



Confidential Acquisition Opportunity

HOTEL ION BALI

150- Key | 3-Star Upscale | Benoa Beachfront Resort | Bali | Indonesia

A Sunrise Brokers Executive Brief™

EXECUTIVE OVERVIEW

An institutional-quality beachfront resort with established operations and long-term value creation potential.



INCOME-PRODUCING FEATURED BUILDING ASSETS

- Built: Renovated: . Stories: 5
- GBA: 60,937 SF. 1.48-acre lot.
- Upscale 3-star beachfront resort.
- Located in established hospitality corridor on Benoa Beach.
- Owner operating model.



SUPPORTING ASSETS & AMENITIES

- Restaurant, rooftop bar, swimming pool, resort amenities
- Events venue, billiards area, dining area
- Conferences & meeting facilities
- 50-car parking capacity.
- Backup Generator, electric supply 380 KVA.



MANAGEMENT & OPERATING CONTROL

- Owner-controlled management
- Steady operating history and KPIs.
-

150 KEYS

Well-appointed rooms & suites

PRIME LOCATION

Bali's premier beachfront hospitality corridor

STRONG FINANCIAL PERFORMANCE

Consistent historical revenue & profitability

STEADY OCCUPANCY

Strong demand drivers year-round

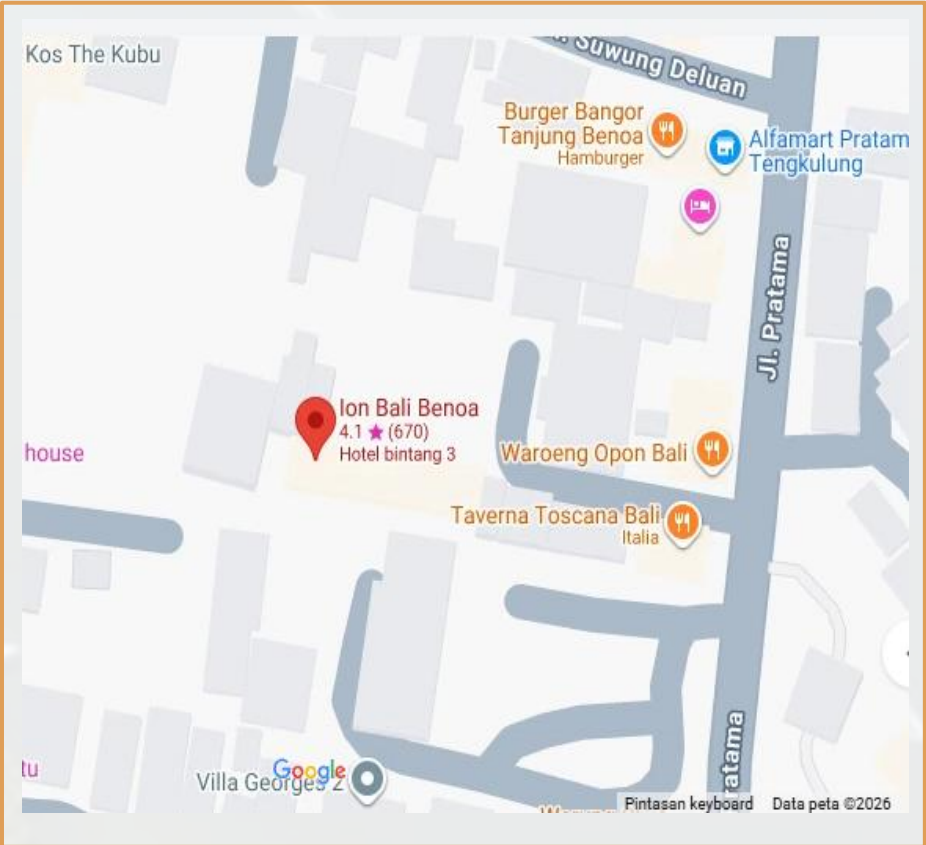
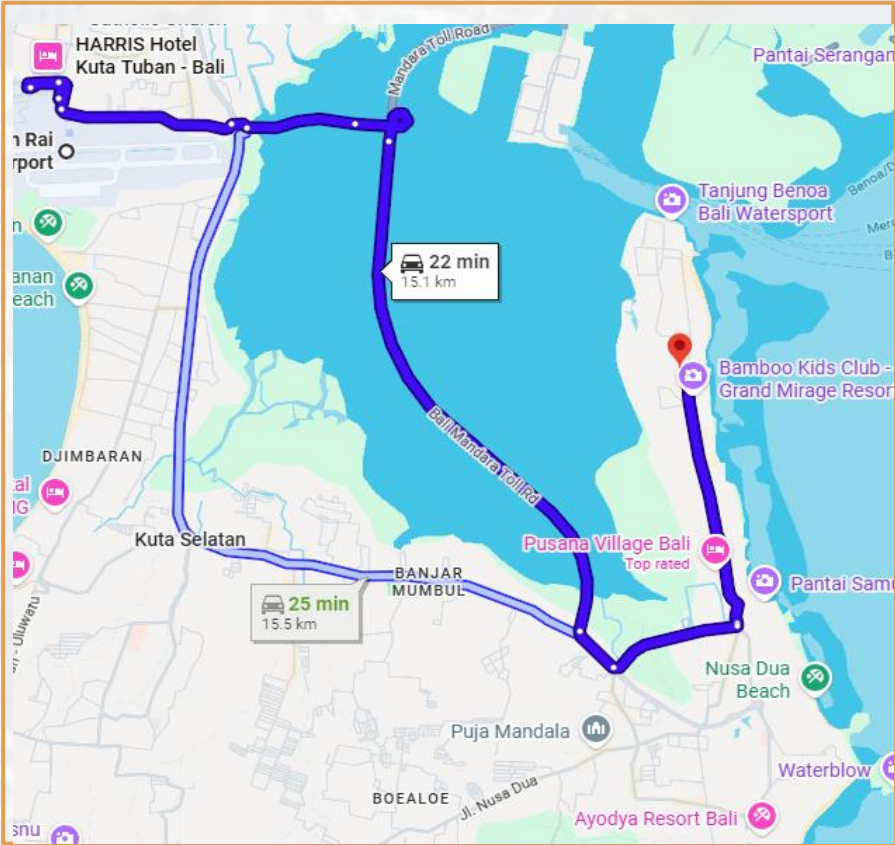
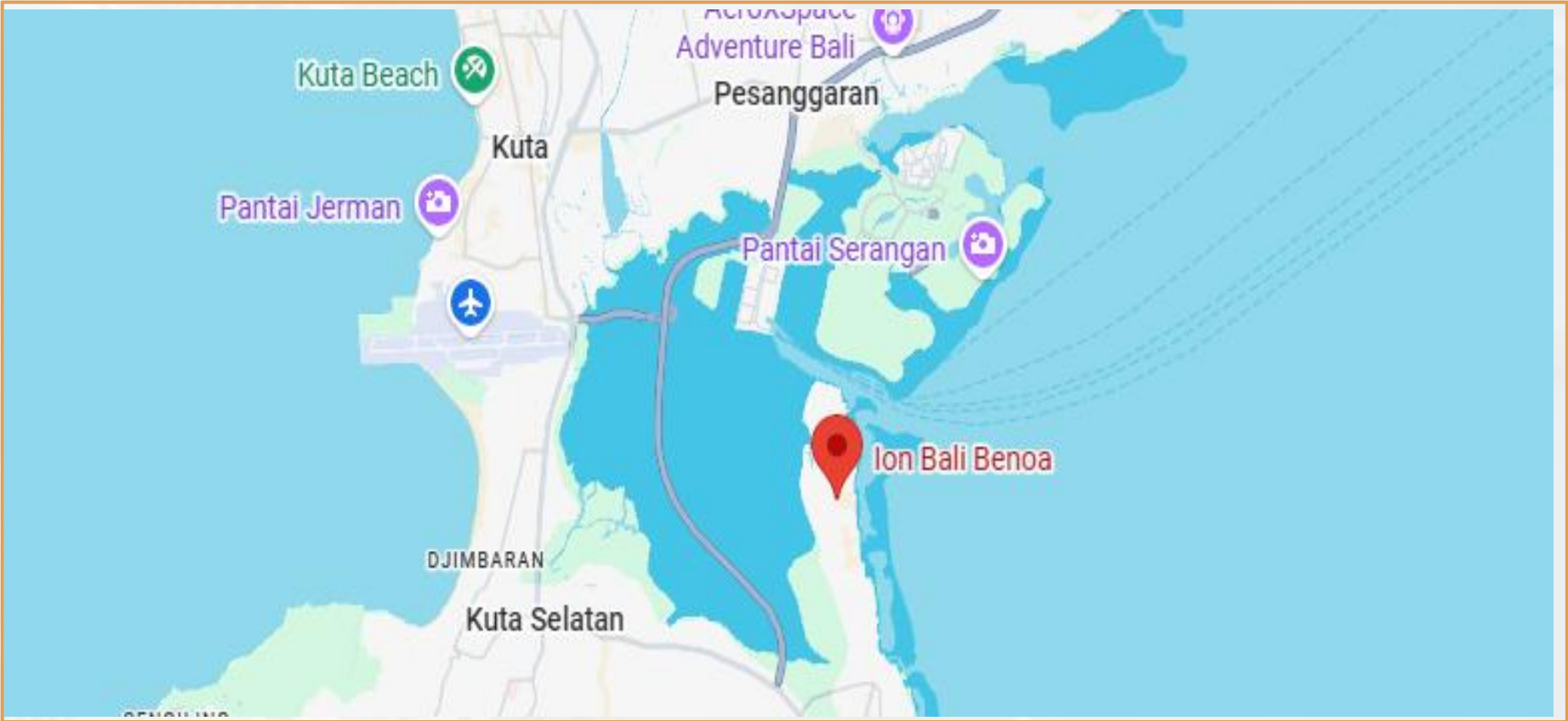
FLEXIBLE TRANSACTION

Seller open to various transaction structures

STRATEGIC LOCATION ADVANTAGE

A location that combines international accessibility, established hospitality infrastructure, and enduring tourism demand.

-  Located in a popular hospitality corridor in the coastal Benoa district of Bali
-  15 Km / 9 miles from Ngurah Rai International Airport, Bali, Indonesia.
-  Direct access from the highway in the bay of Tanjung Benoa, a popular tourist area of Bali.
-  Surrounded by resorts, hotels, and world-class tourism infrastructure.
-  Close to historic landmarks, cultural attractions, retail, dining, and entertainment districts.
-  Year-round good weather, strong tourist traffic, and excellent global air connectivity.



DESTINATION APPEAL

For Sustainable Long-Term Hospitality Demand Drivers.



TOURISM, LEISURE & ENTERTAINMENT

- World-famous beaches, turquoise waters.
- Nearby historic and cultural attractions.
- Vibrant nightlife, shopping, dining, and cultural experiences



INTERNATIONAL ACCESS & LOCAL CONNECTIVITY

- Ngurah Rai International Airport - one of Bali's high-tech airports- is 15 Km / 9 miles, going through a picturesque highway over the bay.
- Efficient local transportation and proximity to key demand centers



BUSINESS & CONFERENCE DEMAND

- Strong MICE (Meetings, Incentives, Conferences & Exhibitions) market
- Multiple event venues in the region.
- Attracts corporate groups, international conferences, and incentive travel



SUPPORTING INFRASTRUCTURE & SAFETY

- Well-developed infrastructure with reliable utilities and communications
- Local police presence, medical facilities, and emergency services
- Clean, well-maintained, and visitor-friendly environment



APPEAL & DESTINATION QUALITY

- Destination known for austere, budget-conscious tourists for high-class hospitality.
- Year-round warm weather and pristine coastal environment
- High repeat visitation and strong international brand recognition

INVESTMENT PERSPECTIVE

A Compelling Opportunity with Multiple Value Drivers

OWNER'S BRANDED PRESENCE IN HOSPITALITY CORRIDOR

Benefits from the owner's personally branded involvement in the marketplace.

ESTABLISHED OPERATING PLATFORM

Operated under an established hospitality management platform with an emphasis on operational consistency and guest experience.

ASSET WITH STRONG MARKET POTENTIAL FUNDAMENTALS

High-quality hospitality assets with owner-run control in high-traffic tourist areas. Has significant potential for higher revenue streams by investment infusions and rebranding.

PRIME DESTINATION & INTERNATIONAL CONNECTIVITY

Proximity to international airport and key transport links.

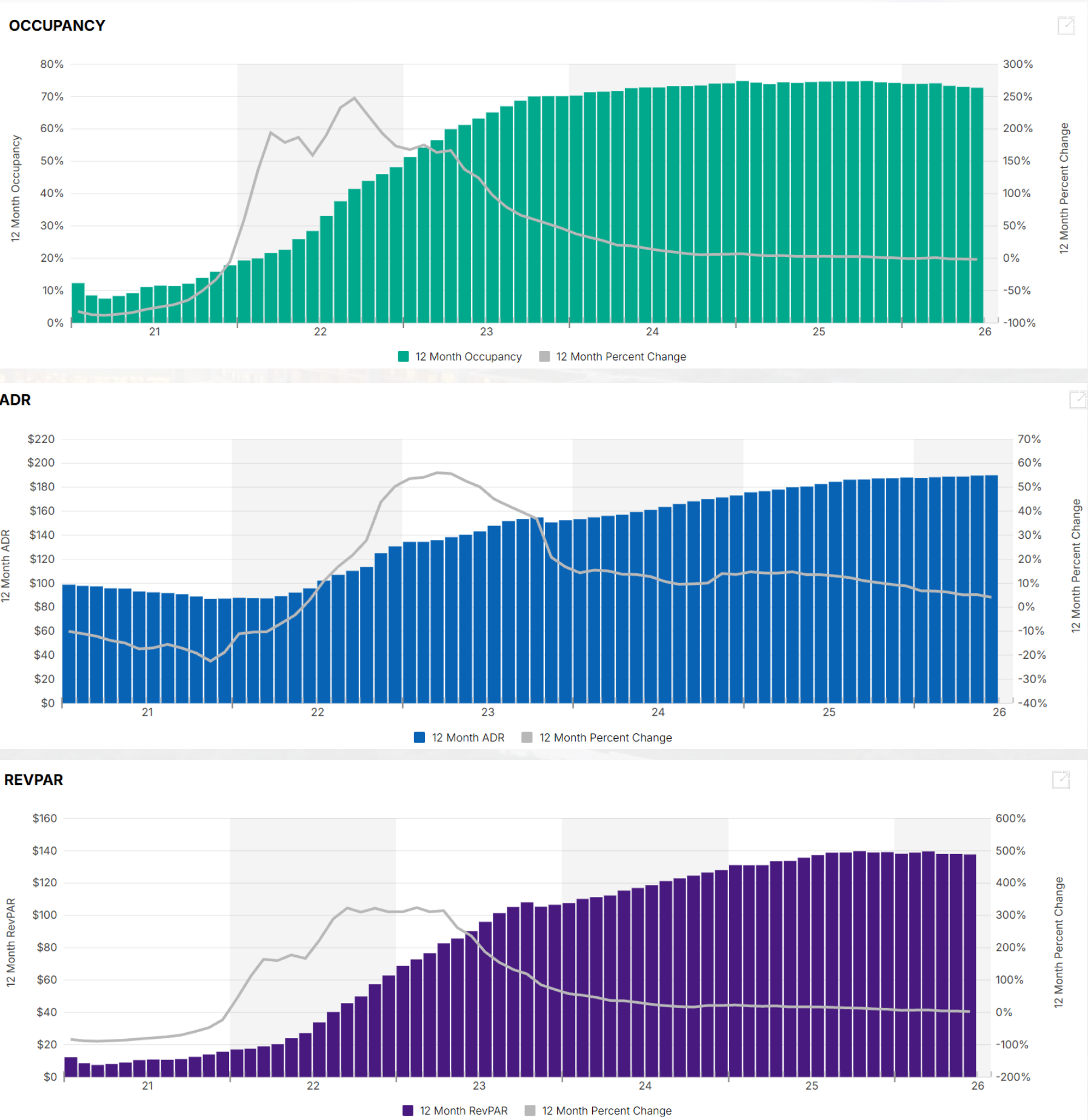
STRONG TOURISM DEMAND

Benefiting from robust international tourist traffic and year-round appeal.



**STRATEGICALLY POSITIONED.
OPERATIONALLY STRONG.
INVESTMENT-DRIVEN.**

A premier hospitality asset with multiple paths to enhance value and long-term returns.



WHY HOTEL ION BALI BENOA IN BALI, INDONESIA?

- 01

Resort Destination for price

Recognized as one of Bali’s premium resort destination for budget conscious tourist with strong long-term investment appeal.
- 02

Strong Tourism Demand

Benefits from consistent international visitor arrivals and year-round leisure travel demand.
- 03

Owner’s Own Branded Services

Significant reduction of operating costs in a highly competitive marketplace by the owner’s own branded services.
- 04

Golf, Marina & Recreation

Established championship golf courses, luxury marinas, and world-class recreational amenities in proximity.
- 05

Premium ADR & RevPAR Environment

Premium Average Daily Rate (ADR) and RevPAR performance compared with many Bali’s resort markets.
- 06

Potential Branding & Institutional Ownership

The property is on high-premium beach land of approximately 1.5 acres in a high-traffic resort marketplace, which offers an opportunity for new ownership with growth potential.

THE SUNRISE BROKERS CONFIDENTIAL TRANSACTION PROCESS

01

Initiate Letter of Business Interest

Initial expression of acquisition interest and buyer qualifications.

02

Execute NDA

Mutual confidentiality agreement providing access to detailed information.

03

Receive Confidential Information Package

Executive due diligence materials for confidential review.

04

Conduct Management Discussions & Site Visit

Meet the management, inspect the property, and discuss transaction structure.

05

Submit Letter of Intent

Submission of a non-binding proposal outlining principal commercial terms.

06

Negotiate Purchase Agreement

Negotiation and execution of definitive acquisition documentation.

07

Complete Closing

Completion of the transaction through independent legal and settlement professionals.

THE SUNRISE PERSPECTIVE



Every hospitality acquisition is more than a real estate transaction.



We present opportunities that align long-term ownership objectives with qualified global investors.



Confidentiality, discretion, and institutional standards guide every engagement.



Our objective is not simply to market an asset—but to facilitate strategic ownership transitions.

CONTACT

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Confidential Acquisition Opportunity for:

[HOTEL ION BENOA IN BALI, INDONESIA.](#)

An opportunistic 3-star scaled beachfront resort on 1.5 acres of beach land offering strong historical performance, diversified amenities, and exceptional growth potential for a new buyer through capital infusion and rebranding.

