

BANYAN TREE GROUP

PRESS RELEASE

Banyan Tree Launches its First Banyan Tree Escape in Bali, Indonesia Unveiling a "No Walls, No Doors" Concept



Buahan, a Banyan Tree Escape, the Group's new brand extension, elevates purpose-led experiential travel connecting guest to nature and their surrounds.

Singapore, 17 May 2021 – Buahan, a Banyan Tree Escape, is set to open in an off-the-beaten-track, untouched part of northern Ubud in September 2021. Though the opening falls during the pandemic, this brand extension symbolises the Banyan Tree brand's vision and commitment to creating immersive experiences combining deep nature and sustainable design. Pioneering a "no walls, no doors" concept throughout the property and in each of its 16 balés (villas), Buahan, a Banyan Tree Escape, is an invitation into a different way of being.

At the resort's heart are the Open Kitchen and Living Room, both open dining and lounge spaces created to evoke a sense of community. Here, guests are invited to learn how the resort reinvents the basics of food and drink through its unique zero-waste farm-to-table concept, local sourcing philosophy and heritage techniques. The menu concept, 70% of which is plant-based, is sourced locally within a one-hour drive from the property. This concept was developed through a collaboration with Agency X, a local consultant group that houses the acclaimed restaurant Locavore, Nusantara Restaurant, and The Night Rooster Cocktail Bar, creatively enhancing a sense of place.

The Botanist Bar is centred around the use of local-grown natural ingredients and botanicals infused into its beverages, while Toja Spa celebrates the wellbeing traditions from Buahan village and its surrounding areas, with a unique "open" garden experience - certified by the award-winning Banyan Tree Spa Academy.

The brand also celebrates unconventional craft forms, from its sonic branding approach with Singapore-based creative studio Parable to using re-purposed Ulin 'iron' wood from boat jetties, hand-carved wooden headboards, hand-smithed copper bathtubs and natural dye soft furnishings.

Connecting to Nature

Situated in a quiet enclave surrounded by rice paddies and jungle, the site's unique topography is next to the Ayung River and waterfall, including a sweeping view of the seven majestic peaks. The resort has 16 balés, designed to blend spacious indoor-outdoor living areas with 180-degree panoramic views and sounds of nature through a bold taste of 'The Naked Experience' where only a thin veil separates guest from nature.

Scattered on and off the property, secret Hideaway Spots draw on the element of being at one with nature, providing guests with a garden sanctuary for meditation, reading, or simply taking a moment to pause and unwind.

A Discovery Experience

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CASSIA



DHAWA

LaGuna

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A calendar of daily, weekly, and monthly events guides travellers towards a range of curated and self-led experiences around the three pillars connecting to nature, a discovery experience, and community integration. From the on and off-site daily 'Happenings' activities to collaborative events with visiting practitioners or local cultural festivities, the ethos of unique, rejuvenating and spontaneous opportunities for discovery hold firm and are a core of the brand experience.

Embedded in the Community

To ensure the surrounding environment and nature were preserved, research on the sociological, architectural and cultural aspects was conducted within a 1-hour radius of the property. This research helped guide the team on how experiences are created and ensure guests feel immersed in the unique local experiences and understand the resort's relationship to the surrounding community. Gede Kresna, a recognised sustainable local architect who focuses on Balinese design and environmentally friendly architecture, together with his team, conducted the four-month research, a summary of which will be available at the resort. Gede worked closely with Banyan Tree Group's Head of Architecture, Dharmali Kusumadi, who designed the balés and other resort facilities, bringing life to the inspired vernacular architectural approach through unique design and construction methods.

Ms Ho Ren Yung, VP, Brand HQ of Banyan Tree Group, said, "We have owned this piece of land for over twenty years, and the conceptualisation of Banyan Tree Escape started almost five years ago. It is a true labour of love and a bold experience proposition we are excited to see become real. Even while we are calling it Escape, at the heart of this brand is creating a way for people to be present, to unearth, renew, and a way to truly 'be here'. Fireflies in your room at night, and morning mists with the sunrise – it is an unparalleled journey, communing with nature, alone and with others."

Visit Buahan, a Banyan Tree Escape's website, for more information and reservations (www.escape.banyantree.com) and follow its Instagram [@banyantree.escape.buahan](https://www.instagram.com/banyantree.escape.buahan) for more stories.

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

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 travellers of today and tomorrow.

Founded in 1994 on the core concept of sustainability, Banyan Tree Group 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 7,800 associates across 22 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 Group has received 2,759 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 35 new hotels and resorts under design and construction in the pipeline, in addition to 48 operating hotels in 13 countries as of 31 December 2020.

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 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

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