

TRAVEL AND HOSPITALITY

Banyan Group echoes guests' enchantment with exploration

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Jungles, coasts and ancient ruins all paint a global picture of the company's expansive luxury network. Image credit: Banyan Group

By EMILY IRIS DEGN

As luxury travelers eye lush destinations and remote getaways, global hospitality company Banyan Group is taking note.

The “Live to Discover” campaign captures the cultural and natural wonders that jet-setters can enjoy at the many international stays that are part of the brand network. From Mayan temple ruins jutting out of the jungles of Mexico to sand-swept resorts in the Saudi Arabian desert, Banyan Group’s advertisement echoes the enchantment that its guests have with exploration.

From Vietnam to Qatar

In a series of seven marketing videos, each 25 seconds in length, the company dazzles with visuals of far-flung places around the world.

Clients are pictured feasting on freshly caught fish on the beaches of Central America, running their hands over ancient stones at archaeological sites in Greece and snorkeling in the aquamarine reefs of Indonesia, fish glittering in the underwater sunlight.

Each of these rich experiences plays into some of the biggest trends in luxury travel this year, such as expedition trips ([see story](#)) and vacations that feed a love of discovery ([see story](#)).

Live to Discover: Mexico by Banyan Group

According to Banyan Group, its business focuses on helping guests connect with new people, engage with local cultures and harmonize with the environment in awe-inspiring settings.

The campaign comes with an invitation to “be one” with nature and the community, and to submerge oneself in moments that add beauty to life. Curated specifically to “enrich your soul,” these getaways mostly revolve around green spaces and resorts that bring the wild closer in a refined way ([see story](#)).

Many in the industry are attempting to do just this, focusing ads on spots around the planet that offer coastal relaxation, rainforest hikes, Arctic dining ([see story](#)) and, in the case of the Mediterranean, historian-led walks through olive groves ([see story](#)).

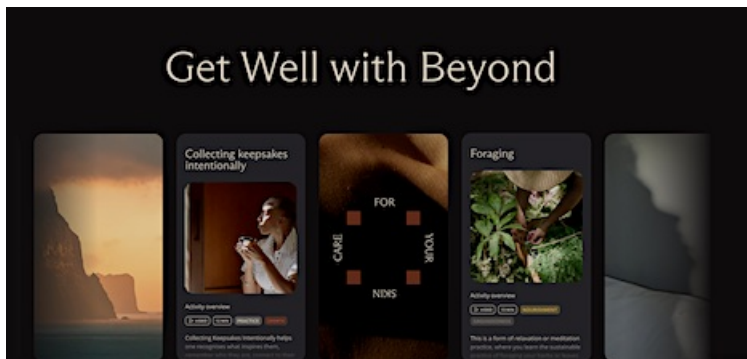
Live to Discover: Greece by Banyan Group

With **Banyan Group's revenues** having spiked 21 percent year-over-year in 2023, its core operating profit having doubled during that time, perhaps the now 30-year-old company has mastered this art.

Holistic for the win

To support this bid for immersive travel, Banyan Group has launched **Beyond**, a feature that it calls a "digital companion" to its guest experience.

The website focuses on holistic exploration and uplifts the company's well-being framework, with **Banyan**. Providing members with a space to engage, the program includes rewards and community-building perks.



Foraging, meditation, intentional keepsake collecting and bodily health are all topics explored on the Beyond platform. Image credit: Banyan Group

As part of this, 11 trade pop-ups are being hosted throughout the year.

Additionally, global consumer campaigns will continue to be published and eight signature scents inspired by Banyan Group's eight-pillar well-being philosophy will launch. Limited edition artisanal gifts will also be made available for the anniversary, made in collaboration with craftspeople who are local to the business's operational sites.

These curated drops and touchpoints go hand in hand with the organization's dedication to meaningful vacations.