



## **SWISS-BELHOTEL INTERNATIONAL LAUNCHES #IAMINBALINOW PHOTO CAMPAIGN TO RAISE POSITIVE AWARENESS OF BALI**

*Photo: General Managers and Bali Sales Office Leaders from Swiss-Belhotel International hotels in Bali gathered during afternoon tea for the campaign launch at Swiss-Belhotel Rainforest Kuta, Bali.*

**For Immediate Release**

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**BALI, INDONESIA** – Swiss-Belhotel International in Bali has launched the #IAMINBALINOW social media photo campaign with the help of nine of the global hotel management company's hotels and resorts in Bali to help promote the island as a tranquil vacation destination.

A media afternoon tea was held at Swiss-Belhotel Rainforest Kuta on Thursday, 8 February 2018, including regional Swiss-Belhotel International Bali partners, to reveal how the campaign is encouraging guests to take part in a specially set-up photo corner and then share the images with the hashtag #IAMINBALINOW on social media.

The aim is for guests to spread the message to friends, family and colleagues that Bali is a stunning destination, that it is open to tourists and that Swiss-Belhotel International Bali hotels are safe and comfortable; where guests can happily enjoy the best facilities and services.

Media partners and stakeholders, including the Bali Tourism Hospitality task force attended the launch. General Manager of Swiss-Belhotel Rainforest Kuta, Teezar Mirza, hosted the event with support from GMs at Swiss-Belresort Watu Jimbar; Swiss-Belresort Pecatu; Swiss-Belhotel Petitenget; Swiss-Belhotel Tuban; Swiss-Belhotel Segara Nusa Dua; Swiss-Belinn Legian; Swiss-Belexpress Kuta; and Zest Hotel Legian.

Swiss-Belhotel International Senior Vice President – Operations and Development – Indonesia, Malaysia and Vietnam, Emmanuel Guillard expands on concept behind the campaign. "I think it is important as hoteliers with a strong presence in Bali to show support for the island at a time when there has been mass-media coverage and influence on tourists about the situation with Mount Agung. We are keen to get the message out that Bali is still stunning, that our hotels are safe, that the island has an incredible cultural richness and is a world-class tourist destination. Who better to genuinely show this support and influence the future of Bali through the #IAMINBALINOW campaign than guests who are experiencing Bali right now?"

Inspiring wellness and serenity, Bali is the ultimate island destination, where visitors can lounge on incredible white-sand beaches such as Padang-Padang, as featured in the hit-movie 'Eat, Pray, Love'. Bali also boasts an abundance of soft, sandy beaches and relaxed seaside locations such as Sanur Beach on the east coast side of the island with its fishing boats and beachfront cycling track.

Swiss-Belhotel International is offering a 50% OFF second-room bookings at any of their hotels and resorts in Bali, with breakfast included and free Wi-Fi.

For further information and high-resolution photography, please contact:



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Notes to Editors:

**About Swiss-Belhotel International**

Swiss-Belhotel International currently manages a portfolio of more than 145\* hotels, resorts and projects located in Cambodia, China, Indonesia, Malaysia, Philippines, Vietnam, Bahrain, Egypt, Iraq, Kuwait, Jordan, Oman, Qatar, Saudi Arabia, United Arab Emirates, Australia, New Zealand, Bulgaria, Georgia, Tanzania and Turkey. Awarded Indonesia's Leading Global Hotel Chain for six consecutive years, Swiss-Belhotel International is one of the world's fastest-growing international hotel and hospitality management groups. The Group provides comprehensive and highly professional development and management services in all aspects of hotel, resort and serviced residences. Offices are located in New Zealand, Hong Kong, Australia, China, Europe, Indonesia, United Arab Emirates, and Vietnam. [www.swiss-belhotel.com](http://www.swiss-belhotel.com)

\*Numbers may fluctuate