October 12 2026, 16:00 (+07)

Minor Hotels Announces Morocco Debut with Signing of Anantara Retreat Rabat



▲ Anantara Retreat Rabat (Rendering)

Minor Hotels announces the signing of Anantara Retreat Rabat, marking the group's debut in Morocco with a 38-key luxury retreat in the country's capital with an anticipated opening in early 2030.

The hotel is being developed in partnership with Bloom Holding, the Abu Dhabi-based real estate developer with a diversified portfolio spanning residential, mixed-use, hospitality, education and master-planned communities across the UAE and international markets.

Set within Rabat's exclusive diplomatic area, approximately 20 minutes from the city centre, Anantara Retreat Rabat will blend traditional Moroccan architecture with contemporary design. The property will comprise luxury rooms, suites and seven three-bedroom villas. Surrounded by

a tranquil setting and within convenient reach of the capital's key business and cultural destinations, the hotel will provide a refined experience for diplomatic, corporate and affluent leisure guests.

Anantara Retreat Rabat will offer a range of dining and social spaces, including a signature restaurant, a Moroccan tea lounge and swimming pool. Complementary facilities will include meeting rooms, an Anantara Spa and fitness facilities.

"Morocco represents an exciting new market for Minor Hotels, and Rabat provides a particularly compelling setting for our first hotel in the country," said **William E Heinecke, Chairman & Founder of Minor International**, the parent company of Minor Hotels**.** "Anantara Retreat Rabat will bring the brand's distinctive approach to luxury hospitality to a city where heritage, culture, nature and contemporary life come together. We are delighted to partner with Bloom Holding and look forward to creating a highly intimate retreat that reflects the character of Rabat."

Carlos Wakim, CEO of Bloom Holding, said: "Our commercial partnership with Minor Hotels reflects Bloom's commitment to working with leading global operators to deliver exceptional hospitality destinations. Rabat represents an exciting opportunity for Bloom Holding as we continue to expand our international portfolio in a considered and strategic manner. This partnership brings together shared expertise, strong international brands and a common commitment to quality, allowing us to create a unique hospitality offering that respects the character of its setting while delivering long-term value and a truly exceptional guest experience."

Rabat, Morocco's capital, is emerging as a dynamic cultural and tourism destination, combining its rich heritage with a growing contemporary cultural scene. In 2026, the city is UNESCO World Book Capital, recognising its strong literary and creative culture, while its position between the Atlantic Ocean and Bou Regreg River, alongside its historic and cultural offering, gives the city a distinctive character. Rabat is also benefiting from Morocco's continued tourism growth and investment in connectivity, with international tourist arrivals to the country up 7% in the first five months of 2026 and additional international air routes strengthening access to Rabat. The signing forms part of Minor Hotels' continued expansion across the Middle East and Africa, extending its

luxury portfolio into a new market while introducing the Anantara brand to Morocco for the first time.







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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