



## PRESS RELEASE

### **Anantara: A True Destination Experience**

With Anantara life is a journey – a never ending adventure of exploration, cushioned by indulgence. Derived from the Sanskrit word meaning “without end”, the word “Anantara” embraces the excitement of discovery and the vibrant energy of new horizons. Located in some of the world’s most exotic destinations, Anantara Hotels, Resorts & Spas take great pride in connecting guests to the natural beauty, indigenous culture and rich heritage of each place, with local experts imparting their insider knowledge and regaling unique insights.

The concept of a true destination experience is a signature hallmark of Anantara. This value is reflected in a commitment to harmoniously blend in with the character and landscape of each location, from the lush jungle of the Golden Triangle and unspoiled tropical beauty of the Maldives, to the towering red dunes of the Liwa Desert in Abu Dhabi and the limestone cliffs of Uluwatu in Bali. Tailored to each guest’s needs, Anantara properties around the world offer a range of signature discovery concepts.

#### **Discovery Concepts: Spa, Spice and Designer Romance**

Anantara Spas offer pampering journeys that are steeped in ancient wellness traditions and infused with precious local ingredients – from the Ayurvedic wisdom of Sri Lanka and Asia’s trusted holistic massage techniques, to Indonesian spices, China’s remedial teas, blends of therapeutic herbs in Thailand, healing sand compress treatments in Africa and skin-nourishing coconuts in the Maldives.

Spice Spoons cooking schools delve into local culinary culture, starting with a market tour, before a step by step cooking class with a choice of authentic recipes, a chef hosted meal and a Spice Spoons shopping bag with a certificate, apron, chopping board and recipe cards to take home.

Offering a taste of luxury and authenticity, Anantara’s tailored private dining concept, Dining by Design, offers a choice of gourmet local and international menus and the services of a private chef and butler, to be enjoyed in idyllic resort settings, as well as further afield, such as in a tea plantation in Sri Lanka, with elephant companions in Thailand, admiring mesmerising marine life in an exclusive underwater restaurant in the Maldives, in a traditional village house in Cambodia and a Bedouin style desert camp in the Middle East.

#### **Connecting Guests to Local People, Places and Stories**

In addition to these locally inspired concepts, individual properties connect travellers to nature, people, culture and history through destination experiences that reveal the details and quirks of each fascinating place. In Thailand, where Anantara was born, the flagship property Anantara Siam Bangkok Hotel invites guests to join in the daily Buddhist practice of Tak Bart - a morning ritual of giving alms of food to monks and in return receiving the traditional blessing of a chant as a way of making merit and bringing good fortune. In northern Thailand at Anantara Golden Triangle Elephant Camp & Resort, guests can interact with elephants that have been rescued from the city streets that now live in a native jungle environment. As part of the Elephant Camp’s inspiring and ethical activities, guests can learn to become a mahout caregiver, accompany the gentle giants on a free roaming forest walk, experience the antics of river bath time and learn about important conservation and research projects with scientific experts.

In Cambodia, those with a sense of adventure can ride bicycles accompanied by a well-informed

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Anantara Hotels, Resorts & Spas

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local guide to uncover the myths and legends of the Eighth Wonder of the World, Angkor Wat, or explore rural countryside roads to meet the villagers, see an orphanage and school children, as well as beautiful temples and ancient Khmer ruins that few travellers get to witness. In China's Sichuan province, Anantara Emei Resort offers private excursions to explore one of China's four sacred Buddhist mountains, home to ancient spiritual sites, dynastic treasures and a sea of cloud from the summit. Vietnam charms from Anantara Hoi An Resort with traditional lantern and painting classes, scenic river cruises and days spent exploring the French, Dutch, Chinese and Japanese influences of the historic trading town, now a UNESCO World Heritage Site. In Bali, the island's unique spiritual culture comes to life in dramatic fashion in the Kecak Dance, which can be watched in the atmospheric coastal setting of Uluwatu Temple near Anantara Uluwatu Bali Resort.

Anantara Tangalle Peace Haven Resort opens a window to Sri Lanka's colonial mansions, immaculate tea plantations, the Dutch fort of Galle, national parks, interactive turtle and elephant sanctuary experiences, as well as whale and dolphin watching boat trips. In the Maldives, Anantara Kihavah Villas invites guests to play the Bodu Beru drums and sail across the Indian Ocean on a traditional dhoni boat at sunset.

Capturing the majesty of the Middle East, Banana Island Resort Doha by Anantara in Qatar intrigues the senses, from the Souq Waqif's maze of arts and handicrafts, traditional foods, exotic spices, fragrant perfumes and rich fabrics, to ancient bathing rituals in traditional Turkish and Moroccan hammams. Retracing the footsteps of explorers in the Liwa Desert near Abu Dhabi, camels can be ridden across endless dunes. Anantara Al Sahel Villa Resort in the heart of an Arabian wildlife reserve on Sir Bani Yas Island reveals free roaming animals from luxurious rustic villas and with guided nature and wildlife drives.

Secluded in a jewel-like archipelago off the coast of Mozambique, Anantara Bazaruto Island Resort not only boasts one of the world's greatest diving destinations, but also plays a significant role in preserving precious marine life for future generations, thanks to a coral garden regeneration project and scuba experiences that respect the underwater world.

### **More to Discover**

Discover life as a journey with Anantara at 13 resorts in Thailand, three in China, two in Bali, two in Vietnam and one in Cambodia, as well as eight in the Middle East, three in the Maldives, two in Mozambique, one in Zambia and one in Sri Lanka.

For more indulgent details, visit: [anantara.com](http://anantara.com)

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**Editor's Notes:**

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world's most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 30 stunning properties located in Thailand, the Maldives, Indonesia, Vietnam, China, Cambodia, Mozambique, Zambia, the UAE and Qatar, with a pipeline of future properties across Asia, the Indian Ocean, Middle East and Africa.

For more information on Anantara Hotels, Resorts & Spas, please visit [www.anantara.com](http://www.anantara.com).

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**About Global Hotel Alliance:**

Founded in 2004, and based on the airline alliance model, Global Hotel Alliance ("GHA") is today the world's largest alliance of independent hotel brands. GHA uses a shared technology platform to drive incremental revenues and create cost savings for its member brands, and operates a multi-brand loyalty programme, DISCOVERY, which has over six million members. GHA's member brands encompass over 550 upscale and luxury hotels with 110,000 rooms across 76 different countries. For more information visit [www.gha.com](http://www.gha.com)

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