

Bali becomes carrier's regional hub



From Left- Kadek Wiranatha (chairman); Christine Ross (state sales manager WA); Barry Hess (general manager); Gary Hilt (national business manager)

Two years after launching its inaugural services from Perth, Air Paradise International (API) has expanded to five Australian capitals with new international services being rolled out.

API's owner and chairman, Kadek Wiranatha, said the Australian network was consolidating quickly, with the airline already rated as the number one carrier by passenger volume into Indonesia from Melbourne.

"Our growth has been amazing. In our first 11 months, the airline carried

around 50,000 passengers, with a forecast of 100,000 passengers for the next year. We beat that and carried more than 120,000 passengers in 2004, and all signs indicate we are going to grow even further in 2005," said Wiranatha.

While Australia represents a large portion of the airline's business, a new international route network – including Jakarta, Korea and Japan – is showing excellent progress.

"Expansion beyond Indonesia is already underway. We have been flying into Osaka since December 2004 and the Japanese market has shown a great affinity for our product, pricing and service. So much so, that we are already looking at the possibility of flying into Tokyo as well," said Wiranatha.

"The Japanese patterns are still emerging at present, however, trends indicate that passengers are using Air Paradise to combine Bali and Australia as a dual destination. They are flying to Australia using Bali as a stopover."

Wiranatha said API's commercial model suited the budgets and travel preferences of many Northern Asia markets.

"We have a shopping list of short to medium-haul markets which fit our criteria. These offer growth potential for leisure-based tourism and feature passenger profiles which fit our service model. Our challenge is to grow at a rate we can manage, and not overstep our ability to meet customer needs.

"We have now grown beyond being an airline for Bali and are now positioned as an international airline based in Bali," added Wiranatha.

Australians appreciate The Villas

Bali's all-villa property development, The Villas, is back to its best after a US\$600,000 refurbishment.

While the property is only around seven years old, its owners took advantage of the slowdown of visitors to undertake a major refurbishment of all 50 villas, as well as public areas.

The refurbishment has seen a complete replacement of all soft furnishings and the installation of new phones, new stereos, marble bathrooms and kitchen upgrades.

All one, two and three-bedroom villas offer complete privacy within a walled enclosure, which is complete with full-size swimming pool.

Chrissie Lincoln, director of sales and marketing for The Villas, said the move to undertake the refurbishments was already proving the correct decision.

"The property was still quite young and as such, looked good, but now that we have refurbished, the villas are like new again," she said.



The Villas, Seminyak

"The Australian market seems to appreciate the product, with bookings up around 30 per cent on last year."

Australians are generally booking in small groups and are often celebrating a wedding, birthday or special event.

The Villas location in Seminyak is also proving a major drawcard for Australian business, as it migrates out of the more traditional tourism precincts of Kuta and Legian.

"Villas definitely aren't a price-leading product, but they are certainly growing in demand for value-based tourism – especially small groups," said Lincoln.

"You find groups of two or three couples renting a villa, where they all have their own bedroom, bathroom and privacy, yet they share the pool and common areas with their friends. Split three ways, villas are cheaper than three separate hotel rooms – when based on matching quality for quality," she added.

END CLIENT TORTURE.

Why put your clients through the hassle of domestic stopovers?

Fly from Melbourne **direct** to Bali with Air Paradise 5 times per week.

Visit

melbournedirect.com.au

for more information.

MELBOURNE **direct**

melbournedirect.com.au *flights to the world*



Indulge your senses

No ordinary spa experience

In years gone by, Bali was famous for its A\$2 massage on Kuta Beach, with a local woman briskly rubbing a scratchy mixture of oil and Kuta Beach sand onto your sunburned back.

Now, with a proliferation of luxury hotels and specialised spa treatment facilities across the island, Bali has grown into the undisputed spa capital of Asia.

The growth is reflected in a massive retail industry of wholesale spa products being exported over the globe, the franchising of leading spa brands, such as Mandara, to some of the most indulgent and luxurious hotels in the world. Mandara has even taken to the high seas and is the signature spa brand onboard the six-star Silversea cruises.

This reputation has seen enormous growth in the diversity and pricing of spa treatments, and a level of innovation never before imagined in the spa industry.

Clients can now choose from a bewildering array of treatments from simple back and neck massage, through to water-blasting, mud wraps, coffee scrubs and even a four-handed, double massage, taking several blissful hours.

Pricing among spas varies as dramatically as the treatments, and clients pay for the exotic settings as much as for the therapy.

The Mandara spa at Alila Ubud offers a range of settings from spa villas and pavilions to air-conditioned spa-suites. There are outdoor areas with private showers, expansive water gardens with sunken baths and relaxing waterfalls.

Prana at The Villas is another variation.

Designed to reflect royal Indian architecture, the spa has a palatial atmosphere with a focus on luxurious pampering in a day spa setting.

Aurvedic treatments and traditional Bali body treatments between one and six hours are on offer, as are pedicures, facials and other beauty treatments.

New on the spa scene is an intoxicating blend of reflexology and acupressure called *Chill*.

Chill is a totally non-traditional treatment with prices starting at just 88,000 Rupiah (A\$12) for almost an hour.

Clients choose from 50 or 90-minute sessions which focus on pressure points on feet, hands, ears, head, neck, shoulder and back.

Craig Sinclair

Service with a smile reaps big rewards for Air Paradise

While price continues to drive much of the passenger loads to Bali, repeat visitation is being underpinned by high quality inflight service.

Poor service will destroy any of the merits of a cheap price, according to Air Paradise International's national manager, Gary Hilt.

"As an airline, we find that we are not just competing with other Bali services. If the package price is great, but the inflight service is not up to scratch, then travellers will begin to look closer at other destinations such as Fiji, Malaysia and Thailand.

"If you can provide a value-based airfare with excellent service that is fresh, enthusiastic and welcoming, then the rate of repeat business grows exponentially," said Hilt.

"We research and monitor our market very intensely as we know exactly what customers want and need, and this has proved invaluable in the development of our inflight services."

Hilt said for the airline to grow internationally, it needed to be recognised not only as the market leader based on price and promotions, but as the market leader on service.

"Our product is very different from other airlines," he said.

"We have already undertaken one major revamp of our cabins, based on customer feedback, and are embarking on another strategic remodelling of our inflight service product to better reflect who we are and what we offer," said Hilt. "We have huge forecasts for growth over the coming years, so it is easier and more efficient to make these changes while we are still relatively small, but you can expect to see further enhancements to our current inflight offering.

"You can expect to see more entertainment, new uniforms and a level of service which is more reflecting the feel of Bali in the coming year - so passengers start their holidays the moment they step onboard Air Paradise."

Survey confirms reservation growth

Bali Hotels Association (BHA) has recorded a 42 per cent overall increase in room nights sold among its 63 members over the past 12 months.

The growth is in-line with the international arrivals to Bali for 2004, which represented a 46 percent increase over 2003.

Statistics released by the Bali Tourism Authority show total arrivals to Bali for year-end 2004 set an all-time record of 1,457,107 travellers, beating by three per cent the previous record set in 2000.



Robert Kelsall

chairman, Robert Kelsall, "although initial numbers might be deceiving. Further analysis indicates a surge of demand from the ASEAN region at the expense of the higher spending, longer staying European markets."

Compared with 2000 - the previous record year - UK arrivals in 2004 were down

"Preliminary analysis of the year-end results indicates that Bali is well on the road to recovery," said BHA

48 per cent, whereas Malaysia and South Korea arrivals increased 294 per cent and 484 per cent respectively.

Kelsall said that while the high yield markets were

down, recent enquiry at the ASEAN Tourism Forum in Malaysia, was extremely positive, and bookings were already beginning to flow from Europe and Britain.

Perth Airport Congratulates Air Paradise International on their 2nd Birthday



Perth Airport welcomed Air Paradise's inaugural flight from Perth to Denpasar on 16 February 2003. We congratulate them on reaching this significant milestone and wish them all the best for the future.



Australian Motor Airport of the Year 2003 & 2004

www.perthairport.com

Your Clients Deserve The Best



THE VILLAS BALI
RESORT

ESCAPE INTO FANTASY



Bonafide travel agents will receive 50% discount on all treatments at Prana Spa at The Villas. Bookings: email spa@thevillas.net and mention Traveltalk. Valid till 30 June 2005.

PRANA
SPA AT THE VILLAS

Jl. Kunti. I 18X, Seminyak, Indonesia. P: +62 (361) 730840 - F: +62 (361) 733751 - spa@thevillas.net - www.thevillas.net