WHY INVEST IN BANYAN TREE

Accor Global Development
AUGUST 2022

BANYAN TREE

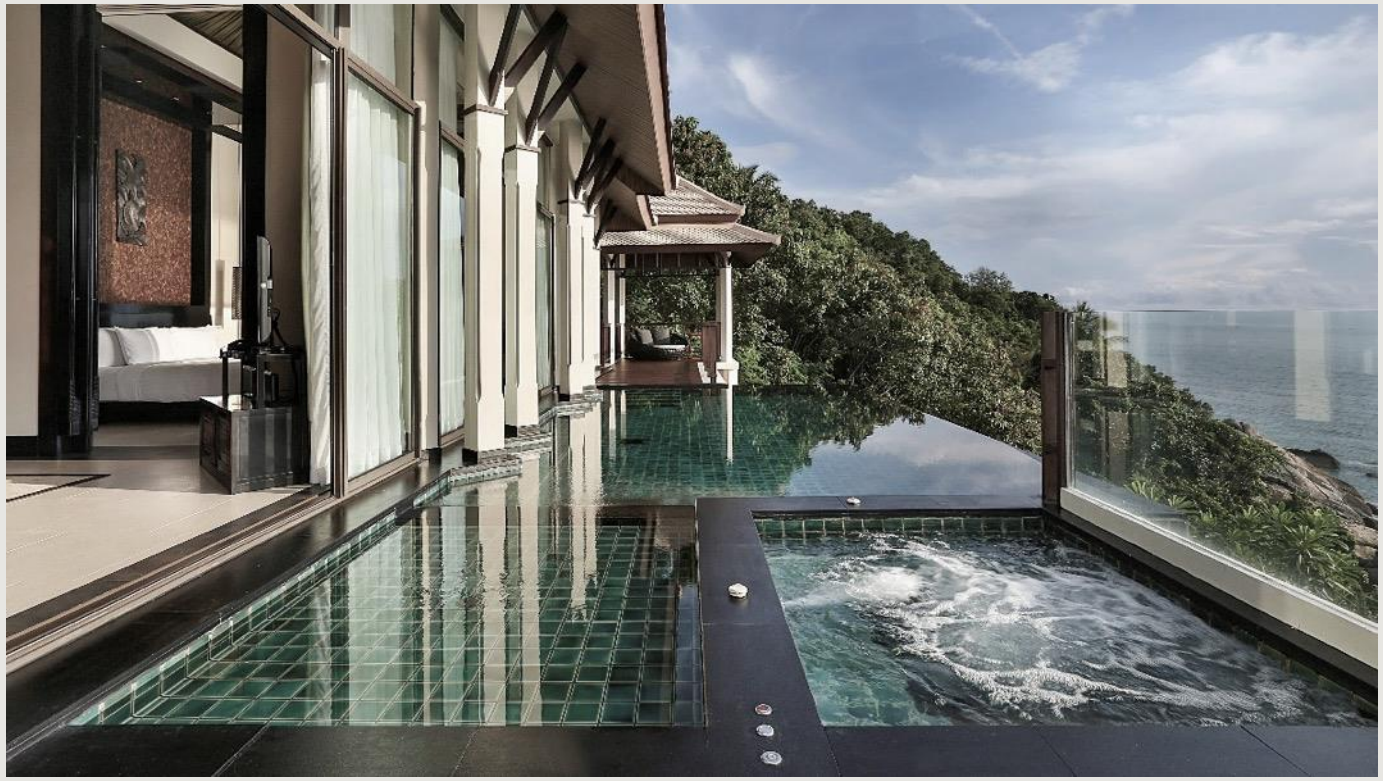
Romance • Awe-inspiring • Sanctuary • Sustainability

Understated-luxury, Banyan Tree is an all villa concept with private pools located in stunning destinations around the world. In gateway cities, Banyan Tree has developed tropical garden villas and suites creating an urban sanctuary. Rediscover the romance of travel as you journey to iconic cities or farflung destinations where authentic, memorable experiences await providing a true appreciation of where you are in the world.

A SANCTUARY FOR THE SENSES

VIDEO

SENSE OF PLACE



Banyan Tree Samui, Thailand

From the architecture and interior design of every uniquely located property, to the curation of our dishes, activities, gifts and textiles, we infuse the best of every destination into the many touchpoints of our guest experience.

We protect the unique heritage of our destinations by celebrating local flavours, advocating indigenous wellness traditions and championing artisan crafts through Banyan Tree Gallery

SANCTUARY FOR THE SENSES

Privacy:
Pioneer of villa with private pool concept

Romance & intimacy:
Pioneer of private destination dining concept

Banyan Tree Spa:
Pioneer of the garden tropical spa concept

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

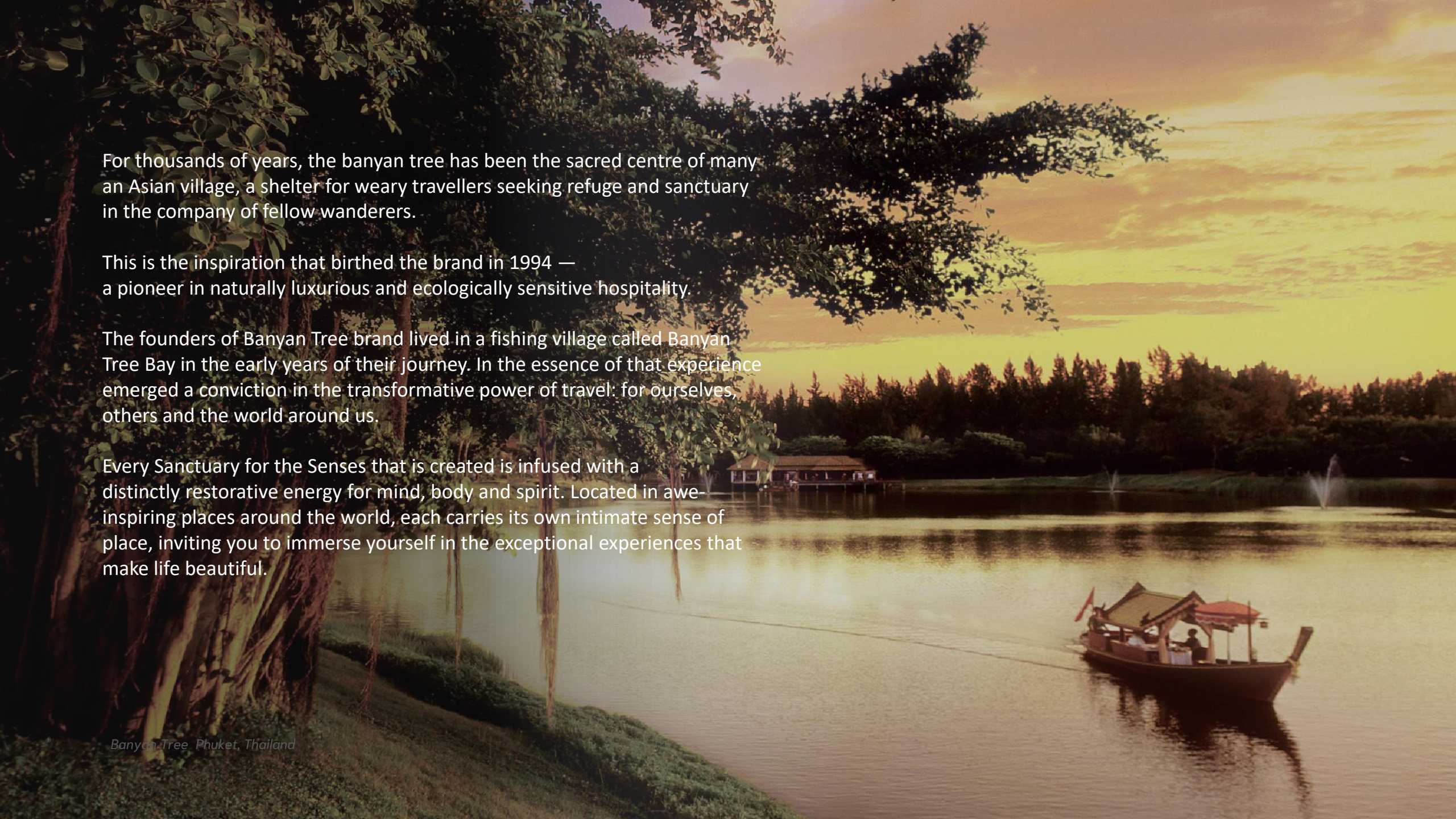
Banyan Tree Samui, Thailand

RESORT & SPA EXPERT

Leading high-end 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



For thousands of years, the banyan tree has been the sacred centre of many an Asian village, a shelter for weary travellers seeking refuge and sanctuary in the company of fellow wanderers.

This is the inspiration that birthed the brand in 1994 —
a pioneer in naturally luxurious and ecologically sensitive hospitality.

The founders of Banyan Tree brand lived in a fishing village called Banyan Tree Bay in the early years of their journey. In the essence of that experience emerged a conviction in the transformative power of travel: for ourselves, others and the world around us.

Every Sanctuary for the Senses that is created is infused with a distinctly restorative energy for mind, body and spirit. Located in awe-inspiring places around the world, each carries its own intimate sense of place, inviting you to immerse yourself in the exceptional experiences that make life beautiful.

Banyan Tree Phuket, Thailand

Romance
& Intimacy

Locally Infused

Sanctuary

Banyan Tree Lang Co, Vietnam

Perfect Locations for Romantic Escapes

Locations is a key element of the brand identity

Design of individual properties leverages on its environment to create unforgettable experiences

Banyan Tree Bintan, Indonesia

Destination Dining

Luxury of quality time spent connecting with loved ones

A signature Banyan Tree experience, specialty dining experiences often in beautiful and private locations within the resort, on a beach, by the cliff-edge, on a sandbank on a boat and many others

Perfect for a romantic dinner, or an extraordinary evening with friends

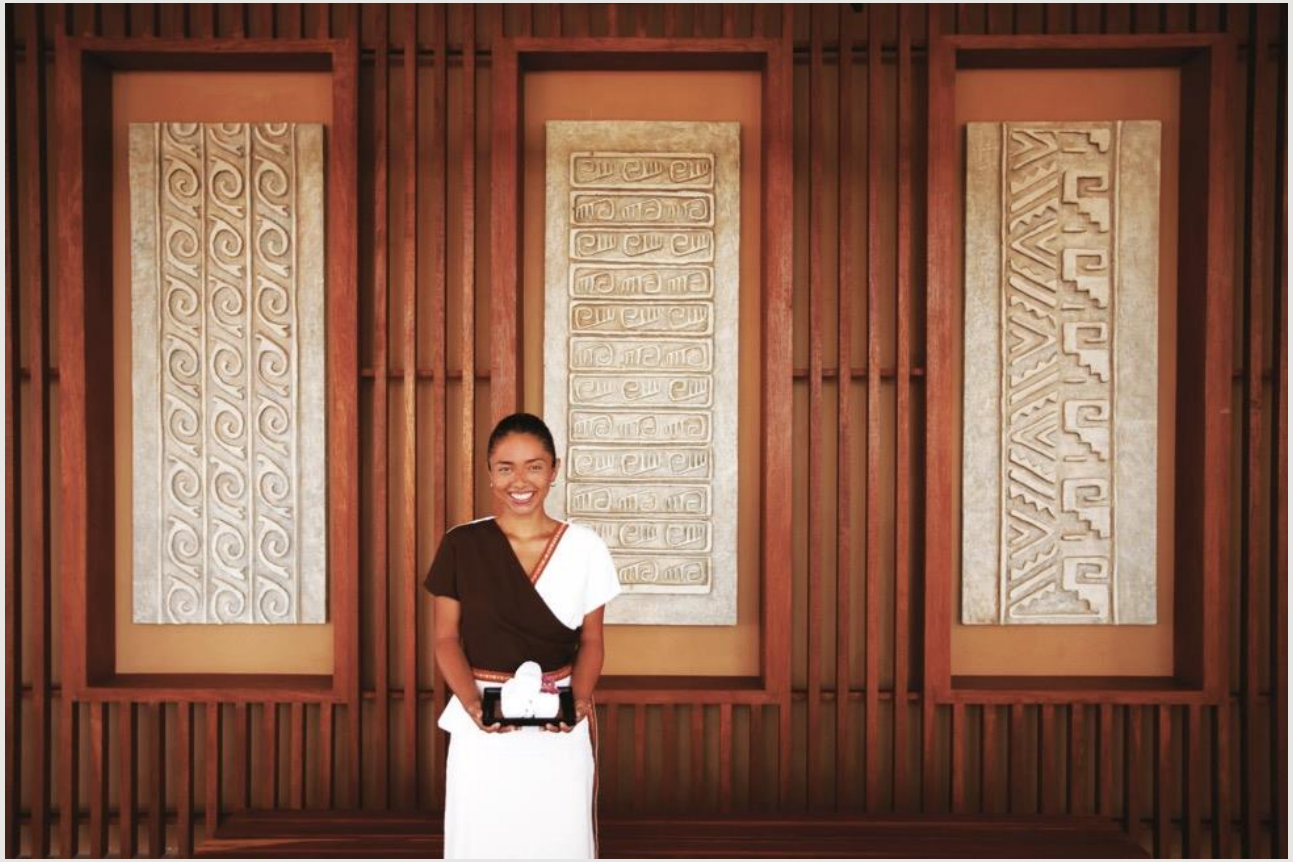
Banyan Tree Chongqing Beibei, China

Unique Design & Architecture

Providing a Sense of Place that conveys a genuine story about the location and its people

Respecting the natural environment and local cultures, weaved into the fabric and design of each and every property

Careful positioning of suites and villas on site to maximize views and lower building footprint



Local Sense of Place Through People

Authentic, warm & genuine service

Welcoming and personalised touch

Caring & friendly

Service delivery process may vary according to local culture and practices, as long as these are consistent with the brand promise

Banyan Tree Krabi, Thailand

Tranquility with Space

Understated luxury with oversized suites and villas

Offer privacy and a break from the outside world

Banyan Tree Bintan, Indonesia

Banyan Tree Spa

Quintessential highlight of the Banyan Tree experience

Holistic approach to physical, mental and spiritual well-being

Drawing on health remedies and evolving massage techniques

The Banyan Tree Experience

Banyan Tree Hangzhou, China

Banyan Tree Spa Academy

Groom and empower talents for the evolving spa industry

First of its kind, launched in 2001

Deliver brand promise and ensure the consistent high standards of the Banyan Tree Spa experience to guests

Distinctive in-house training and development programs for its spa therapists as well as development of its unique signature techniques and treatment recipes – at least 650 hours of formal rigorous in-house training with the art of touch based on a stringent curriculum

Tasked to research and spearhead new trends, spa concepts, treatment methods, products and facilities

Successfully developed a series of unique spa treatments including the signature Royal Banyan, Tropical Rainmist therapies, Master Therapist Experience, and The Rainforest experience

Located in Phuket, Thailand and Bintan, Indonesia

Banyan Tree Gallery

Responsible community retailer

Driven by culture, heritage and entrepreneurship

Commission village artisans to produce a whole range of products — pottery, ceramics, basketry, woodwork, fabrics, metalwork

Sense of the need to conserve traditional skills by producing what is contemporary and market relevant

Accessorise the Banyan Tree hotels, public spaces and homes with village handiwork and artisanal creations

Returns dignity to craftsmen, and makes shopping in Banyan Tree Galleries an artful experience

Banyan Tree Lang Co, Vietnam

Saffron

Banyan Tree's signature Thai restaurant concept

Serves contemporary Thai Cuisine prepared by Thai chefs, to share their authentic gastronomy with their guests.

An intimate restaurant perfect for special occasions, Saffron is a one-of-a-kind experience.

Every meal is a gastronomical experience which ensures that authenticity and the true essence of Thai Cuisine are preserved in all dishes.

Sundown Ritual

Occurring during sundown that signals the passage of day to night

Depending on each culture, an elaborate performance is displayed to pay tribute to the sun for another beautiful day and signifies the start of night

Banyan Tree Phuket, Thailand

Pioneer of 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.

Banyan Tree Bath & Spa Amenities

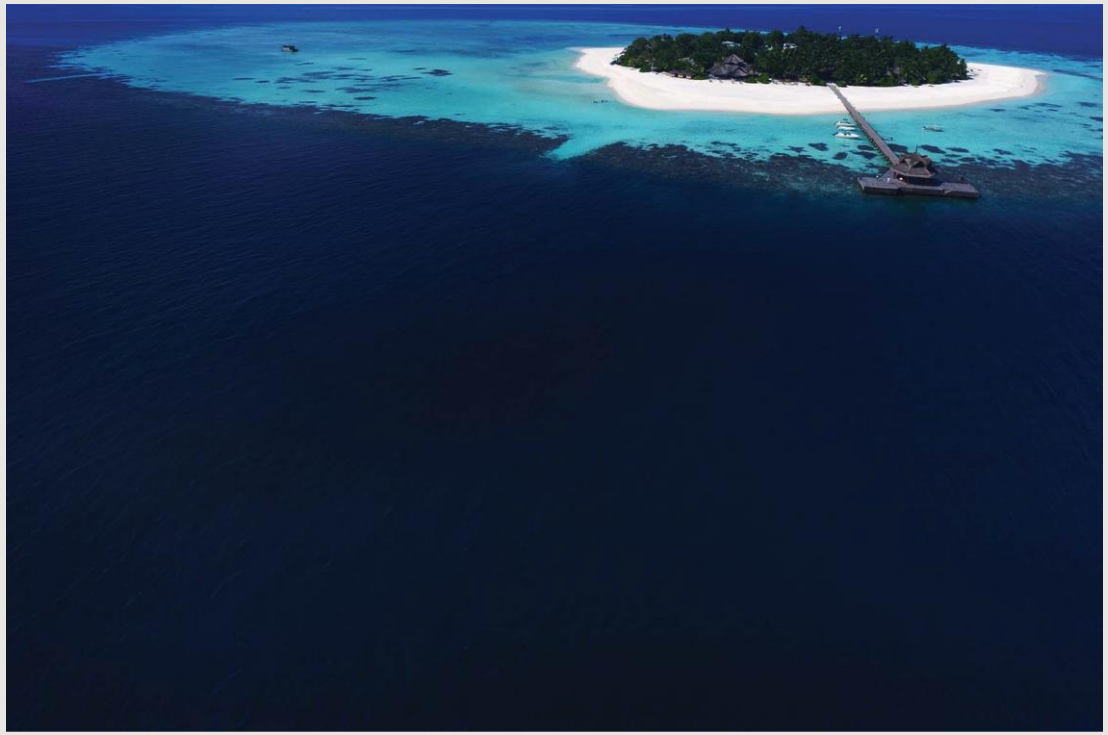
Inspire a lifestyle interwoven with wellness

Bring an oasis of calm

Created with the combined expertise of Banyan Tree Spa Academy and strategic laboratory partner

Benefits of indigenous flowers, herbs and spices researched, and combined in a final formula that is both good for the earth, and for guests

Each product is carefully crafted to ensure that the values of sustainability are embedded in every way



Banyan Tree Global Foundation

Embracing the Environment, Empowering People

Connect with global climate action by conserving resources through efficient operations, with leading external benchmarking certification

Engagement of the associates, guests and community members, connecting people to destinations and driving stewardship

Each property drives individual initiatives which contributes to the community and environment (e.g. Feeding the Community, Coral Planting etc.)

Green Imperative Fund (GIF) to sustainably finance worthy environmental action and community based projects where Banyan Tree has a presence

Banyan Tree Network + Pipeline:

More than 80 Hotels & 9.6k Rooms by 2027

(YTD June 2022)

Banyan Tree Jiuzhaigou, China

Resort Destinations

Set in awe inspiring locations, Banyan Tree resorts create a myriad of distinctive and extraordinary experiences to all guests. Placing special emphasis to a strong sense of place, each property is designed to fit into its natural surroundings and reflect the landscape and architecture of the destination it is in.

BANYAN TREE PHUKET, THAILAND

173 Villas

BANYAN TREE SAMUI, THAILAND

88 villas

BANYAN TREE VABBINFARU, MALDIVES

48 villas

BANYAN TREE LIJIANG, CHINA

125 suites & villas

BANYAN TREE TAMOUDA BAY, MOROCCO

92 Villas

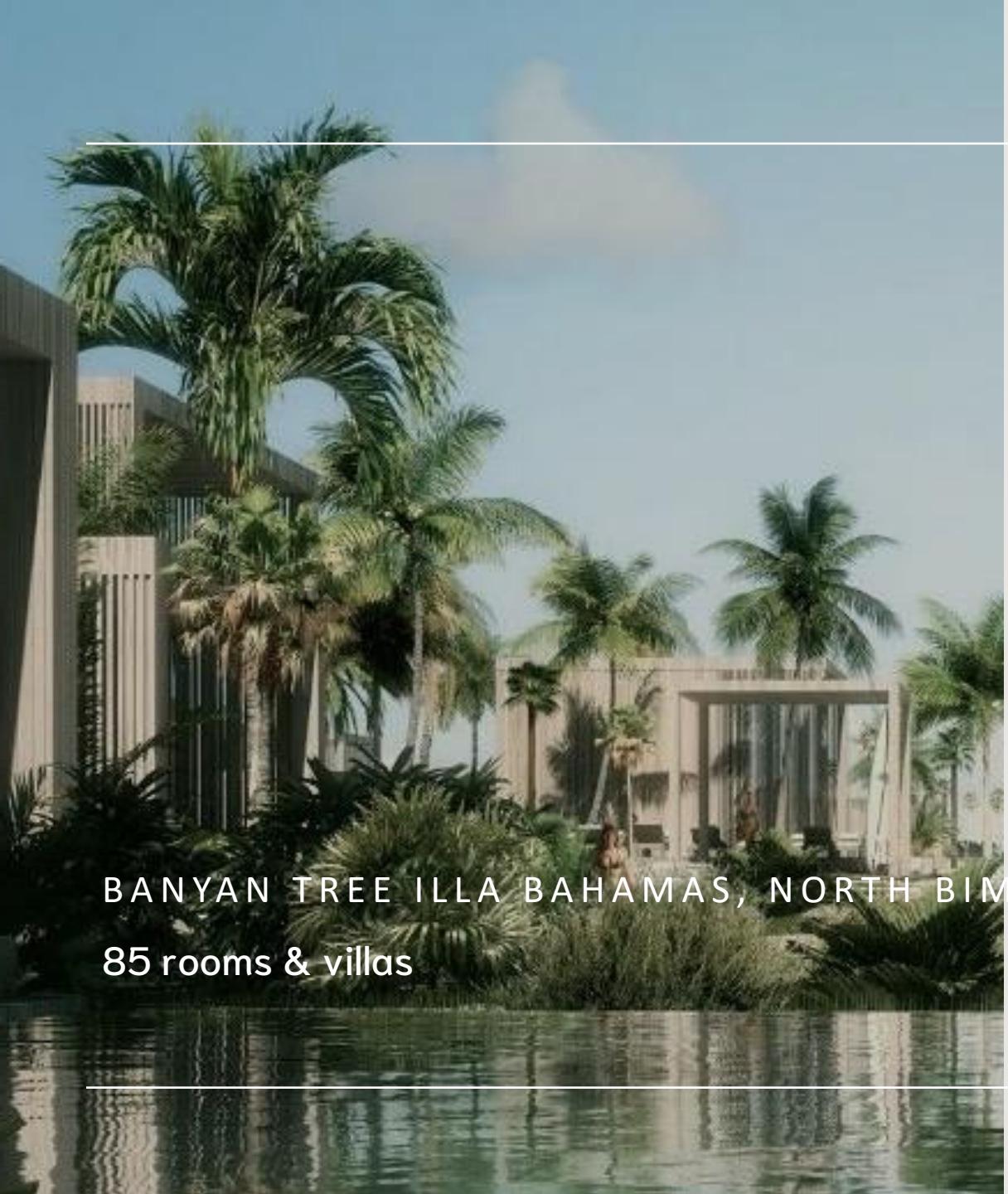
BANYAN TREE PUEBLA, MEXICO

78 Rooms

BANYAN TREE ESCAPE, BUAHAN BALI INDONESIA
16 Bales

BANYAN TREE ALULA, SAUDI ARABIA

79 Villas



BANYAN TREE ILLA BAHAMAS, NORTH BIMINI

85 rooms & villas

BANYAN TREE TUWAIQ PALACE RIYADH, SAUDI ARABIA

90 rooms & villas
Opening 2024

Banyan Tree Macau, China

Urban Resorts

Known for resorts in breathtaking and exotic locations, Banyan Tree is increasingly focused on developing urban resorts. Although these skyscraper havens are carefully planned to ensure maximum exposure to the cities' views and skyline, the design intent is to create a sanctuary away from the hustle and bustle of the city.

BANYAN TREE BANGKOK, THAILAND

325 suites

BANYAN TREE NANJING GARDEN EXPO, CHINA

115 rooms

BANYAN TREE KUALA LUMPUR, MALAYSIA

55 suites

BANYAN TREE DOHA LA CIGALE MUSHAIREB, QATAR

341 rooms, suites and serviced apartments

BANYAN TREE HIGASHIYAMA
KYOTO, JAPAN

52 suites
Opening 2024

Travel

Travel + Leisure World's Best Awards 2021 Top 25 Hotel Brands in the World
BANYAN TREE HOTELS & RESORTS

Travel + Leisure World's Best Awards 2021 Top Hotels & Resorts
BANYAN TREE SAMUI
BANYAN TREE CABO MARQUES
BANYAN TREE MAYAKOBA

Trip.com Group (Ctrip) 2020
Best Luxury Brand 2020
BANYAN TREE HOTELS & RESORTS

TripAdvisor Travelers' Choice 2021
Best of the Best
BANYAN TREE SPA MAYAKOBA
BANYAN TREE LANG CO
BANYAN TREE BANGKOK

TripAdvisor Travellers' Choice 2020
Top 25 Luxury Hotels in Thailand
BANYAN TREE SAMUI

Forbes Travel Guide 2020 Star Awards
Forbes Travel Guide Star Award
BANYAN TREE KUALA LUMPUR
BANYAN TREE MACAU

KOL Credibility Gold List 2020
Top 20 Tourist Resort Hotels in China
BANYAN TREE RINGHA
BANYAN TREE YANGSHUO

Condé Nast Traveller Readers' Choice Awards 2021
Top Hotels & Resorts
BANYAN TREE SHANGHAI ON THE BUND
BANYAN TREE MAYAKOBA
BANYAN TREE BANGKOK

15th DestinAsian Readers' Choice Awards 2020
Top 10 List
BANYAN TREE LANG CO
BANYAN TREE MACAU
BANYAN TREE KUALA LUMPUR
BANYAN TREE PHUKET
BANYAN TREE VABBINFARU

Target Taste Awards 2020
Best Resort Hotel Award of the Year
Banyan Tree Lijiang

Luxury Lifestyle Magazine Readers' Travel Awards
Best Hotel in Asia
Banyan Tree Samui

Travel Guide 2020 Star Award Five-Star awards for Hotel, Restaurant & Spa – Triple Five-Star Winner (6th consecutive year)
BANYAN TREE MACAU

China Meadin Brand Index Awards 2020
Most Influential Brand in Hospitality Industry
BANYAN TREE HOTELS & RESORTS

Spa

Icon Spa Awards 2021
Best Pampering Spa Treatment
BANYAN TREE SPA MARINA BAY SANDS

World Spa Awards 2021
Macau's Best Resort Spa
BANYAN TREE MACAU

World Spa Awards 2021
World's Best Casino Hotel Spa
BANYAN TREE MARINA BAY SANDS

SpaChina Awards 2020
Best Global Spa Brand of the Year
BANYAN TREE SPA

Harper's Bazaar Best Rainforest Spa Experience
BANYAN TREE SPA SAMUI

Thailand Tourism Awards 2019 by Tourism Authority of Thailand
Health Tourism: Award of Excellence for Health & Wellness Destination (Nationwide)
(3rd consecutive year)
BANYAN TREE SPA BANGKOK
(2ND consecutive year)
BANYAN TREE SPA SAMUI
BANYAN TREE SPA PHUKET

WOW Travel Award Best Spa Hotel
BANYAN TREE SHANGHAI ON THE BUND

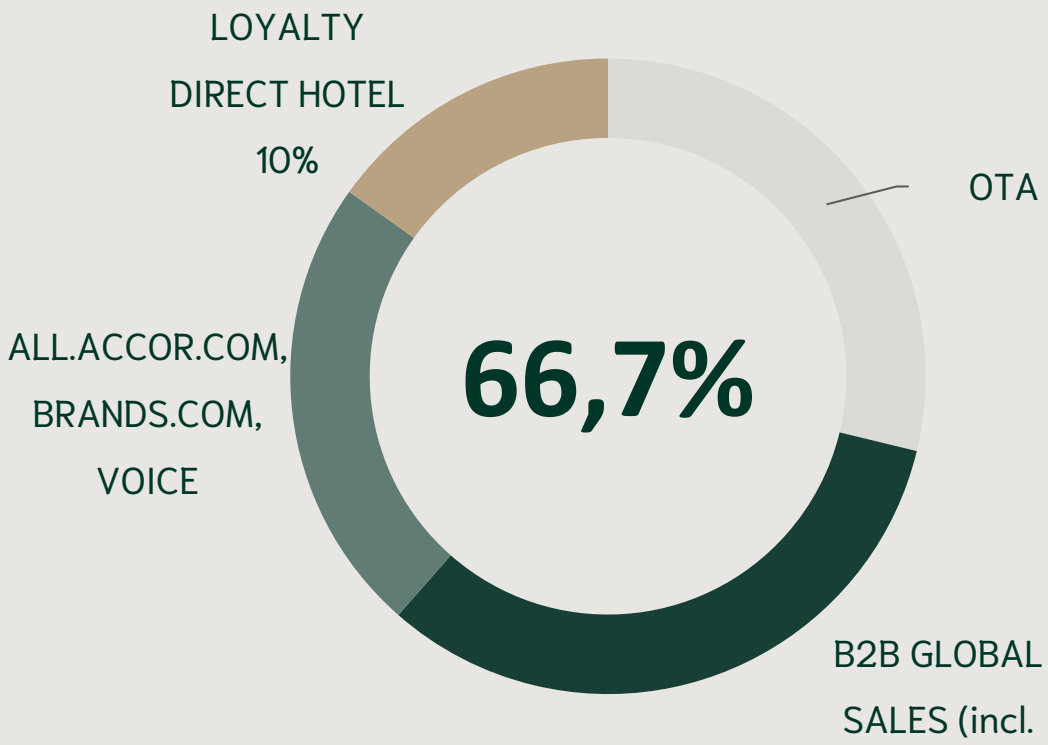
29th Travel Trade Gazette (TTG) Travel Awards 2019
TTG Travel Hall of Fame – Best Spa Operator (5th year since induction)
BANYAN TREE SPA

14th China Hotel Starlight Awards
Best Spa Operator in China (11th consecutive year)
BANYAN TREE SPA
Best Hotel Spa of China (5th consecutive year)
BANYAN TREE YANGSHUO

The Private Education Commission of Thai Ministry of Education
Best Quality School
BANYAN TREE SPA ACADEMY

CENTRAL BRAND DELIVERY POWERED BY ACCOR

for Luxury brands *(Room Night based)*



Focus Web
(Accor web + Web Partner)

2,5M **Room Nights**

€478M **Room Revenue**

Central Brand Delivery: CBD (%)
CBD (Central Brand Delivery) measures the business in room nights brought by Accor to the hotel through the 3 main group levers: Distribution (through Central Reservation System – CRS), Loyalty & Sales. A 70% CBD means that 70% of the room nights of a hotel are driven by Accor & Brand Sales, Distribution (all channels powered by the CRS) & Loyalty ecosystem.

Figures as of ytd december 2019 – data from upe

DIRECT BOOKINGS : ACCOR DIGITAL PLATFORM

1 MULTIBRAND PORTAL
ALL.COM

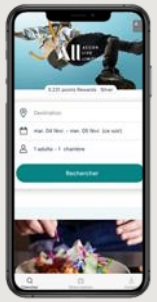
- **300M** Website + App visits
- **2,200** Destinations
- **18** Languages

NEW in 2020:
- **All Safe label visibility** on digital experience to rest-assure guests during the pandemic
- Launch of **Apartment & Villas** website dedicated to Branded Residences and Extended Stay hotels

Official figures as of end 2019

+

1 LIFESTYLE COMPANION APP
ACCOR ALL



- **> 50%** Mobile and App visits
- **1** Download every minute
- **> 4,3/5** app ratings

  iOS: 4,5/5 & Android: 4,3/5

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+

18 BRAND.COM WEBSITES

- **BANYANTREE.COM** plugged to **ALL.COM**

DIRECT BOOKINGS : ACCOR LOYALTY PROGRAM

THE ONLY LIFESTYLE
Loyalty Program

NEW LIFESTYLE & AUGMENTED HOSPITALITY FRAMEWORK

OFFERING EXTENDED OPPORTUNITIES TO EARN & REDEEM POINTS

NEW BENEFITS

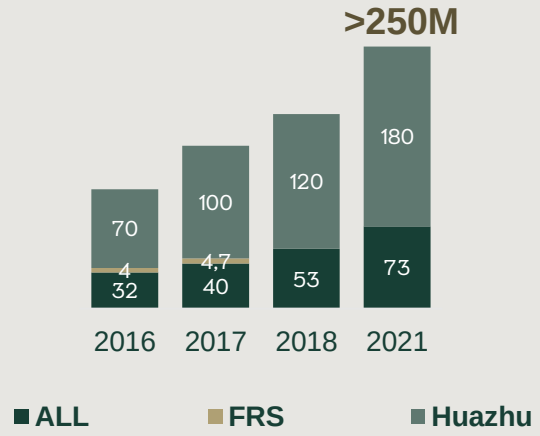
- **38** Brands and +
- **Suite Night Upgrade**
- **F&B** outside a stay

NEW PARTNERSHIPS

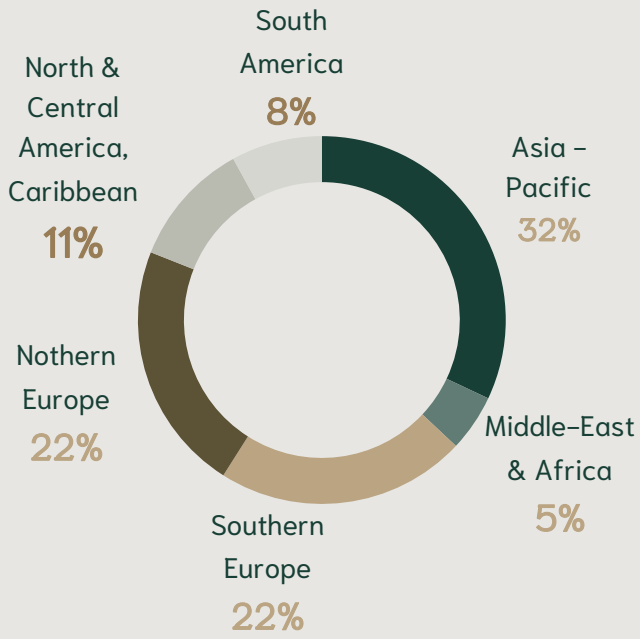
- **PSG** – Games / Net media value +€200m to ALL
- **AEG** – Worldwide arenas & festivals
- **IMG** – Taste festivals

THE FAST GROWING
Loyalty Program

- **73M** Loyalty members worldwide
- **37%** Loyalty contribution rate in RN
- **x 3,6** Members stay twice more than non-members



THE MOST GLOBAL
Loyalty Program



DEVELOPMENT CRITERIA

Programming & Development

		Aaa Ultra City Center Location, Historic Conversion	Worldwide
HOTEL	Recommended Number Of Rooms	100 – 200 Keys	100 – 200 Keys
	Room Average Size	-10%/-15% Of Worldwide	50 – 60 Sqm
	TGFA / Room	90 – 100 Sqm	105 – 130 Sqm
RESORT	Recommended Number Of Rooms	50 – 150 Keys	50 – 150 Keys
	Room Average Size	-10%/-15% Of Worldwide	60 – 70 Sqm Indoor+outdoor
	TGFA / Room	120 – 150 Sqm	170 – 200 Sqm
	Food & Beverage	1 All Day Dining Buffet Restaurant 1 Specialty Restaurant Destination Dining (Resort Only) 1 Bar	
	Well-being	Banyan Tree Branded Spa & Shop Rain Mist Hydrotherapy Rain Forest (Optional For Urban) Swimming Pool Beauty Garden (Nice To Have)	
	Meetings	Meeting Rooms On Market Demand Ballroom (Urban Only) Gallery Kids Club On Market Demand	

	Prime Locations	Secondary Locations	Airports Suburbs
Capitals Key Cities & Resort Destinations	●		
Major Domestic Destinations	●		
Other Cities & Attractive Touristic Destinations			

Official figures as of end 2020

THANK YOU

BANYAN TREE