

## PRESS RELEASE

### **It's 'Time for Thailand' Anantara Gives Travellers Something to Smile About**

**Bangkok, 11<sup>th</sup> November 2021:** Often referred to as 'The Land of Smiles', Thailand is making its long-awaited comeback with the resumption of quarantine-free international travel. To support the country's reopening and to give travellers a snapshot of what they have been missing, Anantara Hotels, Resorts & Spas has launched the 'Time for Thailand' travel campaign.

From street food vendors and spa therapists to Tuk Tuk drivers, the people of Thailand are sending a clear message to guests across the globe that they are ready to welcome them back.

To support and celebrate borders reopening, Anantara is also saying it's 'Time for Thailand' in showcasing the country's verdant jungles, stunning beaches and bustling markets. A new video captures not only the beauty of the Kingdom's landscapes but more-so the smiles and warmth of the Thai people – something frequent visitors to the kingdom know so well.

Anantara, who has its roots firmly in the local soil and whose story started in 2001 with the opening of a luxury resort in Thailand's historic seaside retreat of Hua Hin, offers some of the country's most iconic experiences. From urban sophistication at Anantara Siam Bangkok Hotel to wildlife encounters at Anantara Golden Triangle Elephant Camp & Resort and beachfront oases across the South, the brand's Thailand portfolio is a treasure trove of immersive, hyper-local experiences.

"With our 'Time for Thailand' campaign, we are sending a clear global message of anticipation, excitement and belonging," said Dillip Rajakarier, Group CEO of Minor International and CEO of Minor Hotels, parent company of Anantara Hotels, Resorts & Spas. "We want everyone, whether this is their first trip to Thailand or fifth, to feel welcome in the knowledge that the people of Thailand are welcoming them back with their genuine warm hospitality."

From the 1<sup>st</sup> November 2021, Anantara guests are welcome to visit all of their favourite destinations after meeting the government's health and safety requirements under the new 'Test & Go' scheme that offers a safe and seamless arrival in Thailand with a PCR test on arrival. Fully vaccinated travellers from non-approved countries can enjoy travel to Thailand in a choice of popular 'Blue Zone' destinations, while all non-vaccinated travellers will need to complete a mandatory ASQ hotel quarantine.

Let's all keep the country smiling and say, it's 'Time for Thailand'. For more information about Anantara's 'Time for Thailand' campaign or the 'Test & Go' scheme, visit <https://www.anantara.com/en/thailand-reopening-offers>

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**LIFE IS A JOURNEY.**



**Editor's Notes:**

Anantara is a luxury hospitality brand for modern travellers, connecting them to genuine places, people and stories through personal experiences, and providing heartfelt hospitality in the world's most exciting destinations. The collection of distinct, thoughtfully designed luxury hotels and resorts provides a window through which to journey into invigorating new territory, curating personal travel experiences.

From cosmopolitan cities to desert sands to lush islands, Anantara connects travellers to the indigenous, grounds them in authentic luxury, and hosts them with passionate expertise. The portfolio currently boasts over 40 stunning hotels and resorts located in Thailand, Maldives, Indonesia, Vietnam, China, Cambodia, Malaysia, Sri Lanka, Mauritius, Seychelles, Mozambique, Zambia, UAE, Qatar, Oman, Tunisia, Portugal, Spain, Hungary and Italy, with a pipeline of future properties across Asia, the Middle East and Europe.

For more information on Anantara Hotels, Resorts & Spas, please visit [www.anantara.com](http://www.anantara.com).  
Follow us on Facebook: [www.facebook.com/anantara](http://www.facebook.com/anantara); Twitter and Instagram: [@anantara\\_hotels](https://www.instagram.com/anantara_hotels)

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