Minor Hotels Enters Uzbekistan with the Signing of NH Hotel Tashkent

Through a franchise agreement, Minor Hotels brings NH Hotels & Resorts into Uzbekistan, marking its debut in the CIS region and Central Asia



▲ From left to right: Gonzalo Aguilar, CEO of Minor Hotels Europe & the Americas; Tadjiyev Sandjar Shuxratovich, Deputy Chairman of the Tourism Committee of the Republic of Uzbekistan; Mikhail Kolesnik, Regional Director of Development for Minor Hotels in the Inland Balkans and the CIS; Gilmeeva Olesya, General Manager of NH Hotel Tashkent.

November 10, 2026: Minor Hotels, a global hospitality leader with more than 660 properties in operation and under development across 67 countries, announces the signing of a franchise agreement with EASYRENT PE for NH Hotel Tashkent, a 151-room hotel in Uzbekistan's capital. Through its NH Hotels & Resorts brand, Minor Hotels will enter Uzbekistan, marking the group's debut in the Commonwealth of Independent States (CIS) and Central Asia.

The agreement was formalized during a signing ceremony in Tashkent attended by the Deputy Chairman of the Tourism Committee of the Republic of Uzbekistan, Minor Hotels'

senior management, the project owner, the hotel's general manager and other local stakeholders.

NH Hotel Tashkent: 151 Rooms and a Refreshed Offering for 2027

NH Hotel Tashkent is being refurbished and repositioned under the NH Hotels & Resorts brand and is expected to open in the first quarter of 2027. Following the renovation, the property will offer 151 rooms, including standard twin and double rooms, deluxe rooms and family suites. An all-day dining restaurant, a gym and a meeting room will complement the accommodation, reflecting the brand's focus on comfort, functionality and the essentials of a well-rounded stay.

NH Hotels & Resorts: Contemporary Comfort and Dependable Service

NH Hotels & Resorts is Minor Hotels' upscale hospitality brand, offering value for money, convenient locations in key destinations and service with a human touch. Known for its comfortable, functional spaces and friendly, dependable service, the brand caters to business and leisure travelers seeking a straightforward, contemporary hotel experience.

With an established presence in Europe and the Americas and an expanding footprint in the Middle East, Asia and Australasia, NH Hotels & Resorts brings international brand recognition to new destinations. NH Hotel Tashkent will bring this offering to Uzbekistan, providing a convenient base for guests exploring the capital, traveling for business or leisure, or attending meetings and events.

Tashkent: A Gateway to Uzbekistan for Business and Leisure

As Uzbekistan's largest city and its political, economic, cultural and transport hub, Tashkent is a key gateway for international visitors. The country's historic Silk Road cities and expanding international connectivity underpin its growing appeal as a Central Asian tourism destination. Leisure guests can explore Amir Timur Square, the Alisher Navoi Opera, Chorsu Bazaar and the Hast Imam Complex, along with the State Museum of the History of the Temurids and the State Museum of History of Uzbekistan.

Located just 10 minutes from the airport, the hotel offers easy access to the capital's key business and leisure districts, as well as event venues such as the UzExpo Center and the Palace of International Forums, making it a convenient base for business travelers and visitors attending meetings, incentives, conferences and exhibitions (MICE).

Franchising: Supporting Regional Growth and Owner Ambitions

The signing represents a significant step in the development of Tashkent's hotel infrastructure and reinforces Uzbekistan's growing position as a tourism destination. It also supports Minor Hotels' asset-light expansion through franchising and establishes a platform for further growth in Central Asia.

For owners, franchising with Minor Hotels combines independent local ownership with commercial reach, operational expertise and dedicated support of a global hospitality group. In addition, joining Minor Hotels' international distribution and commercial platforms will help the hotel increase its visibility and attract international guests. This integration will also bring the hotel to Minor DISCOVERY, giving it access to a global network of 38 million members worldwide and helping build guest loyalty. NH Hotel Tashkent will also draw on the operating experience of NH Hotels & Resorts, the group's best-known and most established brand in Europe and the Americas. Combined with the owner's local expertise, these capabilities will support the hotel's positioning and long-term growth.



▲ Mikhail Kolesnik, Regional Director of Development for Minor Hotels in the Inland Balkans and the CIS, and Gilmeeva Olesya, General Manager of NH Hotel Tashkent, at the signing ceremony.

“Entering Uzbekistan through its dynamic capital marks the first step in our expansion in Central Asia and reflects the role of franchising in bringing our brands to new markets. We are delighted to introduce NH Hotels & Resorts to Tashkent, bringing the brand’s trusted, contemporary hospitality experience to business and leisure travelers. We thank EASYRENT PE for placing its trust in Minor Hotels,” **said Gonzalo Aguilar, CEO of Minor Hotels Europe & Americas.**

“We are delighted to partner with Minor Hotels and introduce NH Hotels & Resorts to Tashkent. By combining Minor Hotels’ international brand expertise with our local knowledge, we aim to develop a contemporary hotel that contributes to the city’s growing hospitality landscape,” **said Gilmeeva Olesya, General Manager of NH Hotel Tashkent.**







About Minor Hotels

Minor Hotels is a global leader in the hospitality industry with more than 660 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 recognizes its guests through one unified loyalty program, Minor DISCOVERY, part of GHA DISCOVERY.

Discover our world at minorhotels.com and connect with Minor Hotels on Facebook, Instagram, LinkedIn, TikTok and YouTube.

About 2BPR

2BPR is a full-service boutique communications firm specializing in luxury and lifestyle clients. We combine the experience of large agency talent with the energy, personal involvement, and careful attention of a small agency.

We pride ourselves on developing superior communications at an affordable cost while providing reliable hands-on service. Most importantly, we focus our time & resources on the creation and distribution of valuable, relevant, and consistent messaging to attract and retain a clearly defined audience for every client - which ultimately drives brand loyalty and profitable customer action.

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