

BANYAN TREE

HOLDINGS

PRESS RELEASE

Banyan Tree Group Is Prioritising Mental Wellbeing For Customers And Associates Alike



Caption: Mindfulness practices launched for Banyan Tree Group's associates and guests to elevate mental health and wellbeing.

Singapore, 5 October 2020 – Banyan Tree Group rolls out **3 pioneering groupwide initiatives** to promote wellbeing, particularly **mental wellbeing**, during Covid and beyond. Ahead of World Mental Health Day 2020, it advocates for more corporate leaders to **invest in mental health** and align to **WHO's call to action** to redress the historical neglect of this area.

With the ongoing pandemic and its ensuing uncertainty, mental health conditions are rising across the globe. WHO data has shown that **25% of the global population** is affected by a mental disorder, while mental, neurological and substance use disorders exact a high toll on ill-health outcomes. There has been **an alarming spike in symptoms of anxiety and depression** due to the cumulative stress of the pandemic's effect on lives and livelihoods.

“As the first step towards a journey of recovery and building resilience, **we have prioritised mental wellbeing and the skills of effective self-care**. While this was an initiative we conceived of pre-Covid, the pandemic has only elevated its importance. Anxiety levels are at an all-time high globally. We are in an industry that continues to be severely affected. As leaders, it's our job to help alleviate that for our teams at this time. Simply, we can only look after our guests when we look after our associates,” said **Ms Ho Renyung, Vice President of Brand HQ, Banyan Tree Holdings**.

As an inside-out journey, the Group's people-first approach led it to revamp its groupwide training modules to express its service culture of **'I am with you'**. Leaning on tenets of **empathy, positive psychology and mindfulness-based stress reduction (MBSR)**, the modules build in an experiential learning and facilitative approach. Led by the **Banyan Tree Management Academy** and Wellbeing teams, this is an internal learning revolution that promotes resilience, self-awareness, and self-care.

In addition, the Group is laying the groundwork to support associates' wellbeing with the launch of **Project T, a tele-therapy service** which partners with likeminded externally-certified wellbeing practitioners. Strictly confidential and available in English, Chinese and Thai languages, associates benefit from complimentary professional sessions to learn stress management techniques, to apply at work and in their personal life.

During this time, the Group has also pivoted its usual annual associate surveys to focus more on individual wellbeing. After a successful pilot in July, it will roll out an **Organisational Wellbeing Index** for all its associates globally in the end of the year. The index, with a set of **64 questions on lifestyle practices**, is **based on Banyan Tree's eight pillars of wellbeing**: sleep, dietary awareness, interaction, intimacy & involvement, physical vitality, cultivating the mind, learning & development, harmony with nature and sustained practices. The pilot survey had shown that associates scored high in relationship and the practice of virtues while sleep and physical fitness are two key areas for improvement. Based on each property's overall results pinpointing employees' wellbeing, headquarters will provide guidelines, training and activities for implementation. Whilst much of the wellness industry mentions new technologies, trends and products people must have to live well, it is the conscious practice of these simple basics, underpinned by helpful technology, that makes the personal journey of wellbeing truly sustainable.



BANYAN TREE



ANGSANA



CASSIA



DHAWA

laGuna

BANYAN TREE

HOLDINGS

Ms Ho added: “We all have stress in our life and we need a culture that is open to how we collectively and individually address that. There is no question that mental wellbeing is a vital component in building a resilient global workforce of the future. We have only just started this journey, but the feedback has been very positive. In sharing this, we hope more corporate leaders will focus on this area, especially in Asia.”

– END –

For high-resolution images, please download [here](#).

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.

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

Media Relations (International)

Renee Lim • Assistant Vice President, Corporate Communications
+65 6849 5851 • renee.lim@banyantree.com