



## **EMBASSY OF THE REPUBLIC OF INDONESIA**

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# **PRESS RELEASE**

## **“WONDERFUL INDONESIA” CAPTURES THE HEARTS OF EUROPEAN TOURISTS AT THE INTERNATIONAL TOURISMUS BÖRSE (ITB) BERLIN 2011**



“Wonderful Indonesia” is the new tourism branding of Indonesia introduced by the Director General for Tourism Marketing of the Ministry of Culture and Tourism of Indonesia, Dr. Sapta Nirwandar, who will lead the Indonesian delegation to the International Tourism Börse (ITB) Berlin 2011.

Indonesia, taking part this year for the 31<sup>st</sup> time in the world’s largest travel and tourism fair, will occupy the strategically located Hall 26 A and will conduct a number of events, including exhibition, travel exchange, media interview, cultural performance, awareness campaign, industrial gathering and other attractive demonstrations.

Indonesia’s participation in the ITB constitutes a part of the strategy of the Government of Indonesia to increase the number of tourists especially of Europe to Indonesia. The target set by the Government was met last year with more than 7 million tourists visiting Indonesia who spent US \$ 7.6 billion, making tourism the third largest contributor as a source of revenues.

With 138.000 tourists visiting Indonesia in 2010, an increase of 9,85% compared to the year before, Germany is one of the major tourism markets for Indonesia. Noting the liking of Germans to spend their holidays abroad and the annual leave of six weeks they are entitled to, the Director General for Tourism Marketing of the Ministry of Culture and Tourism of Indonesia, Dr. Sapta Nirwandar, is optimistic that the potential of German tourists can still be further expanded. The German tourists are considered as high-spending-tourists with an average spending of US \$ 1,446 and a length of stay of 13 days. Nirwander said that Indonesia is favored for its nature, the hospitable inhabitants and a variety of exotic and tasty food. Nirwander further said that the high quality tourism Indonesia offers is perceived by many as value-for-money.

The tourism this year will feature some highlights including Java Jazz Festival in March, Bali Art Festival in June and July and the Borobudur Festival in July, where world class celebrities including the US actor Richard Gere are expected.

The Embassy of the Republic of Indonesia in Berlin contributes to the success of Indonesia's participation in ITB Berlin 2011 by conducting a number of events

including tourism exhibitions in advance and a meeting for tour operators and travel media in the forum Indonesian Tourism Update. Moreover, the Embassy of Indonesia organizes cultural events, offers courses for traditional musical instruments such as gamelan from Sunda, Bali and Jawa as well as angklung, kulintang and talempong, offers dance courses and courses in the Indonesian language free of charge.

To support the flow of German tourists to Indonesia, the Embassy also offers a "one-hour" visa service. Eddy Pratomo, Ambassador of Indonesia to Germany, is certain that this represents the fastest visa service in the world.

