



BANYAN TREE

PRESS RELEASE

## Banyan Tree announces its first signed property in Europe

*Banyan Tree Varko Bay targets opening in 2026,  
promising one of the best sustainable luxury experiences in Greece*



**Monday, April 24<sup>th</sup>, 2023** – [Banyan Tree Group](#), one of the world’s leading multi-branded hospitality groups, is set to debut in Europe with the upcoming Banyan Tree Varko Bay. The new luxury resort to be developed on the Varko Peninsula in Pogonia, Aitolokarnania, is the result of the successful collaboration between [Banyan Tree](#) and the French hospitality group, Accor. Targeting to open in 2026, the five-star resort will consist of approximately 116 villas and 45 branded residences, seamlessly embedded into the stunning coastal surroundings of the Varko Peninsula in Pogonia.

Applying Banyan Tree’s pioneering expertise across the all-pool villa concept, the resort aims to offer a unique sense of place through tranquil, wellbeing-centred accommodations, backdropped by unforgettable views of the Ionian Sea and the surrounding islands of Lefkada, Meganisi and Skorpios, as well as luxurious facilities for rejuvenation of both mind and body. This includes the award-winning Banyan Tree Spa, a water sports center, several state-of-the-art venues for meetings and events, a beach club, several bars and three restaurants including the signature Saffron where guests can dine on delectable Thai fare.

In keeping with Banyan Tree’s core pillar of sustainability, [Banyan Tree Varko Bay](#) will be constructed and operated with an uncompromising approach to sustainability and eco-sensitivity, immersing guests in a flourishing natural environment. Built in partnership with the award-winning Greek Elastic Architects, the resort aims to be the first in Europe to achieve LEED Gold (Leadership in Energy and Environmental Design) certification and to become a model of sustainability for the hospitality sector. Mirroring existing Banyan Tree developments, the resort will prioritise responsible water use—70% of water will be reused for irrigation, the use of renewable energy sources and the encouragement of vegetation growth. By ensuring the majority of all its hotels are covered with vegetation and



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developing plant-centred tropical spas, Banyan Tree creates beautiful contemporary spaces that are also friendly to the surrounding environment.

Banyan Tree Group operates over 60 hotels worldwide, with a potential pipeline of more than 50 projects by 2025. The addition of Banyan Tree Varko Bay will build on the brand's core concepts of sustainability and wellbeing-centred luxury, while reinforcing Banyan Tree's leadership in this highly demanding sector.

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

### ABOUT BANYAN TREE

**Banyan Tree** offers a Sanctuary to rejuvenate the mind, body and soul in awe-inspiring locations around the globe. Rediscover the romance of travel as you journey to iconic destinations where authentic, memorable experiences await. An all-villa concept often with private pools, Banyan Tree provides genuine, authentic service and a distinctive, premium retreat experience.

### ABOUT BANYAN TREE GROUP

Banyan Tree Group ("Banyan Tree Holdings Limited" or the "Group") is one of the world's leading independent, multi-branded hospitality groups centred on the purpose-driven mission of stewardship and wellbeing while offering exceptional, design-led experiences.

The Group's diversified portfolio of hotels, resorts, spas, galleries, golf and residences features an ecosystem of 10 global brands, including the award-winning [Banyan Tree](#), [Angsana](#), [Cassia](#), [Dhawa](#) and [Laguna](#), and the highly anticipated new brands of [Homm](#), [Garrya](#), Folio, and two new Banyan Tree brand extensions - [Escape](#) and [Veva](#).

Established in 2008, with the goal of advancing people development and management excellence, Banyan Tree Management Academy has nurtured over 8,000 associates across 23 countries. The Group is recognised for its commitment to environmental protection and community development through its Banyan Tree Global Foundation. Operating over 60 hotels in 15 countries, it has over 50 new properties in the pipeline.

Banyan Tree Group entered a strategic long-term partnership with Accor in 2016 to develop and manage Banyan Tree branded hotels around the world along with the access to Accor's global reservations and sales network, as well as the loyalty programme ALL – Accor Live Limitless.

### ABOUT ACCOR

[Accor](#) is a world leading hospitality group offering experiences across more than 110 countries in 5 400 properties, 10 000 food & beverage venues, wellness facilities or flexible workspaces. The Group has one of the industry's most diverse hospitality ecosystems, encompassing more than 40 hotel brands from luxury to economy, as well as Lifestyle with Ennismore. Accor is committed to taking positive action in terms of business ethics & integrity, responsible tourism, sustainable development, community outreach, and diversity & inclusion. Founded in 1967, Accor SA is headquartered in France and publicly listed on Euronext Paris (ISIN code: FR0000120404) and on the OTC Market (Ticker: ACCYY) in the United States. For more information, please visit [www.group.accor.com](http://www.group.accor.com) or follow us on [Twitter](#), [Facebook](#), [LinkedIn](#), [Instagram](#) and [TikTok](#).

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