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Minor Hotels Debuts in Malta with the Signing of NH Collection Sliema Malta under a Franchise Agreement as part of its Global Expansion Strategy



▲ City of Sliema, Malta

Global hospitality leader Minor Hotels announces the signing of NH Collection Sliema, its first hotel on the Mediterranean island of Malta. Scheduled to open by the end of 2026, the premium new-build hotel will feature 268 guest rooms and suites in the sought-after coastal town of Sliema.

A Resort in the City

NH Collection Sliema is designed as a resort within the city, offering premium amenities including a spa and wellness centre, a rooftop bar with panoramic sea views, a swimming pool,

and a restaurant. Located steps from the seafront promenade, shops, and local restaurants, guests will enjoy Malta's vibrant urban atmosphere and rich cultural heritage, in a country that enjoys over 300 days of sunshine each year. The hotel is also located less than 10 kilometres from the country's capital, Valetta.

Minor Hotels' Expansion Through Franchising

NH Collection Sliema, operating under a franchise agreement, exemplifies Minor Hotels' strategy to expand its franchising model in key markets. The group's 'asset-right' approach, balancing 'asset-heavy' owned and leased properties with 'asset-light' managed and franchised properties, enables Minor Hotels to scale more rapidly, foster strong partnerships with local stakeholders, and create sustainable, long-term value for investors and partners. Minor Hotels is actively pursuing franchise opportunities in countries where it has an established presence, as well as untapped markets such as the Balkans or the CIS region.

With nearly five decades of expertise in hotel ownership, development, and operations, and 12 diverse hotel brands, Minor Hotels brings an ownership mindset to hospitality management. Its franchise model provides investors and owners access to leading brands, an efficient distribution ecosystem, the Minor DISCOVERY loyalty programme, a global sales force, advanced revenue management, and centralised purchasing and support services.

To drive this expansion, Minor Hotels has appointed Sandra Cremesini as Senior Vice President Franchise Support, Minor Hotels Europe & Americas. With over a decade of international franchise management experience in leading industry companies such as Marriott, Sandra's appointment strengthens the group's commitment to strategic growth through franchising.

Gonzalo Aguilar, CEO of Minor Hotels Europe & Americas, commented on the signing of NH Collection Sliema: "Malta marks an exciting new chapter for Minor Hotels as we enter this vibrant destination for the first time. We are delighted to introduce the extraordinary NH Collection experience to Malta, bringing our signature blend of premium hospitality and local authenticity to Sliema."

NH Collection is a premium hospitality brand from Minor Hotels with over 100 hotels and resorts in 25 countries worldwide. The brand invites its guests to ‘feel the extraordinary’ through thoughtfully curated guest experiences, blending local authenticity with contemporary comfort.



▲ NH Collection Hotels & Resorts Logo

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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