

# BANYAN TREE GROUP

## PRESS RELEASE

### Banyan Tree Group Invites Guests to Celebrate International Day for Biological Diversity by Protecting Vulnerable Habitats Around the World



Singapore, 18 May 2022 – Ahead of the International Day for Biological Diversity on 22 May, Banyan Tree Group is reinforcing its founding pledge to preserve the planet’s resources for future generations by inviting guests to learn about biodiversity and the impacts of climate change on vulnerable communities around the world. Launching across all of the Group’s brands, the new ‘Stay For Good’ programme includes stay experiences focused on social and environmental efforts, while the signature ‘Citizen Science’ initiative encourages guests to participate in environmental monitoring.

As a pioneer of resort-based conservationism, over the years the Group has established a network of world-leading research facilities studying environmental health and using their findings to help the most vulnerable havens of biodiversity thrive. In the Maldives, home to some of the richest marine biodiversity in the world, the Banyan Tree Marine Lab protects portions of house reefs around Banyan Tree Vabbinfaru, Angsana Ihuru and Angsana Velavaru.

The first-ever resort-based conservation lab to be established in the country, the Maldivian facility works alongside the local government to drive recognition of these precious habitats, each home to hundreds of fish species and splendid coral growth. Since its inception in 2004, the lab has paved the way for scientists and researchers to visit, monitor and analyse the unique tropical marine environment found in this part of the world.

This year’s theme — “Building a shared future for all life” — is perfectly aligned with the years of cross-sector partnership between Banyan Tree Group, the International Union for Conservation of Nature (IUCN) and the Maldivian government, which saw the Group’s Chief Sustainability Officer Dr Steve Newman supporting the development of reef assessment methodology and training the IUCN team in their care of these sensitive sites.

“The very beauty of the Maldives that draws travellers from all over the world, is also the first to be affected by rising sea levels and coral bleaching from climate change. With protections in place, we can help create a healthier future for all life here, humans and fish alike,” says Dr Newman. “Adding to our efforts, we have also published peer-reviewed research as we continue to engage beyond our traditional industry boundary, and push the envelope of understanding of local biodiverse ecosystems and threatened species in all destinations where we have a presence.”

Beyond the Maldives, Banyan Tree Group is focusing its efforts on protecting natural habitats in Thailand and Indonesia, where some of its earliest science-based conservation initiatives, such as the lab at Banyan Tree Bintan, have taken root. Just last week, the resort invited guests young and old to witness the birth of 115 hawksbill sea turtle hatchlings from a nest on the beachfront, which was under the careful protection of its sustainability team. Guests can also look forward to releasing the turtles in batches as soon as they are strong and seaworthy, an incredible opportunity to get up and close with nature.

#### Rooted in Destination Stewardship

True to its ethos of ‘Embracing the Environment, Empowering People’, the Group has since its inception supported the transformation of destinations into more sustainable and resilient models founded on

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stewardship and responsible use. Building on global momentum, the Group has also been ramping up its efforts to engage guests in the dialogue around reducing biodiversity loss and encouraging travellers to take a more active conservationist position.

'Citizen Science' is one such signature programme that invites guests to support the Group's long-term environmental monitoring efforts. Guests contribute data from sightings of birds, sharks, turtles and more, which go a long way towards supporting conservation action. Other programmes allow travellers to connect with local nature and culture, learn about the animals they see and participate in restoration efforts, such as planting trees and corals.

In Mexico, Banyan Tree Mayakoba gives guests access to turtle nesting sites and precious coral reefs, while travellers to Vietnam will immerse in mountainous greenery and pristine beaches when staying at Banyan Tree Lăng Cô, with three UNESCO World Heritage Sites of Hoi An Ancient Town, the Imperial Citadel of Hue and My Son Sanctuary a driving distance away. Located within Xixi National Wetland Park, Banyan Tree Hangzhou offers access to the first and only wetland park covering urban life, farming and culture in China. Banyan Tree Krabi in Thailand allows guests to explore the spectacular natural sites of Khao Ngou National Park, coral reefs and mangroves in a sustainable way.

In celebration of the International Day for Biological Diversity, Banyan Tree Group is inviting travellers around the world to 'Stay for Good', with four annual group-wide initiatives and over five sustainability activities for guests to participate in at each hotel. With the recent reopening of Indonesia, guests at [Banyan Tree Bintan](#) and [Cassia Bintan](#) can give back to the environment with 'Stay for Good' experiences offering daily plant-based healthy meals and low-carbon activities such as nature trails and conservation talks.

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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"; SGX: B58) is one of the world's leading independent, multi-brand hospitality groups centred on the purpose-driven mission of stewardship and wellbeing while offering exceptional, design-led experiences.

The Group's diversified portfolio includes the award-winning [Banyan Tree](#), [Angsana](#), [Cassia](#), [Dhawa](#) and [Laguna](#), and the highly anticipated new brands of [Homm](#), [Garrya](#), Folio, and two new Banyan Tree brand extensions – [Escape](#) and [Veya](#). The Group operates over 50 hotels in 15 countries, with over 47 new properties under design and construction.

To support the mission of advancing people development, management excellence and wellbeing curriculum, the Banyan Tree Management Academy and Spa & Wellbeing Academy was established and has nurtured over 8,000 associates across 23 countries.

Banyan Tree Group is committed to raising awareness on biodiversity, environmental protection and community development through its [Banyan Tree Global Foundation](#).

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