



PRESS RELEASE

## Banyan Tree AlUla Debuts in Saudi Arabia

*Opening in October 2022, the resort, which is developed by the Royal Commission for AlUla, brings wellbeing-centred luxury to a heritage site*



AlUla, 19 September 2022 – [Banyan Tree](#) launches its first property in historical AlUla in Saudi Arabia, ushering in the Group's debut in the Kingdom. AlUla is attracting the attention of the world's affluent travellers with its mesmerising mix of history, culture, and entertainment, all set against a breathtaking desert backdrop dating back millions of years.

Inspired by the nomadic nature of Nabataean architecture, the all-villa, tented resort epitomises Banyan Tree's commitment to local influence. The fundamental principles of the resort are designed around three concepts that allow guests to immerse themselves in the resort and the destination:

- 'In-villa' provides guests with made-to-measure offerings brought to life by the talented cast of Banyan Tree hosts.
- 'In-valley' takes guests into the essence of AlUla through exclusive outdoor treatments, nomadic chef's tables, active adventures, and private events staged in spectacular settings.
- 'En-voyage' brings guests through privileged immersions crafted with local talents, continuously unlocking new facets of AlUla's rich legacy. Bespoke wellbeing and adventure excursions show a glimpse of the ancient landscapes of AlUla and the lives of the people who call it home.

"The Banyan Tree AlUla opening marks the completion of the final development phase of Ashar Valley, which also houses the world-famous Maraya Hall." said Mr John Northen, Executive Director- Head of Hotels and Resorts at the Royal Commission for AlUla. "The selection of Banyan



Tree to operate this resort was driven by the brand's synergy with the vision of the Royal Commission for AlUla for the destination. The ethos of Banyan Tree is to provide a sanctuary for the senses in an awe-inspiring location with a great sense of place, which is a perfect match for us in AlUla."

The resort will feature two dining venues, including Saffron, Banyan Tree's signature Thai restaurant, offering contemporary Thai cuisine. The renowned Banyan Tree Spa welcomes guests with carefully curated wellness experiences that combine Asian traditions and local elements.

"We are thrilled to launch Banyan Tree in the beautiful valley of AlUla in the kingdom of Saudi Arabia. Founded in 6<sup>th</sup> century BC, AlUla is filled with so much history and we are honoured to be part of its heritage efforts," said Mr Eddy See, President and Chief Executive Officer, Banyan Tree Group. "Since we started our journey 28 years ago, we have been pioneers of the all-pool villa concept, and now we bring our purposeful, sustainably designed concepts to AlUla with all-tented villas that complement the existing eco-destination."

Guests looking to be among the first to enjoy a once-in-a-lifetime experience at Banyan Tree AlUla can enrol in Accor's loyalty programme: ALL – Accor Live Limitless. As a member of ALL-Accor Live Limitless, guests can earn reward points on every stay, when dining and can use their points to book nights at participating hotels, transfer points to use with partners worldwide or convert them into truly unforgettable moments with Limitless Experiences in entertainment, sports, culture, shopping, travel and more.

For more information or to book a stay at Banyan Tree AlUla, email [reservations.alula@banyantree.com](mailto:reservations.alula@banyantree.com) or call +966 55 184 2203.

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

#### ABOUT BANYAN TREE ALULA

Set to open October 2022, the all-villa resort will offer 79 luxurious tented villas in one of the world's most mysterious and exciting new destinations. Infused with elements from the nomadic nature of Nabataean design and heritage, the resort offering will include one-bedroom villas with spacious outdoor living space, as well as one-, two-, and three-bedroom villas with private pools, showcasing stunning views of the rock formations in the Ashar Valley. Guests can also enjoy the resort's infinity rock pool, the renowned Banyan Tree Spa, and two fine-dining outlets, including Banyan Tree's signature Thai restaurant, Saffron. Embodying the brand's key pillars of sustainability, a dedication to using locally inspired elements, romance and intimacy in a private sanctuary, AlUla creates the perfect home for the now global brand, set in an area that is now a protected eco-tourism destination.

#### ABOUT BANYAN TREE

Banyan Tree offers a Sanctuary to rejuvenate the mind, body and soul in awe-inspiring locations around the globe. Rediscover the romance of travel as you journey to iconic destinations where authentic, memorable experiences await. An all-villa concept often with private pools, Banyan Tree provides genuine, authentic service and a distinctive, premium retreat experience.

#### 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 60 hotels in 15 countries, it has 47 new properties in the pipeline.



#### ABOUT ROYAL COMMISSION FOR ALULA

The Royal Commission for AlUla (RCU) was established by Royal Decree in July 2017 to preserve and develop AlUla, a region with outstanding natural and cultural heritage, located in northwestern Saudi Arabia. The RCU's long-term plan takes a sensitive, sustainable and responsible approach to urban and economic development in order to preserve the natural and historical heritage of the region, while making AlUla a privileged place where it is possible to live, work and visit. The plan encompasses numerous initiatives in the fields of archaeology, tourism, culture, education and the arts, to address different priorities in economic diversification, empowerment of local communities and the preservation of heritage, as part of the Kingdom of Saudi Arabia's Vision 2030 agenda.

#### ABOUT ALL – Accor Live Limitless

ALL - Accor Live Limitless is a daily Lifestyle companion. ALL harnesses and enhances the brands, services and partnerships offered by the Accor ecosystem. ALL delivers meaningful experiences and rewards to its most engaged customers while enabling them to work live, and play, far beyond their stay, at home and around the world. Thanks to this rich value proposition, Accor is bringing its Augmented Hospitality strategy to life with new digital platforms, iconic partnerships (Credit Cards, Mobility, Airlines, Entertainment with AEG, IMG, Paris Saint-Germain) and global roll-out plan for all its guests and loyalty members

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