

25<sup>th</sup> Anniversary Edition

# Under<sup>THE</sup> Banyan Tree



A BANYAN TREE PUBLICATION

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# Foreword

As Banyan Tree Group celebrates our 25th birthday, I count the fact that we are still standing as one of my proudest achievements. When I think back to our beginnings 25 years ago, it is just amazing how an abandoned tin mine could be transformed into Asia's first integrated resort.

Today, Banyan Tree is not just one of the very few independent hotel companies that have survived; we are flourishing and poised for meaningful growth. And in the next phase of our growth, we intend to ride the waves that have changed the world over the last 25 years.

When we first launched our flagship Banyan Tree Phuket in 1994, the overwhelming majority of our guests were Caucasians. Today, with the rise of the middle class in the non-Western world, our guests have become much more diverse. That means the way we design our properties and create experiences has evolved, even as we continue to view the romance of travel as a core theme.

We will harness our strengths as an independent, multi-brand company with experience in strong design. We will focus even more on sophisticated market segmentation so that we can cater to the distinct preferences of guests from different age groups and backgrounds. This kind of “rainbow

tourism” also expands the possibilities available to those who work in the hospitality industry.

Looking forward, we have continued to conceptualise and will be launching new innovative brands which align with our vision and ambition for “rainbow tourism”. I'm particularly proud that Banyan Tree has been able to grow from within, and develop our talented associates. We have also championed diversity and inclusiveness with the promotion and empowerment of women and people of different ethnic backgrounds to senior operations and leadership positions in their career journey with us.

Banyan Tree would not have made it to this milestone year without the talent and hard work of our associates. Our ethos of 'Embracing the Environment, Empowering People' is an idealistic one. Our 11,000 associates breathe life into these ideals every day, turning them into romantic realities and beautiful memories for all our guests. For this, I would like to express my heartfelt thanks — to our associates, guests and business partners for their ever-strong support.

— Ho Kwon Ping,  
Founder and Executive Chairman  
Banyan Tree Holdings



# Milestones

## 1984



**Laguna Resorts and Hotels (LRH)**, a Banyan Tree Holdings Limited subsidiary, acquired over 550 acres of abandoned tin mine land at Bang Tao Bay, Phuket, Thailand.

## 1987

Extensive site rehabilitation completed.

**Laguna Phuket** — Asia's first destination integrated resort.

## 1990

**Architrave**, in-house architecture and design arm, established in Thailand and Singapore.

## 1992



Laguna Phuket Golf Club opened.

**Pioneer in education and community** — Launch of Laguna Childcare Centre.

**Sustainability advocacy** — Laguna Phuket wins American Express and International Hotel Association Environmental Award for remediating a toxic site.

## 1993

**Conservation milestone** — Inaugural Laguna Phuket Sea Turtle Conservation Ceremony.

## 1994



Launch of **Banyan Tree Hotels & Resorts** with the holistic motto: Embracing the Environment, Empowering People.

Opening of **Banyan Tree Phuket**, the Group's flagship luxury resort, including the first Banyan Tree Spa.

Launch of **Laguna Phuket Foundation for Education**.

Inaugural **Laguna Phuket Triathlon**.

## 1996

Banyan Tree Gallery launched in 1996.

Launch of **Laguna Bintan** — the Group's first project in Indonesia and second destination integrated resort in Asia.

## 2000

Opening of **Angsana Bintan**, the first property of the Angsana brand.

## 2001



Launch of **Green Imperative Fund** to formalise our corporate social responsibility efforts.

Founding of the **Banyan Tree Spa Academy**, the first of its kind in Asia. Set up for training and R&D, helping to elevate the spa industry as a whole.

## 2004

**Banyan Tree Maldives Marine Lab** — the first resort-based facility in the Maldives.

## 2005

**Banyan Tree Ringha** — the Group's first foray into China, Yunnan.

Phuket Tsunami Recovery Fund established.

Banyan Tree Group became a founding member of UN Global Compact Network Singapore.

## 2006

On 14 June 2006 — **Banyan Tree Holdings Limited** made its debut on the Singapore Stock Exchange.

Launch of **Banyan Tree Residences** — offering signature villas, townhouses and apartments in Banyan Tree resorts.

Launch of **Banyan Tree Private Collection** — Asia's first asset-backed destination club.

**First Sustainability Report** published by Banyan Tree, ahead of its time in corporate reporting and transparency.

Inaugural **Laguna Phuket International Marathon**.

## 2007



Launch of **Bintan Conservation Lab**.

Launch of **Seedlings Mentorships** — enabling youth empowerment through apprenticeships.

## 2008

Launch of **Banyan Tree Management Academy** — a turning point in our commitment to internal talent development.

## 2009

Launch of **Banyan Tree Global Foundation**.

## 2010

EarthCheck selected as strategic partner for external sustainability certification.

## 2011

Banyan Tree wins the Leadership Award in T+L Global Vision Awards.

## 2012

In-house GPS Development Services enters alliance with EC3 Global for integrated sustainable development services.

## 2013

**Laguna Lăng Cô** — the Group's first project in Vietnam and third destination integrated resort in Asia.

**Laguna Lăng Cô Golf Club** opened.

## 2014

First **Banyan Tree's Got Talent!** group-wide contest.

## 2015



Opening of the first **Cassia** in Phuket.

**Banyan Tree Spa** enters the TTG Hall of Fame as Best Spa Operator.

**Banyan Tree Gallery** wins the Community Retailer Award.

## 2016



First **Dhawa** opens in Cayo Santa Maria, Cuba, in December 2016.

Banyan Tree enters a strategic long-term partnership with AccorHotels.

**MATTER Prints**, a textile-based artisan brand, enters Banyan Tree Gallery.

## 2017



Banyan Tree forms a joint venture with China Vanke Co. Ltd. — focusing on active ageing and wellness hospitality projects.

Launch of **Banyan Tree Essentials** — natural, responsibly sourced body and aromatherapy products.

Sustainability alignment with UN Sustainable Development Goals and stakeholder-inclusive materiality framework.

## 2018

**25th Laguna Phuket Triathlon** — Asia's longest-standing triathlon event.

## 2019

Banyan Tree Group celebrates our **25th Anniversary**.

Second **Banyan Tree's Got Talent!** group-wide contest.



# Celebration of Firsts





# A Dream Come True

*As Banyan Tree celebrates our  
25<sup>th</sup> anniversary, our founders look back  
on their journey and reflect on the values  
at the heart of this Asian brand.*







Laguna Phuket, Asia's first destination integrated resort

In the beginning, there was a dream. Well, actually, several dreams. Back in the 1980s, Mr Ho Kwon Ping, his wife Ms Claire Chiang and brother Mr Ho Kwon Cjan dreamed of building a vacation home. At the time, Mr Ho was running his family businesses. And because many of these businesses served as subcontractors for foreign brands, he also had another dream — to build an Asian brand that could stand on its own by developing its own customer base.

During a scouting trip to find a site for that vacation home, the trio visited an intriguing tract of land along Phuket's Bang Tao Bay. Bare of vegetation and even of sounds of life, this desolate moonscape with crater-like lagoons of cobalt-blue water was nevertheless striking — dreamlike, even. The sunset there was breathtaking, Ms Chiang remembers. The price seemed like a good deal. And so, without doing any due diligence, they bought it.

They soon got a better lay of the land, which turned out to be the site of an abandoned tin mine that a United Nations report deemed completely unfit for development. Dredgers had leached all

nutrients from the soil, and the lagoons were actually filled with acidic chemicals. In fact, the entire bay had been polluted by tin mining.

But it was still beautiful. And, they thought, perhaps it could grow more so, with a little bit of tender loving care. Roping in environmental experts, they started the process of cleansing the soil by planting more than 7,000 trees on the site. Together, they began to design and build hotels there for different hospitality brands, all housed within an integrated resort concept they named Laguna Phuket. Guests here could access the facilities of all these hotels and various retail and leisure activities onsite. This destination integrated resort — the first and largest in Asia — is one of the first innovations they introduced, but certainly not the last.

By 1992, there was only one land parcel left on this tract. No hotel management companies wanted it, because it had no direct beachfront. Mr Ho had an Eureka moment: it was time to tackle that dream of building a brand. They decided to launch their own hotel.

What kind of brand should this be? To answer this question, the couple returned to an even earlier dream, one spun in their youth. "We had travelled a lot when we were dating, and when KP was a journalist and I was an academic," says Ms Chiang. "That had exposed us to the romance of travel. We realised that travellers like experiences that touch their hearts and souls, experiences they can think about and learn from."

These insights, and their earlier professional and academic interests, shaped the way they thought about their foray into hospitality. "Claire and I did not embark on this journey to be hoteliers or to build luxury hotels," says Mr Ho. "We wanted to create some meaning and purpose. Being in the resort business meant we would be going into developing countries, and able to contribute to the development of these communities."

They decided to call this purposeful brand Banyan Tree, after a Hong Kong fishing village named Yung Shue Wan, which meant Banyan Tree Bay in Cantonese. They had lived there for a few years after getting married, and wanted their new venture to embody the simplicity and romance of those idyllic years. "Luxury is really about creating an environment where you and your loved ones can create unforgettable memories. That's the core value of Banyan Tree," says Mr Ho. "Banyan Tree is about the romance between people, and the romance of travel and intimacy."

It was a case of beginning as you mean to go on. The clear articulation of their aspirations — for entrepreneurial autonomy, for making a difference, for creating something special — helped Banyan Tree to stand out at our inception, guided the company's growth as we expanded beyond Phuket, and has enabled us to weather numerous challenges.

Today, as Banyan Tree Group celebrates our 25th anniversary, we have a stable of brands that includes Banyan Tree, Angsana, Cassia and Dhawa, each catering to a different customer

segment. Three new brands are currently in the pipeline. The Group now runs 47 hotels and resorts, 63 spas, 73 retail galleries and three golf courses in 24 countries, and there are 52 more hotels and resorts in the works. "We started from a part of the world that wasn't known for generating brands, and we have been able to launch innovative brands and introduce them to other parts of the world. That is a source of real pride," Mr Ho reflects. "I hope that we will become a respected independent multi-brand company in the global space."

That's their dream for the future. The couple know from experience that the journey has to be as rewarding as the destination, and that is only possible when the people sojourning with them believe in the dream too. "We have a healthy pipeline of growth, and great partners in global hotel group AccorHotels and Chinese real estate developer Vanke. We have great things to look forward to in the next 25 years, and I can only say a big 'thank you' to all our associates," says Ms Chiang. "Their hard work has made the Banyan Tree legacy of emotional connection and giving back possible, and I hope this legacy will continue forever."



Unveiling of the Laguna Phuket road sign in 1993



# Doing it Our Way

*Faced with the constraints of starting a Phuket hotel with no beachfront, we invented the pool villa and tropical garden spa concepts and started our journey as an innovative Asian brand.*







Banyan Tree Phuket

Constraints inspire creativity — that's something that artists know instinctively, and when it comes to business, that mindset has served Banyan Tree well too. In fact, the pool villa and tropical garden spa concepts — two innovations pioneered by us and now widely found within the hospitality industry — were our responses to constraints we faced in the early years of the company.

In place of a conventional 200-room establishment, the founders decided on a resort comprising 20-odd standalone villas for Banyan Tree Phuket, each with its own private pool. This concept makes up for the fact that the resort did not have direct access to a beach.

To further entice guests, the team also came up with the idea of offering spa facilities onsite. This eventually became the award-winning Banyan Tree Spa, but the road to success had a rocky start.

"Way back in the early 1980s, nobody in Asia had even heard of spa," Founder and Executive Chairman Mr Ho Kwon Ping recalls. "I engaged a well-known spa consultancy from the UK. They visited our site, and came up with a report saying that the climate was too hot, there was no access to mineral springs, but if we try to be very cheap, then maybe we could play second fiddle to the great European spas."

These recommendations didn't sit well with him. Instead, he thought, why not lean in and play up the unique traits of the Asian context, and try to create a different kind of spa experience? So he told the English consultant that they would like their spa therapists to be barefoot, in keeping with Asian custom when entering someone's house. Horrified by the idea, the consultant promptly quit. Unfazed, Banyan Tree went ahead to refine our concept of a tropical garden spa.

These innovations have also helped us to realise our mission of providing good jobs and career development pathways as an employer. In 2001, we launched the Banyan Tree Spa Academy Phuket to groom spa therapists and develop signature techniques and treatments.

This academy is accredited by Thailand's Ministry of Education and Ministry of Public Health as an educational institution, and besides following a rigorous curriculum, trainees — who are recruited from different Asian countries — also work with dedicated teachers to improve their English speaking and writing skills.

Ms Phaichit Khotnonping, our longest-serving spa therapist of 25 years, was trained here and has gone on to work in Banyan Tree Spas in many different countries. She is also a trainer. "Banyan Tree gave me many opportunities to grow. I've gained a lot of knowledge and experience," says Phaichit, who can now converse in Thai, English, Chinese and French thanks to her globe-trotting career. "This is not just a workplace. The people here are my family."



Banyan Tree Spa Academy





1



2

- 1 Banyan Tree's Spa Therapists
- 2 Massage training
- 3 Facial training
- 4 Training in Thai massage
- 5 Spa Therapists attending a theory class

*"You always have to look at the problem you have and say what can I do to make a problem into something that is special?"*

*I hope that value of innovation will permeate into Banyan Tree. Very often, as we open up new resorts, our General Managers and other associates should ask themselves, how do I turn this problem into something that is really in fact in my favour?"*

*That would be Banyan Tree thinking."*

— Mr Ho Kwon Ping  
FOUNDER AND EXECUTIVE CHAIRMAN  
OF BANYAN TREE HOLDINGS



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In 2008, we also established the Banyan Tree Management Academy (BTMA), to provide a centralised facility and consistent framework for training in areas such as leadership and sustainability. This marks a turning point in our commitment to the development of our associates.

For Mr Ho, the process of conceptualising the pool villa and tropical garden spa imparted a core lesson — being innovative — that will continue to be useful for Banyan Tree's future.



# Craft's Language of Love

*The artful creations sourced and sold by Banyan Tree Gallery reflect the skill and heritage of indigenous communities, and this collaborative retail model celebrates tradition and enables better livelihoods.*





"Craft is a universal language. It unifies women, in particular. It universalises, bonds and ignites," says Banyan Tree Group Co-Founder Ms Claire Chiang, who launched our innovative Gallery concept in 1996. For guests who have selected wares from a Banyan Tree Gallery store's artfully lit shelves, be it a celadon incense burner or a basket woven from reeds, these items are cherished souvenirs from the sojourns in some of the world's most breathtaking spots. Created by skilled artisans who know how to work magic with indigenous materials, these pieces are also part of a story woven by resourceful women determined to build a better world.

The story begins with Mrs Shirin Fodzar, a women's rights activist whose tireless lobbying for the Women's Charter helped to ensure the legislative recognition of women's fundamental rights in Singapore. In 1961, she moved to Thailand, where she built a school in Yasothon and spent more than a decade there helping to educate the village's young girls. After returning to Singapore, she continued to advocate for them, meeting up with Ms Chiang in 1989 to tell her

about the triangular "maun" cushions handmade by Yasothon villagers. The funds raised from the sale of just two cushions could help save lives, Shirin told her. Ms Chiang decided to order 500 cushions to furnish the interiors of Laguna Phuket's resorts.

"I decided that this was one good way to make sure we use local materials in our hotels, and also provide sustainable development for the villagers," she says. Ms Chiang also made a personal visit to the Yasothon village, where she was moved by the community's close-knit way of life. Families lived close together, and the adults were able to make their handiwork while supervising children at play — the scene reminded her of her childhood in 1950s Singapore. "Despite limited material wealth, these villagers found the joys of integrating work and family."

Around the same time, Ms Chiang, a trained sociologist, attended a women development conference in Hanoi, Vietnam, which prompted her to think more deeply about tapping on the full potential of showcasing such artisanal



Banyan Tree Group's Co-Founder Ms Claire Chiang, working hand-in-hand with artisans



communities. What if Banyan Tree worked directly with village cooperatives and non-profit craft associations to source for these pieces, then opened retail outlets that could help them to market their handiwork directly without middlemen and thus earn better livelihoods?

The idea resonated with Banyan Tree's ethos of uplifting local communities, but in the pre-Internet age, it was challenging to get the venture off the ground. To look for artisans, Ms Chiang and her team relied on word of mouth, as well as visits to trade emporiums. It took two years of scouting before they developed a supply chain that could deliver items of consistent quality. Despite trials and tribulations, the endeavour was also an inspiring adventure. Ms Chiang embarked on many buying trips herself, not just getting a first-hand experience of different artisans' meticulous processes, but also having heartfelt conversations with them about universal topics like raising a family.

"I am a daughter, wife, mother, and grandmother too, and I know the sacrifices women are willing to make for their families," she says. "By cultivating a spirit of entrepreneurship among the village women, we are creating a win-win work-family situation for all. In order for them to survive and for their art to thrive, they must become commercially viable. Otherwise villagers will go to the cities, where they can make more money, and these traditions will be lost forever."

That spirit of sustainability has grown more robust over the years. Today, there are over 70 Banyan Tree Gallery retail outlets located at our properties worldwide, as well as an online retail platform.

Our line of products includes Banyan Tree Essentials, our reformulated line of bath, body and aromatherapy products, which is composed of 95% natural ingredients and responsibly sourced. It took a two-year journey to go deep into





each product process to ensure that the values of sustainability are embedded throughout the product cycle.

Also under the canopy of Banyan Tree Gallery is MATTER Prints, Banyan Tree Group's in-house socially motivated clothing brand. Co-founded by Ms Ho Ren Yung, the Group's Vice President of Brand HQ, MATTER Prints sources heritage prints and styles while reinterpreting them in a modern manner. It seeks to impact change beyond textiles — to make rural artisan production sustainable, shift designers' approach to their process, and inspire customers to value provenance.

Banyan Tree Gallery's celebration of craft and support for artisans and women have won this retail arm numerous plaudits, including the Pacific Asia Travel Association Gold Environment Award in 2001, Community Retailer Award at the 2015 Hong Kong Retail Industry Trade Awards, Golden Pin Design Award in 2018, and Harper's Bazaar Hair Awards in 2019. Through it all, Banyan Tree Gallery continues to spread craft's universal language of dedication to tradition and a better life.



**MATTER Prints**  
shop.matterprints.com

**Banyan Tree Gallery**  
essentials.banyantree.com

UNDER THE BANYAN TREE



Ms Claire Chiang also heads Banyan Tree Global Foundation, the Group's sustainability arm



# Visages and Villages

*Banyan Tree properties strive to exist in harmony with the natural environment, and our design process empowers local communities by showcasing their heritage and skills.*





No two Banyan Tree properties look quite the same. We believe in giving our guests a vivid sense of place, and the aesthetic of each hotel and resort is a considered response to the specificities of the surrounding climate, culture and communities.

When we conceptualised Banyan Tree Ringha in China, for instance, we decided to reconstruct traditional Tibetan farmhouses. This not only gives guests a very special experience of local heritage, but also provided the farmhouses' previous owners with funding for their new homes. That's just one example of the way we try to empower communities with each new project. From purchasing traditional materials to upskilling local workforces, we do our best to make sure that the presence of a Banyan Tree business serves as a force for good.

Since environmental responsibility is a major driving consideration for us, our design process also prioritises the protection of landscapes. Existing trees and boulders are always left in place, and the hotel structure is built around them. Banyan Tree Bintan is a case in point. Its villas were raised with stilts and set on hillsides, to minimise impact on the site's verdant rainforest.



Banyan Tree Bintan's spa features a century-old tree right in the middle of the premises

This property's spa even features a century-old tree right in the middle of the premises. In the Maldives, our design decisions are centred on the goal of minimising harm to the coral reef and conserving marine life.

Environmental conservation and community vitality often go hand in hand. Laguna Lăng Cô in Vietnam is home to a spectacular "edible golf course" designed by renowned British golf legend Sir Nick Faldo. Besides meticulously manicured grass, the course weaves through tropical jungles, pine forests, beach side ocean holes and coastal sand dunes. Perhaps the most unique feature are the rice fields that span five of the holes, home to a family of water buffalo. Up to 20 tonnes of rice is harvested every year, most of which is donated to families and seniors in the area.

This carefully considered design ethos has been honed over many decades. Mr Ho Kwon Cjan, Banyan Tree's Senior Vice President and Group Chief Designer, designed the group's first project, Laguna Phuket, over 30 years ago, sprawled on the floor of the family home's dining room with his brother Mr Ho Kwon Ping, "because we didn't have a table large enough to hold the drawings", he remembers. That informal beginning has since led to the design and construction of many unique hotels and integrated developments, and he's even got his sights set on space. "In the next 25 years, I hope to see a Banyan Tree hotel in a spaceship in low Earth orbit, above the atmosphere. And I would, of course, design that one. I would love to design a lobby where everybody is upside down."



Banyan Tree Ringha



Banyan Tree Group's design team hard at work



Construction of Banyan Tree Vabbinfaru





# Celebration of Values





# Embracing the Environment

*Beyond giving guests a chance  
to immerse themselves in beautiful  
landscapes, we also hope to inspire  
a sense of stewardship for these  
precious ecosystems and the life  
they help to sustain.*





The desire to experience the world's natural wonders has always spurred travellers to embark on new journeys. And if you're reading this during a stay in a Banyan Tree Group property, then chances are you're currently in close proximity to some of these very wonders.

Over 20 of our hotels and resorts are sited near protected nature areas, and we pride ourselves on the ability to offer our guests unprecedented access to these beautiful landscapes that teem with life. Perhaps you've marvelled at the vibrant coral reefs that fringe our properties in the Maldives, Indonesia or Thailand. Maybe you've watched in hushed wonder as baby turtles hatch on the beach near Banyan Tree Seychelles, and scuttle towards the ocean. All over the world, our properties exist in the contexts of distinct ecosystems that run the gamut from Southeast Asian rainforests to a Mauritian bird sanctuary.

These ecosystems are as delicate as they are breathtaking. Indeed, the very beauty that attracts visitors to these sites can also introduce potential imbalances into their equilibrium, which is crucial to sustaining human cultures as much as flora and fauna.

Our properties in Cuba, for instance, are near the Buenavista Biosphere Reserve, which comprises over 300,000 fecund hectares of coral reefs, beaches, and evergreen and mangrove forests. The United Nations Educational, Scientific and Cultural Organization (UNESCO) describes this reserve as containing "extraordinary natural, historical and cultural values", the latter exemplified by the traditional trades still being practised by local villagers drawing on their environment's particular natural resources.

Bio-diverse natural habitats capable of sustaining a variety of plant and animal life have a symbiotic relationship with the communities which derive a way of life from these habitats. Keeping this relationship in balance is the key to a healthier, happier future. This is why safeguarding bio-

diversity is important — it is crucial to both environmental and cultural resilience.

As a responsible business, we want to play our part in protecting this delicate balance. We began to embark on conservation as far back as our beginnings in 1984, and in 2004 launched the first resort-based research facility in the Maldives, at Banyan Tree Vabbinfaru. A marine lab at Angsana Velavaru and a Banyan Tree Bintan Conservation Lab in Indonesia followed in 2007.

These labs are all supported by trained biologists, and were established to drive research, conservation, and restoration efforts that address both habitats and species. They exemplify our strategic science-based approach to environmental sustainability, and marked yet another Banyan Tree innovation that would spur many resorts to employ marine biologists in the years to come. In 2015, marine ecologist Dr Steve Newman became Banyan Tree's Group Sustainability Director and the Coordinating Director of the Banyan Tree Global Foundation, overseeing sustainability and conservation initiatives across the Group from the Maldives.

By monitoring the environment in a systematic way, we have been able to help detect change and identify opportunities to make a positive impact. For instance, our annual monitoring of 18 coral reef sites in the Maldives and three reef sites in Bintan have now entered their fourth and sixth years respectively. After the 2016 global coral bleaching event, we helped in natural reef recovery by transplanting almost 5,000 corals sourced from nurseries, and controlling outbreaks of coral-eating crown-of-thorns starfish to protect coral reef ecosystems. Our monitoring of shark populations in the Maldives has also entered its fourth year, and our collection of extensive underwater footage is being used to assess the efficacy of the national shark fishing ban there.

#### GREENING COMMUNITIES

*Did you know that the average tree sequesters up to 40kg of carbon per year?*

*Our tree-planting initiative taps on these planet-healing powers to raise awareness of climate change and sequester carbon emissions.*

*Since 2007, we have planted more than half a million trees across our properties, which collectively sequester up to 19,743 tonnes of carbon annually.*

*In 2019, we plan to complete a review of our efforts and set new targets.*



Our guests in the Maldives can join the Marine Life Conservation Programme, where they'll be able to interact with our lab experts, see how we care for local wildlife and take part in activities such as coral clean-ups.

They can also become our Citizen Scientists, and participate in our research in various ways, from recording bird sightings to providing their observations of fish species.



# Empowering People

*To help local communities develop their full potential, we work with partners to enable access to crucial forms of support, from scholarships that can lighten a family's load to nurturing mentors who provide care and guidance.*





Travel broadens the mind — not only for globe-trotters with wanderlust, but also for the communities where the hospitality business plants its roots. Since our inception, Banyan Tree Group has strived to become a meaningful part of the social ecosystems where our properties are located, working with our guests, associates, and local partners to enable communities to develop their full potential.

Education, in particular, is something we have always believed in deeply. Access to education is empowering, because it is a vital pathway towards personal growth and a springboard out of poverty. In Laguna Phuket, the day care centre we started for children of associates and disadvantaged community members way back in 1992 had become an accredited kindergarten by 2008, thanks to the guidance of Thailand's Ministry of Education. It now provides free early childhood education that gives children a strong foundation for lifelong learning. The Laguna Phuket Community Centre, set up in 2007 to provide free English courses to the community, has since evolved to support vocational and life skills training, with programmes that improve access to books and adopt an experiential approach to learning English. There is also the Fully Booked! Mobile Learning Centre, which reintroduces reading, a basis of self-empowerment, to local community members who lack adequate access to books through a mobile classroom.

Another key initiative is the Seedlings programme, which we launched in 2007 to empower youths through mentorships and scholarships to fund their studies. To further engage at-risk youths in local communities, we also launched the Seedlings Cafés, which provide them with valuable work experience.

For instance, Putri took part in Laguna Bintan's Seedlings programme and has since gone on to further her studies. She received the prestigious BIDIKMISI Scholarship from the Indonesian government after graduating from senior high

school, and is now a student at Padang State University. She recently accompanied Mr Renald Yude, Banyan Tree Bintan's Marine Conservation Officer, on a visit to Padang — the first time she travelled out of Bintan by plane.

Beyond funds and skills, we also wanted to connect with these youths on a deeper level. So we rallied Banyan Tree associates to the cause, training them to become nurturing mentors who could guide these Seedlings through their growing pains. These dedicated volunteer mentors work hard to build rapport with the youths selected for this programme, and we believe that it is this deeply human engagement that has contributed to the ongoing success of this initiative. To date, more than 120 youths have experienced the Seedlings programme in various Banyan Tree Group properties, and we have watched with immense pride as they have blossomed and embarked on the next phase of their lives.

Thanyaporn Songkong, a graduate of Banyan Tree Samui's Seedlings programme, is now a law student at Suratthani Rajabhat University in Thailand. "Getting to be a part of the Seedlings programme was the best thing to ever happen to me," she says. "It was more than a scholarship. I received great care, love and attention from the associates at Banyan Tree Samui. The programme provided me with knowledge, experience and a warm welcome from the Banyan Tree family. I am so lucky to have been a part of it, and I always feel proud to tell others about my experiences. I would like to thank all who supported me and brightened my future. I promise to treasure my opportunities and give back to the community in return."



#### Nourishing Hearts, Inspiring Dreams: The Children First Fund

We established this fund in 2017 to commemorate the 30th anniversary of Laguna Phuket and build on its efforts in sustainable community development. We have since been making monthly contributions of food and necessities to seven Phuket orphanages, which house over 400 orphans and underprivileged children. We continue to work with programme partners through this fund to uplift the lives of needy children in Phuket.



#### The Seedlings Cafés

Located in our properties in Lăng Cô, Central Vietnam, and Phuket, Thailand, these Cafés are where Seedlings participants serve a nine-month internship before we help those who wish to forge careers in the hospitality industry secure permanent job placements.

The initial seed funding for the Seedlings Cafés was provided by the Banyan Tree Global Foundation, our non-profit arm and an integral part of Banyan Tree's management framework. The Foundation has a context-based approach, identifying distinct needs and opportunities to create initiatives that will best support sustainable social development in different local communities.



#### The Laguna Phuket Tsunami Recovery Fund

In the wake of the 2004 Indian Ocean Tsunami, we started this fund as a channel for those who wanted to help victims of this devastating disaster. Managed by Laguna Resorts & Hotels, the fund raised one million Thai baht on its first day of operation. All donations were disbursed to tsunami survivors in Laguna Phuket's immediate vicinity, as well as those in other affected coastal areas.



# Serene Pleasures

*Whether you're looking for a sanctuary to recharge your mind and body, or seeking nourishment that also delights your palate, our wellness offerings extend the gift of blissed-out zen.*







## Rest and Rejuvenate

Banyan Tree Phuket was where we pioneered many hospitality innovations, and 25 years later, we're still launching exciting new concepts here. The latest is the Banyan Tree Spa Sanctuary, a retreat where guests can pick from Detox, Wellbeing, Fitness and Awareness programmes. Each programme comes with a curated itinerary of well-being activities, and Wellbeing Hosts are also on hand to offer personalised recommendations.

For example, guests desiring to adopt a more disciplined diet can opt for Urban Detox — a committed programme to cleanse and improve your digestive system with low-calorie plant-based cuisine, complemented by low impact, calming activities to leave you feeling lighter and energised.

Prefer a more easy breezy approach to your stay? Simply pick from a range of activities that focus on Body Awareness, Optimal Fitness, Mindful Practice and Lifestyle Enrichment. With daily in-villa spa treatments and bed linens, music,

lighting and scents specially chosen to create the best conditions for a restful night of sleep, you'll emerge from this sanctuary refreshed and ready for anything.

## Tipple and be Merry

In celebration of Banyan Tree's 25th Anniversary, we are pleased to present The Botanical — an elegant and refreshing creation created by Banyan Tree Phuket Bartender, Khun Kornchaphat Pichayadechapaisarn. His creation won our group-wide Cocktail Contest in November 2018, beating 30 other cocktail recipes crafted by our hotels around the world. Inspired by nature and focused on wellness, this cocktail uses fresh dill and lime to add zing to Tanqueray Gin, and even has a nod to environmental sustainability (check out the lemongrass straw!). It is now available at all our hotels worldwide.

All guests who book our 25th anniversary packages this year are treated to The Botanical, and here is Khun Kornchaphat's recipe for those who want to give it a go at home.





Inspired by nature and focused on wellness, The Botanical uses fresh dill and lime to add zing to Tanqueray Gin



**Kornchaphat Pichayadechapisarn**  
Bartender of Banyan Tree Phuket  
created The Botanical and won our  
group-wide cocktail contest

# Recipes

## THE BOTANICAL — COCKTAIL

### INGREDIENTS

- 45ml Tanqueray Gin
- 15ml Midori
- 3 Drops Absinth (White or Green)
- 20ml Fresh Lime Juice
- 15ml Kaffir Lime Syrup\*

### Espuma (Foam — Prepare In Siphon)

- 60ml Egg White
- 60ml Peppermint Tea (Infused Strong)
- 15ml Homemade Kaffir Lime Syrup\*
- 10 Sprigs Fresh Dill (Hit the dill's stalk for greater aroma)

### PREPARATION

#### METHOD

Shake and fine strain

#### ICE

Ice ball

#### GLASS

Red wine glass

#### GARNISH

Fresh basil flower,  
local edible flower,  
fresh dill and  
lemongrass straw

## THE BOTANICAL — MOCKTAIL

### INGREDIENTS

- 15ml Kiwi Puree
- 60ml Aloe Vera Juice
- 5ml Squeezed Kaffir Lime Juice
- 15ml Fresh Lime Juice
- 15ml Kaffir Lime Syrup\*

### Espuma (Foam — Prepare In Siphon)

- 60ml Egg White
- 60ml Peppermint Tea (Infused Strong)
- 15ml Homemade Kaffir Lime Syrup\*
- 10 Sprigs Fresh Dill (Hit the dill's stalk for greater aroma)

### PREPARATION

#### ICE

Ice ball

#### GLASS

Red wine glass

#### GARNISH

Fresh basil flower,  
local edible flower,  
fresh dill and  
lemongrass straw

### \*HOMEMADE KAFFIR LIME SYRUP

#### INGREDIENTS & PREPARATION

- 5 Pieces Fresh Kaffir Lime (Bergamot),  
cut in half
- 2l Water
- 2kg White Sugar
- Boil for 20 minutes

#### IF KAFFIR LIME IS NOT AVAILABLE, REPLACE WITH:

- 7 Pieces Fresh Lime, cut in half
- 15-20 Lime Leaves (Tear)
- 2l Water
- 2kg White Sugar
- Boil for 20 minutes



## NOURISH AND DELIGHT

*Also in celebration of our anniversary, 31 of our hotels each created their own Wellness Degustation Set Menu. Featuring creative homages to local ingredients and traditions, these menus showcase the dexterity of our culinary teams when it comes to marrying healthy techniques with cultural flair.*

*Inspired by the rich history and culture of each destination, our team of gastronomy experts has curated an impressive list for guests looking to go on a culinary adventure. This includes the top three Wellness Degustation Set Menus from China, a series of thematic, multi-course menus which highlight the finesse of Chinese cuisine at different locales, and the top 25 dishes from other regions worldwide comprising delectable starters, mains and desserts.*

*Here are some highlights to savour when you visit our hotels.*



Dhawa Jinshanling



# Taste the World

*Banyan Tree Group's gastronomy experts have curated a list of delectable Wellness Degustation Menu highlights, available at our hotels worldwide.*



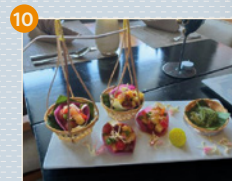
1  
ANGSANA XI'AN LINTONG  
Yangling Kiwi Pork Ribs



2  
BANYAN TREE  
CHONGQING BEIBEI  
Sweet Tea Hot Spring Farm  
Egg with Salmon Roe



8  
ANGSANA LĂNG CÔ  
Lotus Sweet Soup



10  
ANGSANA LAGUNA PHUKET  
Son Tam Bua Luang



14  
BANYAN TREE KUALA LUMPUR  
Grilled East Coast King Prawns



15  
ANGSANA VELAVARU  
Tuna Tiradito



16  
BANYAN TREE TAMOUDA BAY  
Chicken Medallion



17  
BANYAN TREE CABO MARQUES  
Sealed Watermelon







**Angsana Xi'an Lintong — Imperial Charms of Two Cities**  
Yangling Kiwi Pork Ribs



**Banyan Tree Chongqing Beibei — Spirit of Nature**  
Sweet Tea Hot Spring Farm Egg with Salmon Roe



**Angsana Zhuhai Phoenix Bay — Wood Element**  
Braised Mixed Mushrooms

# Greater China

## 1 ANGSA NA XI'AN LINTONG

### IMPERIAL CHARMS OF TWO CITIES

*Angsana Xi'an Lintong's nourishing offerings originate from ancient Chinese health traditions and imperial histories — from the rich royal shades of Purple Fortune featuring gristle of black Shaanxi pork rich in protein, vitamins and bone collagen, an immunity-boosting Braised Beef Tendon Soup with Chrysanthemum & Radish once served to Emperor of the Tang dynasty Li Shimin, Yangling Kiwi Pork Ribs, to handmade Guanzhong Golden Belt Noodles.*

## 2 BANYAN TREE CHONGQING BEIBEI

### SPIRIT OF NATURE

*Teeming with the spirit of nature, Banyan Tree Chongqing Beibei's wellness menu highlights the flavours of locally-sourced ingredients while adopting healthier cooking techniques with less oil, sugar and salt. Innovative dishes include steamed Chengjiang River fish mousse, bamboo fungus cap with fresh ginkgo nut and organic vegetables, sweet tea hot spring farm egg with salmon roe and marinated organic cherry tomatoes with wild honey black fungus puree.*

## 3 ANGSA NA ZHUHAI PHOENIX BAY

### WOOD ELEMENT

*Angsana Zhuhai Phoenix Bay's wellness menu is themed 'Wood Element', a unique culinary concept featuring braised mixed mushrooms, stewed chicken with tofu soup and braised shrimp balls, plays on tanginess of food while boosting one's Qi, eyesight and anti-ageing qualities.*





**Angsana Lăng Cồ**  
Lotus Sweet Soup



**Banyan Tree Kuala Lumpur**  
Grilled East Coast King Prawns

# Southeast Asia

## 4 ANGSANA BINTAN

*Made with mixed berries and mango coulis, Mango & Beetroot Panna Cotta makes a delightful, refreshing dessert after a hearty meal.*

## 5 BANYAN TREE BINTAN

*Healthy and delicious, Sous Vide Corn Fed Chicken Ballotine is served with organic farm vegetables and quinoa salad.*

## 6 CASSIA BINTAN

*If you're a mushroom-lover, Oven-Baked Field Mushroom, stuffed with a sweet medley of onions, zucchini, eggplants and feta cheese, is for you.*

## 7 BANYAN TREE UNGASAN

*Lobster Lodeh is an Indonesian-style bisque with a ballotine of batik lobster topped with coconut foam.*

## 8 ANGSANA LANG CO

*Highlights include Lotus Sweet Soup and Sauteed Chicken with Lemongrass and Chilli, an excellent source of low-fat protein.*

## 9 BANYAN TREE LANG CO

*With prawns, squid, clams, sea bass, red tomato, pineapple, okra, and peppermint, Lăng Cồ Seafood Soup is low in calories but high on deliciousness.*

## 10 ANGSANA LAGUNA PHUKET

*Som Tam Ponlamai Bua Luang is a fresh, spicy and savoury mixed-fruit salad that also contains dried shrimp, string beans, and peanuts. It is served on leaves from the lotus plant, which has cultural associations of tranquility.*

## 11 BANYAN TREE PHUKET

*Soused King Mackerel, Dill & Cucumber is rich in nutrients such as vitamin B12 and omega-3. It also features cucumber, which is full of anti-oxidants that prevent the accumulation of harmful free radicals.*

## 12 BANYAN TREE SAMUI

*Rich and creamy it may be when used in desserts like the hotel's Coconut Cake Ball, but the coconut is also a health-enhancing ingredient, with juice that's high in electrolytes, which are important for proper hydration.*

## 13 BANYAN TREE BANGKOK

*It may be named Tuna Blue & Black, but the stealth star of the dish is actually the jackfruit, which contains a high amount of Vitamin C and antioxidants to help boost your immune system.*

## 14 BANYAN TREE KUALA LUMPUR

*To make this Oxtail Broth, oxtails are braised for at least eight hours so that the meat can turned into a mousse. Local Ulam leaves and an asam pedas stew base turned into a very light foam add innovative touches of tradition.*



# Indian Ocean

## 15 ANGSANA VELAVARU

*A showcase for the traditional local ingredients of tuna, coconut and reef fish, Detox Fish Curry features grilled sea bass, garden vegetables, coriander, and basil, and it's bursting with both flavour and restorative nutrients.*

# North Africa

## 16 BANYAN TREE TAMOUDA BAY

*The resort's poached seabass highlights the area's seafood bounty, with carrot, ginger, lemon confit, and orange juice adding sweet and tangy accents to the dish.*

# The Americas

## 17 BANYAN TREE CABO MARQUES

*Inspired by Mesoamerican tradition, Beetroot Tartar is complemented by cilantro, avocado mousse, lemon and aged balsamic vinegar.*





# Heart to Heart

*Whether it's helping our guests make beautiful memories with their loved ones, or showing our appreciation for the associates who are Banyan Tree's pillar of success, we are dedicated to nurturing genuine connections.*







Banyan Tree's hotels and resorts offer a myriad of stunning locales for your dream wedding

Love Actually

When it comes to marking the milestones of romantic relationships with style, our destinations have got you covered. Want to propose under a 400-year-old banyan tree? Head to our property in the tropical paradise of Sanya, China, and you'll be reminiscing about this picturesque start to your wedded bliss for years to come. Want a destination wedding as swoon-inducing as classic Hollywood romances? Look no further than Banyan Tree Cabo Marqués in Acapulco, Mexico, where romantics can tie the knot while overlooking the vast Pacific Ocean, soaking up the stunning sunset. For honeymooners, the privacy of Angsana Ihuru offers the coveted experience of feeling like you are the only two people in the world. For couples celebrating special anniversaries, our properties in ancient cities like Luang Prabang and Marrakech will help to weave a charming spell of old-world enchantment. And who says you need to mark a milestone to spend some quality time together anyway? At our hotels, you can enjoy each other's company while strolling on beautiful beaches or gazing at mist-wreathed mountains, while savouring local delicacies in our restaurants or pampering yourselves at our award-winning spas. What's not to love?

Family Fun

Some of the best family memories are made during vacations, and our Angsana properties are designed to help you have some wonderful bonding experiences. Intertwining local chic and a vibrant atmosphere, these properties also offer adventures and experiences for guests of all ages. Children will enjoy the Rangers' Club, where they can learn about nature, explore their five senses through different hands-on activities, and make some new friends along the way. We also created this club to teach children to love the environment through experiential learning.



Banyan Tree Group's Rangers' Club allows children to learn about nature through experiential learning

Our Pride And Pillars

Of course, our 25th anniversary celebrations would not be complete without our past and present associates, without whom this whole journey would not have been possible. "Our associates help Banyan Tree in our overall global mission to create meaning in people's lives, and all the work we are doing in sustainability depends on them," says Mr Ho. "I've been very happy that the overwhelming majority of our associates that I meet really treat Banyan Tree as their home. My message to them is: Continue treating it as your home, love it, take care of it, and everything else will follow."



Associates all over the world held celebrations to mark the Group's 25th Anniversary



Our associates work hard and play harder



What's a party without a cake?





The Grand Finalists of this year's *Banyan Tree's Got Talent!* performed in front of a live audience as part of the finale of the Group's annual management conference

## Banyan Tree's Got Talent!

We kicked off the anniversary festivities in December 2018, with the launch of the second edition of our group-wide competition, Banyan Tree's Got Talent! Associates from 37 of our hotels worldwide took part. After two rounds of rigorous judging — first by Cluster Heads, then by Senior Management at Banyan Tree Group's HQ in Singapore, the following teams proceeded to the Grand Final:

### Banyan Tree Sanya

A team of associates composed and performed two songs — IDEALS Banyan Tree, in celebration of the Group's 25th Anniversary and IDEALS of Innovation, Diversity, Empowerment, Accountability, Learning and Synergy; and Stay With You, inspired by Banyan Tree Group's key pillar of 'Romance of Travel' to create unforgettable, magical moments for guests.

### Banyan Tree Bangkok

A team of associates gave two performances — We Are Family, where the team played traditional local instruments, sang and danced to a remix of popular Thai song Kon-Baan Deaw-Kan as a tribute to Thai farmers and farming as the backbone of Thailand's culture and economy; and

Look Toong, where the team sang and danced to another famous Thai song, Look Toong. The song symbolises blessings of happiness and wealth as a celebration for the Group's 25th Anniversary.

### Banyan Tree Samui

Inspired by his pride and passion for Banyan Tree Samui, Recreation Attendent Mr Thanabat Zaekhow penned, composed and performed two energetic rap songs — My Resort's Got and The Journey of Banyan Tree — dedicated to every department and his fellow associates.

### Banyan Tree Cabo Marques

Banyan Tree Cabo Marques' Engineering Manager Mr Jesús Rigoberto Gama Manrique flexed his powerful vocals and performed two famous Mexican songs in Spanish – Matalas, a love song about "killing" ladies with passion, hugs and flowers; and Es la Mujer, a song which pays tribute to all women.

### Grand Finale

The finalists performed in front of a live audience at Banyan Tree Mayakoba on June 26, 2019. From Banyan Tree Cabo Marques in Mexico, Jesús' soulful singing ultimately won the judges over, and he was crowned the grand winner of this talent contest.



Mr Jesús Manrique from Banyan Tree Cabo Marques was named winner of this year's *Banyan Tree's Got Talent!* competition





Banyan Tree Bangkok's team played traditional local instruments, sang and danced to a remix of popular Thai tunes



Mr Thanabat Zaekhow from Banyan Tree Samui composed two energetic rap songs dedicated to every department and his fellow associates



Mr James Zhou represented his team from Banyan Tree Sanya and performed two songs, inspired by Banyan Tree's IDEALS and core value of 'Romance of Travel'





**Winner — Happiness Destination**  
by Jirateep Thepnok, Assistant Chief Concierge, Banyan Tree Bangkok

## #BanyanTree25Experiences Sustainability Photo Contest

We invited our associates worldwide to submit photos and write-ups about sustainability activities that were personally meaningful to them. Out of 93 heartwarming entries from across the Group, 25 winners were selected. Here are excerpts from the top three winning entries.

**WINNER**  
**JIRATEEP THEPNOK, ASSISTANT CHIEF**  
**CONCIERGE, BANYAN TREE BANGKOK**

### Happiness Destination

I truly enjoyed this mangrove planting activity. It was a wonderful experience and the strong teamwork we displayed greatly inspired me till today. With 60 hands working together, we were like a family.

**FIRST RUNNER-UP**  
**REBECCA LAN, ASSISTANT LEARNING**  
**MANAGER, BANYAN TREE LIJIANG**

### Happy World Book Day!

As Banyan Tree Lijiang's sustainability champion, I organised this interactive reading activity at a local primary school on World Book Day. We cherished the great time we spent learning and playing together with the children.

**SECOND RUNNER-UP**  
**HASSAN RASHEED, HUMAN RESOURCE**  
**MANAGER, BANYAN TREE VABBINFARU /**  
**ANGSANA IHURU**

### Save The Reef

One of our most memorable activities involved a team of 39 people, who came together to collect 772 coral predators (540 crown-of-thorns starfish and 232 cushion stars) from a nearby sandbank reef. It was amazing to see so many people dedicate their time and passion to this cause and help to conserve the reefs in the Maldives!



**First Runner-up — Happy World Book Day!**  
by Rebecca Lan, Assistant Learning Manager, Banyan Tree Lijiang



**Second Runner-up — Save The Reef**  
by Hassan Rasheed, Human Resource Manager, Banyan Tree Vabbinfaru / Angsana Ihuru



## Gala Celebrations — Phuket

The Banyan Tree story began in Phuket, so it was only fitting that we turned our 25th birthday bash here into a five-day gala that saw our associates, senior management, Banyan Tree alumni, guests and partners joining the celebrations.

### 21 Sept



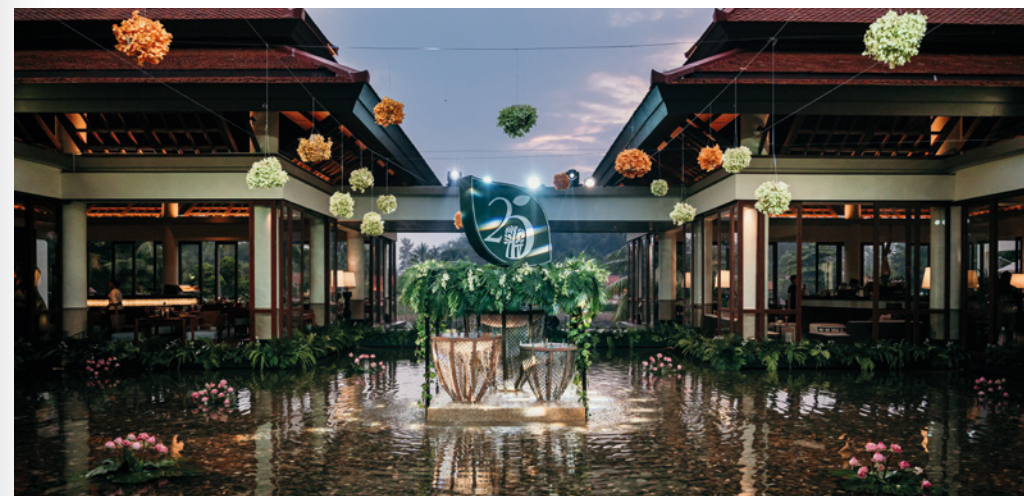
Laguna Phuket launched the very first Children First Charity Event. It consisted of a "Swing for Good" golf tournament at Laguna Golf Phuket; a "Battle of the Chefs" charity dinner at Angsana Laguna Phuket; a charity football match featuring footballers from Laguna Phuket, Banyan Tree and Kao Kon La Kao Foundation led by Thai celebrity 'Toon Bodyslam'; and an online auction. A total of US\$53,200 was raised for our Children First Fund, which supports seven orphanages across Phuket.

### 22 Sept



Our Banyan Tree Phuket's valued repeat guests and property owners were treated to high tea and a welcome dinner at Laguna Phuket's flagship Saffron restaurant, while our business partners enjoyed a cocktail competition and a delicious barbeque dinner hosted by our sales team at The Watercourt.

## 23 Sept



After breakfast onboard Laguna Phuket's popular shuttle boats, participants branched off to join a tree-planting session or a Banyan Tree Spa aroma workshop.

In the evening, everyone came together for the 25th Anniversary Gala Dinner, where Banyan Tree's Got Talent! Grand Winner Jesús Manrique, from Banyan Tree Cabo Marques, performed. We ended the night with a joyful chorus of Auld Lang Syne, amazing fireworks and an after-dinner party.



24 Sept



Banyan Tree Group's founders, Mr Ho Kwon Ping and Ms Claire Chiang, penned their wishes for the future on two wooden leaves, which were buried in a time capsule along with signature Banyan Tree items such as oil burners and incense stick holders. It will be unveiled in 25 years' time in 2044!

In the afternoon, associates, alumni and guests enjoyed lunch served by senior management at Banyan Tree Phuket's cafeteria and participated in a beach clean-up activity.



The highlight of the evening was the Associate Recognition Event, where 106 long-serving associates were honoured for their dedicated service. Talented Laguna Phuket associates presented vibrant dance performances, while Mr Jesús Manrique, winner of Banyan Tree's Got Talent! mesmerised all with his amazing vocals.



# 25 Sept



All Banyan Tree management and associates took part in a merit-making ceremony and parade at Banyan Tree Phuket, to usher in good luck for the Group's journey forward.

They also gathered for a group photo to mark our 25th Anniversary.

## Gala Celebrations — Singapore

The festivities continued on 27 September in Singapore, where the Banyan Tree Group is headquartered.



To celebrate the decade in which Banyan Tree was founded, our evening of celebration here had a 'Back to the 90s' theme, complete with a Best Dressed Contest.



We once again took the opportunity to recognise our associates — this time, bouquets were presented to seven dedicated associates based in Singapore who have worked in the Group for 25 years and more (including our founders, Mr Ho Kwon Ping and Ms Claire Chiang).



The night ended on a heartwarming note with the 25th Anniversary cake-cutting, which was accompanied by all associates singing Happy Birthday while each held a small candle to mark the celebration.



# Worldwide Celebrations

To mark the occasion, our hotels and associates world-wide held their own celebrations, from song and dance performances to tree-planting activities.



**Banyan Tree Mayakoba**  
It was a party to remember at Banyan Tree Mayakoba, with associates enjoying great food, music and games.



**Banyan Tree Kuala Lumpur**  
The team here created a five-metre piece of batik in celebration of the Group's 25th Anniversary.



**Banyan Tree Bangkok**  
Celebrations here took the form of song and dance performances by associates and a special candlelight ceremony.



**Angsana Zhuhai Phoenix Bay**  
Associates went on a trip down memory lane as they revisited their childhood experiences, from building sand sculptures, playing water games, to enjoying a bonfire and live performances.



**Banyan Tree Huangshan**  
Banyan Tree Huangshan took their celebration outdoors, with associates enjoying nature's splendour and bonding over a painting activity.



**Banyan Tree Samui**  
Associates here enjoyed a party and tree-planting activity for the benefit of the environment.



# Going Green, Together

*Our sustainability initiatives and impact would not be possible without the enthusiastic support of our guests, associates and the communities we work with.*







Since embarking on the process of turning an abandoned tin mine into the verdant site of today's Laguna Phuket destination integrated resort, we have made environmental sustainability a core value of this company. And it is one that is inextricably linked to our equally strong commitment to help communities flourish. After all, healthy environments nurture vibrant communities, and the reverse is just as true.

To champion responsible tourism, we are always engaging our guests and associates with sustainability activities that also help to nurture a strong connection to local communities. Here are some of the ways we have been continuing this work as we mark our 25th anniversary.

## 25,000 trees

Thanks to our participating resorts worldwide, that's the number of trees we will have planted by the end of 2019 under our Greening Communities initiative.

Since the initiative began in 2007, we will have planted over half a million trees by year-end. This was also our way of raising awareness for World Environment Day 2019's theme of air pollution, which is linked to seven million deaths annually.

## 25 schools

That's the number of schools impacted by the Banyan Tree Global Foundation's commitment of more than US\$100,000, which will go towards improving learning environments and school infrastructure for 4,000 students in 25 schools worldwide.

## 25,000 volunteer hours

Our associates are a big-hearted bunch, and that's the number of hours they spent this year taking part in group-wide sustainability activities, such as community home visits and environmental clean-ups. And we don't just do this for milestone anniversaries — four times a year, each Banyan Tree property organises events to remediate and cleanse its natural surroundings.

## 1 book published

Our Commemorative Sustainability Book is published in December to document our sustainability efforts, milestones, partnerships and innovations over the past 25 years.

## 26% reduction of single-use plastic

That's the result of our pledge on Earth Day 2018 to cut down on single-use plastic across our 47 properties. The reduction amounts to the elimination of 4.2 million single-use plastic items, including straws, bags, bottles and cocktail stirrers in just one year.



## 95% natural and sustainably sourced botanical ingredients

That's the composition of our reformulated Banyan Tree Essentials body and aromatherapy products, thanks to an 18-month research and development process that also enabled us to introduce sustainable packaging for these products. Next up: developing sustainable alternatives for amenities such as cotton buds, combs and toothbrushes.

As Dr Steve Newman, Assistant Vice President and Group Sustainability Director, puts it: "The hospitality and tourism industry as a whole is a major consumer of this planet's resources, often providing one-time use products on mass scales. Looking at the links between human activities, plastic pollution and biodiversity loss with environment degradation, this presents a unique opportunity for our Group to impact and drive change on global plastic consumption amongst our stakeholders, especially the suppliers."

## Energy savings of over 5,000 kWh

To mark Earth Hour 2019, we engaged close to 15,000 people in 43 properties worldwide as we embarked on lights-out activities, leading to energy savings that could power a four-bedroom public housing apartment in Singapore for 13 months.

## And we're far from done!

Says Dr Newman: "Banyan Tree Hotels & Resorts has always believed that sustainability should be at the heart of a responsible business. In celebration of the Group's 25th Anniversary, we invite every guest who stays with us to partake in our group-wide sustainability activities and devote a portion of their time and energy towards protecting the planet. As a pioneer with ongoing stewardship in sustainability, Banyan Tree remains dedicated to preserving natural and cultural heritage as we grow to ensure long-term sustainability."



# Celebration of the Future





# Paradise Beckons

*We have over 50 hotels and resorts in the works. Here's a sneak peek at a few that will soon be welcoming its first guests.*

UNDER THE BANYAN TREE



Dhawa Ho Tram, Vietnam



## Banyan Tree Krabi

**Opening:**  
Q2 2020

**Where:**

Located in southern Thailand's coastal province of Krabi, this low-rise luxury resort will look out to the azure Andaman Sea and dream-like Phang Nga Bay, and reflect the rich cultural heritage of Thailand. Photogenic natural sights nearby include Railay Bay and Maya Bay, made famous in the 2000 movie, *The Beach*, starring Leonardo DiCaprio.

**Space:**

The 54 suites — including one- and two-bedroom options — will include whirlpool tubs and expansive sea-view balconies. The 18 villas will be nestled in lush gardens, and come with separate bedrooms, living areas and alfresco terraces.

**Dine:**

Look out for Saffron, Banyan Tree's signature restaurant, which will specialise in the flavours of Thailand and make use of organic ingredients produced in the resort's very own herb garden.

**Other Amenities:**

Banyan Tree Spa, a Rangers' Club for kids, and a wedding chapel that can host intimate seafront ceremonies.



Banyan Tree Krabi

## Angsana Siem Reap

**Opening:**  
Q3 2020

**Where:**

This resort will be just eight kilometres from the entrance of Angkor Wat, Cambodia's world-renowned landscape of ancient buildings, monuments and artworks that date back to the Khmer empire. It's also a mere three kilometres from the lively streets of Siem Reap, also known as the jewel of Southeast Asia.

**Space:**

With 158 rooms, suites and villas nestled in lush tropical gardens interspersed with reflective ponds and pools, the resort's design will blend classical Khmer style with the contemporary vibrance of present-day Cambodia.

**Dine:**

Kew Restaurant will be an all-day dining destination, while the Pool Garden Lounge is perfect for relaxing in the afternoons. At the end of a long day exploring Angkor's magnificent monuments, guests can kick back at Cloud Nine, a rooftop restaurant and lounge that will serve delectable cuisine from the south of France and creative cocktails.

**Other Amenities:**

Extensive spa facilities, a luxurious ballroom perfect for gala dinners, and flexible function rooms for corporate retreats.

## Angsana Ho Tram and Dhawa Ho Tram

**Opening:**  
Q3 2021

**Where:**

A beach town in Vietnam's Bà Rịa-Vũng Tàu province, about 125 kilometres southeast of Ho Chi Minh City, Ho Tram has a long history as a



Angsana Siem Reap

leisure destination, and has become an up-and-coming resort town. It's close to the Binh Chau Hot Springs, as well as a rainforest designated as a nature reserve.

**Space:**

The family-oriented Angsana Ho Tram will comprise 113 one- to three-bedroom villas, each either facing the sea or with a tropical setting. Each villa will also have a plunge pool and private garden.

Dhawa Ho Tram has 162 rooms and suites, and marks the debut of the Dhawa brand in Vietnam. Catering to design-savvy travellers, its sea-facing rooms and suites will be dubbed Cocoons, with bathrooms equipped with rain showers, LED mood lighting, spa-branded amenities and music speakers. Guests can also mingle in Nest, the communal relaxation space on each floor where the design is inspired by local culture and contemporary design.

**Dine:**

There will be an International Buffet Restaurant, a Beachfront Restaurant serving Mediterranean fare, as well as a Korean Specialty Restaurant featuring authentic Korean cuisine with an emphasis on grilled meat. For sundown drinks, head to the Garden Rooftop Bar overlooking the pool and the sea.

**Other Amenities:**

The Angsana Spa will use a combination of East-meets-West techniques and natural ingredients such as fruits and flowers, all deployed by spa therapists trained in our very own accredited Banyan Tree Spa Academy.

Dhawa Ho Tram will have a rooftop Wedding Pavilion offering panoramic sea views, as well as an outdoor swimming pool with a whirlpool. Children will enjoy the kids' water play area, Rangers' Club activities, an immersive play gym, and a HydroPlayground. Also look out for relaxation pods, a games area and the nifty laundry drop-off.



# Sustaining a Vibrant Brand

*Vice President of Brand HQ  
Ms Ho Ren Yung reflects on  
the nuanced but precise strands of  
Banyan Tree's brand DNA.*





The founding values that Banyan Tree established at its inception 25 years ago still guide its growth today. Perhaps the most well known of these is the idea of sustainability. While largely associated with environmental responsibility today, sustainability as conceived by this hospitality company is actually a broader concept that is based on a holistic understanding of balance, of nature co-existing in harmony with thriving communities.

Simply put, Banyan Tree believes that travel can be transformative — for the environment, and for people. As Ms Ho Ren Yung, Vice President of Brand HQ, puts it, the brand's mission statement is nuanced but precise — creating exceptional experiences for its guests, instilling pride and integrity in its associates, and enhancing both the physical and human environments in which the company's hotels and resorts operate.

In her current role, Ms Ho heads the division that is responsible for enhancing and protecting the value of Banyan Tree Group's brand and ensuring the integrity and sustainability of its brand standards. "Expressing a brand today is multidimensional — there are so many different touch points, both internally and externally. It's no longer something that can just be owned by one department. We have to break down the traditional department silos, and put in the processes that enable us to express our brands consistently to ourselves and our customers. Brands that drive emotional responses will be the ones that last," Ms Ho believes.

Another priority is improving the digital capacities of Banyan Tree brands. "From how guests interact with our website, to their preferences during their stay, there are a million touch points we want to capture and understand better," she says. "We are a brand known for well-being and sustainability. How do we extend that brand presence in our guests' lives beyond their stay at our properties? That's something that is really on my mind."

To expand the company's efforts in sustainability, she continuously champions the idea of mindful consumption. Her previous experience as an entrepreneur informs her work at Banyan Tree. As the Co-Founder of MATTER Prints, a popular social brand under the canopy of Banyan Tree Gallery, she firmly believes that creativity plays a key role in furthering the narrative of sustainability.

For instance, "through the way we blend nature into the design of our properties, we have been able to provide guests with a connection to that broader ecosystem that we are a part of," says Ms Ho. That's just one way the group consistently enables travellers across the globe to bond with themselves, their loved ones, and to something larger than themselves, either in quiet spaces, or through experiences.

Developing the communities that surround Banyan Tree properties is also an important part of the brand's DNA. "Besides environmental impact, considering how a community transforms also influences the way we design, build and hire," says Ms Ho.

Last, and certainly not least, she is also a champion for the idea of empowering people to create their own definitions of success and value systems. The management spends a lot of time and resources on the development of the company's associates. "We believe exceptional customer experiences start with our associates, so we are spending a lot of time building that strong foundation of service culture and leadership from within."

Looking forward, Banyan Tree Group will continue to provide travellers with a sense of luxury that is defined not just by grand villas, but also by the endless opportunities for exploration beyond the hotel, both in nature and in the communities that make each destination truly special.



Ms Ho Ren Yung heads the Brand HQ division, responsible for enhancing and protecting the value of Banyan Tree Group's brand

*"Expressing a brand today is multidimensional — there are so many different touch points, both internally and externally. It's no longer something that can just be owned by one department. We have to break down the traditional department silos, and put in the processes that enable us to express our brands consistently to ourselves and our customers."*



# Global Ambitions

*President and Group Managing Director  
of Banyan Tree Holdings Limited  
Mr Eddy See sets out the goalposts  
for our next lap.*







*“My vision for the future is to grow Banyan Tree’s brands globally, and ensure that every guest who passes through our properties has experiences that they will treasure forever. I hope that Banyan Tree Group will be top of mind, be it for leisure or business. We will continue to innovate, and grow together as a family, staying true to our strong values that come from the heart.”*

As we mark Banyan Tree Group’s 25th anniversary, we are not just celebrating our history, but also looking forward to the next phase of growth. For starters, Banyan Tree 2.0, as President and Group Managing Director Mr Eddy See puts it, will be bigger. Over 50 new properties are currently in the pipeline, and they will join the current stable of 47 Banyan Tree hotels and resorts over the next three to five years.

These will include new brands that are currently being developed by our Group, for growing segments such as millennial travellers. Some of them will be located in parts of the world where Banyan Tree is only starting to make our presence felt. The goal, says Mr See, is to connect with more guests from diverse backgrounds. “As we continue to grow, we want to be top of mind for our guests worldwide, so we need to be close to them. Therefore, we are doing a lot more business development in certain parts of the world, and have reorganised our geographical clusters of properties,” he notes.

Historically focused on properties in Thailand, the Maldives and China, the Group will now be expanding our footprint in the rest of Asia, as well as Europe, the Americas and Africa. “As we go on, new clusters may emerge,” he says. “The American market is a huge one, and it currently makes up only a small part of our total guest mix. We need to do more in that part of the world.”

To appeal to guests from all races and cultures, Banyan Tree needs to be diverse as well, Mr See believes. “We need to ensure our people come from different backgrounds, and provide them with exceptional human development and capacity-building tools. That, to me, is our biggest challenge going forward.” To that end, programmes will soon be rolled out to identify and develop high-potential associates.

By clearly communicating the Group’s goals and strategies for the future to every associate, he also hopes that each and every one will feel a sense

of ownership about their own part in this future. That sense of cohesion will be crucial if Banyan Tree is to stay true to our roots as we grow.

“Brand value is everything to us. We must protect our brand integrity and ensure there is minimal brand dilution as we continue to grow,” Mr See asserts. That’s the mission of the Group’s new Brand HQ division, which is charged with maintaining the standards and gauging the relevance of our offerings as we establish ourselves as a multi-brand company.

The Group’s new partnerships with global hotel group AccorHotels and Chinese real estate developer Vanke will also be instrumental to its vision for the future. Besides boosting the speed and breadth of business development and hotel management deals, these partners will also offer Banyan Tree a bigger customer base through their sales and marketing platforms and reservation systems. “For AccorHotels, we are part of their loyalty programme Le Club, giving us a new guest mix that we would otherwise not be able to reach,” Mr See points out.

He first joined Banyan Tree in 2004, as the Chief Financial Officer, and views his current leadership role as one that should provide inspiration and guidance. “My finance background makes me more analytical, but in my current role, connecting with our associates, guests and partners is very important,” he says. “My vision for the future is to grow Banyan Tree’s brands globally, and ensure that every guest who passes through our properties has experiences that they will treasure forever. I hope that Banyan Tree Group will be top of mind, be it for leisure or business. We will continue to innovate, and grow together as a family, staying true to our strong values that come from the heart.”



# Directory

## BANYAN TREE

### Africa

**Banyan Tree Seychelles**  
P.O. Box 2086, Anse Aux Pins  
Mahe Island  
Republic of Seychelles  
Tel: +248 438 3500  
Fax: +248 438 3600

**Banyan Tree Tamouda Bay**  
Route Nationale 13,  
POB 526  
93100 Fnicleq, Morocco  
Tel: +00 212 539 669 999  
Fax: +00 212 539 669 985

### Americas

**Banyan Tree Cabo Marqués**  
Blvd. Cabo Marqués, Lote 1  
Col. Punta Diamante  
Acapulco, Guerrero 39907  
Mexico  
Tel: +52 744 434 0100  
Fax: +52 744 434 0101

**Banyan Tree Mayakoba**  
Carretera Federal Chetumal-  
Puerto Juárez Km. 298  
Playa Del Carmen  
Quintana Roo 77710  
Mexico  
US: +1 855 421 1507  
MX: + 01 800 953 0565  
Fax: +52 984 877 3689

### Asia Pacific

**Banyan Tree Anji**  
Baimu Nong, Baishui Village,  
Tianhuangping Town,  
Anji County, Huzhou City,  
Zhejiang Province, 313311  
People's Republic of China  
Tel: +86 572 589 1818  
Fax: +86 572 589 1819

**Banyan Tree Bangkok**  
21/100 South Sathon Road  
Sathon Bangkok 10120  
Thailand  
Tel: +66 2 679 1200  
Fax: +66 2 679 1199

**Banyan Tree Bintan**  
Jalan Teluk Berembang  
Laguna Bintan Resort  
Lagoi 29155 Bintan Resorts  
Indonesia  
Tel: +62 770 693 100  
Fax: +62 770 693 200

**Banyan Tree Chongqing Beibei**  
101 Hot Spring Road  
Chengjiang, Beibei District  
Chongqing 400700  
People's Republic of China  
Tel: +86 23 6030 8888  
Fax: +86 23 6030 9999

**Banyan Tree Club & Spa Seoul**  
60, Jang Chungdan-Ro  
Jung-Gu Seoul 100-857  
Korea  
Tel: +82 2 2250 8000  
Fax: +82 2 2250 8009

**Banyan Tree Hangzhou**  
2 Westbrook Resort  
Zijingang Road Hangzhou  
Zhejiang Province 310030  
People's Republic of China  
Tel: +86 571 8586 0000  
Fax: +86 571 8586 2222

**Banyan Tree Huangshan**  
No.1 Banyan Tree Road,  
Hongcun, Yi County,  
Huangshan, Anhui 245531  
People's Republic of China  
Tel: +86 559 226 5000  
Fax: +86 559 226 5999

**Banyan Tree Jiuzhaigou**  
No.1 Baohai Road, Baohua  
Town, Jiuzhaigou County,  
Aba, Sichuan 623400  
People's Republic of China  
Tel: +86 837 889 8888  
Fax: +86 837 777 6577

**Banyan Tree Kuala Lumpur**  
2 Conlay Road, 50450 Kuala  
Lumpur, Malaysia  
Tel: +603 2113 1888  
Fax: +603 2113 1999

**Banyan Tree Lăng Cô, Central Vietnam**  
Cu Du Village,  
Loc Vinh Commune,  
Phu Loc District  
Thua Thien Hue Province  
Vietnam  
Tel: +84 234 3695 888  
Fax: +84 234 3695 999

**Banyan Tree Lijiang**  
Yuerong Road, Shuhe  
Gucheng District Lijiang  
Yunnan Province 674100  
People's Republic of China  
Tel: +86 888 533 1111  
Fax: +86 888 533 2222

**Banyan Tree Macau**  
Galaxy Macau™  
Avenida Marginal Flor de  
Lotus Cotai, Macau  
China  
Tel: +853 8883 6888  
Fax: +853 8883 6108

**Banyan Tree Phuket**  
33, 33/27 Moo 4  
Srisoonthorn Road  
Cherngtalay, Amphur Talang  
Phuket 83110  
Thailand  
Tel: +66 76 372 400  
Fax: +66 76 324 375

**Banyan Tree Spa Sanctuary**  
33, 33/27 Moo 4  
Srisoonthorn Road  
Cherngtalay, Amphur Talang  
Phuket 83110  
Thailand  
Tel: +66 76 372 400  
Fax: +66 76 324 375

**DoublePool Villas by Banyan Tree**  
33, 33/27 Moo 4  
Srisoonthorn Road  
Cherngtalay, Amphur Talang  
Phuket 83110  
Thailand  
Tel: +66 76 372 400  
Fax: +66 76 324 375

**Banyan Tree Ringha**  
Hong Po Village  
Jian Tang Town  
Shangrila County  
Diqing, Tibetan  
Autonomous Prefecture,  
Yunnan Province 674400  
People's Republic of China  
Tel: +86 887 828 8822  
Fax: +86 887 828 8911

**Banyan Tree Samui**  
99/9 Moo 4, Maret,  
Koh Samui, Surat Thani  
84310  
Thailand  
Tel: +66 77 915 333  
Fax: +66 77 915 388

**Banyan Tree Sanya**  
Luhuituo Bay,  
No. 6 Luling Road, Sanya  
Hainan 572000  
People's Republic of China  
Tel: +86 898 8860 9988  
Fax: +86 898 8860 1188

**Banyan Tree Shanghai On The Bund**  
19 Gong Ping Road  
Hong Kou District,  
Shanghai 200082  
People's Republic of China  
Tel: +86 21 2509 1188  
Fax: +86 21 5521 7737

**Banyan Tree Tengchong**  
Mayugu International Hot  
Springs Resort  
Beihai Town,  
Tengchong County  
Yunnan Province, 679100  
People's Republic of China  
Tel: +86 875 899 9888  
Fax: +86 875 899 8999

**Banyan Tree Tianjin Riverside**  
34 Haihe East Road,  
Hebei District  
Tianjin 300010  
People's Republic of China  
Tel: +86 22 5861 9999  
Fax: +86 22 5861 9998

**Banyan Tree Ungasan, Bali**  
Jl. Melasti, Banjar Kelod  
Ungasan, Bali 80364  
Indonesia  
Tel: +62 361 300 7000  
Fax: +62 361 300 7777

**Banyan Tree Yangshuo**  
8 Yang Jia Cun, Fu Li Town,  
Guang Xi 541905,  
People's Republic of China  
Tel: +86 773 322 8888  
Fax: +86 773 322 8999

### South Asia

**Banyan Tree Vabbinfaru**  
Vabbinfaru Island  
North Malé Atoll  
Republic of Maldives  
Tel: +960 664 3147  
Fax: +960 664 3843

## ANGSANA

### Africa

**Angsana Balaclava Mauritius**  
Turtle Bay  
Balaclava  
Republic of Mauritius  
Tel: +230 204 1888  
Fax: +230 204 1862

**Angsana Riads Collection Morocco**  
Riad Dar Zaouia  
N1 Riad Zitoun Jdid Derb  
NaKouss Derb Zaouia  
40000 Marrakech  
Morocco  
Tel: +212 524 388 905/6  
Fax: +212 524 386 611

**Angsana Riads Dar Zaouia**  
N.1 Riad Zitoun Jdid-Medina  
Derb NaKouss Derb Zaouia  
40000 Marrakech  
Morocco

**Angsana Riads Bab Firdaus**  
N.57-58 Rue de la Bahia  
Riad Zitoun Jdid, Medina  
40000 Marrakech  
Morocco



**Angsana Riads Blanc**

N.25 Derb Si Said  
Riad Zitoun Jdid, Medina  
40000 Marrakech  
Morocco

**Angsana Riads Lydines**

N.45 Derb Abda, Kasbah  
40000 Marrakech  
Morocco

**Angsana Riads Si Said**

N.1-2-4 Derb Abbes El Fassi  
Riad Zitoun Jdid, Medina  
40000 Marrakech  
Morocco

**Angsana Riads Tiwaline**

N.10 Derb El Arsa  
Riad Zitoun Jdid, Medina  
40000 Marrakech  
Morocco

**Asia Pacific****Angsana Bintan**

Jalan Teluk Berembang  
Laguna Bintan  
Lagoi 29155  
Bintan Resorts  
Indonesia  
Tel: +62 770 693 111  
Fax: +62 770 693 222

**Angsana Hangzhou**

8 Westbrook Resort  
Zijingang Road  
Hangzhou  
Zhejiang Province 310030  
People's Republic of China  
Tel: +86 571 8500 2000  
Fax: +86 571 8500 2111

**Angsana Laguna Phuket**

10 Moo 4 Srisoonthorn Road  
Cherngtalay, Amphur Talang  
Phuket 83110  
Thailand  
Tel: +66 76 358 500  
Fax: +66 76 324 108

**Angsana Villas Resort Phuket**

142/3 Moo.6, Cherngtaly,  
Thalang, Phuket 83110,  
Thailand  
Tel: +66 76 336 900  
Fax: +66 76 336 970

**Angsana Lăng Cô,  
Central Vietnam**

Cu Du Village,  
Loc Vinh Commune,  
Phu Loc District  
Thua Thien Hue Province  
Vietnam  
Tel: +84 234 3695 800  
Fax: +84 234 3695 900

**Angsana Xi'an Lintong**

No.8 East Yue Chun Road,  
Lintong District, Xi'an,  
Shaanxi 710600  
People's Republic of China  
Tel: +86 29 8387 8888  
Fax: +86 29 8387 6666

**Angsana Zhuhai Phoenix Bay**

No. 9 Quanxing East Road,  
Hi-Tech Zone, Zhuhai,  
Guangdong Province, 519000  
People's Republic of China  
Tel: +86 (0)756 6331 999  
Fax: +86 (0)756 6331 000

**South Asia****Angsana Bangalore**

Northwest Country  
Main Doddaballapur Road  
Rajankunte Bangalore 560064  
India  
Tel: +91 80 2846 8892  
Fax: +91 80 2846 8897

**Angsana Ihuru**

North Malé Atoll  
Republic of Maldives  
Tel: +960 664 3502  
Fax: +960 664 5933

**Angsana Velavaru**

South Nilandhe Atoll  
(Dhaalu Atoll)  
Republic of Maldives  
Tel: +960 676 0028  
Fax: +960 676 0029

**Angsana  
Affiliated Hotels****Maison****Souvannaphoum Hotel**

Rue Chao Fa Ngum  
Ban Thatluang, P.O. Box 741  
Luang Prabang, Laos  
Tel: +856 71 254 609  
Fax: +856 71 212 577

**CASSIA****Cassia Phuket**

64 Moo 4 Srisoonthorn Road,  
Tambon, Cherngtalay, Amphur,  
Talang Phuket 83110,  
Thailand  
Tel: +65 6849 5888  
Fax: +66 76 356 999

**Cassia Bintan**

Jalan Teluk Berembang,  
Laguna Bintan Resort, Lagoi  
Bintan Resorts, Indonesia  
29155  
Tel: +62 770 692 959  
Fax: +62 770 692 958

**DHAWA****Dhawa Cayo Santa Maria,  
Cuba**

Cayo Las Brujas, Caibarien,  
Villa Clara, Cuba

**Dhawa Jinshanling, China**

Jinshanling Great Wall Scenic  
Hub, Chengde City, Hebei,  
People's Republic of China





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