**PRESS RELEASE**Anantara Hotels & Resorts and Technogym Launch Exclusive In-Room Wellness Series

**Global partnership brings expert-led fitness and mindfulness experiences to luxury hotel guests, accessible anytime, anywhere.**

**Bangkok, 18 July 2025:** Anantara Hotels & Resorts, the experiential luxury brand of [Minor Hotels](https://www.minorhotels.com/en), announces an exclusive global partnership with Technogym, the world-leading brand for fitness, wellness, sport and health, to deliver a new standard of in-room wellbeing for travellers worldwide.

Building on Anantara’s commitment to mindful travel, the collaboration introduces a bespoke video series designed to bring professional guidance directly into the comfort of guests’ rooms. The series was developed exclusively by Technogym’s team of professional trainers and wellness experts, tailored for Anantara’s luxury guests and designed for hotel environments. Technogym is the wellness partner of choice for many of the world’s most prestigious hotels, trusted to deliver a premium, science-backed fitness experience.

“At Anantara, wellness is more than an amenity, it’s an essential element of our brand DNA,” said **AnaMarija Raickovic, Vice President Marketing at Minor Hotels**. “Technogym is already a trusted partner across more than 30 Anantara properties globally, and this enhanced collaboration deepens our commitment to holistic luxury, empowering guests to sustain their routines or discover new ones that enrich their journey.”

Now available on-demand at all Anantara properties worldwide via in-room entertainment systems and the new [Minor Hotels app](https://www.minorhotels.com/en/mobile-app), the exclusive video series includes guided sessions for any time of day and every type of traveller – from energising morning yoga and cardio to restorative evening meditation and night stretches. Guests can also access targeted workouts such as full-body strength training and dynamic stretching routines designed to combat fatigue, improve posture, and promote restful sleep.

“Technogym has always believed in empowering people to live better through wellness,” said **Enrico Manaresi, Press & Media Director at Technogym.** “This partnership brings our science-based training and digital innovation into a luxury travel context – making it easier than ever for Anantara guests to move, recover, and feel their best, wherever they are in the world.”

In addition to the in-room experience, the partnership between Anantara and Technogym will further expand later this year with a dedicated wellness retreat at **Anantara Convento di Amalfi Grand Hotel**, a breath-taking 13th-century Capuchin monastery perched on the cliff overlooking the Mediterranean.

Taking place in November, this immersive retreat will feature a curated blend of training sessions and wellness workshops led by two of Technogym’s Master Trainers. Guests will also benefit from personalised insights through Technogym Checkup, an advanced assessment station designed to evaluate overall condition and guide tailored wellness journeys.

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**Editor’s Notes:**

**About Minor Hotels**

Minor Hotels is a global leader in the hospitality industry with over 560 hotels, resorts and branded residences across 57 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)](https://www.globalhotelalliance.com/) and recognises its guests through one unified loyalty programme, [Minor DISCOVERY](https://www.minorhotels.com/en/loyalty), part of GHA DISCOVERY.

Discover our world at [minorhotels.com](http://www.minorhotels.com/) and connect with Minor Hotels on [Facebook](https://www.facebook.com/minorhotels), [Instagram](https://www.instagram.com/minorhotels/), [LinkedIn](https://www.linkedin.com/company/minor-hotel-group/) and [YouTube](https://www.youtube.com/@MinorHotels).

**About Anantara Hotels & Resorts**

A luxury hospitality brand for modern travellers, Anantara Hotels & Resorts connects guests to genuine places, people and stories in some of the world’s most extraordinary destinations. Each Anantara embraces the surroundings and culture of its destination, creating unforgettable memories for every guest since 2001. 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 Hotels & Resorts is a [Minor Hotels](http://www.minorhotels.com/) brand and recognises its guests through one unified loyalty programme, [Minor DISCOVERY](https://www.minorhotels.com/en/loyalty), part of GHA DISCOVERY.

Visit anantara.com for more information, and connect with Anantara on [Facebook](https://www.facebook.com/anantara), [Instagram](https://www.instagram.com/anantara_hotels/), [TikTok](https://www.tiktok.com/@anantarahotels), [X](https://x.com/anantara_hotels) and [YouTube](https://www.youtube.com/user/AnantaraJourneys).

**About Technogym**

Founded in 1983, Technogym is a world-leading brand for fitness, wellness, sport, and health. Technogym offers a complete ecosystem made of connected smart fitness equipment, digital services, training content and apps that enable each user to access a fully personalised workout experience, anywhere and anytime: at home, at the gym and on-the-go. With over 2,500 employees Technogym is present in over 100 countries. More than 70 million people train with Technogym equipment in 100,000 wellness centers and 500,000 private homes in the world. For the tenth time, Technogym has been appointed as the Official Supplier of the Milano Cortina 2026 Winter Olympics and Paralympics and it’s the reference brand for the training of worldwide champions.

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