



BANYAN TREE  
GROUP

PRESS RELEASE

## **BANYAN TREE VALLE DE GUADALUPE RESORT, SPA AND WINERY TO OPEN SUMMER 2023**

*Mexico's wine country in Baja California will be home to Banyan Tree Group's fourth property in Mexico*

**Singapore, 28 September 2021** – [Banyan Tree Group](#) will now manage Banyan Tree Valle de Guadalupe Resort, Spa and Winery, set to open on the hills of Mexico's emerging food and wine region in Baja California during the 2023 harvest season. The 30-villa ultra-luxury resort will mark Banyan Tree Group's fourth hotel in Mexico. Situated 90-minutes from the U.S. border, Valle de Guadalupe is a rapidly growing tourism market that continues to gain international recognition as one of Mexico's emerging destinations and one that Banyan Tree Group is focused on for development. Banyan Tree Valle de Guadalupe will join the global brand's iconic collection of properties across Mexico, from Riviera Maya and Merida to Acapulco.

Banyan Tree Group's legacy as pioneer of the all-pool villa concept and sustainable, wellbeing-focused travel will be infused into the Banyan Tree Valle de Guadalupe experience. The luxurious enclave, designed by the office of renowned Mexican designer Michel Rojkind and developed by Grupo UBK, will boast striking villas that draw in the valley's natural surroundings with a sense of place that connect guests with the beauty around them. The property sits on nearly 39 acres of land and will be home to Banyan Tree Group's first proprietary winery featuring vineyards, rooms for fermentation, barreling and aging, a winemaking laboratory, tasting room and underground cellar. The winery will work with talented locals for the production of wines to ensure the preservation of the environment, a key component of the business model for the community.

"Banyan Tree has been exploring the area around Valle de Guadalupe for quite some time," says Peter Hechler, SAVP, Head of Regional Operations for the Middle East, Europe, Africa and Americas. Primed to be Mexico's next most sought-after destination, Valle de Guadalupe is a quick hour-long drive for travelers in Southern California looking to spend a few days in a culinary mecca amongst Mexico's best vineyards that are well worth the journey. "We strongly believe this is a thriving destination with a bright future and one that is already making a name for itself amongst the top locations to explore in Mexico. We are very excited and honored to be the first luxury brand to set foot in the area."

Valle de Guadalupe's agricultural spirit, New World wines and impressive culinary scene will be woven into the fabric of the guest experience at Banyan Tree Valle de Guadalupe. Nestled amidst olive oil groves and grapevines, five food and beverage venues are found in the center of the resort, including a terrace restaurant, fine-dining eatery, cocktail bar, coffee house and a hilltop rooftop concept featuring breathtaking views of the valley. On the food and spa menus, guests will be able to spot seven varieties of medicinal plants indigenous to the area such as hoja santa and white sage, that were grown steps away at its onsite bio-endemic garden sanctuary, as well as freshly pressed olive oil that is harvested and produced at the winery itself. Known as a sanctuary for the senses, Banyan Tree's signature award-winning Spa comprises four treatment rooms, sauna, a state-of-the-art fitness center and both indoor and outdoor swimming pools.

Banyan Tree Valle de Guadalupe is the latest addition to Banyan Tree Group's ambitious growth plans of strategic expansion in Mexico. With a proven track record success in operating Banyan Tree Mayakoba, Banyan Tree Cabo Marquies in Acapulco and Hacienda Xcanatun by Angsana in Merida, the Group's vast knowledge of the market and keen ability to choose desirable destinations for growth will propel the resort and the region of Valle de Guadalupe to new heights. In addition, new signing announcements in the pipeline by Banyan Tree Group are set to be unveiled soon.

For more information on Banyan Tree Valle de Guadalupe Resort, Spa and Winery, please visit [www.banyantree.com](http://www.banyantree.com).

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### **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 design-led experiences for global travelers of today and tomorrow.



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Founded in 1994 on the core concept of sustainability, Banyan Tree Holdings 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 7,200 associates across 23 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 Holdings has received 2,821 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 regionalized growth strategy, the Group's global footprint continues to grow with 43 new hotels and resorts under design and construction in the pipeline, in addition to 49 operating hotels in 14 countries as of 30 June 2021.

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 program 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](http://www.banyantree.com) [www.angsana.com](http://www.angsana.com) [www.cassia.com](http://www.cassia.com) [www.dhawa.com](http://www.dhawa.com) [www.lagunaphuket.com](http://www.lagunaphuket.com)

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