

THE DATAI pledge

THE DATAI PLEDGE CELEBRATES FIVE YEARS OF POSITIVE IMPACT ON NATURE AND COMMUNITY WITH WEEK-LONG FESTIVAL



Langkawi, Malaysia, 4 March 2026: In its 10-million-year old Malaysian rainforest resort, [The Datai Langkawi](#), is formally marking the fifth anniversary of its pioneering sustainability and conservation programme, [The Datai Pledge](#), with a special week-long festival from 13–19 April 2026. The theme of *Human/Nature* brings the deep connection between people and the natural world to life for this milestone event – a relationship that has guided The Datai Pledge since its official launch in 2020.

Conceived as a living expression of this philosophy, the anniversary celebration brings together guests, partners, artisans, and performers in a curated showcase of nature, culture, and community, aligned with The Datai Pledge’s mission of environmental stewardship, engagement with the local community, and sustainability.

Over the past five years plus, The Datai Pledge has activated positive environmental and social impact through its four ‘pillars’: *Pure for the Future*, *Wildlife for the Future*, *Fish for the Future*, and *Youth for the Future*. Through engaging and meaningful guest experiences, the festival will highlight the impact of The Datai Pledge initiatives, celebrate the beauty of nature in Langkawi’s beautiful surroundings, and raise funds to support future projects.

The seven-day event will begin with a welcome cocktail reception, giving guests a glimpse into the festival’s programme and visiting partners. The celebration continues the following day with an authentic Langkawi-themed night at The Gulai House, a buffet-style feast inspired by the island’s heritage, where traditional Malaysian hawker stalls and live gamelan rhythms present Langkawi’s flavours, ingredients craftsmanship and indigenous spirit.

In the days that follow, guests are invited to immerse themselves in hands-on workshops and demonstrations led by skilled artisans and The Datai Pledge partners. These include local social enterprise SURI Lifestyle, a community hub which empowers single mothers and underprivileged youth in Langkawi with sewing and fabric upcycling skills; The Kanshalife Project, a grassroots initiative integrating creativity, entrepreneurship, spirituality, art, and

THE DATAI pledge

play. Holistic learning and community growth enables purpose-driven, self-sufficient lifestyles while transforming waste into opportunity for positive change; Pak Long is a local beekeeper dedicated to protecting Langkawi's native stingless *kelulut* bees, producing high-quality, rare honey and educating about these vital pollinators; and glass artist Beatrice Hew transforms discarded glass bottles into unique works of art. Additionally, Yann Indigo, an artist inspired by ethnic tribal cultures and traditional textiles, will share her art installations, wearable art and home décor, as well as hands-on Shibori techniques using natural indigo, a single plant-based dye.

Daily experiences feature inspiring talks and interactive sessions with change-makers deeply connected to The Datai Pledge mission. Highlights include MareCet – Malaysia's only NGO dedicated to research on marine mammals, alongside storytelling with Langkawi naturalist and The Datai Pledge Conservation Consultant Irshad Mobarak, award-winning photographer SC Shekar, and wildlife photographer Peter Ong.

Evenings unfold with an enchanting blend of cultural and culinary experiences. Highlights include *Taste of the Rainforest*, a farm-to-table dining experience featuring locally sourced, organic ingredients. *A Mystical Night by the Beach* will immerse guests in Langkawi's coastal traditions, beginning with a seafood-themed buffet as local fishermen arrive ashore with their boats. The event is complemented by storytelling of Langkawi's legends, traditional *Wayang Kulit* (shadow puppetry), acoustic music, poetry readings, and concludes with stargazing (weather permitting).

A final gala evening centred on the theme of reciprocity celebrates the gifts of nature and giving back through meaningful contributions. The headline act is Alena Murang, acclaimed singer-songwriter, sape player, and visual artist, whose music blends tradition with rock and folk, taking audiences on a journey along the Baram River, from Borneo's coast to its highlands and the world's oldest rainforest. Guests can also take part in a fundraising auction featuring exclusive items, including a kebaya set by Malaysia's renowned designer Khoon Hooi, a luxury Self-Portrait gown by Han Chong, stunning wildlife photographs, luxury resort stays and more. The evening will be elevated by a curated six-hands dinner highlighting sustainably sourced and local ingredients, creating a night that celebrates nature, culture and future conservation initiatives.

“Marking the completion of five years of The Datai Pledge is a proud milestone for us. Since its launch in 2020, the Pledge has evolved into a meaningful platform for protecting Langkawi's unique ecosystem while supporting its local communities. This week-long festival celebrates the collective progress made over the past five years, while reaffirming our long-term commitment to conservation and positive impact,” said Arnaud Girodon, CEO of Datai Hotels and Resorts.

Stephane Duvacher, General Manager of The Datai Langkawi, added: *“The festival brings our ‘human.nature’ theme to life, expressing our respect for the deep connection between people and the natural world. This is our way of honouring the rhythms and relationships that link us with our, wildlife, and our extraordinary landscape, which we hope invites*

THE DATAI pledge

guests to reflect on our place within nature – and our responsibility to protect it – today and tomorrow.”

For more information on The Datai Pledge Festival, please visit <https://www.thedatai.com/events-and-occasions/the-datai-pledge-festival/>

-ENDS-

Notes to Editors:

To download The Datai Pledge Festival visuals, please [click here](#).

For high-resolution photos and press kit of The Datai Pledge, please [click here](#).

For high-resolution photos and press kit of The Datai Langkawi, please [click here](#).

ABOUT THE DATAI PLEDGE

The Datai Pledge was established in 2020. It is founded on the belief that travel has the potential to be transformative; not only for the traveller but also for the host community. The Datai Pledge was created on the premise of protecting biodiversity and supporting the local community of Langkawi, for today and the future. It comprises four pillars: Pure For The Future, Fish For The Future, Wildlife For The Future, and Youth For The Future, working to make The Datai Langkawi’s business operations more sustainable, and support marine life, terrestrial wildlife and local youth, respectively. For guests of the resort, The Pledge aims to create educational experiences and inspire responsible living with us, and when they go back home. The Datai Pledge’s vision is to integrate conservation and sustainability into the business operations, company ethos and guest experience of The Datai Langkawi and future properties, to protect and help regenerate the rich biodiversity and enable the local community to thrive. The Datai Pledge is working towards these goals by implementing a robust programme, together with local non-governmental organisations, social enterprises and community partners.

ABOUT THE DATAI LANGKAWI

One of the world’s most stunning resorts, The Datai Langkawi, a member of Leading Hotels of The World, is situated on the northwest tip of the island of Langkawi in Malaysia. Located in an ancient rainforest rich in wildlife and overlooking the tranquil Datai Bay awarded by National Geographic one of the Top 10 Beaches worldwide, the iconic property enchants with mesmerising nature, visionary architecture, understated elegance, and Malaysian hospitality. All the 121 rooms, villas, and suites at The Datai Langkawi, including the five-bedroom The Datai Estate Villa, offer breath-taking views of the surrounding nature. Elevated among treetops, set in the very heart of the rainforest, and located directly on the coastline, the dining outlets which include the award-winning The Gulai House, The Pavilion, The Dining Room, and The Beach Club, pay homage to the exotic flavours and culinary traditions of the region and beyond.

THE DATAI *pledge*

Facilities include The Nature Centre, an educational facility and home to resident naturalists and marine biologists, and The Spa featuring Ramuan treatments, its own Akar retail range, and Voya facials. Leisure facilities include three pools, a state-of-the-art fitness centre at The Health Club; an array of wellness activities including Pilates and yoga, retail outlet The Boutique, a reserved space to showcase local arts and talents at The Atelier, as well as one of the most scenic golf courses in the world designed by golf legend Ernie Els, The Els Club Teluk Datai. The resort has founded The Datai Pledge in 2020 – a sustainability and conservation trust that supports Langkawi’s unique fauna, flora, and communities. All proceeds from The Datai Pledge aid this work and contribute to local non-profit organisation. The Datai Langkawi is managed by Datai Hotels and Resorts Sdn Bhd, a company incorporated to manage and operate hospitality properties in Malaysia and beyond.

For further press information and images, please contact:

Maria Sadipun, Director of Marketing, at +60 19 918 7509 or
maria.sadipun@dataihotels.com