

BANYAN TREE GROUP

PRESS RELEASE

Banyan Tree Group Debuts in Japan with Five Upcoming Properties

Leading Multi-branded Hospitality Group Expands Stronghold in Asia with the Introduction of Flagship Brand Banyan Tree, Cassia, Dhawa, and a Fresh New Concept Garrya



Singapore, 24 June 2022 – [Banyan Tree Group](#) today announces its expansion into Japan, a frontier location for the global, multi-branded hospitality group. This introduction of four brands marks the Group's first-ever entry into Japan since its inception in 1994, and further reinforces its stronghold in Asia.

Through a partnership with Wealth Management Group, Dhawa Yura and Garrya Nijo Castle have just launched earlier this month, while Banyan Tree Higashiyama and Banyan Tree Ashinoko Hakone are set to open from now through 2026.

Separately, Banyan Tree Group has just signed a new partnership with Terraform Capital that will lead to a newly built Cassia in the beautiful ski resort of Niseko.

Interweaving historic touchpoints, rich culture and natural wonders to provide true sense-of-place experiences for discerning travellers, these properties come just in time as Japan's borders reopen following a two-year break from international tourism.

- Banyan Tree Higashiyama Kyoto: Located in the Gion and Higashiyama district, Banyan Tree Higashiyama Kyoto will open in spring 2024 as a 52-key luxury, hilltop urban resort boasting spectacular views of Kyoto city. It will also be the first and only hotel in Kyoto city to have a Noh stage.
- Banyan Tree Ashinoko Hakone: Renowned for its hot spring, historical destination and views of Mount Fuji, Banyan Tree Ashinoko Hakone will be a new luxury resort development slated to open in 2026, in an area adjacent to Lake Ashino.
- Cassia Hirafu: A newly built resort set to open in 2025 in the most popular ski resort destination of Japan, Cassia in Niseko will be just minutes away from Hirafu ski slope. It will have 50 keys for the resort, and 113 keys for residential accommodation – ranging from 1-bedroom to villas that will be available for sale.
- Dhawa Yura Kyoto: Honouring the city's deeply rooted history, [Dhawa Yura Kyoto](#) opened its doors on 17 June beside the iconic Sanjo Ohashi – a bridge that was once the final station of the ancient Tokaido Road from Tokyo. The road served as a route for long-distance voyagers during the Edo period in Japan. The 138-room hotel's historic ties are reflected in the interior design and artwork, and an 8lement Spa will nurture guests on their journey to wellbeing.

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- Garrya Nijo Castle Kyoto: As the first opening under the Group's newest concept, [Garrya Nijo Castle Kyoto](#) presents a new and distinct approach to wellbeing through simplistic design and amenities that recharge and rejuvenate. The 25-room hotel launched on 17 June, and is located right in front of Nijo Castle, a UNESCO World Heritage site first built in 1603 during the Tokugawa Shogunate. It offers a meditative view of lush greenery from the lobby, seasonal cuisine at its innovative French restaurant, Singular, and a Wellbeing Room for restorative exercises and yoga.

In addition, Banyan Tree Group announces a strategic partnership with Intrace Hotels & Resorts Inc., focusing on conversion projects that will further propel the Group's growth in Japan.

"We are pleased with our strategic entry into Japan, in line with the government's recent decision to ease international tourism into the country. Just in time to announce the openings of Dhawa and Garrya, in addition to the new partnerships that will expand our multi-branded portfolio. Kyoto is an unmistakable great start for Banyan Tree Group's foray into Japan, with its natural healing springs, vast history, and abundant culture," said Mr Eddy See, President and Chief Executive Officer, Banyan Tree Group. "Our four new upcoming locations and beyond will provide signature standards of service and diversified programming that will serve as a benchmark for all future Banyan Tree Group locations in Japan."

Garrya – a modern-day wellbeing concept

An oasis of simplicity at the centre of bustling urban areas, Garrya provides a back-to-basics ambience inspired by Asian sensibilities and natural elements. The addition of Garrya to Banyan Tree Group's multi-branded portfolio of hotels, resorts, spas, galleries, golf, and residences is a continuation of the Group's strategic efforts to double its global footprint by 2025. The brand's guest experience will be hosted by front desk companions, each holding wellbeing certifications, to curate stays around Garrya's five key pillars of Space to Balance, Space to Rest, Space to Contemplate, Space to Recharge and Space to Savor.

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

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 centred on the purpose-driven mission of stewardship and wellbeing while offering exceptional, design-led experiences.

The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences features an ecosystem of 10 global brands, including 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](#).

Established in 2008 with the goal of advancing people development and management excellence, Banyan Tree Management Academy has nurtured over 8,000 associates across 23 countries. The Group is recognised for its commitment to environmental protection and community development through its Banyan Tree Global Foundation. Operating 55 hotels in 15 countries, it has 47 new properties in the pipeline. It had also entered a strategic partnership with Accor to develop and manage Banyan Tree branded hotels around the world and a joint venture with China Vanke Co. Ltd.

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