

BANYAN TREE GROUP

PRESS RELEASE

Banyan Tree Group Targets New Generation of Extended Stay Travellers Across its Ecosystem



Singapore, 26 July 2022 – To address new traveller needs post-Covid, Banyan Tree Group offers Habitat, a single exclusive pass allowing guests to purchase stays in blocks of 10 or 20 nights, with savings of up to 40% for longer stays.

Habitat was created to enable remote workers and digital nomads to work from anywhere, easily, and enjoy long-term stays across the Group’s multi-branded portfolio in more than 23 countries worldwide. The pass caters to three distinct audiences: ‘wanderlusts’ seeking to discover new places, families yearning for a long-overdue vacation, and digital nomads keen to experience the freedom of working and exploring the world simultaneously.

This concept of long-term stays is now more relevant than ever, as studies have shown that by 2025, an estimated 70% of the global workforce will be working remotely at least five days a month. Some countries are already implementing four-day work weeks, so as organisations shift to remote or hybrid working arrangements in favour of flexibility for employees, more people can now choose to work from anywhere in the world, and even bring their families along.

With the gradual reopening of international borders, travellers who purchase the Habitat pass may find home in over 40 hotels and resorts across Thailand, Laos, Vietnam, Malaysia, the Maldives, Mexico and Morocco. One may choose to work from the tranquil hideaway of Banyan Tree Mayakoba, for example, nestled among mangrove forests in Mexico’s Riviera Maya, then enjoy the azure waters and healing sounds of ocean waves at Banyan Tree Vabbinfaru in the Maldives.

One Pass, Multiple Doors

A Habitat pass consists of one or two ‘units’: one unit is equivalent to 10 nights’ stay, and two units is equivalent to 20 nights’ stay. Guests can select their preferred tier: be it Luxury, Premium, Comfort or Standard, from a portfolio of worldwide destinations, before purchasing one or two units per chosen tier.

Each purchase receives a unique Habitat Pass code which travellers can use to redeem a stay of 10 nights in [multiple properties in the same tier](#) when booking through [banyantree.com](#).

Passes are valid for 12 months and include multiple benefits such as dining and Spa & wellbeing credits of up to USD 2,000 based on the number of units purchased, complimentary breakfast, Wi-Fi, and access to the properties’ fitness centres.

With its simple and flexible system of long term stay, Habitat allows travellers to live each day on their own terms, at their chosen space and time.

“With workplaces offering greater flexibility than ever before, people are eager to step out and rediscover the world. We’ve designed Habitat to provide travellers the freedom to work and explore the world simultaneously. Our properties are natural sanctuaries, always safe and ideal for both work and play – to allow our guests to live their best lives and thrive,” says Ms Michelle Ng, Head of Customer Insights, Banyan Tree Group. “Whatever their travel goals, there is a suitable Habitat for our guests to find their new home.”

For more information on Habitat, visit www.banyantree.com/habitat.

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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 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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