ASEAN Tourism Webinar 2021: Outlook and Pathways to recovery

H.E. Sandiaga Salahuddin Uno
Minister of Tourism and Creative Economy
Republic Indonesia

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INDICATORS OF TOURISM AND CREATIVE ECONOMY 2019-2020

NUMBER OF INTERNATIONAL TOURIST
Target 2020: 2.8 – 4 million

16.106.954
4.022.505
75,03%
4.022.505

2019* 2020**

NUMBER OF DOMESTIC TOURIST
Target 2020: 120 – 140 million

282.000.000
198.246.000
28.7%
198.246.000

2019* Projection 2020**

FOREIGN EXCHANGE
Target 2020: USD 3.3 – 4.9 B

USD 16.9 B
USD 3.2 B
81%
USD 3.2 B

2019** Projection 2020**

TOURISM WORKERS
Target 2020: 10 million workers

14.96 Million Workers
13.97 Million Workers
6.67%
13.97 Million Workers

2019* Projection 2020***

GDP
CREATIVE ECONOMY

GDP CE 2019***
Rp 1.153,4 T/USD 80.4 B

Projection GDP CE 2020***
Rp 1.049,5 T/USD 73.2 B
9%

19,24 M Workers
18,76 M Workers

CE Workers 2019***

Projection CE Workers 2020***
2,49%

Source: *) BPS, **) Kemenparekraf, BPS, BI (Diolah); dan ***) Lembaga Demografi - UI.
TOURISM RECOVERY STAGES

**Destination Revitalization and Market Confidence Improvement “Regain Visitor’s Confidence”**

- Accelerating vaccination programs and creating herd immunity in priority destinations
- Expanding CHSE Certification
- Re-skilling and Up-Skilling Tourism and Creative Economy Workers
- Destination governance and management including Desa Wisata
- CHSE Publication and InDOnesia CARE campaign
- Activating industry through health worker incentive program and BISA movement
- Increasing resiliency for the industry through capital support

**Continuing Tourism Development according to RPJMN**

- Completing the construction of 5 Super Priority Destinations according to ITMP Document, Bali Revitalization, and other leading destinations
- Developing Human Resources
- Expansion of Tourism and Creative Economy Market
- Tourism product development
- Development of Digitalization and Creative Products

**Recovery of Domestic Demand**

- Adjustment of Domestic Travel Regulations
- Value-added tourism products: MICE, Sport Tourism
- Promotion of Tourism and Creative Economy Products: Bangga Berwisata #diIndonesiaAja and #BeliKreatifLokal
- Incentive program – Big Promo – Thematic educational tour
- Strengthening the creative economy product

**Recovery of International Demand**

- Arrange routes and priority zones for safe travel destinations.
- Pilot projects in safe destinations and gradual opening
- Adjustments to visa and international travel regulations,
- Travel Corridor Arrangement / Travel Bubble
- Travel insurance including Covid19
- Direct flights to major destinations with a selected market focus
- Promotion by utilizing Big Data
- International bidding for MICE and Events
3 MAIN PILLARS

Tourism and Creative Economy Recovery

- Utilization of BIG DATA to map the potentials of various aspects in Tourism and Creative Economy sectors
- 360° innovation as the basis for accelerated development of 5 super priority destinations in the upcoming year
- Target segment innovation, Tour Packages, Products, Attractions, Accessibilities and Activities

Adhere CHSE protocols implementation in tourism destinations as form of "New Normal"

MoTCE as an ACTIVE FACILITATOR of Tourism and Creative Economy ecosystem to create the widest possible employment opportunities
REALIZATION OF TOURISM GRANTS 2020

ALLOCATION OF 3.3T

- 69.47% Realization
- 95% Provided
- 4% Not Responded
- 1% Rejected

101 DISTRICTS

RECEIVER INDUSTRY

- 6,818 hotel
- 7,625 restaurant

TOURISM GRANTS PROPOSAL 2021

Rest of the year 2020

Proposal 1.5 trillion

PPN/PPH

20% entertainment tax

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**IMPROVEMENT ACCESS TO FINANCING**

**Application**

Craft (3)

Game Development (5)

Film, Animation, and Video (6)

Tourism (7)

**THE 2021 DISTRIBUTION TARGET**

±Rp. 40 B

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**Distribution in 2020 reached ± Rp. 25 Billion for 232 Business / Legal Entities**

**Total 44,104 applicants, only 8,463 complete proposals (20%) from 34 provinces**

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The number of businesses that have obtained Certification of Hygiene, Health, Safety, and Environmental Sustainability (CHSE) is as many as 6,626 business units spread across 34 provinces.

Certification of Hygiene, Health, Safety, and Environmental Sustainability (CHSE) Destinations and Businesses Tourism and Creative Economy is targeted as many as 6,300 businesses with a Total Budget of Rp. 62 Billion. SKB with Ministry of Health
ENCOURAGING DOMESTIC TOURIST

**REACTIVATION STRATEGY OF DOMESTIC TOURISM MARKET**

01. CAMPAIGN
Branding campaign creation
#DilndonesiaAja

02. COMMUNICATION STRATEGY
Deliver key messages related to CHSE protocol and inspiring content.

03. CHSE SIMULATION
Socialization of CHSE protocol through live streaming (in collaboration with partners and KOL)

04. VIRTUAL SM AND CS
Business Dealing (B2B) and Direct Selling (B2C)

DOMESTIC TOURISM CAMPAIGN

#DilndonesiaAja
The implementation of TCA will consider the Covid-19 situation in those regions.
### PROPOSED FLOW FOR INTERNATIONAL TOURIST

<table>
<thead>
<tr>
<th>PRE-ARRIVALS</th>
<th>ARRIVALS</th>
<th>DURING STAY</th>
<th>DEPARTURE</th>
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<tbody>
<tr>
<td><strong>Visa Application Requirements</strong></td>
<td><strong>Entry Requirements</strong></td>
<td><strong>Safe Integrated Domestic Transport</strong></td>
<td><strong>Exit Port Safe Lane</strong></td>
</tr>
<tr>
<td>- Tourists have been vaccinated*</td>
<td>- PCR Test Negative Result Upon arrival</td>
<td>- Continue to implement the Health Protocol</td>
<td>- Negative PCR Test Result &lt;72 Hours prior Departure</td>
</tr>
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<td>- Tourists are in good health and do not have Comorbid</td>
<td>- Download the official tracking &amp; tracing app (Super App) - Record mobility</td>
<td>- Using the mode of transportation that has been prepared</td>
<td></td>
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<td>- Has assurance that covers Covid-19 (All Risk)</td>
<td>- Have a minimum account balance USD XXXXXX</td>
<td>- Carry out area quarantine</td>
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<td>- Have a minimum account balance USD XXXXXX</td>
<td>- Organizing trips with an authorized travel agency</td>
<td>- Stay in a CHSE certified accommodation and inside safe destination zone category</td>
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<td>- E-Visa applications for organized tourist destinations are approved</td>
<td>- PCR Test Negative Results &lt;72 hours prior departure</td>
<td>- Only visit destinations that are included in the safe destination zone</td>
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**Entry Port Safe Lane**

**Safe Integrated Domestic Transport**

**Safe Accommodation**

**Safe Destination Zone**

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**Source:** setneg.go.id/gallery_photo

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**Visa Application Requirements**

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- E-Visa applications for organized tourist destinations are approved
- PCR Test Negative Results <72 hours prior departure

**Entry Requirements**

- PCR Test Negative Result Upon arrival
- Download the official tracking & tracing app (Super App) - Record mobility

**DURING STAY**

- Continue to implement the Health Protocol
- Using the mode of transportation that has been prepared
- Carry out area quarantine
- Stay in a CHSE certified accommodation and inside safe destination zone category
- Only visit destinations that are included in the safe destination zone
- Using other supporting facilities located in the safe destination zone

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**Departure**

- Negative PCR Test Result <72 Hours prior Departure
Bali is set to be one of the first areas to open when it is ready

3 destination points as a pilot projects: Nusa Dua, Ubud dan Sanur

And as of July 25, 2021, the number of first dose vaccine recipients reached 3,010,818 people (69.69% of Balinese population). While those who have received the second dose reached 791,176 people (18.31% of Balinese population)
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THE PRE CONDITIONS

- **PANDEMIC CONTROLLED**
  - Located in a low risk zone for transmission
  - Guarantee of the availability of health facilities

- **VACCINATION PROGRAM COMPLETED**
  - Achieved Herd Immunity for Priority Zones

- **CHSE END-TO-END CERTIFICATION**
  - Guarantee the implementation of health protocols on businesses in the safe zone for travel

- **INDUSTRY READINESS**
  - Guaranteed excellent service and consistency in the implementation of health protocols

The opening is carried out in stages and a thorough evaluation will be carried out to obtain a proof of concept, to make further policy recommendations.
THANK YOU

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