



wonderful
indonesia



Coexisting with Nature: Case of Indonesia



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Context



Managing Indonesia's Vast and Diverse Landscape

1.92M+

Square Kilometers
(Land Area)

275M+

Estimated Population
(2022)

55

National Parks

127

Active Volcanoes

5.8M+

Square Kilometers
(Sea Area)

1,300+

Ethnic Group

25.9K

Square Kilometers of
Coral Reefs

2,053

Avg. Earthquakes per
year (4m+)

Indonesia Tourism

A Portfolio of our Diverse Attractions



Indonesia Tourism

Metrics Matter to Calibrate Where We Are



#2 in South East Asia

#6 in Asia Pacific

#22 in the World

TOP-3:

- Prioritization of T&T (#3)
- T&T Demand Sustainability (#5)
- **Natural Resources (#8)**

BOTTOM-3:

- Health & Hygiene (#89)
- Tourist Service & Infrastructure (#86)
- ICT readiness (#73)

Bali: Most Visited Destination

Paradise Blessed by the Gods



Indonesia Tourism



Under too much pressure, paradise may loses its shine

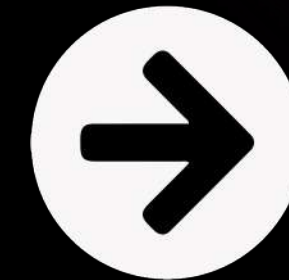
46%

of Total International
Tourist coming to Bali
4,1 Mio (Jan-Aug 24)
6,2 Mio (2019)



10

PRIORITY
DESTINATIONS



5

SUPER PRIORITY
DESTINATIONS



Labuan Bajo Case

Effective management turn challenges into shared opportunities



Labuan Bajo Case

A Crossroads for Sustainable Tourism

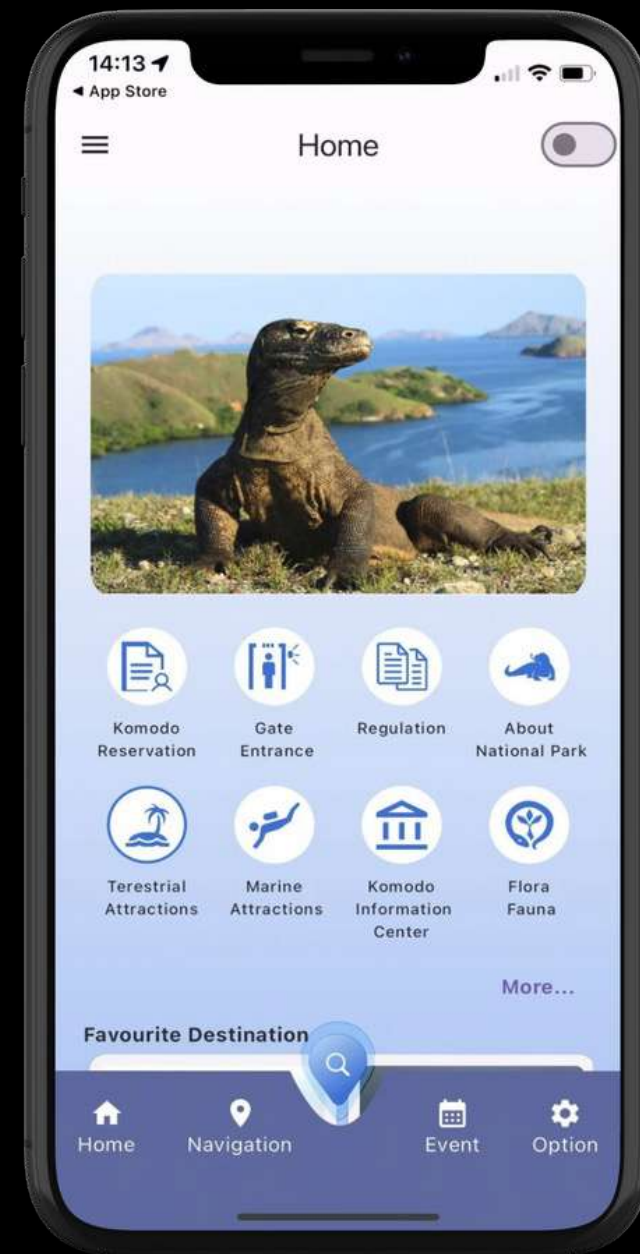


27%

Tourists Growth
Komodo National Park
H1 2023-2024

7.6%

growth of the Komodo
dragon population
2022-2023



Bali, Raja Ampat, and Labuan Bajo Dominate Foreign Tourist Arrivals

Translator: Dewi Elvia Muthiariny
Editor: Petir Garda Bhwana
July 31, 2024 | 12:13 pm

TRAVEL+LEISURE

SUBSCRIBE

HOTELS + RESORTS > HOTEL REVIEWS

This Indonesian Island Is Set to Be the Next Bali — and It Just Got Its First Luxury Resort

Ta'aktana, a new Luxury Collection resort on the Indonesian island of Flores, has seven overwater sea villas and is a short boat ride from the famed Komodo dragons.

Indonesia seeks to revitalize Komodo National Park through closure

August 20, 2024 12:30 GMT+700



iranus
ational Park, in
January 17, 2018.

Initiatives

Preserving Indonesia's Paradise for Generations to Come

BGCE
Blue Green Circular Economy



**QUALITY TOURISM
INDEX**

- GSTC Criteria for Destination and Hotels
- UNWTO Baseline Report on Climate Action in Tourism
- The Green Restaurant Associations (GRA) Standards
- ASEAN Green Hotel Standard
- Circular Economy Teaching Module
- ASEAN Sustainable Tourism Framework
- Regulation of the Minister No. 9/2021
- Indonesia Blue Economy Roadmap, etc

- ✦ **Basic Competitiveness**
- ✦ **Unique Experience**
- ✦ **Sustainability**
- ✦ **High Value**

thank you

www.indonesia.travel



www.tasransel.kemenparekraf.go.id

