

## **LAGUNA LĂNG CÔ APPOINTS CELEBRATED SIX-TIME MAJOR WINNER SIR NICK FALDO AS BRAND AMBASSADOR**



**Vietnam, 18 June 2015 - Laguna Lăng Cô**, the first and largest world-class integrated resort in Vietnam, and a premium second home destination development in Central Vietnam by the Banyan Tree Group, announces **the appointment of celebrated six-time Major winner Sir Nick Faldo** as its Brand Ambassador. He will represent the brand at his final Open Championship this July and partner the Group on a series of upcoming events including the **inaugural Laguna Golf Classic**

**in November 2015 and 11th Faldo Series Asia Grand Final for young golfers in March 2017 to be held at Laguna Lăng Cô Golf Club.**

“As the master designer of Laguna Lăng Cô Golf Club, we are truly excited to have Sir Nick Faldo as our Brand Ambassador and fortify our partnership established since 2009. The premium Laguna brand by the Banyan Tree Group with its growing global presence and strong mission in Corporate Social Responsibility is complemented by Sir Nick’s vision and goals as a renowned golf professional” said Ravi Chandran, Senior Vice President and Managing Director of Laguna Lăng Cô.

“Our focus on sustainability and community efforts remains at the core of our business across the Group today. Embracing like-minded values including the nurturing of aspiring youths, the annual Faldo Series is a premier not-for-profit global amateur programme for young golfers. I am confident that together with Sir Nick, we can elevate the travel and golf experience to new heights while strengthening our continual efforts of giving back to the game and community.”

“I am looking forward to a prolific partnership. Having collaborated with Laguna Lăng Cô to create its signature 18-hole, par-71 championship course in one of Asia’s most dramatic coastal settings, I am drawn by this unique destination,” enthused Sir Nick Faldo.

Since opening in November 2012, the course has become affectionately known as the ‘Buffalo Kick’ due to its dramatic setting and challenging design that requires skill and a steady golfing mind to play well or it will ‘kick’ back. Water buffalo are a common sight in this historic region and can be seen tilling the paddy fields that border the course.

Sir Nick Faldo will play in his final Open Championship at the home of golf - St Andrews in July 2015 where he will represent Laguna Lăng Cô as the brand ambassador. He had won the Claret Jug three times, including back in 1990 at St Andrews, the venue for this year’s competition.

Sir Nick will grace the **Laguna Golf Classic 2015 at Laguna Lăng Cô Golf Club** and conduct a professional golf clinic. The inaugural Laguna Golf Classic 2015 is a four-day 72-hole tournament

which will take place at two scenic destinations - Laguna Phuket Golf Club in September 2015 followed by Laguna Lăng Cô Golf Club in mid November 2015. Sir Nick will also partner Laguna Lăng Cô in other events over the coming year.



Laguna Lăng Cô Golf Club is fast growing a reputation as one of the most breathtaking and challenging courses in Asia. Ideally situated between the ancient capital of Hue to the north and Danang to the south, this rugged course overlooks one of Vietnam's most beautiful bays. The thoughtful design plots its way through the changing landscape framed by mountain range on three sides and the East Sea to the west. The Lăng Cô golfing experience combines the unique

environs of rice paddies, soaring trees, "blowout" areas, creeks, streams and dramatic rock outcrops on oceanfront footage.

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#### **About Laguna Lăng Cô Integrated Resort**

Laguna Lăng Cô is the first and largest world-class integrated resort in Vietnam, and an ideal second home destination development in Central Vietnam. The 280-hectare community, which marks the first project in Vietnam for Banyan Tree Group, resides near Lăng Cô Bay and is framed by a three kilometre beach overlooking the East Sea, an area renowned for its pristine coastline, natural scenery and proximity to UNESCO World Heritage Sites.

Laguna Lăng Cô echoes the ethos of Laguna Phuket, Banyan Tree's flagship integrated resort community in southern Thailand. The development includes Banyan Tree and Angsana branded hotels and spas, an 18-hole championship golf course designed by Sir Nick Faldo, private villas and residences available for sale, convention facilities and a plethora of recreational activities for guests of all ages. [www.lagunalangco.com](http://www.lagunalangco.com)

#### **About Banyan Tree Holdings Limited**

Banyan Tree Holdings Limited ("Banyan Tree" or the "Group") is a leading manager and developer of premium resorts, hotels and spas in the Asia Pacific, with over 35 resorts and hotels, 70 spas, 80 retail galleries, and three golf courses. The Group manages and/or has ownership interests in niche resorts and hotels. The resorts each typically has between 50 and 100 rooms and commands room rates at the high end of each property's particular market.

The Group's primary business is the management, development and ownership of resorts and hotels. This is centered on two award-winning brands: Banyan Tree and Angsana. Banyan Tree also operates the leading integrated resort in Thailand – Laguna Phuket, through the Group's subsidiary, Laguna Resorts & Hotels Public Company Limited.

As a leading operator of spas in Asia, Banyan Tree's spas are one of the key features in their resorts and hotels. Its retail arm Banyan Tree Gallery complements and reinforce the branding of the resort, hotel and spa operations.

Since the launch of the first Banyan Tree resort, Banyan Tree Phuket, in 1994, Banyan Tree has received over 1200 awards and accolades for the resorts, hotels and spas that the Group manages. The Group has also received recognition for its commitment to environmental protection and emphasis on corporate social responsibility. [www.banyantree.com](http://www.banyantree.com)

#### **About Sir Nick Faldo**

With six Major championships, more than 40 tournament victories and a total of 98 weeks as the world's number one golfer, Nick is regarded as the most successful golfer that Britain has ever produced. For his distinctive contributions and service to golf, Nick Faldo received a knighthood from Queen Elizabeth II in November 2009. Sir Nick is the only living British golfer to receive such an honour. [www.nickfaldo.com](http://www.nickfaldo.com)

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