

Bali



Business is booming

Picture: Sheraton Laguna, Nusa Dua, Bali.

Bali is back in the meetings and incentives business with many hoteliers predicting it's turnaround time for the sector.

MICE Asia-Pacific canvassed dozens of hoteliers on the island and without exception, they are optimistic that 2005 will be a good year and 2006 even better, as confidence in the destination returns.

Ian McKie, director of hotel operations for Bali Hilton International, said the Hilton's meetings business in 2004 saw an increase of more than 100 per cent in revenue terms compared to 2003. "Realise, though, that 2003 represented a very low base."

McKie said Bali Hilton was expecting the trend to continue and had budgeted for an increase in MICE business of 25 per cent for 2005 compared to 2004.

"Overseas business does seem to be picking up, although it is not that dramatic," McKie added.

"Much of the business remains domestic. Meetings from

Continued next page.

Australia remain particularly subdued, but there are some positive signs from the UK market.”

Ramada Resort Benoa Bali general manager Phil Hill said he expected that overseas MICE business would increase — “especially short-haul and from Europe”.

“In years past, the Incentive market was fantastic. When I was at Melia Bali from 1990 to 1994 we had many wonderful Incentives...and it will come again.”

Hill said that while 2004 was not a great year for MICE business, in the first month of 2005 Ramada Bali had three large meetings.

“In our 2005 budget I have forecast four meetings per month and we are



“The beach has been restored to its glory days”

— PETER BENNETT

getting there.”

Joy Cartwright, director of sales and marketing at the Bali Dynasty Resort, said the Dynasty was about to embark on a major push for international MICE business. Bali, she said, offered excellent choices of meeting product with the 4 and five-star properties offering real value for money.

The Conrad Bali Resort and spa is the new upmarket hotel on the block with facilities that add significantly to the island’s MICE appeal.

Ruth Zuckerman, director of public relations at the Conrad Bali, said: “Bali is now being included in the destination bidding process. We have noticed an increase in enquiries, especially from Australia, South East Asia and — to a lesser extent — United States.”

“Conrad Bali welcomed 45 groups after its 2004 opening and expects a 4.4 percent increment this year, mainly from regional Asia and the domestic market,”



The majority of Le Meridien Nirwana’s MICE groups come from the Asia Pacific region.

— NARELLE MCDOUGALL,

she said.

Discovery Kartika Plaza general manager Urs Klee said MICE business continued to be an important component of the resort’s market “and we are definitely successful in attracting a good share of it”.

The hotel was recently fully booked with a conference from Sanofi-Aventis, a large pharmaceutical company.

In November last year the Kartika Plaza opened its Discovery Shopping Mall to add to already extensive facilities.

Klee added: “Repeat business from pharmaceutical and medical companies and institutions proves the popularity of South Kuta beach, where the combined rooms inventory among major 5-star hotels can accommodate any size of event.

“Other areas of Bali such as Ubud and Seminyak lend themselves to exclusive but smaller events, while Sanur and Jimbaran have further capacity to cater for small and medium sized meetings.”

Vincent Bongsu, director of sales at Hard Rock Hotel Bali, said the property was working hard to attract MICE business.

It has assigned a dedicated MICE manager, backed up by a team that will develop a corporate and PCO database for sales and promotional purposes

Hard Rock has also produced dedicated MICE kits and established a sales and reservation office in Jakarta to develop domestic MICE business.

Narelle McDougall, director of sales and marketing for the Le Meridien Nirwana Golf and Spa Resort, said the resort was anticipating a 30 per cent lift in MICE business in 2005 compared to the previous year.

“Golf is known to be the single biggest

leisure activity for MICE groups and we are able to arrange serious or fun tournaments for our clients at our award winning Nirwana Bali Golf Club,” she said.

The majority of Le Meridien Nirwana’s MICE groups come from the Asia Pacific region.

Riana Bismarak, director of sales and marketing at the Waterbom Park says forward bookings are very strong with Australia expected to provide up to 50 per cent of its business in the next two years.

“We have just acquired a new Euro bungy with dome and a wall climbing facility for guest,” said Bismarak. “In June our new lobby entrance will be operating. Also new locker rooms and spa will be ready. In November we will open a new ‘Kiddy’ park featuring a signature slide.”

Over in Sanur, Peter Bennett, director of sales and marketing for the Sanur Paradise Plaza Hotel and Suites says forward business looks great. “I have already signed a couple of large groups for the year. Rotary Club and Lions Club will be holding their AGMs this year in Sanur, Malaysian banking companies are also returning and we have several meetings planned.”

Bennett said the hotel now had Wifi



“The difference is that Bali FIT bookings had shifted from Europeans to Intra-Asia MICE business.”

— SHARON LEE

hotspot high-speed broadband available in all meeting rooms, bedrooms and hotel public areas. “We are the first hotel in Sanur to have this facility and one of only three hotels in Bali to offer the service.

“The beach has been restored to its glory days,” added Bennett “with the new wave breakers completed by the Japanese Development Board. The

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Meetings paradise in Sanur

THE SANUR Paradise Plaza Convention Centre, 25 minutes from the Bali international airport, is recognised as the largest four-star convention centre in Bali.

The Convention Centre is part of the 329-room Sanur Paradise Plaza Hotel. Facilities include 2200 sq metres of meeting and convention space; a grand ballroom that seats 1200 with a large permanent stage and 13 separate meeting rooms.

“What we provide is true value and flexibility within a user-friendly convention centre,” said Peter Bennett,



director of sales and marketing Sanur Paradise Plaza Hotel and Suites.

“Also, being located in the coastal village of Sanur provides easy access to the entire island, including the administrative and commercial capital of the island, and the thriving and colourful traditional community of Sanur.

“It’s a refreshingly different destination for MICE events.”

Recent events held at the Sanur Paradise Plaza Convention Centre have included those for McDonalds Malaysia, the World Bank, the Australian Consulate and the Medical Congress on Rehabilitation Medicine, Asia.



Thanks, Australia! Bali Paradise counts its 50,000 blessings

Kadek Wirantha, chairman of Bali Paradise International, has sent a message of thanks to Australian for enthusiastically supporting his airline during times when Bali was in crisis.

Kadek said Australian travellers had supported Bali Paradise from the word go, and had been crucial to its success.

“After the Bali bombs, when the island was in crisis, Australians were the first to come back to Bali,” he said.

“They came to support Bali during a difficult time — and the Balinese as well as Bali Paradise International will always be grateful for their support.”

Kadek said he was encouraged by figures showing arrival figures to Bali in 2004 were ahead of what they were in 2001 before the 9-11 terrorist attacks in the United States, and the Bali bombings.

Security in Bali was much improved, Kadek said. “There is a lot of background security that visitors are not aware of,” he added.

The Bali-based airline has continued to expand its fleet and routes. From May 26 it will fly three times a week between Bangkok and Denpasar. Kadek said discussions were going on with European airlines to link their services to Bangkok with those of Bali Paradise to Denpasar.

“We could tap into the European market if we can establish an interline agreement,” he said.

The carrier is also adding a sixth weekly service linking Melbourne-

Sydney to Denpasar. Perth currently has six services per week, Brisbane and Adelaide two each. Bali Paradise also has services between Denpasar and



- Kadek Wirantha, chairman of Bali Paradise International -

Korea and Denpasar and, from December 27 last year, between Denpasar and Osaka.

Air Paradise is carrying 10,000 passengers on average per month from Australia to Bali, double the number carried in the first 10-plus months of operation.

The development of Air Paradise continues to show the Balinese that the island can have a significant airline.

Our aim is for the airline to become the backbone of tourism to Bali.”

The Bali Paradise fleet is about to increase to five with the addition of an Airbus A300-600.

“The reason that Air Paradise has survived is the support of our partners in the travel industry, especially the tour operators. They’ve really supported us.

“We’ve also been fortunate to have the support of hoteliers and others in Bali in providing us with options to value-add to our product.

“We’re able to offer our customers value-added services such as free massages, discounts at major attractions and free cocktails in restaurants.”

Kadek has revealed that he is working towards a sale of Bali Paradise International equity, possibly by way of a public sale. “I’d like the people of Bali to have a real feel of ownership of this airline.”

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Sobek still making a splash

BALI's adventure specialist, Sobek, continues to attract the incentive and meetings market with activities that take groups into some of the most spectacular parts of the island.

Sobek's signature product is white water rafting, either through the jungle scenery of the Ayung River valley near Ubud; or whiter water rafting on the Telaga Waja, higher up in the hills among remote communities and rice terraces.

Other products include a series of downhill cycling tours, interior and jungle treks through rainforests and interior plains of Bali, and 4W-drive adventure tours.

"We offer a range of exclusive packages for meetings and convention organisers, combining a quality tourism product with the unique needs of this specialised market," said director of sales and marketing, Fransiska Handoko.

Sobek's guides are rated the best in their field. They are trained to the highest international standards in safety, first aid, rescue and customer service. They also undertake foreign-language training courses in a number of major languages.

In the 1993 World Championships in Turkey, SOBEK guides formed the nucleus of the Indonesian National Whitewater Rafting Team.

Sobek Bali has also been honoured with a number of environmental awards, including Indonesia's prestigious Sahwali Award for Sustainable Tourism in 1995.

As an example of Sobek's flexibility in arranging incentive activities, a recent request from a European client was to provide a series of adventure programs that showcased the rural areas of Bali and gave the delegates the opportunity to interact and participate with local communities.

The underlying theme was to assist local schools with stationery equipment with which to operate their classrooms.

To do this Sobek developed an individual series of cycling and 4WD experiences and combined them with a rafting trip.

SOBEK has compiled a 'Services Supplier Questionnaire', which provides detailed information to incentive and meeting planners about the quality of development that Sobek puts into its programs.

To obtain a copy of this document for specific group or wholesaler enquiries contact the Fransiska Handoko at dos@sobek.co.id



Anyone for tennis?

THE BALI Tennis Academy (BTA) has opened at the Nikko Bali Resort & Spa near Nusa Dua. Based on a partnership between BTA and the hotel, professional tennis training and tennis camps are now on offer to Bali visitors.

United States Professional Tennis Association (USPTA) member Jordan Raphael Sanchez oversees the BTA, which operates from three covered, floodlit hard courts.

The camp also has a regular schedule of events via its weekly tennis academy:

- Mondays — Beginner's "How to" — Starting at 8:30-am a 1.5 hour tutorial introduction to the game of tennis.
- Tuesdays — Special Theme Days — Starting at 10:00 am - the BTA pro picks a specific theme in tennis providing an hour or practical insights and playing tips.
- Wednesdays — "Tactics & Strategies" — Starting at 10:00 am, a one hour program for players wanting to devise a "game plan" for their game.
- Thursdays — Ladies Tennis Work Out — A vigorous workout for the ladies from 8:30 am until 10:00 am.
- Fridays — "Men's Social Ball Bashing" — From 5:00 pm until 7:00 pm a gathering for the men to play tennis, drink and aggressively belt tennis balls.

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Garuda, Starwood, partner to sponsor famils, boost MICE marketing for Bali

GARUDA Indonesia has stepped up moves to lift Bali's MICE market.

The carrier and the Starwood hotel group are sponsoring professional conference organisers (PCO's) on famil trips to take a first-hand look at Bali's conference facilities.

Ian Murton, Garuda's sales manager Victoria and Tasmania, said the first of a number of planned PCO groups from Melbourne would leave for Bali next month.

"Bali is coming back strongly, with interest in conference and convention venues better than it has been for quite some time," said Murton. "Bali is now perceived as a safe destination and these four-day famils give PCO's a great opportunity to see what the island has to offer in the way of MICE facilities".

He said hotels in Bali were pro-active with their costings and tried to value-



add where possible by offering such things as free breakfasts and laundry.

"This year, we will be taking at least four groups comprising six PCO's - but hopefully we can take more," added Murton.

Garuda has three weekly Airbus A330 Melbourne-Bali flights.

Meanwhile, the airline is planning to expand and increase capacity between

Perth and Bali later this year.

"We are also looking at new direct flights to destinations in Indonesia other than Bali," said Rob Moro, Garuda's sales manager Western Australia.

Currently, the carrier has 10 weekly B737-400 flights between Perth and Denpasar.

"Our Bali forward booking indicate that 2005 will be a fantastic year," said Moro. "The bookings are heavy in comparison to previous years."

From now until March 23, the airline is offering discounted one and two-night deals between Perth and Bali. The one-night fare is A\$299 plus taxes, while the two-night deal is priced at A\$399 plus taxes. Accommodation is not included. The offer is available on all flights ex Perth, but is subject to seat availability.



For Your Next Incentive...

Akhyati Villas and Spa is an exclusive private villa compound which is set in landscaped tropical gardens and overlooks rice fields at Umalas Village. This property offers a unique chance to experience the magical island of Bali in a relaxed setting.

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Candi Dasa on the road to recognition

A NEW road from Denpasar has brought the east coast resort town of Candi Dasa to within an hour's drive of Bali's holiday hot spots.

Candi Dasa is only three kilometres from one end to the other and yet it has more than its fair share of starred hotels, restaurants and bars, ranging from starred luxury to good but simple.

Candi Dasa is situated within the regency of Karangasem, which also includes Bali's most sacred mountain, Mt Agung.

Incentive groups can engage with traditional life of the villagers in one of the most unspoiled regions of Bali. Age-old customs, colourful rituals and ceremonies offer a timeless quality in a land where the people devote half their time to the celebration of life.

Activities include scuba diving, snorkelling, fishing expeditions, white water rafting and rides in a glass bottom boat. For those with energy to burn, cycling and trekking through remote areas and peaceful villages is a rewarding experience.

Places with easy access from Candi Dasa are the pre-Hindu weaving village of Tenganan; Besakih, Bali's Mother Temple; Klungkung, the ancient capital, and Amiapura, the regional capital of east Bali.

Also close to Candi Dasa are the artists' enclave of Ubud, the water palaces at Tirtagangga and Ujung, and the palm-fringed white sand beach of Pasir Putih.

Team-building activities on offer at Alila Manggis

OUTDOOR team building activities, such as cooking and diving and snorkeling, are available to conference delegates at the secluded Alila Manggis resort at Candi Dasa in East Bali.

The half-day cooking school includes a visit to a local Balinese market to see, taste, smell and feel the raw local produce, with its lively market characters and colourful spice traders. This is followed by a lesson with the resort's executive chef - and a team of Balinese chefs - in the art of making the best Balinese food.

For the more adventurous delegates, the resort — formerly The Serai Manggis — has its own PADI dive company which can instruct group members through a complete certification course, first time underwater class or snorkeling.

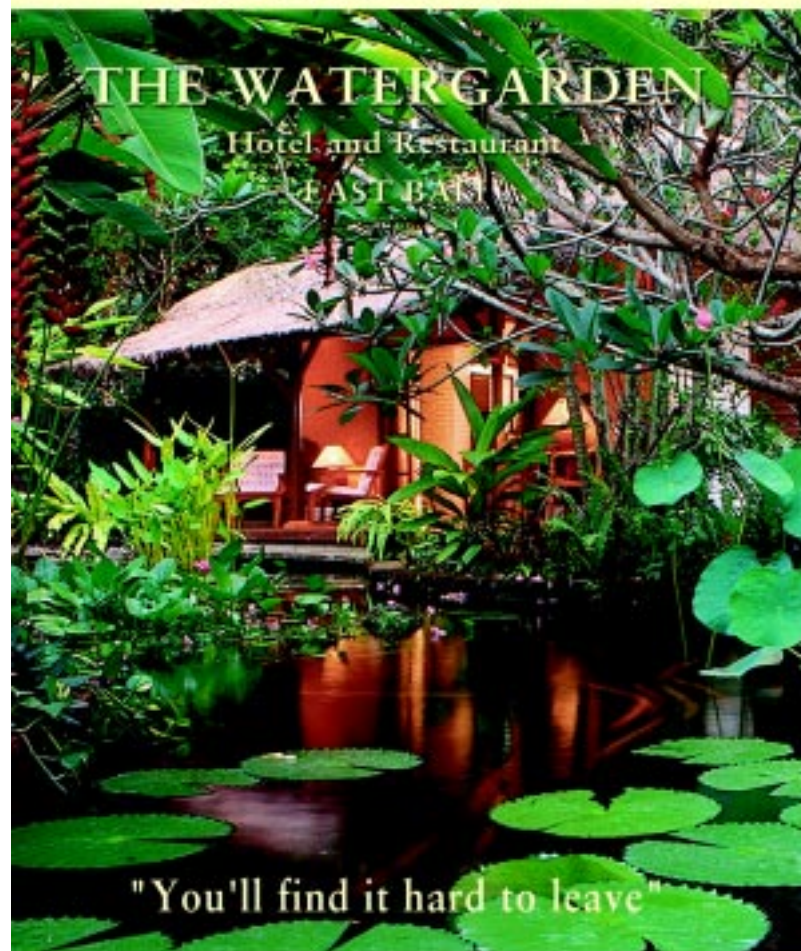
The outdoor team activities are priced at US\$35++ per person.

From now until June 30 this year, the property is offering a rate of US\$175++ for two nights accommodation based on double occupancy per room for a minimum of 10 delegates. Single supplement is US\$115++



DISCOVER ONE OF BALI'S
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Follow narrow brick paths meandering through lush tropical gardens, over small streams, past waterfalls and lily ponds, to find your private bungalow nestled amongst the verdant growth. Enjoy peace and serenity in the sleepy seaside village of Candi Dasa. From here one has easy access to East Bali's spectacular unspoiled beauty. A short distance from the hotel one encounters dramatic views of Mt Agung, Bali's sacred mountain; lush green rice terraces clinging to steep and sweeping valleys; traditional villages following age-old customs; colourful rituals and ceremonies; and crystal-clear seas rich in coral and marine life.

Voted one of the most romantic boutique hotels in Bali, The Watergarden offers cool thatched cottages blending natural materials and Balinese craftsmanship to create an ambience that is simple but elegant. Here comfort, beauty and tradition combine.

Discover the pre-Hindu weaving village of Tenganan and watch the textile-weavers create the magic cloth, "geringsing"; scuba-dive or snorkel in the abundant ocean - or skim across it in a glass-bottom boat, enjoying a fishing expedition! Explore the rich and diverse hinterland by bicycle, enjoy an easy trek or tackle the summit of the sacred mountain Agung.

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WAKA Experience continues to offer some of Bali's most exclusive excursions and resorts.

The stable of products includes Waka Louka, a catamaran that can be privately chartered for trips around the Bali coast - or to the Waka Nusa resort on Lembongan Island, 12km east of Bali.

Activities available on Waka Nusa include sailing on a traditional perahu fishing boat, trips to a traditional home in the seaweed farming village, or bike riding around the island.

The Waka 4WD Land Cruise takes guests to a rain forest camp and restaurant deep in the mountains of Bali. The journey into areas of Bali rarely seen by tourists includes a visit to a traditional farmhouse for a picnic.

Waka resort properties are small and intimate, mostly off the beaten track and offering unique experiences.

Waka Tanga Trekking takes walkers up the mountain for spectacular views, on the way visiting remote temples and traditional Balinese buildings

Waka di Ume is situated among rice fields and offers 16 private villas or tree suites. Waka Maya, in Sanur, has 14 Balinese-style villas, including seven self-contained two and three-bedroom villas contained in a walled courtyard.

Waka Gangga includes 10 bungalows situated on



gently sloping rice terraces above the Indian Ocean. Local stables provide horses for rides along the four black sand surf beaches.

WakaShorea in the Barat National Park — Bali's largest and most important national park — offers white sand coral beaches close to Menjangan Island, from where snorkelers can enjoy some of the most spectacular underwater environments in Indonesia.

WakaShorea is a 10-minute boat ride from the mainland. The resort comprises fourteen bungalows and two villas, a restaurant at tree level and one at the water's edge. Activities include canoeing, skiff sailing, diving and snorkeling, nature treks to see native deer and silver leaf monkeys, and picnics on deserted beaches. There is also a full massage centre at tree top level.

Waka Padma, the newest of the Waka family of resorts in Bali is situated in a section of Ubud famous for artists.

Waterbom reaches for the stars

BALI's Waterbom Park and Spa has added to its thrilling water-based attractions with a new facility, The Dome.

The UFO-like object allows visitors to catapult themselves up to nine metres high, soaring over rooftops and performing multiple flips.

Or there's The Wall, a 10m high artificial rock to conquer with a different level of difficulty each side.

Day or night, Waterbom Park provides a perfect backdrop for an event, whether it is for a small gathering of 20 or a formal function for 1500 guests

A Waterbom Park sales representative can tailor all aspects of event organisation to a client's requirements, including catering, entertainment and publicity

The park also offers exclusive benefits for groups, including reserved sites for photographs, theme-based entertainment packages and reserved restaurant tables.



Sheraton Laguna opens Atisaya spa - with five-star trimmings

BALI's Sheraton Laguna Nusa Dua has unveiled its stunning new spa facility.

Spread over two levels, the 600sqm spa and fitness club offers wellness facilities, an indoor, air-conditioned state-of-the-art gym, outdoor Tai Chi, yoga, massage, Balinese dance pavilion and indoor and outdoor water experience therapy.



Called the Atisaya Spa, the facility features nine treatment rooms, an outdoor relaxation courtyard, hair salon, pedicure room, outdoor treatment bale pavilions, therapeutic treatment pools, therapeutic tropical rainforest showers, reflexology pools, sauna, steam and Jacuzzi.

Treatments include traditional Balinese and western concepts using the spa's private label botanical and essential oil products.

The property says its colour light therapy during massage or facials is achieved with soothing kinetic lighting, which it claims is the first of its kind in Bali.

The spa area operates from 9am to 9pm daily, while the fitness centre is open daily between 7am and 9pm.

International hospital opens within BMIC

BALI is to get a much-needed international hospital facility next month.

It's an extension to the Bali International Medical Centre (BMIC), which first opened its doors seven years ago with not much more than a basic first aid post. BMIC rapidly expanded services with, among other things, X-ray equipment, an accident and emergency facility, doctors' consultation rooms, observation rooms, pathology, treatment room, three fully-equipped ambulances and a patient transfer unit.

The new 22-bed BMIC International Hospital will further expand the range of facilities and services, with an operating theatre, Intensive Care Unit (ICU), Intensive Cardiac Care Unit (ICCU), additional procedure, treatment, observation and ward rooms.

BMIC can also liaise with emergency assistance companies worldwide, arrange medical evacuations and has a referral program to Australia, Singapore and Bangkok.

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