

# BANYAN TREE GROUP

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## Banyan Tree Opens its First Banyan Tree Escape in Bali, Indonesia



*Buahan, a Banyan Tree Escape, the Group's new brand extension, elevates purpose-led experiential travel connecting guests to nature and their surrounds*

Banyan Tree Group announces the official opening of **Buahan, a Banyan Tree Escape**, set in an off-the-beaten-track, untouched part of northern Ubud. This brand extension symbolises the Banyan Tree brand's vision and commitment to creating immersive experiences combining deep nature and sustainable design. Pioneering a "no walls, no doors" concept throughout the property and in each of its 16 **balés** (villas), the adults-only Buahan, a Banyan Tree Escape experience, is an invitation into a different way of being.

At the resort's heart are the Open Kitchen and Living Room, both open dining and lounge spaces created to evoke a sense of community. Here, guests are invited to learn how the resort reinvents the basics of food and drink through its zero-waste farm-to-table concept, local sourcing philosophy and heritage techniques. The menu concept, 70% of which is plant-based, is sourced locally within a one-hour drive from the property. This concept was developed through a collaboration with Agency X, a local consultant group that houses the acclaimed restaurant Locavore, Nusantara Restaurant, and The Night Rooster Cocktail Bar, creatively enhancing a sense of place.

The Botanist Bar is centred around the use of local-grown natural ingredients and botanicals infused into its beverages, while Toja Spa – certified by the award-winning Banyan Tree Spa Academy – celebrates the wellbeing traditions from Buahian village and its surrounding areas, with a unique open garden experience.

The brand also celebrates unconventional craft forms, from its sonic branding approach with Singapore-based creative studio Parable to using re-purposed *ulin*, or iron wood from boat jetties, hand-carved wooden headboards, hand-smithed copper bathtubs and natural dye soft furnishings.

## **Connecting to Nature**

Situated in a quiet enclave surrounded by rice paddies and jungle, the site's unique topography is next to the Ayung River and waterfall, including a sweeping view of the seven majestic peaks. The resort's bales are designed to blend spacious indoor-outdoor living areas with 180-degree panoramic views and sounds of nature through a bold taste of 'The Naked Experience' where only a thin veil separates guests from nature.

Scattered on and off the property, secret Hideaway Spots draw on the element of being at one with nature, providing guests with a garden sanctuary for meditation, reading, or simply taking a moment to pause and unwind.

## **A Journey of Discovery**

A calendar of daily, weekly, and monthly events guides travellers towards a range of curated and self-led experiences around the three pillars connecting to nature, a discovery experience, and community integration. From the on- and off-site daily happenings, to collaborative events with visiting practitioners or local cultural festivities, the ethos of unique, rejuvenating and spontaneous opportunities for discovery hold firm and are a core of the brand experience.

## Embedded in the Community

To ensure the surrounding environment and nature are preserved, the resort management tapped Gede Kresna, a recognised local architect who focuses on sustainable Balinese design and environmentally friendly architecture, together with his team, to conduct a four-month research on the sociological, architectural and cultural aspects of the property within an hour radius. This research helped guide the resort team to create unique local experiences that allow guests to understand the resort's relationship to the surrounding community. Gede worked closely with Banyan Tree Group's Head of Architecture, Dharmali Kusumadi, who designed the balés and other resort facilities, to bring life to the inspired vernacular architectural approach through local natural design and construction methods.

*"We have been the custodians of this land for over twenty years, and the conceptualisation of Banyan Tree Escape started almost five years ago. It is a true labour of love and a bold experience proposition we are excited to realise. Even while we are calling it Escape, the heart of this brand is creating a way for people to be present, to rewild, to renew, and to truly 'be here.' Fireflies in your room at night, and morning mists with the sunrise – it is an unparalleled journey, communing with nature, alone and with others."*

— Ms Ho Ren Yung, Senior Vice President, Brand and Commercial of Banyan Tree Group, said

Visit Buahan, a Banyan Tree Escape at [www.escape.banyantree.com](http://www.escape.banyantree.com) for more information and reservations, and follow its Instagram [@banyantree.escape](https://www.instagram.com/banyantree.escape) for more stories.





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CLIPPINGS

## Experience the Nature at Banyan Tree Escape

↪ [Source: Indonesia Design](#)

## **Buahan, A Banyan Tree Escape: The Sanctuary of Serenity - VUE magazine**

↪ [Source: VUE magazine](#)

## **Where To Go For Winter Sun This Year**

↪ [Source: British Vogue](#)

## **At Buahan in Bali, Hotel Guests Can Enjoy the ‘Naked Experience’**

↪ [Source: www.bloomberg.com](http://www.bloomberg.com)

## **How Banyan Tree's New Resort In Bali Embraces Sustainable Design**

↪ [Source: Tatler Asia](#)

## **Destination Deluxe Awards 2022 Winners - Wellness & Travel**

↪ [Source: Destination Deluxe](#)

## **Buahan, A Banyan Tree Escape - Hotel Review**

↪ [Source: Condé Nast Traveler](#)

## **These are the best new hotels that opened in 2022**

↪ [Source: The Points Guy](#)

## **We review Buahan, a Banyan Tree Escape**

↪ [Source: The Hotel Journal](#)

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### **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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