

# Sustainability & Diversity

**BANYAN TREE HOLDINGS LIMITED**  
SUSTAINABILITY REPORT 2015

---



BANYAN TREE



#### THE BIG IDEA:

## A Sustainable Journey

Since our inception, we have sought to be agents of social and economic development in areas where we have a presence. We strongly believe that our actions and inactions significantly impact the futures of our children and grandchildren. We believe good businesses are also businesses that do good, and we invite you to review this annual communication on progress, and join us on our ongoing journey of sustainability.

#### Our Mission

We want to build globally recognised brands which, by inspiring exceptional experiences among our guests, instilling pride and integrity in our associates and enhancing both the physical and human environment in which we operate, will deliver attractive returns to our shareholders.



### Building a brand for Good

Eat for Good at Seedlings Café Phuket

12-13  
Environment

### Sustainability Themed Guest Activities

Guests join citizen science experiences in Angsana Ihuru



12-13  
Environment



### Biodiversity

Turtle releases at Banyan Tree and Angsana Bintan

04-05

Our Core Values



### Cleaning Communities

Community clean ups like at Angsana Maison Souvannaphoum



### Feeding Communities Together

Meals shared with communities like at Banyan Tree and Angsana Lăng Cô



# Contents



18–19  
Community  
Empowerment



18–19  
Community  
Empowerment

10–11  
Greening Communities



## Greening Communities

Banyan Tree Al Wadi was part  
of 68,461 trees planted



## Newest Destinations

Banyan Tree Huangshan and a whole new experience

20–21  
New Resorts

### INTRODUCTION

- 02–03 A History of Sustainability
- 04–05 Our Core Values
- 06–07 Sustainable Tourism Development

### EMBRACING THE ENVIRONMENT

- 08–09 Efficient Operations
- 10–11 Greening Communities
- 12–13 Environment

### EMPOWERING PEOPLE

- 14 Seedlings Mentorships
- 15 Seedlings Café
- 16–17 Education
- 18–19 Community Empowerment

### NEW RESORTS

- 20 Banyan Tree Huangshan
- 21 Cassia Phuket

### ADDITIONAL INFORMATION

- 22 Corporate Governance
- 23 Future Directions

Scan this QR  
Code to access  
to the online  
version of the  
Banyan Tree  
Sustainability  
Report 2015.





# A History of Sustainability

Since winning the 1992 American Express International Hotel Association Environmental Award for remediating a “toxic” tin mine site and two years before launching the Banyan Tree brand, sustainability been a core to the company.



**1992**  
**AMERICAN EXPRESS AND INTERNATIONAL HOTEL ASSOCIATION ENVIRONMENTAL AWARD**  
for remediating “toxic site” into Laguna Phuket

**1994**

Banyan Tree Phuket opens, launching brand

**1995**

**OPENINGS:**  
– Banyan Tree Vabbinfaru  
– Banyan Tree Bintan

**1996**

**OPENINGS:**  
Banyan Tree Gallery opens first retail outlet in Phuket

**2000**

– Angsana Bintan opens  
– Banyan Tree Gallery brand is launched supporting local artisans and crafts



**2001**  
**GREEN IMPERATIVE FUND (GIF) MECHANISM LAUNCHED**

**OPENINGS:**  
– Angsana Ihuru  
– Angsana Bangalore

**2002**

**OPENINGS:**  
– Banyan Tree Bangkok  
– Banyan Tree Seychelles

**2003**

Banyan Tree Maldives Marine Lab starts construction as the first resort based research centre in Maldives

**2004**

Banyan Tree’s Corporate Social Responsibility Committee established

**2005**

Phuket Tsunami Recovery Fund (PTRF)  
Asian Tsunami Recovery Fund (ATRF)

Banyan Tree becomes a founding member of United Nations Global Compact in Singapore

Ms Claire Chiang begins 4 year term as the inaugural president for Singapore Compact for CSR, now known as Global Compact Singapore

**OPENINGS:**  
– Banyan Tree Ringha  
– Maison Souvannaphoum Hotel

**2006**

Earth Day appreciation events launched across resorts

Banyan Tree Holdings debuts trading on the Singapore Exchange

**OPENINGS:**  
– Banyan Tree Lijiang  
– Angsana Velavaru

**2007**

Resource Conservation launched to support efficient operations across the group

Greening Communities launched to raise awareness for climate change

Seedlings Mentorships launched to empower young people via education and mentorship

**OPENINGS:**  
– Banyan Tree Bintan Conservation Lab  
– Angsana Riads Collection Morocco

‘92

Significant Events

GENESIS OF A BRAND:

## Sustainability at the Core

1992 – Laguna Phuket wins the American Express and International Hotel Association Environmental Award for remediating a site previously written off by the United Nations Development Programme and Tourism Authority of Thailand.



‘01

OPT OUT CONTRIBUTIONS:

## Dedicated Funding

Crowd funding for social and environmental efforts start with the launch of the Green Imperative Fund mechanism for opt-out guest contributions matched by hotels.



2008

Banyan Tree Lijiang earns EarthCheck Silver Certified status

**OPENINGS:**

Banyan Tree Sanya



**BANYAN TREE GLOBAL FOUNDATION ESTABLISHED**

**OPENINGS:**

- Banyan Tree Mayakoba
- Banyan Tree Ungasan
- Banyan Tree Al Wadi
- Banyan Tree Hangzhou

2010

2011 Condé Nast Traveler World Savers Awards – Overall Winner for Large Hotel Chains

EarthCheck selected as strategic partner for certifying sustainable operations

**OPENINGS:**

- Banyan Tree Cabo Marqués
- Banyan Tree Club & Spa Seoul
- Banyan Tree Samui
- Angsana Fu Xian Lake

2011

Three pillar approach to sustainability includes Operational efficiency, Protecting biodiversity, and Developing local capacity

**OPENINGS:**

- Banyan Tree Macau
- Angsana Laguna Phuket
- Angsana Hangzhou
- Angsana Balaclava



2012

**BANYAN TREE LIJIANG EARNS CHINA'S FIRST EARTHCHECK GOLD CERTIFIED STATUS**

**OPENINGS:**

- Laguna Lăng Cô opens with Banyan Tree and Angsana resorts
- Banyan Tree Shanghai On The Bund

2013

Laguna Lăng Cô earns certification to EarthCheck's Precinct Planning and Design Standard, the first in South East Asia

**OPENINGS:**

- Seedlings Café in Hoi An, Vietnam
- Banyan Tree Tianjin Riverside
- Banyan Tree Chongqing Beibei
- Angsana Tengchong Hot Springs Village



2014

**BUILD FOR GOOD AND STAY FOR GOOD FRAMEWORKS ARE LAUNCHED**

Four future developments earn certification to the EarthCheck Design Standard

Seedlings Café Phuket begins training of young adults

**OPENINGS:**

- Banyan Tree Yangshuo
- Angsana Xi'an Lintong

'09

**ONGOING FORMALISATION:**

**Corporate Foundation**

Banyan Tree Global Foundation is established to enhance governance and transparency for guest and hotel contributions funding externally facing social and environmental efforts.



**BANYAN TREE**  
GLOBAL FOUNDATION

'12

**BREAKING NEW GROUND:**

**Industry Leadership**

Banyan Tree Lijiang earns China's first ever EarthCheck Gold Certified status for its ongoing systemic approach to sustainable tourism operations.



## Our Core Values



“

*The core purpose of business is to create long term value for all stakeholders, rather than only for any single group of stakeholders. We remain steadfast in our belief that business must be an active contributor to solving societal issues, a belief echoed by the United Nations Global Compact.”*

**Ho KwonPing**  
Executive Chairman

“

*Business leaders must lead by not chasing short term profits, but instead by generating long term impact by transforming the way we operate, live, and transact with all stakeholders. Doing good is not extra; it must be the rule of business. It is our duty to leverage the institutions of business and commerce to improve the world.”*

**Claire Chiang**  
Chairperson

As a global hospitality group operating in diverse locations, Banyan Tree’s concept of sustainability seeks to create long-term value for multiple stakeholders and destinations and to inspire associates, guests, and partners to take a wider consideration encompassing a long-term view when making business decisions.

### STAKEHOLDER FOCUS



Create an enchantingly memorable experience for **GUESTS AND CUSTOMERS** through our services and products;



Provide **OUR ASSOCIATES** with fair and dignified employment which enhances their ability to contribute to the company’s growth and elevates their job prospects with Banyan Tree and beyond;



Enable long term prosperity for **THE COMMUNITIES** in which we operate. This is achieved via our business conduct and operations as well as by harnessing our competencies to address issues facing the community;



Exercise caution with respect to **THE ENVIRONMENTAL** impacts of our operations, and taking an active role in the protection and remediation of our global ecosystem;



Conduct business with **SUPPLIERS AND VENDORS** in a dignified, fair, and transparent manner, while working in partnership to enhance societal benefits and reduce environmental impacts; and



Generate sustained, long-term returns on investment for **OUR SHAREHOLDERS**

# Building a Brand... for Good

To deliver on our mission, we have conceptualised our values based on a “for Good” framework.

All aspects of our business seek to have a positive impact on our stakeholders. When guests and clients support us, they are doing good for communities and ecosystems. This starts with design and construction (“Build for Good”), runs through a guest’s time at our resorts (“Stay for Good” along with “Meet for Good” and “Eat for Good”), and extends to Spa and Gallery outlets across the globe (“Spa for Good” and “Gift for Good”).





# Sustainable Tourism Development



Banyan Tree's core values are embedded into every step of the development process, from initial concept through to ongoing operations that are measured and third party certified against industry average and best practice levels.

Banyan Tree is one of the few, if not the only, vertically integrated hospitality companies capable of taking developments from initial tourism concept through to ongoing sustainable operations year after year. Our teams have established track records of delivering on every step of the development process, not just for individual hotels, but also for precinct level integrated developments and resorts.



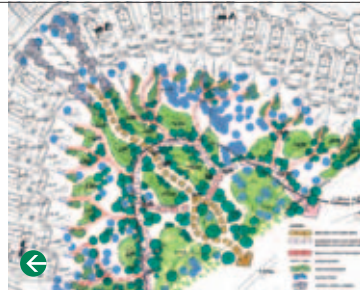
## HOW DO WE DO IT:

1

### STAGE 1:

## Concept

- Create vision for adding tourism income to destination
- Leverage cultural and physical beauty of site into hospitality business defining success as environmental, social, and financial

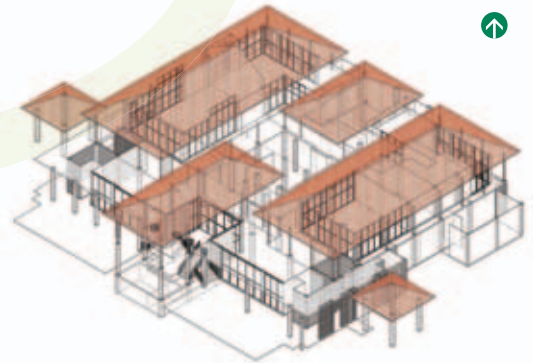


2

### STAGE 2:

## Design

- Expert architects oversee design for tourism/hospitality experiences
- Embed operational efficiency while also safeguarding the local ecology and empowering local communities



3

### STAGE 3:

## Sustainable Building Certification

- All new developments to be able to earn certification to leading international sustainable building standards
- Third party certification validates the approach to deliver sustainable hospitality operations

4

### STAGE 4:

## Construction

- Oversee development from a hospitality provider's perspective
- Amid myriad adjustments from design to reality, an expert enables sustainable design mindset is translated to operations



5

### STAGE 5:

## Pre-Opening

- Prepare and upskill team from local labor force to deliver international tourism standards
- Build local capacity and enable the most direct flow of tourism dollars into households within the community



6

### STAGE 6:

## Hospitality Operations

- Manage and operate hotels, resorts, MICE groups, recreational facilities, spa outlets, retail galleries, property sales, and vacation clubs
- Core founding value of sustainability embedded in all aspects of hospitality operations



7

### FINAL:

## Operational Benchmarking & Certification

- Annually benchmark and certify to leading international sustainable tourism operations standards
- Validate operational outcomes and management approach against regional expectation (baseline) and possibility (best practice)



# Efficient Operations

Continuing an initiative launched in 2007 to conserve natural resources, Banyan Tree furthered this commitment in 2010 by starting to roll out the EarthCheck program across all resorts. EarthCheck is the leading benchmarking, certification and environmental management program used by the travel and tourism industry. For more details about the EarthCheck methodology and approach, please visit [www.earthcheck.org](http://www.earthcheck.org).

In 2015, our EarthCheck achievements grew to 34 sectors already achieving EarthCheck Bronze Benchmarked status, up from 32 last year; to 28 sectors already certified (either Gold or Silver). Overall this means that 29 of the 39 hotels in which we have management or ownership interest, are already active within EarthCheck operational benchmarking and certification.

**Banyan Tree**  
Lijiang, China



## EarthCheck Certified 2015

### 1 GOLD CERTIFIED

Banyan Tree Lijiang



### 27 SILVER CERTIFIED

Banyan Tree Ringha

Banyan Tree Vabbinfaru

Angsana Ihuru

Banyan Tree Ungasan

Laguna Bintan (Banyan Tree, Angsana, and Golf)

Banyan Tree Mayakoba

Banyan Tree Samui

Masion Souvannaphoum Hotel by Angsana

Laguna Lang Co (Banyan Tree, Angsana, Golf, Admin Office, and Laguna Services community)

Laguna Phuket (Banyan Tree, Angsana, Golf, Laguna Holiday Club, Outrigger Villas, Admin Office, and Laguna Services community)

Banyan Tree Sanya

Banyan Tree Bangkok

Banyan Tree Macau

Banyan Tree Cabo Marques

Angsana Velavaru



### 6 BRONZE BENCHMARKED

Angsana Tengchong Hot Springs Village

Banyan Tree Seychelles

Banyan Tree Al Wadi

Banyan Tree Ras al Khaimah Beach

Banyan Tree Headquarters Singapore  
(2 Admin Office sectors)



### 4 EARTHCHECK MEMBER

Angsana Xi'an Lintong

Banyan Tree Yangshuo

Cassia Phuket

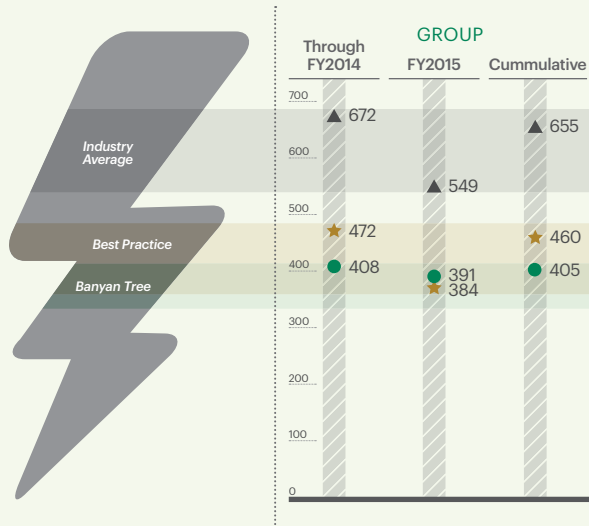
Banyan Tree Club & Spa Seoul





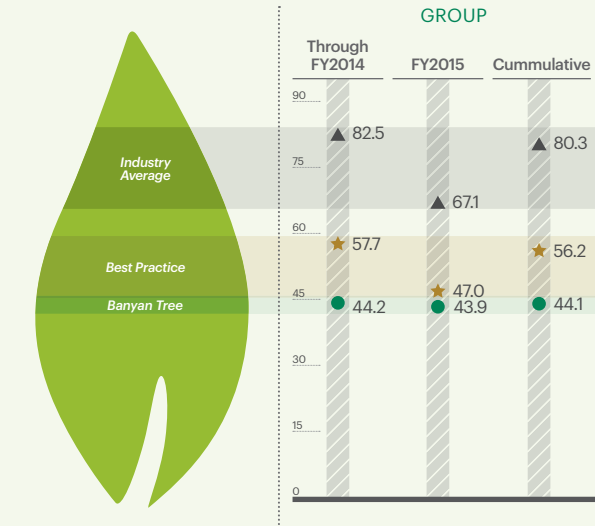
## ENERGY

(Megajoules per Guest Night)



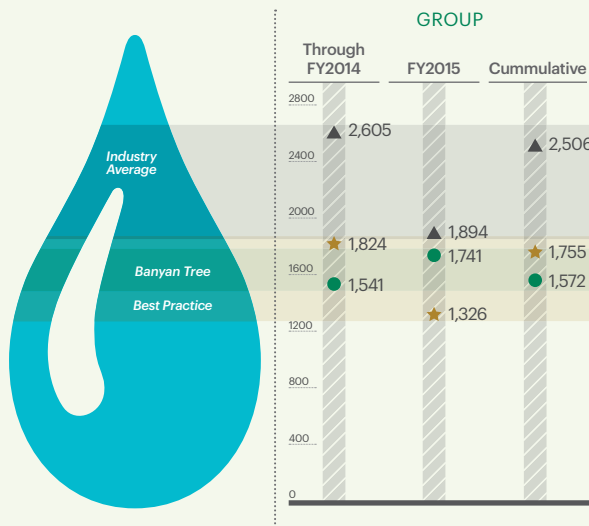
## GREENHOUSE GAS EMISSIONS

(Kilograms Carbon Dioxide Equivalent per Guest Night)



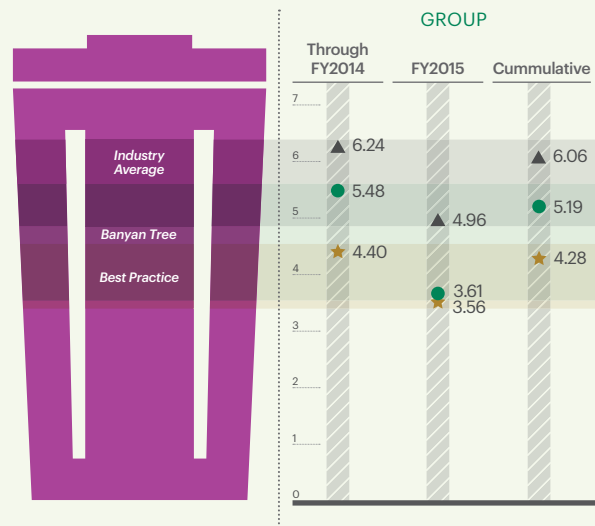
## POTABLE WATER

(Litres per Guest Night)



## WASTE SENT TO LANDFILL

(Litres per Guest Night)



**Scope:** Group data includes all hotels listed as EarthCheck Certified (Gold or Silver) and EarthCheck Bronze Benchmarked on page 10, with the exception of 2015 data for Banyan Tree Ringha, Angsana Tengchong Hot Springs Village, Banyan Tree Ungasan, Angsana Velavaru, Banyan Tree Mayakoba, Banyan Tree Seychelles, and Laguna Holiday Club Phuket Resort.

**Data Validation:** For EarthCheck Bronze Benchmarked sectors, the data has been clarified and validated by EarthCheck; for EarthCheck Certified sectors (Silver or Gold), the data has been clarified and validated by EarthCheck and also verified by third-party auditors during audits.

# Greening Communities

In 2007, Banyan Tree launched Greening Communities as a challenge for properties to raise awareness for climate change by planting 2,000 trees per year. While trees absorb some atmospheric carbon, the main goal is engagement of communities, associates, and guests to share the causes of climate change and actions to reduce our collective footprint.

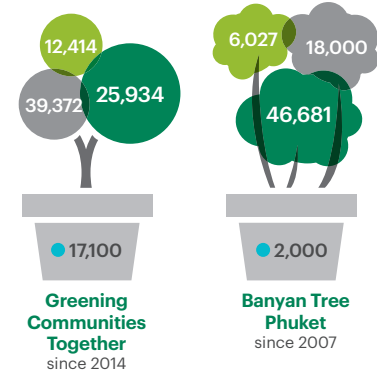
**TOTAL PLANTED**  
(2007 – 2015)

427,346

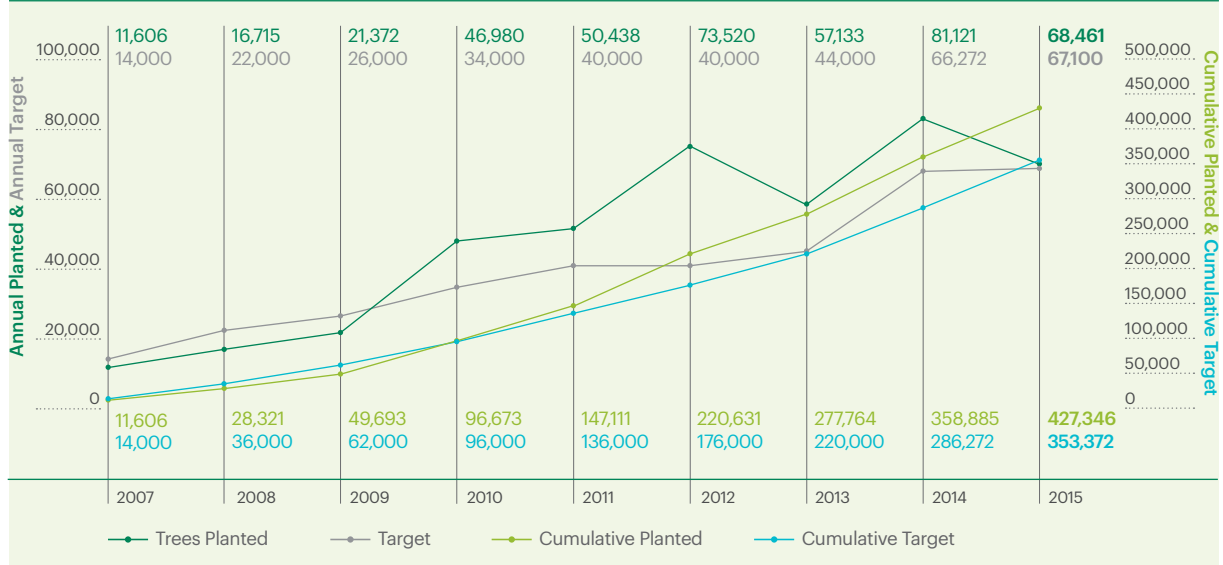
**TOTAL TARGET**  
(2007 – 2015)

353,372

## TOTAL TREES PLANTED:

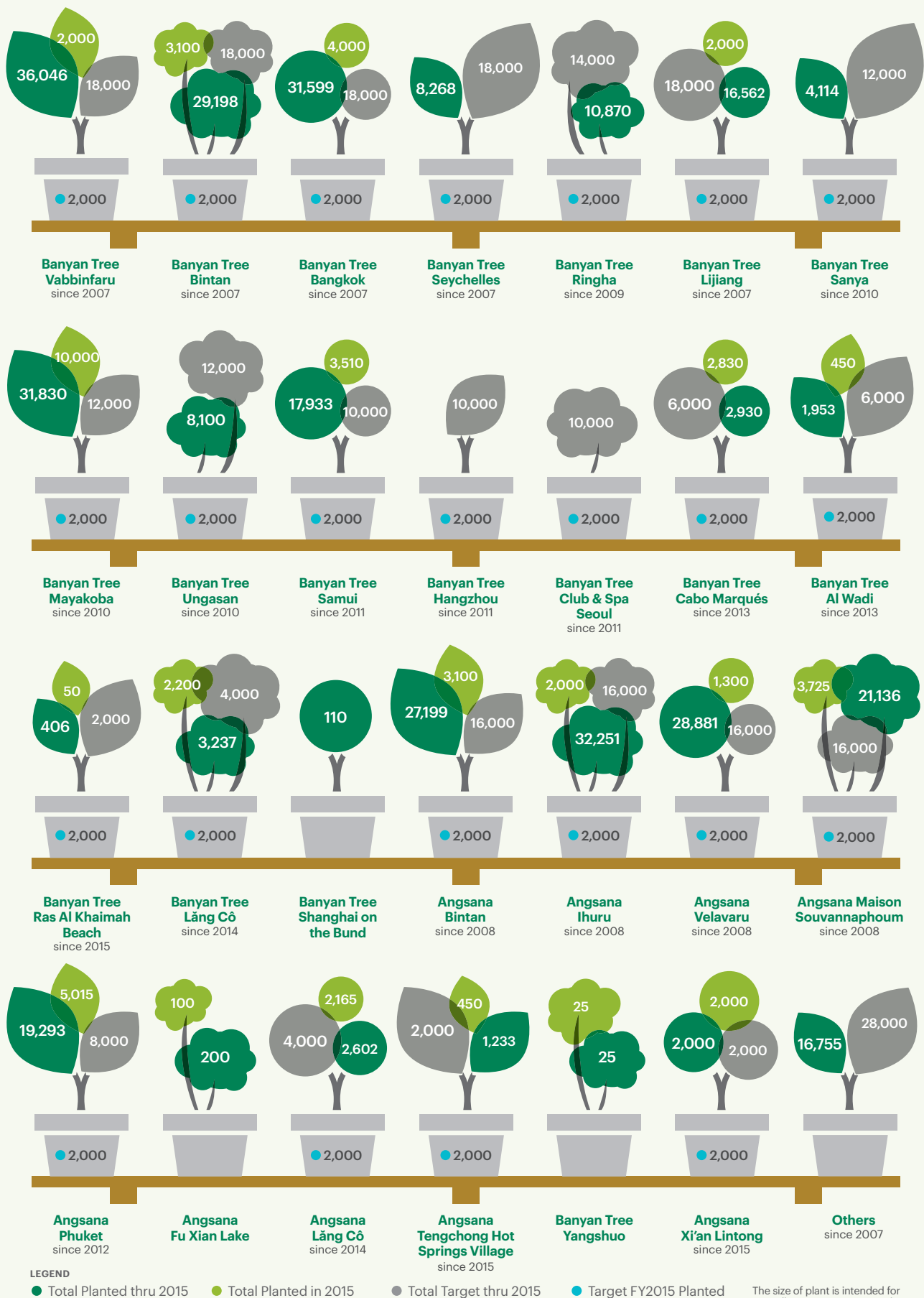


## Greening Communities Graph



1. Mangrove planting by Laguna Phuket





# Environment

## PROJECTS BY LOCATION

Safeguarding the environment is central to Banyan Tree's goal of sharing the original beauty of any of our locations with our guests. Numerous site and region specific initiatives seek to support and instil environmental awareness among our associates, our guests, and the local communities supporting our resorts. In 2015 we increased our focus on optional sustainability themed guest activities.

### TURTLES RELEASED

In 2015

743



### GUESTS PARTICIPATING in optional sustainability activities

31,127



1

### Free Conservation Presentations

– Bintan, Ihuru, Mayakoba, Vabbinfaru, Velavaru

#### Objective:

Promote conservation and build awareness about the local ecosystem of the destination.

#### Results:

Over 587 participants joined free conservation briefings (Bintan and Maldives) and twice weekly free coffee/tea chats with the resort Biologist & Community Manager (Mayakoba).

2

### Earth Hour, Earth Day, World Environment Day Celebrations

– Al Wadi, Bintan, Hangzhou, Ihuru, Samui, Tianjin Riverside, Tengchong Hot Springs Village, Vabbinfaru, Velavaru, Xi'an Lintong

#### Objective:

Raise awareness for climate change via global celebrations.

#### Results:

Over 680 people took part in activities commemorating Earth Hour and Earth Day including candle light dinners and shadow puppet shows (Hangzhou) reinforcing the message of Earth Hour, Earth Day, and World Environment Day.

3

### Turtle and Stingray Awareness

– Bintan, Ihuru, Mayakoba, Phuket, Vabbinfaru, Velavaru

#### Objective:

Promote oceanic conservation and awareness about turtle and stingray lifecycles.

#### Results:

Over 3,400 people took part in Turtle feeding (Bintan and Maldives) and Turtle measuring & cleaning sessions (Maldives) while some 10,104 people took part in Stingray feedings (Maldives) and a further 1,339 people joined to release over 743 turtles (Maldives and Mayakoba). All sessions included pre-activity briefings about marine and species conservation.

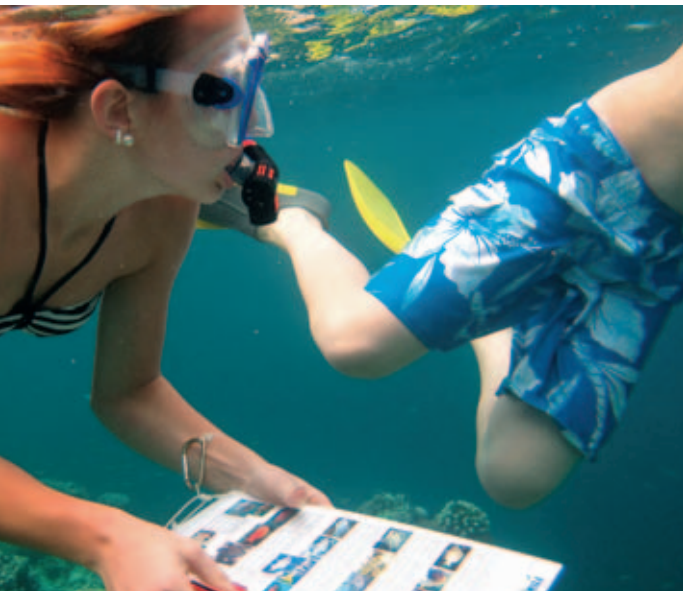


1.

1. Guest reef surveys, Banyan Tree Vabbinfaru, Angsana Ihuru, and Angsana Velavaru

2. Night Jungle Walk, Banyan Tree and Angsana Bintan





4

#### Guided Walks – Bintan, Mayakoba, Samui

##### Objective:

Promote conservation and allow guests to learn more about the destinations' local ecosystem in a more active manner.

##### Results:

Some 1,539 participants enjoyed bird watching, stargazing, day and night jungle walks, and family nature hikes in Bintan; 4,144 participants took part in either free daily or scheduled ecotours in Mayakoba; and Samui hosted 10 participants for birdwatching and children's tours of the resort.

5

#### Resort Gardens – Fu Xian Lake, Hangzhou, Huangshan, Lǎng Cō, Tengchong Hot Springs Village

##### Objective:

Raise awareness about sustainable food sources and local ingredients.

##### Results:

Over 573 people joined tours, plantings, or harvests from gardens in resorts ranging from small herb fields to rooftop gardens (Fu Xian Lake) to a 10,000m<sup>2</sup> dedicated garden (Lǎng Cō). Sessions included follow up culinary demonstrations or classes for guests.

6

#### Coral Planting – Bintan, Ihuru, Samui, Vabbinfaru, Velavaru

##### Objective:

Promote oceanic conservation and awareness of coral's importance and vulnerability in a more active manner.

“

*We seek to inspire guests to actively support environment conservation via recreations & educational activities.”*

##### Results:

Some 531 participants transplanted over 6,113 pieces of coral pieces broken off by natural tidal action and which otherwise would have died.

7

#### Guided Snorkeling

– Bintan, Ihuru, Samui, Vabbinfaru, Velvaru

##### Objective:

Promote marine conservation and allow guests to learn more about beach and marine ecosystems in an active manner.

##### Results:

Some 343 participants joined guided daytime snorkelling sessions (Samui and Maldives) while 211 joined guided night snorkelling sessions (Maldives). An additional 179 guests in Bintan and Maldives took part in citizen science sessions for surveys of the reefs' health.

# Seedlings Mentorships

Launched in 2007 to nurture young people at risk of societal exclusion, Seedlings Mentorships aims to provide young people with the motivation and means for completing their education in preparation for entering the labour force.

A concerted effort to harness Banyan Tree's core competencies to support enhanced long term prosperity within communities, this two-phased programme benefits the community at large by providing the next generation with educational opportunities. This in turn allows communities to break the poverty cycle as education is a strong tool for empowerment.

1

## MENTORSHIP

Volunteer associates from Banyan Tree and Angsana resorts undergo mentor training to inspire young people between the age of 12 and 18 to achieve what previously might have been beyond their means.

2

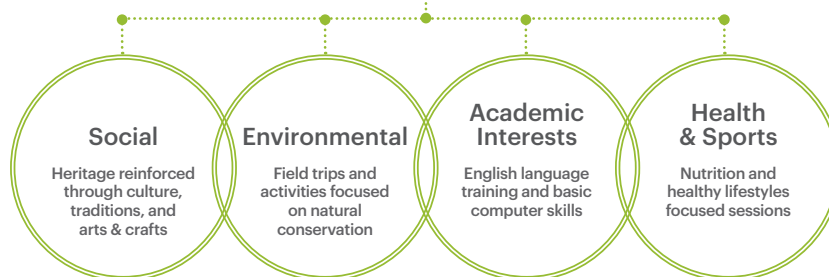
## SCHOLARSHIPS

Education is a vital component impacting one's lifelong earning potential, so Banyan Tree provides financial support for young people who face challenges in affording to continue their education.

## Subject areas of mentorship

Structured topics help guide mentor-mentee interactions to reinforce communal values along four key areas:

### 4 TOPICS OF INTERACTION



When originally launched in 2007, a third phase of "Internship" was included where, upon completion of school and after becoming an adult, optional internships provided valuable work experience at the host resort. However, in 2011 and 2012, this Internship segment was de-emphasised and removed to remain aligned with the overall message of the power of an education, including a tertiary education. Thus, when completing their secondary education, the Seedlings Mentorships young people are encouraged to attend university under a scholarship provided by Banyan Tree.



# Seedlings Café

A social enterprise eatery concept aiming to empower young adults via vocational training, Seedlings Café leverages Banyan Tree's Food & Beverage expertise to create a lasting positive impact upon host communities.

After completing the 9-month training in mid 2015, Seedlings Café Phuket opened its doors for business on 16 July 2015 in its home within Laguna Holiday Club Phuket Resort, right in the middle of the Laguna Phuket integrated development. The café opened with 7 of the trainees supported by a cast of rotating experts from the other food and beverage outlets of Laguna Phuket filling out the roster.

Even as the opening preparations were still underway, a second intake of trainees had already begun. The end result was the next round of 15 Seedlings Café trainees were already well into their 9-month training schedule by the end of 2015. For the Phuket outlet, the training curriculum was prepared in consultation with and endorsed by Prince of Songkla University, Phuket Campus, with food and beverage training led and delivered by Banyan Tree and Angsana Phuket.

Launched in April 2013 in Hoi An Vietnam, Seedlings Café leverages our restaurant expertise to provide vocational training and work experience for young adults at risk of societal exclusion.

The 9-month training program focuses on kitchens, service, overall restaurant management, and basic life skills. After completing the training, candidates work in the restaurant to build up food and beverage industry experience. Though the Café's long term goal is to cover training from restaurant operation income, initial seed funding for Seedlings Café is provided by Banyan Tree Global Foundation.

**1. SEEDLINGS CAFÉ PHUKET**  
The first class of graduates on opening day

**2. SEEDLINGS CAFÉ PHUKET**  
In 2014, a Trainee, by 2015, a Chef



1.



2.



# Education

Education is the key long term enabler for an individual's societal contribution, career and earning potentials, and overall empowerment. To support education at the primary, secondary, and tertiary levels, Banyan Tree has implemented various site and region specific efforts.

2,300

**STUDENTS BENEFITTING FROM FULLY BOOKED,**  
Laguna Phuket's free mobile learning centre in 2015



160

**STUDENTS ATTENDING HANDS ON MARINE CONSERVATION EXPERIENCES** at Banyan Tree Vabbinfaru, Angsana Ihuru, and Angsana Velavaru



1

## **Donations to Schools** – Bintan, Lijiang, Mayakoba, Samui, Xi'an Lintong

### **Objective:**

Provide a more conducive learning atmosphere for students.

### **Results:**

Enhanced building infrastructure and donated stationary for students (Lijiang), fixed windows, cleaned and painted walls and doors, donating RMB40,000 for a computer room in another school (Xi'an Lintong), funded improved drainage infrastructure for a school that flooded repeatedly during rainy seasons (Samui), donated books to local schools (Bintan), organised volunteer painting effort for associates and vendors to paint 2 schools (Mayakoba), and arranged a sports day, piñata making, and clean up for a school (Mayakoba).

2

## **Seedlings Mentorships Converted to University Scholarships** – Bintan

### **Objective:**

Enable long term professional and income opportunities for communities and young people by enabling students to complete primary and secondary educations.

### **Results:**

In 2015, four of Bintan's Seedlings Mentorship young people completed their secondary education and were accepted and began their tertiary educations under scholarships provided by Banyan Tree Global Foundation.

3

## **Hosting Student Groups** – Al Wadi, Ihuru, Tengchong Hot Springs Village, Vabbinfaru, Velavaru

### **Objective:**

Utilise resort facilities in education and empowerment of students.

### **Results:**

Hosted 160 students for marine conservation field trips and activities (Maldives), welcomed culinary demonstrations and accompanying meals with 570 students (Tengchong Hot Springs Village), and conducted nature conservation walk, recycling demonstration, and recycled arts & crafts session for 110 students (Al Wadi).



1.

**1. LAGUNA LĀNG CŌ**  
English Summer Camp graduation ceremony

**2. BANYAN TREE AL WADI**  
Student group nature walk stops by the resort garden



4

#### Scholarships – Laguna Phuket

**Objective:**

Upskill children and adult community members by providing access to education.

**Results:**

Laguna Phuket Scholarship Program awarded provided 22 underserved young people Scholarship Program. Continuing its longstanding support of the community Learning Centre, Laguna Phuket arranged training English and Chinese language classes for 212 community members.

5

#### Direct Education – Laguna Phuket, Lăng Cồ

**Objective:**

Deliver educational opportunities directly to community members by leveraging training and education skills within resorts.

**Results:**

Laguna Lăng Cồ's English Summer Camp provided free language training for 90 students during holidays, while Laguna Phuket Kindergarten provided 171 children with a free education. Phuket's Fully Booked mobile learning centre made rounds to rural schools 4 days every week to benefit 2,300 students and 70 teachers.

“

*An education is the only thing in the world that once you have it, nobody can take it away.”*

6

#### Swim Training – Bangkok

**Objective:**

Save lives by equipping youngsters with water survival skills.

**Results:**

Banyan Tree Bangkok provided water safety and swimming training to 40 students from the Meechai Bamboo School.

# Community Empowerment

Enabling long term societal prosperity for communities is central to Banyan Tree's ability to create value for stakeholders. Our resorts have implemented numerous site and region specific initiatives addressing community empowerment issues identified by host communities.



## 1 Community Clean Ups

– Al Wadi, Bangkok, Bintan, Cabo Marqués, Chongqing Beibei, Fu Xian Lake, Hangzhou, Huangshan, Ihuru, Lăng Cồ, Lijiang, Maison Souvannaphoum Hotel, Macau, Mayakoba, Phuket, Samui, Tianjin Riverside, Tengchong Hot Springs Village, Vabbinfaru, Velavaru, Xi'an Lintong, Yangshuo

### Objective:

Raise awareness of the importance of proper waste management and green communities by removing litter and trash.

### Results:

Over 3,590 participants collected over 2,900 bags of litter weighing over 48,700kg in 2015. The biggest collectors were Tengchong Hot Springs weekly river clean ups, Al Wadi's seven days of industrial estate clean ups, Maison Souvannaphoum's monthly clean ups collaborating with other area hotels, and Lăng Cồ's twice weekly beach clean ups.

In Maldives the clean up efforts focused on ecosystem protection with 763 people helping remove 2,166 Crown of Thorns Starfish and 1,260 Pincushion Starfish. Both species are coral predators, with the aggressive Crown of Thorns starfish capable of destroying entire reefs when experiencing an outbreak as a single specimen can eat up to 10m<sup>2</sup> of coral per year.

## 2 Collections and Donations

– Cabo Marqués, Phuket, Samui

### Objective:

Support communal needs identified by community members working in resorts.

### Results:

Standard donations included 100 coconut trees to local families (Samui), as well as blankets, food, and toy to homes for seniors and underserved children (Cabo Marqués). Associates also conducted collection drives to channel donations to end recipients such as ongoing aluminum collection for donation to Prosthesis Foundation (Samui) and good condition shoes donated to Childwatch (Phuket).



**1. BANYAN TREE HUANGSHAN:**  
Fresh hand-made dumplings for seniors in Lucun

**2. ANGSAHA TENGCHONG HOT SPRINGS VILLAGE:**  
Volunteers gather litter





### 3 Cultural Showcases

– Hangzhou, Phuket

#### Objective:

Drive cultural appreciation not only among local community members, but also with visiting guests.

#### Results:

Some 225 people took part in a traditional poetry reading and children's art charity auction (Hangzhou), with another 9,470 joining Laguna Phuket's annual festivals for National Children's Day, Vegetarian Festival, Loy Krathong Festival, and Annual Sea Turtle Release.

### 4 Seniors and Orphans Visits

– Al Wadi, Mayakoba, Phuket, Yangshuo

#### Objective:

Support traditionally marginalised community segments.

#### Results:

Some 139 associates served and shared meals with seniors and orphans (Mayakoba, Phuket, and Yangshuo), and 46 associates hosted 32 children from orphanages for meals and activities (Al Wadi).



“*We must be positively contributing members of the communities in which we are located.*”

### 5 Feedings Communities Together

– Bangkok, Bintan, Cabo Marqués, Chongqing Beibei, Huangshan, Ihuru, Lăng Côt, Lijiang, Maison Souvannaphoum Hotel, Macau, Mayakoba, Phuket, Samui, Tianjin Riverside, Tengchong Hot Springs Village, Vabbinfaru, Yangshuo

#### Objective:

Support and engage with communities by providing meals as either community celebrations or to underserved segments of the community.

#### Results:

Over 8,100 meals were provided along with basic foodstuff for community members (example: 25,000kg of rice donated to Vida Abundante House by Cabo Marqués).

# Banyan Tree Huangshan

Having successfully earned certification to the EarthCheck Design Standard in 2014, Banyan Tree Huangshan welcomed its first guests in mid 2015.

Enshrouded by the great Mount Huangshan in Anhui Province, Banyan Tree Huangshan is a 70-minute drive from Tunxi International Airport and Huangshan City in eastern China. With 76 villas and suites featuring Hui-styled décor and majestic mountain views, Banyan Tree Huangshan welcomes travellers to the area's world renown picturesque landscape and offers cultural adventures for exploring guests.

Charming views of the picturesque region await guests in every room while the enchanting Hui-style architecture is reflected in traditional Chinese ink paintings. This cultural immersion also extends to the resort's culinary offerings including Bai Yun's Hui and Cantonese cuisine as well as the exclusive Qing Feng lounge which serves the delicate Maofeng Tea. Rounding out the options is Ming Yue's menu offering both local and international fare.

Banyan Tree Huangshan's sustainable development certification credentials are a perfect complement to the ancient-styled dwellings of Xidi and Hongcun. These two nearby UNESCO World Heritage Sites preserve the traditional Chinese villages from the Ming and Qing dynasties, with authentic embodiments of regional culture and architectural style.

Banyan Tree Huangshan's Spa includes the unique "Treasure of Huangshan" treatment which ends with a calming bath and features a renowned local ingredient – Mao Feng tea. The Banyan Tree Gallery outlet features a collection of handicrafts, resort apparel, and signature spa amenities as mementos to bring home.



BANYAN TREE  
HUANGSHAN





## Cassia Phuket

Cassia is a bold new proposition in the serviced apartment sector. Occupying a niche between hotel and apartment, Cassia presents an opportunity to own affordable holiday homes that also generate a return on investment.

For free-spirited guests who want to live life to the fullest their way, Cassia combines the comforts of home with dynamic living spaces, vibrant creativity and new ways to connect. A new brand by the multi-award winning Banyan Tree, the Cassia brand features cleverly configured spaces matched with a choice menu of personalised services.

By certifying to leading global sustainable design standards (EarthCheck Design Standard 2014), Cassia has targeted energy, water, and overall operational efficiency from inception. The built-in environmental management plans and ongoing operational benchmarking commitments of Cassia developments help to ensure a healthy and sustainable home which also safeguards the cultural and ecological beauty of each destination.

The flagship of the new brand, Cassia Phuket redefines hotel living with a choice of 221 chic one and two-bedroom apartments with a separate living room and kitchen.

Each apartment offers an awesome living space where guests can hang out and relax with partners, family members, or friends. Each room's kitchen is fully equipped to handle "quick cook" hot pot, steam boat, or barbeque options available at the resort's grab-n-go corner.

In addition to free super fast WIFI, Tiffin-box breakfasts, and an array of activities in the area, other facilities include Chill Chill Spa, a Kids Club for younger guests, an Infinity Swimming Pool, Market 23 for pre-cooked and prepared food and beverage options, and Street Bar for games and fun.

A new approach to hospitality by Banyan Tree, Cassia seamlessly weaves living and holidaying together. Designed with the independent traveller in mind, Cassia allows guests to define the terms of their stay. A truly connected environment enables guests to engage at their own pace while clever design provides the space and dynamic atmosphere to balance living while away from home.





# Corporate Governance

In 2001, Banyan Tree set up the Green Imperative Fund (GIF) as a mechanism to provide critical financial support to worthy environmental action and community based projects where Banyan Tree has a presence.

At Banyan Tree branded properties, guests are invited to support these efforts via a small contribution of US\$2 per room night, under an “opt-out” arrangement. At Angsana and Cassia properties, the amount is US\$1 per room per night. Hotels then match these guest contributions, dollar for dollar. To further link the performance of the resorts with support for social and/or environmental efforts, each property seeks to maintain a contribution of at least 1% of its profit.

Each year, every resort is allocated an Autonomous CSR

budget amounting to 20% of their previous year’s GIF mechanism collection and contribution. This fund can be spent at the complete discretion of the property’s General Manager and CSR Champion with the following 3 prohibitions:

- purchasing turndown gifts for guests,
- paying service charge to associates,
- paying wages.

Projects eligible for funding are those which create value for communities or environmental issues around the group’s

properties when the primary beneficiary is external to Banyan Tree. A maximum of 20% of the expense can be used for administrative purposes. A small portion can also support research and development as long as the results of such research are shared unreservedly and publicly.

Banyan Tree Global Foundation oversees the finances and allocation of these funds under its Singapore based Board of Directors: Chairperson Ms Claire Chiang, Co-Chairperson Mr Abid Butt, and Chief Financial Officer Mr Eddy See.

The contributions and disbursements in relation to all the funds tabled on the below are accounted for under Banyan Tree Global Foundation Limited, a company incorporated in 2009.

This entity is audited by Ernst & Young LLP, Singapore

|                            | Through<br>FY 2014<br>US\$ | FY 2015<br>US\$ | Cumulative<br>2015<br>US\$ |
|----------------------------|----------------------------|-----------------|----------------------------|
| <b>Contributions</b>       |                            |                 |                            |
| Hotel guests               | 3,521,786                  | 361,600         | 3,883,386                  |
| Hotel and resorts          | 4,010,464                  | 443,204         | 4,453,668                  |
| Others including employees | 1,323,983                  | –               | 1,323,983                  |
| <b>Total contribution</b>  | <b>8,856,233</b>           | <b>804,804</b>  | <b>9,661,037</b>           |
| <b>Other income</b>        |                            |                 |                            |
| Bank interest              | 71,201                     | 7,437           | 78,638                     |
| <b>Disbursements</b>       |                            |                 |                            |
| Project related            | 4,014,909                  | 504,723         | 4,519,632                  |
| General and administration | 1,177,024                  | 162,837         | 1,339,861**                |
| <b>Total disbursements</b> | <b>5,191,933</b>           | <b>667,560</b>  | <b>5,859,493</b>           |
| <b>Income tax</b>          |                            |                 |                            |
| Income tax expense         | 1,197                      | -820            | 377                        |
| <b>Surplus/(Deficit)</b>   | <b>3,734,304</b>           | <b>145,501</b>  | <b>3,879,805</b>           |

\*\* Cumulative general and administrative expenses through year 2015 is 13.87% of total contributions.

# Future Directions

We remain committed to sustainability as a continual journey of improvements and progress towards creating value for multiple groups of stakeholders in order to Embrace the Environment and Empower People.

Banyan Tree's approach to sustainability is built on the internally focused pillar of Increasing Operational Efficiency, and the two externally focused pillars of Protecting Biodiversity and Developing Local Capacity.

## Internal Focus, Operations:

While continuing to expand and extend our benchmarking and certification efforts, we are committed to deepening our technical embrace of data to reduce our energy consumption at our hotels by 5-10% by end 2016. Simultaneously, we aim to implement the first phase of our sustainable supply chain effort, which completed pilot test in late 2015. While the first step aims to engage key suppliers, it also aims to evangelise sustainable business with our supply partners.

## External Focus, Environment:

While our Greening Communities initiative has planted over 427,000 trees since 2007, we will freeze most planting efforts in 2016 in order to review the efficacy of the plantings we have conducted. But while we will not plant as many trees in 2016, we will increase our community clean up efforts so that all resorts conduct at least 4 volunteer clean up sessions in the year. Likewise, we will continue the expansion of our citizen science initiative to allow guest recreational activities to provide additional data for biodiversity assessments.

## External Focus, Community:

While our Feeding Communities Together effort has provided over 25,000 meals in two years, we will continue to expand this week long celebration commemorating World Food Day annually. We are also excited to see more of our Seedlings Mentorships young people pursue tertiary education opportunities under scholarships from our hotels. Likewise, we aim to open another Seedlings Café outlet to provide vocational training for underserved young adults seeking opportunities in the food and beverage industry.



1.

1.  
BANYAN TREE &  
ANGSANA BINTAN





1.



5.



10.



2.



6.



11.



7.



3.



8.



12.



4.



9.





13.



14.



15.

1. Banyan Tree Huangshan
2. Banyan Tree Bangkok
3. Banyan Tree and Angsana Lăng Cô
4. Banyan Tree Tianjin Riverside
5. Angsana Xi'an Lintong
6. Angsana Tengchong Hot Springs Village
7. Banyan Tree and Angsana Bintan
8. Angsana Maison Souvannaphoum Hotel
9. Banyan Tree Lijiang
10. Banyan Tree Chongqing Beibei
11. Banyan Tree Cabo Marqués
12. Banyan Tree Vabbinfaru and Angsana Ihuru
13. Angsana Laguna Phuket
14. Banyan Tree Mayakoba
15. Banyan Tree Ringha

#### Note About Printing:

In line with Banyan Tree's continuing efforts to promote environmental sustainability, this report is a Forest Stewardship Council™ (FSC™) certified print job. If you would like additional copies or to share this report, we encourage you to join the bulk of our shareholders and enjoy the soft copy in order to reduce consumption of resources from printing and distributing hard copies. The portable document format (PDF) soft copy is available for download via Banyan Tree's website: [www.banyantree.com](http://www.banyantree.com).

#### About the Forest Stewardship Council:

The Forest Stewardship Council (FSC) is an independent, non-governmental, not-for-profit organisation established to promote the responsible management of the world's forests. FSC certification provides a credible link between responsible production and consumption of forest products, enabling consumers and businesses to make purchasing decisions that benefit people and the environment as well as providing ongoing business value.

For more information, please visit: [www.fsc.org](http://www.fsc.org)



This is an FSC-certified publication.

All rights reserved. Some of the information in this report constitutes "forward-looking statements" that reflect Banyan Tree Holdings Limited's current intentions, plans, expectations, assumptions and beliefs about future events and are subject to risks, uncertainties and other factors, many of which may be outside Banyan Tree's control. You are urged to view all forward-looking statements with caution. No information herein should be reproduced without the express written permission of Banyan Tree. All information herein is correct at the time of publication.

Inspired by  
Sedgwick Richardson





BANYAN TREE

**Banyan Tree Holdings Limited**

Reg No.: 200003108H

211 Upper Bukit Timah Road  
Singapore 588182

Tel: +65 6849 5888

Fax: +65 6462 0186

[www.banyantree.com](http://www.banyantree.com)

