
Minor Hotels' First NH Collection In Thailand Officially Opens Its Doors

NH Collection Samui Peace Resort Offers Life in the Slow Lane Right on Bophut Beach

London – 3rd December 2024: Travellers seeking tranquillity and elevated service can now check into the latest gem in Minor Hotels' premium NH Collection brand, [NH Collection Samui Peace Resort](#). The serene beachfront oasis lined with coconut trees, nestled right at the water's edge on Bophut Beach, officially opened its doors following a renovation as of on 1st December 2024.

Marking the debut of the NH Collection brand in Thailand, the opening is part of Minor Hotels' strategy to expand the NH brand in Asia, following the earlier launch of NH Bangkok Sukhumvit Boulevard in October 2024, and NH Boat Lagoon Phuket Resort in November 2022. The company plans further regional openings, including properties in China, Sri Lanka, and the Maldives.

In step with island rhythms

The serene resort unfolds over 122 rooms, suites and villas sheltered by a lush hill that gently slopes towards Bophut Bay. The idyllic location on an endless stretch of silky golden sand is shared with the characterful Fisherman's Village, where traditional wooden shop houses, boutique stores and a vibrant night market inject plenty of local character. Nearby, a mix of cultural, natural and recreational experiences make the northern side of Koh Samui an area popular with solo adventures, couples and families alike.

Cocooned in ocean breezes

Overlooking a profusion of palms, the second-floor Garden View Terrace Rooms invite guests to gaze out over the calming scenery while soaking in an al fresco tub, shielded from sight. Next to them are Family Suites with their colourful bunk beds, teddy bears, family amenities and daybeds for an extra sleeper. The ground floor of the main building houses walled-off Pool Suites designed for private poolside lounging and jacuzzi soaks.

NH Collection's nine villa categories are a major drawcard. Fanning off the walkway like fronds, the 42-square-metre Premier Villas rest among gardens scented with tropical flowers. Beachfront villas, all with a deep plunge pool and a shower exposed to the stars, sit right by the water. Set apart in its own private corner of the resort is the 230-square-metre Presidential Pool Villa, featuring an infinity pool, sunken living room and a BBQ area for sharing intimate moments against a dreamlike backdrop.

Zen with a side of adventure

From the resort's freeform pool, one of the area's largest, holidaymakers can stretch their eyes across the boundless sea, its calm surface fluted by kayakers and SUP enthusiasts. The uplifting fitness centre is another way to stay active, as are daily classes of Muay Thai in the gardens, yoga on the beach and aqua aerobics. A purpose-built outdoor kitchen hosts private cooking classes focusing on local recipes, many

starring the famous Samui coconuts. Kids and teens roam free between a splash pool, in-nature playground, cinema room and a kids' club.

Dining in the bay

Sea Wrap, the all-day-dining restaurant and bar at the heart of the resort, serves everything from a colourful buffet breakfast to spicy Thai specials and sunny cocktails. Talay Bar pours homemade concoctions with Thai Sangsom rum and Mekhong whisky, as well as keeping everyone well-nourished throughout the day with fruit shakes and light bites. Additionally, guests can choose from several private dining options that range from candlelit beachside BBQs to in-villa tasting menus, or walk 400 metres to a sister property, Anantara Bophut Koh Samui Resort, and explore the many dining options there.

Bophut Bay's sheltered setting makes it the perfect venue for wedding ceremonies, whether they are centred on a beachside banquet for 200 guests or feature a traditional Thai water blessings ceremony for the nearest and dearest.

To celebrate its launch, NH Collection Samui Peace Resort is offering special rates starting from THB 6,500++ per room per night, including breakfast, kids' club and daily activities including yoga, pilates, and non-motorised watersports. For more information and reservations, please visit <https://world.nh-hotels.com/en/nh-collection-samui-peace>.

Ends

About NH Collection:

NH Collection Hotels & Resorts is an upper-upscale hospitality brand with close to 100 properties across Europe and the Americas and a growing global footprint.

Offering extraordinary hospitality experiences, NH Collection perfectly combines comfort, innovation, intuitive service, an elegant atmosphere, and surprising flavours, all embedded in the local identity.

NH Collection is part of global hospitality group [Minor Hotels](#) and a member of the [GHA DISCOVERY](#) loyalty programme.

Visit nh-collection.com for more information and connect with NH Collection on [Facebook](#), [Instagram](#), and [YouTube](#).

About Minor Hotels:

Minor Hotels is a global hospitality group operating over 560 hotels, resorts and residences in 56 countries, pursuing its vision of crafting a more passionate and interconnected world. As a hotel owner, operator and investor, Minor Hotels fulfils the needs and desires of today's global travellers through its diverse portfolio of eight hotel brands – Anantara, Avani, Elewana Collection, NH, NH Collection, nhow, Oaks and Tivoli – and a collection of related businesses. Minor Hotels is rapidly accelerating its global growth ambitions, aiming to add more than 200 hotels by the end of 2026.

Minor Hotels is a proud member of the [Global Hotel Alliance \(GHA\)](#), the world's largest alliance of independent hotel brands, and participates in the [GHA DISCOVERY](#) loyalty programme.

For more information, please visit minorhotels.com and connect with Minor Hotels on [Facebook](#) and [LinkedIn](#).

For media information and images, please contact Hume Whitehead

Laura Boo: Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4056 / Email: laura@humewhitehead.co.uk

Rebecca Pasha: Tel: +44 (0)20 3375 4050 / +44 (0)20 3375 4054 / Email: rebecca@humewhitehead.co.uk