



PRESS RELEASE  
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**Bali Further Establishes Itself in Indonesia Travel & Tourism Award 2010/2011**  
***Bali swept 12 awards from the Ministry of Culture & Tourism***



Bali, October 26, 2010 – Bali Hotels Association (BHA) won the inaugural Indonesia Travel & Tourism Award 2010/2011 as Indonesia’s Leading Creative Print Ad. As an island destination, Bali is always a favorite because of the raw and quirky features from its nature to its people. For this, Bali Hotels Association brings forth its tourism campaign: Bali is My Life. On top of print advertising, Bali is My Life campaign is done through the social media: Facebook, Twitter, and YouTube. A documentary movie about Bali will also be launched very soon. You can view the trailer on BHA’s website: <http://balihotelsassociation.com/bali-is-my-life/video-trailers/>

The Ministry of Culture and Tourism Republic Indonesia presented these prestigious awards during a gala dinner held at the Ritz Carlton Pacific Place, Jakarta, October 21, 2010. “In Indonesia, Bali is an established tourism destination. It is very encouraging for us in BHA to be awarded for our effort to promote Bali globally through ‘Bali is My Life’ campaign,” says Jean-Charles Le Coz, chairman of BHA, “BHA also proudly congratulates its members that won coveted categories in hospitality industry.”



Properties in Bali swept ten awards that night and they are:

1. Alila Villa Uluwatu (Indonesia's Villa Of The Year),
2. Ayana Resort & Spa Bali (Indonesia's Leading Luxury Resort – Independent),
3. Bali Niksoma (Indonesia's Leading Boutique Hotel),
4. Melia Bali (Indonesia's Leading Green Hotel),
5. New Kuta Golf Pecatu (Indonesia's Leading Golf Resort),
6. Nusa Dua Beach Hotel & Spa (Indonesia's Leading Beach Resort),
7. The Patra Bali Resort and Villas (Indonesia's Leading Airport Hotel)
8. The St Regis Bali (Indonesia's Resort of The Year and Indonesia's Leading Luxury Resort-Global Chain),
9. The Westin Resort Nusa Dua Bali (Indonesia's Leading Family Resort),

In addition, Bali International Convention Centre was crowned as Indonesia's Leading MICE Venue, while Bali Safari & Marine Park won Indonesia's Leading Theme Park.

“All these awards are a symbol of acknowledgment that Bali never ceases to improve its quality of service and facilities in providing the most memorable experience, either for business or leisure, or both,” says Le Coz.

#### **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](http://www.balihotelsassociation.com)

For more about Bali Is My Life, visit [www.baliismylife.com](http://www.baliismylife.com), be our fan: [www.facebook.com/baliismylife](https://www.facebook.com/baliismylife), follow our tweet: BaliIsMyLife .

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