

# **Anantara Announces Global Partnership with Verita Healthcare Group with Inaugural Health Centre at Anantara Riverside Bangkok Resort**



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Bangkok, October 2019: Anantara Hotels, Resorts & Spas has entered into a joint venture with Verita Healthcare Group to collaborate on a global network of integrated, property-based health centres.

A Singapore based multinational company, Verita joins Anantara in signalling growing confidence in medical tourism within Thailand and beyond. The project recognises increasing demand for personalised innovative travel and wellness offerings that go beyond traditional fitness and spa services. Following the initial collaboration in Bangkok, joint projects will be launched in Thailand and throughout Asia Pacific.

Anantara's first foray into healthcare, the Verita Health facility is currently in development at Anantara Riverside Bangkok Resort and is scheduled to open in Q1 2020. Staying true to Verita's signature design the Health facility shall feature an inspiring Alpine aesthetic which effortlessly fuses with the tropical landscape of Anantara Riverside Bangkok Resort. The centre's 677 sqm of modern luxury will feature dark IV infusion rooms with sleep-promoting light therapy, streamlined VIP suites, a meditative garden and ergonomically-designed private consultations pods.

Owing to aging populations and increasing levels of chronic diseases due to modern lifestyle habits, there has been a rise in the demand for more sophisticated, scientifically-based therapies and services focused on smart early prevention and life extension. The health facility's treatment menu

will reflect Verita's distinct offerings combining the world's most ground-breaking diagnostics and a cutting-edge digital health platform. State-of-the-art technology provides advanced health analytics and reports in real-time for immediate consultation and recommendation of personalised programmes. The latest innovations such as the recovery XR cryotherapy chamber and vascular pulse therapy "cardio- synchronised vascular physiotherapy" specifically target issues such as biological age reduction and performance improvement. Whether clients are interested in customising diet and fitness plans to suit their genetics, whether they need to focus on specific areas of concern like weight, sleep, libido or immune system or they simply need a fast detox or energy boost they will find what they are looking for.

William E. Heinecke, Chairman and Founder of Minor International, owning company of Anantara Hotels, Resorts & Spas, commented on the joint venture, "We are excited to welcome Verita Healthcare Group to Bangkok, my home, and also the global capital of medical and wellness tourism. This partnership represents the coming together of one of the world's largest and fastest growing luxury hotel brands with the world's largest and fastest growing Next Generation Healthcare group. It's a global first and, with the increasing demand for luxury tailored travel and wellness offerings, added to the fact that international wellness tourism on its own is expected to grow to USD1 Trillion by 2022 - we think the timing is perfect".

Thomas Meier, Senior Vice President of Anantara Hotels, Resorts & Spas, Asia, echoed William E. Heinecke's sentiments, "Inviting Verita to our flagship Bangkok property is a vote of confidence for medical tourism industry. With a foothold in Thai capital, we are looking to expand a network of Anantara-Verita centres to other Anantara flagship properties across the region and the world in the coming years."

Verita Healthcare Group Founder and Chief Executive Officer Julian Andriesz added, "The Anantara-Verita partnership will allow people to take proactive, personalised steps towards extending their healthy lifespans, reversing the effects associated with aging, and enhancing their overall human performance - all within the luxury of a modern and comfortable environment. We look forward to launching Verita centres with Anantara early next year in Thailand and then across their stunning flagship properties in Asia Pacific."