Jayride Arrives with a Splash in Bali

- New Service Grows at Record Rate, Locals Benefit -

Bali has become the fastest-growing market for Jayride, the world's leading airport transfer website, since launching in the holiday hotspot six months ago.

Geoff Pidcock, Data and Analytics Lead at Jayride, says Bali has rocketed into the company's top airports in record time.

"DPS has grown faster than any other airport we've launched – beating the previous record set by FCO (Rome) in Italy and the growth we saw at launch at key airports in the United States," says Mr Pidcock.

"It's already in our top 10 airports."

Local Operators Benefit

Local transport operators have been a major beneficiary of Jayride's arrival in Bali.

Mr Pidcock estimates Jayride has paid more than $20,000 in commissions to its Balinese partners since launching Denpasar Airport transfers on www.jayride.com last November.

Many are small businesses for whom listing on Jayride has allowed them to market their services online for the first time.

Indra Dwi Putra, owner of Bali Fast Track, says Jayride is now generating 50% of his daily airport bookings.

"Jayride has been very very good for our business," says Mr Putra, who employs 28 drivers.

Peak Season Looms

Australians are the biggest bookers of Bali airport transfers and with the island's peak tourism period approaching, Jayride management is optimistic the impressive launch figures are sustainable.

Further information:

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