

Beat: Lifestyle

## **TOURISM INDONESIA Launches Ambitious Drive To Attract CHINA MUSLIM VISITORS**

**20 Million International Tourists 2019**

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**USPA NEWS** - Indonesia, on August 31, has launched a New Initiative to Position Itself as the World's Number One Destination for Chinese Muslim Tourists. Tourism Indonesia is Leading a Five-Day Visit to China with a Delegation of Tourism Experts, Local Hotels, Airlines and Travel Agents next week to Strengthen Ties and Develop Relationships.

Indonesia, on August 31, has launched a New Initiative to Position Itself as the World's Number One Destination for Chinese Muslim Tourists. Tourism Indonesia is Leading a Five-Day Visit to China with a Delegation of Tourism Experts, Local Hotels, Airlines and Travel Agents next week to Strengthen Ties and Develop Relationships. The Visit to Key Strategic Areas in China aims to Showcase, Promote and Develop how Indonesia caters to the Needs of Chinese Muslim Visitors with the aim of Providing more Insights on the Prospects of the Halal Tourism market, as well as a part of the Ministry's Strategy to achieve 20 Million International Tourists by 2019.

The Campaign is part of a Sustained Drive by Indonesia to become the Leading Destination Globally for the Fast-Growing Muslim Travel Market expected to be worth \$243 billion by 2021. Official Data from The Ministry of Tourism, Republic of Indonesia, shown that from 2013 to 2016, Halal Tourism has been Growing Significantly. There was a rise up to 15.5%, while Chinese Tourists Visit to Indonesia keeps growing up to 1.452.971 Tourists in 2016, which is 27% Higher than the Previous Year.

Riyanto Sofyan, Chairman of the Halal Tourism Acceleration and Development Team of the Ministry of Tourism of the Republic of Indonesia, said the visit to China was Part of Drive to contribute towards Achieving the Target of 20 million International Tourists and Five Million Muslim Visitors to Indonesia by 2019.

As part of the Trade Visit, which starts on September 3, the Delegation will Host Presentations and Workshop for Travel Industry Experts and Tourism Officials to showcase what Indonesia offers to Chinese Tourists. The Visit starts in Xi'an and will include Trips to Jinan and Beijing to Target Deals and Partnerships with Chinese Travel Agents and Tour Operators. The Delegation will engage with Chinese Agents currently selling Indonesia as a Destination or who have a Plan to Sell the Destination.

China and Indonesia are also Part of the One Belt, One Road Initiative, which aims to Recreate the Silk Road and increase Investment and Tourism among Countries on that Road. Earlier this year, Indonesia improved its Ranking for the Second Consecutive Year by Climbing One Position to take the Third Spot as the Top Performing Destination in the Mastercard-CrescentRating Global Muslim Travel Index (GMTI) 2017 (officially launched in Jakarta).

Source : Tourism Indonesia

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