



INDONESIA MICE PROMOTION

MASRUROH

Ministry of Tourism & Creative Economy

- Destination Review
- Policy
- Structure
- Budgets
- Promotions
- Business Level
- Key Challenges
- Key Strategies

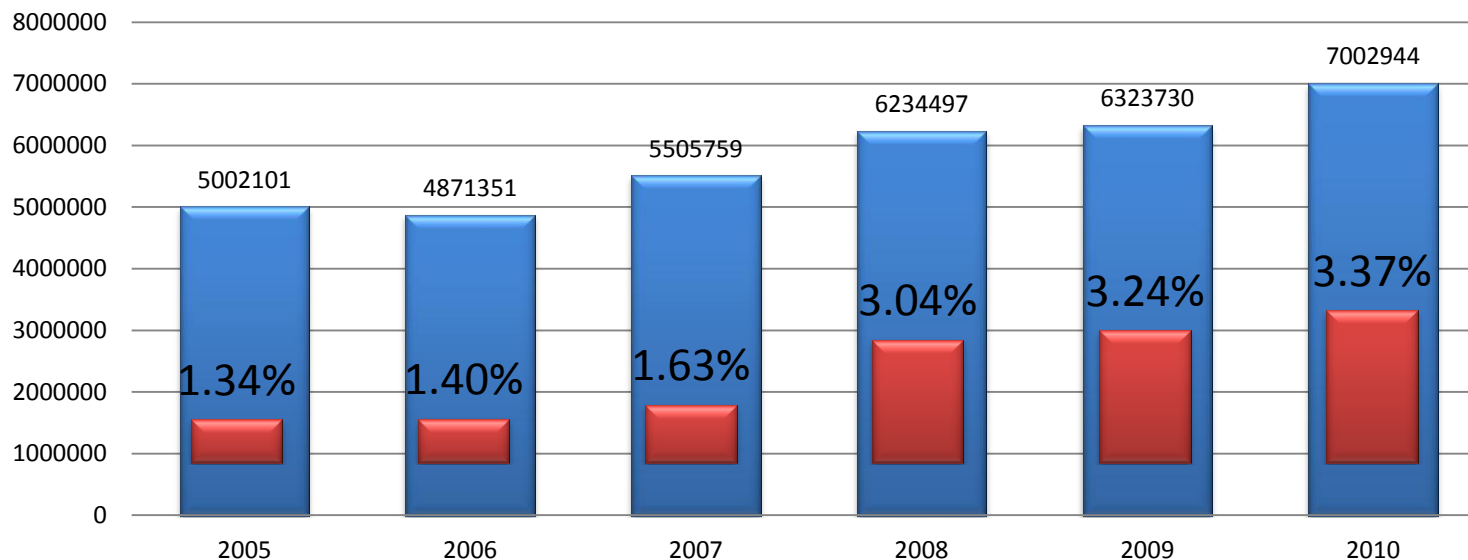
International Visitors to Indonesia

YEAR	INTERNATIONAL VISITOR ARRIVALS		Average Expenditure (USD)		Average Length of Stay	Foreign Exchange	
	ARRIVALS	(%)	Per Visit	Per Day		Billion USD	(%)
2001	5.153.620	1,77	1.053,36	100,42	10,49	5.428,62	-5,57
2002	5.033.400	-2,33	893,26	91,29	9,79	4.496,15	-17,18
2003	4.467.021	-11,25	903,74	93,27	9,69	4.037,02	-10,21
2004	5.321.165	19,12	901,66	95,17	9,47	4.797,90	18,85
2005	5.002.101	-6,00	904,00	99,86	9,05	4.521,90	-5,75
2006	4.871.351	-2,61	913,09	100,48	9,09	4.447,98	-1,63
2007	5.505.759	13,02	970,98	107,70	9,02	5.345,98	20,19
2008	6.429.027	16,77	1.178,54	137,38	8,58	7.377,39	38,00
2009	6.452.259	0,36	995,93	129,57	7,69	6.302,50	-14,57
2010	7.002.944	10,74	1.085,75	135,01	8,04	7.599,99	20,63
2011	7.649.731	9,24	1.118,26	142,63	7,84	8.554,38	12,55
2012	5.211.704*						

Source : National Statistic Bureau, 2011

*Last Update August 2012

MICE TOURIST



	2005	2006	2007	2008	2009	2010
MICE	67,147	68,118	89,770	190,970	205,037	236,082
TOTAL VISITORS	5,002,101	4,871,351	5,505,759	6,234,497	6,323,730	7,002,944
SHARE	1.34%	1.40%	1.63%	3.06%	3.24%	3.37%

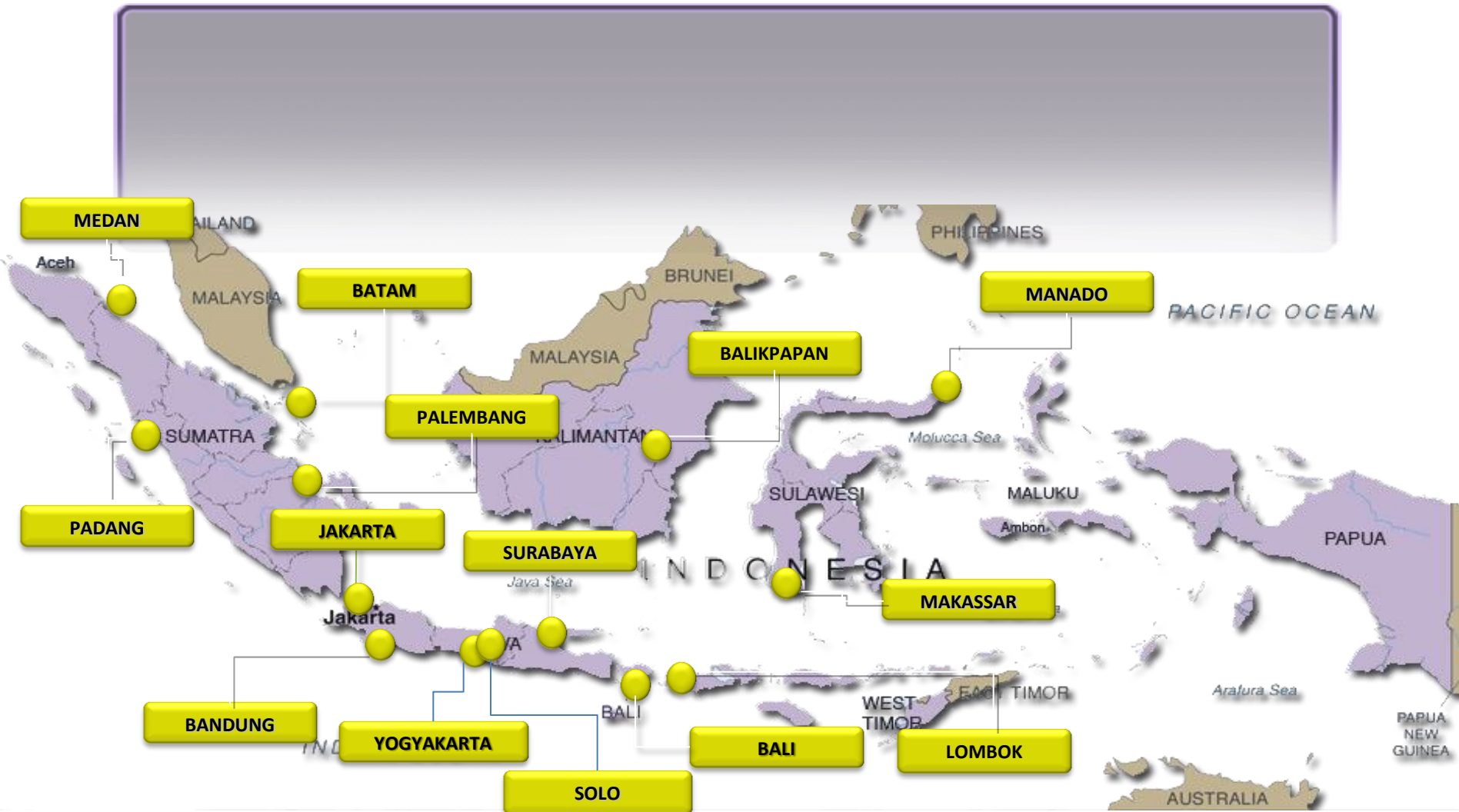
CRITERIA

- ❑ **Accessibility**
- ❑ **Venue Facilities**
- ❑ **Supporting Facilities**
- ❑ **Previous MICE Event**
- ❑ **Human Resources**
- ❑ **Stakeholders**

INDONESIA MICE DESTINATIONS

<p>Medan Padang/Bukit Tinggi Batam Jakarta Bandung Yogyakarta Surabaya</p>	<p>Palembang Lombok Balikpapan Bali Makassar Manado Solo</p>
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INDONESIA MICE DESTINATION



Cities	Accessibilities	Venue	Supporting Services					
			PCO's	PEO's	Conv Bureau	Fwding	TA/TO	Stand Contract or
Medan	Polonia Int'l Airport (8 Int'l Flights)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people).	√	√		√	√	√
Padang/ Bukittinggi	Minangkabau Int'l Airport (1 Intl Flight)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√
Batam	Hang Nadim Int'l Airport (2 Intl Flights)	Hotels (More than 500 Rooms) & Convention Centers (1.000 – 2.500 people)	√	√		√	√	√
Jakarta	Soekaro Hatta Int'l Airport (77 Intl flights)	Hotels (More than 1000 Rooms) & Convention Centers (up to 15.000 people)	√	√	√	√	√	√

Cities	Accessibilities	Venue	Supporting Services					
			PCO's	PEO's	Conv Bureau	Fwding	TA/T O	Stand Contract or
Bandung	Husein Sastranegara Int'l Airport (4 Intl Flights)	Hotels (More than 1000 Rooms) & Convention Centers (Up to 5.000 people)	√	√		√	√	√
Surabaya	Djuanda Int'l Airport (15 Int'l Flights)	Hotels (More than 1000 Rooms) & Convention Centers (up to 10.000 people)	√	√		√	√	√
Jogjakarta	Adi Sucipto Int'l Airport (2 Int'l Flights)	Hotels (More than 500 Rooms) & Convention Centers (1000 - 5.000 people)	√	√		√	√	√
Bali	Ngurah Rai Int'l Airport (46 Int'l Flights)	Hotels (More than 1000 Rooms) & Convention Centers (up to 10.000 people)	√	√		√	√	√

Cities	Accessibilities	Venue	Supporting Services					
			PCO's	PEO's	Conv Bureau	Fwding	TA/T O	Stand Contract or
Makassar	Hasanudin Int'l Airport (1 Int'l flight)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√
Manado	Sam Ratulangi Int'l Airport (2 Int'l flights)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√
Palembang	Mahmud Baddarudin II Int'l Airport (2 Int'l flights)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√
Balikpapan	Sepinggan Int'l Airport (3 Int'l flights)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√

Cities	Accessibilities	Venue	Supporting Services					
			PCO's	PEO's	Conv Bureau	Fwding	TA/T O	Stand Contract or
Lombok	Lombok Intl Airport (2 Int'l flights)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√
Solo	Adi Sumarmo Int'l Airport (1 Int'l flight)	Hotels (More than 500 Rooms) & Convention Centers (Up to 2.500 people)	√	√		√	√	√

What's New:

- New Airport In Medan in 2013
- The New Soekarno Hatta Airport in 2014
- New Ngurah Rai International Airport in 2013
- New International Convention Center in Alam Sutra, Jakarta in 2014

Benefit of Tourism Development

- PRO JOB → High Employment
- PRO TECHNOLOGY → The use of technology
- PRO ENVIRONMENT → Sustainable Development
- PRO-CONSERVACY → Sustainable Development

Structure



Ministry of Tourism & Creative Economy

- Directorate General of Tourism Destination Development
- Directorate General of Tourism Marketing
- Visit Indonesia Tourism Officer (VITO)

Related

- Convention Bureau
 - Jakarta Convention and Exhibition Bureau
- Tourism Board :
 - Indonesia Tourism Promotion Board
 - North Sulawesi Tourism Board
 - Sumatera Tourism Board
 - Bali Tourism Board

Budget



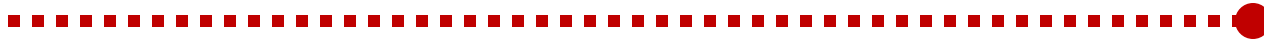
National Level:

- Media Placement
- Facilitating → Bring in Event to Indonesia

Provincial / City Level:

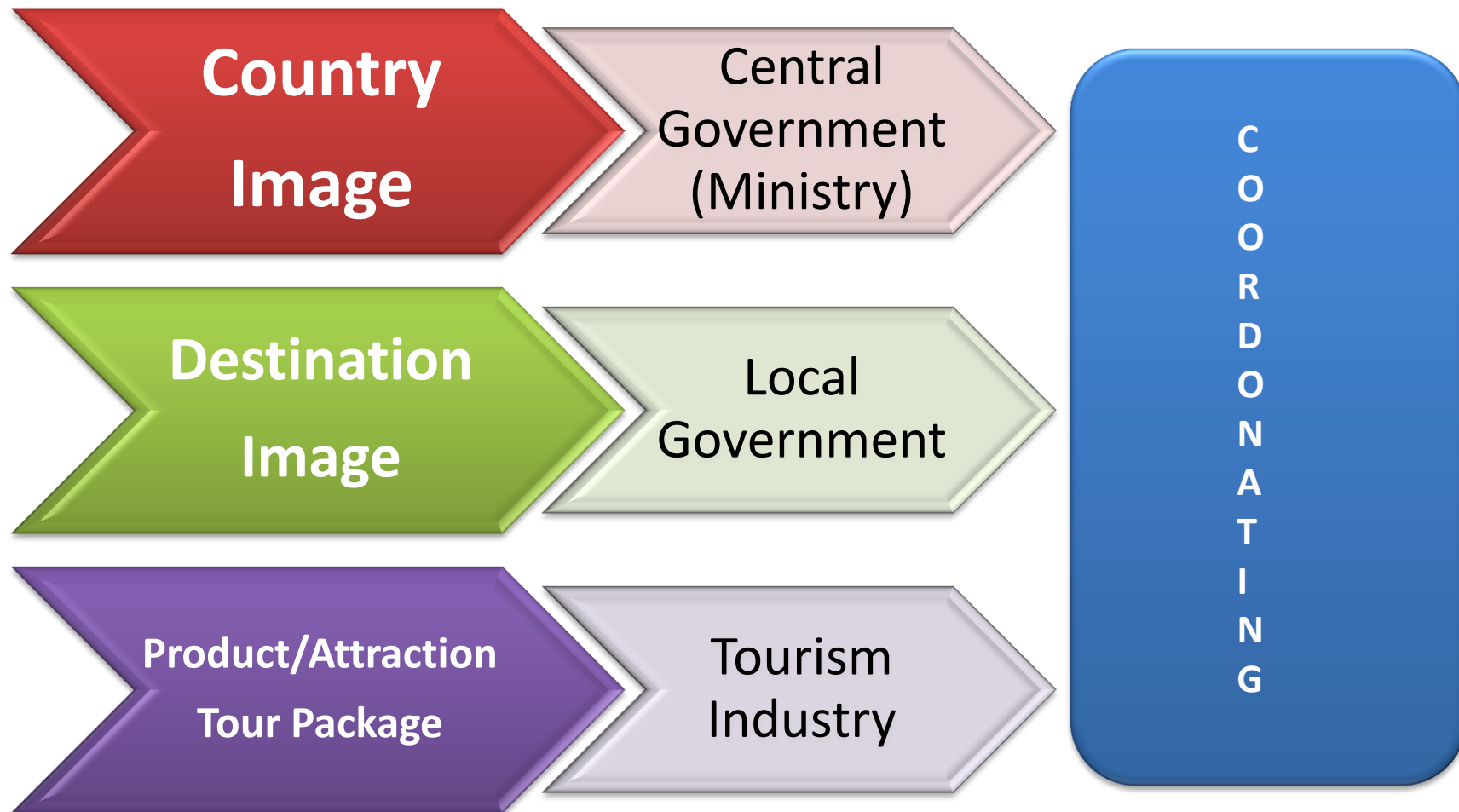
- There are no special budget

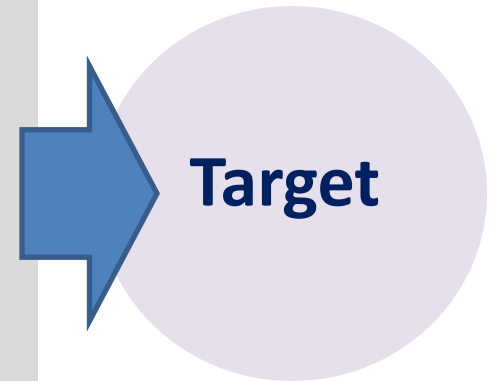
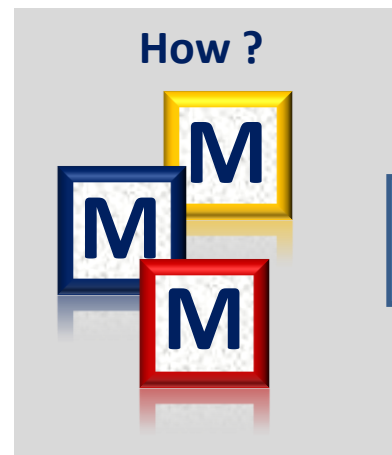
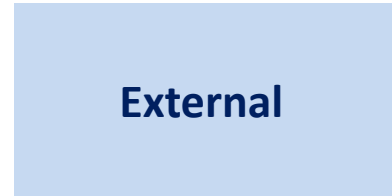
Promotion Strategy



- International MICE Event Begin in 1955 when Indonesia hosting The 1st Asia Africa Conference
- President instruction in 2004 to bring as many as possible International MICE event to Indonesia
- 2007, Bali hosted the 1st UNFCCC (United Nation Framework Convention on Climate Change
- 2009, Manado hosted World Ocean Conference and Coral Triangle Initiative.
- 2011, Jakarta & Bali hosted ASEAN Summit with more than 300 ASEAN Summit-related Meeting in all over Indonesia
- 2012, Manado hosted ASEAN Tourism Forum
- 2013, Jakarta & Bali will be hosting APEC (Asia-Pacific Economic Cooperation)

Tourism Marketing Policy

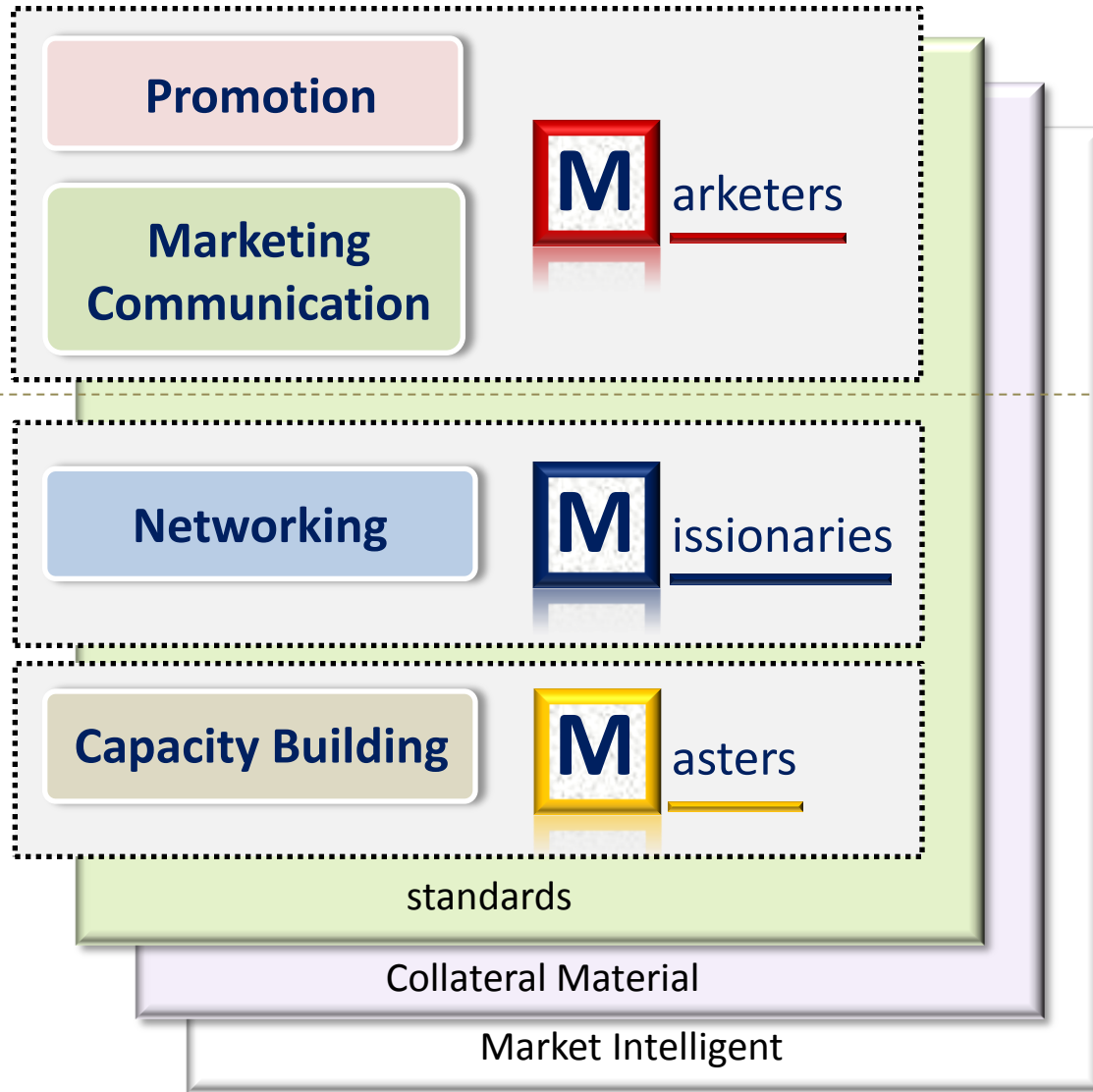




| How?

Outward

Inward





Capacity Building

Training	2012-2014
Seminar, Workshop	2012-2014
Internship	2012-2014
Fam Trip / MICE Site visit	2012-2014



Networking

Active in Organization (National, Regional, International)	2012-2014
Activate Representative	2012-2014
Community Empowerment	2012-2014
Prominent Person	2012-2014



Marketing Communication

Branding : Campaign	2012-2014
PR-ing : PressConf, TalkShow, Advertorisa, Advertisement, Delegate Boosting	2012-2014

Promotion

Trade Show, Consumer Show, Exhibitions	2012-2014
Event Participation/Festival	2012-2014
Event / Festival	2012-2014
Business Facilitating: Sales Mission, MICE gathering, Roadshows, Direct Selling, Bidding	2012-2014

Business Level



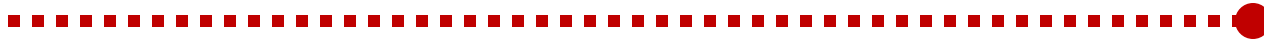
Domestic

- Political Party
- Government Meetings
- Community / Association
- Exhibitions

International

- Mainly in Jakarta & Bali

Ministry Support for MICE



Pre Event

During Event

Post Event

- ❖ Int'l Trade Show
- ❖ Bidding Assistance
- ❖ Media Campaign
- ❖ Destination Promotions

MICE Site Program, for:

- PCO/PEO
- Incentives Houses
- Key-Contacts

- ❖ Coordination with relevant Gov'.Institutions
- ❖ Help-desk at international gates (air/seaports)
- ❖ Pre-Post tour / Spouse programs
- ❖ Functions (receptions)
- ❖ Cultural Performance
- ❖ Souvenirs

- ❖ Lesson-learned
- ❖ Event Review and Evaluation
- ❖ Testimonial

The Criteria to Qualify for Benefits

MEETINGS, CONVENTIONS, EXHIBITIONS, EVENTS

- ❖ International Participants:
 - 500 persons minimum
 - From 10 countries
- ❖ At least 3 night stays in Indonesia
- ❖ Broad Media Coverage

INCENTIVE GROUPS

- ❖ At least 100 participants from overseas countries
- ❖ At least 3 night stays in Indonesia

Proposal to be submitted before the fiscal year commenced

Key Challenges



- **Venue**
- **Connectivity (Direct Access)**
- **Incentives Scheme from the Government**
- **Budgeting**
- **Association Awareness**

Key Strategies



- **Involving all government institutions**
- **Involving Local Associations**
- **Involving Communities (Religions, Students, ethnics)**

2011

Event

ASEAN Summit

Indonesian Chairmanship on
ASEAN 2011



Government Event

2011

Sport Event

SEA Games

Palembang, South Sulawesi
11 November 2011

Palembang

- *Host*
- 20 sports



Jakarta

- *Supporting Host*
- 18 sports



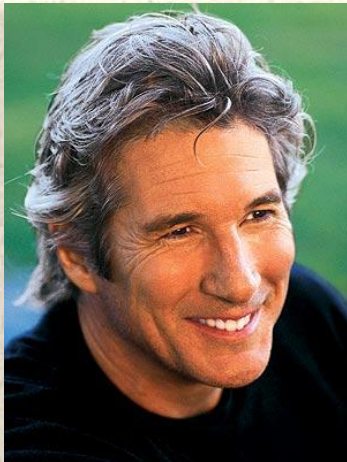
Involving communities



**ELIZABETH
GILBERT**

Writer

2010



RICHARD GERE

**Journey with
Richard Gere at
Borobudur Temple**

2011



Incentive Meeting

2012

V-Net Conference



Why Indonesia?

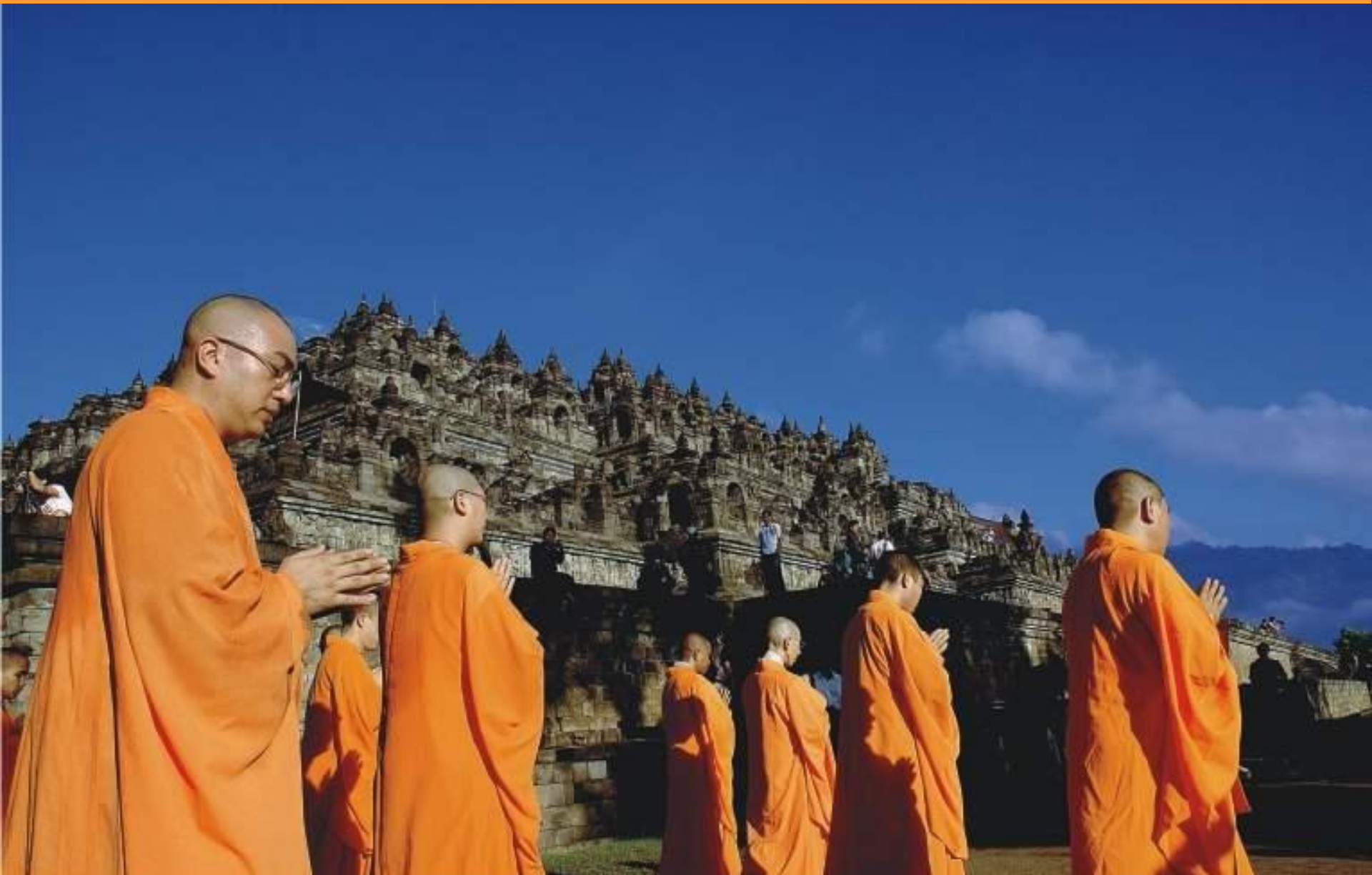
Exciting Accompanying Person's Activities

From Sightseeing to Art Learning

Indonesia offers an attractive low cost to high quality service



Indonesia has an exotic mix of fascinating cultures



a large variety of sporting activities
from golfing to diving



brehtaking nature



pristine tropical beaches



Personal Luxury - Spa Experience



Sight Seeing



Art Learning



Exquisite Food



shopping at great value for money



all in a family-friendly atmosphere



Made Darmo

The Farmer



I Made Sumatnyasa

The Artist



Ida Bagus Anom

The Mask Sculptor



Ida Ayu Yulastini

The Dancer



Ni Kadek Lilik Suriati

The Masseuse



I Gde Budiasta

The Surfer



THANK YOU