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Anantara Hotels and Resorts Rolls Out Dollar for Deeds CSR Programme Globally

Adding another layer to its sustainability pledge, luxury hospitality brand Anantara Hotels and Resorts is rolling out its signature CSR programme 'Dollar for Deeds' at all of its properties worldwide. First introduced almost a decade ago at select hotels in Thailand, Anantara's home base, the initiative has been integrated into the growth strategies of the brand globally.

Designed as an opt-in programme for guests, 'Dollar for Deeds' encourages travellers to give back to the community by donating to a range of worthy causes, each hand-picked to impact the environment, sustainability and the community in the most effective way. Under this programme, guests can donate one dollar per night of their stay, with Minor Hotels matching their contribution dollar for dollar and donated to CSR partners internationally. By agreeing at the time of check-in, Anantara guests not only enjoy a luxurious stay that is rich in discovery, but leave with wonderful memories of their experiences, knowing that they have made a positive difference to the local environment and community.



"Sustainability has long been a key pillar of our operating philosophy and, increasingly, it is not only a global need but also a requirement from both our investors and guests. By making 'Dollar for Deeds' accessible globally, we can support more worthy causes around the world while encouraging individual sustainability journeys and changing the definition of purposeful travel in our neighbouring communities and ecosystems. For the expansion I am particularly proud of the way our properties outside Thailand have embraced the spirit of the programme and chosen amazing local causes to support"

John Roberts, Group Director of Sustainability & Conservation for Minor Hotels, Anantara's parent company

Participating properties and associated projects are:

Thailand, all properties

- The Princess Sirindhorn Craniofacial Centre The Mai Khao Marine Turtle Foundation The Golden Triangle Asian Elephant Foundation

Sri Lanka, Anantara Peace Haven Tangalle Resort

- Turtle beach protection with the International Union for Conservation of Nature (IUCN)

Sri Lanka, Anantara Kalutara Resort

- Elephant Transit Home in Udawalawe

Cambodia, Anantara Angkor Resort & Spa

- Gibbon, peacock, otter releases with the Wildlife Alliance "Rewild Angkor"

The Maldives, all properties

- Holistic coral reef protection projects

Oman, Anantara Al Jabal Al Akhdar Resort

- Vulture nest monitoring and raptor protection with the Environmental Society of Oman Capture, treatment and release of stray dogs and cats

Oman, Al Baleed Resort Salalah by Anantara

- Gulf humpback and Bryde's whale monitoring with the Environmental Society of Oman

Malaysia, Anantara Desaru Coast Resort & Villas

- Reforestation, wildlife monitoring and protection with the Rewild Desaru Project

Vietnam, all properties

- Kianh Foundation - providing care & vocational training for disabled children

Mozambique, Anantara Bazaruto Island Resort

- Supporting fishing communities through infrastructure development and food donations

Zambia, Royal Livingstone Victoria Falls Zambia Hotel by Anantara

- Supporting local farmers through developing products and markets while cutting out the middlemen.

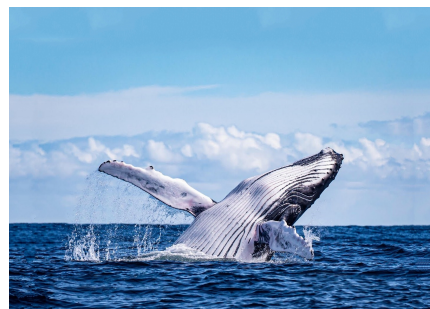
Indonesia (Bali), All Properties

- Annika Linden Centre providing care for disabled kids.

China, Xishuangbanna

Good to Nature scientific reforestation of Yunnan's rainforest ecosystem.

The rollout of the 'Dollar for Deeds' programme will continue in Anantara's recently launched hotels throughout Europe in Q1, 2024. For more information about Anantara's sustainability initiatives, please visit [here](#).





About Anantara Hotels:

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world's most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 40 stunning properties located in Thailand, Indonesia, Vietnam, China, Cambodia, Malaysia, Maldives, Sri Lanka, Mauritius, Seychelles, Mozambique, Zambia, Tunisia, the UAE, Qatar, Oman, Portugal, Spain, Italy, Hungary and The Netherlands, with a pipeline of future properties across Asia, Middle East, Europe, Africa and South America. The brand's premier vacation ownership programme, Anantara Vacation Club, extends the opportunity to own a share in the Anantara experience with a portfolio of 8 luxurious Club Resorts as well as travel privileges at partner resorts and hotels worldwide.

For more information on Anantara Hotels, Resorts & Spas, please visit www.anantara.com.

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About Minor Hotels

About Minor Hotels:

Minor Hotels is an international hotel owner, operator and investor currently with more than 530 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.

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