yining and the entire Ili Kazakh Autonomous Prefecture,” concluded Eddy Tiftik, VP of Operations & Development for Minor Hotel (China).

Founded in Portugal in 1933, Tivoli Hotels & Resorts has earned loyalty and admiration from celebrities and royalty worldwide for their unique designs and unparalleled experiences across dining, accommodation, and leisure activities. Tivoli's journey from Portugal to countries like Brazil, Qatar, China, The Netherlands, Italy and Spain continues to bring the Mediterranean's warmth and elegance globally to discerning travellers seeking refined lifestyles.

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# MINOR

HOTELS

Originally from Spain, NH Hotels & Resorts opened its first property in 1978. It currently operates over 230 hotels and resorts in destinations across Europe and the Americas and is expanding its footprint into other regions. With thoughtfully designed rooms that ensure comfort and practicality, NH commits to providing reliable services and experiences, ensuring every journey with NH is always a pleasure.

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## **Editor's Notes:**

### **About Minor Hotels**

Minor Hotels is a global hospitality group operating over 550 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit [minorhotels.com](https://minorhotels.com) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

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