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Avani Hotels & Resorts Introduces Asia-wide Dollars for Deeds CSR Programme



Avani Hotels & Resorts is committed to creating a positive impact with the introduction of its Dollars for Deeds CSR programme in Asia. The initiative empowers guests to support various worthy causes, including children's hospitals in Laos, disability organisations in Bali, elephant foundations in Thailand, and coral reef protection programmes in the Indian Ocean. The upscale hotel brand invites guests to participate in this opt-out initiative, encouraging them to contribute one dollar per night of their stay, with parent company Minor Hotels matching each donation dollar for dollar. By joining the pledge, Avani allows guests to give back to the communities and environments they've encountered during their travels across Asia.





In Laos, [Avani+ Luang Prabang](#) is working closely with the [Lao Friends Hospital for Children](#) to help treat over 35,000 children annually. The Dollars for Deeds programme ensures that for every one-night stay, the hotel generates the equivalent of either 50 ampoules of vitamin B1 to combat life-threatening diseases, a casting kit for broken and fractured bones or a doctor's appointment to help provide life-saving diagnoses.

"We value the robust connections with our partners who consistently contribute to the cause of saving young lives. Avani+ Luang Prabang has emerged as a key contributor within this community through its Dollars for Deeds programme, and we are immensely thankful for the hotel's support."

Pierre Boismard, Director of Development at the Laos Friends Hospital for Children

During the autumn season, team members from Avani+ Luang Prabang actively participated in the local Run for Children half marathon. Their aim was to raise awareness and generate additional funds for the Lao Friends Hospital for Children.



[Avani Seminyak Bali Resort](#) is helping the [Annika Linden Centre](#) provide care for children with disabilities. Since its launch in 2013, the centre, which houses three key disability organisations, has had a significant impact on the lives of thousands of people with disabilities across Indonesia. Avani's Dollars for Deeds contributions will go towards physiotherapy and

rehabilitation sessions - including mobile services to reach those in need in remote areas - as well as economic empowerment through inclusive employment opportunities. In addition, guest donations will help support those with physical disabilities by providing much needed prosthetics, orthotics and wheelchairs.



From Phuket to Pattaya, each of Avani's eleven properties in Thailand is contributing to the Golden Triangle Asian Elephant Foundation in Chiang Rai, the Mai Khao Marine Turtle Foundation in Phuket and the Princess Sirindhorn Craniofacial Center at Chulalongkorn Hospital in Bangkok. The Dollars for Deeds programme is also supporting the Kianh Foundation in Vietnam by providing care and vocational training for disabled children, and a coral reef protection programme is underway in Baa Atoll at [Avani+ Fares Maldives Resort](#).

"I'm very proud that, thanks to the enthusiasm of the Avani teams, Dollars for Deeds can now provide much needed support to more great causes throughout the region."

John Roberts, Group Director of Sustainability & Conservation for Minor Hotels

With the continued expansion of Avani Hotels & Resorts across the globe, there is scope for the Dollars for Deeds programme to become a brand wide initiative in 2024 with further support of local charities and wildlife organisations across Europe, Africa, Australia the Middle East and beyond.

Dollars for Deeds was first introduced almost a decade ago by Anantara Hotels and Resorts. For more information on the Dollars for Deeds CSR programme, please visit [here](#).

About Avani Hotels & Resorts:

Avani Hotels & Resorts, part of Minor Hotels, was launched in 2011 and designed for the millennial-minded traveller whose priorities are style, value and comfort. The brand is an upbeat and contemporary hotel concept that delivers the perfect balance, with a focus on good sleep, designed social spaces, locally inspired sustenance and friendly service. Avani welcomes guests to over 35 hotels located in Asia, Australia, the Indian Ocean, the Middle East, Africa and Europe, with an exciting pipeline of properties to come.

To learn more about Avani Hotels, visit www.avanihotels.com. Follow Avani on [Instagram](#), [Facebook](#), [TikTok](#) and [YouTube](#) and engage with #AvaniHotels

Avani Hotels & Resorts is part of the GHA DISCOVERY loyalty programme, enabling travellers to savour every moment at home or away, while being recognised and rewarded at participating hotels and resorts worldwide.

For more information, please visit www.ghadiscovery.com

About Minor Hotels

Minor Hotels is an international hotel owner, operator and investor currently with more than 540 hotels in operation. Minor Hotels passionately explores new possibilities in hospitality with a diverse portfolio of properties designed intelligently to appeal to different kinds of travellers, serving new passions as well as personal needs. Through our Anantara, Avani, Oaks, Tivoli, NH Collection, NH Hotels, nhow, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International properties, Minor Hotels operates in 56 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe, South America and North America.

With dynamic plans to expand existing brands and explore strategic acquisitions throughout opportunistic markets, Minor Hotels pursues a vision of a more passionate and interconnected world.

For more information, please visit www.minorhotels.com.

Contact details

Elisa Grimaldi

Director of PR & Communications – Avani
Hotels & Resorts

egrimaldi@minor.com

[+66 \(0\) 65 350 7365](tel:+660653507365)

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