

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.”

— John Northen, Executive Director- Head of Hotels and Resorts at the Royal Commission for 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 6th 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.”

— Eddy See, President and Chief Executive Officer, Banyan Tree Group

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 or call +966 55 184 2203.

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.



CLIPPINGS

Exclusive: This New Retreat in Saudi Arabia Lets You Experience the Ancient Desert in Modern Tented Villas

↪ [Source: Robb Report](#)

Banyan Tree, AlUla, Saudi Arabia Hotel Review

↪ [Source: CN Traveller](#)

ABOUT BANYAN TREE GROUP

Banyan Tree Group (“Banyan Tree Holdings Limited” or the “Group”) is one of the world’s leading independent, multi-brand hospitality groups centred on stewardship and wellbeing while offering exceptional, design-led experiences for the global travellers of today and tomorrow. The Group’s diversified portfolio of hotels, resorts, spas, galleries, golf and residences is centred around an ecosystem of 10 global brands, including the award-winning [Banyan Tree](#), [Angsana](#), [Cassia](#), [Dhawa](#) and [Laguna](#), as well as the highly anticipated new brands of [Homm](#), [Garrya](#), Folio and two new Banyan Tree brand extensions, [Banyan Tree Escape](#) and [Banyan Tree Veya](#).

Founded in 1994 on the core concept of sustainability, Banyan Tree Group seeks to create long-term value for all stakeholders and destinations across its network of properties, products and brands, through a purpose-driven mission. With 8,000 associates across 23 countries, Banyan Tree Management Academy (BTMA) was established in 2008 to support the Group’s goals through advancing people development, management excellence, and learning with integrity and meaning.

Banyan Tree Group has received over 3,000 industry awards and accolades since inception over 25 years ago, most recently being named among the Top 25 Hotel Brands in the World by Travel + Leisure. It has also received recognition for its commitment to environmental protection and community development through its Banyan Tree Global Foundation (BTGF), which aligns the Group’s efforts to the United Nations Sustainable Development Goals. Executing on its regionalised growth strategy, the Group’s global footprint continues to grow with over 50 new hotels and resorts under design and construction in the pipeline, in addition to over 60 operating hotels in 17 countries. As a global industry hospitality leader, Banyan Tree Group firmly embeds its mission to be a business that benefits all stakeholders, for the greater good.

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