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Minor Hotels Africa Appoints Helga Deboeck as General Manager of Anantara Bazaruto Island Resort

Minor Hotels Africa is pleased to announce the appointment of Helga Deboeck as General Manager, effective 25 March 2026.



Deboeck takes the reins at Anantara Bazaruto Island Resort with over 15 years of international leadership across luxury hotels and resorts in Europe, the Caribbean, the Middle East and Africa. She most recently served as General Manager at Domes of Corfu, Autograph Collection in Greece.

Combining commercial acumen with an innate understanding of luxury guest expectations, Deboeck has built a reputation for driving operational performance whether in opening preparations or leading high-performing teams in complex markets. Her expertise spans brand

implementation, market positioning and revenue optimisation, all while ensuring the guest encounters exceed anticipation.

Throughout her career, Helga has played a pivotal role in strengthening premium hospitality experiences across international markets. At Casa Cook Samos in Greece, she successfully launched the property as a standout premium lifestyle destination, contributing to its recognition with the Best Hotel Design at the 196+ Forum Milan. She also contributed to the development of Marriott International's Luxury Pre-Opening Countdown Process, which has since become part of the group's Luxury Academy training framework.

Rooted in ownership and guided by purpose, the Helga's vision is to foster a high-performing culture that prioritises excellence at every level. By nurturing talent and continually enhancing the guest offering, the aim is to craft distinctive, memorable experiences that turn every stay into an extraordinary journey.

Her extensive CV includes leading strategic pre-opening and brand transition projects across the Middle East and Africa for globally recognised five-star hospitality brands, including Ritz-Carlton, W Hotels, St. Regis and The Luxury Collection. Prior to joining Minor Hotels Africa, Deboeck held senior management roles at Sheraton Gambia Hotel Resort & Spa and Sheraton Grand Conakry.

During her tenure with Marriott International in the UAE, she served as Director of New Builds and Transitions, overseeing upscale pre-opening projects across the MEA region. Her ability to combine operational rigour with brand-led guest experience strategies has consistently delivered strong commercial and reputational outcomes.

A Belgian national, Deboeck is fluent in English, French and Dutch. She holds qualifications in Business Management and Modern Languages & Mathematics, as well as a Six Sigma Green Belt in Operational Innovation.

In addition to her commercial authority, Deboeck has pursued studies in photography and visual arts at the Royal Academy of Fine Arts and Ghent College. Her multidisciplinary background

reflects a balance of analytical thinking and creative insight – qualities that contribute to her distinctive approach to hospitality management.



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.

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