



## **AVANI AND PER AQUUM JOIN GLOBAL HOTEL ALLIANCE**

### **Minor Hotel Group's two newest brands join Anantara in alliance**

**Dubai, November 4, 2013.** AVANI Hotels & Resorts and Per AQUUM Retreats · Resorts · Residences, part of Minor Hotel Group's growing stable of luxury brands which also includes Anantara Hotels, Resorts & Spas, are the latest members of Global Hotel Alliance (GHA).

Anantara has been a member of GHA since 2007 and its hotels and resorts are a popular choice among members of GHA's loyalty programme, GHA Discovery, which now has 3.6 million members. GHA's CEO, Christopher Hartley commenting on the announcement explained "Anantara has always been a firm favourite with our members, and we expect AVANI and Per AQUUM to be similarly popular, offering our customers new destinations to choose from and an even wider variety of unique resort experiences in urban locations and leisure destinations. As an alliance, we enable our member brands to reach more high-end customers through very dynamic and personalised marketing to our growing database. This is especially beneficial for new or slightly smaller brands like AVANI and Per AQUUM, which can be showcased to a greater audience across the globe."

AVANI is a refreshing upscale hotel concept offering relaxed contemporary-inspired comfort to guests who value the details that matter. The AVANI portfolio currently includes two properties in Sri Lanka and one in Vietnam, with future openings in Malaysia and Thailand next year and more properties to come throughout Asia, Australia, the Middle East and Africa.

Per AQUUM offers a bespoke collection of award-winning properties featuring contemporary, cutting-edge design and premium luxury guest experiences. No two properties are alike. Per AQUUM currently has two properties in the Maldives and one in the UAE.

Dillip Rajakarier, Minor Hotel Group's CEO said membership of GHA supported Minor's rapid growth strategy: "Minor Hotel Group will have 100 hotels very soon, and we need to distribute our new brands and products quickly to the right audience. GHA membership gives us that reach to a global customer base, and Anantara has already seen incremental revenues through the GHA network, and we're confident that AVANI and Per AQUUM will be equally popular."

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## **Editor's Notes:**

### **About AVANI Hotels & Resorts**

AVANI Hotels & Resorts was launched in 2011 to complement Minor Hotel Group's five star Anantara brand. AVANI offers relaxed comfort and contemporary style in city and resort destinations to guests who value the details that matter. Debuting with AVANI Bentota Resort & Spa in Sri Lanka in November 2011, MHG has plans to grow the brand across Asia, India and the Indian Ocean and in the Middle East.

W: [avanihotels.com](http://avanihotels.com)

### **About Per AQUUM Retreats • Resorts • Residences**

Per AQUUM Retreats • Resorts • Residences offers a different kind of ethos: one that is passionate, visionary, imaginative and naturally modern. The architecture and design of each project is inspired by the individual beauty of the property's host culture, while development is based on principles of realism, sustainability and responsibility. Renowned for creating bold, imaginative spaces and signature attention to detail the Per AQUUM name has built significant brand value within the top echelons of the travel industry. The current portfolio includes Huvafen Fushi and NIYAMA in the Maldives and Desert Palm in Dubai.

W: [peraquum.com](http://peraquum.com)

### **About the GHA Discovery programme**

GHA Discovery is about making travel unforgettable. Using a common technology platform, members receive recognition across over 350 hotels, resorts, palaces and spas in all of the Global Hotel Alliance member brands. Local Experiences, the exciting awards of the GHA Discovery programme, are unique, authentic activities which are designed by the hotels to offer a taste of local traditions and culture. Naturally, members also receive stay benefits, such as complimentary internet access, room upgrades and of course enhanced personal recognition as they move through the membership levels, each and every time they stay at a Global Hotel Alliance hotel. For more information visit [www.gha.com](http://www.gha.com)

### **About Global Hotel Alliance**

Based on the airline alliance model, Global Hotel Alliance is the world largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands. GHA operates a loyalty programme, GHA Discovery, with 3.6 million members. GHA's member brands are currently: Anantara, Art Series, Avani, The Doyle Collection, First Hotels, Kempinski, The Leela, Lungarno Collection, Marco Polo, Mokara, Omni, Pan Pacific, PARKROYAL, Per Aquum, QT, Ultratravel Collection, Rixos, Rydges, Shaza, Tangram and Tivoli hotels and resorts encompassing over 350 upscale and luxury hotels with over 80'000 rooms across 60 different countries. [www.gha.com](http://www.gha.com)

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