



BANYAN TREE

PRESS RELEASE

Banyan Tree Wellbeing Sanctuary Adds Bintan Island in Indonesia as its Sixth Destination

Banyan Tree's Wellbeing Sanctuary in Bintan will include a digital mental support programme that extends after guests depart from the resort



Bintan, 18 July 2022 – [Banyan Tree Bintan](#) will launch its Wellbeing Sanctuary next month — a distinctive stay experience that combines ocean view villa accommodation, conscious dining options, plus spa and nature-based activities into one exclusive journey dedicated to wellbeing.

Catered for the wellbeing-curious, the Wellbeing Sanctuary concept enables travellers to *begin anywhere* – designing and combining a leisure vacation with wellbeing elements in a flexible and open way. Guided by the brand's proprietary eight pillars of wellbeing, Banyan Tree Bintan's Wellbeing Sanctuary includes the following benefits:

- Accommodation for two at the Wellbeing Ocean Villa on the Rock
- 24-hour check-in and check-out
- In-villa wellbeing amenities such as yoga mats, stretch bands and singing bowls for private practice
- Nightly rest rituals
- Daily balanced breakfast
- Daily afternoon nutrition platter
- 30% savings on a la carte Spa treatments
- 30% savings on wellbeing cuisine
- Daily access to learning workshops and wellbeing activities
- Premium access to the Intellect app: a personalised approach to mental wellbeing, throughout and after stay

Harnessing Technology for Mental Wellbeing

Banyan Tree Bintan's Wellbeing Sanctuary takes a proactive approach to mental wellbeing with its partnership with Intellect, Asia's largest and fastest-growing mental health company. The first of its kind, this collaboration reinforces Banyan Tree's mission of helping others to live well and be well by harnessing technology to offer an end-to-end mental wellbeing solution in a single app.



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Upon arrival, guests will be offered a personal wellbeing assessment and be oriented on their wellbeing journey. They may then personalise their experience from a recommended 2-day journey consisting of nature-based wellbeing activities, interactive learning workshops, online learning paths and reflection journals. By the end of their stay, they can expect to have discovered new tools and knowledge to build mental resilience, and improve their overall wellbeing. Online learning and practices will be made available to guests even after check-out, so they may continue their personal practice after returning home.

“Since the launch of Wellbeing Sanctuary last year, we’ve been encouraged by the positive response from our customers. In fact, we have been seeing more people embark on a personal journey towards better wellbeing, and actively seeking tools and experiences to support that. Our overall strategic effort has always been to design experiences and tools for people to live well, by creating touchpoints across the built environment to our guests’ personal digital spaces. This exciting partnership with Intellect enables us to take it one step further, to empower guests on their wellbeing journey that goes beyond their stay in our resort, and make the practice an integral part of their daily lives,” says Michelle Ng, Head of Customer Insights at Banyan Tree Group.

With over three million users, Intellect focuses on mental health in relation to the cultural nuances of Asia. It hosts a library of evidence-based content, self-guided tools and trackers, along with a personalised mental health coaching feature, available in 14 languages with an extensive network in 20 countries.

“We’re honoured to continue expanding our presence into the hospitality industry with the support of Banyan Tree, and to extend our offerings across Asia and beyond,” states Theodoric Chew, co-founder & CEO of Intellect.

Aligned with the Group’s ethos of “Embracing the Environment, Empowering People”, Banyan Tree Bintan offers a stunning natural sojourn, where lush rainforests meet secluded sandy beaches. Villas are designed in the traditional style, raised with stilts and set on the hillside. The resort’s Wellbeing Sanctuary offers flexible stays for guests who are looking for meaningful self-care, and access to spa and wellbeing activities.

Starting 1st August 2022, guests may book the Wellbeing Sanctuary experience at Banyan Tree Bintan. For reservations, please visit www.banyantree.com/indonesia/bintan.

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

ABOUT BANYAN TREE

Banyan Tree offers a Sanctuary to rejuvenate the mind, body and soul in awe-inspiring locations around the globe. Rediscover the romance of travel as you journey to iconic destinations where authentic, memorable experiences await. An all-villa concept often with private pools, Banyan Tree provides genuine, authentic service and a distinctive, premium retreat experience.

ABOUT BANYAN TREE GROUP

Banyan Tree Group (“Banyan Tree Holdings Limited” or the “Group”) is one of the world’s leading independent, multi-branded hospitality groups centred on the purpose-driven mission of stewardship and wellbeing while offering exceptional, design-led experiences.



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The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences features an ecosystem of 10 global brands, including the award-winning [Banyan Tree](#), [Angsana](#), [Cassia](#), [Dhawa](#) and [Laguna](#), and the highly anticipated new brands of [Homm](#), [Garrya](#), Folio, and two new Banyan Tree brand extensions - [Escape](#) and [Veya](#).

Established in 2008, with the goal of advancing people development and management excellence, Banyan Tree Management Academy has nurtured over 8,000 associates across 23 countries. The Group is recognised for its commitment to environmental protection and community development through its Banyan Tree Global Foundation. Operating 58 hotels in 17 countries, it has 47 new properties in the pipeline.

Media Relations (International)

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