

BANYAN TREE GROUP

PRESS RELEASE

Banyan Tree Group Launches First Banyan Tree Veya In Phuket, Thailand

Discover A New Conscious Way Of Living



Singapore, 16 March 2022 – [Banyan Tree Group](#), one of the world’s leading independent hospitality groups, announces the launch of new wellbeing brand Banyan Tree Veya within its multi-brand ecosystem. Set to open on 18 March 2022, the flagship [Banyan Tree Veya Phuket](#) is a wellbeing-centered resort that offers bespoke programs with an emphasis on what the brand calls ‘embodiment therapies’, built on Banyan Tree’s proprietary eight pillars of wellbeing.

Veya means ‘to weave’, and provides the safe space to integrate your own path to wellbeing. The Veya experience is led by certified multidisciplinary wellbeing hosts around a 3-step protocol of Awareness, Discovery, and Sustenance. Created in direct response to the Covid-19 pandemic, Banyan Tree Veya aims to address a world with an urgent need for reconnecting mind and body on a daily basis.

“With our hyper-stimulated modern life, our nervous systems cannot truly relax and therefore, rest; chronic stress erodes our natural immunity and regenerative capacity. Our ethos #OwnYourPresence guides our mission of inspiring individuals’ to travel inwards and become conscious of how their daily actions, thoughts, and emotions interact with their physical being,” says Ms Ho Ren Yung, Senior Vice President, Brand and Commercial of Banyan Tree Group.

THE VEYA EXPERIENCE

The Veya journey begins with a private consultation with the wellbeing hosts, who are certified and trained in eastern medicine, naturopathy and coaching. After an assessment against the brand’s codified wellbeing approach, a personalized itinerary is created aligned to each guest’s needs and priorities, centering on embodiment therapies and somatic practices.

Mindfulness practices: Classes such as Ocean Breath and Conscious Grounding raise sensory awareness through breathwork, sound therapy and guided imagery meditation techniques in natural environments.

Somatic movement: Intuitive forms of dance, yoga and classes such as Balance and Stability that focus on the internal experience of movement to release chronic tension patterns and calm the nervous system.

Weightless: A new range of signature therapies unique to Veya – combining rehabilitative floatation with body stretch massage techniques and meditational sound therapy into a restorative sensory experience.

Lifestyle learning: Workshops aimed at introducing wellbeing rituals into daily life such as creative therapies, integrative nutrition and classes such as Positive Resilience help guests bring the retreat experience home.

Banyan Tree Holdings Limited

211 Upper Bukit Timah Road, Singapore 588182 | Tel: +65 68495888 | Email: corporate@banyantree.com | Website: banyantree.com

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RESTFUL LUXURY ACCOMMODATIONS

Designed for optimal rest, the villas feature organic cotton bedlinen, choice of pillows, black-out curtains, nightly aromatherapy, sleep light and music. Each villa comes fully equipped to enable wellbeing practices in the privacy of the own room, with amenities including a wellbeing minibar, yoga mats, sound therapy bowls, exercise stretch bands and more.

NOURISH WITH VEYA CUISINE

Veya showcases plant-forward cuisine that weaves together Asian and Mediterranean influences in a creative, flexitarian approach that respects ingredient provenance. Menu signatures include bowls, broths and reinterpreted iconic local dishes around a Fuel-Balance-Repair daily sequence. Resident 'Nutrition Sommeliers' assist guests in curating a tailored menu during their stay to fulfil dietary needs and preferences.

THE WIDER EXPERIENCE

Banyan Tree Veya Phuket offers a lush enclave within Laguna Phuket, a distinct and tranquil location within the Banyan Tree Phuket resort and a few minutes' walk from Bangtao Beach. Veya guests will enjoy exclusive access to a Wellbeing Center featuring Thailand's first-ever White Room for sensory detox and meditative practice, and a traditional herb farm-pharmacy workshop opening soon. Flexible Veya credits allow further customisation of guest wellbeing journeys with options to use for spa, private classes, dining and retail products. A journey reflection consultation is offered prior departure followed by personalized programs and lifestyle practices to continue their wellbeing journey in their daily lives.

"The pandemic has brought unprecedented stress and trauma to our generation, the full impact of which remains to be fully assessed. However, many of us are reassessing our purpose and approach in life. The Banyan Tree Veya team of resident wellbeing specialists and external experts aim to guide, encourage and celebrate with our guests in discovering this new conscious way of living," says Mr Lee Woon Hoe, Senior Assistant Vice President, Executive Director of Wellbeing.

OPENING OFFER

For a limited time only, travelers can enjoy Banyan Tree Veya Phuket's Opening Offer for a three-night package at THB 38,400 with THB 20,000 Veya exclusive credit per villa for two persons.

Veya Experience inclusions:

- Accommodation in a Veya Pool Villa well-designed for rest and restoration
- Private wellbeing assessment, mapping and consultation
- Bespoke wellbeing itinerary from curated group wellbeing activity calendar
- Daily rituals and mindful practices to center the mind and body
- 25% discount on private sessions, spa treatments, retail purchases and outlet dining
- End of stay experience reflection and consultation
- Personalized take-home guide to support home practice

Book by 30 April 2022. Reservations can be made online via www.banyantree.com/thailand/veya-phuket. 2022 planned retreats include a launch festival this month, and curated journeys for mindfulness-based programmes and women-only groups through the year. Banyan Tree Veya Phuket marks its grand opening with its first Veya Circle Programme, led by Veya's resident wellbeing specialists and specially curated panel of internationally renowned wellbeing experts, to be held on 18-21 March 2022.

– END –

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

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FAQ

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Q: What are Banyan Tree's proprietary eight pillars of wellbeing?

A: Banyan Tree's proprietary eight pillars of wellbeing is about sustained and balanced practice, which serves as guiding principles throughout life journey and covers a range of multidisciplinary modalities: *Sleep & Rest, Dietary Awareness, Bonding & Connection, Physical Vitality, Cultivate the Mind, Learning & Development, Harmony with Nature and Sustained Practices.*

Q: What are purposeful massages for?

A: Modern wellbeing problems require modern solutions. With new wellbeing experiences and a selection of purposeful massages at Banyan Tree Spa, Veya aims to address and alleviate today's issues of sleep deprivation, chronic physical tension, and mental fatigue. Drawing on science-based techniques derived from years of research and experience, each treatment relieves your body of toxins, tension, and mental strain.

Q: How many Veya Pool Villas does Banyan Tree Veya Phuket have?

A: There are 23 one-bedroom Veya Pool Villas designed for optimal rest and restoration. At 1,507 square feet each, the villas offer modern comfort through the lens of contemporary Thai design and architecture, outfitted with luxurious king-sized beds, spacious bathrooms, daybeds for private contemplation, 205 square feet swimming pools and heated jet pools for relaxation.

Q: What facilities are included in Veya's Pool Villas?

A: In-room facilities are categorised into three categories – namely *For Your Rest, Your Restoration* and *Online Wellbeing Companion*. *For Your Rest* includes organic cotton bedlinen, pillow selection, black-out curtains, nightly aromatherapy, sleep light and music; while *Your Restoration* includes private swimming pool, outdoor jet pool, outdoor practice deck, wellbeing minibar, yoga mat, meditation singing bowl and exercise stretch bands. *Online Wellbeing Companion* comprises Deep Breathing for Relaxation and Alternate Nostril Breathing for Concentration.

Q: Is there a Banyan Tree Veya in other parts of the world apart from Phuket?

A: The second Veya will be opening in Q42022 in Maldives.

ABOUT BANYAN TREE VEYA PHUKET

Banyan Tree Veya Phuket is a place of connection with yourself, others and nature. It provide guests with a safe space of wonderment and reflection, where they can rediscover themselves and take steps towards a lifelong journey of wellbeing. Guided by Banyan Tree's Eight Pillars of Wellbeing it has curated a range of embodiment therapies and somatic practices. Banyan Tree Veya Phuket's resident therapists and professional wellbeing hosts help guests through new ways of being well and empower them with the tools, knowledge and experience to continue charting their own wellbeing journey long after their stay. For more information, please visit www.banyantree.com/thailand/veya-phuket.

ABOUT BANYAN TREE PHUKET

Escape to a sanctuary for the senses at the award-winning Banyan Tree Phuket, located in the heart of the Andaman - the island of Phuket. The resort offers a private paradise of luxurious all-pool villas nestled around a saltwater lagoon and surrounded by lush greenery. The perfect destination for travelers seeking a luxury hideaway, a golf getaway, a relaxing staycation, or a base from which to explore this beautiful island's heritage, culture and stunning beaches. Step into a world of unspoiled natural beauty and unparalleled luxury at Banyan Tree Phuket. It offers three different guest journeys: Banyan Tree Phuket, the core of the resort offering a variety of villa sizes in Thai architecture; Banyan Tree Veya Phuket; and DoublePool Villas by Banyan Tree Phuket, a haven offering the utmost in comfort and privacy. Banyan Tree provides naturally luxurious, ecological, culture-sensitive experiences for the discerning, responsible travelers.

ABOUT BANYAN TREE GROUP

Banyan Tree Group ("Banyan Tree Holdings Limited" or the "Group") is one of the world's leading independent, multi-brand hospitality groups centred on stewardship and wellbeing while offering exceptional, design-led experiences for the global travellers of today and tomorrow. The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centred around an ecosystem of 10 global brands, including the award-winning Banyan Tree, Angsana, Cassia, Dhawa and Laguna, as well as the highly anticipated new brands of Homm, Garrya, Folio and two new Banyan Tree brand extensions, Banyan Tree Escape and Banyan Tree Veya.

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 8,200 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 Group has received 2,920 industry awards and accolades since inception over 25 years ago, most recently being named among the Top 25 Hotel Brands in the World by Travel + Leisure. 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 United Nations Sustainable Development Goals. Executing on its regionalised growth strategy, the Group's global footprint continues to grow with 45 new hotels and resorts under design and construction in the pipeline, in addition to 55 operating hotels in 15 countries as of 31 December 2021. As a global industry hospitality leader, Banyan Tree Group firmly embeds its mission to be a business that benefits all stakeholders, for the greater good.

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.

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www.banyantree.com www.anghana.com www.cassia.com www.dhawa.com www.lagunaphuket.com
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Media Relations

Thailand: Christine Lew, Director of Marketing Communications, Banyan Tree Phuket, +66 636 100 206, christine.lew@banyantree.com

Global: Renee Lim, Assistant Vice President, Corporate Communications, Banyan Tree Group, +65 6849 5851, renee.lim@banyantree.com

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