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## Anantara Launches ‘People Who Inspire’ to Mark 25 Years of Meaningful Journeys

The anniversary series begins in Hua Hin with Yingsuphat “Alex” Wrarapho, celebrating the people who embody the brand’s spirit



▲ Yingsuphat “Alex” Wrarapho, Chief Experience Insider at Anantara Hua Hin Resort

As [Anantara Hotels & Resorts](#) marks 25 years of meaningful travel, the brand is turning the spotlight to the people who have shaped its story. The new ‘People Who Inspire’ series celebrates the artisans, conservationists, spiritual guides and long-serving hosts whose passion brings each destination to life, reminding travellers that the true essence of luxury lies in human connection.

Opening the series is Yingsuphat “Alex” Wrarapho, the warm-spirited Chief Experience Insider at [Anantara Hua Hin Resort](#), where the brand’s own story began. Khun Alex and Anantara have grown side by side, sharing the warmth of Thailand with travellers from around the world. For

him, representing the birthplace of the brand is both an honour and a responsibility. “Hua Hin is where the heart of Anantara was born,” he reflects. “I see this role as a chance to speak on behalf of the early team members who laid the foundation of the brand, carrying forward their stories. Seeing the spirit of Thainess translated across 50 destinations, from Europe to the Americas, is an incredible experience.”

**“Some guests want conversation; others want silence. My job is to read those signals and respond with empathy.”**

From the moment Khun Alex first walked through the gardens of Anantara Hua Hin more than twenty years ago, he felt a sense of calm and warmth. “My first impression wasn’t about the architecture or the service,” he says. “It was a feeling that made me want to grow here. The resort has shaped who I am, teaching me that great hospitality always begins with heart.”

Meeting guests from around the world only reinforced what Khun Alex already knew: people don’t remember Thailand solely for its beaches or temples, they remember how the country makes them feel. His tools are small, human moments: a conversation, a shared silence, a gesture offered at just the right time. Reading when to offer each requires intuition and a deep attentiveness to body language, tone and mood. Some guests seek guidance; others crave space. Khun Alex sees his role as responding with empathy, adjusting to what each person needs before they ever voice it. What he hopes guests take home is simple: the feeling of being genuinely cared for; not as visitors, but as human beings.

**“Calm isn’t something you add, it’s something you make space for.”**

In a restless world, Khun Alex’s serenity is contagious. Even habitual late risers find themselves up with the first sun, following him to a seaside temple, a quiet market or the hush of waves before the town wakes. For guests who want to go deeper, he introduces local artisans, farmers and fishermen, creating opportunities to learn from the community rather than simply observe it.

As Anantara Hua Hin enters a new chapter following its transformation, Khun Alex sees continuity rather than change. His hope for the next 25 years is simple and sincere: “If travellers

still remember Anantara as a brand that truly cared for them, that would be the greatest legacy I could hope to leave.”

Follow the journey at [anantara.com/25th-anniversary](https://anantara.com/25th-anniversary).



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## About Anantara Hotels & Resorts

A luxury hospitality brand for modern travellers, Anantara Hotels & Resorts connects guests to genuine places, people and stories in some of the world’s most extraordinary destinations. Each Anantara embraces the surroundings and culture of its destination, creating unforgettable memories for every guest since 2001. From city to sea and desert to jungle, Anantara delivers

heartfelt, Thai-inspired hospitality at its over 50 hotels and resorts across Asia, Europe, Africa, the Middle East and the Indian Ocean.

Anantara Hotels & Resorts is a Minor Hotels brand and recognises its guests through one unified loyalty programme, Minor DISCOVERY, part of GHA DISCOVERY.

Visit [anantara.com](https://anantara.com) for more information, and connect with Anantara on Facebook, Instagram, TikTok, X and YouTube.

## 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 66 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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## Contact details

### Mark Thomson

Group Director of PR and Communications  
[mthomson@minor.com](mailto:mthomson@minor.com)  
[+66 \(0\)2 365 7678](tel:+66023657678)

### JJ Minder

Assistant Director of Public Relations & Communications  
[jminder@minor.com](mailto:jminder@minor.com)

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