



BANYAN TREE

A sanctuary for the senses

Rediscover the romance of travel as you journey to iconic cities or far flung destinations where authentic, memorable experiences await providing a true appreciation of where you are in the world.

banyantree.com

BANYAN TREE DOHA AT LA CIGALE MUSHAIREB
QATAR



Romance · Awe-inspiring · Sanctuary · Sustainability

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

RAFFLES \ ORIENT EXPRESS \ BANYAN TREE \ SOFITEL LEGEND \ FAIRMONT \ EMBLEMS \ SOFITEL \ RIXOS
ONEFINESTAY \ MANTIS \ MGALLERY \ ART SERIES \ PULLMAN \ SWISSÖTEL \ ANGSANA \ MÖVENPICK
GRAND MERCURE \ PEPPERS \ THE SEBEL \ MANTRA \ NOVOTEL \ MERCURE \ ADAGIO \ BREAKFREE \ IBIS
IBIS STYLES \ GREET \ IBIS BUDGET \ HOTELF1
ENNISMORE 21C MUSEUM HOTEL \ 25HOURS \ DELANO \ GLENEAGLES \ HYDE \ JO&JOE \ MAMA SHELTER \ MONDRIAN \ MORGANS ORIGINALS
SLS \ SO \ THE HOXTON \ TRIBE \ WORKING FROM

AUGUST 2022

BANYAN TREE

RESORTS - ULTRA LUXURY
INTERNATIONAL 5 STARS

PIONEER

OF THE
POOL VILLA
CONCEPT

PIONEER

OF THE
TROPICAL
GARDEN SPA







INNOVATIVE

DESTINATION
DINING
CONCEPT

Global footprint of 81 hotels OPEN + PIPELINE

NETWORK → 39 HOTELS
5,080 ROOMS

PIPELINE → 42 HOTELS
4,554 ROOMS

12 COUNTRIES	HOTELS NETWORK	ROOMS NETWORK ■ + PIPELINE ▨	
North, Central America & Caribbean	4	10% 	771 +170
Southern Europe	–	3% 	– +243
India, Middle East & Africa	3	10% 	433 +543
Greater China	16	38% 	2,087 +1,635
South East Asia	16	37% 	1,789 +1,739
Pacific	–	2% 	– +224

Development

NEW BUILT PREFERRED
& CONVERSION

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

Upcoming openings

Zhejiang, China - 36 rooms (2022)
Al Ula Resort, Saudi Arabia - 79 rooms (2022)
Dongguan, China - 155 rooms (2023)
Toupiro Isles, Mozambique - 40 rooms (2023)
Riyadh, Saudi Arabia - 90 rooms (2023)
Valle de Guadalupe, Mexico - 35 rooms (2023)

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



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

Pioneer of the Tropical Garden Spa. Sanctuary for the Senses – a place
for physical, mental and spiritual renewal. Non-clinical and holistic
approach based on traditional Asian healing therapies. Celebrates the
intuitive art of touch. Use of natural herbs and spices. Designed to fit
into its unique surroundings, using indigenous materials to showcase
the local culture and heritage and reflect the unique architectural style,
the land and its flora

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'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.

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

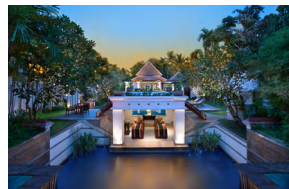
ROOMS	● URBAN	● RESORTS
— Average number of rooms	● 100-200	● 50-150
— Room average size ⁽¹⁾ (sqm)	● 50-60	● 60-70 indoor + outdoor
— Total Gross Floor Area ⁽¹⁾ (sqm)	● 105-130	● 170-200
FOOD & BEVERAGE	1 all day dining buffet restaurant 1 specialty restaurant	Destination dining (<i>resort only</i>) 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

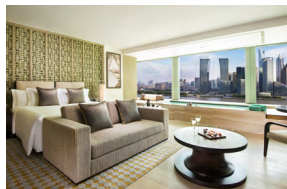
PHUKET
THAILAND



SAMUI
THAILAND



SHANGHAI ON THE BUND
CHINA



MACAU
CHINA



MAYAKOBA
MEXICO

