

TARGETING FRANCE TOURIST, INDONESIA INTRODUCES 5 SUPER PRIORITY DESTINATIONS IN IFTM TOP RESA 2019

JAKARTA – France ranks 2nd position as the largest European countries contributing foreign tourists in Indonesia after United Kingdom, followed by Germany, the Netherlands, and Russia. The number has continued to grow in the last 4 years. A total of 209,466 French tourists visited Indonesia in 2015, followed by 250,921 in 2016, 268,989 in 2017 and 287,917 in 2018.

The government has performed various efforts to make Indonesia as the Top of Mind in terms of choice of destinations for France people. One of them is participating in the biggest tourism exhibition in France i.e. IFTM Top Resa 2019 that will be held in Porte de Versailles, Paris, on October 1-4, 2019.

Aside from B2B and B2C activities, Indonesia will showcase cultural performances such as traditional dances and carnivals, henna body painting, coffee corner, and door prize to attract the visitors. Located in Hall I, U119 stand, and with an area of 102 m², as many as 15 industries consisting of hotels, travel agents, tour operators, and DMCs are joining the Indonesia Pavilion that feature the Phinisi ship as its main theme, describing the maritime power of Indonesia.

Indonesia c.q. Ministry of Tourism (MOT) is making serious effort to provide new tourism destinations for France tourists. After previously promoted 10 Priority Tourism Destinations intensively, this year MOT is offering 5 Super Priority Destinations i.e. Toba Lake, Borobudur, Mandalika, Labuan Bajo and Likupang (North Sulawesi) that is visualized in the image designs and tourism packages offered in Indonesian Pavilion. The Indonesian president himself has announced the 5 Super Priority Destinations as a strategic policy in tourism sector, and is targeted to contribute USD 5.5 billion foreign exchange.

Focusing on developing the spatial planning & control, connectivity access, tourism facilities, human resources, tourism attractions and activities offered, and integrated tourism, the government is optimistic to reach the target of 1 million tourists in Toba

Lake, 2 million tourists in Borobudur, 2 million tourists in Mandalika, and 500 thousand tourists in Labuan Bajo.

By providing many choices of destinations, the government is assured to reach the 20 million tourist arrivals target in 2019, in which a number of 342,500 came from France tourist.

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Important Data:

Number of France Tourist Arrival.

Year	Number of Tourist	Average annual Growth 2015 - 2018
2015	209.466	11.36%
2016	250.921	
2017	274.117	
2018	287.917	

Further Information:

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