

Banyan Group creates new residential brand

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The operator is preparing to significantly increase its investment in Thai luxury lodging. Image credit: Banyan Group

By ZACH JAMES FOR LUXURY DAILY NEWS SERVICE

Global hospitality company Banyan Group is introducing its next rental collection.

Today, the operator announced the arrival of "Bellaguna," a new luxury residential brand. Designed for year-round living, units from the concept's inaugural development, Bellaguna Lake Residences Lotus, located within Thailand's Laguna Phuket resort, are now available for reservation.

"Standalone premium residences have become a rapidly expanding part of our business, and it was important to create a dedicated identity for this segment," said Stuart Reading, managing director of **Banyan Group Residences**, in a statement.

"Bellaguna marks a new chapter in our evolution offering refined homes that answer the needs of today's international lifestyles while maintaining the service standards Banyan Group is known for."

Making a splash

Banyan Group plans to develop up to \$1 billion in residential real estate in Phuket over the next three years.

The label's first project, Bellaguna Lake Residences Lotus, is steps away from Bang Tao Beach. One- to three-bedroom condos, as well as two- to three-bedroom penthouses with private pools, are stationed across five buildings.



Homeowners can list their property in the Banyan Living program, allowing them to rent units out during their time away. Image credit: Banyan Group

Each building is equipped with dedicated relaxation spaces, family play zones, rooftop infinity pools, private cabanas and a

boardwalk with a dock connecting to Laguna Phuket's shuttle ferries. The housing is set within a Banyan Group's resort offering fine dining, high-end boutiques and shops, spas and an award-winning golf course.

With the purchase of a home at Bellaguna Lake Residences Lotus, buyers are provided with complimentary property management and insurance during their first year of ownership, membership in the group's global Sanctuary Club, exclusive membership to the brand-new RAVA Beach Club and discounts on international school, healthcare and golf membership fees.

Lifestyle hospitality company Ennismore also recently announced a new luxury housing project in Thailand, picking Bangkok for SLS Hotels & Residences' first Asian residential property ([see story](#)).

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