

BANYAN TREE

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PRESS RELEASE

Banyan Tree Group Extends Multi-brand Presence In Indonesia As Part of Its Strategic Expansion



Caption: Left: Banyan Tree Escape, the Group's new brand extension, elevates purpose-led experiential travel and connects guests to nature in awe-inspiring locations. Right: Angsana Saranam, Bali, will focus on wellbeing through creativity and connection for groups and families.

Singapore, 1 October 2020 – Banyan Tree Group extends its multi-brand presence in Indonesia as part of its regional expansion strategy. With Indonesia being an important market of growth, the Group is set to open more hotels in exciting destinations of unspoilt nature and cultural sights within the beautiful country.

Indonesia is a growing powerhouse in Southeast Asia with a strong emerging middle-class and the fourth populous country in the world. As an archipelago with over 17,000 islands, rich in nature and diversity of culture, it has tremendous tourism potential for overseas and domestic markets. The country's social economy, growing in its engagement with impact and sustainable development and business, is in alignment with the Group's expansion plan and founding ethos of embracing the environment and empowering the community.

Up in the pipeline, the Group has a total of five new hotels comprising **Banyan Tree Nipah, Lombok, Angsana Saranam, Bali and the Group's upcoming new brand extension Banyan Tree Escape** with potentially three hideaway resorts in the pipeline, in the provinces of Bali, West Nusa Tenggara and North Sumatra.

Set to open in Q2 2021, Angsana Saranam, Bali is a 82-key wellbeing resort that will highlight Angsana's unique wellbeing proposition of cultivating joy and memorable connections for families and wellness travellers. It will feature an Angsana Spa and wellbeing facilities with a multifunctional Activity Centre, Movement Space and Vitality Pool for hydrotherapy and aqua activities. An organic farm will also feature harvest-to-dish activities.

Banyan Tree Nipah, Lombok is a 72-key luxury beach resort featuring suites and villas with infinity pools and a hilltop oceanfront lobby. Its three exquisite dining venues, comprising the all-day restaurant, Lobby Lounge and Beach Shack, are framed by views of the sea, Mount Agung and the sunset. **Scheduled to open in 2022**, it will include the Banyan Tree Spa with wellness suites and hydrothermal facilities - a first in Lombok, and a Beachfront Multi-Event Space.

With the post-Covid quest for increased emphasis on wellbeing and sustainability, along with pent-up travel adventure in awe-inspiring locations, consumers will seek a deeper dive into experiences for transformation within and without. **Banyan Tree Escape, the Group's new brand extension**, is the culmination of decades of hospitality experience.

The Group's first Banyan Tree Escape will debut in the heart of Ubud, Bali in Q2 2021, featuring its signature **"no walls, no doors" experience concept**. Distinct indoor-outdoor living offers a sanctuary for urban detox, self-introspection and emotional awareness in privacy. Reinventing the basics of food, sleep and in-resort interaction, the brand aims to bring travellers on a rewilding renewal through immersion in nature. Further destinations include a private island and tropical rainforests in Lombok and North Sumatra.

Additionally, **the Group is in active discussions to open more Cassia properties**, following its first Cassia Bintan in Indonesia, and **Dhawa hotels in the government-identified 'super-priority destinations'** of Borobudur at Central

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Java, Labuan Bajo at East Nusa Tenggara, Mandalika in West Nusa Tenggara, Lake Toba in North Sumatra, Likupang in North Sulawesi and Bangka Belitung.

Mr Ho Kwon Ping, Executive Chairman of Banyan Tree Holdings said, “We are more than confident in the enormous potential of the Indonesian market and are directing our business development plans accordingly. A few years ago we made the strategic shift to a design-driven, multi-branded portfolio, differentiated by our brand DNA of wellbeing and sustainability; our pipeline in Indonesia is one example that shows this is paying off.”

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ABOUT BANYAN TREE HOLDINGS LIMITED

Banyan Tree Holdings Limited (“Banyan Tree” 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 travellers of today and tomorrow.

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 10,000 associates across 24 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 over 2649 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 regionalised growth strategy, the Group’s global footprint continues to grow with 46 new hotels and resorts under design and construction in the pipeline, in addition to 47 operating hotels in 24 countries as of 30 June 2020.

Banyan Tree Holdings 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 programme 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.

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