

PRESS RELEASE

Minor Hotels Signs Deal for Visionary Safari Experience in Zambia

Anantara Kafue River Tented Camp to launch in 2025 in Kafue National Park

Minor Hotels, an international hotel owner, operator and investor with more than 540 hotels in 56 countries in Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe and the Americas, is pleased to announce the upcoming debut of its luxury Anantara brand in the African wilderness. Slated to launch in early 2025, Anantara Kafue River Tented Camp will be located in the expansive Kafue National Park in Zambia, the oldest and largest of the country's national parks.

Currently in the early stages of development, Anantara Kafue River will be located on the banks of the Kafue River – a haven fully suspended 3.5 metres above the ground, ensuring unbridled access to the bush and river for the wild inhabitants. With just 12 spacious tents, including a 600- square metre Presidential Villa offering unbridled exclusivity, the camp promises an intimate and exclusive retreat, epitomising luxury in the wild. The camp is bookended by two islands which will accommodate a spa and wellness area with a swimming pool, a restaurant and bar, a lounge and a traditional African boma.

Anantara Kafue River Tented Camp is owned by Agro Safari, a division of a stalwart Zambian company with a legacy spanning generations. The partnership with Minor Hotels signifies a commitment to crafting the ultimate safari experience and brings to life a vision shared by both entities, blending Agro Safari's extensive land holdings with Minor Hotels' expertise, underscored by the prestigious Royal Livingstone Victoria Falls Zambia Hotel by Anantara.

When it launches in early 2025, the new camp will immerse guests in the heart of a national park populated with majestic wildlife. Each luxury tent, strategically spaced for privacy and to maximise immersion in the bush and surrounding landscapes, comes complete with its own plunge pool and use of a boat and skipper. Nature-centric experiences will include canoeing, fishing, birdwatching, boat safaris, and encounters with wildlife, all curated to elevate the guest experience in the African bush in an entirely unforgettable way.

Kafue National Park is located in the centre of Western Zambia and is one of the largest reserves in all of Africa, covering a staggering 22,400 square kilometres. The park is home to a fantastic diversity of wildlife and birdlife and much of it remains largely unexplored and untouched. The new camp will be located approximately a three hour drive from Victoria Falls or the capital Lusaka, or a short helicopter ride.

Anantara Kafue River Tented Camp will stand as a beacon of sustainable practices, an oasis where luxury harmonises with nature. The resort will embrace eco-friendly features, from harnessing photo voltaic

Minor Hotel Group Limited, 12th Floor, 88 The PARQ Building, Ratchadaphisek Road, Khlong Toei, Bangkok 10110, Thailand



MINOR

HOTELS

energy to employing parabolic collectors and sustainable woods, ensuring a delicate equilibrium between development and the preservation of the natural environment.

More than a luxury safari camp, Anantara Kafue River will also stand as a community-driven endeavour. The Community Culture Infusion is a pledge to infuse indigenous elements into the very fabric of the camp, befitting the ethos of the Anantara brand. From engaging local businesses in the supply chain to employing a majority Zambian staff, the camp is set to become a beacon of community empowerment and cultural celebration.

Dillip Rajakarier, CEO Minor Hotels and Group CEO of parent company Minor International, commented, “We are really excited to announce this partnership with Agro Safari to develop and launch an exclusive tented camp in Zambia under our luxury Anantara flag. This represents a unique opportunity to offer unparalleled experiences to discerning travellers looking to explore outside the more well known African parks and we look forward to working closely with our partners to bring this camp to fruition.”

Anantara already has a strong presence in Southern Africa with The Royal Livingstone Victoria Falls Hotel by Anantara in Zambia and two small island resorts in Mozambique – Anantara Bazaruto Island Resort and Anantara Medjumbe Island Resort. In addition the group has joint venture ownership of Elewana Collection, a portfolio of luxurious camps and lodges in East Africa, including Elewana Elsa’s Kopje in Meru, Kenya and Elewana Serengeti Pioneer Camp in Tanzania, hence has significant expertise on delivering exceptional safari experiences.

-Ends-

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 and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

Minor Hotel Group Limited, 12th Floor, 88 The PARQ Building, Ratchadaphisek Road, Khlong Toei, Bangkok 10110, Thailand



MINOR

HOTELS

For media enquiries, please contact:

Mabel Modipa

Assistant Marketing Communications Manager – Minor Hotels Southern Africa

mmodipa@minor.com

Natasha Rhymes

VP PR & Communications – Minor Hotels Europe & Americas, Anantara & Avani

nrhymes@minor.com

Minor Hotel Group Limited, 12th Floor, 88 The PARQ Building, Ratchadaphisek Road, Khlong Toei, Bangkok 10110, Thailand

