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Life Longevity Becomes a Strategic Partner of the 2026 Global Wellness Summit in Phuket

Minor Hotels' new wellness brand joins the industry's leading gathering on the island that is home to its flagship, as the Summit marks its 20th anniversary



Life Longevity, the wellness brand launched by Minor Hotels this month, has become a Strategic Partner of the 2026 Global Wellness Summit, which takes place from 10 to 13 November in Phuket. The Summit's 20th-anniversary edition comes to the island that is home to the brand's flagship, Layan Life Longevity Retreat at Anantara Layan Phuket Resort, just minutes from the Summit venue.

The invitation-only Summit brings together leaders from across the global wellness economy—from hospitality and medicine to investment, research and policy to explore the forces shaping the future of wellness. This year's theme, “The Science, Art and Soul of Wellness”, sits close to Life Longevity's own approach, which brings clinical science, complementary medicine and genuine hospitality together in one plan for each guest.

For Minor Hotels, the partnership reflects a long-term commitment to wellness. The group developed its Phuket flagship on its own assets, and has built Life Longevity as a standalone brand, free to grow across resort destinations, gateway cities and, in time, residences beyond Thailand. Its connected model is built for what happens after checkout, carrying each guest’s care from one location, and one season of life, to the next.

“Wellness has been part of how Minor Hotels looks after its guests for more than four decades, and Life Longevity is the clearest commitment we have made to it,” said William E. Heinecke, Founder and Chairman of Minor International, the parent company of Minor Hotels. “Partnering with the Global Wellness Summit in its 20th year is a chance to listen to the people moving this industry forward, and to share what we are learning about continuity of care. Hosting it in Phuket, a short drive from where Life Longevity began, means we can welcome the industry to our own doorstep.”

“Minor Hotels has long been a leader in wellness hospitality, and its launch of Life Longevity represents an exciting new chapter in the evolution of the industry,” said Nancy Davis, Chief Creative Officer and Executive Director of the Global Wellness Summit. “As wellness and longevity become increasingly central to the hospitality experience, we need visionary companies that are rethinking what it means to support people's health and wellbeing. We're delighted to welcome Minor Hotels as a Strategic Partner, especially as we celebrate our 20th anniversary in Thailand, where the country's rich healing traditions are helping shape the future of global wellness.”

Life on the island

On Phuket's quiet Layan Beach, bordered by Sirinat National Park, Layan Life Longevity Retreat rests on a still reflecting pond at the centre of Anantara Layan Phuket Resort. Every stay begins

with a consultation led by qualified health professionals, who recommend only the assessments that serve the guest's goals. Clinical care and Traditional Thai Medicine are then prescribed together, with the resort's TTM doctor and medical team working from the same plan.

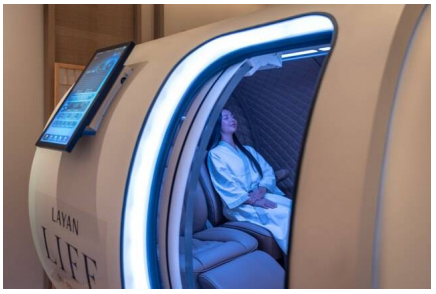
The Summit's host sponsors include Thailand's Department of Thai Traditional and Alternative Medicine, and the gathering puts the country's healing traditions in front of an international audience. At Layan, that tradition is part of everyday practice: guests can follow a focused Retreat for Life to the letter, or move at a gentler pace, and Life After Layan, the resort's follow-up care programme, keeps them in touch with their care team once they are home. Delegates will be able to experience the retreat before, during and after the Summit.

One relationship, from Phuket to Bangkok

The connection runs beyond the island. Bangkok Life Longevity and Biohacking Hub, opening soon, on the 15th floor of The St. Regis Bangkok, is Life Longevity's first urban location, bringing the same approach into the rhythm of city life. With a guest's consent, their plan and care team go with them, so a morning in Bangkok picks up where a week in Phuket left off.

Life Longevity is set to become an international brand, with further urban, resort and residential locations in development beyond Thailand, reflecting Minor Hotels' long-term commitment to wellness-led growth.







About Life Longevity

Life Longevity is Minor Hotels' dedicated wellness brand, 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 Longevity currently operates at Anantara Layan Phuket Resort and The St. Regis Bangkok, with further sites in development globally. life-longevity.com

About Layan Life Longevity Retreat

Layan Life Longevity Retreat is the flagship resort of Life Longevity, set at the heart of Anantara Layan Phuket Resort on Phuket's Layan Beach. Every stay begins with a consultation led by qualified health professionals, with clinical care and Traditional Thai Medicine prescribed together from one plan. Retreats for Life are shaped around the goal each guest brings, and Life After Layan, the resort's follow-up care programme, keeps guests in touch with their care team once they are home.

About Bangkok Life Longevity and Biohacking Hub

In the heart of the city and about to launch this November, 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.

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.

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