



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

Visitor Arrivals to Bintan Resorts Up in 2009

26th January 2010, Singapore – Bintan Resorts announced today that it recorded an increase in visitor arrivals for the year ending 31st December 2009 despite the challenges faced in 2009.

The destination saw a total of 410,454 visitor arrivals in 2009, which represented a 3.2% growth from the 397,833 visitors in 2008. Though the increase is slight, this positive figure is a silver lining in the aftermath of the global economic downturn.

“We had forecasted that arrivals in 2009 will dip 3% to 5% from the previous year because of the global financial crisis and the outbreak of H1N1,” said Mr Asad Shiraz, Director Marketing, Bintan Resorts International. “As such, we focused our marketing efforts on the short- and medium- haul markets. Happily, the efforts paid off and we sustained positive growth.”

Singapore remains the biggest market for Bintan Resorts, accounting for 118,809 visitors and making up nearly 30% of all arrivals. Coming in a close second is the Indonesian domestic market with 88,631 arrivals, or 21.6% of total arrivals. Both markets showed a growth of 6.1% and 7.9% growth over the previous year.

Travellers from the rest of Asia accounted for half of all arrivals, with Hong Kong showing the most remarkable 39.2% growth. The emerging markets of China and India continued to show significant increases of 21.3% and 15.5% respectively. Other major markets such as Germany and Australia also registered healthy growth of 16.3% and 10.4% respectively.

As the global economy is beginning to show signs of improvement, Mr Shiraz expects robust growth to return in 2010. He added that there are already plans in the pipeline to create more activities and events to aggressively promote Bintan Resorts as an events venue, the first of which is the Bintan Cultural Festival taking place in March 2010.

On the sporting front, Bintan Resorts has been the venue for the annual Bintan Triathlon for the last 5 years and will continue to be in 2010. It will also hold the 1st ever Tour de Bintan cycling event this year and talks are underway for a wakeboarding championship to be held there.

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About Bintan Resorts

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 (45 minutes from Singapore and 35 minutes 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!’

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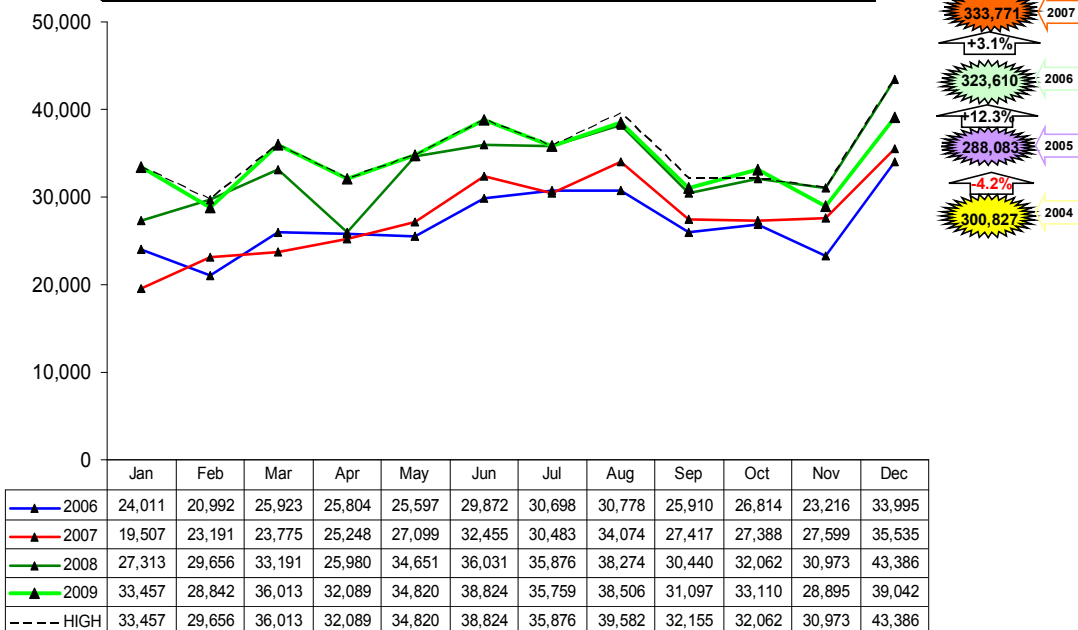
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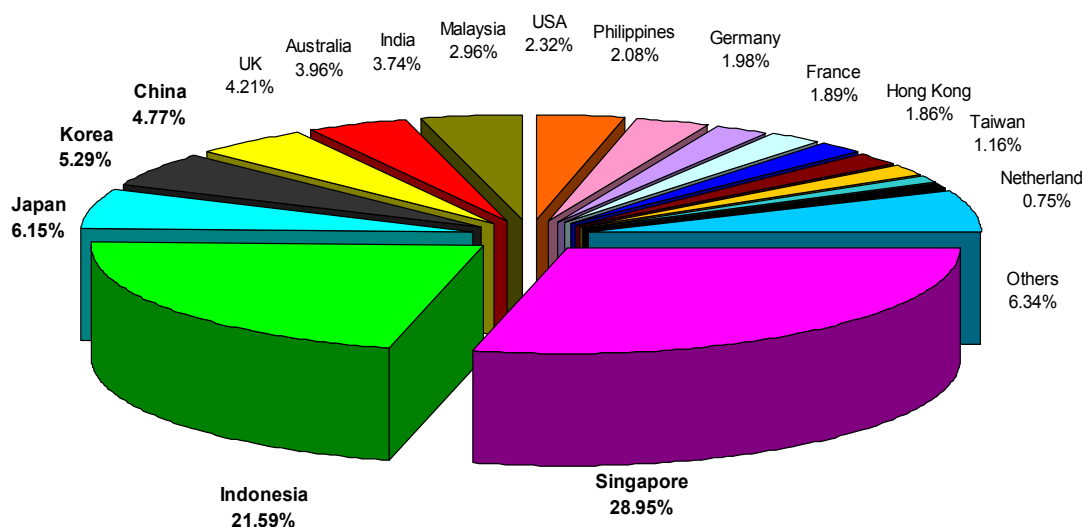
2006 - 2009 Visitor Arrivals Comparison

Visitor Arrivals						
Jan - Dec 2009	Jan - Dec 2008	Jan - Dec 2007	Jan - Dec 2006	Jan - Dec 09vs08	Jan - Dec 09vs07	Jan - Dec 09vs06
410,454	397,833	333,771	323,610	+3.2%	+23.0%	+26.8%



"HIGH" represents the historical highest since 1996

2009 Visitor Arrivals (Jan-Dec) Breakdown by Nationality of Major Markets



Notes:

- Top 5 countries comprising 'others' are: New Zealand, Canada, Norway, Russia and Switzerland
- Percentage figures in the above pie chart are rounded off to 2 decimal points.