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Minor Hotels Unveils a Strategic Repositioning of Oaks Hotels, Resorts & Suites, Fuelling Global Growth



▲ Oaks Hotel Lobby Rendering

Minor Hotels reveals an evolution of Oaks Hotels, Resorts & Suites, announcing a shift from serviced apartments to full-service hotel, resort and suites brand. A reinvigorated service focus, introduction of unique operating hallmarks and refreshed brand identity will create global resonance and distinction in a competitive market.

The strategic shift invites guests to ‘dive in’ and experience the joy of travelling. A series of scalable and differentiated brand hallmarks will bring the full-service hotel and resorts experience to life, and will include mixed-use applications in property common areas. Grab-and-go pantries stocked with travel essentials, local produce and branded merchandise will offer convenience

with a nod to local culture. Integrated lobbies will serve barista-made coffee and freshly baked goods, providing opportunities for both guests and locals to stay, work and play.

Brought to life by a service culture rooted in hospitality, the series of brand hallmarks will include a refreshed food and beverage offering with focus on ‘family-style’ communal dining and a signature, gourmet lamington bespoke to each location.

In-room touches reflect the brand’s renewed energy. Elevated bathroom amenities feature a new signature scent of citrus, lavender, and eucalyptus, designed to reinvigorate. A night-time ritual with calming sounds and suppertime snacks helps to ensure guests experience a sound sleep. Wellness remains central, with yoga and meditation classes accessible via in-room TVs, along with an invitation to sunrise swims and run clubs at select properties.

The new brand identity introduces a bold logo and colour palette, with vibrant yellow and signature Oaks stripe. Property interiors embrace designs layered with colour and patterning, warm timber textures, soft neutrals, and lush indoor greenery to bring the outside in. The new brand applications and hallmarks will offer a unified guest experience, that is distinctively Oaks.

Ian Di Tullio, Chief Commercial Officer, Minor Hotels, commented: “The strategic repositioning of Oaks marks a pivotal step in elevating our position in the market. With our revitalised service culture, and addition of lifestyle elements to contemporise our offer, we’re creating a more resonant brand experience for today’s travellers. In a sector that has remained largely undifferentiated, the transformation repositions Oaks for global growth, further strengthening confidence amongst our investors and developers.”

Dillip Rajakarier, Group CEO of Minor International, commented: “This repositioning marks a significant step in the continued evolution of a brand that has earned its place in the hearts of travellers for more than 33 years. As we build on that legacy, we’re focused on creating meaningful, experience-led travel destinations meeting the needs of both our corporate and leisure guests. With over 55 Oaks properties and growing, this transformation reflects our long-term vision for sustainable growth and reinforces our commitment to delivering world-class hospitality.”

The new Oaks brand and service applications will be gradually rolled out across existing properties and new acquisitions.

For additional high-res renders, please visit the below link.

 **Oaks Hotels, Resorts & Suites**

media.minorhotels.com

About Oaks Hotels, Resorts & Suites

An industry leader for over 33 years, Oaks Hotels, Resorts & Suites embraces a sense of adventure and curiosity, sparking a journey of discovery for guests. Brought to life by a service culture built on grounded hospitality, Oaks meets the needs of the modern leisure and corporate traveller, with a full-service hotel, resort and suites brand. With fully equipped rooms and suites in prime locations, guest experiences and lifestyle-focussed amenities provide guests with a chance to connect to the spirit of their local city centre or region. With an ever-expanding portfolio of more than 55 properties in Australia, China, New Zealand, Qatar and the United Arab Emirates, Oaks invites guests to jump feet first into the joy of travelling the world.

Oaks is a Minor Hotels brand and recognises its guests through one unified loyalty programme, [Minor DISCOVERY](#), part of GHA DISCOVERY.

Visit oakshotels.com for more information and connect with Oaks on [Facebook](#), [Instagram](#) and [YouTube](#).

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 560 hotels, resorts and branded residences across 58 countries. The group crafts innovative and insightful experiences through its eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a diverse portfolio of restaurants and bars, travel experiences and spa and wellness brands. With over four decades of expertise, Minor Hotels builds stronger brands, fosters lasting partnerships, and drives business success by always focusing on what matters most to our guests, team members and partners.

Minor Hotels is a proud member of the Global Hotel Alliance (GHA) and recognises its guests through one unified loyalty programme, [Minor DISCOVERY](#), part of GHA DISCOVERY.

Discover our world at [minorhotels.com](https://www.minorhotels.com) and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), and [YouTube](#).

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