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Minor Hotels Launches Life Longevity, One Wellness Brand for Every Season of Life

Spanning urban, resort and residential settings, the new longevity brand marks the group’s ambition to shape the next era of wellness hospitality



▲ Layan Life by Anantara_Plunge Pool Landscape

Minor Hotels, a leading global hotel owner and operator, has launched Life Longevity, a new wellness brand connecting its destinations, services and future developments within a single ecosystem. Bringing together clinical science, complementary medicine and Minor's hospitality expertise, Life Longevity creates a continuous wellness experience that carries each guest's care from one destination, and one season of life, to the next. The brand builds on Layan Life by Anantara at Anantara Layan Phuket Resort, with its first urban location, Bangkok Life at The St.

Regis Bangkok, opening soon. From there, it is designed to expand into leading resort destinations and gateway cities around the world.

Longevity has become one of the defining conversations in wellness, and it is moving beyond the clinic into everyday life. According to Minor Hotels' Travel Trends Report 2026, 44% of travellers plan to bring more wellness into their trips, rising to 73% among those already committed to wellness practices. Increasingly, they want the rigour of science and a stay that makes a lasting difference, without it feeling clinical.

Born in Thailand and shaped by more than four decades of Minor Hotels' expertise, the brand takes three forms - resort, urban and residential - connected by one principle: Life Longevity gets to know each guest, and that understanding goes wherever they go. A resort stay offers dedicated time for deep transformation; an urban setting brings longevity into the rhythm of everyday city life; and residential Life, will build every detail of the home around a longevity-led lifestyle. Today, that means a morning in Bangkok picks up where a week in Phuket left off, and as the brand grows, the same continuity will follow guests to every new destination. The longer a guest is part of the Life Longevity journey, the more valuable the relationship becomes.

Circle of Life, an optional membership launching alongside the brand, turns Life Longevity into a continuing partnership: members stay connected to their care team between visits through regular expert check-ins and a personal digital record, with access that extends across Life Longevity locations worldwide. Every visit builds on the last, wherever in the world the next one takes place.

Every journey begins with understanding the guest, through consultation, lifestyle insight and diagnostics, with complementary medicine working alongside science from the outset. Each location then adds its own strengths, whether restorative therapies that help the body recover and recharge, movement and lifestyle guidance that builds long-term strength, or the people and shared moments that make the experience more rewarding. No two journeys look the same, yet every one is holistic by design. At Life, longevity feels less like a protocol and more like an intuitive way of living.

“Our ambition isn’t simply to take part in wellness, but to help raise its standard,” said Dillip Rajakarier, Group CEO of Minor International, the parent company of Minor Hotels. “Life Longevity gives that ambition a clear shape. Many places offer exceptional hospitality and advanced wellbeing. What sets Life Longevity apart is continuity: wherever guests find us, they are cared for by people who already know them, and whose care evolves as their needs do, for many years to come.”

At the heart of the brand is a belief that longevity is not measured in years alone, but in vitality, resilience and quality of life at every stage. Beyond any treatment or retreat, Life Longevity is a lifelong source of expert care and personal guidance, shaped around each individual.



▲ Layan Life By Anantara_Exteriror

Life today

Already welcoming guests at Anantara Layan Phuket Resort, Layan Life by Anantara is the brand’s flagship resort setting, where curated programming meets the joy of choice. On a signature journey, the guest chooses the goal and Layan Life designs the path; alternatively, guests can create their own with a practitioner’s guidance, while resort guests can simply drop in for a personalised treatment. Complementary medicine here is anchored in Traditional Thai Medicine, delivered alongside the full diagnostic and clinical offer. Once guests return home,

Life After Layan, the resort's follow-up care programme, keeps their care going between visits – an early expression of the continuity that will run across every Life location.

In the heart of the city and about to launch this autumn, Bangkok Life at The St. Regis Bangkok is the brand's first urban site and its most clinical expression: a longevity and biohacking hub where advanced therapies and medical aesthetics are guided by the same diagnostic depth found across the ecosystem.

Life Longevity is set to become an international brand, with further urban, resort and residential locations in development for leading resort destinations and major gateway cities beyond Thailand, reflecting Minor Hotels' long-term commitment to wellness-led growth.
https://www.life-longevity.com





About Life Longevity

Life Longevity is Minor Hotels' dedicated wellness brand that is built around a relationship that grows with its guests. Spanning urban, resort and residential settings, it combines clinical diagnostics and advanced therapies with complementary medicine and exceptional hospitality, meeting guests at their current stage of life and carrying their care from one location to the next. Life currently operates at Anantara Layan Phuket Resort and The St. Regis Bangkok, with further sites in development globally.

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 67 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.

Contact details

Charlie Lones
Public Relations Consultant
clones@minor.com

Marion Walsh-Hedouin
Global Head of PR & Communications
mwalsh@minor.com

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