



Hotels & Resorts

Press Release

Avani Hotels & Resorts Matches Trips to Personality Types with the Launch of “Avani Tribes”

Avani Hotels & Resorts, the upscale lifestyle brand of Minor Hotels, has launched an online quiz inviting guests to discover which of the six “Avani Tribe” travel types they belong to. Users can play a quick social media game or opt for an extended online quiz. Both options are designed to help travellers unlock personalised itineraries that can be enjoyed solo or alongside like-minded people in city locations, tropical resorts and heritage sites. Over the coming months, travel influencers representing six travel tribes will embark on personalised trips by Avani, paving the way for Millennial and Gen-Z guests.

When I Dream of Travel: The Avani Tribes Online Quiz and AR Filter

Accessible via Avani’s Instagram and TikTok accounts, the “Avani Tribes” social media quiz guides users through a series of “this or that” questions about their dream trip to reveal their tribe. An extended online version that delves deeper into travel motivations is ideal for sharing on Facebook or via email and messaging apps. The quiz not only reveals which of the six Avani Tribes — Water Baby, Wellness Wanderer, Adventurer, Foodie, Romantic or Creative — the user belongs to, but also recommends the most fitting Avani destinations.

Find Your Tribe, Find Your Vibe

Placing transformative travel at the forefront, Avani Tribes makes it easier for guests to discover experiences that suit their passions. **Water Babies** can learn to scuba dive, kayak and e-surf at Avani+ Fares Maldives Resort, or snorkel to see majestic manta rays at nearby Hanifaru Bay. At Avani+ Koh Lanta Resort in Krabi, Thailand, activities range from sailing to remote islands to gliding along mangrove-lined rivers, before returning to a cosy pool villa.

AvaniWell, the newly-launched holistic wellbeing clinic at Avani+ Hua Hin Resort, is the holy grail for **Wellness Wanderers** who can spend days rebalancing and rejuvenating with Traditional Thai Medicine, physiotherapy, Reformer Pilates and healthy meals. In an urban setting, Avani Museum Quarter Amsterdam, the latest addition to Avani’s portfolio of 43 hotels and resorts, offers SUP sightseeing along the city’s canals and cycling tours for a blend of fitness and culture.

Adrenaline-fuelled adventure awaits at Avani Victoria Falls in Zambia, the world’s closest hotel to the awe-inspiring “Smoke that Thunders”. Here, **Adventurers** can dive into action-packed days of white water rafting and experience the beauty of Victoria Falls from above by soaring in a helicopter or gliding in a microlight aircraft. In the Indian Ocean, Avani Kalutara Resort unlocks Sri Lankan thrills with a journey to the Fa Hien Cave, unveiling millennia of prehistoric life, followed by a trek to the scenic Thambadola Ella Falls.



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For **Foodies**, the glamorous rooftops of Bangkok, Dubai and Lisbon promise endless delights. At SEEN Restaurant & Bar Bangkok atop Avani+ Riverside Bangkok Hotel, panoramic views of the Chao Phraya River meet cutting-edge gastronomy, while its sister venue, SEEN Sky Bar in Lisbon, effortlessly combines smart cocktails, cool beats and a spectacular backdrop. Over in Dubai, the award-winning La Sirène at Avani+ Palm View Dubai Hotel & Suites specialises in Lebanese delicacies with sparkling Burj Al Arab views.

The Creative tribe will thrive at Avani Palazzo Moscova Milan, enjoying vintage shopping tours and custom beauty creations, as well as in Cambodia, where they can immerse themselves in art classes at FCC Angkor by Avani. For Romantics, Avani's Asian and Indian Ocean resorts offer private villas, couples' spa treatments, and moonlit dining on the sands. In addition, Avani Rio Novo Venice presents a unique experience with jewellery-making sessions, where guests can create timeless pieces for one another in the City of Canals.

Avani Tribes Trailblazers

The inaugural group of Avani-zens lives and breathes travel and excitement. Representing the Foodie tribe is **Kacie Rose**, a US travel content creator and author of the New York Times bestseller "You Deserve Good Gelato," who will be jetting from her home in Italy to Dubai for a deep dive into the city's buzzing foodie scene from her base at Avani+ Palm View Dubai. Representing both **Adventurers** and **Romantics** is **Locky Gilbert** of "Australian Survivor" fame, who will be joined at Avani+ Fares Maldives Resort by his wife Irena. The couple, who met on the hit series "Australian Bachelor", will continue their quest for novel experiences on a private island. Another Maldives-bound traveller, Korean **Water Baby**, **TravelerFlower**, will capture life under the waves in Baa Atoll. Dubai based **Adventurer** and content creator **Taher Travels** will be taking his 765,000 Instagram followers to Avani Victoria Falls for a dose of high-octane action in Zambia.

LA's vintage fashion guru **Julia Rabinowitsch**, aka The Millennial Decorator, will unpack **Creative** experiences in Milan. Guided by Avani Palazzo Moscova's team of fashionistas, Julia will zip around town in a 1970s Fiat 500 to discover thrift stores, vintage outlets and hidden designer boutiques. Lastly, leading UK influencers and **Wellness Wanderers**, the **Collyer Twins**, will experience the latest wellness trends at Avani Museum Quarter Amsterdam, with dance meditation sessions set to electro soundtracks, as well as SUP workouts along the canals.

"Avani Tribes is dedicated to crafting travel experiences that are finely tuned to individual personalities, while also embracing the concept of collective individualism. By connecting like-minded people, Avani Tribes creates a sense of belonging between travellers, ensuring that each journey is not only personally fulfilling but also enriches the shared experience of a community with similar values and interests," said Ian Di Tullio, Chief Commercial Officer of Minor Hotels.

To take the Avani Tribes quiz, please visit [here](#). To use the social media filters, please scan the QR codes below, or search for the ["Find your Avani Tribe"](#) filter on TikTok and the "Avani Tribe Filter" on Instagram. For more information on Avani Hotels & Resorts, please visit www.avanihotels.com.

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Editor's Notes

About Avani Hotels & Resorts

Designed for today's traveller, Avani offers stylish rooms, connected social spaces and both relaxed and on-the-go dining that is locally inspired. Balance is at the centre of everything Avani does, providing guests with the right measure of service, fun and privacy. Launched in 2011 and now with over 40 properties across five continents, Avani offers city hotels, tropical resorts and retreats in nature with a focus on smart design, upbeat service and good value.

Avani is part of global hospitality group [Minor Hotels](#) and a member of the [GHA DISCOVERY](#) loyalty programme.

Visit avani.com for more information, and connect with Avani on [Facebook](#), [Instagram](#), [TikTok](#) and [YouTube](#).

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