

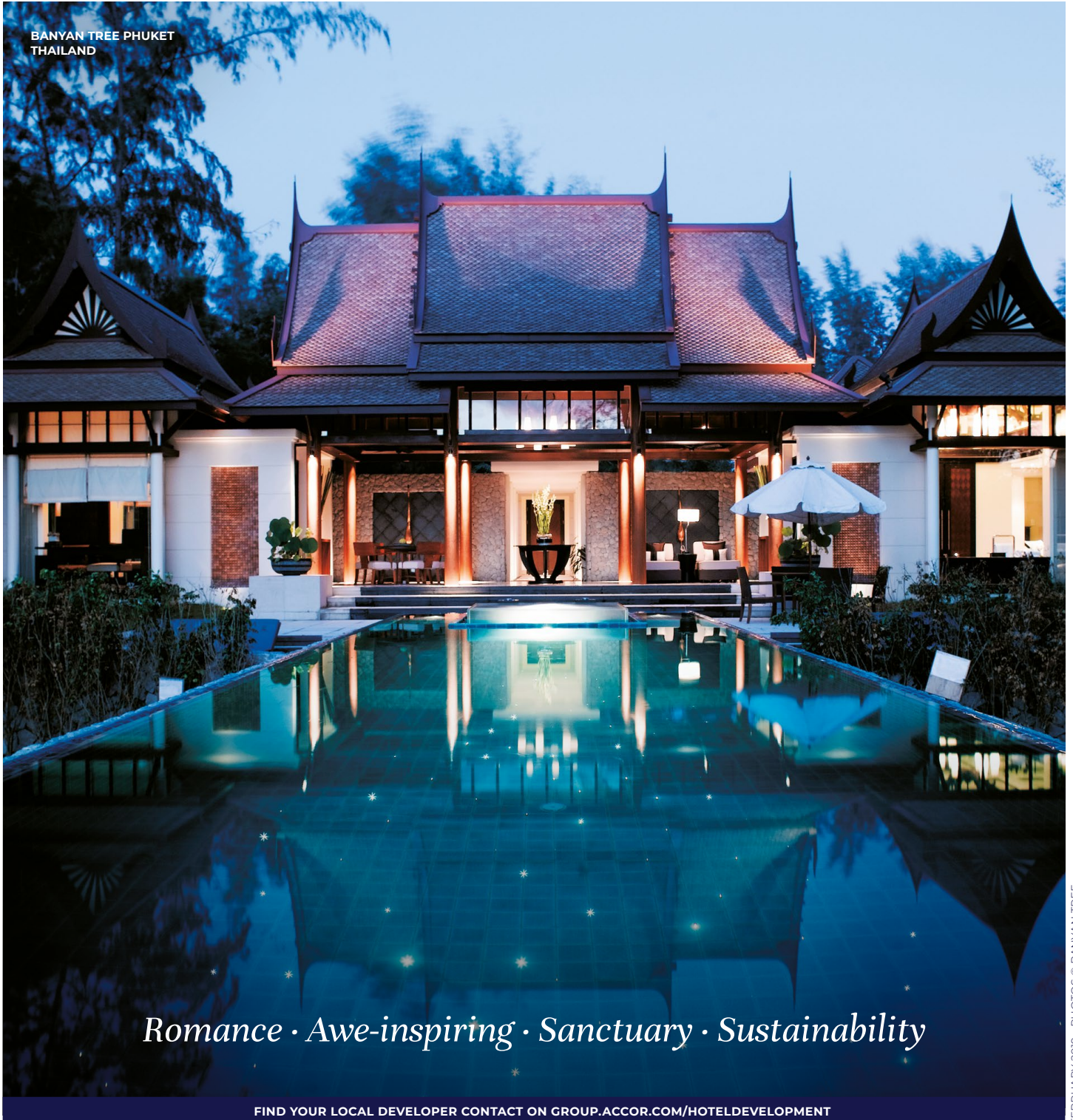


BANYAN TREE

A sanctuary for the senses

Banyan Tree offers peaceful havens to rejuvenate the mind, body and soul in awe-inspiring locations around the globe. Each hotel, whether in iconic cities or stunning natural locations, allows guests to rediscover the romance of travel, while enjoying authentic and memorable experiences.

banyantree.com



BANYAN TREE PHUKET
THAILAND

Romance · Awe-inspiring · Sanctuary · Sustainability

FIND YOUR LOCAL DEVELOPER CONTACT ON GROUP.ACCOR.COM/HOTELDEVELOPMENT

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ DELANO \ SOFITEL LEGEND \ FAIRMONT \ SLS \ SO \ SOFITEL \ THE HOUSE OF ORIGINALS
RIXOS \ ONEFINESTAY \ MANTIS \ MGALLERY \ 21C \ ART SERIES \ MONDRIAN \ PULLMAN \ SWISSÔTEL \ ANGSANA
25HOURS \ HYDE \ MÖVENPICK \ GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO
MAMA SHELTER \ TRIBE \ BREAKFREE \ IBIS \ IBIS STYLES \ IBIS BUDGET \ JO&JOE \ HOTELF1

BANYAN TREE

RESORT - LUXURY
INTERNATIONAL 5 STARS

PIONEER

OF THE
POOL VILLA
CONCEPT

PIONEER

OF THE
TROPICAL
GARDEN SPA

INNOVATIVE

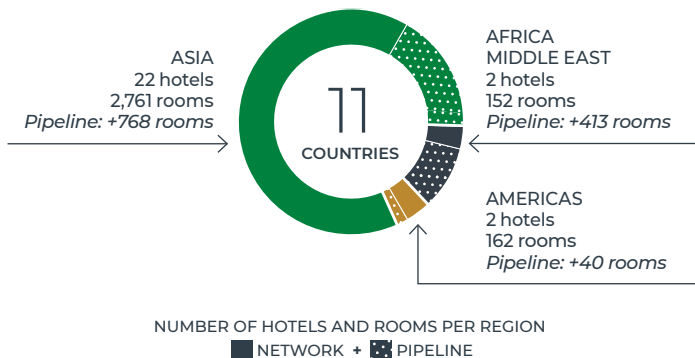
DESTINATION
DINING
CONCEPT

Network

26 HOTELS & 3,090 ROOMS

Pipeline

14 HOTELS & 1,221 ROOMS



Development

New Built & Conversion

	PRIME LOCATIONS	SECONDARY LOCATIONS	AIRPORTS SUBURBS
CAPITALS, KEY CITIES & RESORT DESTINATIONS	●		
MAJOR DOMESTIC DESTINATIONS			
OTHER CITIES & ATTRACTIVE TOURISTIC DESTINATIONS	●		

Upcoming openings

- Banyan Tree Tayrona, Colombia, 40 rooms (2020)
- Banyan Tree Wuyishan, China, 60 rooms (2020)
- Banyan Tree Krabi, Thailand, 72 rooms (2020)
- Banyan Tree Dali, China, 180 rooms (2019)
- Banyan Tree Bodrum, Turkey, 68 rooms (2019)

Top 3 unique selling propositions

SENSE OF PLACE

Immersion and discovery of the very essence of the destination via:

- strong emphasis on local interior & architectural design and use of sustainable local materials
- careful positioning of public areas and suite/villas for impactful views throughout guest stay
- local associates for authentic, warm & genuine service
- Banyan Tree Gallery retails local products and handicraft

X SANCTUARY FOR THE SENSES

Privacy: pioneer of villa with private pool concept

Romance & intimacy: private destination dining

Banyan Tree Spa: pioneer of the garden spa concept

Banyan Tree Bath & Spa amenities available in the rooms and for retail

= RESORT & SPA EXPERT

Leading luxury brand within the resort segment

Urban resorts: leveraging on strong resort expertise, Banyan Tree creates sanctuaries within bustling cities

28 Banyan Tree Spas: leading spa brand, focused on traditional Asian therapies. Dedicated Spa Academy with Spa Therapist certification

Key programs

Banyan Tree Spa. As the first luxury oriental spa in Asia, Banyan Tree Spa introduces an exotic blend of ancient health and beauty practices which have been passed down from generations. High quality services are delivered consistently by graduate therapists trained in Banyan Tree Spa Academies in Thailand and Indonesia, making it the market leader of Asia's spa industry.

Private pool. Driven by the need to innovate to attract guests, Banyan Tree pioneered the in-villa pools to make up for the lack of a beach at the first Banyan Tree resort in Phuket. Today, Banyan Tree resort properties boast private pools in the suites and villas. The private pool concept is also introduced in city, locations to create a sanctuary in an urban setting.

Saffron - Restaurant. The signature restaurant of Banyan Tree, Saffron stays true to the classic and ingenious culinary techniques passed on for generations across the Thai Kingdom.

Stay For Good. Banyan Tree group's sustainability platform that encourages guests and associates to partake in activities that empower local communities (35,000 meals provided to community members since 2014) and embrace environmental conservation (450,000 trees planted since 2007).

Programming

(1) For AAA ultra city center, historic conversion, the room size and areas can go down by 10-15%
(2) Based on market demand

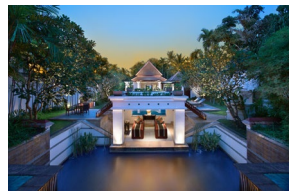
ROOMS	URBAN	RESORTS
— Average number of rooms	● 100-200	● 50-150
— Room average size ⁽¹⁾ (sqm)	● 50-60	● 60-70 indoor + outdoor
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 105-130	● 170-200
FOOD & BEVERAGE	1 all day dining buffet restaurant 1 specialty restaurant Destination dining (<i>resort only</i>) 1 bar	
WELL BEING	Banyan Tree branded Spa & Shop Hydrotherapy Rain Forest (<i>optional for urban</i>)	Rain Mist Swimming pool Beauty garden (<i>nice to have</i>)
MEETINGS, EVENTS & OTHERS	Meeting rooms ⁽²⁾ Ballroom (<i>urban only</i>)	Gallery retail Kids Club ⁽²⁾

Customer profile

BUSINESS	9%	91%	LEISURE
DOMESTIC	37%	63%	INTERNATIONAL

Top 5 flagships to visit

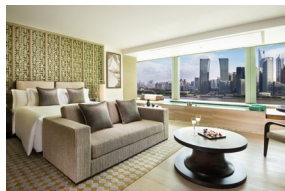
BANYAN TREE PHUKET
THAILAND



BANYAN TREE SAMUI
THAILAND



BANYAN TREE SHANGHAI ON
THE BUND CHINA



BANYAN TREE MACAU
CHINA



BANYAN TREE MAYAKOBA
MEXICO

