

Anantara Hotels & Resorts Announces Development Joint Venture with Kempinski Hotels & Resorts

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Anantara Hotels & Resorts announced the formation of a joint venture with Kempinski Hotels & Resorts for strategic development opportunities in Europe and Asia.

With extensive knowledge and experience in the Asia market, Anantara Hotels & Resorts is well placed to seek out development opportunities on behalf of the Kempinski group and offer technical service skills which match the brand's growth strategy. In turn, key locations being tapped for expansion by Anantara Hotels & Resorts include the Mediterranean basin, where Kempinski have a selection of existing properties and a strong depth of experience.

William Heinecke, CEO of Anantara's parent company, Minor International commented 'This is truly an exciting time for Anantara Resorts, as the brand is very focused on developing in key markets which enable our guests to feed their passion for exploration and experience. Partnering with Kempinski, one of Europe's most established and premium hotel brand, allows us to extend the synergies and development opportunities between our two hotel groups.'

The agreement sets the stage for Anantara and Kempinski to move quickly with local knowledge in ever increasingly competitive markets. Kempinski's Chairman Michael Selby added, 'Kempinski is pleased and excited about the joint venture with Anantara Resorts. Anantara has been growing at an impressive rate within the South East Asia region and has developed a reputation for quality in service as well as unique and attractive hotel properties. Kempinski is a major operator of Five Star Hotels throughout the world and we believe that the joint venture agreement will allow the pooling of the resources within both groups to provide a range of exceptional guest stay experiences.'

Over the next 10 years, Anantara Resorts expects to continue the extensive development to include at least 40 resorts in Asia, Africa, the Middle East and indeed Europe.

Michael Sagild, COO Minor International added 'Within the growth plans of Anantara Resorts, a central component is a strategic partnership which allows us to have local knowledge and a significant skill set in Europe and beyond. This will provide economies of scale, development and technical service efficiencies whilst ensuring insightful knowledge of particular destinations'.

Over the last number of years, Anantara Hotels & Resorts has developed a close association with the group through the creation of Anantara Spas in Kempinski hotels in the Middle East, Africa and China. The partnership has resulted in the honing of a skill set which is highly complementary and beneficial to both parties.

The Anantara team is passionate about constantly anticipating and assessing every component of the resort experience in order to ensure that guests are inspired by their choice of destination and their resort.

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