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Minor Hotels Signs First Colbert Collection in Asia and New Avani Resort in Koh Phangan

Dual signing with Rasa Group strengthens Minor Hotels' footprint in Southern Thailand across soft brand and premium lifestyle segments



▲ Photo shown (left to right): Michael S. Howard, Managing Director of Daystar; Wikunya Asavanich, Deputy Chief Executive Officer of Rasa Group; Rapi Pinijchob, Chief Executive Officer of Rasa Group; Dillip Rajakarier, Chief Executive Officer of Minor Hotels and Group Chief Executive Officer of Minor International; Omar Romero, Chief Development & Luxury Officer of Minor Hotels; and Yasin Munshi, Vice President Development Asia of Minor Hotels.

Minor Hotels, a global hospitality leader with more than 640 properties in operation and committed development across 63 countries, announces the signing of two new resort properties in Thailand in partnership with Rasa Group: Colbert Collection Koh Samui and Avani Koh

Phangan. The dual signing marks the debut of the Colbert Collection brand in Asia and reinforces Minor Hotels' continued expansion in key resort destinations across the region.

Located on Chaweng Beach, Colbert Collection Koh Samui will become the first property under the brand in Asia. The 32-key beachfront resort, operating as Buri Rasa Village Samui, will transition to Minor Hotels management on 1 May 2026, with rebranding scheduled for Q1 2027 following an extensive renovation programme.

The resort will offer an intimate, design-led experience shaped by its beachfront setting, with facilities including multiple culinary opportunities, swimming pool, fitness centre and spa. Located just 15 minutes from Samui International Airport, the property will form part of a growing cluster of Minor Hotels resorts on Koh Samui, including **Anantara Bophut Koh Samui Resort**, **Anantara Lawana Koh Samui Resort**, **Avani Chaweng Samui Hotel & Beach Club**, **Avani+ Samui Resort** and **NH Collection Samui Peace Resort**.

On neighbouring Koh Phangan, Minor Hotels has signed Avani Koh Phangan, a 63-key beachfront resort located on Thong Nai Pan Noi Beach. Currently operating as Buri Rasa Village Phangan, the resort will transition to Minor Hotels management on 1 May 2026, with full rebranding to Avani scheduled for Q1 2027 following a phased renovation.

The resort will feature a range of room categories including pool access and oceanfront options, alongside relaxed dining venues, a beachfront swimming pool, AvaniKids club, and AvaniFit gym. Located adjacent to Anantara Rasananda Koh Phangan Villas, the property will further strengthen Minor Hotels' presence on the island.

Dillip Rajakarier, CEO of Minor Hotels and Group CEO of Minor International, commented, "This dual signing represents a strategic step in expanding our presence in Southern Thailand across both our premium lifestyle and soft brand segments. Introducing Colbert Collection to Asia in Koh Samui and strengthening our resort portfolio in Koh Phangan with Avani allows us to further diversify our offering in destinations that continue to see strong international demand."

Rapi Pinijchob, CEO of Rasa Group, added, "We are truly excited to deepen our long-standing partnership with Minor Hotels through these two exceptional projects. Koh Samui and Koh

Phangan are not only iconic destinations, but also markets with tremendous, untapped potential for the next phase of high-quality tourism growth. With the introduction of Colbert Collection and Avani, we are not simply adding brands - we are shaping experiences that will redefine how these destinations are positioned on the global stage. This collaboration reflects our shared commitment to innovation, thoughtful development and creating enduring value. These projects are an important step forward in our broader vision of elevating hospitality assets into distinctive, high-performing destinations that resonate with today's evolving traveller.”

Both properties are owned by Rasa Group, a Thailand-based real estate and hospitality company with a diversified portfolio across commercial, residential and hospitality sectors. The group's existing collaboration with Minor Hotels includes Anantara Rasananda Koh Phangan Villas, with the new signings further strengthening the partnership.

The addition of Colbert Collection Koh Samui marks a significant milestone in the global expansion of Minor Hotels' newest soft brand, bringing the concept to Asia for the first time. This follows the recent announcement of its London debut, The WestDill Mayfair Hotel London, Colbert Collection, set to open in Q4 2026. Colbert Collection brings together independent properties under a shared philosophy centred on cultural connection, culinary storytelling and a strong sense of place.

These signings form part of Minor Hotels' broader growth strategy, which continues to prioritise expansion through management and franchise agreements in high-potential destinations, supported by the group's global commercial platform and operational expertise.

About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 640 hotels, resorts and branded residences in operation and committed development across 63 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.

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