

Press Release

Minor Hotel Group Announces Milestone 100th Property Anantara Chiang Mai Resort & Spa

Bangkok, 6 November 2013: Minor Hotel Group (MHG), a hotel owner, operator and investor, continues to expand across its home country of Thailand by announcing the rebranding of The Chedi Chiang Mai to Anantara Chiang Mai Resort & Spa. The iconic addition to the MHG portfolio is the 100th property in operation and is a strategic location for the luxury discovery brand Anantara Hotels, Resorts & Spas, which was born in Thailand in 2001.

The ideal complement to Anantara's collection of luxury Thailand retreats in beach, urban and jungle settings, the new Chiang Mai location offers a unique combination of appeals. The city is Thailand's second largest and the capital of the cultural north, blending cosmopolitan city elements, ancient history and thriving local traditions. Anantara Chiang Mai Resort & Spa is a four hour drive from Anantara Golden Triangle Elephant Camp & Resort, creating exciting opportunities for a combined escape.

Anantara Chiang Mai is a boutique retreat of striking contemporary style, accented by traditional Thai and colonial elements, nestled along the picturesque Mae Ping River. 84 sleekly designed guest rooms and suites range in size from 50m to 100m, each featuring a river facing balcony with a double daybed. Inside, sunlight streams through floor-to-ceiling windows, illuminating contemporary décor of stylish furnishings and neutral hues, accented by jewel toned Thai silks and distinctive local artifacts.

World class leisure facilities include a 34-metre riverside pool, a chicly designed fitness centre with inspiring river views and pampering holistic treatments at the Anantara Spa. Four restaurants and bars include Lobby Lounge which features morning refreshments and live Thai kim music at dusk. The 90 year old British consulate house turned restaurant and colonial bar serve impeccable Indian cuisine and contemporary takes on South East Asian classics. In-room dining and tailor made Dining by Design journeys offer the indulgence of private culinary experiences.

Area excursions invite guests to discover Chiang Mai's artistic café, crafts and boutique scenes, countless ornate temples, ancient Lanna Kingdom ruins, bustling markets and authentic Thai eateries.

Business facilities comprise The Meeting Room and The Boardroom complete with state-of-the-art audio-visual facilities and support business services. Bespoke weddings and events for intimate gatherings up to 200 guests take place inside the charming colonial building, on the expansive river facing balcony and outside in the charming waterfront courtyard garden.

Dillip Rajakarier, CEO Minor Hotel Group, commented, *"The announcement of our 100th property is an important milestone for Minor Hotel Group and one we are very proud to achieve. The fact that our 100th property is such a significant addition to the portfolio, both with it being such a stunning resort and the strategic addition of a Chiang Mai property to our Thailand collection of Anantara properties, makes it even more special. Chiang Mai is a key destination in Thailand and one we have been looking at for development opportunities for a long time, adding the perfect dot on the map as our eleventh property in Thailand."*

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Editors Note:

Minor Hotel Group (MHG) is a hotel owner, operator and investor, currently with a portfolio of 100 hotels and serviced suites in operation under the Anantara, AVANI, Per AQUUM, Oaks, Elewana, Marriott, Four Seasons, St. Regis and Minor International brands. Today MHG operates in 14 countries across Asia Pacific, the Middle East, Africa and the Indian Ocean. With ambitious plans to grow the hotel group to 150 properties, MHG continues to expand the home grown brand of Anantara and its newest brand, AVANI, plus continues to announce strategic acquisitions.

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