

Outlook  
travelguide

# BALI

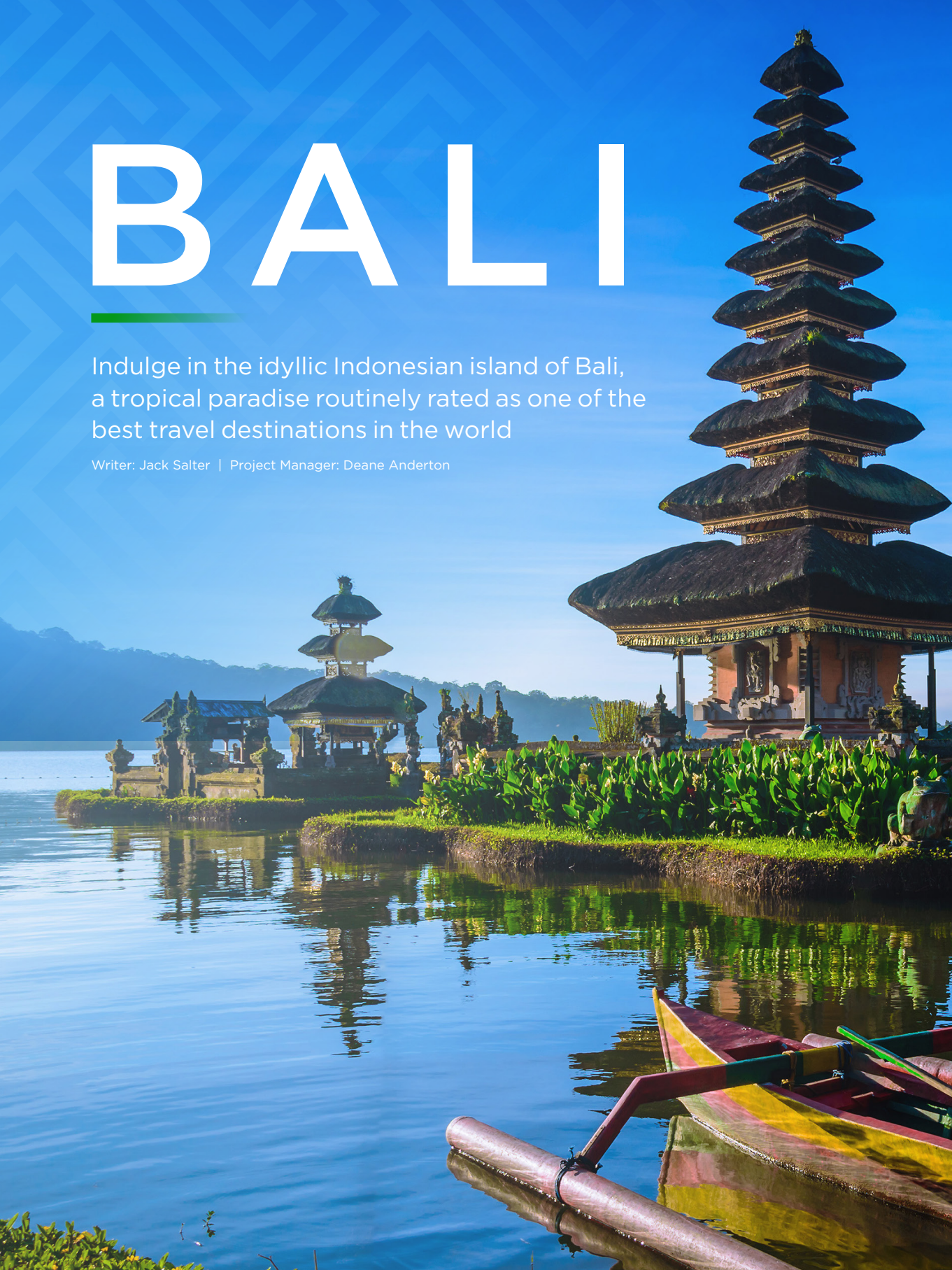




# BALI

Indulge in the idyllic Indonesian island of Bali, a tropical paradise routinely rated as one of the best travel destinations in the world

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Known to many but only truly understood by few, first-timers and even seasoned visitors can expect to learn something new on their trip to Bali.

This diverse island of a thousand temples boasts a magical blend of rich, historic culture that permeates throughout, natural beauty including the iconic rice paddies, and weather even warmer than the welcoming reception visitors receive from the native Balinese, who in many ways continue to honour and respect their ancestors and the spirit world.

Bali's tropical climate is characterised by high temperatures and humidity throughout the year, with

the distinct dry season running from April to October the best time to visit. The island is a popular and prominent tourist hotspot all year round, however, with something different to discover at each destination, the majority of which are to be found in the south.

Be captivated by Canggu, Bali's most up-and coming destination with something for everyone, purr at Petitenget, the well-known chic commercial district where beach clubs, shops, boutiques, luxury villas and resorts can all be found, or explore some of the island's numerous other sun-kissed southern outposts.

More centrally, immerse yourself in the cultural and artistic mecca of

Ubud, where people from all over the globe descend for wellness workshops and seminars that take care of the mind, body and soul. As moving around and spending time in different parts of Bali is both easy and rewarding, not many people stay in just one hotel during their vacation.

From basic guesthouses run by friendly Balinese families to 5-star beach resorts, there is a wide range of accommodation options available. Gregarious travellers and social butterflies can sojourn and flutter in the heart of Bali's bustling nightlife, whilst the island's many boutique hotels, peaceful private villas or rental properties offer a quainter escape. ➡





# Celebrating 26 Years of the Prestigious AYANA Estate



## Where the Forest Meets the Ocean...

A retreat of culture and culinary genius, spread across four luxurious properties, 2022 officially marked the 26th anniversary of the leading Indonesian hospitality company, AYANA Estate. The entire AYANA Estate, located in scenic Jimbaran, encompasses the AYANA Resort Bali with 294 rooms and suites, AYANA Villas Bali, with 78 ultra-luxurious villas, complete with private plunge pools and spectacular ocean backdrops, RIMBA by AYANA Bali, a 403-room family-friendly resort, and its most recent addition, AYANA Segara Bali. From a single hotel with 197 rooms to four luxury properties, AYANA Estate's combined total of 972-rooms makes it the largest integrated resort in Bali.

The highly anticipated new AYANA Segara Bali hotel welcomed its first guest in November 2022, with its opening coinciding with the Estate's 26th anniversary. The 197-room hotel introduces a contemporary twist to the legendary Balinese-inspired AYANA experience for a more laidback luxury style of living for guests to relax and unwind.

Designed by award-winning design firm WATG, the firm behind the stunning design of AYANA properties in Bali and Komodo, AYANA Segara Bali is a contemporary design hotel evoking a modern and simple aesthetic. On entering the hotel, guests are presented with interior design inspired by the Balinese tradition and culture. The Balinese-inspired interiors of the rooms and restaurants are designed by Yasuhiro Koichi, the founder of SPIN

Design Studio who also designed the famed Rock Bar. Intricate wood carvings can be seen in the lobby of the hotel, to create a welcoming oasis of calm. A kamasan painting—a traditional painting from the Balinese village of Klungkung—can be seen within the ceiling taking guests on a virtual journey of the Balinese epic wayang story.

The new AYANA Segara Bali brings an indoor-outdoor concept that blends the spacious living areas of modern architecture with the expansive panoramic view of Jimbaran Bay and the Indian Ocean, the lush AYANA Estate forest, and the sounds of nature. A place where the forest meets the ocean, AYANA Segara Bali brings an immersive experience created in harmony with nature, a concept and guiding principle of AYANA inspired by the Balinese philosophy, Tri Hita Karana. A combination of building design, intricate Balinese-inspired traditional ornaments and the stellar view of the surroundings, AYANA Segara Bali pays homage to its location and transports guests into a culmination of tranquil, comforting, and modern slow-living Bali luxury life.

## Guestrooms

AYANA Segara Bali features 197 modern and elegant rooms and suites. Guest rooms range from 58 to 65 square metres (sq m) (624 to 699 square feet), whereas its four suites are about 93 sq m (1,001 square feet). Each room offers indoor-outdoor spaces with floor-to-ceiling framed windows that invite the



cool breeze of the Indian Ocean, with private balconies or terraces complete with daybeds to enjoy the view. The contemporary design and modern lines of the room interiors are accentuated with rich materials, a celebration of Balinese local craftsmanship. Each room has luxury living space, dining areas and a large walk-in wardrobe, while bathrooms are opulent and include oversized oval bathtubs and marble rain showers.

AYANA Segara Bali offers a two-bedroom Ocean View Room for guests travelling in family-sized groups, combining two suites with a single entry and designated foyer for a total of 130 sq m (1,400 square feet) of space. The suites offer the pinnacle of the AYANA Segara Bali experience with living and dining areas for six.

### New Dining Destinations

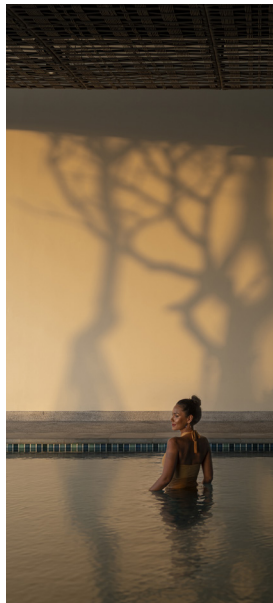
AYANA Segara Bali has three stylish restaurants ideal for guests and visitors to relax and entertain. Each dining destination is adorned with natural lighting and outdoor spaces for alfresco dining and offers a collection of culinary experiences and menus from many parts of the world. The dining experience starts near the main pool, where Karang is situated. The 194-seat all-day dining restaurant offers a menu of Pan-Asian, local and western breakfast buffets and comfort tapas-style plates of Chinese and Italian cuisine. Karang comes with open dining spaces with a contemporary environment. It will also come with a bar that doubles as the pool bar for daytime and a full-service bar during lunch and dinner.

The new Mediterranean restaurant, Scusa, offers a wide variety of fresh salads, pasta and seafood. Guests can choose from the wine list highlighting the best Mediterranean white and red wines in Bali. It also features some exclusive wines from Italian and Spanish boutique vineyards. Situated at the top of AYANA Segara Bali, Luna is the place to witness the most spectacular sunset. It offers contemporary dishes using fresh local ingredients available from AYANA Farm – a pure farm-to-table experience. Guest can savour dishes such as salmon poke bowl sriracha and Indonesian favorites: Jimbaran-style jagung bakar, and mie goreng kaki lima. As the sun sets, Luna offers a selection of Mediterranean and local tapas-style menus, focusing on flavour and freshness, such as gambas à la plancha, ceviche, and antipasto.

The three new dining destinations at AYANA Segara Bali join the 22 existing venues, and bring the total number of 26 dining destinations to choose from at the AYANA Estate, including one of the world's best hotel bars, Rock Bar, and the newly opened KISIK Lounge and Seafood Restaurant, making the AYANA Estate a culinary destination in its own right.

### Event and Function Space

AYANA Segara Bali offers Vista. The new open-air function space is situated above the AYANA Segara Bali, which provides guests with panoramic views of the pristine Jimbaran Bay area, suitable for elegant wedding receptions, and innovative MICE. The new space is adding the current 15 other unique event and function spaces spread across the AYANA Estate.





### Well-being

The indoor-outdoor concept of AYANA Segara Bali is also perpetuated through its main pool, thanks to its unique design where guests can lounge and admire the view of the Indian ocean. The largest indoor-outdoor pool in Bali, AYANA Segara Main pool is also suitable for lap swimming and exercise. In addition, guests can also enjoy the rooftop pool at Luna Rooftop Bar or one of the total 14 swimming pools across the AYANA Estate.

The world-class 22,000 sq m destination spa, AYANA Spa, is one step away from AYANA Segara Bali. The professional wellness team of fitness trainers and health coaches, along with a multi-faceted spa programme offer guests the treatment to nurture and achieve their fitness goals. With over 53 treatment rooms, guests can opt for traditional Balinese massages and marine rituals, to the Nakatsuji Method, created by Japanese professional osteopath and anti-ageing expert Tadashi Nakatsuji exclusively for AYANA Spa, which encourages full-body healing. For a once-in-a-lifetime spa experience, guests can choose Ocean Rituals at AYANA's Spa on The Rocks, a treatment villa perched above the formation of rock along the AYANA's coastline surrounded by the sparkling blue Indian Ocean. AYANA Spa also offers pure Thalassotherapy, the therapeutic use of seawater and marine products, at one of the world's largest Aquatonic Seawater therapy pools to promote health, wellness, and beauty.

"AYANA Segara Bali will bring its charm to the curious-minded and young-at-heart travellers who are looking for a laidback luxury style of living, and inspire them to explore the unique experiences that AYANA Estate has to offer," said Michi Sonoda, Executive Assistant Manager, Sales and Marketing of AYANA Hospitality. "As a microcosm of the island experience, AYANA Estate is a perfect starting point to explore Bali and a must-visit destination in its own right. AYANA Estate and its experiences is a sanctuary of well-being where peace, harmony, and happiness are nurtured, for our guests to come home renewed and refreshed."

**AYANA Segara Bali hotel reservations open now, with stays commencing on November 5, 2022.**

**For more information and booking, please visit [ayana.com](https://www.ayana.com).**

**T (+62) 361 702 222**

**[reservation@ayanaresort.com](mailto:reservation@ayanaresort.com)**

LEARN MORE











INDUSTRY INSIGHTS

# BALI HOTELS ASSOCIATION



**A PROFESSIONAL GROUP** of star-rated hotels and resorts, the Bali Hotels Association (BHA) promotes the Indonesian province as a desirable tourism destination through the warmth, charm and renowned hospitality of its people, encouraging visitors to embrace and immerse in the true essence of Balinese culture and hospitality.

BHA brings together the General Managers from more than 150 hotels, villas and resorts in Bali, which account for more than 27,000 rooms and almost 36,000 employees in the

nation's tourism sector.

The long term prospects of the tourism sector in Bali remain positive despite the impact of COVID-19, which caused overall hotel performance to hit rock bottom in the first few months of the pandemic.

With COVID-19 measures now easing around the world, Bali is likely to face a strong rebound in tourism and subsequently hotels and hospitality, given it is one of the world's most prominent and popular tourist destinations.

In support of Bali as a destination,

members of BHA exchange information on matters of interest, have a common voice on issues pertaining to the Balinese tourism and hospitality industries, and facilitate the development of communities, education, and environmental initiatives in the province.

Fransiska Handoko, Chairwoman, discusses a new era and vision for BHA in response to the COVID-19 pandemic, and details the association's community and marketing programmes.





**Outlook Travel (OT): Can you talk us through the origins of Bali Hotels Association and its objectives?**

**Fransiska Handoko, Chairwoman**

**(FH):** Bali Hotels Association (BHA) is a non-profit organisation established in 2002 after the Bali bombings. Its initial objective was to assist the destination, as well as the Balinese people, through programmes set up for those working in the industry alongside the community in general to rebuild and rebrand the destination. Over the years, the

association has evolved based on the challenges and opportunities faced by the destination, demands from our members and their employees, and shifts in industry standards.

**OT: How have the association's objectives adapted and adjusted due to the COVID-19 pandemic?**

**FH:** BHA envisions 2023 as a new era for Bali tourism, focusing on quality and thus continuing to advocate service excellence and sustainable best practices in the industry. Over

the years, BHA has been actively participating in shaping the tourism landscape in Bali through long term education opportunities, reciprocal hotel-government relations, and various initiatives such as the Sustainable Food Festival, zero waste campaigns, and collaborations with local communities to minimise our environmental footprint. One of BHA's key focuses for 2023 is driving the use of quality local produce by connecting hotel teams with sustainable local suppliers. ☐





## OT: What has been done by BHA to drive its new visions?

**FH:** To assist in driving BHA's vision for 2023, the association has completed several upgrades on its website – [balihotelsassociation.com](https://balihotelsassociation.com). The upgrade will leverage the current website to BHA members and partners, and continue to provide a trusted voice for future guests coming to Bali.

Website upgrades include the BHA Newsroom section, which was recently revamped with a more user-friendly navigation, allowing member hotels and travellers to easily access accurate and verified travel information. Our Hotels & Resorts section now enables guests to browse star-rated hotels per destination. Essential data and upgraded visuals of each hotel aim to inspire and simplify travel planning, with more information just one click away. A new, more comprehensive BHA Career section will allow

## BALI FACTS & FIGURES

### Population

4.3 million

### Capital

Denpasar

### Language

Indonesian (official),  
Balinese (native), English

### Currency

Indonesian Rupiah (IDR)

member hotels to advertise their job openings and talented candidates to apply directly on the platform, thus reducing the hiring process time.

## OT: What other programmes does BHA have in relation to the community and marketing?

**FH:** BHA visits Bali's orphanages three times a year. During each visit,

BHA supports the orphanages with school supplies, dried food, clothes and linen donations.

BHA also has CSR wallets, where guests, hotel members and the public can donate cash to support renovation projects and specific needs from the orphanages. BHA members in cooperation with Bali Red Cross also organise blood drive events, which are open to hotel employees, guests and the general public.

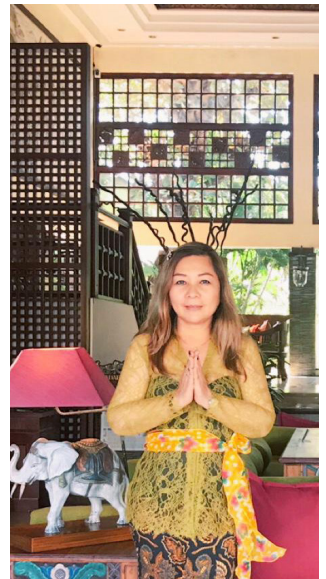
In terms of marketing, BHA keeps promoting Bali and its unique culture through targeted social media campaigns. BHA also shares hotel members' posts related to culture, community, local events, as well as activities organised by the association itself.

BHA is also resuming its sales event calendar with the organisation of a Sales Mission to Australia in March 2023, while similar events are currently in the planning stage for other source markets as well. ■



“BHA ENVISIONS  
2023 AS A NEW ERA  
FOR BALI TOURISM,  
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QUALITY AND THUS  
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PRACTICES IN THE  
INDUSTRY”

- FRANSISKA HANDOKO, CHAIRWOMAN,  
BALI HOTELS ASSOCIATION





# OUTLOOK RECOMMENDS

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## SLEEP:

### FOR AN INDULGENT, ALLURING GETAWAY...

Perched above the tree line and nestled between lush tropical gardens on a pristine cliffside, [AYANA Segara Bali](#) introduces a looser kind of luxury.

Designed to allow for sweeping views of Jimbaran Bay at every moment, the rooms at AYANA Segara combine an undeniable sense of cliff top cool with a rich, natural aesthetic of clean, modern lines accented by rich materials that celebrate the local region. Indoor-outdoor spaces are offered with each of the hotel's rooms and suites, complete with private terraces and large nature framing windows that welcome in the sweet smell of lush tropical trees and the cool Indian Ocean breeze.

Mornings at AYANA Segara begin with a hearty breakfast at Karang Restaurant, followed by a selection of mouth-watering Mediterranean dishes alive with colour and organic vegetables. Into the evening, handcrafted cocktails can be enjoyed amidst the glow of unbeatable golden sunsets at Luna, AYANA Segara's newest rooftop bar, or at the largest indoor-outdoor pool in Bali. Located adjacent to AYANA Resort, this new hotel is just a quick tram ride away from AYANA's renowned, one-of-a-kind facilities. There are various restaurants, bars, and entertainment venues strategically located throughout this 90-hectare integrated resort, perfect for a personalised romantic dinner or culinary journey. 📍







## IN FOCUS SEMINYAK

**SHOP, DINE AND** party at Bali's most famous holiday spot, Seminyak. Located between Legian and Canggu, Seminyak is a true melting pot of lavish accommodation, high-end restaurants and exciting beach clubs, flocked to by backpackers and partygoers alike.

Bali's hippest beach town is popular among travellers looking for a more upscale and sophisticated alternative to Kuta when it comes to partying, dining and shopping.

Rapid development in recent years has made Seminyak almost as busy as Kuta without sacrificing its unique character and culture, such as the many street names that derive from the hotels and restaurants first opened in the area.

Of the many international chefs that have settled in Bali to open restaurants, most have done so along the streets of

Seminyak. Jalan Laksmana, also known as "Eat Street", is at the heart of a vibrant food scene. Great restaurants of all types can be found throughout the area, including local family-owned eateries known as warungs, making Seminyak the ideal location for food enthusiasts to explore.

Seminyak is also famed for its dazzling sunsets and beautiful beaches, which are adorned with dozens of trendy beach bars and clubs.

Offering everything you would expect from an upbeat holiday destination, DJs and bands are invited here from the world over to play for fashionable crowds, who should be aware of a cover charge upon entry at some venues.

Reservations are recommended prior to arrival if you plan to visit the resort's beach clubs, bars or restaurants, as most places are usually full and booked up during sunset hours. ■





# LANDMARK ATTRACTIONS

## TIRTA EMPUL TEMPLE

Known locally as Pura Tirta Empul (Holy Spring in Balinese), the temple is considered sacred by the Balinese Hindu community. It sports several holy springs, whose blessed waters are said to purify those who bathe there. Tirta Empul was founded in 926 AD and is still actively used to this day, with tourists welcome to experience and participate in purification rituals at this place of worship.



## JATILUWIH RICE TERRACES

Bali's largest rice terraces follow the flowing hillside topography of the Batukaru mountain range. The stunning beauty of these rice terraces is manifested in the iconic Subak irrigation system, which has been developed all over the island since the 11th century based on the Hindu belief of being in harmony with nature in order to yield optimal results upon harvesting.

## KUTA BEACH

One of the best spots to enjoy Bali's famous sunsets, Kuta Beach is located on the island's southwestern coast. During and after the sun going down, the beach plays host to friendly football and volleyball matches, spontaneous beach bars, and even fire dancers. In the day, surf or swim in the glistening ocean waters, or simply relax on the beach's inviting golden sands.





# GETTING THERE AND AROUND

**BALI IS EASY** to get to from almost anywhere in the world, with many airlines flying directly to the island's only airport, Ngurah Rai International.

Although Bali is relatively small in size, it can take a long time to travel across once you arrive, as there is no metro or rail system, and traffic jams are common in the densely populated southern and central areas.

Those capable on two wheels should therefore consider renting a scooter or motorcycle to visit Bali's swathe of shops, restaurants and beaches at your own pace.

This is both a fun and incredibly affordable option for getting around the island, with a 125cc scooter only costing up to around IDR80,000 per day and fuel prices in Indonesia also being incredibly cheap. It is important, however, to rent from businesses with a good track record, with the newest models, insurance, and good communication.

Alternatively, public buses connect most Balinese towns, though a long journey across the island is likely to be time consuming and involve several changes. Tourist-class bus service routes, however, are operated by Kura-Kura around southern Bali and up to Ubud, an easy and convenient option.

Taxis, meanwhile, are relatively inexpensive in Bali. Bluebird Taxis has a desk outside the arrivals section at Ngurah Rai International Airport, and the journey to your hotel is a fixed rate. Visitors can also rely on ride hailing apps such as Grab, which are often about half the price of metered taxis. 🚗







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