

PRESS RELEASE

## Minor Hotels Announces First NH Collection Property in Thailand

Minor Hotels, a leading hospitality group, has announced the upcoming rebranding of Peace Resort Samui into NH Collection Samui, marking the arrival of NH Collection – an upscale brand synonymous with European refinement – to Thailand. From 1<sup>st</sup> January 2025, following a property upgrade, the resort will start operating as NH Collection Samui.

The 122-key property enjoys a prime location directly on Bophut Beach, nestled along the northern shore of Koh Samui at the foot of a lush hill, offering privacy and tranquillity while remaining conveniently close to shopping and entertainment. Originally established in 1977 by the Pupaiboon family, the property has been independently operated ever since, becoming a popular holiday destination for generations of Thais and international guests.

The resort is strategically positioned within easy reach of the vibrant Fisherman’s Village that is home to numerous restaurants, bars and shops. A mere 400 metres from NH Collection Samui, a sister property, Anantara Bophut Koh Samui Resort, offers a host of upscale leisure and dining options, suggesting an opportunity for shared facilities and additional benefits.

Catering to a wide variety of travellers, from solo vacationers to extended families, NH Collection Samui offers a mix of deluxe rooms, bungalows and villas, some with private swimming pools and direct beach access. The all-day-dining restaurant serves local and global flavours alongside ocean views; the bar pours passionate drinks from its strategic position between the pool and the beach; and the lobby-side Indigo Lounge is an elegant haven of tea and cakes. Seafood and meat lovers can also request a private in-villa BBQ experience.

Recreational facilities abound, including a fitness centre, water sports centre, and kids’ and teens’ facilities ranging from cinema and indoor play area to a shaded outdoor playground. For necessities, there is a thoughtfully stocked retail shop, while flexible meeting and event spaces will showcase NH Collection’s signature blend of intuitive service, top-range technology and unexpected design touches.

“We are thrilled to partner with the esteemed Pupaiboon family to bring the first NH Collection hotel to Thailand as part of the brand’s expansion outside of Europe and Americas,” said Mark O’Sullivan, Vice President of Operations - Bangkok, Samui, Chiang Mai and Chiang Rai. “Our joint vision for the beloved resort includes potential further development down the line, including stand-alone villas or branded

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residential units for sale to meet a growing demand for upscale holiday homes and investment properties. I look forward to welcoming guests to this exceptional addition to our collection of resorts in Thailand.”

Samui Airport is approximately 15-20 minutes by car. Nathon Pier, which connects Koh Samui to Bangkok, Phuket, Koh Phangan and other popular destinations, is a 25-minute drive away. NH Collection Samui joins Minor Hotels’ portfolio as the fifth property on the island and over twenty in Thailand.

**-Ends-**

## **Editor’s Notes:**

### **About NH Collection Hotels & Resorts**

NH Collection is Minor Hotels’ upper-upscale brand, noteworthy for its unique and emblematic hotels in principle cities of Europe, the Americas and Middle East. Based on the chain’s premium value proposition, these hotels retain their local character to inspire and captivate their guests. Striving for going beyond ordinary, NH Collection Hotels are thoroughly designed for those who want to make the most of their stays and live moments truly extraordinary through unique, creative and innovative experiences.

At NH Collection hotels, the staff provides the utmost attention to detail, ensuring that guests continuously enjoy extraordinary experiences and personalised service. Whether for business or leisure travel and for those seeking relaxing moments, NH Collection hotels offer inspiring, versatile and stimulating venues that maximise creativity and enjoyment.

### **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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