

BANYAN TREE

HOLDINGS

PRESS RELEASE

Banyan Tree Group Receives First-ever Safe Destination Certifications In Its Flagship Destination Resort Laguna Phuket And Works Towards Reviving Regional Travel

#StaySafeWithLagunaPhuket brand campaign promotes this Safest Destination post-COVID



Captions: Aerial View of Laguna Phuket, Asian's premier destination resort. • The Safe Destination post-COVID: All of Laguna Phuket's 7 deluxe hotels and golf Team with global safety programmes receiving the Amazing Thailand Safety and Health Administration (SHA) Certifications from TAT Governor Mr Yuthasak Supasorn and Phuket Governor Mr Narong Woonchiew.

Singapore, 2 July 2020 – Banyan Tree Group's flagship destination integrated resort - Laguna Phuket has secured and successfully held its first post-COVID event "Amazing Thailand Safety and Health Administration (SHA) Certification Award Ceremony" at the Angsana Convention and Exhibition Space (ACES).

Laguna Phuket's seven deluxe hotels and golf course were conferred the SHA certificates by the Tourism Authority of Thailand (TAT) Governor Mr Yuthasak Supasorn and the new Governor of Phuket Mr Narong Woonchiew at the Award Ceremony. The largest MICE facility in Phuket, Laguna Phuket's ACES was the venue host to the delegates comprising Phuket Tourist Association, hospitality professionals and local media.

"Now re-opened with enhanced protocols for safety and trust, we have launched **#StaySafeWithLagunaPhuket to promote our destination as a Safe Sanctuary**. Among the first in Thailand to receive the SHA certificates, we are uniquely placed to ensure total safety within our destination. All hotels in Laguna Phuket have implemented global safety programmes while the non-hotel resort facilities and services have enhanced safety measures. **This makes Laguna Phuket the biggest and most inclusive destination resort that is fully certified – the safest destination to welcome our guests,**" said Banyan Tree Holdings Executive Vice President and Laguna Phuket Managing Director Mr Ravi Chandran.

In response to the global pandemic, Banyan Tree Group had launched the SafeSanctuary Programme in partnership with Bureau Veritas to co-develop a proprietary label and certification system in June 2020. Demonstrating the rigour of *Protect, Provide* and *Prevent*, this incorporates over 40 new protocols of assurance and wellbeing standards, rolled out across all properties including Laguna Phuket. It also emphasises wellbeing and nature-focused offerings which are at the heart of the Group's positioning.

"Privacy will be a highly valued factor, while enjoying the discovery aspect of vacation experiences that enable distancing post-COVID. Leisure travellers will gravitate less towards crowded cities, and more towards wide, open spaces like destination resorts and beaches with distancing measures. Our resorts including Laguna Phuket are well-poised to offer nature with the luxury of space and privacy within and beyond the rooms and villas – with social distancing and stringent hygiene and safety measures. We will also enable in-room enjoyment of property experiences like family fun packs and digital or private wellbeing classes," said Mr Chandran.

BANYAN TREE

HOLDINGS

The Group is also part of **EarthCheck's Global Health and Hygiene Taskforce** which is developing a "Health and Hygiene Tool" to be released in support of the industry's tourism operators and destinations as a safety compliance checklist for post-COVID recovery.

With the region's socio-economic rebound in mind, Banyan Tree Group is working towards **encouraging harmonised mechanisms across travel stakeholders**. With ASEAN being the worst hit due to the high dependency on inbound tourism, intra-ASEAN travel must be a deliberate and well-coordinated partnership between stakeholders. ASEAN needs to unite as a regional block and form travel bubbles, green lanes and a common set of protocols to boost and support intra-ASEAN tourism among the countries and restore inbound long-haul confidence.

In collaboration with Asian Development Bank (ADB), International Civil Aviation Organization (ICAO), International Air Transport Association (IATA), Pacific Asia Travel Association (PATA), the Group is a key stakeholder in contributing to this common approach for health-focused travel policies for the rebound.

Mr Ravi Chandran added: "Trust, partnership and collaboration is a fundamental to the industry recovering together. As borders slowly re-open, the region is seeking guidance about how to restart travel with an increased focus on health and safety. Our Group is geared to be a key stakeholder and advocate to move our industry forward during this challenging time."

– END –

For high-resolution images, please download [here](#).

ABOUT BANYAN TREE HOLDINGS LIMITED

Banyan Tree Holdings Limited ("Banyan Tree" or the "Group") is one of the world's leading independent, multi-branded hospitality groups. The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centered on five award-winning brands (Banyan Tree, Angsana, Cassia, Dhawa and Laguna) that offer exceptional design-led experiences for global travellers of today and tomorrow.

Founded in 1994 on the core concept of sustainability, Banyan Tree Holdings seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 11,000 associates across 24 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group's goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Holdings has received over 2,611 industry awards and accolades since inception. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group's efforts to the UN Sustainable Development Goals. Executing on its regionalised growth strategy, the Group's global footprint continues to grow with 46 new hotels and resorts under design and construction in the pipeline, in addition to 47 operating hotels in 24 countries as of 31 December 2019.

Banyan Tree Holdings entered a strategic long-term partnership with AccorHotels in 2016 to develop and manage Banyan Tree branded hotels around the world along with the access to AccorHotels' global reservations and sales network, as well as the loyalty programme Le Club AccorHotels. It also formed a joint venture with China Vanke Co. Ltd. In 2017 – focusing on active ageing and wellness hospitality projects.

www.banyantree.com www.angsana.com www.cassia.com www.dhawa.com laguna.com

ABOUT LAGUNA PHUKET

Laguna Phuket is Asia's premiere destination resort – a collection of deluxe hotels and villas including Angsana Laguna Phuket, Angsana Villas Resort Phuket, Banyan Tree Phuket, Cassia Phuket, Dusit Thani Laguna Phuket, Laguna Holiday Club Phuket Resort and Outrigger Laguna Phuket Beach Resort - all sharing 1,000 acres of tropical parkland and three kilometres of beach frontage in Phuket, Thailand, with award-winning 18-hole Laguna Golf Phuket, an onsite Laguna Tours and excursions operator, XANA Beach Club, Canal Shopping Village, award-winning Banyan Tree Spa, four Angsana Spas, Banyan Tree Gallery and Angsana Galleries, "ACES" a large scale function venue, and "Laguna Grove" an outdoor large-scale event venue.

www.lagunaphuket.com

Media Relations (International)

Renee Lim • Assistant Vice President, Corporate Communications
+65 6849 5851 • renee.lim@banyantree.com