



One Belt One Road One Tourism

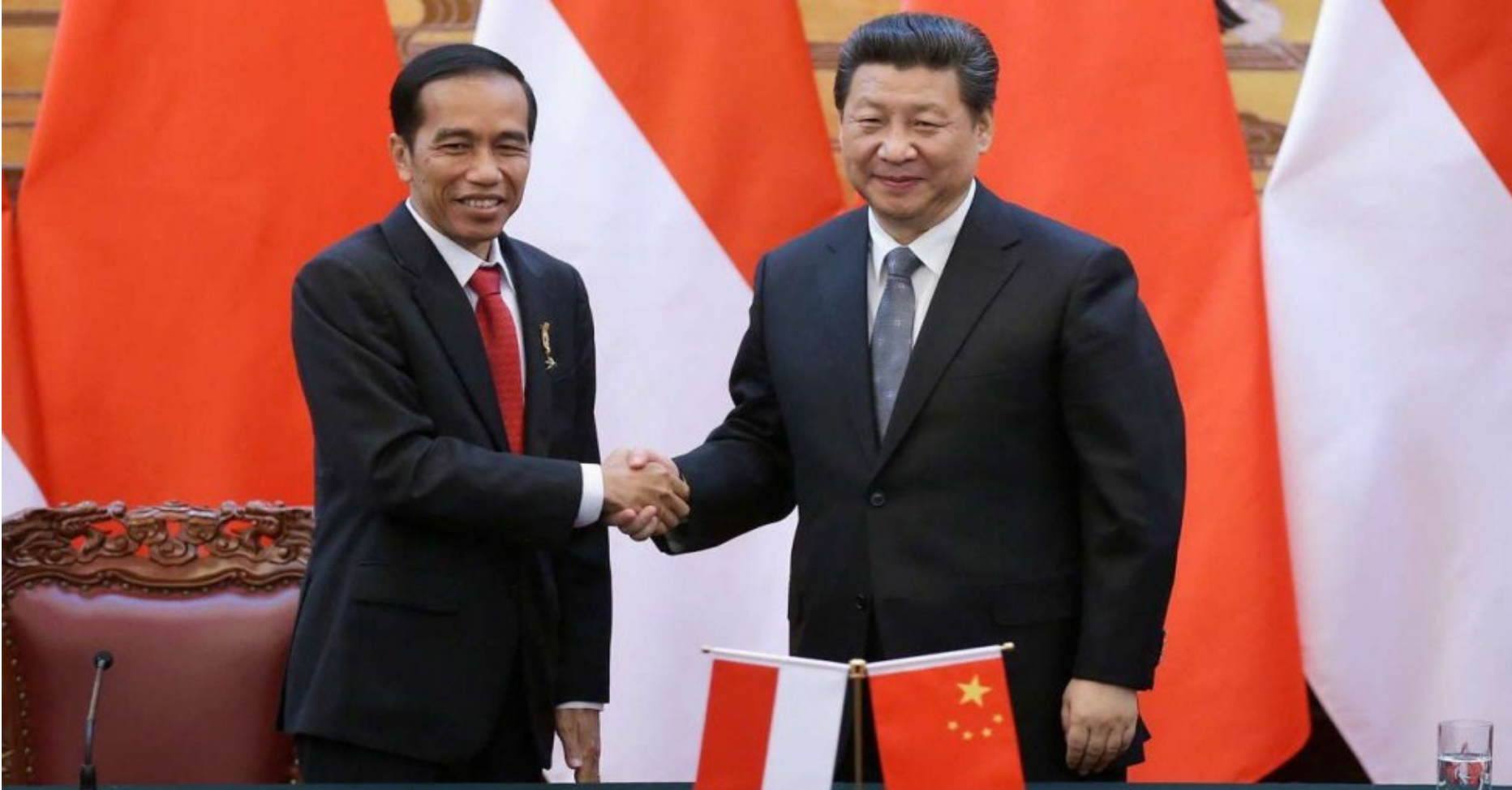
Winning and Optimizing China Tourists

Dr. Anang Sutono, CHE

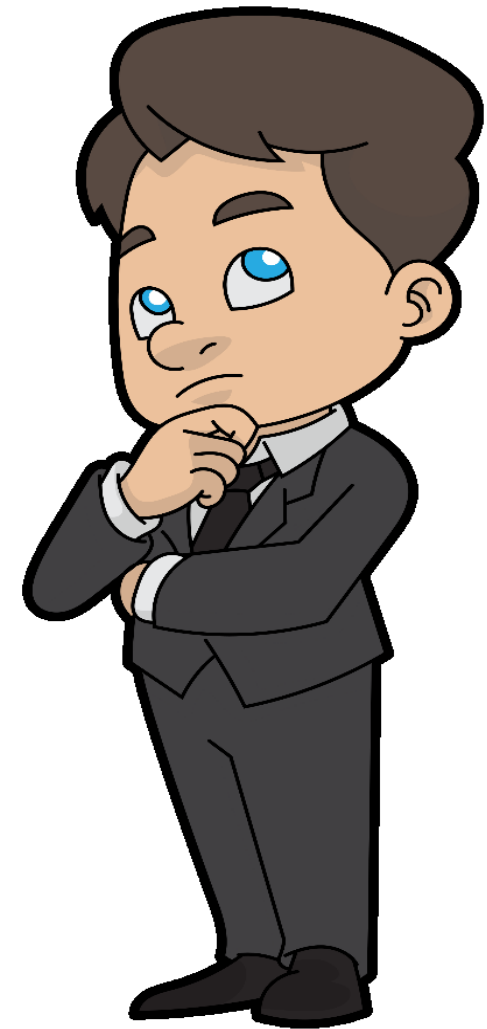


HARMONIOUS RELATIONSHIP

President Xi Jinping and President Joko Widodo



WHY TOURISM ??



“**Tourism** as the Leading Sector in Indonesia. This is a good news, and I order all Ministries to support it “

President of Republic of Indonesia – Joko Widodo

LEADING SECTORS in 2018:

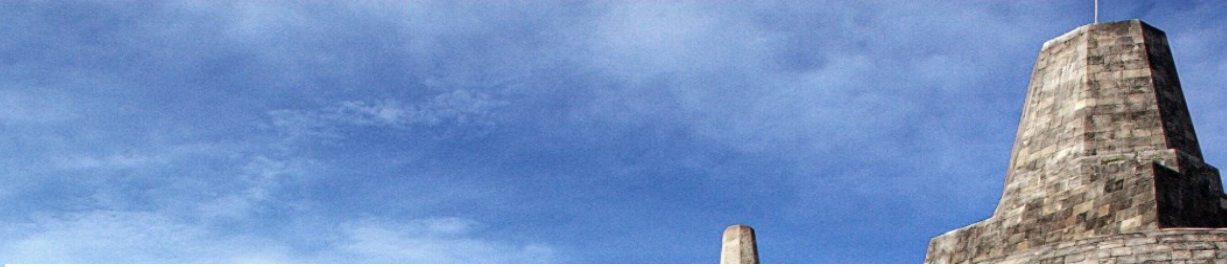
1. Agriculture
- 2. Tourism**
3. Fishery





“for Indonesia,
TOURISM is
MOST SIMPLE, FASTEST and CHEAPEST
contributor for PDB, Foreign Exchange
And Employment.”

Dr. Ir. Arief Yahya, M.Sc
Minister Of Tourism



**TOURISM
PERFORMANCE
AND TARGET**

INDONESIA PERFORMANCE IN GLOBAL MARKET

Indonesia's Growth is **3 times higher** than that of Regional and Global Growth



Indonesia, Growth: 22%



ASEAN, Growth : 7 %



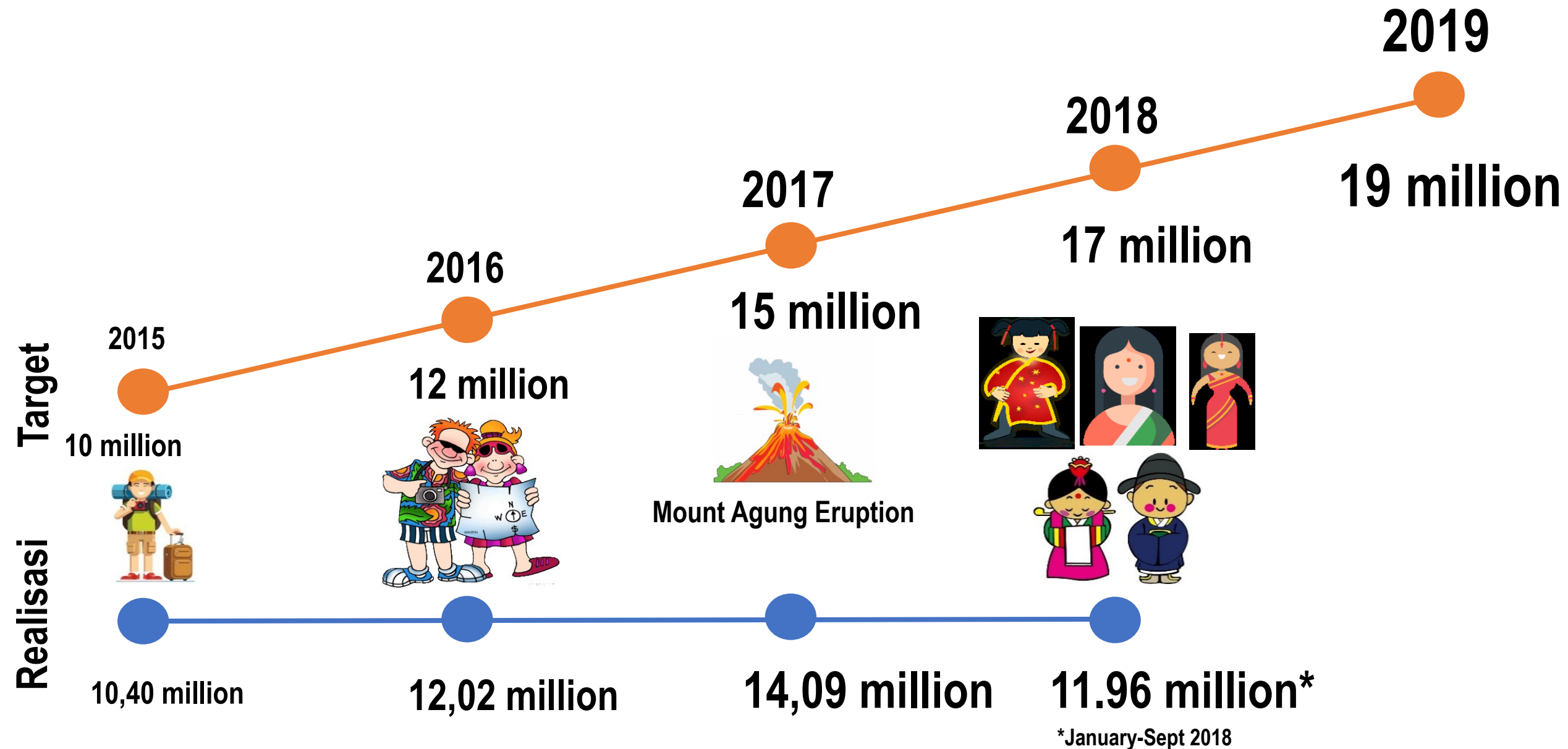
World, Growth : 6,4 %

Indonesia	↑	22 % (January – December 2017)
Vietnam	↑	29% (January – December 2017)
Malaysia	↓	4,0 % (January – December 2017)
Singapore	↑	5,8 % (January – December 2017)
Thailand	↑	8,7 % (January – December 2017)

TARGET FOR MINISTRY OF TOURISM 2015 - 2019

INDICATOR	2015	2016	2017	2018	2019
CONTRIBUTION ON NATIONAL GDP	4,23%	4,50%	5%	5,25%	5,50%
FOREIGN EXCHANGE / REVENUE (TRILLION Rp)	144	172	200	223	280
EMPLOYEE (MILLION)	11,4	11,8	12,0	12,6	13,0
COMPETITIVENESS INDEX (WEF)	#50	n.a	#42	n.a	#30
INTERNATIONAL TOURISTS (MILLION)	10	12	15	17	20
DOMESTIC TOURISTS (MILLION TRIPS)	255	260	265	270	275

MILESTONE INTERNATIONAL TOURIST TARGET & PERFORMANCE





China Perspectives



Total Populasi
1.3 miliar* (2016)
0.5 % per Tahun



Total Outbound
130 juta**
(2017)



138 juta**
(2016)



TTCI
Peringkat 15***
(2017)



Expenditure on Outbound
US\$ 109.8 milyar**
(2016) **5.1 %**
dari 2015




Sumber: *World Bank 2017, **China Tourism Academy & Ctrip Report 2017;***World Economic Forum 2017

Chinese Tourist Profile


Kedatangan Jan – Dec 2017 (Nationality)	Target 2018	Musim Libur
1,972,405 (+42.22 %)	3,000,000	Jan/Feb, Jul

Total Outbound : 122juta
Pertumbuhan : +4.3 %
Indonesia's Share : 1.2 %



OUTBOUND**
 (2016)

Pedesaan & Perkotaan : 88%
Bahari : 53%
Kesenian & Kuliner : 52%
Budaya & Rohani : 30%



AKTIVITAS WISATA*
 (2016)



PROFIL PASAR*
(2016)

Liburan : 67%
MICE : 20%
VFR : 9%
FIT : 88%
Pemula : 62%

Sumber Informasi:
 • **Teman/Kerabat** : 54%
 • **Internet** : 41%
 • **Media Sosial** : 32%

Dominasi umur 25-34 Tahun



WISATAWAN DI NEGARA PESAING***
(2016)

Thailand : 8,757,466 (+10.36%)
Singapura : 2,863,582 (+ 35.96 %)
Vietnam : 2,696,848 (+50.52 %)
Malaysia : 2,124,942 (+ 26.70%)



PENGELUARAN & LAMA TINGGAL*

Per Kunjungan : US\$ 1,019
Per Hari : US\$ 143
Lama Tinggal : 7.12 hari



DESTINASI UTAMA
(2016)

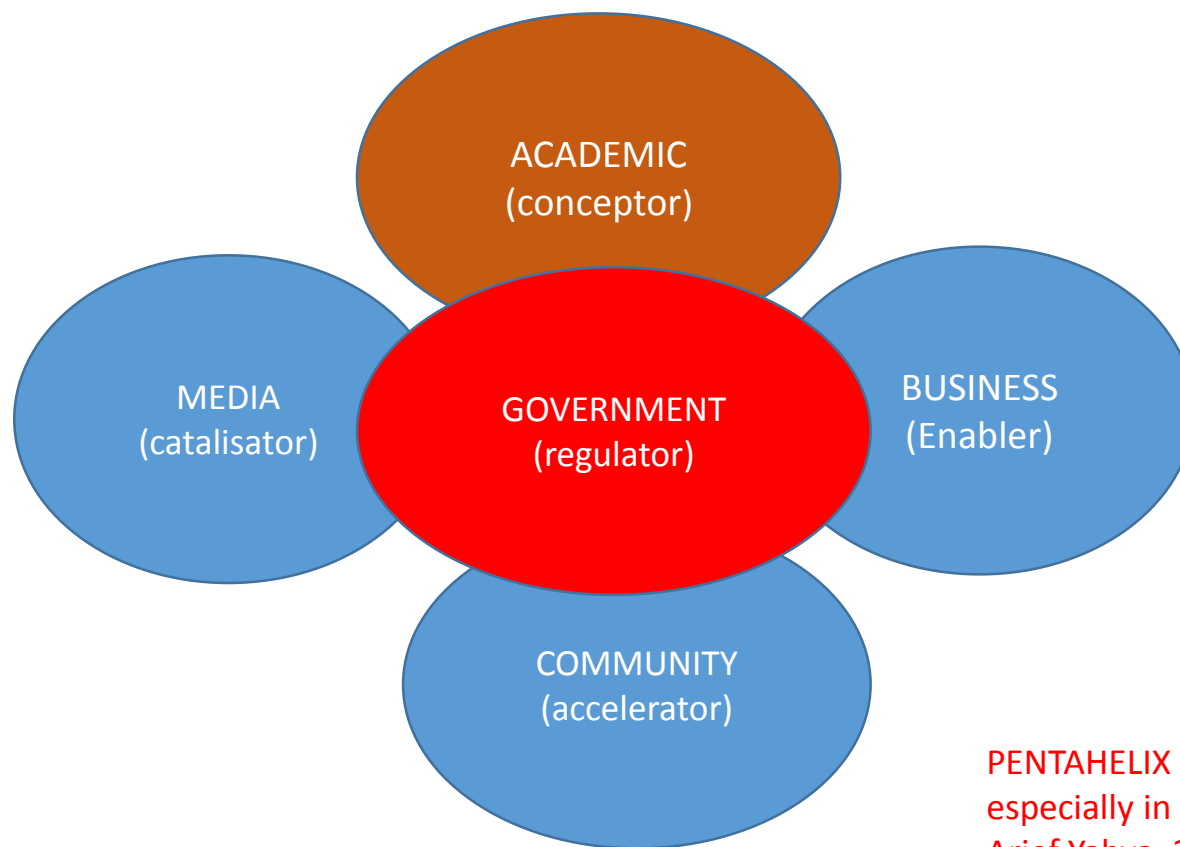
Pintu Masuk*

- Bali** : 965.061 (+41.62%)
- Jakarta** : 328.039 (+ 5.22%)
- Tanjung Uban** : 54.394 (-14.25%)
- Batam** : 34.655 (-9.82%)
- Manado** : 25.230 (+262.50%)

What is Next?

HOW to WIN?

PENTAHHELIX TOURISM DEVELOPMENT APPROACH



PENTAHHELIX is key point in developing tourism in Indonesia, especially in realizing the target of 2016 to 2019.
Arief Yahya, 2016

ATTRACTION

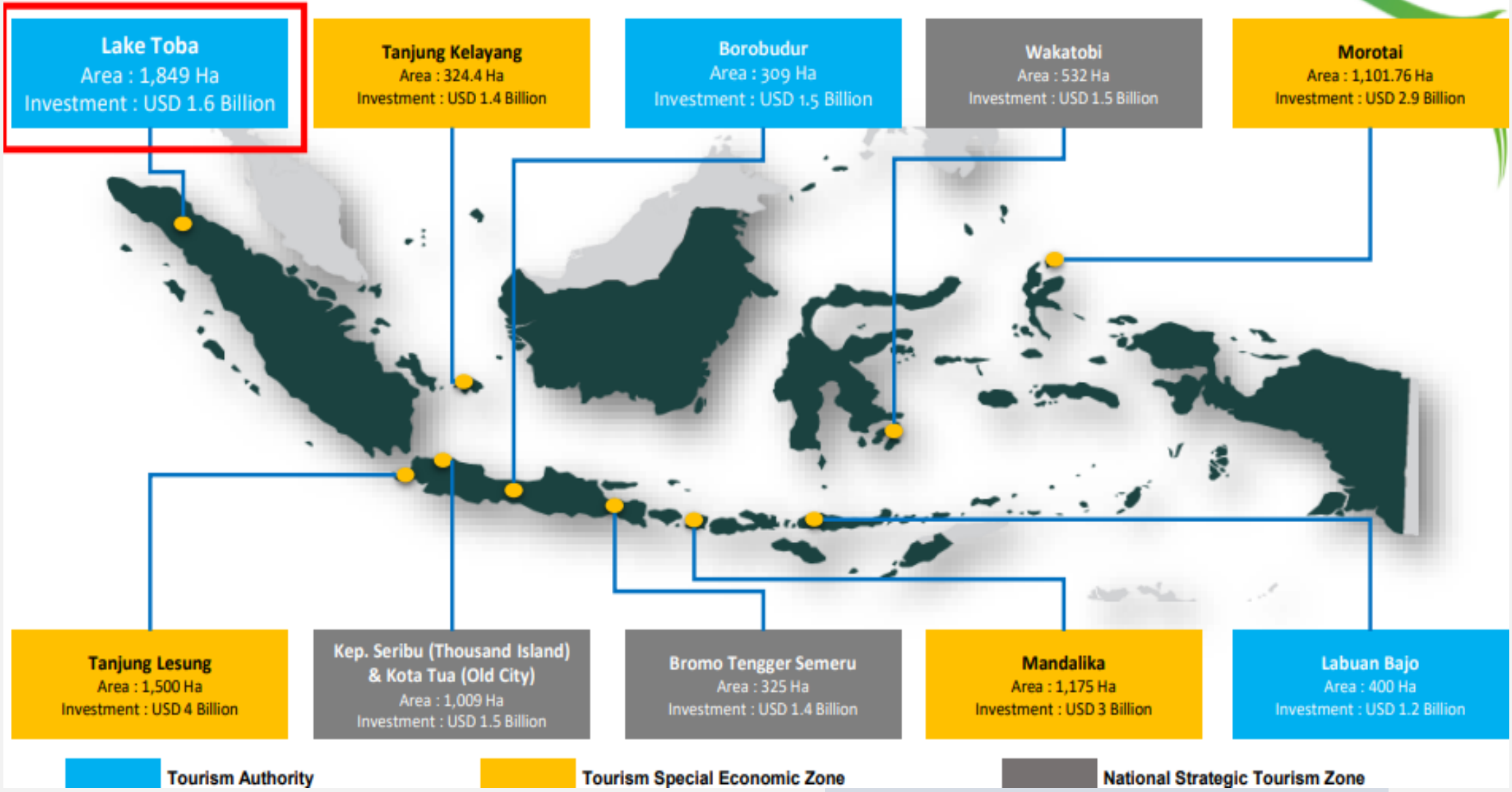
PORTOFOLIO PRODUCT



PORTOFOLIO PRODUCT

PORTOFOLIO PRODUCT	Nature (35 %)	1. MARINE TOURISM (35%)
		2. ECO TOURISM (45%)
		3. ADVENTURE TOURISM (20%)
	Culture (60 %)	1. HERITAGE AND PILGRIM TOURISM (20%)
		2. CULINARY AND SHOPPING TOURISM (45%)
		3. CITY AND VILLAGE TOURISM (35%)
	Man Made (5 %)	1. MICE & EVENTS TOURISM (25%)
		2. SPORT TOURISM (60%)
		3. INTEGRATED AREA TOURISM (15%)

Top-10 Tourism Priority Destinations



1 ORDINARY EFFORTS



Branding



Advertising



Selling

2 EXTRA ORDINARY EFFORTS



Incentives
Access



Hotdeals



CDM

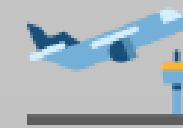
3 SUPER EXTRA ORDINARY EFFORTS



Border
Tourism



Tourism
Hub

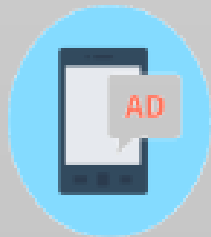


Low Cost
Terminal



Branding

- Branding through the promotion in online, electronic, printed and out-of-home media (according to market needs)
- Increasing destination branding
- Regional event promotion
- Famtrip



Advertising

- Promotion in online media, electronic, printed and out-of-home media (according to market needs)
- Promotion in main destinations
- Publication of 100 Calendar of Events



Selling

- Exhibiton
- Sales Mission
- Festival (Abroad)
- Joint promotion with Airlines, Ferry and Wholesaler



Incentives Access

- a. Fully Charter Airlines/Ferry
- b. Block Seats Regular Flight
- c. Joint Promotion (Existing & New Routes)



Hotdeals

- a. HOTDEALS Jakarta
- b. HOTDEALS KEPRI



CDM

- a. To gather travelers data from online sources
- b. Profiling and segmentation of travelers data
- c. To target *travelers* with customized and targeted advertising campaign.



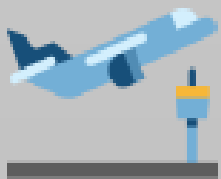
Border Tourism

- a. Ferry Joint Promotion/ Hotdeals KEPRI
- b. Cross Border Events (Music, Sport, Religious)
- c. Digital Market (Border Land)
- d. MPD Development



Tourism Hub

- a. Joint promotion with Wholesalers/TATO in Singapore
- b. To make use of Cash Incentives dan HotDeals strategy.



Low Cost Terminal

- a. Joint Promotion with AP2/ AP1 which implement LCT by lowering operational cost and PSC.
- b. Joint Promotion (placement) with airlines which open international routes in the LCT.

Xiee.. Xiee..

wonderful
indonesia 