

# BANYAN TREE GROUP

PRESS RELEASE

## Banyan Tree Group Introduces 5 Brands to Multi-Brand Ecosystem Grounded in Purposeful Travel

*New brands unified by “Stay for Good” programme will propel  
the Group to double global footprint by 2025*



Captions (L-R): Buahian, a Banyan Tree Escape in Bali, Indonesia; Homm Bliss Southbeach Patong in Phuket, Thailand; and Garrya Huzhou Lucun in Huzhou, China.

**Singapore, 2 December 2021** – Banyan Tree Group, one of the world’s leading independent hospitality groups, will strive to double its footprint of 54 properties across 23 countries by 2025 with the introduction of **5 new brands launching in the next 18 months**. As a pioneer of purposeful stewardship and responsible tourism, this expanded global portfolio of 10 unique brands will allow the Group to increase its impact in the countries where it operates whilst taking advantage of post-Covid growth opportunities in purposeful travel.

Through the Banyan Tree Global Foundation, all brands will abide by the proprietary “Stay for Good” programme\*, a structured framework that aligns with the United Nations Sustainable Development Goals. Stay for Good embeds core stewardship values in operations and guest experience, promoting community engagement and partnership to drive long-term impact in three core pillars:

- **Environment (Our Environment):** Conserving ecosystems and promoting biodiversity through research and restoration, based on science-based approaches spearheaded by trained biologists via Banyan Tree’s labs. Guests can also participate in on-site sustainability and educational citizen science programmes such as coral or tree planting, with over half a million trees planted since 2007. Additionally, the Group’s commitment to annual reductions in energy emissions, water use and waste production is closely monitored by EarthCheck, the travel industry’s leading benchmark certification and environment management programme.
- **Society (Our Communities):** Providing sustainable workplaces for employees by ensuring diversity, satisfaction, health, safety and welfare, as well as investing in self-paced education programmes to support long-term wellbeing. One mainstay is the Group’s Seedlings programme, which has nurtured over 100 youths through vocational life skills coaching, education, mentorship and scholarship programmes. To date, Banyan Tree Group employs over 8,000 employees worldwide who, along with their families, benefit from these programmes.
- **Governance (Our Responsibility):** A multi-stakeholder engagement approach that ensures accountability, a sustainable supply chain, responsible tourism and corporate governance. For example, Banyan Tree Group mandates a Supplier Code of Conduct requiring a commitment to maximum transparency in operations, with food as a primary focus moving forward and a goal of 100% completion by 2025.

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**Banyan Tree Holdings Limited**

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Deepening this mission amidst expansion, Banyan Tree Group's operation of Stay for Good across its multi-brand ecosystem ensures that each location, no matter how far apart, is unified in its commitment to regenerative and wellbeing practices.

"We have always believed that tourism can be a powerful force for driving positive change. Covid-19 gave us the impetus, pause and opportunity to reinforce our ethos of "Embracing the Environment, Empowering People" in the context of today's needs. It is our generation's mission to build forward better together with our partners and guests, and redefine what essential, purposeful and responsible travel looks like in this next era," said Ms Ho Ren Yung, Senior Vice President of Brand HQ.

Throughout 2022, the Group will introduce new brands Garrya, Homm and Folio, as well as 2 new brand extensions of Banyan Tree named Veya, and Escape. Each of the 5 new brands to be released are responses to macro and regional trends in travel accelerated by Covid's impact such as conversion opportunities in resort destinations, emerging second-tier tourism destinations, as well as a greater desire for wellbeing and sustainability-minded travel offerings.

"This expanded multi-brand ecosystem fortifies our stronghold in the lifestyle spectrum in Asia, while diversifying our offerings to meet the evolving needs of diverse, affluent travellers around the world," said Mr Eddy See, President of Banyan Tree Group. "As an independent, mission-driven company with our core DNA in wellbeing and sustainability, we define what 'good growth' looks like. We are committed to being an exemplar and leader in our field, inspiring better living for our guests and associates in all the communities where we operate."

This year to-date, Banyan Tree Group has signed 20 hotel management agreements worldwide including Benin, Mexico, Greece, Saudi Arabia, Korea, Thailand, China and Vietnam. Four Garrya and two Homm have been signed in Asia with more in the pipeline. These portfolio additions support new milestones in groupwide hotel RevPAR, which improved 18% in the first nine months versus the same period in 2020, and a total of 7 openings in 2021 with the November opening of the first Garrya Huzhou Lucun in China, followed by the debut of Homm Bliss Southbeach Patong and soft-opening of Banyan Tree Veya Phuket in December 2021.

Looking ahead, the Group will see a total of 19 openings throughout the next 18 months – comprising 3 Banyan Tree, 1 Banyan Tree Escape, 3 Banyan Tree Veya, 6 Angsana, 3 Dhawa, 2 Garrya and 1 Homm – across 7 countries of the Maldives, Thailand, China, Indonesia, Cambodia, Mozambique and Saudi Arabia – where new flags will be planted in the latter three countries.

For more information on current and upcoming properties, visit <https://www.banyantree.com/en/>.

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

## ABOUT BANYAN TREE GROUP

Banyan Tree Group ("Banyan Tree Holdings Limited" or the "Group") is one of the world's leading independent, multi-brand hospitality groups centred on stewardship and wellbeing while offering exceptional, design-led experiences for the global travellers of today and tomorrow. The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centred around an ecosystem of 10 global brands, including the award-winning Banyan Tree, Angsana, Cassia, Dhawa and Laguna, as well as the highly anticipated new brands of Homm, Garrya, Folio and two new Banyan Tree brand extensions, Banyan Tree Escape and Banyan Tree Veya.

Founded in 1994 on the core concept of sustainability, Banyan Tree Group 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 8,000 associates across 23 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 Group has received 2,850 industry awards and accolades since inception over 25 years ago, most recently being named among the Top 25 Hotel Brands in the World by Travel + Leisure. 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 United Nations Sustainable

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Development Goals. Executing on its regionalised growth strategy, the Group's global footprint continues to grow with 45 new hotels and resorts under design and construction in the pipeline, in addition to 54 operating hotels in 15 countries as of December 2021. As a global industry hospitality leader, Banyan Tree Group firmly embeds its mission to be a business that benefits all stakeholders, for the greater good.

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

[www.banyantree.com](http://www.banyantree.com) [www.angsana.com](http://www.angsana.com) [www.cassia.com](http://www.cassia.com) [www.dhawa.com](http://www.dhawa.com) [www.lagunaphuket.com](http://www.lagunaphuket.com)

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## ANNEX

**\*STAY FOR GOOD PROGRAMME:** Currently implemented at existing properties, the Stay for Good programme is aligned with the United Nations Sustainable Development Goals to engage guests, associates and communities in support of people, planet, peace, prosperity and partnership. The programme has seen Banyan Tree Group raise more than US\$7 million for the Green Imperative Fund – which crowd sources micro-contributions from guests with every dollar matched by Banyan Tree Group and invested in community and/or environmental developmental programmes. Properties conduct on average of over 40 initiatives depending on their stakeholder community needs, on focused areas such as climate action, waste and water use, biodiversity, cultural heritage, diversity and inclusion, and health and wellbeing. Maintaining this mission amidst expansion, Banyan Tree Group's operation of Stay for Good across its multi-brand ecosystem ensures that each location, no matter how far apart, is unified in the commitment to purposeful stewardship.

For more information on the Stay for Good programme, please visit [www.banyantreeglobalfoundation.com](http://www.banyantreeglobalfoundation.com).

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