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ASEAN Tourism Webinar 2021: Outlook and Pathways to recovery

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Minister of Tourism and Creative Economy
Republic Indonesia

27 July 2021

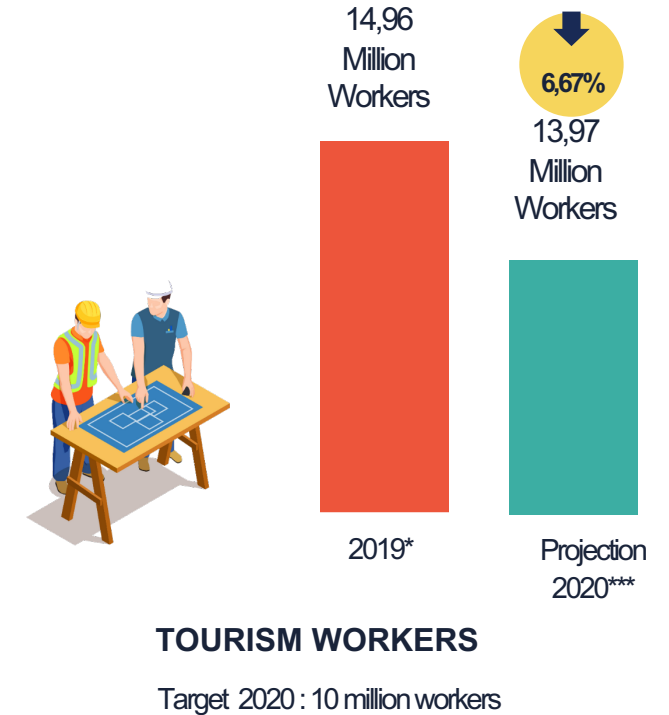
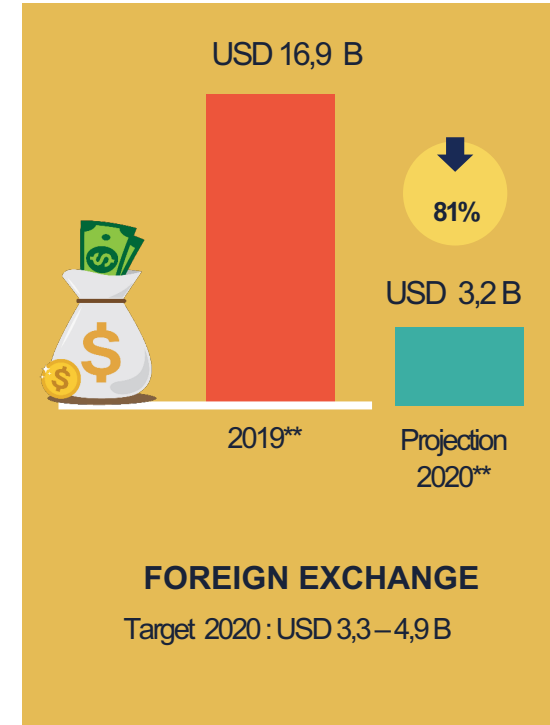
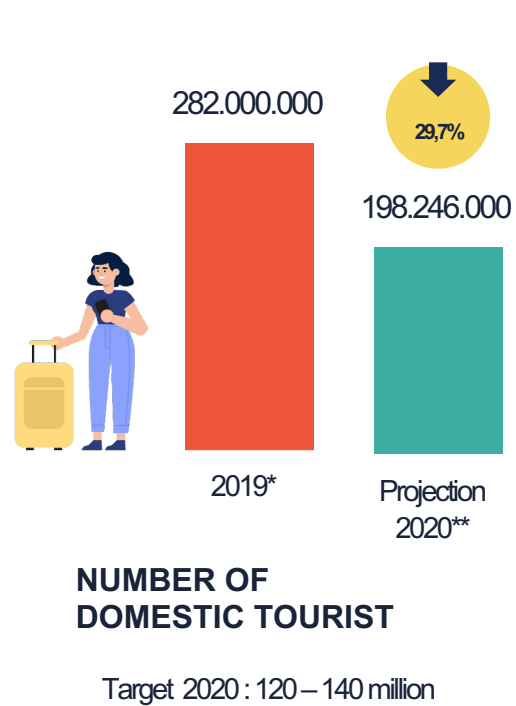
INDICATORS OF TOURISM AND CREATIVE ECONOMY 2019-2020



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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

Decrease: 9%

CE Workers 2019***
19,24 M Workers

Projection CE Workers 2020***
18,76 M Workers

Decrease: 2,49%



CREATIVE ECONOMY WORKERS

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



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INNOVATION

- 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



ADAPTATION

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



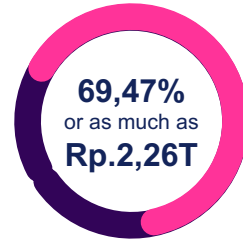
COLLABORATION

MoTCE as an ACTIVE FACILITATOR of Tourism and Creative Economy ecosystem to create the widest possible employment opportunities



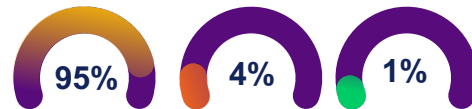
REALIZATION OF TOURISM GRANTS 2020

ALLOCATION
OF 3,3T



● Realization

101
DISTRICTS



● Provided ● Not Responded ● Rejected

RECEIVER
INDUSTRY



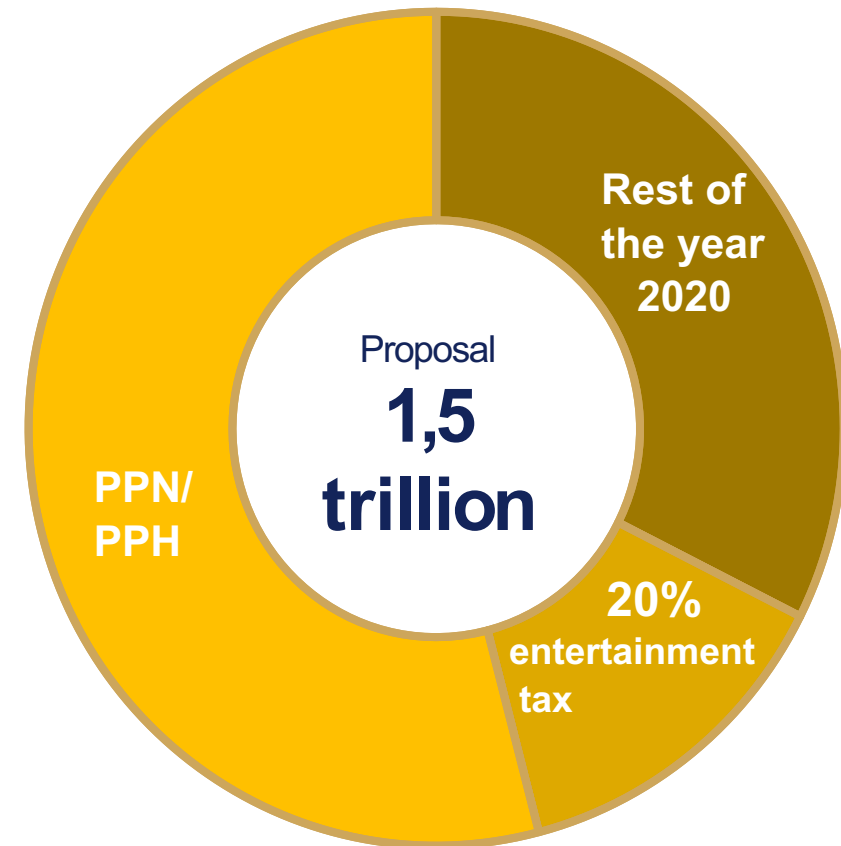
6.818 hotel



7.625 restaurant



TOURISM GRANTS PROPOSAL 2021



IMPROVEMENT ACCESS TO FINANCING



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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



2020

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.

2021

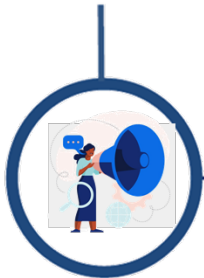
Certification of Hygiene, Health, Safety, and Environmental Sustainability (CHSE) Destinations and Businesses Tourism and Creative Economy is targeted as many as 6,300 businesses with a Total Budget of Rp. 62 Billion. SKB with Ministry of Health



REACTIVATION STRATEGY OF DOMESTIC TOURISM MARKET

01. CAMPAIGN

Branding campaign creation
#DiIndonesiaAja



03. CHSE SIMULATION

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



02. COMMUNICATION STRATEGY

Deliver key messages related to
CHSE protocol and inspiring content.



04. VIRTUAL SM AND CS

Business Dealing (B2B) and Direct
Selling (B2C)



DOMESTIC TOURISM CAMPAIGN

#DiIndonesiaAja

INDONESIA
CARE

BUBBLE ZONE

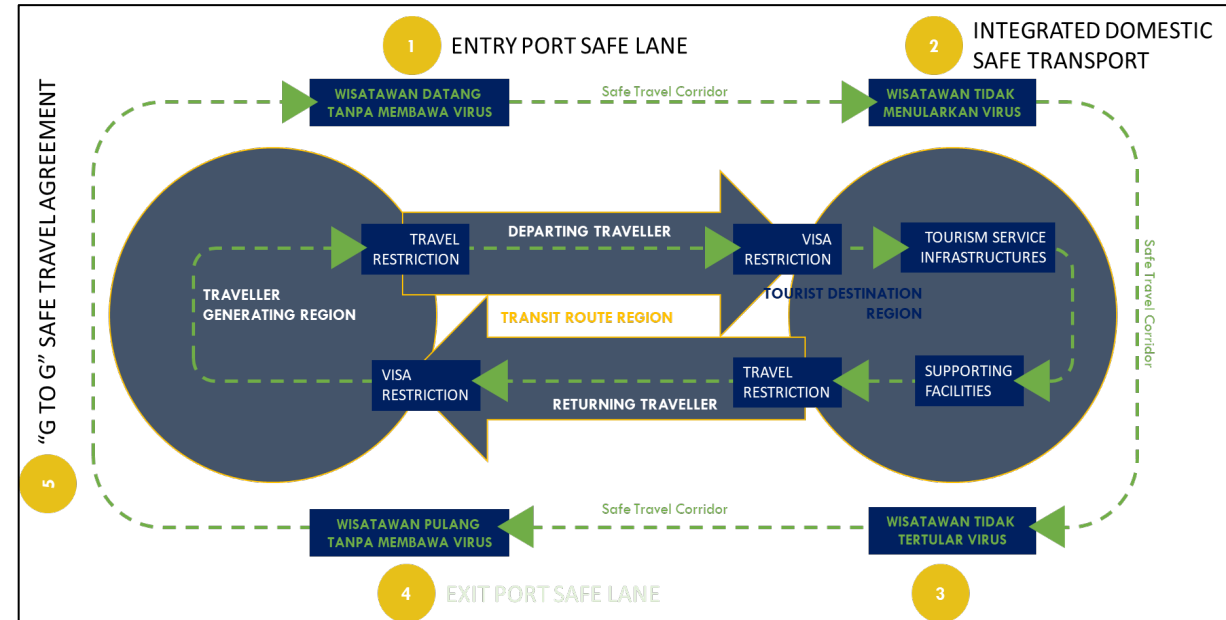
RIAU ISLAND BUBBLE ZONE:

- LAGOI – BINTAN
- NONGSA – BATAM

BALI BUBBLE ZONE:

- NUSA DUA
- UBUD
- SANUR

THE FRAMEWORK: Re-opening Tourism for International Market



The implementation of TCA will consider the Covid-19 situation in those regions.

PROPOSED FLOW FOR INTERNATIONAL TOURIST



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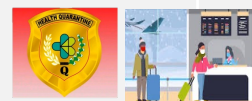


PRE-ARRIVALS

Visa Application Requirements

- Tourists have been vaccinated*
- Tourists are in good health and do not have Comorbid
- Has assurance that covers Covid-19 (All Risk)
- Have a minimum account balance USD XXXXXX
- Organizing trips with an authorized travel agency
- E-Visa applications for organized tourist destinations are approved
- PCR Test Negative Results <72 hours prior departure

ARRIVALS



- 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

DEPARTURE



- Negative PCR Test Result <72 Hours prior Departure

BALI RE-OPENING & VACCINATION PROGRAM



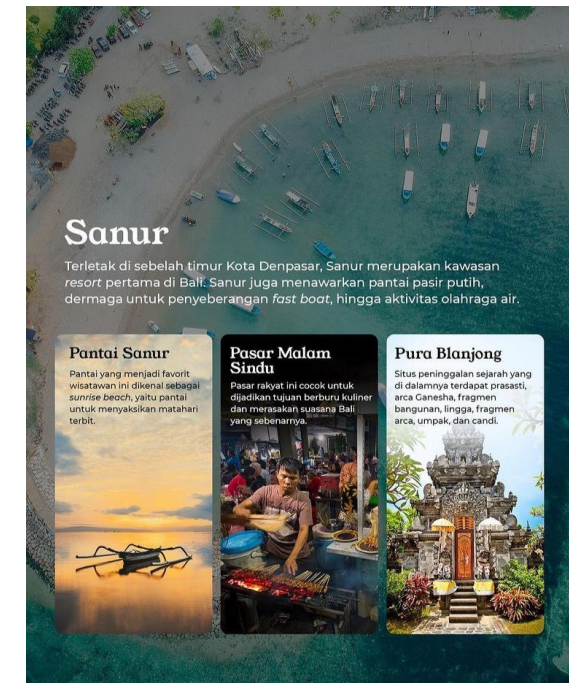
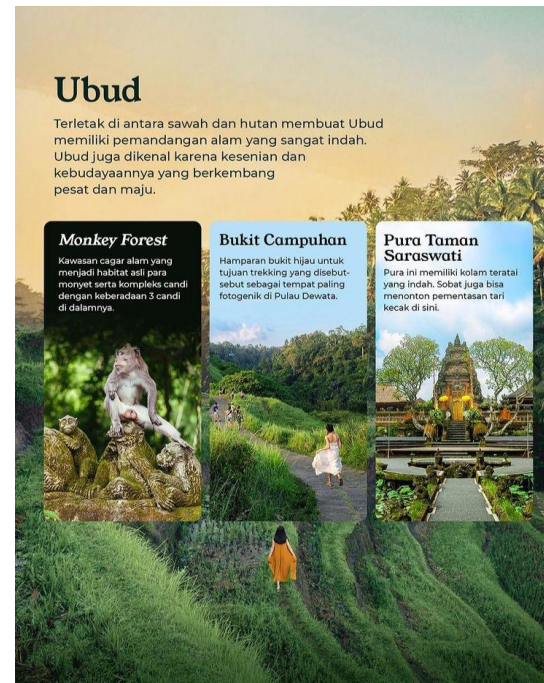
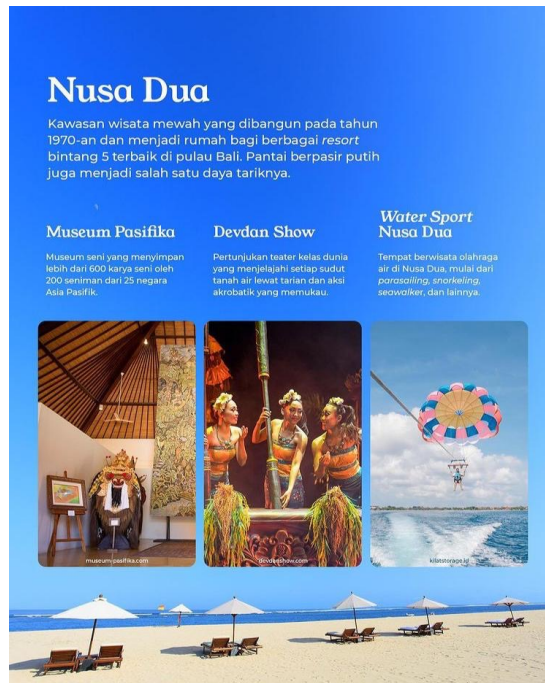
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Bali is set to be one of the first areas to open when it is ready
3 destination points as a pilot projects: **Nusa Dua, Ubud dan Sanur**



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)

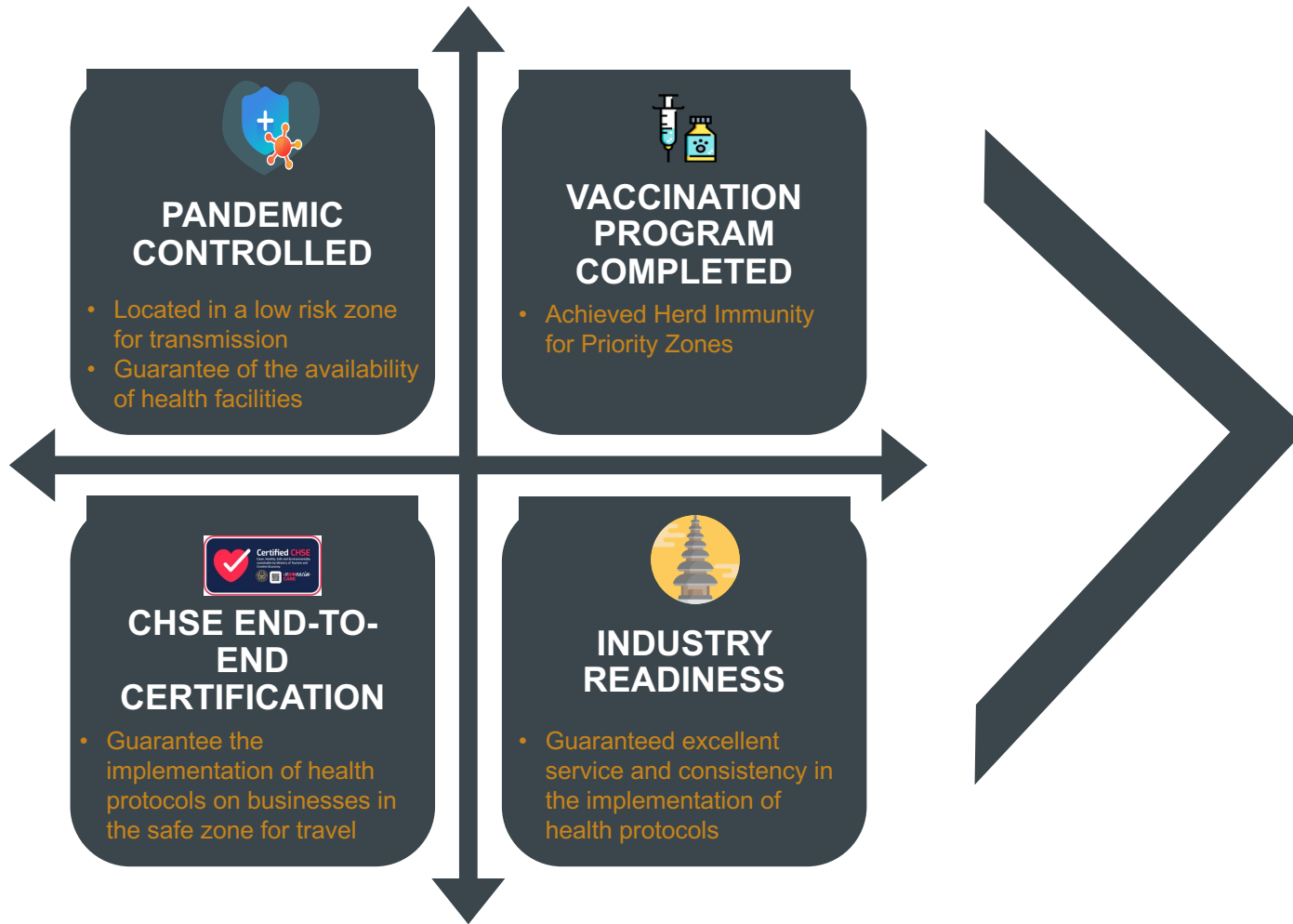
THE PRE CONDITIONS



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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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