



PRESS RELEASE

BANYAN TREE PHUKET CELEBRATES 25 YEARS with NEW SERENITY POOL VILLAS & RESIDENCES

Phuket, Thailand, July 2019 – In September 2019, Banyan Tree Phuket, flagship property for Banyan Tree Hotels & Resorts, will proudly celebrate 25 years as Phuket’s premier holiday resort. From seasonal offers, to environmental initiatives, to a brand new selection of Serenity Pool Villas and Serenity 3 Bedroom Pool Residences, staying with Banyan Tree Phuket is now better than ever – so let the festivities begin!

2019 is a year of celebration for Banyan Tree Phuket, with the resort offering two brand new villa categories, as part of its year-long 25th anniversary celebration. The festivities culminate in September with a flurry of exciting activities, including: a Charity Golf Tournament, a Phuket Inter Hotel Football Charity Tournament, Tree Planting events with a worldwide goal of planting 25,000 new trees, sustainability activities such as Plastic Free Banyan Tree, and a special gala to honour guests who have visited the property since its beginning – along with past and current associates, and the worldwide Banyan Tree family.

The highlight of the year will of course be the new villas: 25 One Bedroom Serenity Pool Villas and 8 Serenity Three Bedroom Pool Residence, which are now open for bookings for stays from 1st of November 2019. Inspired by the serene location they are nestled in, the new Villas are located on the Golf Course and provide an ample space for guests to relax and unwind in their own private villa. In true Banyan Tree style all villas are complete with their own private pool.

Sriram Kailasam, Area General Manager, has spent 17 years with Banyan Tree properties. He has been at the heart of Banyan Tree for much of its growth, and recently expressed admiration for the entire Banyan Tree family. “Our achievements so far have been beyond anything we could have hoped for in the early years of the property. But every award we win, and every smile we see on the face of our valued and loyal guests, is a testament to the hard work and dedication of our entire team. Our launch of the new Serenity Villas and Residences is proof positive that our commitment to innovation and guest satisfaction is brighter than ever.”

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BANYAN TREE PHUKET CELEBRATES 25 YEARS with NEW SERENITY POOL VILLAS - *continue*

Serenity Pool Villa

A delightful escape into tropical paradise, the Serenity Pool Villa lets you enter a world of pure comfort and relaxation. This lovely living space includes a 17.5 sqm swimming pool with whirlpool, surrounded by a tree-lined sunbathing area. After enjoying each day of island exploration and spa treatments, you'll stretch out on a luxurious King-size bed for a refreshing night's sleep. The finely decorated Serenity Pool Villa also offers a spacious bathroom, special sitting area for relaxation, and modern amenities within a traditional Thai architectural setting.

- 140 sqm
- Private swimming pool
- Capacity : 2 Guests + 1 Child/Adult (extra charge)
- Twin Beds

Serenity Three Bedroom Pool Residence

A spacious and exquisitely designed retreat, the Serenity Three Bedroom Pool Residence is the ultimate setting in Phuket. A special games and activity room is perfect for friends and family entertainment, while an expanded pool area with whirlpool and sun deck provides an exceptional outdoor space for tropical fun. The residence also features its own private garden with an outdoor Thai sala, bringing an air of tradition and tranquillity to a magnificent living space. The villa's expansive interior includes an immaculate private bathroom with each bedroom, and a refreshing free-standing bathtub also adjoined to the Master bedroom. With 435 sqm in total to play with, this residence lets you and your loved ones experience a holiday like no other.

- 435sqm
- Private swimming pool
- Capacity : 6 Guests + 2 Children/1 Adult (extra charge)
- 2 Rooms King Bed & One Room Twin Bed

As a reward to the first guests staying in Banyan Tree Phuket's new Serenity Villas, the resort is making a special offer on early bookings. From THB 12,000 per villa per night for two guests inclusive of breakfast for bookings made until 30th September 2019.

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BANYAN TREE PHUKET CELEBRATES 25 YEARS with NEW SERENITY POOL VILLAS - *continue*

From Transformation to Celebration

Over thirty years ago, the founders of Banyan Tree purchased a vast expanse of coastal land in Phuket, Thailand, that was punctuated by lagoons of the most intense cobalt blue. They later discovered that its beauty came not from mother nature, but the pollution left by the previous tenant, a tin mine. Rather than walk away, they dedicated themselves to cleansing the acid-laden soil by planting more than 7,000 trees. In doing so, they transformed this ecological wasteland into the first environmentally sensitive Banyan Tree resort in 1994.

This was the birth of Banyan Tree Phuket, a sanctuary for the senses with a vision to offer guests a naturally luxurious, ecological, and culturally sensitive experience. 25 years and numerous awards later, Banyan Tree Phuket is proud to offer unique delights for its guests – including spacious DoublePool Villas, and an exclusive Wellbeing journey at Banyan Tree Phuket’s Spa Sanctuary. These and other highlights of the Banyan Tree experience adhere to Banyan Tree’s long-time philosophy of treating its guests with a holistic approach to the mind, body and soul.

Banyan Tree Phuket’s guests over the years have embraced this approach, and turned the resort into the successful brand it is today. The resort is more dedicated than ever to its mission: “Aspiring to build globally recognised brands by creating exceptional experiences for our guests, instilling pride and integrity in our associates, and enhancing both the physical and human environment in which we operate.”

In the spirit of celebration, Banyan Tree Phuket is offering a special promotion to commemorate its anniversary.

Banyan Tree Phuket 25th Anniversary Offer:

Until 18th December 2019, save 25% off Banyan Tree Phuket’s Best Available Rate, as well as Food & Beverages and all purchases in the Gallery when you stay for a minimum of TWO (2) nights. In addition, you’ll receive one complimentary Exceptional Experience

- Celebrate Self: Body Awareness Body Posture Workshop
- Celebrate Relationships: Afternoon Tea Overlooking the Lagoon
- Celebrate Community: Tree Planting

For bookings, call +66 76 372 400, email phuket@banyantree.com or visit www.banyantree.com

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About Banyan Tree Phuket

Thirty years ago, our founders purchased a vast expanse of coastal land in Phuket, Thailand. They marvelled at lagoons of the most intense cobalt blue, only to discover that their beauty came not from Mother Nature, but the pollution left by the previous tenant, a tin mine. Rather than walk away, they dedicated themselves to cleansing the acid-laden soil by planting more than 7,000 trees. In doing so, they transformed this ecological wasteland into the first Banyan Tree resort in 1994 – the environmentally friendly Banyan Tree Phuket. The brand has grown rapidly in the years since, but our passion and focus on the journey, discovery and romance of travel remain at the core of our business today.

Escape to a sanctuary for the senses at the award-winning Banyan Tree Phuket, located in the heart of the Andaman's greatest treasure, the island of Phuket. Our resort offers a private paradise of luxurious all-pool villas nestled around a saltwater lagoon, and surrounded by lush greenery. This is the perfect destination for travellers seeking a luxury hideaway, a golf getaway, a relaxing staycation, or a base from which to explore this beautiful island's heritage, culture and stunning beaches. Step into a world of unspoiled natural beauty and unparalleled luxury at Banyan Tree Phuket. Our integrated resort includes the Banyan Tree Spa Sanctuary, an exclusive wellbeing journey to restore your mind, body and soul, as well as DoublePool Villas by Banyan Tree Phuket, a haven offering the utmost in comfort and privacy.

" Banyan Tree provides naturally luxurious, ecological, culture-sensitive experiences for the discerning, responsible traveller "

About Banyan Tree Hotels & Resorts

Symbolising the relief and comfort provided by nature, Banyan Tree Hotels & Resorts adopted this name for the special group of hotels that stretch across the globe and offer rest and relaxation to the travel-weary. With attentive yet discreet service, and associates representing more than 50 nationalities, Banyan Tree Hotels & Resorts provide naturally luxurious, ecological, culturally sensitive experiences.

Rediscover the romance of travel as you journey to iconic cities or far flung destinations where authentic, memorable experiences await, providing a true appreciation of where you are in the world. Banyan Tree Hotels & Resorts has created a locally infused sanctuary, offering a place to rejuvenate the mind, body and soul in awe-inspiring locations around the globe. Providing understated luxury, Banyan Tree is an all-villa concept, often with private pools, located in stunning destinations around the world. In gateway cities, Banyan Tree has developed tropical garden villas and suites to create a veritable urban oasis. Banyan Tree is indeed a Sanctuary for the Senses.

Banyan Tree Hotels & Resorts has grown into one of the world's leading international operators in the hospitality and spa industry, managing more than 40 resorts and hotels, 60 spas, 70 retail galleries and three championship golf courses in 28 countries. www.banyantree.com

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