

BANYAN TREE HOTELS AND RESORTS

LUXURY TOURISM WITH A FOCUS ON SUSTAINABILITY

As of end 2019, Banyan Tree Hotels and Resorts employed 10,000 people worldwide, generating revenues of nearly USD200 million annually. Founded in 1994, the vision of this Singaporean brand was to use tourism as a powerful force for driving positive change in the world. Since those beginnings, a commitment to responsible travel and stewardship, along with the romance of travel, has remained at the core of our business today.

The company relies on a sustainable financing mechanism to support social and environmental projects that safeguard and enhance local culture and biodiversity in the countries where it operates.

INTEGRATING SUSTAINABILITY INTO STRATEGY AND OPERATIONS

Banyan Tree's sustainability ambition is to be a global leader in the hospitality industry and the sphere of sustainability. It works in partnership with local stakeholders and travellers to achieve the Sustainable Development Goals (SDGs), holistically integrating sustainability throughout the company's business strategy and operations. Furthermore, as a founding member and signatory of the United

Nations Global Compact in Singapore in 2005, the company is committed to upholding the Ten Universal Principles on human rights, labour, the environment and anti-corruption.

In 2009, the company established the Banyan Tree Global Foundation. The Foundation develops and implements a global strategy aligned with SDGs and other agendas. This strategy is then adapted to local contexts by sustainability champions and committees active within each property. Each month, the effectiveness of sustainability efforts is reported to the Global Foundation on an individual project basis, relative to established metrics and baselines for progress measurement. This data is centrally collated and analysed. Impact is

tracked throughout the year, with annual reporting to SGX.

Across all 47 properties, staff awareness and engagement is raised through annual training programmes run by the company's management academy. These in turn feed into the built-in awareness and participation aspects of the overall guest experience in each of the resorts. Workshops are held regularly to develop sustainability knowledge, capacity and leadership among property sustainability champions.

PUTTING SUSTAINABLE TECHNOLOGY TO WORK

The company uses novel technologies to meet the resource requirements of its properties and to maintain the ecological balance of the destinations in which it is present, from restoring and growing coral reefs through a technology that works on electro-accretion of minerals, to exploring novel approaches to food waste digestion and elimination, or alternative energy such as Ocean Thermal Energy Conversion.





Banyan Tree Hotels and Resorts has a long history of using such innovative technological solutions: for instance, its Ihuru resort in the Maldives was the first resort in the world to test and implement an electricity-driven calcium carbonate accretion solution—offered by Biorock—as part of its reef restoration efforts, back in 1996. In 2004 Banyan Tree built the first resort based conservation lab in the Maldives, with a second in 2007 in the Maldives and a third in Bintan, Indonesia.

CORE PROGRAMMES AND KEY PARTNERS

Banyan Tree's core programmes across the ASEAN region include resource conservation initiatives, tree-planting, forest conservation and restoration efforts, and mentorship and education programmes. The company also supports various projects active in the region.

Banyan Tree partners extensively with international and domestic government and non-government organisations, non-profits, community cooperatives, universities and suppliers to create shared value. The company's conservation centres in Maldives and Indonesia regularly collaborate with universities in the UK, Australia, New Zealand and Hong Kong, with data generated being reported to stakeholders to support

local and regional management. Additionally, Banyan Tree's annual reef monitoring data is shared with local governments, such as the National Coral Reef Monitoring Framework in the Maldives and National COREMAP project in Indonesia, to support better management of these national assets and strengthen collaborative efforts.

The company has created and evangelised social enterprises, and supported conservation for over 25 years, ensuring long term impact by supporting sustainable local development. Its sustainability effort also extend to the wider hospitality industry, academia, and conservationists. Programmes established by Banyan Tree have been used by organisations including the Worldwide Fund for Nature (WWF) to showcase and promote industry best practice. They are also the subject of socio-ecological research and a retrospective publication on the company's 25-year journey.

The social aspect of Banyan Tree's sustainability initiatives include programmes such as Seedlings, which nurtures young people at risk of societal exclusion by providing them with vocational and life skills, as well as donations, fundraising events and disaster relief efforts to support local communities. The company also assists in the creation of learn-

ing environments in local communities by holding classes in schools and universities, donating equipment and supporting infrastructure maintenance.

SUSTAINABILITY AS A FOUNDATIONAL VALUE

The company's initiatives create shared value within local communities, supports business operations and reputation, and engages tourists to both respect local environments and cultures and to actively contribute to their preservation. These directly affect Banyan Tree's bottom line while supporting action against climate change and evangelising the company's sustainability efforts throughout the service chain and supply chain.

For Banyan Tree, the business of hospitality is built on the natural and cultural heritage of the destinations where the company's hotels and resorts are located, and stewardship of this heritage stewardship is decisive of its success.

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