



BINTAN RESORTS

PATA Gold Awards 2003
Bintan Mangrove Discovery Tour – Ecotourism / Travel-Related Project

1-S Magazine Reader's Choice Awards 2001
Best Weekend Getaway
1-S Magazine, Singapore

M&C Asia-Pacific Gold Awards 1999
Best Golf Venue (Resorts Category)
M&C Asia-Pacific Magazine

Most Innovative Linked Product
Singapore Tourism Board 12th Tourism Awards, 1997

WTM 1997 Global Awards
World Travel Market (WTM), London

Top 50 Perfect Island Choices
The Whole World Year-Round Island Planner
Conde Nast Traveller 1997

For Immediate Release

Bintan Resorts Woos Visitors with Perks Programme

13th April 2009, Singapore – Bintan Resorts International is giving tourists more reasons to take a holiday at the island resort during these challenging economic times.

With its newly launched privilege programme called Bintan Perks, visitors to Bintan Resorts can now enjoy a host of benefits like attractive discounts and great offers at various tourist attractions and retail outlets, both in Bintan and in Singapore. Travellers need only to present their ferry confirmation printout or passport within 14 days of travelling period to enjoy the perks.

According to Mr Asad Shiraz, Director Marketing, Bintan Resorts International, this is part of their on-going marketing efforts to boost arrivals from near markets, being only 55 minutes away via a catamaran ride from Singapore and easily accessible via daily direct flights from Jakarta.

“During these cost-sensitive times, there will be people who will cut back on leisure travel but not willing to give it up completely,” said Mr Shiraz. “The strategy is to promote Bintan Resorts as an affordable destination where tourists can spend less by travelling less. As such, it is important that Bintan Resorts further enhance its appeal by offering greater value to travellers.”

Bintan Resorts, which saw a total of 397,833 visitor arrivals in 2008, its highest to date, targets to maintain the number of visitors to its shores this year.

The Bintan Perks programme will run from now till March 2010. Travellers can refer to www.bintan-resorts.com for terms and conditions on bookings and an updated listing of perks.

Some highlights of Bintan Perks:

IN BINTAN

- Aroma Day Spa: 20% off all spa packages, with complimentary transport hotel-spa or spa-hotel, and free jamu drink.
- Aura Spa & Beauty Salon: 20% off all spa treatments.
- Bintan Lagoon Resort: Buy-1-get-1-free on non-alcoholic drinks and alcoholic house-pour at SILK and 10% off at F&B outlets.
- Bintan Lodge: S\$75 on weekdays and S\$80 on weekends for a superior unit; S\$120 on weekends for a family suite.
- Bintan Resorts Tours: 20% off for Mangrove Tours, South Bintan Heritage Tour and Sri Bintan Kampung Tour.
- Kedaton Tropical Spa: 20% off all spa treatments at Kedaton Tropical Spa Mayang Sari and Kedaton Tropical Spa Nirwana.
- Nirwana Gardens: 20% off purchases at Nirwana Gallery, 15% off for elephant rides, archery and rifle shooting.
- Rin Restaurant: 15% off total bill.
- Suwarna Batik Gallery: 20% off purchases at Suwarna Batik Gallery and a free gift.

IN SINGAPORE

- DUKw Tour & Funvee: 2-in-1 Promotion at S\$29.90 for Captain Explorer DUKw Tour + 2 hours FunVee open-top-bus city sightseeing.
- Escape Theme Park: 20% off Adult/Child admission ticket.
- Jurong Bird Park: Free panorail ride with every full-priced admission.
- M1: 15% off prepaid cards at any M1 shop.
- Night Safari: 50% off tram ride with every full-priced admission.
- Singapore Flyer: 15% off Singapore Flight Tickets.
- Singapore Zoo: Free tram ride with every full-priced admission.
- Wild Wild Wet: 20% off Adult/Child admission ticket.

~ End ~

About Bintan Resorts

Located just 55 minutes via a comfortable catamaran ride from Singapore, Bintan Resorts offers an escape from the hustle and bustle of city life with its miles of sandy beaches and turquoise waters. Attractions and activities found at Bintan Resorts include a myriad of land and sea sports, cultural and nature tours, including the award-winning Mangrove Discovery Tour. The destination can also be reached via daily direct flights from Jakarta and other cities in Indonesia.

Bintan Resorts is a multi-award winning, integrated tropical beach resort destination with world-class facilities featuring:

- ✓ Extensive land-bank of prime tropical resort real estate within close proximity to Singapore
- ✓ Indonesian beach resort offering international standards of products and services such as golf, spa, water sports, nature/culture tours and a wide range of accommodation
- ✓ Easy accessibility via fast and comfortable ferries (55 minutes away from Singapore and 35 minutes away from Batam, Indonesia)
- ✓ Ideal getaway for active individuals and couples, families, golfers, corporate and incentive groups, spa lovers and honeymooners
- ✓ Superb twin destination with Singapore (city & beach resort appeal), providing tourists with 'two destinations in one holiday!'

For media enquiries, please contact:

Karen Chan
Marketing Communications Manager
T: (65) 6369 3882
E: karenchan@bintan-resorts.com

Elicia Lee
Marketing Communications Executive
T: (65) 6369 3895
E: elicialee@bintan-resorts.com

