

28 January 2025, 16:51 (+07)

Minor International and Royal Holdings Announce Joint Venture and Strategic Entry into Japan's Luxury and Lifestyle Hotel Market



MINOR
HOTELS

Minor International Public Company Limited (MINT), the parent company of Minor Hotels, and Royal Holdings Co., Ltd. (Royal), a leading Tokyo Stock Exchange-listed hotel and restaurant operator, are proud to announce a strategic partnership. The partnership marks Minor Hotels' entry into Japan's dynamic luxury and lifestyle hotel market.

This partnership forms Royal Minor Hotels Co., Ltd., a 50/50 joint venture between Royal and Minor Hotels. This venture aims to deliver exceptional hospitality experiences and expand Minor Hotels' presence in the Japanese market. The joint venture will collaborate with leading Japanese real estate developers to operate hotels under three globally recognised Minor Hotels brands: Anantara, Avani, and Tivoli. The hotels will be developed through a combination of management

agreements and lease arrangements, with a target of 21 hotels by 2035. The joint venture Royal Minor Hotels Co., Ltd is set to be officially established in March 2025.

MINT and Royal have cultivated a long-standing partnership built on trust and shared goals, beginning with a successful franchise collaboration of the Sizzler brand in Japan. This enduring relationship laid the foundation for the joint entry into Japan's luxury and lifestyle hospitality sector.

Royal, with its extensive expertise in the Japanese market and its successful operation of 43 Richmond Hotels nationwide through its subsidiary, RNT HOTELS CO., Ltd, brings invaluable local market knowledge to the partnership. Combining this with Minor Hotels' global hospitality expertise, the joint venture aims to create a unique blend of Japanese and international luxury and lifestyle that resonates with both domestic and international travellers.

"This partnership represents a significant milestone in our journey to bring world-class hospitality to Japan, combining our deep understanding of the Japanese market with Minor Hotels' proven expertise in luxury hospitality"

Masataka Abe, President and Representative Director of Royal

Minor Hotels' entry into Japan will focus on key gateway business and leisure destinations. With a strategy to cater to the growing demand for luxury and lifestyle travel, the joint venture will integrate Minor Hotels' global expertise with local market insights to create properties that appeal to a diverse range of discerning travellers.

"We are thrilled to expand our presence in the vibrant Japanese market, a key growth area for our company. Through our partnership with Royal, we aim to deliver unparalleled hospitality experiences that authentically reflect Japan's unique culture while showcasing the global excellence of our renowned brands."

Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels

The new venture will leverage Minor Hotels’ global expertise, while Royal will contribute its strong operational support and market knowledge, ensuring seamless execution and sustainable growth in Japan’s fast-growing hospitality sector. Additionally, GHA DISCOVERY, Minor Hotels' award-winning loyalty programme, will play a crucial role in driving guest loyalty and attracting new members to the expanding portfolio of hotels in Japan. The loyalty programme will provide exclusive benefits and personalised experiences, further enhancing the appeal of the joint venture's offerings.



About Minor Hotels

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 58 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 280 hotels by the end of 2027.

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](#).

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