



BALI HOTELS
ASSOCIATION

PRESS RELEASE

BALI HOTELS ASSOCIATION COURTS JAPANESE WITH NEW WEBSITE TRANSLATION

BALI, INDONESIA, December 11, 2004—Bali Hotel Association (BHA) caters to the Japanese market with the recent translation of key elements in its destination-oriented website in the Japanese language. The original English website went on-line in January and logs more than 5,000 unique visitors monthly. Japanese are the top visitors to Bali, with 276,350 arrivals between January and October 2004.

Founded in 1991, BHA (formerly Casa Grande Bali) today represents 60 members. With steady association growth and promotional efforts, presence on the Worldwide Web is essential, said BHA Chairman Robert Kelsall. "The website helps achieve the association's goals of destination promotion and reaching multiple source markets."

BHA's Japanese website, www.balihotelsassociation.com/jp provides general information about the association's activities and destination-relevant news and weather, with direct links to individual members' web sites. Visitors may link directly to member hotels with a simple click, or access contact details for communication. The association aims to drive traffic to the site with a contest to win free hotel stays in Bali, simply by visiting the site and registering. BHA members have contributed room nights across Bali to support the contest, which be awarded to one win each quarter (January, April, July and October in 2005).

*Bali Hotels Association is a professional association of star-rated hotels and resorts in Bali.
Members include general managers from 62 hotels and resorts,
representing 13,145 hotel rooms and 20,143 employees in the Bali hotel sector.*