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Minor Hotels Celebrates 25 Years of Experiential Luxury with Anantara Hotels & Resorts

Global luxury hospitality brand launches anniversary campaign celebrating the people, places and experiences that have defined a quarter-century of immersive travel



Anantara Hotels & Resorts, the experiential luxury brand of Minor Hotels, marks its 25th anniversary with the launch of a global campaign: 25 Years of Unforgettable Journeys. From a single resort in Thailand to a global portfolio spanning over 50 hotels and resorts across 24 countries, the milestone celebrates the destinations, team members and guests who have shaped the brand since its creation.

A Brand Born in Thailand

The Anantara brand was founded in 2001 by William Heinecke, Chairman and Founder of Minor International, parent company of Minor Hotels, to address the need for a luxury hotel brand offering immersive, experience-led stays. He envisioned a brand that enables cultural discovery through indigenous design, local cuisine and unique destination experiences. The name Anantara comes from the Sanskrit word meaning ‘without end’, evoking discovery, new horizons and the celebration of life’s journey.

“Creating Anantara remains one of my proudest professional accomplishments,” explains Mr Heinecke. “Building the brand from the ground up gave us the opportunity to apply what we learned from operating hotels in Thailand for more than 20 years and satisfy the growing demand from discerning travellers who want memorable local experiences and adventures while having luxurious accommodations to come back to each evening.”

The first Anantara resort, Anantara Hua Hin Resort, opened to guests on 4 March 2001 in the seaside town of Hua Hin, three hours from Bangkok, Thailand’s capital city. Its design, inspired by a traditional Thai village, draws architectural heritage into tropical gardens, embodying Anantara's ethos of cultural immersion from the outset.

Purposeful Expansion

From Hua Hin, the brand extended across Thailand, with Anantara Golden Triangle Elephant Camp & Resort in the north and Anantara Bophut Koh Samui Resort in the south, each shaped by landscape architect Bill Bensley, whose eye for locale gave the early portfolio its distinct continuity.

International expansion followed in 2006 with Anantara Dhigu Maldives Resort, the brand's first venture outside Thailand and the proof of concept that opened the door to the Middle East, Africa, Asia and, in later years, Europe. The 2015 rebranding of a landmark Bangkok property as Anantara Siam Bangkok Hotel was a personal milestone for Mr Heinecke and a strategic one for the brand, signalling its evolution from resort brand to a hospitality brand equally at home in the world's great cities. In recent years, Minor Hotels has expanded Anantara into iconic European cities, adding new properties in Amalfi, Amsterdam, Budapest, Dublin, Nice, Rome and Vienna.

Anantara's expansion into extraordinary destinations continues with upcoming debuts in Australia, Japan, Egypt, Croatia, Argentina, Turks & Caicos and the United States. The brand will also introduce Anantara Tented Camps in 2026, beginning with Anantara Tented Camp Kafue River in Zambia, adjacent to Kafue National Park, the country's largest and oldest reserve.

"Anantara has played a defining role in shaping Minor Hotels' luxury portfolio over the past 25 years," said Dillip Rajakarier, Group CEO of Minor International. "Our focus remains on thoughtful, disciplined expansion that stays true to Anantara's foundations, with immersive experiences, a strong sense of place and genuine cultural connection guiding how and where the brand evolves."

Celebrating the People Who Inspire

Central to the brand's anniversary celebration is the 'People Who Inspire' series, profiling 25 Anantara team members whose passion and expertise define the guest experience at their properties. Each profile will spotlight the artisans, conservationists, spiritual guides and long-serving hosts who make Anantara properties worldwide unforgettable and serve as a reminder that the essence of hospitality lies in connection.

The first profile honours Yingsuphat "Alex" Wrarapho, Chief Experience Insider at Anantara Hua Hin Resort, where Anantara'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 25 years.

Curating Unforgettable Experiences

For a quarter of a century, Anantara has been deeply committed to enabling journeys of discovery, authenticity and indulgence. To commemorate the milestone, the brand launches a global programme of signature experiences and activations to immerse guests in the destination's surroundings and culture.

Some of the specially curated experiences include:

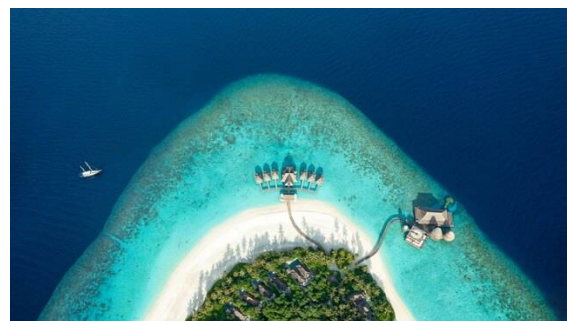
- At Anantara Palazzo Naiadi Rome, guests are invited aboard the only private luxury boat that glides along the River Tiber, tracing the city's historic heart as ancient landmarks and contemporary Roman life unfold from the water.

- In the Maldives, Anantara Kihavah Maldives Villas turns the night sky into a mesmerising display of the cosmos with private stargazing sessions at SKY, the resort's overwater observatory.
- At Anantara Golden Triangle Elephant Camp & Resort in northern Thailand, guests spend their morning with the camp's resident elephants and create a gourmet 'cake' for the gentle giants to enjoy.

Discover the full collection of experiences [here](#).

Dining moments and spa offerings inspired by the traditions of each locale complete the brand's 25th anniversary programme, with further experiences to be revealed at select properties throughout the year.

Learn more about Anantara's anniversary celebrations on [anantara.com](https://www.anantara.com).





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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 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.

Discover our world at minorhotels.com and connect with Minor Hotels on [Facebook](#), [Instagram](#), [LinkedIn](#), [TikTok](#) and [YouTube](#).

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