

FEATURE

Beach clubs are drawing MICE groups to new, experiential venues

豪华海滩俱乐部为会奖旅游提供独家新体验

Keith Chan

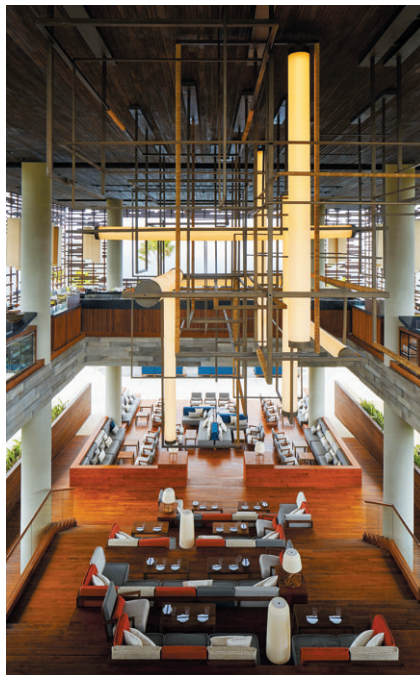
# BUSINESS OF FUN

## 海滩新体验

Luxury beach clubs can now offer MICE groups a lot more than many hotels and resorts. Look at what is happening at the Omnia Dayclub Bali, which opened in February.

“The days of conference rooms in hotels, soulless trade show centres or conventional restaurants are definitely over,” says Paul Hugo, its director of marketing and events. “We have found that there is far more interest in the experiential: creating original experiences that genuinely delight, inspire and leave everyone feeling recharged and invigorated.”

The first day club under the Omnia brand by the Hakkasan Group, Omnia Dayclub Bali, is on the cliffs of Uluwatu on the Bukit Peninsula. The club has been designed by two famous architectural firms in the United States and Singapore to



THE LOUNGE AT OMNIA DAYCLUB BALI  
OMNIA DAYCLUB BALI的休息室

make the most of the property's panoramic views of the Indian Ocean.

According to Hugo, corporate clients see the best of the best across the world, so being able to bring them to a location which has a real wow factor is one of the major drawcards.

“We have all the right elements: a breathtaking clifftop venue; decadent dayclub spaces that include VIP cabanas with private security; places to cool off in the water when you need a ‘brain break’ to clear the mind; right through to upscale Japanese dining at the Sake no Hana restaurant.”

The club's six private VIP cabanas can each fit 12-15 people, and can be booked for smaller events. Its entire lounge area and outdoor grass terrace can be reserved exclusively for up to 100 guests. The Cube bar can also be reserved for up to 120



OMNIA DAYCLUB BALI MAKES THE MOST OF THE PROPERTY'S PANORAMIC VIEWS OF THE INDIAN OCEAN.  
OMNIA DAYCLUB BALI坐拥360度无死角的优美印度洋全海景

people, while the mezzanine-level dining room of the Japanese restaurant can seat up to 120 guests. For larger events, the entire club can also be bought out for up to 2,000 people. The club has a strict over-21 minimum age for guests, making it the only adult-only beach club in Bali.

The Finns Beach Club (FBC) is the island's largest and set on 170 metres of direct oceanfront against the Berawa Beach, a popular spot for watching surfers and fine sunsets across the ocean. The club offers day beds, beanbags, bar and restaurant facilities, and daily DJs. The club's sister property nearby, The Finns Recreation Club (FRC), offers a range of facilities and teambuilding activities for all ages, including a splash water park; a bounce trampoline centre; a strike bowling

豪华海滩俱乐部拥有开阔的海滨场地和种类繁多的娱乐餐饮设施，为会奖旅游提供了许多酒店和度假村无法匹敌的独家体验。

“如今在酒店会议室、展示会中心或传统餐厅里举行乏味活动的会奖旅游早已过时。我们发现人们日益热衷于深度的体验：创造真正令人愉悦、鼓舞人心并能让每个人身心放松、充满活力的新颖体验。”今年2月开业的巴厘岛Omnia Dayclub Bali俱乐部市务及活动总监Paul Hugo表示。

位于武吉半岛乌卢瓦图断崖上的Omnia Dayclub Bali俱乐部是Hakkasan集团旗下Omnia品牌的首家全日制俱乐部，由美国和新加坡的两家著名设计公司设计，坐拥360度无死角的优美印度洋全海景。

Hugo表示，企业客户来到这里可见识

到全球最好的公司带给他们令人叹为观止的奢华体验和绝美景观。“我们拥有天时地利人和的绝佳优势：让人惊叹的悬崖景观、悠闲慵懒的俱乐部空间，包括私人保安的VIP Cabanas包房，访客亦可选择投进偌大泳池，让大脑充分休息，更有奢华日式餐厅Sake no Hana带来的饕餮美食。”

俱乐部配有六间私人VIP包房，每间容纳12至15人，可作为小型活动场地；而整个休息区（包括外面的草地露台）可容纳100名客人。而The cube bar亦可预订作120人左右的聚会。Sake no Hana可接待120人就餐。整个俱乐部同时可招待多达2,000人的会展活动。俱乐部只招待21岁以上的顾客，是巴厘岛唯一的成人海滩俱乐部。

巴厘岛最大的海滩俱乐部——Finns Beach Club (FBC)距离巴厘岛贝拉瓦海滩

centre, tennis centre and other fitness facilities such as an art gymnasium and a 25-metre swimming pool. The club also organises yoga, meditation, Zumba and other outdoor activities hosted by international coaches.

“Hosting an event at Finns will be more exciting and prestigious for the clients, and they will thank you for it,” says a resort spokeswoman. “We offer a range of attractions, all within the one location

[where] you would be hard-pressed to find a hotel or resort which offers [such] facilities. Our wide open spaces are a rarity in Bali, which allows the clients to breathe in the fresh air and experience Bali’s stunning sunsets, rather than being inside a conference room.”

The resort is suitable for retreats, specialised fitness groups, sporting tournaments, concerts, product launches and agent events, its publicists say.

Finns has more than 10 event areas at its two properties to suit different requirements.

For large events, the sports fields at the Finns Recreation Club offer a 5,508-square-metre venue that can host 536 people for banquets, 5,000 people for standing cocktails or 2,000 for a seated event. The Finns beach club also has 85 metres of beachfront that can cater for 700 people at a seated event or 1,400 for standing cocktails.

A 630-square-metre permanent marquee is being built at FBC, which will offer air-conditioned and open-air venues with a capacity for 800 standing or 300 seated guests. The marquee has an ocean view and can be booked with a private swimming pool.

In Phuket, the Dream Beach Club is aimed at local and international guests looking for luxury lifestyles.

“Compared with luxury hotels and resorts in Phuket, Dream Beach Club is a better place for relaxation with an authentic tropical ambience because of its large open-air venue, which is surrounded by the pools and spacious sunbeds,



FINNS BEACH CLUB, BALI HAS A WIDE RANGE OF FACILITIES FOR GUESTS.  
巴厘岛的FINNS BEACH CLUB为客人提供各式各样设施



THE POOL AT FINNS BEACH CLUB HAS BEAUTIFUL VIEWS, ESPECIALLY AT SUNSET.  
FINNS BEACH CLUB的游泳池坐拥迷人景致，观赏夕阳尤其是一大享受

仅170米，是巴厘岛颇受欢迎的冲浪海滩，客人可以在那里观看冲浪表演。该俱乐部的设计充分利用了大洋彼岸的落日景观，打造出令人流连忘返的夕阳美景。俱乐部提供日间床、豆包椅沙发、酒吧、餐饮设施和每日驻场DJ。附近的姐妹俱乐部Finns Recreation Club (FRC) 则为各年龄层游客提供一系列娱乐设施和活动项目，包括喷泉公园、蹦床中心、保龄球中心、网球中心和其他健身设施，如艺术体育馆和25米游泳池。

“在两家Finns举办活动，对客户来说将是一次令人兴奋、难以忘怀的体验，客户们定将不虚此行，并由衷感谢会奖旅行规划者为他们带来如此精彩体验。我们能为顾客提供一系列一站式景点，你实在很难想像一间酒店或度假村居然能包罗万象地提供所有的娱乐设施和精



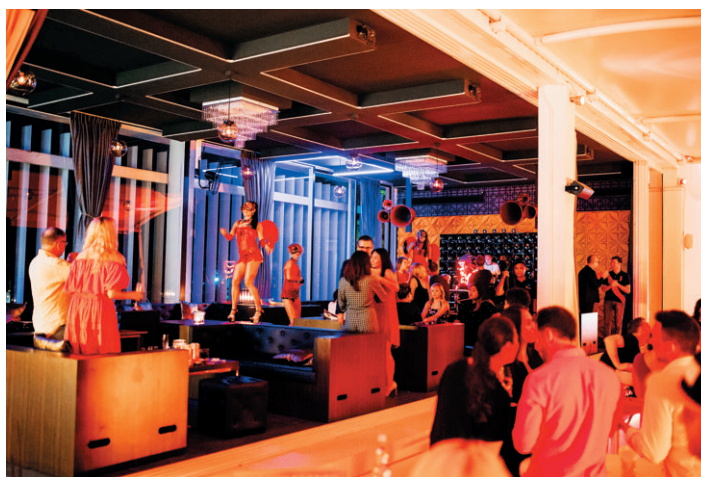
FINNS BEACH CLUB HAS 85 METRES OF BEACHFRONT IN BERAU, BALI THAT CAN CATER FOR 700 PEOPLE AT A SEATED EVENT OR 1,400 FOR STANDING COCKTAILS. FINNS BEACH CLUB拥有85米的海滩区域，可用作举办700人的会议或1,400人的站式鸡尾酒会。

彩体验。我们拥有巴厘岛罕见的宽敞空间，客户可以在此尽情享受大自然的新鲜空气，体验巴厘岛令人叹为观止的日落美景，而不是枯燥地待在会议室里进行毫无灵性的活动。”该度假村的发言人表示。

她说，该度假村最适合举办各种会奖活动，如静养、专业健身活动、体育比赛、音乐会、产品推广和代理活动等。

两家Finns拥有超过10个活动区域，配合不同的活动需求。大型活动可选择 Finns Recreation Club占地5,508平方米的运动场，该场地可容纳536人的宴会、5,000人的鸡尾酒会或2,000人的会议。此外，Finns beach club拥有85米的海滩区域，可用作举办700人的会议或1,400人的站式鸡尾酒会。

FBC亦有一系列运动设施供团队建设



THERE ARE PLENTY OF ENTERTAINMENT OPTIONS AT DREAM BEACH CLUB, PHUKET. 普吉岛DREAM BEACH CLUB提供多种娱乐活动选择

活动，如喷泉公园、10道保龄球场、蹦床中心、25米游泳池以及其他由国际教练主办的户外活动，如瑜伽、冥想、尊巴舞和其他有趣的游戏活动。

Finns Beach Club正在搭建一个630平方米的永久大帐篷，为露天场地提供室内空调，可招待800人（站立）或300人

（坐席）参加活动。该大型帐篷坐拥优美海景，可连同私人游泳池一同预订。

普吉岛Dream Beach Club主要的客户目标是寻求奢华体验的当地和国际游客。

“与普吉岛的豪华酒店和度假村相比，Dream Beach Club更适合放松休闲，这里拥有真实可触的热带氛围，大型露天场



THE POOL AREA AT DREAM BEACH CLUB, PHUKET IS A FINE PLACE TO RELAX AFTER A BUSY MEETING.  
DREAM BEACH CLUB的游泳池区。繁忙会议之后，普吉岛是一个放松休闲的好地方。

multiple bars and dining areas,” says Russell Stainer, the club’s general manager.

Located on Layan beachfront, the multi-storey club features two swimming pools, a 185-seat restaurant with indoor and alfresco dining, and four separate bars. During the day, guests can lounge on spacious sunbeds while indulging in signature cocktails and breathtaking sunsets over the Andaman Sea. In the evening, the top floor of the club transforms into Level One, a lively and upbeat entertainment venue with a world-class line-up of exclusive parties, events and DJs.

The Level One Terrace Bar and function space is suitable for private events and celebrations. The entire venue can hold up to 2,000 guests. The beach area can seat 160 or stand 200, while the venue upstairs can accommodate 50 seated or 150 standing guests.



FINNS RECREATION CLUB OFFERS GUESTS NUMEROUS WAYS FOR THEM TO MAINTAIN THEIR FITNESS.  
FINNS RECREATION CLUB为客人提供多元化的强身健体设备

地被游泳池、宽敞的日光浴床、酒吧和餐厅所包围。”俱乐部总经理Russell Stainer表示。

这家位于拉扬海滨的多层俱乐部设有两个游泳池、一间拥有185个餐位的室内和露天餐厅，以及四个独立酒吧。白天，客人可以在宽敞的日光浴床上休

息，同时享用特色鸡尾酒，欣赏安达曼海上的日落美景。入夜，俱乐部顶层摇身变成娱乐场，上演世界级水平的专属私人派对、活动和现场DJ表演。

顶层露台酒吧和功能空间适合开办私人聚会和庆祝活动。整个场馆可容纳多达2,000人。