

Minor Hotels Announces Development of New AVANI Resort in Ras Al Khaimah, UAE



Bangkok, 27 March 2017: Minor Hotels (MH), a hotel owner, operator and investor, currently with a portfolio of 155 hotels and resorts in 24 countries across Asia Pacific, the Middle East, Europe, South America, Africa and the Indian Ocean, has announced the signing of a management agreement for a new AVANI property in the United Arab Emirates – AVANI Al Marjan Island Ras Al Khaimah Resort.

Al Marjan is a collection of four pristine man-made islands in Ras Al Khaimah, set against the backdrop of the Arabian Peninsula, only 30 minutes from Ras Al Khaimah International Airport and 50 minutes from Dubai International Airport. Al Marjan is set to redefine the RAK hospitality sector with large-scale, world-class developments planned for the future, including a range of accommodation options comprising hotels, villas and residential units, in addition to marinas, retail and recreational facilities. The new property is to be developed by leading real estate developer Crowngate International and is scheduled to open in late 2019.

The 225-key AVANI Al Marjan Island will be located on View Island, a tranquil island which is home to a unique blend of retail destinations, hotels and resorts. Facilities at the purpose-built resort will include a selection of King, Twin and Disabled Access guest rooms and AVANI Suites, an AVANI Living Space and Pantry. The resort will also host all day dining and poolside restaurants, meeting and event facilities with a capacity of 200 people, a kids' club and a spa. In addition, the new resort will have an outdoor swimming pool and beachfront access with 360 degree views.

Ras Al Khaimah offers a rich history and culture, along with diverse landscapes including mountains, desert and stunning coastline. Tourism in the emirate is experiencing strong growth and has become a leading lifestyle and tourist destination within the UAE, on the back of improved direct air connectivity and a host of Government infrastructure developments. Minor Hotels' luxury Anantara brand already has a new resort under development in the emirate – the 225-key Anantara Mina Al Arab Ras Al Khaimah Resort is scheduled to open in 2019.

Minor Hotels currently operates 10 properties across four of its brands in the UAE in the emirates of Dubai and Abu Dhabi. The group's pipeline for AVANI hotels includes two other upcoming properties in the UAE – the 372-key AVANI Ibn Battuta Dubai Hotel and the 230-key AVANI Jebel Dhanna Resort in the coastal area of the Al Gharbia region of Abu Dhabi, both scheduled to open in 2019.

Ramzy Fenianos, VP Development, Minor Hotels Europe, Middle East and Africa, commented, "We are delighted to announce the signing of this management agreement with Crowngate International to bring AVANI to the fast developing tourism destination of Ras Al Khaimah. We see a lot of potential in the emirate, both for our upscale AVANI brand and in the luxury segment, where we already have an Anantara resort under development."

Joe McCormack, Founding Partner, Crowngate International commented, "Crowngate are thrilled to be announcing our new Al Marjan hotel resort in Ras Al Khaimah, which is fast becoming the emirate of tomorrow. In a very short period, Al Marjan Island has become a leading luxury lifestyle and tourist destination for visitors not just from the GCC, but internationally. To be in partnership with such a prominent global hotel management company as Minor Hotels, brings global

recognition, unrivalled expertise, as well as a proven, luxury hotel brand portfolio. The Avani brand will bring a unique and refreshing blend of style and comfort to our hotel that will leave a lasting impression on all who visit.”

Launched by Minor Hotels in 2011, AVANI Hotels & Resorts is an upscale, contemporary brand appealing to millennial minded travellers who appreciate quality and value. AVANI currently has 17 properties in operation in Thailand, Sri Lanka, Vietnam, Malaysia, the Seychelles, Mozambique, Botswana, Lesotho, Namibia, Zambia and the UAE and MH has plans to grow the brand across its global footprint.