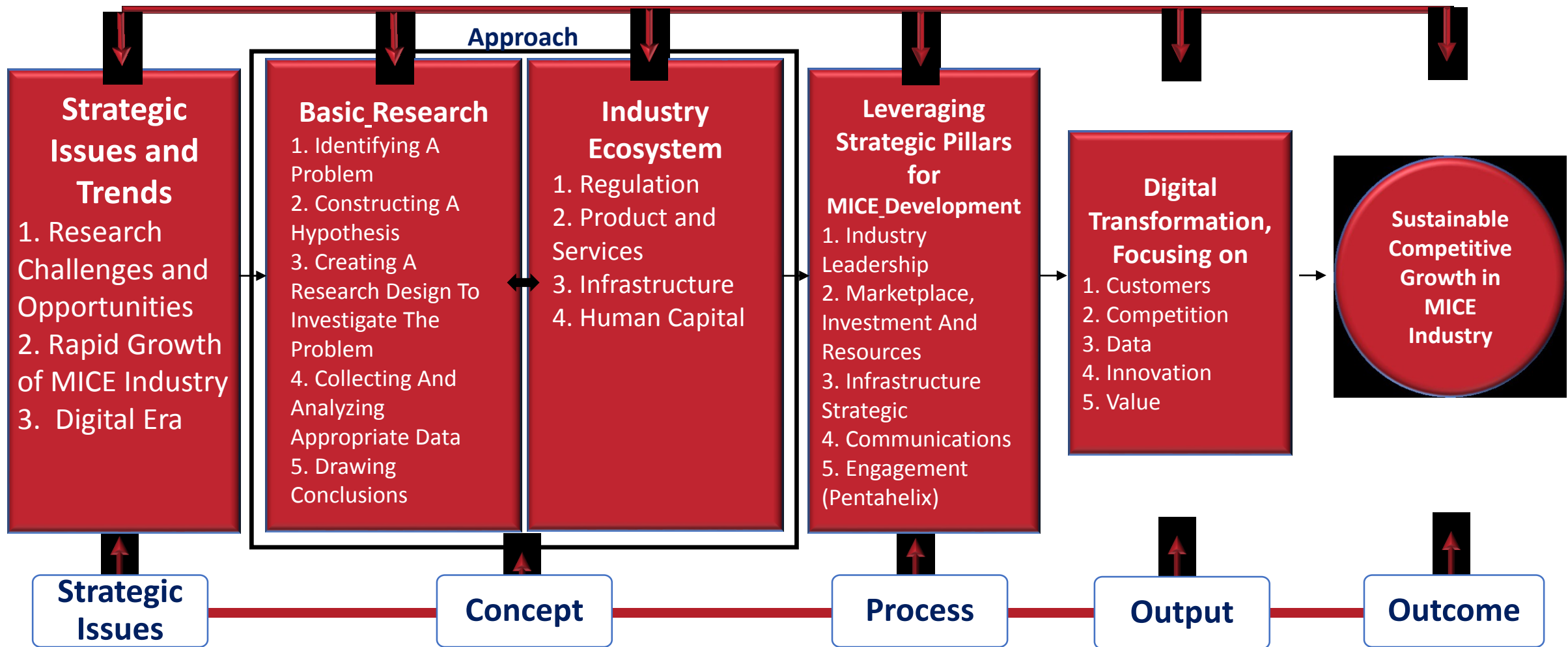




Wonderful Events for “Enjoy Jakarta”

Delivered By
Anang Sutono
Ministry of Tourism, Republic Indonesia





Strategic Situation



ESTIMATION OF TOURIST MICE EXPENDITURE IN EVERY MICE ACTIVITIES THAT ARE FOLLOWED

Source :
INACEB, BNDCC, JCC, JI-Expo,
Pacific World yang telah di olah
oleh TPP MICE Kemenpar

*Prediksi Pengeluaran
Wisatawan MICE*

Item	Harga	Unit	Total
Hotel	USD 150	3	USD 450
Registrasi	USD 600	1	USD 600
Pre-Post Tour	USD 250	1	USD 250
Transport Lokal	USD 200	1	USD 200
Makan	USD 100	1	USD 100
Souvenir	USD 100	1	USD 200
Miscellaneous	USD 100	1	USD 100
Total/pax/event			USD 1900

“ MICE is a billion dollars industry ”

Sumber data diolah dari data ICCA, BNDCC, JCC, Pacific World, Asperapi, Kepolisian, dan conference alerts

From the results of the study, it has been done special calculation for Spending business tourist / tourist MICE from countries of SINGAPORE, THAILAND, and MALAYSIA is 3,5 - 4 times from leisure tourist

Source:
Thailand Convention & Exhibition Bureau (TCEB); Singapore Tourism Board (STB)

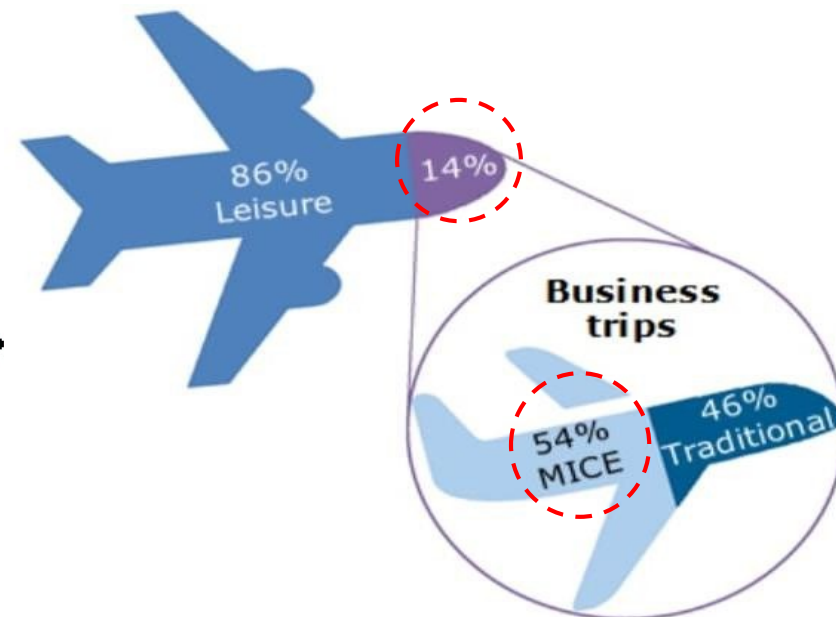
As for European countries, Spending business tourist is 7 TIMES FOLD from leisure type tourists

Source:
International Congress & Convention Association (ICCA) 2012

WORLD INTERNATIONAL TOURIST ARRIVALS

TRAVEL TREND REPORT 2017

UNWTO recorded that in 2017 the total Travel Destinations in the World reached 1,340 Billion People, 14% of them were Business Traveler / MICE Traveler (26.27 million tourists)



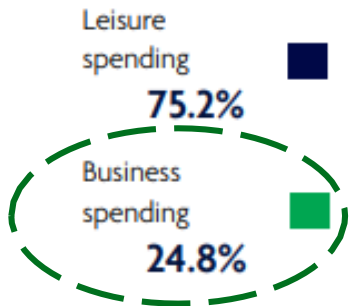
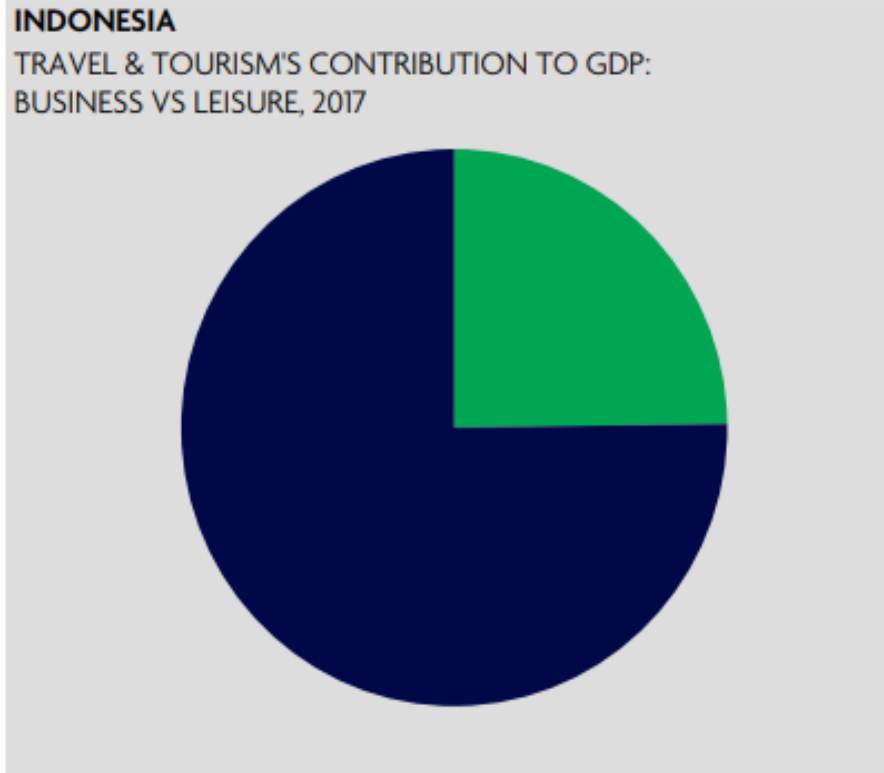
BUSINESS SPENDING

DIFFERENT COMPONENTS OF TRAVEL & TOURISM¹

Leisure travel spending (inbound and domestic) generated 75.2% of direct Travel & Tourism GDP in 2017 (IDR351,107.0bn) compared with 24.8% for business travel spending (IDR115,695.0bn).

Leisure travel spending is expected to grow by 5.1% in 2018 to IDR368,925.0bn, and rise by 5.4% pa to IDR625,023.0bn in 2028.

Business travel spending is expected to grow by 5.8% in 2018 to IDR122,438.0bn, and rise by 7.1% pa to IDR244,163.0bn in 2028.



Source :



MICE contribution when viewed from the number of tourists recorded 3%, but the revenue **contribution is almost 25%** (based on data from World Travel & Tourism Council / WTTC which states that in 2017 total business traveler spending is at Indonesia reached 24.8% of the total spending of foreign tourists visiting Indonesia, and is expected to experience a growth of **7% in 2028**. This shows that MICE tourists is a quality traveler with high spending.

International Tourism Trends 2017

Regional Results

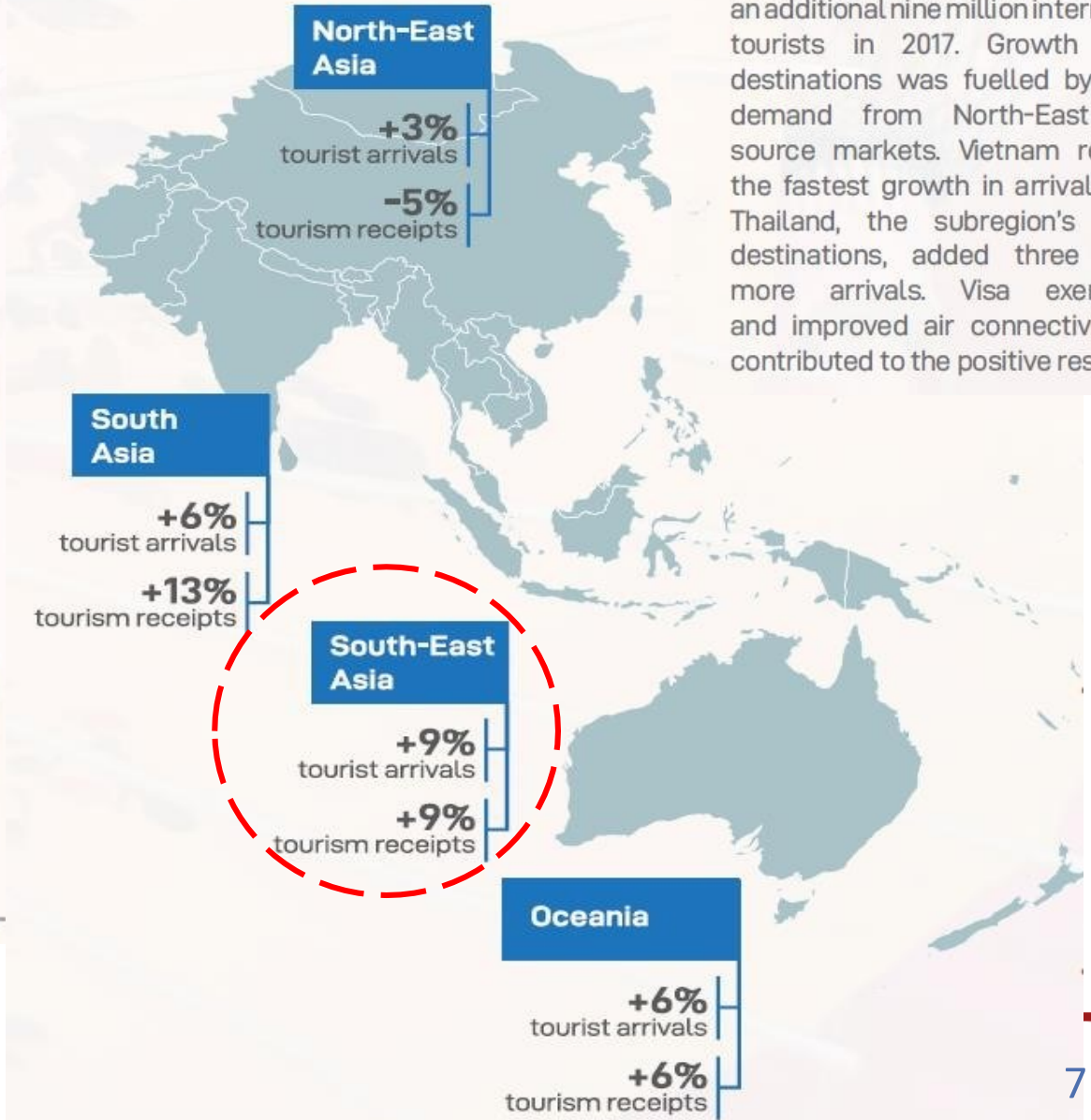
Asia and the Pacific

Continued growth fuelled by solid intraregional demand

International Tourist Arrivals 2017



International Tourism Receipts 2017



- South-East Asia enjoyed the highest growth of all Asian subregions, with an additional nine million international tourists in 2017. Growth across destinations was fuelled by robust demand from North-East Asian source markets. Vietnam recorded the fastest growth in arrivals, while Thailand, the subregion's largest destinations, added three million more arrivals. Visa exemptions and improved air connectivity also contributed to the positive results.

Indonesia Mice Industry Forecast



Indonesia MICE Industry Forecast and Spending to 2025



- ✓ Indonesia is recognized as the world's premier Meetings, Incentives, Conventions and Exhibitions (MICE) destination
- ✓ Indonesia has to offer international business events seeking their next high voltage destination
- ✓ Indonesia received 10,52,985 MICE travelers in 2017. It is predicted that mice travelers to Indonesia will increase in the forecasting period and reach the figure of 33,42,919 by the year-end of 2025
- ✓ Indonesia MICE revenue was valued at US\$ 623 Million in 2013 and further, it increased to US\$ 1,170 Million (Rp. 16,7 T) in 2017. It is predicted that Indonesia MICE tourism market will increase to US\$ 3,752 Million (Rp. 53,7 T) by the year-end of 2025

Source : DPIResearch



Indonesia MICE Industry Forecast and Spending to 2025



- ✓ In terms of MICE tourist arrivals to Indonesia, Malaysia, China, Singapore, and Korea were the leading source market in 2017
- ✓ In the year 2017, Australia was standing at the third spot in terms of spending being followed by Korea in the Indonesia MICE tourism market
- ✓ Indonesia received 65,775 MICE tourists from Singapore in 2013 and this number increased to 1,20,919 MICE tourists in 2017. It is predicted that the number of Singapore MICE tourists' arrival to Indonesia will increase to 3,29,844 by the year-end of 2025
- ✓ Malaysia MICE tourists spending in Indonesia is anticipated to increase from US\$ 97 Million (Rp. 1,4 T) in 2017 to US\$ 255 Million (Rp.3,7 T) by the year-end of 2025

Source : DPIResearch





THANK YOU

