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## **Bali hotels expect to do better in 2010 on higher tourist arrivals**

Sharen Kaur – *New Straits Times (Malaysia), December 28, 2009 Monday*



THE Bali Hotels Association (BHA) expects the outlook for Bali next year to be positive as airlines increase their weekly flights to the island.

Chairman Robert Lagerwey said airlines such as KLM and Garuda are making more flights to Bali.

Thus, he expects revenue and room occupancy for hoteliers next year to grow 5-8 per cent.

BHA has 100 member hotels, majority of which are 4- and 5-star properties.

Lagerwey said arrivals in Bali have been strong despite the economic downturn, strongly supported by markets such as Malaysia.

Hotel operators and owners in Bali have been agile, adapting to the changing circumstances to sustain their performance.

"While 2009 was probably not our best year in Bali, some hotels were able to increase occupancy over their prior year.

"Many hotels had a relatively flat performance over 2008, which in itself is a good indicator how fortunate we have been in our markets. They expect to do better next year," he told Business Times.

Lagerwey expects more arrivals from Europe, Russia, Middle East and the US towards the second half of 2010.

"The bottom line is, in Bali there are unique products to sell with great hospitality offerings in a very wide range, all at a stone's throw distance from Singapore, Malaysia, Australia, Hong Kong, Japan and Thailand," he said.

BHA has embarked on a destination marketing programme called "Bali is My Life" by producing a movie cum documentary on all aspects of Bali for distribution worldwide.

"The movie will be National Geographic standard and will help us in promoting our island," he said.

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