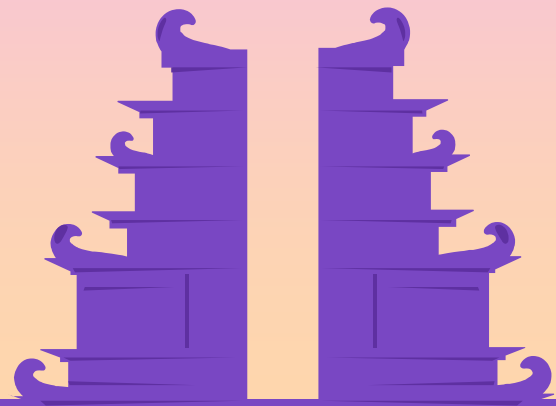
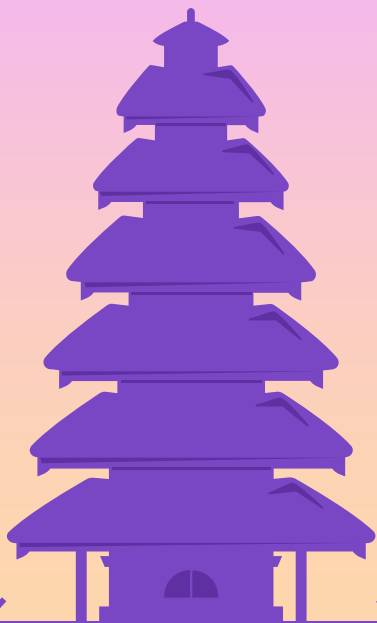




SUPER PRIORITY DESTINATION

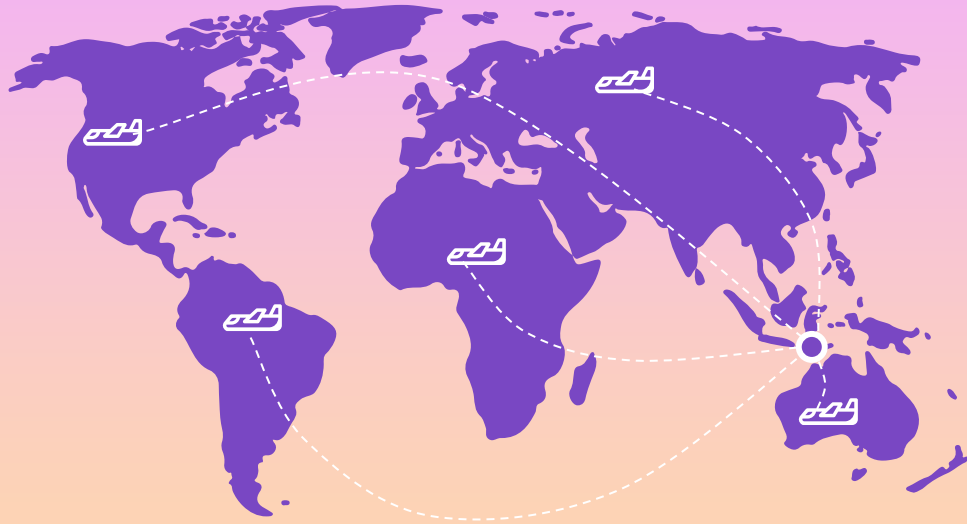


Direktur Pemasaran
Pariwisata Regional III





HELLO INDONESIA DIASPORA ...



Be The Ambassador of our Tourism Destinasion

More than 8 million Indonesia diaspora are spread around the world and 1.7 million live in Netherlands.

As Indonesians living outside of Indonesia, you have the honor and important role to promote Indonesia's tourism destination to the world, not only about Bali, but also beyond.





WHAT WE'VE DONE IN NETHERLAND SO FAR?

A. EXHIBITION



The Vakantiebeurs is a major tourism and leisure fair. Many travel agencies, countries, theaters and cultural associations from all over the world present themselves and their countries here. from vacation to adventure travel. 2020 Visitors : 100.797



C. FAMTRIP

In 2019, MoTCE held two Tour Agent/ Tour Operatort famtrip as the join promotion program with Singapore Airlines



B. JOINT PROMOTION

In 2019, MoTCE comprehensively did joint promotion with wholesalers and airlines.



D. FESTIVAL

The Tong Tong Fair (formerly known as *Pasar Malam Besar*) is the largest festival in the world for Indo (European-Indonesian) culture, held annually in the Netherlands. In 2009 it was renamed to 'Tong Tong Fair'





**innovation
adaptation
collaboration**



Meet our new Minister and his 3 Main policies:



- **Concerning 5 Super Priority Destination
(As in Main Aspect and Product Mapping)**
 - **Tourism Village Development**
 - **Social Protection Program
(Concerning the effect of Covid-19)**
- 

Sandiaga Salahudin Uno
Minister of Tourism and Creative Economy



innovation

Implementing an innovation strategy with advance data as an effort to map the potential and strengthen various existing tourism sectors.



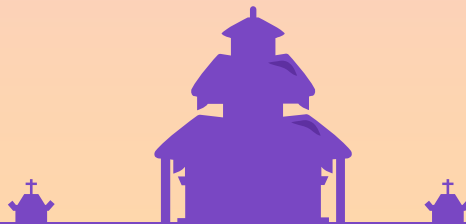
adaptation

Innovation and fundamental changes to super priority destination in one year, from culinary, infrastructure, to creative industry by applying CHSE standard for each tourism destination as a form of adaptation to pandemic



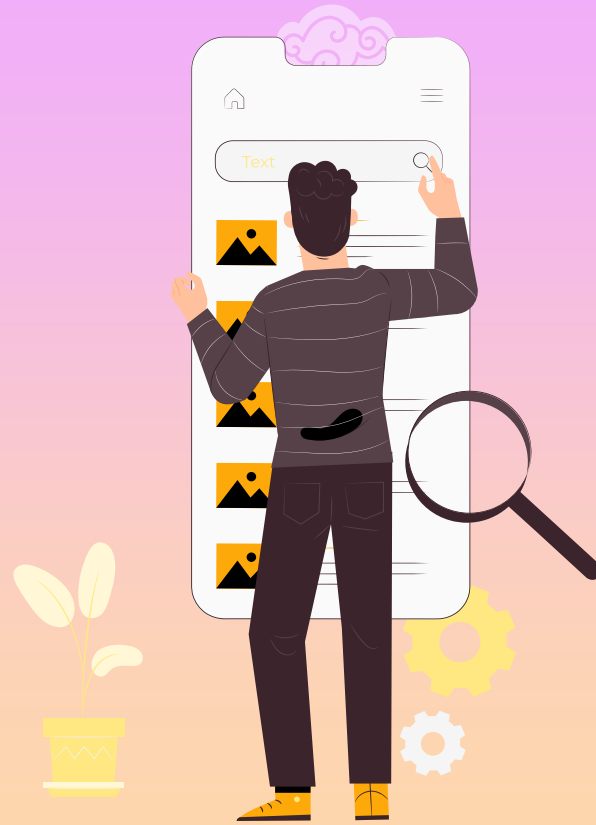
collaboration

Cooperate with all parties both private and government, to develop and improve the quality of Indonesian tourism



Before we start..

Let's see the marvelous Indonesia through this mesmerizing video.





As the first instruction of our new Minister of Tourism and Creative Economy, Mr. Sandiaga Uno, we should accelerate the development of 5 Super Priority Destination



DANAU TOBA



Exploring Geopark



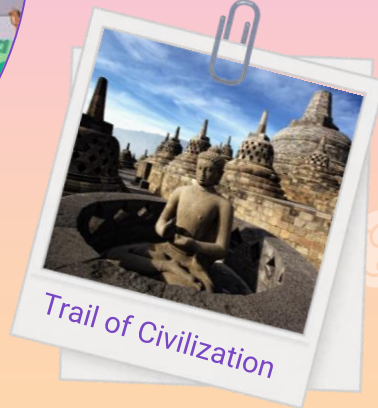
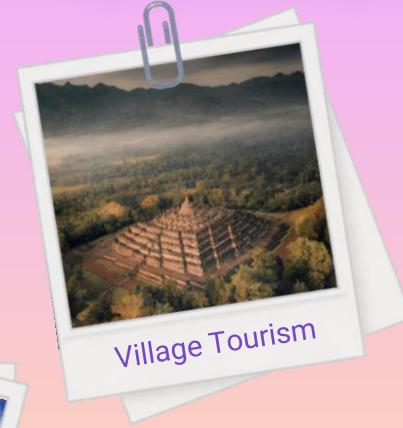
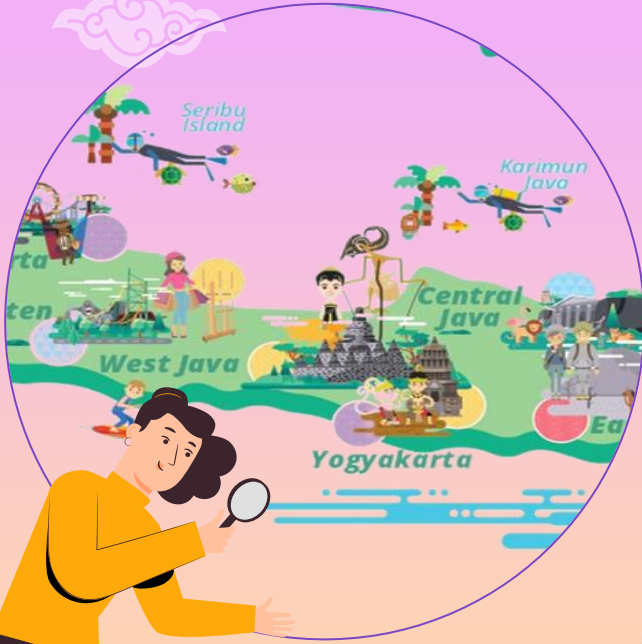
Sport Tourism



Bataknese Culture



BOROBUDUR



MANDALIKA



LABUAN BAJO



Local Village



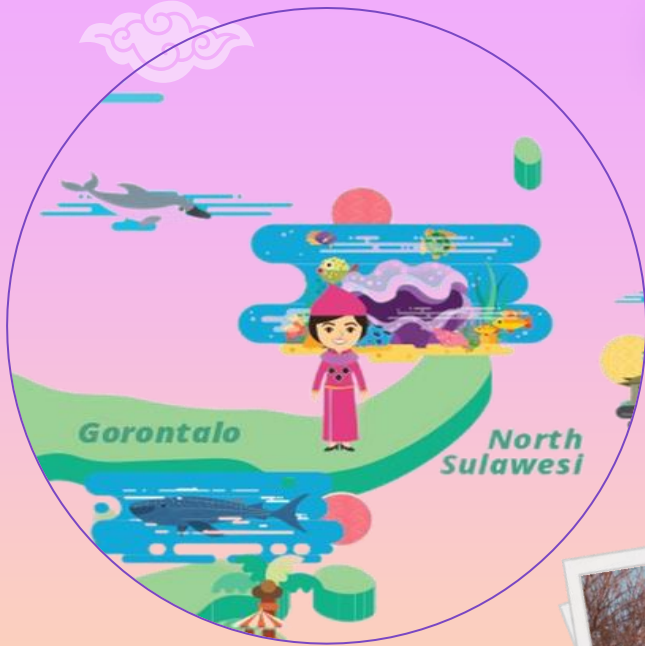
Island Hopping



Pilgrimage Trail



LIKUPANG



TOURISM VILLAGE DEVELOPMENT

With international travel restrictions and border closings, The Ministry of Tourism and Creative Economy is focused on developing tourist villages as an effort to provide job opportunities and increase the competitiveness of Indonesian tourism. Tourist villages have become a world tourism trend, offering authentic holiday experiences amidst a relaxed and healthy environment. For this reason, synergy programs are needed to develop tourist villages in order to attract tourists.





assistance in developing tourism villages through:

1. tourism village management
2. development of tourism village products
3. waste management
4. risk and disaster management
5. tourism business and CHSE certification and,
6. land certification





SOCIAL PROTECTION PROGRAM



Focusing on activities that support the handling of the Corona Virus Disease 2019 (COVID-19) pandemic and/ or mitigating the impact of the Corona Virus Disease 2019 (COVID-19) for tourism businesses and the creative economy, such as:

1. Increasing the quality of destinations (attractions, amenities, and accessibility) through the concept of sustainable tourism development and the application of Sapta Pesona targeting the tourism and the creative economy, through the BISA (Clean, Beautiful, Healthy, Safe) and coordinating the implementation of health and safety standards at the destination;
2. Reactivation of the Hospitality Industry through Supporting Accommodation and supporting other facilities for Health Workers and confirmed patient self-isolation;
3. Implementation of Cleanliness, Health, Safety, and Environment (CHSE) activities



IN THE NEW NORMAL ERA..



1. Examine The Travel Corridor Arrangement

2. Preparing the destination with CHSE (*Clean, Health, Safety, and Environment*) Certification.

Indonesia CARE



4. Reconnect; Webinar Series, Virtual Exhibiton, Sales Mission

3. Social Media Campaign



CHSE PROTOCOL

Ministry of Health launched the protocol for
Tourism Industry and Creative Economy



Accommodation



Restaurant



Public Transport



Tourism Site



Recreation and
Sport Facilities



Spa

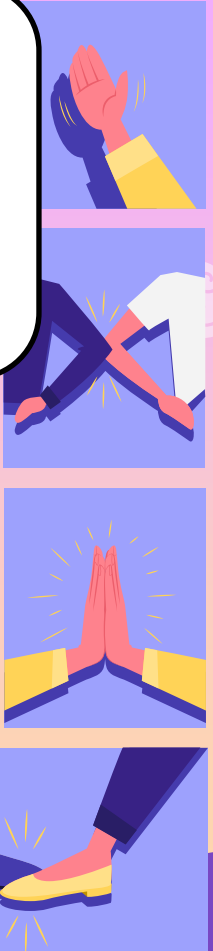


Creative Economy
Service Center



MICE

CHSE is the public policy in terms of
cleanliness, health, safety and
environment sustainability in
tourism sectors.



BENCHMARK PROGRAM

Charter Flight of Poland and Ukraine

1. Poland

From July to October 2021, target 250 pax per group weekly. Implemented by Panorama Destination and its partners

2. Ukraine - TBC



DANK U!

