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Minor Hotels Announces First Signing Under its New Minor Reserve Collection Brand

Aventora Resort Baía Formosa, Minor Reserve Collection, to launch in 2028 in Brazil's Rio Grande do Norte region



▲ Aventora Resort Baía Formosa, Minor Reserve Collection - villa exterior rendering.

Minor Hotels, a leading global hotel owner and operator, has announced the signing of the first property under its new luxury collection brand, Minor Reserve Collection. Slated to launch in 2028, Aventora Resort Baía Formosa, Minor Reserve Collection, will be located in Brazil's Rio Grande do Norte in the northeast of the country, in an area recognised as a key destination for eco-tourism.

Announced last year, Minor Reserve Collection is a luxury soft brand for travellers who seek extraordinary stays that celebrate personal expression and refined distinction. Each property is a world of its own, chosen for its rarity and ability to offer something singular that guests cannot find elsewhere. Stays at Minor Reserve Collection will be shaped by individual tastes, thoughtful attention to detail and the distinct spirit of each destination.

Owned by Gremi International Group, Aventora Resort Baía Formosa, Minor Reserve Collection, will establish itself as a landmark luxury destination in Baía Formosa in the emerging tourism region of northeastern Brazil. The newbuild resort will showcase 50 guest rooms and 28 branded residences, creating opportunities for ownership within the property. Residents and guests will enjoy world-class gastronomy, with all-day dining and specialty restaurants, a pool bar and grill, and a welcoming lobby lounge. For wellness-minded travellers, there is an array of outdoor pursuits nearby, including kite surfing, surfing, stand-up paddleboarding and mangroves kayaking, along with a fitness centre, exercise studio and dedicated spa at the resort. Together with a Kids' Club and a curated library, these amenities will ensure a holistic resort experience that balances recreation, culture and relaxation.

Strategically located near Baía Formosa in Rio Grande do Norte, the property will place guests amid renowned natural attractions, including the Genipabu dunes near Natal, Baía dos Golfinhos (Dolphin Bay) and the pristine Pipa Beach celebrated for its lush Atlantic Forest vegetation, dramatic cliffs and rich marine life including dolphins and sea turtles. Natal, the state capital, known as the “City of the Sun” for its more than 300 days of sunshine annually, adds further appeal with diverse coastal environments including mangroves and the natural reserve of Mata Atlântica.

“We are thrilled to partner with Gremi International to announce the first signing for Minor Reserve Collection, our new collection brand in the luxury segment. The property will be a great addition to Brazil’s highly dynamic and growing tourism sector, with Pipa being recognised as a key destination for eco-tourism in the country,” said Dillip Rajakarier, CEO Minor Hotels. “There is rising demand for luxury and water sports tourism, attracting travellers who seek properties with distinctive character alongside high-end accommodation that integrates comfort, adventure and sustainability — the hallmarks of the newly launched Minor Reserve Collection brand.”



Aventora Resort Baía Formosa, Minor Reserve Collection, will enjoy excellent accessibility from both Governador Aluizio Alves International Airport in Natal (60 minutes) and João Pessoa International Airport in Paraíba (60 minutes).

For more information visit <https://www.minorhotels.com/en/new-openings/aventora-resort-baia-formosa-minor-reserve-collection>.

With hotels and resorts in operation in 58 countries globally, Minor Hotels currently operates five properties in Brazil across its Tivoli, NH Collection and NH brands, with a pipeline of multiple future properties including the upcoming debut of its luxury Anantara brand.

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with over 640* hotels, resorts and branded residences across 59 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) and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

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

**Property count includes operating properties as well as committed developments through ownership, joint ventures, signed leases and management agreements.*

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