

BANYAN TREE

HOTELS & RESORTS

FOR IMMEDIATE RELEASE

BANYAN TREE LAUNCHES SPECIAL INTERNATIONAL WOMEN'S DAY CAMPAIGN

Leading international hospitality brand commemorates International Women's Day with 38% off Best Available Room Rates from today to 15 March 2019



< Ms Applelynn Teo - AVP, Gallery Design & Production >

Singapore, 4 March 2019 – As an homage to the immense contribution of women around the world, and in line with the global commemoration of International Women's Day on March 8th, **Banyan Tree Hotels & Resorts** launches its International Women's Day campaign.

In lieu of this year's theme **#BalanceforBetter**, Banyan Tree Hotels & Resorts would like to give back to the wider community by offering guests 38% off Best Available Room Rates who book accommodation at any of the 38 participating Banyan Tree properties.

Sharing sentiments on gender equality, Applelynn Teo, AVP, Gallery Design & Production commented "*Gender equality to me is putting all these judgments aside and being objective. What are we going to do today as a team and everyone is equal...*". Similarly, Savitree Meesuksree, Training Manager, Banyan Tree Spa Academy shared "*...believe in yourself that you can do and nothing is impossible*".

Championed by co-founder and women's rights advocate Ms Claire Chiang, the global Singaporean hospitality group has long been a supporter of women's empowerment as demonstrated by the programmes organised for its female employees.

One such programme is the well-known Banyan Tree Spa Academy Phuket founded in 2001 with the mission of providing career options and opportunities for women. Banyan Tree also

Banyan Tree Hotels & Resorts Pte. Ltd.
211 Upper Bukit Timah Road, Singapore 588182
Tel: +65 6849 5888 Fax: +65 6462 2800
Email: corporate@banyantree.com

banyantree.com | angsana.com | cassia.com | dhawa.com

Regn. no. 200814766N



BANYAN TREE



ANGSANA



CASSIA



DHAWA

provides an excellent work environment for women in terms of empowerment, benefits, career development, et al. as evidenced by its consistently high ratings in biannual Associate Satisfaction Surveys, by its female associates.¹

This special campaign sees 38 Banyan Tree, Angsana, Dhawa, and Cassia properties across the world participating, offering guests bespoke romance, thrilling adventures, fresh experiences, and youthful escapes.

The booking window for Banyan Tree's International Women's Day campaign is from **4 to 15 March 2019** for stay dates from 4 March to 30 June 2019. The full list of 38 properties is in Annex 1 below.

#BalanceForBetter at Banyan Tree: From Designer to AVP



Applelynn Teo
AVP, Gallery Design & Production

Applelynn speaks about her work in a male-dominated sphere and how she strives to deliver excellence in spite of it.

Video:
<https://www.youtube.com/watch?v=Z0dnMVbO7Bw>

#BalanceForBetter at Banyan Tree: From Spa Therapist to Training Manager



Savitree Meesuksree/Khun Sa
Training Manager, Banyan Tree Spa Academy

Khun Sa talks about the Banyan Tree Spa and the women (and men) behind Banyan Tree's pioneer Asian spa experiences.

Video:
https://www.youtube.com/watch?v=9lVzv6g_Sgo

¹ http://investors.banyantree.com/PDF/Annual_Reports/2017/BTH_SR2017.pdf

ANNEX 1

Booking Window: March 4 – March 15, 2019

Stay Dates: March 4 – June 30, 2019

Participating Properties

1. Angsana Balaclava
2. Angsana Bintan
3. Angsana Hangzhou
4. Angsana Ihuru
5. Angsana Laguna Phuket
6. Angsana Lang Co
7. Angsana Maison
8. Angsana Riads
9. Angsana Velavaru
10. Angsana Villas Resort, Phuket
11. Angsana Xian Lintong
12. Angsana Xishuangbanna
13. Angsana Zhuhai
14. Banyan Tree Anji
15. Banyan Tree Bangkok
16. Banyan Tree Bintan
17. Banyan Tree Cabo Marques
18. Banyan Tree Chongqing Bei Bei
19. Banyan Tree Hangzhou
20. Banyan Tree Huangshan
21. Banyan Tree Kuala Lumpur
22. Banyan Tree Lang Co
23. Banyan Tree Lijiang
24. Banyan Tree Mayakoba
25. Banyan Tree Phuket
26. Banyan Tree Ringha
27. Banyan Tree Samui
28. Banyan Tree Sanya
29. Banyan Tree Shanghai
30. Banyan Tree Tengchong
31. Banyan Tree Tianjin
32. Banyan Tree Ungasan
33. Banyan Tree Vabbinfaru
34. Banyan Tree Yangshuo
35. Cassia Bintan
36. Cassia Phuket
37. Dhawa Jinshanling
38. Pavilion Hotel Kuala Lumpur Managed by Banyan Tree



#

ABOUT BANYAN TREE HOTELS & RESORTS

The Banyan Tree Group is a leading international operator and developer of premium resorts, hotels, residences and spas, with a collection of award-winning brands. **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. **Angsana** brings the adventure back into travel whatever your age or reason to visit. Intertwining local chic and a vibrant fun-filled atmosphere, Angsana offers amazing destination playgrounds across the world. **Cassia** is a bold new proposition in the extended stay sector, offering stylish, cutting edge hotel residences for holidays and business travel. It offers incredible choice for families, friends and couples. **Dhawa** is a casual and contemporary full-service hotel that fuses imaginative design, absolute comfort and seamless technology into a single stay experience. It curates a plethora of choices to achieve a truly customised stay.

To date, the Banyan Tree Group manages and/or has ownership interests in over 49 hotels and resorts, 63 spas, 75 retail galleries; as well as three golf courses in 23 countries.

www.banyantree.com www.angsana.com www.cassia.com www.dhawa.com

Media Contact: International

Walter Santos Navarro | Director, PR & Partnerships – Banyan Tree Marketing Group
Banyan Tree Hotels & Resorts | +65 6849 5776 | walter.santos@banyantree.com