



Bali, August 19, 2011

INDONESIA'S burgeoning economic growth is propelling investment in luxury hotel-branded villas in Bali.

According to hospitality consulting firm C9 Hotelworks' Bali Hotel Branded Villa Update, the key generator of this increasing demand for branded villas has been domestic in origin, mainly from Jakarta.

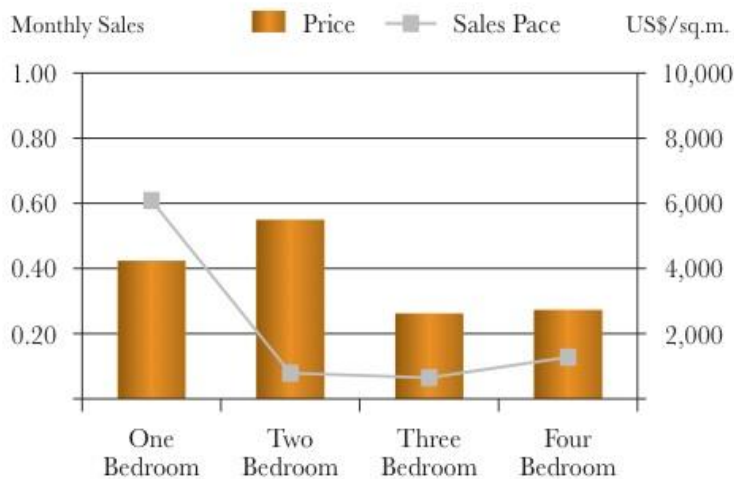
The report also suggests that buyers are ultimately looking at holiday usage as a prime transaction motivator.

Market Absorption

By Location



By Villa Type

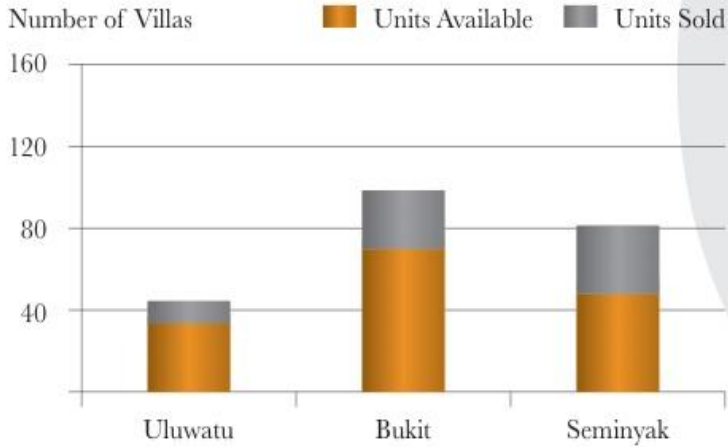


Source: C9 Hotelworks

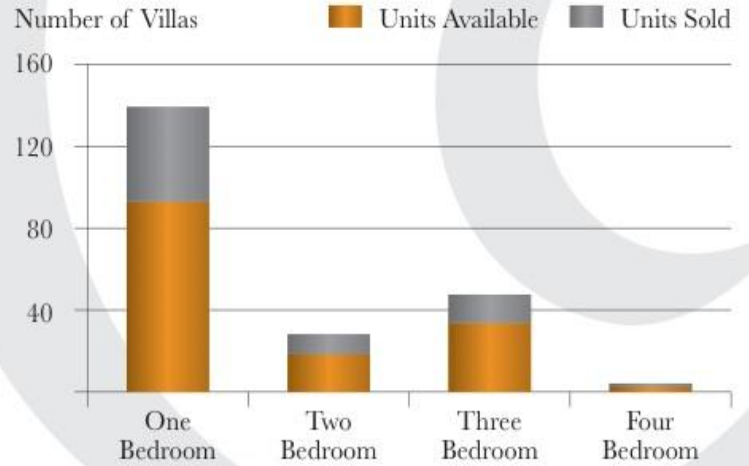
Integration with internationally managed resorts is a key tool in drawing both investment buyers and end-users. At the moment, hotel brands including Starwood's W, Bvlgari, Banyan Tree and Alila adorn hospitality-led residential offerings with 222 private pool villas.

Current Inventory

By Location



By Villa Type



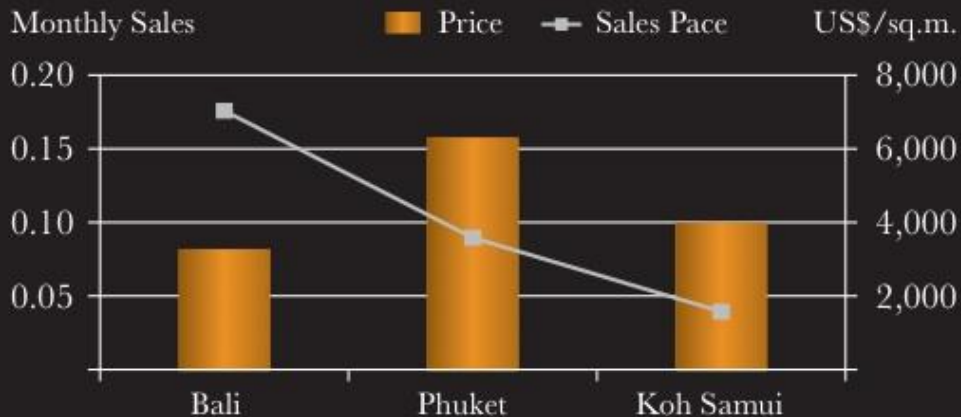
Source: C9 Hotelworks

The majority of inventory is one-bedroom units, followed by two bedrooms, representing 63 per cent and 12 per cent of the total, respectively.

The top purchasing source markets are Indonesia, Hong Kong, Singapore, Japan and the UK.

Regional Resort Market Trend

Pricing and Sales Comparison



Domestic Demand Propels Bali Hotel Villa Rush – TTG Asia, Aug 2011

Source: C9 Hotelworks

Hotelworks managing director, Bill Barnett, said branded hotel villa sales in Bali have outpaced regional resort destinations such as Phuket and Koh Samui.

Currently the hot ticket has been an unprecedented flood into the marketplace by condohotels, with between 4,000-5,000 units currently in the pipeline or planning stage.