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"Where the Bali Hell Are You" web sites passes 110.000 hits

The Little Bali Hotel and Resort Company announced that it applauds Garuda's "turnaround" in keeping its direct Australia Bali services on the same day the 'Where the Bali hell are you?' website's 'hits' passed the 110,000 mark, while Garuda Indonesia's NSW and ACT Sales Manager Kerry Timms told The Mole yesterday that the amazing thing is that Garuda was never pulling out of direct services and had made that clear all along.

LBHRC co-founders Brett Morgan and Mike Parker-Brown, say though that the Garuda resolution constitutes a major step forward for the company's plans to help reposition Bali on the Australian marketplace, adding "The real winners at the end of the day are the Balinese people".

Brett added, "While the main thrust of the LBHRC campaign has always been to reignite interest in the destination, we were hopeful the huge reaction to the 'Where the Bali hell are you?' campaign would also play a role in helping GA to change its stance".

"Maybe it has and maybe it hasn't but we are aware, judging by the response to our online campaign and feedback received, especially from the travel industry, that the carrier has been under immense pressure from within Australia and Indonesia to maintain its direct Denpasar services."

"The Garuda call is going to make a huge difference and LBHRC is very happy to be seen to be actually helping to make that difference – and we're having fun doing it."

"But good news to one side, at the end of the day the people with the most at stake are the Balinese and they are the ones we really want to see gain some benefit from all of this.

"LHBRC has played a part in reigniting interest in the destination but now it's up to all of the industry to combine resources and get Bali back to its rightful place as one of this country's premier overseas tourist destinations," he said.

Meanwhile the 'Where the Bali hell are you?' campaign continues to gather steam, the tongue in cheek viral marketing campaign, according to LBHRC figures, having attracted more than 110,000 unique visitors from 25 countries.

"This week's national TV coverage and the Channel 10 interview with Australia

Federal Minister for Tourism Fran Bailey has obviously had an impact – we've received more than 27,000 hits in the last 24 hours," said Bett.

"If this was this was the music industry, we'd be up for a gold disc."

How about the "Golden Mole Award" for an operator that sticks his head out of the hole in the ground to drive business - The Mole will give that some thought - congratulations guys!

For more information, visit www.thelittlebalihotelresortcompany.com and to view the "Where the Bali hell are you?" clip, visit www.wherethebalihellareyou.com.

Report by The Mole