

# BANYAN TREE GROUP

PRESS RELEASE

## Banyan Tree Group Announces Entry Into The PGA Principal Partner Program



### *The Three-Year Partnership Extends Members' Exclusive Perks and Access at Select Global Destinations*

Singapore, 20 July 2022 – Banyan Tree Group, a leading multi-brand hospitality group, today announces its entrance into The PGA Principal Partner Program. The three-year partnership builds on the existing relationship between The PGA and Banyan Tree Group, whose globally renowned Laguna Phuket resort in Thailand already boasts a PGA-branded academy and has hosted The PGA's popular International Members' Conference on three separate occasions.

A number of exciting opportunities have arisen for PGA Members as part of this new three-year agreement including an exciting one-off Banyan Tree Group pro-am event and hotel, leisure, travel and residential property incentives. Open to PGA Professionals worldwide, the event will provide playing opportunities along with pre- and post-event stays, allowing participants to tailor their own unique travel experience.

PGA Members will also be able to access exclusive offers at select global Banyan Tree Group destinations to enable them to host clients in the most luxurious surroundings. This includes a 30 percent discount when staying at the group's flagship resort, Banyan Tree Phuket. Huge savings on group packages are also available as a result of the partnership.

Ravi Chandran, Banyan Tree Group Executive Vice President and Chief Executive Officer at Laguna Resorts & Hotels said, "We are delighted to enhance our existing relationship with the PGA. Becoming a PGA Principal Partner and hosting the Banyan Tree Group Pro-Am Series enables us to mark another keynote golf event whilst extending exclusive partnership benefits and introducing exceptional travel experiences to PGA Members across our Banyan Tree Group."

Robert Maxfield, Chief Executive of The PGA, added, "We are delighted to welcome the Banyan Tree Group onboard as a PGA Principal Partner. The partnership and associated Pro-Am Series are a fantastic opportunity for PGA Members to play abroad, sample Thai culture and enjoy Banyan Tree's outstanding customer experience."

Banyan Tree 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. Since the launch of the first Banyan Tree resort in Laguna Phuket in 1994, the group has received more than 2,900 awards and accolades.

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Banyan Tree Holdings Limited

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Asia's premier integrated destination, Laguna Phuket is a tropical paradise spanning 1,000 acres of lush parkland and beachfront. It is home to 8 world-class hotels and premium facilities: an 18-hole golf course, luxury spas, exceptional dining options and a variety of branded apartments and villas. With more than 1,400 rooms, the destination offers accommodations that suit all traveller types, from families with young children to intimate, luxurious stays.

More information about Banyan Tree Group can be found [here](#) and Laguna Phuket [here](#). [Click here](#) to learn more about The PGA's exclusive Partnership Program.

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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 58 hotels in 17 countries, it has 47 new properties in the pipeline.

## ABOUT THE PGA

The PGA was formed in 1901 and is the world's oldest professional golfers' association. Based at Centenary House at the famous Belfry, The PGA now has more than 8,000 members including more than 1,600 working overseas in more than 80 different countries. The PGA is one of golf's leading bodies and committed to growing and developing the game nationally and internationally through the expertise of its professionals.

The PGA nationally and through its seven regional offices administers almost 1,000 golf event days annually. The Association was, in conjunction with Samuel Ryder and The PGA of America, the founders of the now world-renowned Ryder Cup Match. The Association remains a lead partner in these Matches along with the European Tour and is the trustee of the Ryder Cup trophy.

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