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## 'White Lotus Effect' in Full Bloom for Minor Hotels as Thailand Booking Interest Surges

Three Anantara properties featured in hit HBO series see 104% rise in web traffic, 180% bump in bookings



▲ Lotus ponds at Anantara Bophut Koh Samui Resort, one of the properties featured in 'The White Lotus' Season 3.

**Minor Hotels** is feeling '*The White Lotus* effect', with three of its Anantara properties that served as principal filming locations for the hit HBO series experiencing a surge in online interest and bookings.

The show's third season, which is set in Thailand and premiered on February 16, has driven a substantial uptick in interest for [Anantara Lawana Koh Samui Resort](#), [Anantara Bophut Koh Samui Resort](#) and [Anantara Mai Khao Phuket Villas](#) – where much of the series was filmed.

**Traffic to the resorts' websites has risen 104%** year-over-year (y-y) for the month of February,

with the three properties also reporting a **41% y-y rise in direct online bookings** made in the same period.

Notable spikes in booking conversion were recorded on February 17 and February 24 – corresponding with the airing of the show’s first two episodes – with **room night booking production for the retail segment growing 53% and over 180%** in those two weeks respectively, compared to the previous year.

Week-over-week data also shows a **100% increase in search traffic** on the Anantara internet booking engine for the three properties compared to those same weeks last year.

While the most significant ‘*White Lotus* effect’ has been felt at those Anantara properties featured in the series, Minor Hotels reports that web traffic for all its luxury properties in Thailand have witnessed growth in global web traffic, up nearly 40% y-y in February, mostly from key source markets including the UK, US, India, Germany, and France.

**"We're thrilled to see travellers around the world inspired by the stunning settings in *The White Lotus*. We own and operate more than 30 hotels, resorts and residences in Thailand, and we expect this will not only boost interest in Thailand globally, but also enhance its positioning as an international luxury leisure and wellness destination."**

Dillip Rajakarier, Group CEO of Minor International, parent company of Minor Hotels

Minor Hotels is also the owner of Four Seasons Resort Koh Samui, another of the principal filming locations for *The White Lotus* Season 3.

The trend highlights the power of television and film to shape real-world travel decisions, and Minor Hotels stands ready to welcome new and returning guests seeking an immersive, on-screen-inspired escape. To celebrate the show’s success, Anantara is offering a [Lotus Awakening Escape](#) package which includes experiences at the three Anantara resorts featured on *The White Lotus* and unique lotus-inspired activities that reveal the true heart of Thailand.

For more information on Anantara Lawana, Anantara Bophut, and Anantara Mai Khao, or to book an unforgettable stay, please visit [www.anantara.com](http://www.anantara.com).



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## About Anantara Hotels & Resorts

A luxury hospitality brand for modern travellers, Anantara has connected guests to genuine places, people and stories in some of the world's most extraordinary destinations since 2001. Each Anantara embraces the surroundings and culture of its destination to create unforgettable memories for every guest. From city to sea and desert to jungle, Anantara delivers heartfelt, Thai-inspired hospitality at its over 50 hotels and resorts across Asia, Europe, Africa, the Middle East and the Indian Ocean.

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

Visit [anantara.com](https://anantara.com) for more information, and connect with Anantara on [Facebook](#), [Instagram](#), [TikTok](#) and [YouTube](#).

## 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](http://minorhotels.com) and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

## Contact details

### Marion Walsh-Hedouin

Global Head of PR & Communications

[mwalsh@minor.com](mailto:mwalsh@minor.com)

### Mark Thomson

Group Director of PR and Communications

[mthomson@minor.com](mailto:mthomson@minor.com)

[+66 \(0\)2 365 7678](tel:+6623657678)

### JJ Minder

Assistant Director of Public Relations & Communications

[jminder@minor.com](mailto:jminder@minor.com)

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