

Banyan Group Invites Travellers to Discover Vietnam Through Every Season

A year-round journey across Vietnam's most iconic destinations, celebrating the country's changing landscapes, cultural traditions and destination experiences



As travel trends increasingly shift toward experience-led journeys and travellers seek meaningful connections, Banyan Group, an independent global hospitality company, unveils **Vietnam For Every Season**, a year-round destination showcase. Through a curated journey across four remarkable destinations, the travellers are invited to experience Vietnam through its evolving landscapes, cultural heritage and authentic local stories.

"Vietnam is a land of wonders; it transforms with every season, each one inviting our guests to discover something new. Vietnam For Every Season is our invitation for guests to experience this country not just as a destination, but as a living, breathing journey. We are proud to deepen that connection through our growing portfolio across Vietnam,"

Franck Rodriguez, Country General Manager Vietnam, Banyan Group

Discovering Vietnam's Changing Rhythms



Season of Lotus at Lang Co (July to September)

The journey begins in **Lang Co**, where summer brings the seasonal lotus bloom across the destination's tranquil lagoons. Revered as Vietnam's national flower, the lotus symbolises purity and resilience, creating an annual spectacle from July to September that reflects the cultural soul of the country.

Travellers can immerse themselves in this chapter through stays at Angsana Lang Co and the Two MICHELIN Key Resort, Banyan Tree Lang Co, where wellbeing

experiences and meaningful connections with nature unfold against the breathtaking coastline of central Vietnam.



Golden Harvest Season at Mu Cang Chai (October to December)

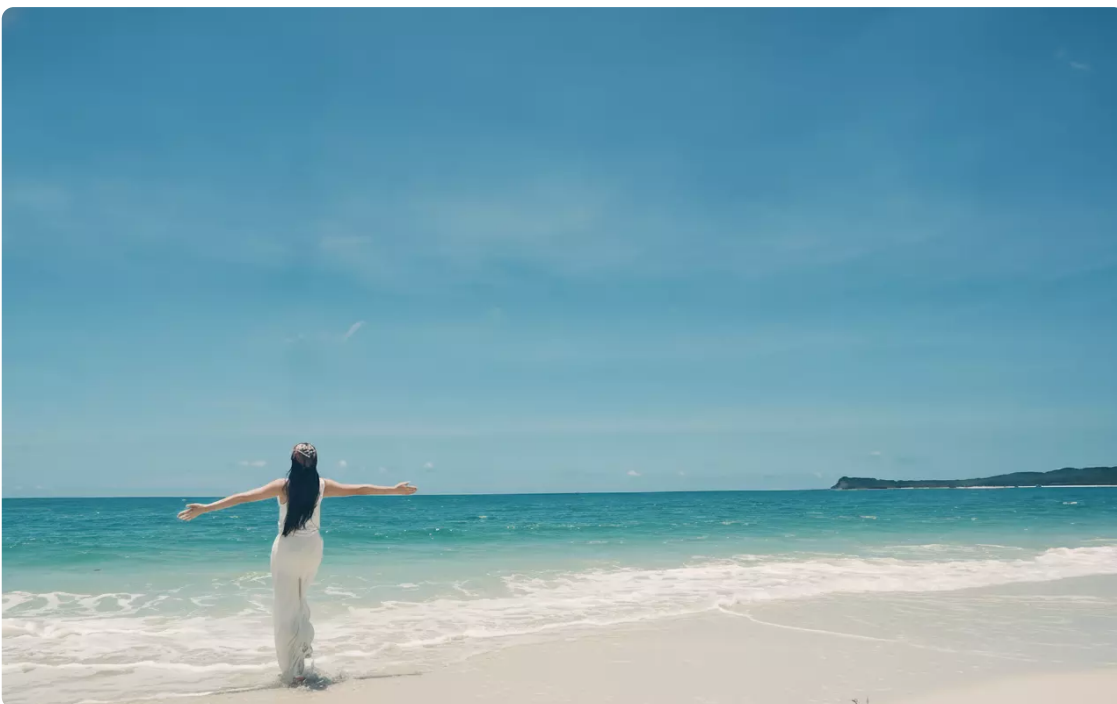
As autumn approaches, the spotlight moves north to **Mu Cang Chai**, where iconic rice terraces transform into golden landscapes during harvest season in October.

Accompanied by the bloom of the region's iconic To Day flowers, the destination offers a rare opportunity to experience the traditions of the H'Mong community amid one of Vietnam's most celebrated natural landscapes. Garrya Mu Cang Chai, the group's latest opening in Vietnam, serves as the gateway to the region's cultural experiences.



Southern Vietnam Coastline at Ho Tram (January to March)

The journey continues south to **Ho Tram** in January, where warm coastal weather offer a different rhythm of travel during winter season. At Angsana Ho Tram and Dhawa Ho Tram, travellers can embrace sun-filled days and vibrant coastal activities just two hours away from Ho Chi Minh City centre.



Island Living in Summer at Quan Lan (April to June)

The final chapter unfolds on the island of **Quan Lan**, where pristine beaches and crystal-clear waters welcome the arrival of summer from April to June. Angsana Quan Lan invites guests to discover island life at its purest, balancing relaxation, wellbeing and meaningful connections with the surrounding natural environment.

Meaningful Journeys, Rooted in Place

At the heart of Vietnam For Every Season is Banyan Group's belief that travel is most rewarding when it provides travellers with a deep connection to their environment.

Across its portfolio in Vietnam, Banyan Group offers experiences shaped by local traditions and experiences, allowing travellers to discover each destination through a unique lens.

A Growing Presence in Vietnam

Vietnam For Every Season also reflects exciting chapter in Banyan Group's continued growth in Vietnam. Today, the Group's portfolio spans six branded properties across the country's northern, central and southern regions, comprising its flagship Banyan Tree brand alongside Angsana, Dhawa and Garrya brands.

Building on this growing presence, the Group is preparing to welcome its first hotel in Da Nang and the Garrya brand's second in Vietnam. Located along Vietnam's central coast, **Garrya Danang** will bring Garrya's signature philosophy of simplified living and wellbeing-led travel to one of the country's most vibrant destinations, further strengthening Banyan Group's commitment to meaningful travel experiences across Vietnam.

Globally, Banyan Group's portfolio spans 100 hotels and resorts across over 20 destinations. Travellers can discover more of the Group's portfolio

through withBanyan, its guest recognition programme which offers exclusive benefits such as discounts and complimentary upgrades on eligible stays at participating properties.

As new chapters unfold across the country throughout the year, Vietnam For Every Season invites travellers to return time and again for a new story to experience and a new destination to discover.

For more information, please visit <https://www.withbanyan.com/vietnam-for-every-season>.

For high-resolution images, please download [here](#).



About Banyan Group

Banyan Group (“Banyan Tree Holdings Limited” or the “Group” - SGX: B58) is an independent, global hospitality company with purpose. The Group prides itself on its pioneering spirit, design-led experiences and commitment to responsible stewardship. Its extensive portfolio spans 100 hotels and resorts, more than 140 spas and galleries, and 20 plus branded residences in over 20 countries.

Comprising 13 global brands, including the flagship brand Banyan Tree, each distinct yet united under the experiential membership programme with Banyan. The founding ethos of “Embracing the Environment, Empowering People” is embodied through the Banyan Global Foundation and Banyan Academy. Banyan Group is committed to remaining the leading advocate of sustainable travel, with a focus on regenerative tourism and innovative programmes that elevate the guest experience.

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