

# BANYAN TREE

HOLDINGS

## PRESS RELEASE

### Nationally Accredited Laguna Phuket Stimulates Travel Rebound and Vibes in Phuket



Famous Thai singer and actress Ms Wichayanee Pearklin (known as “Gam The Star”) in Laguna Phuket, visiting the Angel Market set-up by airline industry associates.

**Singapore, 8 September 2020 – As Phuket rebounds with domestic tourism, industry players rally together while keeping health and safety regulations in mind. Fully accredited recently by Thai Meeting Venue Standards (TMVS) Certifications for mass participation events, Laguna Phuket hosted a series of events to celebrate the rescheduled Thai Songkran holidays.**

**Working closely with local authorities and partners, these events incorporated stringent adherence to health and safety regulations and distancing protocols while stimulating travel rebound and vibes. Around 4,000 residents and hotel guests enjoyed a 5km and 11km “Night Run” around Laguna Phuket, a two-day community “Angel Market” hosted by Cassia Phuket in support of the affected airline industry and Laguna Phuket Beach-cleaning Sustainability Event at Xana Beach Club.**

On Saturday 5 September 2020, **Laguna Phuket hosted the inaugural Run For Friendship, organised by the Phuket Police.** The 1,800 runners started at Laguna Grove, made famous by its international events such as Laguna Phuket Triathlon and Supersports Laguna Phuket Marathon. The finish line was at the stunning Xana Beach Club, where runners enjoyed an evening of live entertainment, a variety of local food and refreshments.

Another **highlight of the weekend was the “Angel Market” held at Cassia Phuket,** a community event created to support the affected airline industry impacted by international travel downturn. The market welcomed over 50 airline associates as vendors, providing a wide variety of F&B, souvenirs and apparel. During the two days, over 2,000 people were entertained with big-screen movies, a pool party, live music and DJ, dance competitions and a fire show.

As a finale, **Xana Beach Club at Angsana Laguna Phuket held a community beach-cleaning activity followed by sunset drinks.** Over 300 people supported the event to remove debris from the northern end of Layan Beach.

Famous Thai singer and actress Ms Wichayanee Pearklin (also known as “Gam The Star”) celebrated the holidays in Laguna Phuket, spending time at the Angel Market and Xana Beach Club Sustainability Event.

**SAVP of Laguna Phuket, Mr Paul Wilson,** “Laguna Phuket is famous as an events destination. We have large event spaces such as Laguna Grove, Cassia Phuket, Xana Beach Club and Angsana Convention & Exhibition Space



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ANGSANA



CASSIA



DHAWA

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(ACES), which enable Laguna Phuket to host mass participation events, while strictly following all public health and safety regulations.”

In response to the recent pandemic, every hotel within Laguna Phuket has implemented global safety measures, such as the **Safe Sanctuary Programme** by **Banyan Tree Group**. In keeping with the ethos to **Protect, Provide and Prevent**, Laguna Phuket’s other destination facilities, such as residential services, spas, golf, tours, transportation and retail, have also enhanced safety measures to ensure residents, guests and associates can truly **#StaySafeWithLagunaPhuket**.

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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](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)

### ABOUT LAGUNA PHUKET

**Laguna Phuket**, Asia’s premiere destination resort – a collection of deluxe hotels and villas including Angsana Laguna Phuket, Angsana Villas Resort Phuket, Banyan Tree Phuket, Cassia Phuket, Dusit Thani Laguna Phuket, Laguna Holiday Club Phuket Resort and Outrigger Laguna Phuket Beach Resort - all sharing 1,000 acres of tropical parkland and three kilometres of beach frontage in Phuket, Thailand, with award-winning 18-hole Laguna Golf Phuket, an onsite Laguna Tours and excursions operator, XANA Beach Club, Canal Shopping Village, award-winning Banyan Tree Spa, four Angsana Spas, Banyan Tree Gallery and Angsana Galleries, “ACES” a large scale function venue, and “Laguna Grove” an outdoor large-scale event venue.

[www.lagunaphuket.com](http://www.lagunaphuket.com)

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