

BANYAN TREE GROUP

PRESS RELEASE

Banyan Tree Advocates Culture of Wellbeing Inside Out

*Through the launch of its Wellbeing Sanctuaries groupwide,
and fostering an internal company culture of wellbeing*



Singapore, 17 June 2021 – The pandemic’s widespread impact has underscored the importance of leading healthier lifestyles for our physical and mental wellbeing. For Banyan Tree Group, recentering on its core values of wellbeing and sustainability in its internal culture is key to recovery in preparing for guests’ return during and beyond the pandemic.

“As travellers increasingly seek out purposeful experiences that connect them to nature and the environment, the Group is well-positioned to create long-term value for consumers and its associates through its brand ethos of *Embracing the Environment, Empowering People*,” says Ms Ho Ren Yung, Senior Vice President, Brand HQ of Banyan Tree Group. “This drives Banyan Tree’s philosophy of wellbeing – the belief that being well is an inside-out journey connecting self, others and nature.”

Groupwide initiatives available internally and externally are based on a clarified approach of simplifying evidence and feedback, and then structuring these into eight pillars that guide all of the brand’s wellbeing programmes. Incorporating practices of the mind, body, soul and relationship with others and nature, the eight pillars of wellbeing include *Sleep & Rest, Dietary Awareness; Bonding & Connection; Physical Vitality, Cultivate The Mind; Learning & Development, Harmony with Nature* and *Sustained Practices*.

Beginning with its associates, who are the heart and soul of the brand experience, the connection of self, others and nature is core through the brand’s service culture of *“I Am With You”*. Through the training modules leaning on empathy, positive psychology and mindfulness-based stress reduction (MBSR), associates learn about stress management techniques, resilience, and self-care. Furthermore, Banyan Tree Group has pivoted to a wellbeing-focused organisational index whereby associates answer a set of 64 questions on lifestyle practices based on the eight wellbeing pillars. Built on the core passion for people, its leadership team believes that “we can only look after our guests when we look after our associates”,

Banyan Tree Holdings Limited

211 Upper Bukit Timah Road, Singapore 588182 | Tel: +65 68495888 | Email: corporate@banyantree.com | Website: banyantree.com

and thus extended this survey to associates this year who provide the services to support guests at the wellbeing sanctuaries. The same set of 64 questions is also used as an assessment for guests when they book at a wellbeing sanctuary. These initiatives are in line with the belief that happy and healthy associates result in satisfied guests.

Outwardly, with the launch of Wellbeing Sanctuaries in properties worldwide this year, Banyan Tree seeks to continue its mission to help others live well. Wellbeing Sanctuaries combine club floors or resort wings with dining, Spa and multifunctional practice spaces into a single signature experience. With the support of wellbeing hosts on property who themselves practise the service culture of “*I Am With You*”, guests staying at a Wellbeing Sanctuary embark on a personal journey to find balance, build resilience and gain deeper self-knowledge through connecting with oneself, and with others and nature.

A stay at a Banyan Tree’s Wellbeing Sanctuary includes accommodation with sleep enhancement, 24-hour check-in and check-out, in-room wellbeing amenities, nightly rest rituals, daily balanced breakfast, afternoon nutrition platter, daily access to complimentary wellbeing activities, savings in a la carte Spa treatments and wellbeing cuisine. Guests can also take home a wellbeing guide after their stay, including tips on sleeping better, healthy living, home exercises and other recommendations that they can practise in their daily lives.

Starting with China, Banyan Tree Wellbeing Sanctuaries in Indonesia, Malaysia, Mexico, Morocco, Thailand and Vietnam will progressively open throughout this year.

Find your wellbeing sanctuary at: <https://wellbeing.banyantree.com>

– END –

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-branded hospitality groups. The Group’s diversified portfolio of hotels, resorts, spas, galleries, golf, and residences is centered on five award-winning brands (Banyan Tree, Angsana, Cassia, Dhawa and Laguna) that offer exceptional designed experiences for global travellers of today and tomorrow.

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 7,800 associates across 22 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 2,759 industry awards and accolades since inception. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group’s efforts to the UN Sustainable Development Goals. Executing on its regionalised growth strategy, the Group’s global footprint continues to grow with 35 new hotels and resorts under design and construction in the pipeline, in addition to 48 operating hotels in 13 countries as of 31 December 2020.

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 www.angsana.com www.cassia.com www.dhawa.com www.lagunaphuket.com

Media Relations (International)

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

Banyan Tree Holdings Limited

211 Upper Bukit Timah Road, Singapore 588182 | Tel: +65 68495888 | Email: corporate@banyantree.com | Website: banyantree.com