

## PRESS RELEASE

### MAMAKA by Ovolo Appoints Prefinite Communications as Strategic Communications Agency



**Bali, September 2021** - Ovolo Hotels is an independent hospitality company, headquartered in Hong Kong, that owns and operates a collection of individually designed lifestyle hotels and serviced apartments. The company keeps in touch with the **modern traveler** through **award-winning interiors**, detail-driven comforts, focused all-inclusive services, and cutting-edge en-suite technology, all done in signature style. Founded by **Girish Jhunjhnuwala** in 2002, Ovolo is a proud Hong Kong brand and remains a family-owned and privately operated business with a charitable core. Ovolo now runs **four hotels and three restaurants in Hong Kong, seven hotels and five restaurants across Australia, and one hotel in Bali**. With upcoming projects in Australia and others being considered across Asia, Ovolo is taking the brand to a larger, international audience and giving more shiny happy people a chance to enjoy their bright rooms and bright ideas.

MAMAKA by Ovolo, located on the iconic Kuta Beach in Bali, Indonesia. MAMAKA Bali has created a local urban vibe that is influenced by Ovolo's uniqueness. Featuring 191 playful and effortlessly designed rooms and suites with interiors subtly reflecting Bali's cultural heartbeat and relationship with nature. The hotel consists of 74 Bali High rooms, 74 Kokomo rooms, 28 Summer Garden Terrace rooms, and 12 Swagger Suites and 3 Top Gun Suites. Room sizes range from the Bali High and Kokomo at 25sqm, whilst the Summer Garden Terrace, the same size has the addition of a private terrace overlooking the gardens. The Swagger Suites are a spacious 50sqm, while the expansive 2-bedroom Top Gun suites are 91sqm with all suites boasting views of iconic Kuta beach.

MAMAKA by Ovolo Bali has recently appointed Prefinite Communications as its communications strategy and event concept agency to announce the reopening of MAMAKA by Ovolo Bali. The appointment is effective August 2021. Prefinite will work in partnership with MAMAKA by Ovolo Bali to deliver a holistic marketing strategy to create integrated events to amplify brand awareness and grow MAMAKA Ovolo's customer base locally and throughout the region, especially in Asia and Australia.

For this partnership, Prefinite Communications will be responsible for providing various strategies and event concepts in order to announce the reopening of MAMAKA by Ovolo Bali. Prefinite Communications will also organize media familiarization trips and events, media gatherings, and KOLs lunches in Jakarta. Other services include disseminating the re-opening press release, news distribution to local media through its wide media distribution database all throughout Indonesia.

Just like Bali, MAMAKA offers the unexpected. Get to know the Kuta break with Quicksilver Surf Academy, hit the wellness center to keep fit, or strengthen your core on a mechanical surfboard. Top it off any time of the day with all the flavors of Asia at Street 32, Kuta Beach's modern Pan Asian cocktail bar and eatery serving Asian street food classics. With the tagline "Bringing

#goodvibration Back to Kuta”, MAMAKA by Ovolo is the answer Kuta Legian has been waiting for.

### **Room Offers & Promo**

Upon its reopening, MAMAKA by Ovolo will offer several special promotions, such as the “**Longer. Better**” package that allows guests to save more as they stay longer. Whether guests are working from the hotel, or just want to enjoy the hotel and its facilities, MAMAKA by Ovolo will entice guests with its irresistible deals. Guests can also enjoy the special “**Bali Summer Vacay**” room offer and can plan ahead for their next summer vacation at MAMAKA by Ovolo. The Bali Summer Vacay rate starts from IDR 700,000 per night. To enhance guest experience and gather more perks, guests can book their stays directly at MAMAKA by Ovolo website <https://ovolohotels.com/mamaka/>, or follow the social media page [@mamakabali](#).

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### **About MAMAKA by Ovolo**

MAMAKA by Ovolo is a beachfront urban resort for modern travelers, foodies, and social surfers alike. Perfectly positioned in the thriving neighborhood of Kuta Legian with a refreshing take on design, dynamic culinary & buzzing bars, it’s an escape embodying Ovolo’s mantra of connecting with our guests. Explore the vibrant bazaars, world-class shopping malls, galleries, quaint indie cafes and laneways offering the unexpected – it’s the ultimate place for stepping out and living the Bali life. Chill out or max out from morning until night at the many all-day dining and drinking options offering dynamic culinary experiences, buzzing bars and amazing views of Bali’s beaches and beyond. Return to effortlessly designed rooms with interiors subtly reflecting Bali’s cultural heartbeat and relationship with nature.

For more information, please visit [MAMAKA by Ovolo Website](#).

## **About Prefinite Communications**

Prefinite Communications is a hospitality marketing, PR firm, and strategic communications consultant focusing on the premium Hospitality, Lifestyle, Food & Beverage, Art and Fashion industries. Founded in 2017 and based in Jakarta, Prefinite means 'prearranged'. Prefinite Communications formulates a comprehensive communications strategy by reaching out to the right media with a specific message to obtain your brand's desired results. Prefinite Communications has had the opportunity to work with some of the leading luxury and hospitality brands throughout the region.

For more information, please visit [Prefinite Communication Website](#)

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