



## MINOR HOTELS TO INTRODUCE THE NH COLLECTION BRAND TO ASIA IN 2023 WITH THE OPENING OF CHIANG MAI HOTEL

The NH Collection Chiang Mai Ping River will be located in the important tourist destination of Chiang Mai in northern Thailand

**London, March 17, 2022** – The NH Collection brand will arrive in Thailand through Minor Hotels in Q1 2023 with a captivating resort in the heart of Chiang Mai. NH Collection Chiang Mai Ping River, as the new development will be known, is located on the picturesque bank of the Mae Ping River and will become NH Collection's first property in Asia.

Ramón Aragonés, CEO of NH Hotel Group, said: *"The arrival of NH Collection in Thailand reinforces NH Hotel Group's strategy of opening new hotels outside the traditional markets where we operate, such as Europe and America. We are proud to continue growing in new destinations such as the Asian continent and that our brands are so positively valued by our majority partner, Minor International, to achieve success in those markets."*

Occupying two low-rise buildings right on the riverbank, the resort will be integrated into nature and the surrounding tranquil riverside landscape. In addition to 79 rooms and suites, some with private swimming pools, the new NH Collection will also feature a swimming pool and deck, a multipurpose space combining a restaurant, cafe, art space and bar, and a fitness centre. Right across the river lies the temple-filled Old City with its trendy art galleries, craft shops and numerous dining options, while Chiang Mai International Airport is only 4 kilometres away.

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A partnership between Osmo Ping River, a subsidiary of Osmo Properties Group and Minor Hotels, the development marks the debut of the NH Collection brand outside of Europe and Latin America, where the chain has 93 upper-upscale hotels housed in authentic and unique landmark buildings, carefully conceived with eclectic and elegant décor and full of historical and artistic references.

### Eastern mysticism combined with the 19<sup>th</sup> century Western spirit of exploration

To build a cohesive visual narrative, Narong Othavorn, Principal Architect at SO Architect's, drew inspiration from the romance surrounding the golden era of travel when western adventurers journeyed to the farthest corners of the world as journalists, archaeologists, missionaries, or simply intrepid explorers. More specifically, they turned to local history by spotlighting Daniel McGilvary, an American missionary-statesman and scholar who lived and worked in Chiang Mai in the late 19th century. The resulting design concept marries Eastern mysticism and the Western spirit of exploration.

Honouring McGilvary's legacy, the moody and eclectic McGilvary Bar features antique whiskey glasses on silver trays, banker's lamps and a selection of antique curios. The bar's design mixes classic and modern touches, including a hand-painted mural and locally crafted fixtures to reflect a timeless aesthetic the brand is known for. The adjacent café embraces modernity with luxe bubble-couches, minimalist details and clean lines. Connecting the two venues is the Ping Hill Gallery — a winding archway of fluted surfaces and undulating walls that will showcase contemporary Thai art on rotation. Outside by the river, 19th-century passion for adventure and fascination with expeditions are celebrated at a breezy campsite, with folding campaign chairs strewn on a grassy patch under tropical fronds.

*"NH Collection Chiang Mai, with its riverside location minutes away from the Old City, is a singular venue surrounded by history, culture and nature,"* said Dillip Rajakarier, Chief Executive Officer, Minor Hotels. *"Every NH Collection experience is based on our promise to connect guests with the city's soul, so getting the destination right was extremely important for our first NH Collection property in Asia. Together with our partner Osmo Ping River we look forward to giving the city of Chiang Mai a truly standout property that will speak of its standing as Thailand's centre of creativity."*

*"We are confident that Thailand will reclaim its position as a top tourism destination, especially Chiang Mai which is blessed with natural beauty, cultural diversity, local cuisine and a pleasant climate in the cool season that has made the city popular with both Thai and international guests. It is our honour to partner with Minor Hotels on the first NH Collection in Thailand. We are excited to work with local Chiang Mai craftsmen in incorporating the art, culture and lifestyle of Lanna people into the design of this first upper-upscale hotel brand, which is already well established in Europe,"* concluded Mr. Jirath Pavavavadhana, Chairman of Osmo Properties Group.

### About Chiang Mai

Nestled into the mountains of northern Thailand, the laid-back city of Chiang Mai is one of the most visited destinations in the country, known for its long history of traditional craftsmanship. The inauguration of Chiang Mai's contemporary art museum has further cemented the city's reputation as an art hub. Founded in 1296, Chiang Mai was capital of the independent Lanna Kingdom until 1558, and the Old City area still retains vestiges of walls and moats as well as hundreds of elaborate Buddhist temples reflecting the city's importance as a cultural and religious centre. In addition to cultural pursuits, such as visits to artisan villages and mountain hill tribes, guests can immerse themselves in nature with trips to hot springs, natural parks and waterfalls.

## About NH Collection

NH Collection is NH Hotel Group's upper-upscale brand, noteworthy for its unique and emblematic hotels in principle cities of Europe and Latin America. Based on the chain's premium value proposition, these hotels retain their local character to inspire and captivate their guests. Striving for going beyond ordinary, NH Collection Hotels are thoroughly designed for those who want to make the most of their stays and live truly extraordinary moments through unique, creative and innovative experiences.

At NH Collection hotels, the staff provides the utmost attention to detail, making guests wish to relive again and again the extraordinary experiences of personalised and superior guest service. Whether travelling for business or leisure, for meeting or relaxing, NH Collection hotels offer inspiring, versatile and stimulating venues for maximising creativity and enjoyment.

## About NH Hotel Group

NH Hotel Group ([www.nhhotelgroup.com](http://www.nhhotelgroup.com)) is a consolidated multinational player and a leading urban hotel operator in Europe and America, where it operates over 350 hotels. Since 2019, the Company works with Minor Hotels in the integration of their hotel brands under a single corporate umbrella with presence in over 50 countries worldwide. Together, both Groups have a portfolio of over 500 hotels articulated around eight brands: NH Hotels, NH Collection, nhow, Tivoli, Anantara, Avani, Elewana and Oaks - that comprise a broad and diverse range of hotel propositions connected to the needs and desires of today's global travelers.

## About Minor Hotels

Minor Hotels is an international hotel owner, operator and investor currently with more than 520 hotels in operation. Minor Hotels passionately explores new possibilities in hospitality with a diverse portfolio of properties designed intelligently to appeal to different kinds of travellers, serving new passions as well as personal needs. Through our Anantara, AVANI, Oaks, Tivoli, M Collection, NH Collection, NH Hotels, nhow, Elewana, Marriott, Four Seasons, St. Regis, Radisson Blu and Minor International properties, Minor Hotels operates in 55 countries across Asia Pacific, the Middle East, Africa, the Indian Ocean, Europe, South America and North America. With dynamic plans to expand existing brands and explore strategic acquisitions throughout opportunistic markets, Minor Hotels pursues a vision of a more passionate and interconnected world.

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