

Banyan Tree Holdings Limited Sustainability Report 2010

---

# Global Sustainable Destinations



BANYAN TREE

# Embracing the Environment Empowering People

As a socially responsible business, Banyan Tree was founded with the core value of driving sustainable development.

With the call to arms of embracing the environment and empowering people, the Company seeks to continue being an agent of social and economic development through responsible tourism. Banyan Tree's triple bottom line (economy, society and environment) helps direct the Company's sustainable development by inspiring associates, guests, and partners to take a wider consideration encompassing a long-term view when making business decisions.

## Contents

Sustainable Development in Banyan Tree	01
Our Core Value	02
2010 at a Glance	03
Executive Chairman's Statement	04
Banyan Tree Global Foundation Chairperson's Statement	05
Banyan Tree: A History of Sustainability	06
Embracing the Environment	08
Empowering People	16
New Resorts	22
Corporate Governance	26
Future Directions	27
Sustainability Committee	28
Note About Printing	29

## Sustainable Development in Banyan Tree

Banyan Tree Holdings Limited (“Banyan Tree”) is a leading manager and developer of premium resorts, hotels and spas. Our primary business is the management, development and ownership of resorts and hotels, centered on the two award-winning brands of Banyan Tree and Angsana. We also operate the leading integrated resort in Thailand, Laguna Phuket, through our Laguna Resorts & Hotels Public Company Limited subsidiary.

Headquartered in Singapore, we have a global presence including ownership or management interest in:



Presence in:



- > Markets served: We serve the global in and outbound travel and tourism market
- > Ownership: Publicly traded company on the Singapore Stock Exchange
- > Business segments: Our three operating businesses are Hotel Investments segment, Property Sales segment and Fee-based segment
- > Net revenue for 2010: US\$223.9 million, with a total capitalisation of US\$270 million in debt and US\$399 million in equity

For more details regarding corporate structure, please see page 127 to 136 of the accompanying Banyan Tree Annual Report 2010 (also available online at [investor.banyantree.com](http://investor.banyantree.com))

## Our Core Value

Banyan Tree defines success not just financially, but also socially and environmentally. Sustainable development as a socially responsible business is a core value of the Group. This involves:

> creating an enchantingly memorable experience for our guests and customers through our services and products;

> providing our associates with fair and dignified employment which enhances each associate's ability in the long term to contribute to the company's growth as well as elevate their job prospects with Banyan Tree and beyond;

> enabling long term societal prosperity for the communities in which we operate. This is achieved via our business conduct and operations as well as by harnessing our key competencies to address issues facing the community;

> exercising caution with respect to the environmental impacts of our operations, and taking an active role in the protection and remediation of our global ecosystem;

> conducting business with suppliers and vendors in a dignified, fair and transparent manner, while working in partnership to enhance societal benefits and reduce environmental impacts;

> generating sustained, long-term returns on investment for our shareholders

These sustainability values have been embedded as core values since our founding and have enabled us to be agents of social and economic development in countries where we have a presence. With our triple bottom line concept of success as a backdrop, we seek to minimise our impacts while also maximising our positive contributions to our surroundings.



Our sustainability oriented business decisions and conduct maximise the value created for stakeholders, including our shareholders and the communities in which we operate. With a strong presence in developing areas, we recognise and embrace our ability to enable social and economic development and understand we all share a common responsibility to safeguard and enhance our human and physical environment for present and future generations.

## 2010 at a Glance

In 2010, Banyan Tree continued the pursuit of sustainability by working along strategic pillars of thought leadership as well as continued formalisation and implementation of group wide initiatives targeting conservation of resources, climate change awareness and empowering young people.

### Thought Leadership

Banyan Tree continued to promote sustainable business practices by engaging academic, business, and thought leaders to explore issues and implement solutions. Besides helping enable the Caux Round Table Global Dialogue in Beijing, Banyan Tree Global Foundation organised a number of Distinguished Lectures and Dialogue sessions attended by some 330 people.

### Group-wide Efforts

Over the course of the year, Banyan Tree also took significant steps in the group wide initiatives of Resource Conservation, Greening Communities, and Seedlings.

### Resource Conservation

Expanding upon Banyan Tree Lijiang's in depth and successful pilot, we began a phased roll out of the EarthCheck sustainability benchmarking and certification program. In 2010, the number of resorts under the EarthCheck program grew from one resort up to 13 resorts (see page 12-13 for a complete list) working towards EarthCheck benchmarking and certification, with Banyan Tree Lijiang in pursuit of Silver Certification for the fourth year in a row, and five others (Banyan Tree Ringha, Banyan Tree Bintan, Banyan Tree Ungasan, Angsana Bintan, and Angsana Velavaru) achieving Bronze Benchmarked status.

### Greening Communities

In 2010, our resorts planted 46,980 trees across 17 resorts (up from 12 in 2009), well beyond our target of 34,000 for the year. This brought our four year total to 96,673 trees planted, exceeding the four year cumulative target of 96,000 trees.

### Seedlings

In 2010, the University of Wales team once again conducted mentor training to ensure we had the internal capabilities to train our future mentors as the first step of the year's expansion. Another four properties then joined the Seedlings effort and we added 20 new young people under mentorship and scholarship across the group. By the end of the year, Seedlings participation included 11 resorts, 12 internal mentor trainers, 46 young people, 46 active mentors, and 43 more associates already trained to be mentors.

## International Recognition

Our sustainability journey once again attracted international acclaim this year.

Acclaim for our sustainability efforts this year included:

- > Winning the World Travel Awards 2010 in the World's Leading CSR Programme category
- > Most Transparent Company in the Hotel and Restaurant category of the Securities Investors Association (Singapore) Investor's Choice Awards, for the fourth year running



### Condé Nast Traveler World Savers Awards 2010

Banyan Tree was named Overall Winner for large hotel chains as well as runner-up in the Health Initiatives category, and received honourable mentions for Education Programs, Preservation – Environmental and/or Cultural, and Wildlife Conservation.

## Executive Chairman's Statement

"The global tourism industry has both the potential to destroy through insensitive development, the very source of its existence, or to create a symbiotic relationship with our natural environment, preserving and enhancing it for future generations to enjoy. There is another dimension to the relationship between tourism and the environment, however, which I would like to touch upon here.

Our interpretation of the concept "environment" is that it has two dimensions: the physical environmental and the human environment. Much of the world's concern has been with the former: the preservation of the flora and fauna and biological ecosystems around us.

But the human environment is also vital, and it is a contradiction particularly affecting resort development in the Developing World. This is the disparity in lifestyles and living standards between those who relax in our resorts and those who build them or work in them.

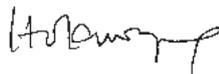
Resorts in the Developing World have both the potential to be agents of social and economic development in less developed areas, or as a source of friction and alienation within the local community."

When I spoke those words some 18 years ago, the concept of Banyan Tree was in its earliest infancy. Since that time, we have not only launched Banyan Tree, but we have built it into a global hospitality company defining sustainability as the creation of long term value for multiple stakeholders and destinations. We have also experienced challenges such as natural calamities like the Indian Ocean tsunamis of 2004; global pandemics like SARS, bird flu, and H1N1; and financial meltdowns of both a regional and global level. Yet the crux of the matter remains constant: business needs to make the shift from shareholder driven to become stakeholder driven.

If the global business community cannot affect that shifted mindset, we as corporations will be undercutting the very raison d'être of business: to create value for stakeholders. Only while in pursuit of creating value can businesses succeed in the long term. Hence, we must remember the simple, but all too easily forgotten truism: the mission of business is to build a better society for us all.

Such truism extends beyond the principles of the United Nations Global Compact, and should be a beacon for all businesses, to consider how collaborative efforts with communities can unlock value for shareholders and stakeholders alike while safeguarding the latent value within our ecosystems.

Yours Sincerely,



**Ho KwonPing**  
Executive Chairman, Banyan Tree Holdings

"We must remember the simple, but all too easily forgotten truism: the mission of business is to build a better society for us all."

**Mr Ho KwonPing,**  
Executive Chairman, Banyan Tree Holdings



# Banyan Tree Global Foundation Chairperson's Statement

Welcome to our fifth Banyan Tree Sustainability Report! Amid the dynamism of the current global setting, it feels quite fitting to reiterate some of the key concepts and themes touched upon over our past reports.

In 2006, it was the concept that Corporate Social Responsibility (CSR) is not just about philanthropy or monetary donations. It is about doing good even as companies seek profitability. It is about creating value for a community, no matter if those community members are neighbours to the company, suppliers to the company, customers of the company, or employed by the company. Through partnerships with aligned organisations, businesses can create more value than the sum of the individual parts involved.

In 2007, we discussed the need to harness core competencies to enhance the value we can provide for community and environmental initiatives. Furthermore, business has the massive potential and power to facilitate and create change through product offering as well as something as simple as purchasing power.

In 2008, the values of CSR and sustainability were suggested as preventative measures that, when embedded and embraced by the business community, could restrain the excesses which stressed our global financial systems to the point of near collapse. In any case, the values of social responsibility provide a formula for harmonising the constructive and beneficial outcomes of individual enterprise with the interests of stakeholders.

In 2009, we looked to the values of Sustainability as the core to a new concept of "Communitarian Capitalism" whereby success for a business is defined upon the triple bottom line of financial, social, and environmental success. This very Communitarian Capitalism can provide the framework for a free market system to reach a more true potential of value creation, whereby society at large prospers as a whole.

Now that we have closed the books on our fifth Sustainability Report, we invite you to review our progress over the years, from discussing our efforts to quantifying the impacts of our internal as well as external efforts. We invite you to review this as well as our past Sustainability Reports (all available in soft copy via [www.banyantree.com/csrapublications](http://www.banyantree.com/csrapublications)) to see the progression we have made along our ongoing journey in pursuit of sustainability.

Yours Sincerely,



**Claire Chiang**  
Chairperson, Banyan Tree Global Foundation

"While markets have bounced back somewhat, has our collective mindset progressed enough to realise we need a more thoughtful and responsible practice of business to be the norm rather than the exception?"

**Ms Claire Chiang,**  
Banyan Tree 2009 Sustainability Report



# Banyan Tree: A History of Sustainability

## 1992

- > Laguna Phuket wins the American Express and International Hotel Association Environmental Award for rehabilitating a site previously written off as “toxic” by the United Nations Development Programme and Tourism Authority of Thailand

## 1994

- > Backed by the experience of remediating a toxic site into a veritable haven, Banyan Tree Co-Founder Ho KwonPing launches the company’s own global hotel brand, opening the flagship, Banyan Tree Phuket, in Laguna Phuket

## 1995

- > Banyan Tree Vabbinfaru opens after a carefully considered construction process including specially requisitioned light boats to carry prefabricated villa elements ashore during construction to protect the Maldivian island’s fragile coral reefs
- > Banyan Tree Bintan opens including villas built on stilts and around existing trees and boulders in order to preserve the coastal rainforest in which the property resides

## 1996

- > Banyan Tree Gallery opens its first outlet in Phuket, as a retail outlet showcasing indigenous craft, a concept dating back to 1989 when Ms Claire Chiang, Co-Founder of Banyan Tree and founder of Banyan Tree Gallery, purchased two “maun” triangular cushions in support of the Yasothorn community in rural Thailand

## 2000

- > Banyan Tree Gallery is launched as a subsidiary working closely with village co-operatives and not-for-profit craft and marketing agents, to provide employment for local artisans and to raise awareness for crafts and local issues

- > Angsana Great Barrier Reef opens to provide guests with access to long standing natural havens including the nearby Diantree Rainforest and Great Barrier Reef

## 2001

- > The Green Imperative Fund (GIF) is established as a fund raising mechanism where an opt-out guest contribution and hotel matching contribution combine to Embrace the Environment and Empower People
- > Angsana Bangalore opens in lush garden setting while remaining within reach of one of the world’s most populous cities

## 2002

- > Banyan Tree Bangkok opens as the Group’s first urban hotel, with previously cemented areas transformed to create an urban oasis of vegetation, aquatic and avian life
- > Banyan Tree Seychelles opens with a wetlands management plan to minimise the impacts of construction and tourism upon the surrounding ecosystem

## 2003

- > The Banyan Tree Maldives Marine Lab is launched, opening in early 2004 as the first resort based research and educational facility in the Maldives, and promoting marine conservation
- > Gyalthang Dzong Hotel opens in a mountain valley to reflect the region’s bountiful heritage in ‘Tibetan lamasery’ style while welcoming visitors to the highlands of mystic Shangri-La to appreciate the rich offerings of the cultural Tibetan region

## 2004

- > Banyan Tree’s Corporate Social Responsibility Committee is formalised to direct socially responsible practices, to administer the Green Imperative Fund (GIF), and to include resorts’ senior management to synergise sustainability efforts

## 2009

- > Banyan Tree Global Foundation is launched as a separate entity to enhance governance and institutionally safeguard GIF collected funds for social and environmental efforts
- > Banyan Tree Mayakoba heralds the group’s first presence in North America as a luxurious paradise within a carefully maintained ecosystem of dunes, mangroves, and freshwater lagoons

- > Deer Park Hotel opens in Sri Lanka along the border of the Minneriya-Giritale National Park and the nearby UNESCO World Heritage Sites which feature some 160 species of birds

## 2005

- > The Asian Tsunami Recovery Fund (ATRF) and Phuket Tsunami Recovery Fund (PTRF) fund long term recovery efforts for communities impacted by the Indian Ocean tsunamis of 26 December 2004
- > Banyan Tree Co-Founder Ms Claire Chiang begins her 4 year term as the inaugural president for Singapore Compact for CSR
- > Banyan Tree joins the United Nations Global Compact in Singapore as a founding member
- > Banyan Tree Ringha opens as the Group's first high altitude resort in Yunnan following a considered development process converting authentic farm houses from the local communities into guest villas
- > Maison Souvannaphoum Hotel opens in the historic residence of Prince Souvannaphouma within the UNESCO World Heritage Site of Luang Prabang, Laos

## 2006

- > Banyan Tree launches Earth Day appreciation events at all resorts and features special environment related guest packages
- > Banyan Tree Holdings debuts trading on the Singapore Exchange
- > Banyan Tree Lijiang opens with villas constructed from traditional local materials, while also upgrading facilities for Lijiang Ethnic Orphanage and donating 500 books to the orphanage's two libraries
- > Angsana Velavaru opens to highlight beautiful dive sites and an exquisite natural environment welcoming guests to the blue waters of South Nilandhe Atoll

## 2007

- > Banyan Tree launches group wide efforts: Seedlings to harness core competencies for societal benefits, Greening Communities to plant 2,000 trees per resort per year raising awareness for climate change, and natural resource conservation efforts to reduce water and electrical consumption plus amount of waste sent to landfill
- > The Banyan Tree Bintan Conservation Lab opens as the Group's first research

and education facility in South East Asia supporting local schools and communities as well as visiting experts raising awareness for environmental and social issues

- > Banyan Tree Madivaru opens as the first tented pool villas in the Maldives, with all trees within the villa footprints being transplanted around the island to prevent the loss of any trees
- > Angsana Riads Collection Morocco opens with eight carefully restored Riads (traditional Moroccan houses), offering authentic cultural experiences from dining to optional day trips to the local markets, including for the selection of fresh ingredients for guest meals

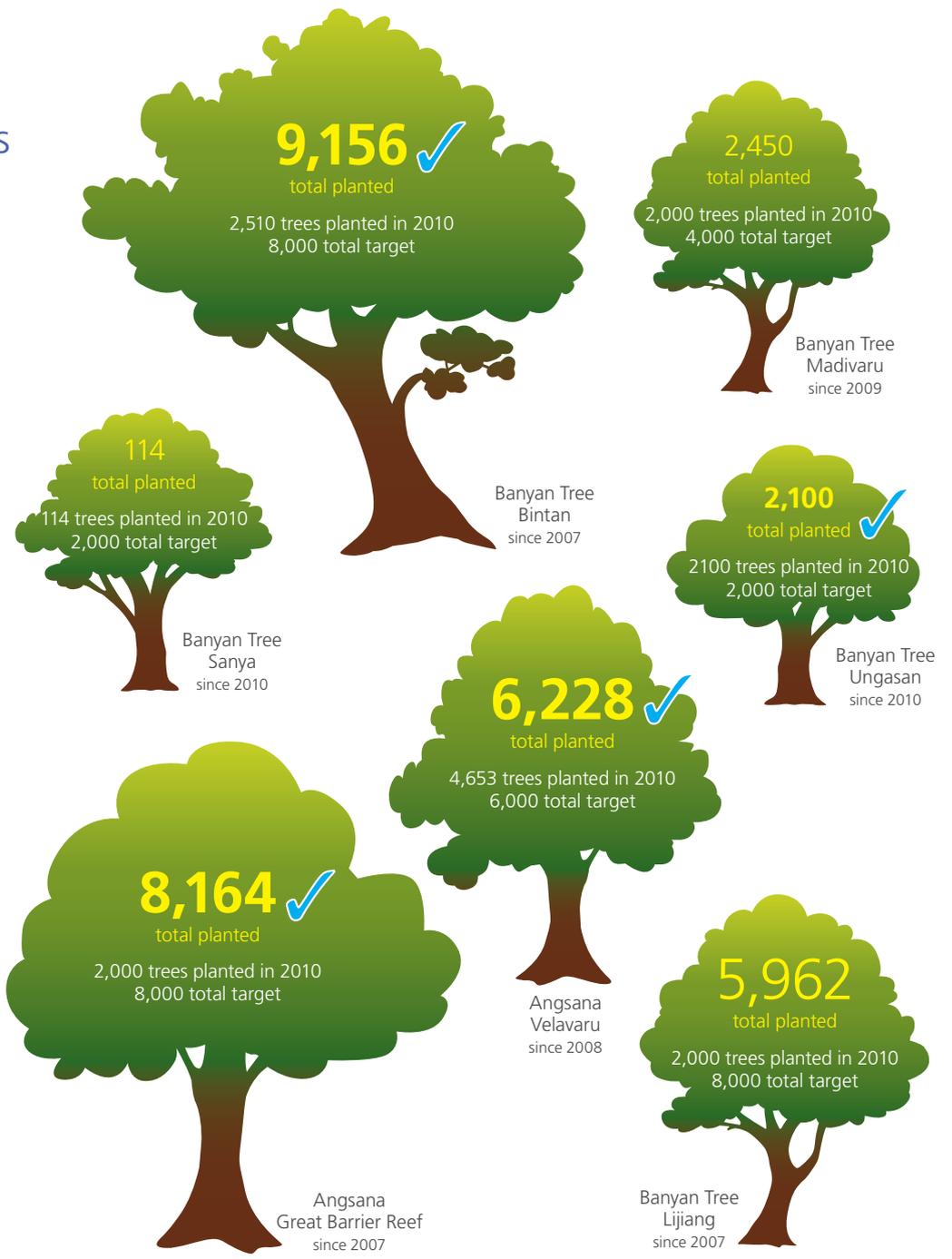
## 2008

- > Banyan Tree Sanya opens on Hainan Island's Luhuitou Bay as an all-pool villa resort nestled in the tropical lagoon landscape
- > The Sichuan Recovery Fund is launched to support long term recovery for communities affected by the May 2008 earthquake centred in Wenchuan County, Sichuan province

- > Banyan Tree Ungasan opens atop the southern cliffs of Bali with pre-opening activities including complimentary language courses for local residents and a road cleanup
- > Banyan Tree Al Wadi opens with a dedicated nature reserve taking up over 60% of the resort grounds
- > Banyan Tree Hangzhou opens within China's Xixi National Wetland Park to highlight both the ecosystems and long standing cultural significance of the wetlands

# Embracing the Environment

## Greening Communities



✓ = Above Target

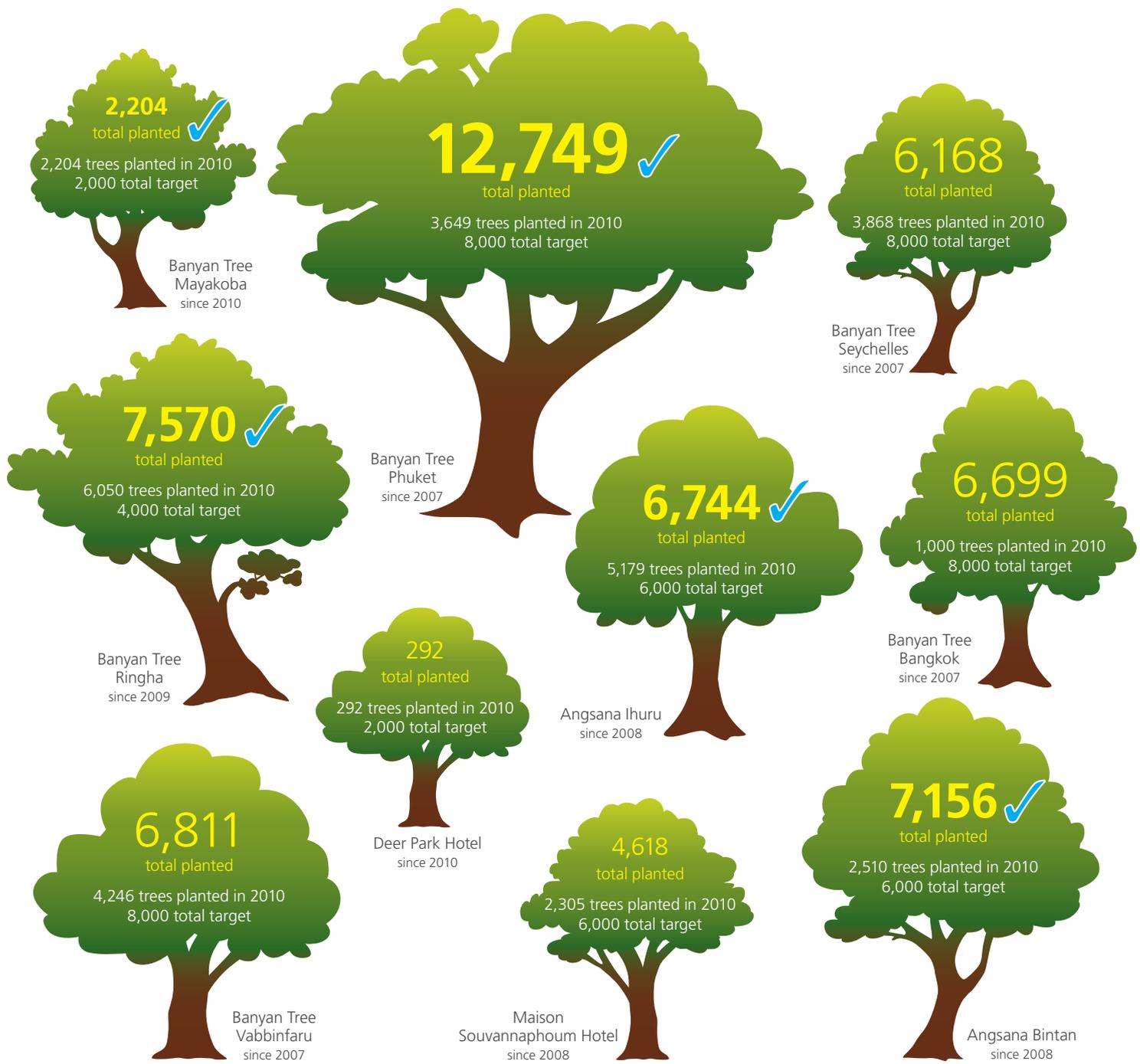
Trees are recognised as one of nature’s key land-based means to absorb, store, and process atmospheric carbon dioxide, which has been identified as one of the main contributors to climate change.

In early 2007, Banyan Tree launched Greening Communities as a challenge for properties to raise awareness for climate change by planting 2000 trees per year until 2016. While the trees will absorb some atmospheric carbon, the main goal is engagement of communities, associates, and guests to share the causes of climate change and what actions can reduce our collective carbon footprint.



### Greening Communities 2007

Launched with seven participating resorts (Banyan Tree Phuket, Bangkok, Bintan, Maldives, Seychelles, and Lijiang, plus Angsana Great Barrier Reef, later adding Maison Souvannaphoum Hotel and our Singapore headquarters), Banyan Tree planted 11,606 trees in 2007, falling just short of the 14,000 tree target.



#### Greening Communities 2008

In 2008, three more resorts (Angsana Ihuru, Angsana Velavaru, and Angsana Bintan) joined the effort, helping to plant over 16,715 trees, some 5,000 trees short of the year's target of 22,000 trees. This brought the 2 year total of 28,321 trees planted compared with a target of 36,000 trees.



#### Greening Communities 2009

In 2009, two more resorts (Banyan Tree Ringha and Banyan Tree Madivaru) joined Greening Communities to help achieve a total of 21,372 trees planted, falling just short of the 26,000 tree target for the year. Over the 3 years of the project, a total of 49,693 trees were planted compared against a target of 62,000 trees.



#### Greening Communities 2010

In 2010, four more resorts (Banyan Tree Mayakoba, Ungasan, and Sanya, plus Deer Park Hotel) joined Greening Communities. Other resorts also made significant progress to reach their cumulative targeted plantings, thus exceeding the annual target of 34,000 trees for the year by planting 46,980 trees in 2010. This brought the four year total to 96,673 trees planted, exceeding the total 96,000 tree target.

## Embracing the Environment Projects by Locations

As safeguarding the environment is central to Banyan Tree's goal of sharing the original beauty of any of our locations with our guests, we have implemented numerous site and region specific initiatives to support and instill environmental awareness among our associates, our guests, and the local communities supporting our resorts.

### **Melipona Bee – Mayakoba**

To protect the endangered Mayan Stingless Bee (Melipona Bee) and an important part of the Mayan tradition and culture while also providing local communities with additional incomes, Banyan Tree Mayakoba's Melipona Bee project promotes bee husbandry in neighbouring communities. Since opening, Banyan Tree Mayakoba has provided materials and training for local communities to traditionally keep and harvest bee colonies. In December 2010, Banyan Tree purchased the first harvest for development into upcoming signature Banyan Tree Spa treatments.

### **Seafood Savers Program – Ungasan**

Banyan Tree Ungasan joined a core group of companies in Indonesia to focus on marine fisheries and the sustainable seafood under WWF Indonesia's Seafood Savers initiative. A big part of this effort will be to raise the profile of sourcing from sustainable fisheries and seafood suppliers using sustainable practices.

### **Awareness Activities – Bintan**

Banyan Tree and Angsana Bintan expanded their complimentary environmental themed guest activities to include guided Nature Walks, a guided Tree Trek, and guided Bird Watching sessions. All conducted by the Banyan Tree Bintan Conservation Lab, these are in addition to regularly scheduled presentations covering the local flora and fauna of both marine and land based conservation efforts.

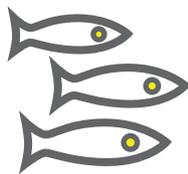
### **Monitoring Flora & Fauna – Mayakoba**

Banyan Tree Mayakoba's Environmental Management System includes a Fauna Management Program which tracks and records all animal sightings within or nearby the resort grounds. As a part of the wider Mayakoba development effort, Banyan Tree is also active in sea turtle protection efforts monitoring and awareness. The overall monitoring effort has recorded a 500% increase in species sighting recordings from the first recording before development of the Mayakoba complex.

## Conservation Presentations and Guided Walks – Bintan

In addition to paid recreational activities including a guided coral safari and coral planting, Banyan Tree Bintan expanded its complimentary environmental themed guest activities to include guided Nature Walks, a guided Tree Trek, and guided Bird Watching sessions. These are in addition to the complimentary regularly scheduled conservation presentations covering the local flora and fauna and issues facing both marine and land based conservation efforts in the immediate vicinity and region. All such sessions are regularly scheduled up to four times per week and are led by the dedicated team from the Banyan Tree Bintan Conservation Lab.





5,000  
Fish released



571  
Turtles released

#### NUS Research – Bintan

Banyan Tree Bintan's Conservation Lab hosted visiting research teams including National University of Singapore Marine Biology lecturer Dr. James Guest to study coral, including its growth and reproduction, as well as the genetic connectivity of corals in Bintan, Singapore, and other South East Asian reefs. This ongoing partnership included presentations to hotel guests and associates during each of the multiple visits, and has laid the foundation for the Lab to host increased and wider ranging research studies.

#### Bird Monitoring – Bintan

As avian populations are generally good indicators for the health of an ecosystem, the Banyan Tree Bintan Conservation Lab conducted an initial bird survey from June to September. Some 41 different species were recorded in and around the resort grounds, establishing the basis for free bird watching sessions led by the Conservation Lab team.

#### Vermicompost – Phuket

Banyan Tree Phuket launched an onsite vermicompost effort to help naturally process organic, food, and garden waste to both reduce solid waste sent to landfill as well as provide fertile topsoil for onsite nurseries, gardens, and landscaping.

#### Fish Release – Hangzhou

As part of an Earth Day celebration with the local Forestry Bureau, guests, suppliers, and media, Banyan Tree Hangzhou released some 5,000 indigenous Crucian, Chub and Herring fish into the wetland canals surrounding the resort. With presentations discussing the importance of these native fish to keep the waters clean and control the growth of algae and mosquitoes, this session reinforced with the strict ecological guidelines to preserve the natural diversity of the Xixi National Wetlands.

#### Community Clean Up Days – Mayakoba, Bintan, Phuket, Seychelles, Ungasan

Banyan Tree associates also continued to conduct an array of local community and habitat clean up sessions. In Mayakoba, this translated to an associate beach cleaning day at the Sian Ka'an Biosphere Reserve, where data about the amount and types of waste collected was forwarded to Ocean Conservancy. In Seychelles, the quarterly Wetlands Cleanups continued, involving local schools and associates.

Bintan's associates have an array of options for environmentally themed volunteer activities which range from beach cleanups to herb gardening sessions. Banyan Tree Ungasan's effort was transformed into a monthly competition recognising the associate who collects the most trash. Since it started in July 2010, this effort has collected and removed some 100kg of trash, or over 100 large trash bags, from the surrounding community area.

## Turtle Conservation – Samui, Seychelles, Bintan, Phuket

### Turtle Conservation – Samui, Seychelles, Bintan, Phuket

Identifying sea turtles as a key species to protect, Banyan Tree Samui released 5 Green Sea Turtles during an event also releasing 200 young giant clams. Seychelles continued its ongoing effort to supply the Marine Conservation Society of Seychelles with turtle nesting data.

As part of the ongoing collaboration with neighbouring resorts on sea turtle conservation efforts, Banyan Tree and Angsana Bintan helped identify, protect and monitor some 812 sea

turtle eggs laid on its shores, while ensuring 466 young turtles emerged to start their ocean journey in 2010. This effort also included awareness sessions for some 500 guests and associates over 7 awareness sessions featuring the release of newly hatched turtles.

Once again supported by and in support of the Phuket Marine Biological Centre, Laguna Phuket's 17th Annual Sea Turtle Release Ceremony raised some THB270,000 and released some 100 young turtles, 2 of which were fitted with satellite tracking tags to provide valuable tracking data.



# Embracing the Environment

## Resource Conservation



BANYAN TREE  
— LIJIANG —



Continuing an initiative launched in 2007 to conserve natural resources, in 2010 Banyan Tree continued the process of environmental benchmarking and certification with the EarthCheck tool. The EarthCheck program from EC3 Global was selected as the external resource due to the reliability and thorough nature of its review as well as for its reliance upon the background research and expertise of the Sustainable Tourism Cooperative Research Centre (STCRC). For more details about the EarthCheck methodology and approach, please visit [www.earthcheck.org](http://www.earthcheck.org).

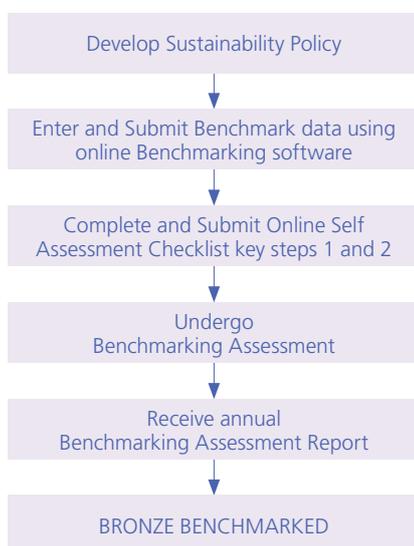
In 2010, Banyan Tree expanded its pursuit of the EarthCheck program from 1 resort (Banyan Tree Lijiang) to include 13 properties working towards EarthCheck benchmarking and certification. Highlights of this effort include:

### Banyan Tree Lijiang

- > Joined EarthCheck: 2007
- > Status: earned EarthCheck Silver Certification in 2008, 2009 and 2010, working towards maintaining Silver Certified status in 2011
- > Test piloted EarthCheck program, first to earn Silver Certification (2008)



### Phase 1 – Benchmarking



#### Step 1 POLICY

The Company Standard includes a template policy which can be used and adapted by the Member.

#### Step 2 BENCHMARKING

The dedicated Relationship Manager will liaise with the Coordinator for additional information or clarification of the benchmarking data supplied.

Once successfully benchmarked, Members will receive use of the Bronze Benchmarked Logo, Benchmarking Assessment Report, Benchmarked Certificate and additional marketing collateral to promote their achievement.



**Banyan Tree Ringha**  
 > Joined EarthCheck: 2010  
 > Status: Benchmarked 2009  
 > Performance data reported translated to 9 of the 11 indicators being at or above best practice



**Banyan Tree Bintan**  
 > Joined EarthCheck: 2010  
 > Status: Benchmarked 2009  
 > Performance data reported translated to 2 of the 11 indicators being at or above best practice, and 8 of 11 at or above baseline  
 > Working towards Benchmarked status for Golf Course



**Angsana Bintan**  
 > Joined EarthCheck: 2010  
 > Status: Benchmarked 2009  
 > Performance data reported translated to 8 of 11 indicators at or above baseline



**Banyan Tree Ungasan**  
 > Joined EarthCheck: 2010  
 > Status: Benchmarked 2010  
 > Performance data reported translated to 4 of the 11 indicators being at or above best practice, and 7 of 11 at or above baseline



**Angsana Velavaru**  
 > Joined EarthCheck: 2010  
 > Status: Benchmarked 2009  
 > Performance data reported translated to 5 of the 11 indicators being at or above best practice, and 9 of 11 at or above baseline



**Banyan Tree Mayakoba**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status  
 > Performance data reported translated to 4 of the 11 indicators being at or above best practice, and 7 of 11 at or above baseline



**Banyan Tree Vabbinfaru**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status



**Angsana Ihuru**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status



**Banyan Tree Madivaru**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status



**Angsana Great Barrier Reef**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status



**Banyan Tree Seychelles**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status



**Banyan Tree Phuket**  
 > Joined EarthCheck: 2010  
 > Status: working towards Benchmarked status

## Phase 2 – Certification



Step 3  
**COMPLIANCE**

The dedicated Relationship Manager will work with the Coordinator to coordinate and schedule Certificate Services.

Step 4  
**APPROACH**

Certification Services are conducted on a regional schedule.

Step 5  
**PERFORMANCE**

Once successfully Certified the organisation will receive use of the Silver Certified Logo, Certification Assessment Report, Certified Certificate and additional marketing collateral to promote their achievement.

Step 6  
**COMMUNICATION**

GOLD after 5 years continuous certification.  
 PLATINUM after 10 years.

# Embracing the Environment

## Resource Conservation

### Energy Consumption – Banyan Tree Bintan

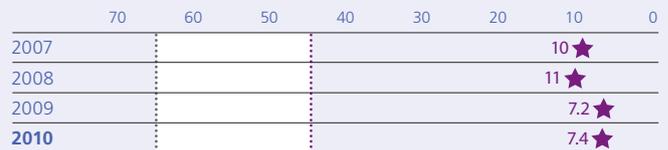
MJ/Guest Night



Energy Consumption (MJ/Guest Night) for the year 2009 (1 January 2009 – 31 December 2009) was 570.0 MJ/Guest Night, which was 10.2% better than the Best Practice level.

### GHG Emissions – Banyan Tree Lijiang

(Scope 1 and scope 2) kg CO<sub>2</sub>-e/Guest Night



Greenhouse Gas Emissions (Scope 1 and Scope 2) (kg CO<sub>2</sub>-e/Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 7.4 kg CO<sub>2</sub>-e/Guest Night, which was 83.7% better than the Best Practice Level.

### Energy Consumption – Angsana Bintan

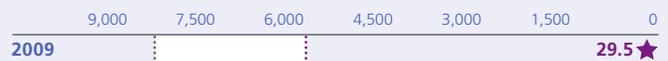
MJ/Guest Night



Energy Consumption (MJ/Guest Night) for the year 2009 (1 January 2009 – 31 December 2009) was 256.1 MJ/Guest Night, which was 26.8% better than the Baseline level.

### Water Consumption – Bintan Golf

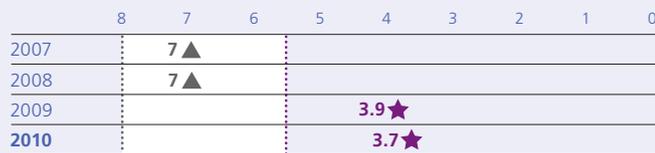
kL/Hectare



Potable Water Consumption (kL/Hectare) for the year 2009 (1 January 2009 – 31 December 2009) was 29.5 kL/Hectare, which was 99.0% better than the Best Practice level.

### Waste Sent to Landfill – Banyan Tree Lijiang

L/Guest Night



Waste Sent to Landfill (L/Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 3.7 L/Guest Night, which was 33.9% better than the Best Practice level.

### Water Savings – Mayakoba

Points

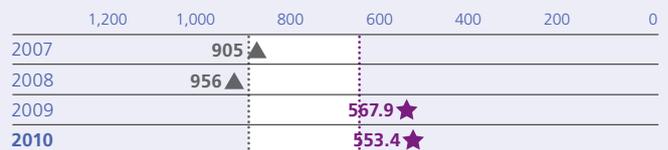


Water Savings Rating (Points) for the year 2009 – 2010 (1 January 2009 – 28 February 2010) was 81.1 Points, which was 1.1 Points better than the Best Practice level.

Banyan Tree Lijiang continued to pile up the achievements as it successfully completed its first EarthCheck onsite verification audit and retained its EarthCheck Silver status for the third year in a row and is working towards certification for its fourth consecutive year. In the process, Lijiang achieved above baseline in all areas of assessment, 9 of which were at or above best practice.

### Energy Consumption – Banyan Tree Lijiang

MJ/Guest Night



Energy Consumption (MJ/Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 553.4 MJ/Guest Night, which was 12.9% better than the Best Practice level.

### Extracts from EarthCheck Benchmarking Reports

For more details, please visit [www.banyantree.com/csrapublications](http://www.banyantree.com/csrapublications).

### Performance Level

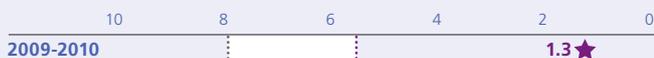
- ..... Baseline
- ..... Best Practice

### Current Result

- ▼ Below Baseline
- ▲ At or above Baseline
- ★ At or above Best Practice

### Waste Sent to Landfill – Banyan Tree Ringha

L/Guest Night

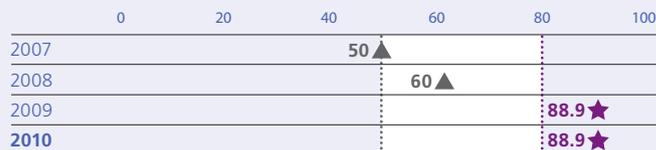


New to the programme, Banyan Tree Ringha achieved at or above baseline in 10 of 11 benchmarked areas, 9 of which were also at or above best practice.

Waste Sent to Landfill (L/Guest Night) for the year 2009 – 2010 (2 July 2009 – 1 July 2010) was 1.3 L/Guest Night, which was 76.8% better than the Best Practice level.

### Paper Products Rating – Banyan Tree Lijiang

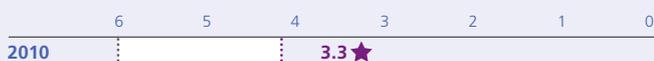
Points



Paper Products Rating (Points) for the year 2010 (1 January 2010 – 31 December 2010) was 88.9 Points, which was 8.9 Points better than the Best Practice level.

### Waste Sent to Landfill – Banyan Tree Ungasan

L/Guest Night



Waste Sent to Landfill (L/Guest Night) for the year 2010 (1 January 2010 – 31 December 2010) was 3.3 L/Guest Night, which was 20.4% better than the Best Practice level.

### Cleaning Products Rating – Banyan Tree Ungasan

Points



Cleaning Products Rating (Points) for the year 2010 (1 January 2010 – 31 December 2010) was 95.0 Points, which was 15.0 Points better than the Best Practice level.

### Waste Recycling Rating – Banyan Tree Ringha

Points

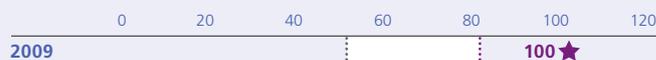


New to the programme, Banyan Tree Ringha achieved at or above baseline in 10 of 11 benchmarked areas, 9 of which were also at or above best practice.

Waste Recycling Rating (Points) for the year 2009 – 2010 (2 July 2009 – 1 July 2010) was 92.6 Points, which was 12.6 Points better than the Best Practice level.

### Pesticide Products Rating – Angsana Velvaru

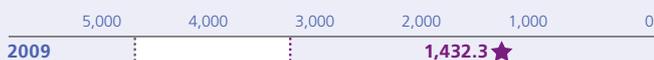
Points



Pesticide Products Rating (Points) for the year 2009 (1 January 2009 – 31 December 2009) was 100.0 Points, which was 20.0 Points better than the Best Practice level.

### Water Consumption – Angsana Velvaru

L/Guest Night



Potable Water Consumption (L/Guest Night) for the year 2009 (1 January 2009 – 31 December 2009) was 1,432.3 L/Guest Night, which was 58.0% better than the Best Practice level.

Angsana Velvaru beat the best practice level in terms of Potable Water Consumption per guest night, achieving a 1,432.3L per guest night compared with a best practice for villa hotels of 3,413L per guest night.

## Empowering People Seedlings

Launched in 2007, Seedlings is a group-wide initiative to enhance the long term prosperity of communities by building the capacities of young people. A holistic approach for nurturing youths at risk of societal exclusion, Seedlings aims to provide young people with the motivation and means for completing their education and to successfully enter the labour force as adults via three pillars:



1. Mentorship – the first phase of the programme, mobilises associates from Banyan Tree resorts to inspire youths between the age of 12 and 18 to achieve what previously might have been beyond their means. To effectively mentor youths, associates from Banyan Tree resorts undergo training conducted by the University of Wales which has facilitated national mentoring schemes in over five countries.
2. Scholarships – youths who cannot afford to continue their education.
3. Internships – Upon completion of school and after becoming a young adult, optional internships provide job training and valuable work experience in the participating resort's operational areas such as housekeeping, food and beverage, engineering, frontline customer service, marketing, reservations, procurement, security or landscape architecture.

In 2008, Seedlings completed its first full school year, and we took the occasion to review the effectiveness of our efforts. Initial feedback from the participating youths included encouraging reviews such as "I feel livelier and hope to be a successful person", "I want to be like my mentor, a successful person", and "My mentor made me more enthusiastic about studying. I hope that my future will be better than before, so that I can make my parents happy". However, a more formal review of the impacts of our Seedlings initiative was conducted through a survey of not only the youths but also their mentors, parents and teachers. This survey prompted additional enhancements to the programme such as adding structured topics akin to a curriculum for the mentors and youths to follow. Following this, our teams scheduled activities to touch on 4 key areas: Social, Environmental, Academic Interests, and Health & Sports.



### 2007

Seedlings is launched with 19 participating young people from Banyan Tree Phuket, Banyan Tree Bintan, Banyan Tree Vabbinfaru, Banyan Tree Seychelles, Banyan Tree Bangkok, and Banyan Tree Lijiang.



### 2008

Expanding to 24 participating young people, Seedlings completes its first full year. A survey of parents, youths, teachers, and mentors leads to implementation of four core curriculum areas of Social, Environmental, Academic interests, and Health & Sports.

By 2009, the 7 resorts participating in the initial pilot phase included 26 children receiving the programme's benefits for a period of 2 years.

In 2010, additional mentor training was conducted by the same University of Wales team to ensure there was the internal training capacity to train other mentors in the future as Seedlings expanded. This was the first step of the 2010 Seedlings expansion, prior to more resorts participating and already participating resorts expanding their young people intakes. As of 31 December 2010, eleven resorts had launched the effort, equating to:

- > 4 new resorts participating – Banyan Tree Ungasan, Banyan Tree Mayakoba, Angsana Ihuru and Angsana Velavaru
- > 12 internal mentor trainers, trained by University of Wales to give "train the trainer" sessions
- > 20 new young people joining Seedlings
- > 46 total young people under mentorship and scholarship
- > 46 active mentors (all Banyan Tree or Angsana associates)
- > 43 more mentors trained and ready to work with young people
- > 89 total trained mentors within Banyan Tree

Seedlings participants by resort:



**2009**  
Further expansion brings participation up to 26 youths as reviews highlight positive impacts upon participants including vast improvements in school. Specifically noted positive impacts include increased confidence and enhanced time management skills on the part of the participating young people.



**2010**  
Additional mentor training enables Seedlings to add 20 more young people under mentorship and scholarship while also adding four more resorts taking part: Banyan Tree Ungasan, Banyan Tree Mayakoba, Angsana Ihuru, and Angsana Velavaru.

## Empowering People Education – Projects by Location

As education is perhaps the key long term enabler for an individual's societal contribution, career and earning potential, and overall empowerment, our resorts seek to support education at the primary, secondary, and tertiary levels and have implemented various site and region specific efforts to support education in host communities.

### Art Class – Mayakoba

Banyan Tree Mayakoba established monthly art classes for a newly opened rural school supporting 25 students. Because this class is taught by Banyan Tree's own in-house training coordinator, the art class led to closer integration via sharing sessions to impart ecological lessons about composting and waste management. This additional support has allowed the school to begin separating waste such that recyclables are collected by Banyan Tree's own recyclables collection service, rather than simply being incinerated.

### Segiling Elementary – Bintan

Banyan Tree and Angsana Bintan supported a local school (SDN 01 Segiling), with various efforts. A landscaping effort in the front of the school achieved its desired intention to reduce land and mudslides which used to occur regularly in the monsoon season. Another renovation effort spanning from November to December further supported school infrastructure, while a partnership with Singapore's Pasir Ris Primary School laid the foundation for a dedicated visit by the school to help conduct an educational exchange.

### Helping Hand – Bintan

Continuing the Helping Hand initiative established in 2008, the Senior Management teams of Banyan Tree and Angsana Bintan contributed again to support local students in need of financial assistance to continue their respective educations. In 2010, this translated to 26 scholarships for students in need at the primary and secondary school levels, while also providing uniforms, shoes, bags, books, and other stationery items.

## Banyan Tree Global Foundation Distinguished Lectures – Singapore

In 2010, Banyan Tree continued its efforts to promote sustainable business practices by engaging academic, business, and thought leaders to explore issues and implement solutions. In addition to supporting the Caux Round Table Global Dialogue in Beijing, Banyan Tree Global Foundation also organised a handful of Distinguished Lectures and Dialogue sessions in Singapore to promote environmental conservation, social integration, and overall sustainability

at the corporate level. Reaching an audience of some 330 people for the year, sessions included Distinguished Lectures by noted adventurer Mr Johan Ernst Nilson and acclaimed naturalist Mr Willie Smits; while smaller dialogue sessions explored business impacts of the COP15 meeting and a special Earth Day climate change awareness session via a screening of Home: Earth from Above by Yann Arthus-Bertrand.





79

Graduates from Ungasan's English language classes

---



26

Helping Hand Scholarships in Bintan

---



25

Students in Mayakoba art classes

---

### Baan Na Kai School – Samui

In support of the local government's wider initiative to reduce emissions, Banyan Tree Samui has adopted nearby Baan Na Kai School (supporting about 300 primary and secondary school students) to help schools instill better waste management practices. Banyan Tree Samui helped provide an overall waste solution featuring new garbage bins, a garbage bank, a composting room and a vegetable garden. Altogether, these items will help separate garbage to enable recycling, help process organic wastes to create bio-fertilisers, and provide additional access to healthy snacks and sustainable agriculture practices to the students. Furthering the partnership, Banyan Tree Samui also conducted a training sessions for students on how to minimise garbage and waste while also creating bio-fertiliser.

### English Language Classes – Ungasan

Even before it opened, Banyan Tree Ungasan had been active to create benefit for the neighbouring community as it had started offering elementary English language courses for free to community members. These three month courses were held in two batches of 50 people each, with 79 community members graduating from these sessions paid for and arranged by the resort.

### Internships – Bintan

Banyan Tree and Angsana Bintan continued to foster relationships and exchanges with Indonesian Universities, including via internship. Interns from Trisakti University in Jakarta worked with the Conservation Lab teams to reinforce the concept among students that businesses need to work in alignment with communities. Furthermore, Banyan Tree and Angsana Bintan have continued to support Sahid Bintan Institute, a local tourism school recently established in Bintan. The initial partnership has included the provision of various department managers to speak to and address the students with practical on the job insights and perspectives.

### Lifestyles – Phuket and Bintan

As part of the ongoing Lifestyles monthly presentation to associates, Banyan Tree and Angsana Bintan as well as Banyan Tree Phuket arranged monthly including road safety, healthy diets, fitness and exercise, general health awareness and hygiene, ballroom dancing, environmental conservation, music appreciation, Yoga, motivation, and insurance. In Phuket, these sessions welcomed some 200 people, while in Bintan, average attendance for such monthly sessions were between 50 and 100 people each session.

## Baan-Huay-Pong School and Rotary Partnership – Thailand

In late 2010, Banyan Tree Global Foundation teamed up with the Rotary Clubs of Suntec City, Singapore and of Pathumwan, Bangkok to provide permanent classrooms and upgraded facilities for a village school of 100 children in northern Thailand. These facilities included a student canteen, library, toilet and water system to reduce the spread of diseases by enhancing hygiene.



## Empowering People Community – Projects by Location

As enabling long term societal prosperity for the communities in which we operate is central to our ability to create value for stakeholders, our resorts have implemented numerous site and region specific initiatives supporting various needs as identified by host communities.

### **Kampung Bahru Partnership – Bintan**

The nearest village to Banyan Tree and Angsana Bintan, Kampung Bahru is an active partner for community efforts. To power a newly received generator, Banyan Tree and Angsana have donated 100L of fuel per month to help supply electricity to the roughly 30 homes in Kampung Bahru.

### **Sian Ka'an – Mayakoba**

Banyan Tree Mayakoba worked with several communities located in the area of the Sian Ka'an biosphere reserve to feature and support the Kuxtal brand of local handcrafts made from materials like bejuco, henequen, and wood felled by natural causes such as storms and winds. While continuing to train associates about Mayan culture and traditional dialects of local communities, Mayakoba's signature Muyil – Sian Ka'an guest tours promote appreciation for the Mayan culture and Muyil archaeological site while preserving the site.

### **Kota Baru Village Health – Bintan**

Banyan Tree and Angsana Bintan brought in a team of 3 general practitioners, 1 child specialist, 1 surgeon, 1 pharmacist and 5 nurses to provide checkups and medication for the community of Kota Baru. This team provided complimentary medical treatment to 139 people (95 adults and 44 young people and children). Simultaneous health awareness sessions on maternal and child health reached some 250 people.

### **Christmas Party and Gifts for Orphanage – Ungasan**

On Christmas Eve, Banyan Tree Ungasan held a small party for 30 children from Bali Life Orphanage, which serves children who have been victims of domestic violence or homeless living on the streets. The day's festivities included children and associates singing holiday songs and carolling around the resort as well as Santa Claus giving each child a school utility kit filled with materials as well as fun activities.

## Sport for Differently Abled – Singapore

In support of United Kingdom-based Singaporean Paralympic equestrienne Ms Laurentia Tan, Banyan Tree Global Foundation provided funding to defray the costs of stabling and keeping her showhorse as Ms Tan trained for the World Equestrian Games and the London Paralympics. At the October 2010 World Equestrian Games, Ms Tan finished a solid fifth place in both the Individual Championships as well as the Freestyle to Music.





160

Health officers trained to support Sichuan Quake Recovery



878

Books donated



139

Checkups provided



144

Units of blood donated

### Orphan Birthday Party – Phuket

In support of the nearby Holland House Orphanage, Banyan Tree Phuket volunteers organised group birthday parties for the house’s young residents. Some 36 volunteers helped arrange three separate parties celebrating and providing gifts for the orphans of Holland House.

### Lifejackets for Fishermen – Bintan

In January, Banyan Tree and Angsana Bintan donated 100 life jackets to local fishermen in conjunction with a Bintan Police Department initiative to enhance the safety and well being of local fishermen.

### Books 4 Books – Phuket

Banyan Tree Phuket saw the first full year of an initiative whereby guests donate old books and magazines to be given to local communities for reading materials. For the year, some 878 books and magazines were collected and given to local communities.

### Natural Calamities

Banyan Tree Ungasan teamed up with Banyan Tree and Angsana Bintan to help communities recover after they were impacted by the October Mt Merapi eruption, accompanying quakes, and ensuing tsunamis. As of end December 2010, this effort had included Psychosocial programs for about 500 local students, 100 school kits for elementary school students, and 100 sets of working tools for the local community.

Laguna Phuket and Banyan Tree Phuket also teamed up to support widespread flooding in Songkla area with donations of materials for relief and temporary shelter, while also making a donation to Haitian Earthquake relief from associates and matched by Banyan Tree Global Foundation.

Banyan Tree Global Foundation also supported relief efforts for the July 2010 South Asian Floods by donating to a fund raising effort by PakNUS (as student group Pakistanis in National University of Singapore is known) to fund Mercy Relief’s efforts in Pakistan. Banyan Tree Global Foundation’s donation provided for tents and blankets.

As part of the ongoing support of long term recovery of the May 2008 Sichuan earthquake, Banyan Tree’s Sichuan Recovery Fund (SRF) provided training for 80 health officers supporting quake-affected areas, conducted by the Beijing Skills Training Center for Rural Women in 2009. As feedback was positive from the initial training session, Banyan Tree committed to conduct further training in 2010 thus providing an additional 80 health officers with basic skills upgrades such as community management and development, disease prevention and control including HIV/AIDS, basic medical kits, elder care, mental counselling, and other areas to better enable the health officers in their work with rural communities in the Sichuan area. At the end of the sessions, students returned to the community health organisation they served, thus providing increased quality of care provided locally.

## Blood Donation – Samui, Phuket and Ungasan

In support of health issues in local communities, Banyan Tree’s resorts arrange blood drives for associates and interested community members to donate to local blood banks.

In Phuket, this has been a long standing practice, while in Ungasan and Samui, this was just launched in 2010. Banyan Tree Phuket collected over 100 units of blood donated from associates via quarterly blood drives conducted with the Phuket Red Cross.

Just two weeks after opening, Banyan Tree Samui launched what is planned as a twice yearly blood drive with some 80 volunteers helping collect 61 bags of blood which equated to some 21L directly donated to Samui’s Red Cross Society.

Banyan Tree Ungasan’s associates also arranged a blood drive featuring 33 volunteers helping to donate some 23 bags of blood in what was also scheduled to be a twice yearly resort event.



## New Resorts

### Banyan Tree Cabo Marqués

Situated in the exclusive residential development of Cabo Marqués in the Punta Diamante area of Acapulco, Banyan Tree Cabo Marqués is a 20-minute drive from Acapulco International Airport and 12 kilometres outside of the vibrant Acapulco city centre. A luxury collection of 47 private pool villas are poised on high stilts over the dramatic cliffs overlooking the Pacific Ocean. Ranging from Pool Villa, Spa Pool Villa and Presidential Villa categories, each villa is bordered by verdant landscape gardens and timber sundeck.

Bringing back the vintage charm of the location, the resort's design uniquely draws from Acapulco's long association with Asia, as it was a major port of call for China in the 19th century. The combined heritage features both Asian inspiration via the steeply pitched roofs and wide eaves, as well as the Hispanic inspirations from Guadalajara and Oaxaca via the artworks and sculptures adorning the resort interiors.

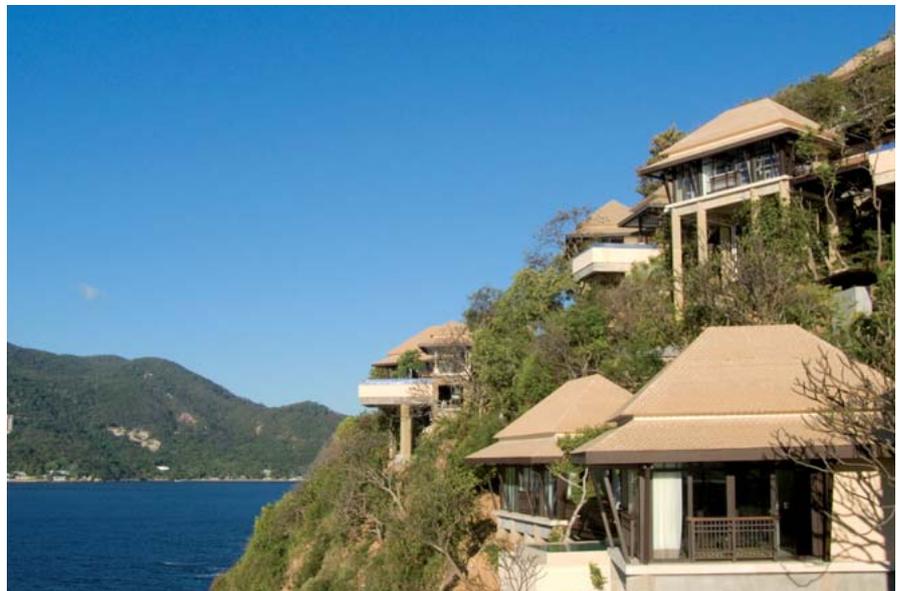
Dining opportunities also draw from the dual cultures of historic Acapulco. Banyan Tree's signature modern restaurant, Saffron, offers authentic Thai cuisine; while Las Rocas offers an array of fresh local seafood and other seasonal meat cuts prepared on the grill, and La Nao offers modern interpretations of Latin and Asia cuisines.

With an abundance of sunshine year round and a deep beautiful bay, Acapulco is also known for La Quebrada Cliff Divers, professional high divers who leap 45 metres from the cliffs into the sea below. Other highlights include historic monuments such as the 17th century Fuerte de San Diego, a fort that protected the bustling port city from pirates for years.

Rediscover the charm, romance, and dramatic sunsets of Acapulco at Banyan Tree Cabo Marqués, nestled in the exclusive hideaway of Punta Diamante.



BANYAN TREE  
— CABO MARQUÉS —



## New Resorts

### Banyan Tree Club & Spa Seoul

Overlooking Seoul's picturesque Mt. Namsan, Banyan Tree Club & Spa Seoul is Banyan Tree's first combination of urban resort and membership club. Located an hour's drive from Incheon International Airport, and just 10 minutes from the lively beat of downtown Seoul, the hotel offers guests a welcome respite from the fast paced city life to simply relax with family and friends amidst the serenity, greenery and natural beauty of Mount Namsan.

Rising 21 storeys, Banyan Tree Club & Spa Seoul occupies the former Tower Hotel building, one of Seoul's most enduring cultural landmarks designed in 1967 by architect Kim Swoo Geun to commemorate the Korean War. With wraparound views of Seoul, the Han River and the lush greenery of Namsan Park, this urban oasis offers a sanctuary for the senses in the heart of one of the world's most exciting cities. The resort seeks to combine Banyan Tree's signature warmth and traditional Korean hospitality with a tempting mix of Banyan Tree Spa, the first in Seoul, as well as the myriad of recreational facilities onsite including a golf driving range, tennis courts, a futsal field, an outdoor swimming pool, a seasonal snow field and ice rink, and round the clock sophisticated cuisine and refreshments in any one of the resort's 12 restaurants and bars.

The remodelled design of the 34 spacious rooms and suites was inspired by the four seasons of the year and the five oriental elements of water, fire, metal, wood and earth. The setting fits well with the simultaneously ancient and modern city of Seoul, which features trendy nightlife as well as the bounty of Korean cuisine.

Escape from the hectic pace of the city to Banyan Tree Club & Spa Seoul, Seoul's leading urban resort.



BANYAN TREE  
— CLUB & SPA —  
SEOUL



## New Resorts

### Banyan Tree Samui

Combining the best elements of a tropical getaway, Banyan Tree Samui features private infinity pools in its villas clustered on a private hill cove within Lamai Beach, overlooking the deep blue swells of the Gulf of Thailand.

Each of the 78 spacious pool villas provides an intimate escape designed for the discerning guest. Inspired by long standing temple designs, villas feature rotated square columns. Coconut palms and coconut shells were woven into the design and construction to stay true to the sense of old Samui, which has long been active within the coconut industry. Soothing earth tone shades and local artwork combine to further accentuate the feeling of a tropical home away from home.

Culinary offerings include the beachside Sands restaurant, as well as two cliff-hugging outlets, The Edge and Saffron. Banyan Tree's signature Saffron restaurant is perched on the highest point of the resort to allow guests to imbibe gastronomic delights while also savouring a majestic view. The Edge offers a sweeping view of the bay, while Sands provides the opportunity for beachside cuisine. A specially created Dinner of the Legend dining experience provides a private dining opportunity featuring fresh local seafood over candlelight and under starlight, all accompanied by live instrumental music.

Offering a bountiful combination of views including sapphire waters, mountainous hinterland and the ever-present silhouette of coconut trees, Koh Samui has emerged as one of the world's most charming tropical islands. Koh Samui is Thailand's third largest island, sheltered in the shimmering bay of the Gulf of Thailand. This once-rustic Coconut Island is accessible by plane via airports in major Asian cities, but still hangs on to pockets of village-like ways of life.

#### Giant Clams – Samui

In collaboration with the Chumphon Coastal and Marine Resource Research Center and the Prachuap Khiri Khan Coastal Fisheries Research and Development Center, Banyan Tree Samui initiated long-term marine-conservation research activities to protect and restore vulnerable populations of giant clams. As part of the long term plan to repopulate local colonies of giant clams around Koh Samui, Banyan Tree Samui released 200 young giant clams onto the house reef.



200

Young giant clams released

Retreat into the natural stunning backdrop of this tranquil hideaway – Banyan Tree Samui, a tropical home away from home.



BANYAN TREE  
— SAMUI —



## New Resorts

### Angsana Fuxian Lake

Located in Chengjiang County, Angsana Fuxian Lake is an hour's drive from Kunming city and situated along one of the region's deepest freshwater lakes, Fuxian Lake. With over 1300 keys, the water-themed integrated development comprises Angsana Fuxian Lake – which is set to be China's best highland resort, and Angsana Club Fuxian Lake. Slated to open in two phases over five years, the first phase will consist of 81 rooms and suites in Angsana Fuxian Lake, as well as 438 keys in the Club.

Chengjiang County is known as China's "Hawaii of the Highlands" because of its spring-like weather all year round. Often considered the "backyard garden" of Kunming due to its proximity, Fuxian Lake is surrounded by the majestic Maotian Mountain. An underground tunnel connects Angsana Fuxian Lake to the Adventure Park, Yunnan's largest Wetland Park. Situated along Fuxian Lake, the Adventure Park spans 174,000 square metres, comprising a water sports centre, recreational centre, bike centre, bungee dome, children's playground and gym, fitness park, and beach.

Visitors can indulge in the quiet beauty of the waters and its charming surroundings, and delight in the contemporary décor of the property. The 81 guest rooms of Angsana Fuxian Lake and 438 guest rooms of the Angsana Club Fuxian Lake are thoughtfully designed to promote revitalisation within a tranquil sanctuary. Facilities include a large scale "Wetland Park" and nine themed restaurants and bars, all drawing upon the evocative natural setting of Fuxian Lake.

Conceived as a harmonious amalgamation of nature and sophisticated architecture, the resort's design perfectly exemplifies this balance. From the simple yet modern décor employing the use of solid wood furnishings, to the clever use of space, the guest rooms allow complete relaxation of mind and body. Full-panel glass windows allow guests to immerse themselves in the enchanting views of the beautiful Fuxian Lake without leaving the confines of their rooms.

Picturesque views of the lake and awe-inspiring mountain ranges at Angsana Fuxian Lake.



ANGSANA  
FUXIAN LAKE



### Green Imperative Fund Mechanism

In 2001, Banyan Tree set up the Green Imperative Fund (GIF) as a mechanism to continue formalising its corporate social responsibility efforts. The GIF mechanism aims to widen the reach and effectiveness of the company's efforts by providing critical financial support to worthy environmental action and community based projects where Banyan Tree has a presence.

At Banyan Tree branded properties, every guest is invited to be a supporting partner through a small contribution of US\$2 per room night, under an "opt-out" arrangement. At Angsana properties, the amount is US\$1 per room per night. Our hotels then match these guest contributions, dollar for dollar, under the GIF mechanism. To furthermore link the performance of the resorts with contributions to the contributions to our Group CSR fund, each property must maintain a contribution level of at least 1% of its profit. Combined with the mechanisms to match each guest's US\$2/US\$1 per room per night, the level of the resort's contribution will at times exceed the amount of guest contribution for that year, but the amount the hotel contributes will never be lower than the guest contribution.

### Resort Autonomous CSR Budget

Each year, every property is given an Autonomous CSR budget for the year amounting to 20% of their previous year collection and contribution through the GIF mechanism. This fund can be spend 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.

### Eligibility

Projects eligible for funding are those which support communities or environmental issues around the group's properties. A maximum of 20% of the expense can be used for administrative purposes, while the bulk of the funding must directly support the beneficiaries. Banyan Tree Global Foundation oversees the finances of our Group CSR Fund, allocating funding to worthy projects. In 2009, the Banyan Tree Global Foundation Board approved a small percentage of collections could be invested in research and development as long as the results of such research were shared unreservedly and publicly.

The contributions and disbursements in relation to all the funds tabled on the right are accounted for under Banyan Tree Global Foundation Limited, a company incorporated in 2009. This entity is audited by Ernst & Young LLP, Singapore:

	Through FY2009 US\$	FY2010 US\$	Cumulative US\$
<b>Contributions</b>			
Hotel Guests	1,693,288	296,559	1,989,847
Hotels and Resorts	1,888,129	326,341	2,214,470
Others including Employees	1,303,548	4,158	1,307,706
<b>Total Contributions</b>	<b>4,884,965</b>	<b>627,058</b>	<b>5,512,023</b>
<b>Other Income</b>			
Bank Interest	45,067	3,360	48,427
<b>Disbursements</b>			
Project Related	1,900,480	376,374	2,276,854
General and Administration	418,750	32,071	450,821
<b>Total Disbursements</b>	<b>2,319,230</b>	<b>408,445</b>	<b>2,727,675</b>
<b>Surplus</b>	<b>2,610,802</b>	<b>221,973</b>	<b>2,832,775</b>

## Future Directions

In 2011, we look forward to an ongoing effort focusing our sustainability strategies and pursuits to better enable implementations of our corporate values within each or our locations. The three main pillars will remain in alignment with external efforts focusing on both biodiversity and capacity building as well as internal efforts focused on operational efficiency.

### External Focus

#### Greening Communities

We have planted a four year total of 96,673 trees across a total of 17 resorts participating, compared with a four year total target of 96,000 trees. We look forward to continuing to plant more trees and welcome more resorts to participate, but most of all, we look forward to continuing to work with local communities to raise awareness about climate issues.

#### Seedlings

Even as we conducted the additional mentor training to enable our volunteer mentors, we also expanded the effort to include 4 more resorts participating. We will continue to expand Seedlings to include more resorts, more young people, and more mentors.

#### Promoting Sustainability

As we continue arranging our Banyan Tree Global Foundation Distinguished Lectures and Dialogue sessions, we look forward to helping inspire innovative solutions and implementations across industries. We are also excited to test pilot a number of efforts to build into easily executable programmes which other hotels and/or businesses focused on sustainability can implement.

### Internal Focus

#### Efficiency

While ramping up the implementation of the EarthCheck system to reach 13 resorts in 2010, we look forward to pursuing achievements from those already active within EarthCheck, while also expanding EarthCheck participation. We are also eager to follow the continued progress of Banyan Tree Lijiang as it pursues maintaining Silver Certified status for another consecutive year.

#### New Resort Design

As Banyan Tree continues its global expansion, we look forward to an ongoing effort to enhance the internal processes focusing on sustainable design. A newly formed internal Green Design Audit framework and process should begin to embed and demonstrate standards for design from both the overall global perspective as well as within tourism and hotel specific standards.

#### Governance

In addition to our ongoing efforts in the areas of enhanced transparency and governance, we expect our expanded EarthCheck efforts to deliver third party verified results which will feed into our internal goal of continual improvement.

## Supporting Research

While we have worked with many institutional and individual researchers, we look forward to a continued formalisation of our collaborative efforts with such bodies so we can better contribute to the overall scientific body of knowledge. While efforts will naturally gravitate to sites with dedicated facilities like the Banyan Tree Maldives Marine Labs and the Banyan Tree Bintan Conservation Lab, we continue seeking to connect all of our resorts with leading researcher efforts.



## Sustainability Committee

### Banyan Tree Global Foundation Structure

With the formation of Banyan Tree Global Foundation in 2009, the governance of the Banyan Tree's Sustainability and CSR efforts was formalised under the Singapore based Board of Directors for Banyan Tree Global Foundation including Chairperson Ms Claire Chiang, Co-Chairperson Mr Ariel Vera, and Chief Financial Officer Mr Eddy See, and managed by Coordinating Director Mr Michael Kwee.

Banyan Tree's two full-time Group CSR Directors then jointly oversee the Sustainability/ CSR teams onsite at each property. While not all resorts have full-time positions addressing Sustainability and CSR, all resorts do have a CSR Champion onsite who is the key contact point for their respective resort in terms of their sustainability efforts and practices. In some cases the CSR Champion is the resort's General Manager, while in other cases it is either a full-time dedicated resource or it is a team member empowered by the resort's General Manager.

### CSR General Committee

First established in 2004, the Banyan Tree CSR General Committee is made up of all General Managers from each resort and key management associates of each resort, including the resort's CSR Champion. In 2008, we formalised an onsite CSR Committee for each resort, coordinated by the respective CSR Champion in order to unite all the departments at each property. This CSR General Committee functions as the network to share best practices and experiences while working towards fulfilling the CSR Strategy Committee's and Banyan Tree Global Foundation Board's directives.

We thank you for taking the time to review our efforts for 2010 and look forward to sharing more about our efforts in future reports. In the meantime, please visit us online at [www.banyantreeglobalfoundation.com](http://www.banyantreeglobalfoundation.com) for more information or to contact us.

We strongly believe our actions and inactions today significantly impact the futures of our children and grandchildren. We share a responsibility to not only safeguard but also to enhance both our human and natural environments. We believe good businesses are also businesses who do good, and we invite you to join us in the ongoing journey in pursuit of sustainability.



**Note About Printing:**

If you would like additional copies or to share this report, we encourage you to download 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)). As a signatory to the United Nations Global Compact, Banyan Tree has also uploaded a copy of this report to the Global Compact website as this report represents Banyan Tree's annual communication on progress in support of the Global Compact's Ten Universal Principals.

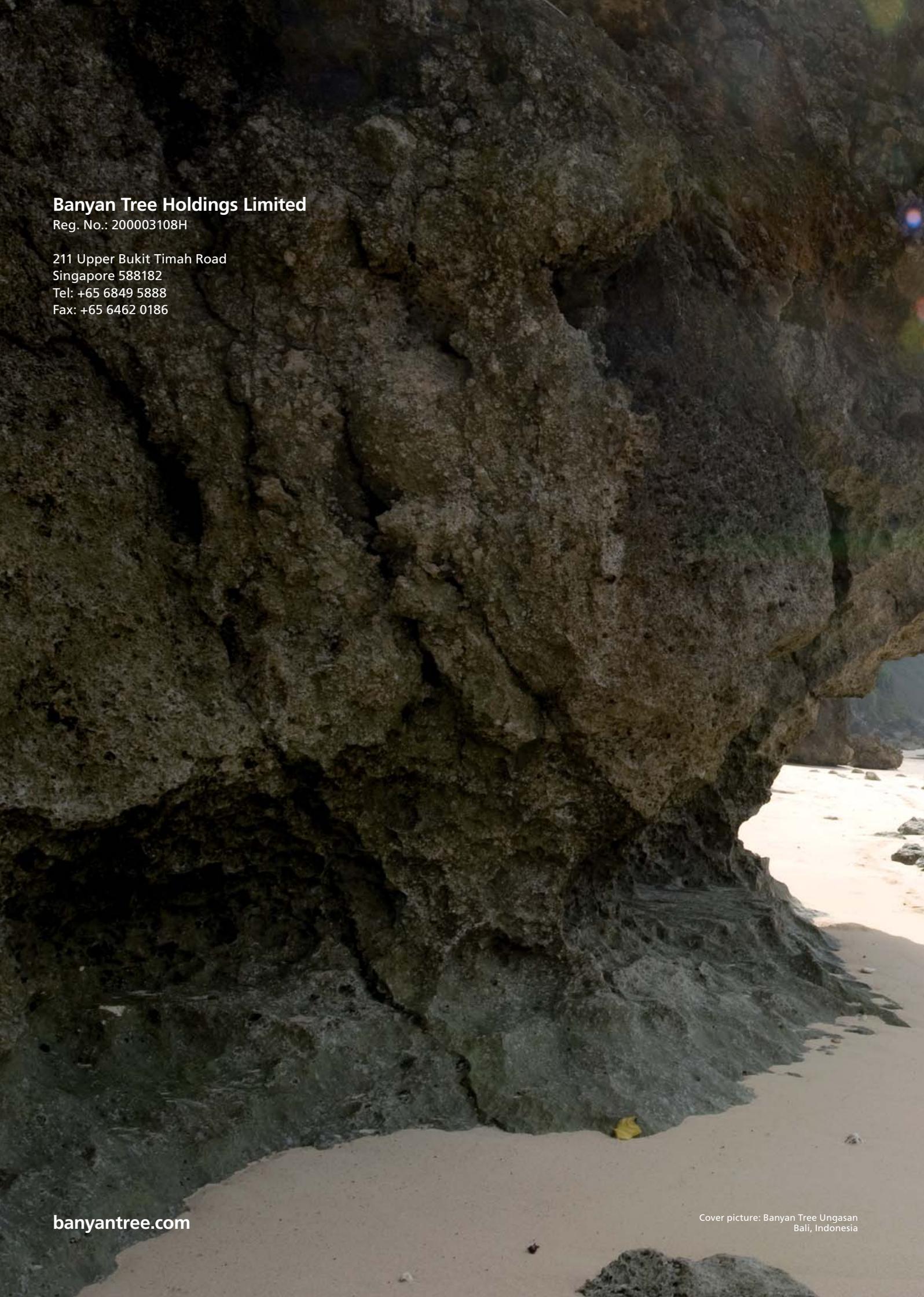
**About the Forest Stewardship Council**

The Forest Stewardship Council (FSC) is an independent, non-governmental, not-for-profit organization 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)

All rights reserved. Some of the information in this report constitute 'forward looking statements' which 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 are correct at the time of publication.

strategic communicator and visual creator  
greymatter williams and phoa (asia)



**Banyan Tree Holdings Limited**

Reg. No.: 200003108H

211 Upper Bukit Timah Road  
Singapore 588182  
Tel: +65 6849 5888  
Fax: +65 6462 0186