

TRAVEL AND HOSPITALITY

Banyan Tree Group's Renyung Ho: Luxury Woman to Watch 2023

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Renyung Ho

By LUXURY DAILY NEWS SERVICE

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business. This year's list features 25 honorees who have set ambitious goals to achieve in a luxury market that, while growing, is also challenged by rapid changes in consumer behavior and technology.

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Here is one honoree:

Renyung Ho

Senior vice president, brand HQ

Banyan Tree Group

Singapore

"The luxury industry expresses the highest values of a society at any one time the more we spend on investing in our own growth, the better choices we will make"

What do you most like about your job?

Designing and bringing experiences to life in beautiful nature-based settings around the world.

Our brand of hospitality is about discovering magic in everyday life and evoking a sense of greater interconnectedness.

What is the biggest challenge in your work?

Defining and executing our vision of "good growth" growing our footprint and positive impact at the same time, whilst minimizing the negative impact of our operations and the travel industry.

Given our founding origins in the tin mine transformation of Laguna Phuket, we aim to be an exemplar for the "green transition" of our generation.

What is your work priority for 2023?

Evolving our branded experiences and business model into the digital arena and creating purposeful value for our loyal Banyan Tree community.

What is your proudest achievement in luxury?

Defining it in the light of personal growth, and conscious choice and consumption.

The luxury industry expresses the highest values of a society at any one time the more we spend on investing in our own growth, the better choices we will make.

How do you see luxury evolving in 2023?

Nature as luxury, a return to the wild and harnessing the mind are megatrends we see continuing, and which we have begun to create with Banyan Tree Escape and Banyan Tree Veya.

[Please click here to see the entire Luxury Women to Watch 2023 list](#)

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