

INFORMATION

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1. INTRODUCING BANYAN TREE

Banyan Tree Hotels & Resorts offer an intimate retreat experience featuring its own signature blend of romance, rejuvenation and exotic sensuality. In 1994, the flagship Banyan Tree Resort was launched in Laguna Phuket.

Its philosophy is based on providing a place for rejuvenation of the body, mind and soul - a Sanctuary for the Senses. Placing special emphasis on providing guests with a sense of place, each Banyan Tree property is designed to fit into its natural surroundings, using indigenous materials as far as possible and reflecting the landscape and architecture of the destination.

The brand takes its name from the tropical banyan tree, known for its strong and graceful image. For centuries, the banyan tree has been a symbol of sanctuary under which one finds peace of mind and internal harmony - the same elements upon which Banyan Tree Hotels & Resorts has flourished. Furthermore, the tree shares the same Asian roots as the Banyan Tree group, which is steeped in Asian traditions and environmental consciousness.

Pioneering the tropical garden spa concept with Asian health and beauty remedies passed down from generations, **Banyan Tree Spa** was created as the signature experience in all Banyan Tree resorts.

Launched in 2000, **Angsana Resorts & Spa** is the sister brand of Banyan Tree. Angsana resorts are designed as contemporary, chic and vibrant retreats targeted at a younger customer segment than Banyan Tree. The Angsana is a statuesque tree found in Asian tropical rainforests, with a crown of golden yellow flowers. The glorious Angsana exemplifies living life spontaneously, to sense the moment and savour time as it passes inexorably.

The Angsana Spa, now established worldwide, complements this fresh, modern and knowledgeable approach to a holistic and environmentally conscious lifestyle.

To meet expansion of both Banyan Tree Spas and Angsana Spas, the **Banyan Tree Spa Academy** was launched in 2001 to train a dedicated team of therapists. The academy spearheads the research of new treatment recipes, massage techniques and spa products.

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In 2003, **Colours of Angsana** was born to offer the adventurous urban elite a boutique collection of small hotels and resorts offering an experience centred on cultural tourism and soft adventure. The interior design of these resorts and hotels incorporate modern adaptations of the indigenous culture and heritage of their respective locations. From the misty forests of Ceylon to the celestial monasteries of Tibet, Colours of Angsana presents a canvas for painting exceptional travel experiences.

The group set up its merchandising arms, **Banyan Tree Gallery** and **Angsana Gallery**, to support local communities by exhibiting and retailing indigenous handicrafts, which are also found in the resorts.

To date, the Banyan Tree Group manages and/or has ownership interests in 23 resorts and hotels, 61 spas and 71 retail galleries and two golf courses.

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2. MILESTONES

1984 **Laguna Resorts & Hotels (LRH)**, a subsidiary of Banyan Tree Holdings, acquired over 550 acres of land on the site of an abandoned tin mine at Bang Tao Bay, Phuket, Thailand.

1987

- 1992 After extensive rehabilitation of the site, LRH launched Dusit Laguna Resort Hotel and Laguna Beach Resort. LRH began marketing Laguna Phuket as a destination within Phuket.

1994 Banyan Tree Hotels & Resorts Pte Ltd is established, as well as companies to operate spas and galleries.

1994 Backed by the experience of transforming a worthless plot of land into a veritable haven, **Executive Chairman Ho Kwon Ping** decided it was time to launch the company's own global hotel brand targeting high-end travellers.

Banyan Tree Hotels & Resorts was set up to build and manage luxury boutique hotels and resorts, steeped in Asian traditions and sensitive to the environment. Banyan Tree Phuket, the flagship resort of the group, was launched in Laguna Phuket. The resort includes the first Banyan Tree Spa and Banyan Tree Gallery.

1995 Banyan Tree Maldives and Banyan Tree Bintan were launched.

- 1999

2000 The **Angsana** brand was launched with the opening of **Angsana Bintan** and **Angsana Great Barrier Reef**. Banyan Tree Hotels & Resorts, as well as several subsidiaries operating our spas and galleries, became part of Banyan Tree Holdings Pte Ltd, which was established this year.

2001 We opened the **Banyan Tree Spa Academy Phuket, Angsana Maldives** and **Angsana Oasis Bangalore**.

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- 2002 We entered into a strategic alliance with the **Oberoi Group** of India to manage spas. **Banyan Tree Seychelles** was launched and Westin Banyan Tree was rebranded to **Banyan Tree Bangkok**.
- 2003 **Colours of Angsana (COA)** was launched with the opening of Gyalthang Dzong Hotel in Shangri-la, Yunnan, China. Banyan Tree spa opened its first spa in Shanghai, China.
- 2004 The second COA hotel, **Deer Park Hotel**, is launched in Sri Lanka.
- 2005 The opening of **Maison Souvannaphoum Hotel** in Laos marked the planting of our third COA property. The same year saw us launching our first resort in China – **Banyan Tree Ringha**, Shangri-la. Thai Wah Plaza, which includes Banyan Tree Bangkok was acquired by Banyan Tree Holdings.
- 2006 **Banyan Tree Lijiang**, our first villa-style resort in China, opens, cementing our reputation for fine properties in Yunnan. **Banyan Tree Private Collection** is boldly launched to cater to the growing niche for destination club membership. Banyan Tree Hotels and Resorts and Okura Hotels and Resorts sign a **joint marketing alliance**. Just in time for F1, we celebrated the official opening of **Banyan Tree Desert Spa and Resort Al Areen**, Bahrain, our first resort in the Middle East.
- 2007 Launched in UK and Hong Kong markets, **Banyan Tree Residences** allow investors to buy their own signature villa, townhouse or apartment in Banyan Tree resorts. Mid-year, we welcome **Banyan Tree Maldives Madivaru**, the first to introduce Tented Pool Villas in the Maldives.

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