



June 11th 2010

BHA Announces Website Re-launch

The Redesigned website offers faster, targeted information and services.

BHA is delighted to announce its website re-launching with a brand new look and style. The contemporary design and the use of new imagery now convey the [Bali Is My Life Experience](#) and introduces 14 members of the Bali community as part of the new look.

The re-launch of its website www.balihotelsassociation.com provides improved functionality and benefits to visitors and BHA members, which include a simplified main menu with links to the most useful pages, enriched corporation and product content.

The revamped site has been redesigned for ease of use, once connected, visitors can see the most up-to-date news and find what they need in the very first page of the website, saving time clicking through pages and searching through a sea of information.

The new “Media Centre” section is also enriched with news, press releases, archives, awards, reviews and destination pictures both high and low resolution, which can be downloaded from the “Image Gallery”.

There are also links to the movie trailers as well as Bali Is My life community members backgrounds and campaign support material.

“We've also added a lot more functionality to the website for the BHA members” says Bali Hotels Association IT Consultant, Melina Caruso of MMC Marketing Group. “The new site is designed to give users access to a wider range of information about Bali and the Association's members and its programs.

Simply visit www.baliismylife.com or www.balihotelsassociation.com and experience the new era of Bali Hotels Association.

A progressive association with a progressive site supporting a progressive destination!

For more information, please contact

Jean-Charles Le Coz

Chairman Bali Hotels Association

gm@nikkobali.com

or

Melina Caruso

Director of Business Development MMC

melina@mmcmg.com

Secretariat Office: C/O PHRI Office at BALI TOURISM BOARD Building
Jalan Raya Puputan 41 – Renon Denpasar 80235, Bali, Indonesia
T. +62 361 227600 F. +62 361 246816 M. +62 818 350635
Email: info@balihotelsassociation.com