**PRESS RELEASE**

**Anantara Golden Triangle Celebrates World Elephant Day with Heartfelt Tributes to Mothers and Gentle Giants**

CHIANG RAI, Thailand – August 13, 2025 – In celebration of World Elephant Day on 12 August, Anantara Golden Triangle Elephant Camp & Resort, in collaboration with the Golden Triangle Asian Elephant Foundation (GTAEF), recently hosted a heartwarming and educational day filled with meaningful activities to raise awareness about elephant conservation and promote enhanced care and celebrate the special bond between humans and elephants.

Recognised annually, World Elephant Day highlights the importance of protecting elephants and their habitats, and calls for improved treatment of both wild and captive elephants. The celebration was made even more meaningful as it coincided with Thai National Mother’s Day, offering a unique opportunity to honor both mothers and Thailand’s beloved elephants.

The celebration commenced with a traditional Blessing Ceremony, where monks offered prayers and blessings to the elephants, their mahouts, guests, and team members. This deeply spiritual ritual symbolizes respect and harmony, strengthening the bond between people and elephants.

Following the blessings, an engaging Elephant Education session brought together mothers, children, and team members with their families. Participants had the unique opportunity to learn directly from the Elephant Camp team about elephant behavior, vital care, and conservation efforts. This session created a space for meaningful intergenerational learning and deepened participants’ appreciation for Thailand’s national symbol.

The highlight of the day was the Elephant Buffet; a colorful feast of fresh fruits and vegetables lovingly prepared for the elephants. Guests were invited to witness the gentle giants enjoy their favorite treats up close in a joyful, interactive atmosphere.

“World Elephant Day is a crucial occasion for us to underscore the importance of elephant conservation,” Jean Marc Pougnet, General Manager of Anantara Golden Triangle Elephant Camp & Resort. “Through our long-standing partnership with the Golden Triangle Asian Elephant Foundation, we aim not only to care for rescued elephants, but also to inspire positive change by sharing knowledge and practical solutions for better management and protection of these incredible creatures with our guests and communities.

John Roberts, Group Director of Sustainability & Conservation at GTAEF, added, “For us, World Elephant Day serves as a vital reminder that elephant awareness and conservation is an ongoing endeavor, not just a one-day event. It’s about cultivating a continuous sense of responsibility and stewardship. Every interaction, every educational moment, and every act of compassion contributes to a greater understanding of the threats elephants face and the collective effort needed to secure their future. We aim to inspire a new generation to become advocates for these magnificent creatures and ensure their survival for generations to come.”

The event reflects Anantara’s commitment to responsible tourism and creating meaningful connections between guests, communities, and nature. As part of its ongoing efforts, the resort continues to support ethical elephant experiences, community empowerment, and conservation education.

For more information or to support the efforts, please visit [www.anantara.com/en/golden-triangle-chiang-rai](http://www.anantara.com/en/golden-triangle-chiang-rai) or [www.helpingelephants.org](http://www.helpingelephants.org)

**-Ends-**

**Editor’s Notes:**

**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](file:///C:\Users\suthida_ch\Downloads\anantara.com) for more information, and connect with Anantara on [Facebook](https://www.facebook.com/anantara), [Instagram](https://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 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 hotel brands including Anantara, Elewana Collection, The Wolseley Hotels, Tivoli, Minor Reserve Collection, NH Collection, nhow, Avani, Colbert Collection, NH, Oaks, and iStay, as well as 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).

**For media enquiries, please contact:**

Mark Thomson

Group Director of Public Relations and Communications

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

Jularak Cholharn

Senior Director of Public Relations

Email: [jularak\_ch@minor.com](mailto:jularak_ch@minor.com)