



PRESS RELEASE
For immediate release

Bali Hotels Association Supports Hygiene Workshop for Beach Masseuse
Endorsed by BHA, Bali Spa & Wellness Association successfully held this workshop in Nusa Dua



Nusa Dua, Bali, October 5, 2010 –As part of its effort in keeping tourists happy and healthy during their vacation in Bali, Bali Hotels Association (BHA) proudly supports Bali Spa & Wellness Association (BSWA) program. BSWA successfully held their first Hygiene Workshop for Beach Masseuse on September 30 at Benoa, Nusa Dua. BSWA conducted the training for hygiene, sanitation, skin diseases, basic massage techniques, and professional ethics. More than 70 masseuses attended the event and happily took on the proper and healthy practice.

BHA Hotel members in the area donated training equipments and refreshments for the beach masseuses. These members are the Laguna Luxury Collection Resort & Spa, St. Regis, The Westin Resort, Ayodya, Melia, Amanusa, Novotel, Four Seasons, Pan Pacific Nirwana, Kayumanis, and Nusa Dua Beach Hotel & Spa.



“As spa and wellness practitioners, we feel the need to embrace the existence beach masseuse. They are honest and kind women who are trying to make a living. That is why as a group of experts in the spa field, we provide them with skill and health guidelines. We are so excited because the attendance is 50% more than expected,” states Lulu Widjaja, President of BSWA. The association plans to implement a similar program for Kuta area in January 2011.

The beach masseuses received useful gifts such as books, massage oils, sarong, and hand mitts from BSWA members. BSWA also presented a certificate to the beach masseuse as a symbol of their participation. BSWA thanked Bali Tourism Institute (STP Bali), Benoa District Office (Kelurahan Benoa), BHA, and Bali Hotel Public Relations Association (HHPB) in helping putting the workshop together.



“Formal or not, at the end of the day, beach massage is part of the experience tourists might have in Bali, and with this training, we hope to give the best we can offer. So BHA will continuously support this wonderful initiative,” says Jean-Charles Le Coz, Chairman of BHA.

Editor’s note: About BHA

Bali Hotels Association is a professional group of star rated hotels, resorts, and villas in Bali. Members include General Managers from more than 100 hotels and resorts in Bali, representing more than 15,000 hotel rooms and almost 30,000 employees in the tourism sector.

One of the objectives of BHA is to support and facilitate the development of communities, education and environment in Bali. BHA has initiated many projects involving the association members as well as the people in the industry.

BHA’s vision is to keep Bali as the most desirable tourism destination in Asia through the warmth and hospitality of its people. The mission is to bring together all General Managers of hotels, resorts, and villas in a non-competitive environment, to exchange information on matters of general interest, to have a common voice on issues pertaining to the tourism and hospitality industries in support of Bali as a destination. BHA also supports and facilitates the development of Balinese community, education and environment initiatives in Bali.

For more about Bali Hotels Association, visit www.balihotelsassociation.com

For more about Bali Is My Life, visit www.baliismylife.com, join www.facebook.com/baliismylife, follow our tweet: BaliIsMyLife .

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