



wonderful
indonesia



Organisation of Islamic Cooperation

Wonderful Indonesia

Muslim Friendly Destination

Riyanto Sofyan
Chairman, Team for Accelerated Development of Halal Tourism
Ministry of Tourism of The Republic of Indonesia


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Where Permissible is Unmissable

1. Indonesia Overview



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Country Profile



The largest archipelago

250 million population (88% are Moslem)

More than 17.000 Islands

**More than 300 distinct
native ethnicities**

746 Languages & Dialects

Mega Biodiversity



STRATEGIC RATIONALE



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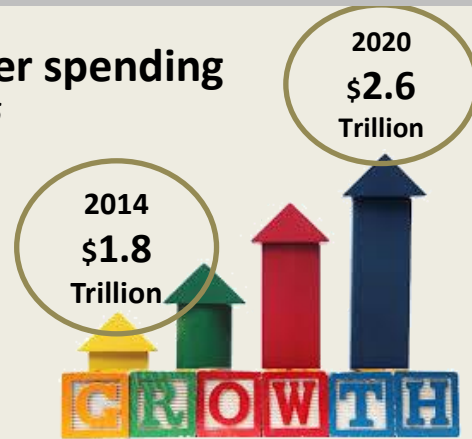


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Growth of Global Muslim Market

The Muslim consumer spending

Source: GIES Report 2015-2016



GLOBAL

Total Muslim Visitor Arrivals (millions) is projected to grow



with 54.50% rate of Growth forecast from 2015 to 2020

(Source: Comcec Report February 2016, Crescentrating)

Indonesia Increasing Productivity

At Present

16th Largest Economy in the world

PROJECTED TO BE

2030

9th Largest Economy in the world

Source: McKinsey Global Institute

INDONESIA

Muslim Middle Class Income
approximately 112 millions people with
spending of US \$ 9.3 Billions/month

(SWA-Inventure, 2014).



INDONESIA

Average growth rate of 40% p.a. in Indonesia's Halal Compliance Businesses
from Clothing, Food, Cosmetics, Hotels, to Sharia Financing



Food



Travel



Clothing



Pharmaceutical



Media /
Recreation



Cosmetics



Finance

2. Halal Tourism Indonesia



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FIVE YEARS Goals (2015-2019)

Ambitious targets over the next 5 years (2015-2019):

Arrivals to increase from 9.4 million (2014) to 20 million (2019).



		2013	2014	2015	2016	2017	2018	2019
MAKRO	Contribution Toward National GDP	9,2% atau sebesar Rp. 841,4 M	9,3% atau sebesar Rp. 946,9 M	10%	11%	13%	14%	15%
	Foreign Exchange (triliun Rp)	110,5	133,9	144	172,8	182	223	275
	Number of Employment in Tourism (million)	9,6	10,3	11,3	11,7	12,4	12,7	13,0
	Competitiveness Index (WEF)	#70	n.a	#50	n.a	#40	n.a	#30
MIKRO	International Tourist Arrivals (million)	8,8	9,4	10,4	12	15	17	20
	Domestic Tourist Arrivals (million)	250	251	255	260	265	270	275
	International Muslim Tourist Arrival (million)	1,7	2,0	2,2	2,5	3,1	3,8	5
	National Muslim Tourist Arrival (million)	220	221	224	228	233	237	242

STRATEGIC INITIATIVES

I. POLICY/ REGULATION DEVELOPMENT

- Stakeholder
- Growth Stimulant Policy & Regulations
- Budget

II. MARKETING & PROMOTION

- Branding
- Advertising
- Selling

III. DESTINATION DEVELOPMENT

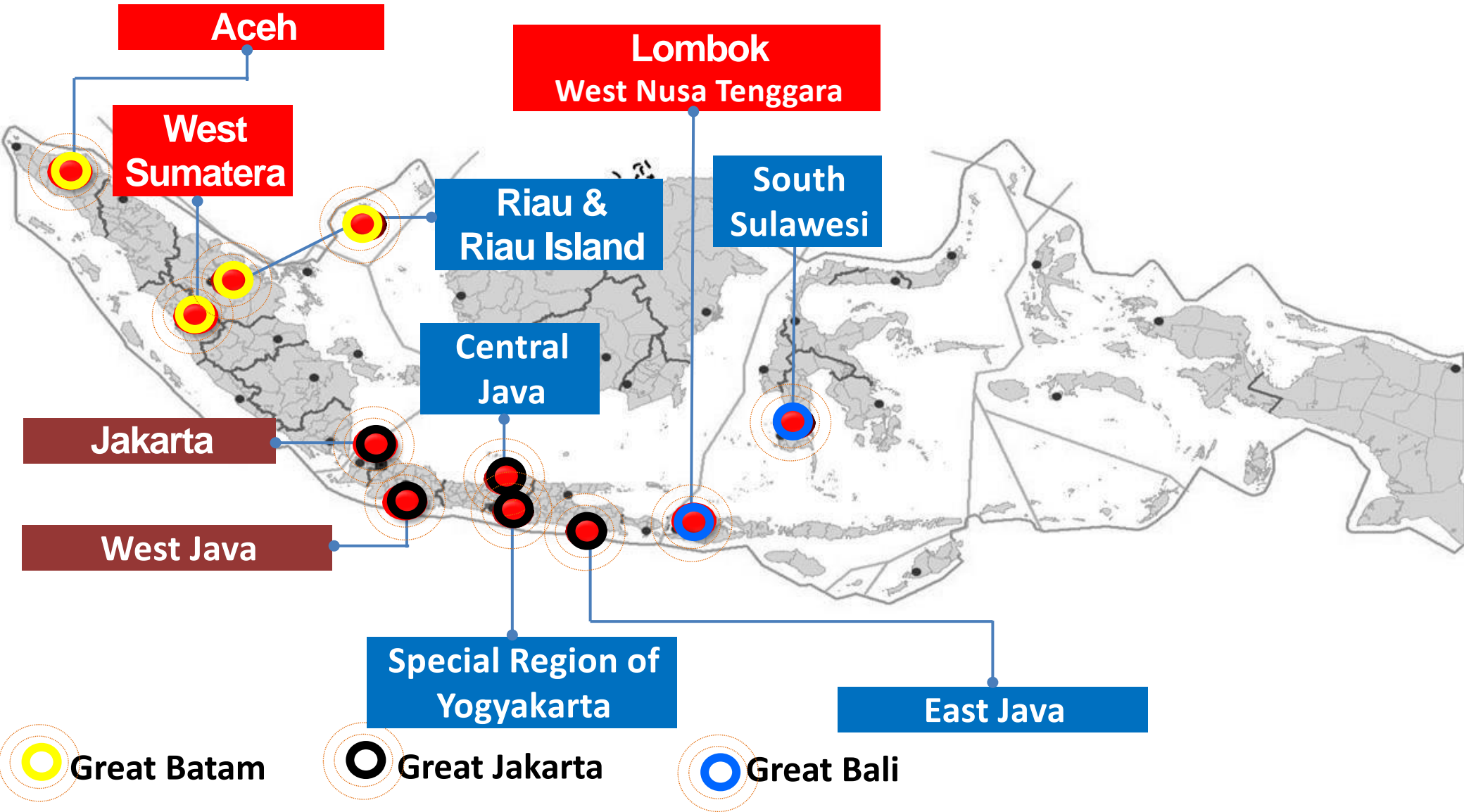
- Attraction
- Amenity
- Accessibility

IV. CAPACITY BUILDING

- Human Resource Certification
- Business Certification
- Halal Tourism Sosialization



Top 10 Muslim Friendly Destinations

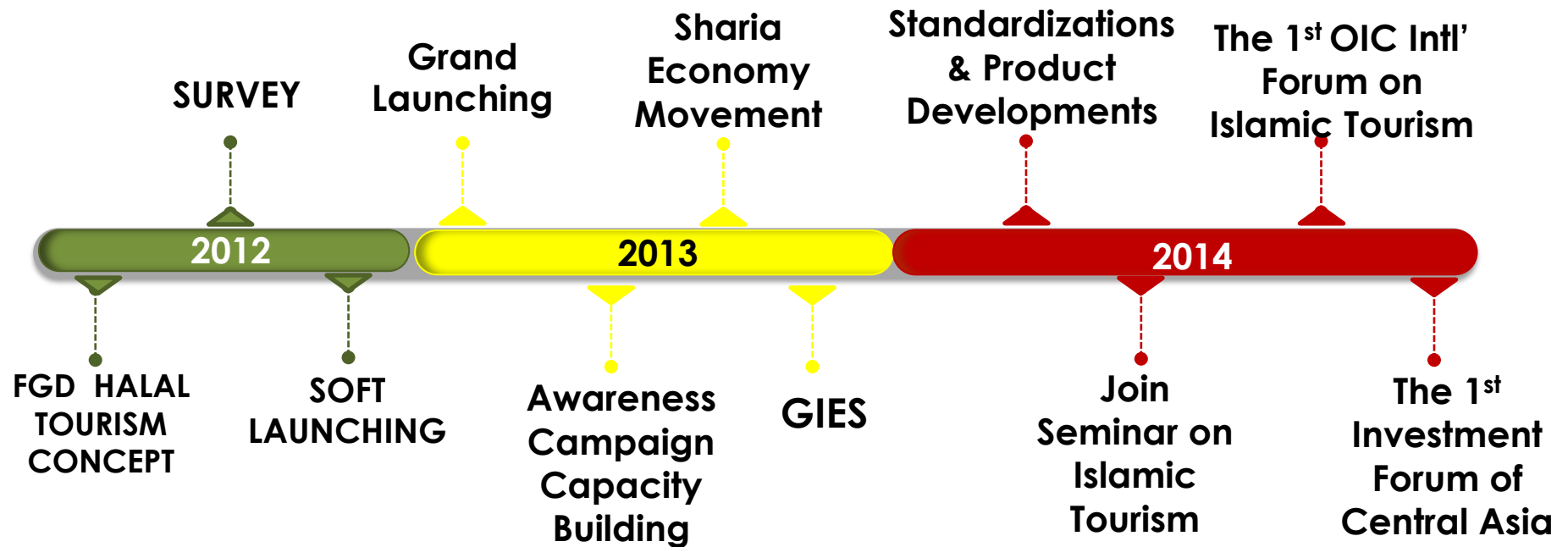


3. MILESTONES INDONESIA HALAL TOURISM



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The 6th Muslim World BIZ

Global Islamic Economy Summit

World Halal Travel Awards

2015

2016

2nd International Halal
Tourism Conference,
Konya, Turkey

1st China-UAE
Conference on
Islamic banking
and Finance

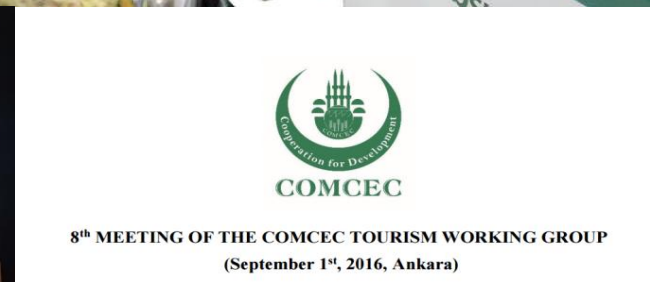
The Formation of
National
Committee of
Sharia Finance

IDB Group 41st
Annual
Meeting

The 5th
Extraordinary
OIC Summit

12th
WIEF

8th Meeting of
the COMCEC
Tourism Working
Group



8th MEETING OF THE COMCEC TOURISM WORKING GROUP
(September 1st, 2016, Ankara)

2015



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THE WORLD'S BEST HALAL TOURISM DESTINATION

THE WORLD'S BEST HALAL HONEYMOON DESTINATION

THE WORLD'S BEST FAMILY FRIENDLY HOTEL

2016



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**2nd RANK OF
TOP 10
RAMADHAN
DESTINATION**



**CRESCENT
RATING**

MasterCard-CrescentRating

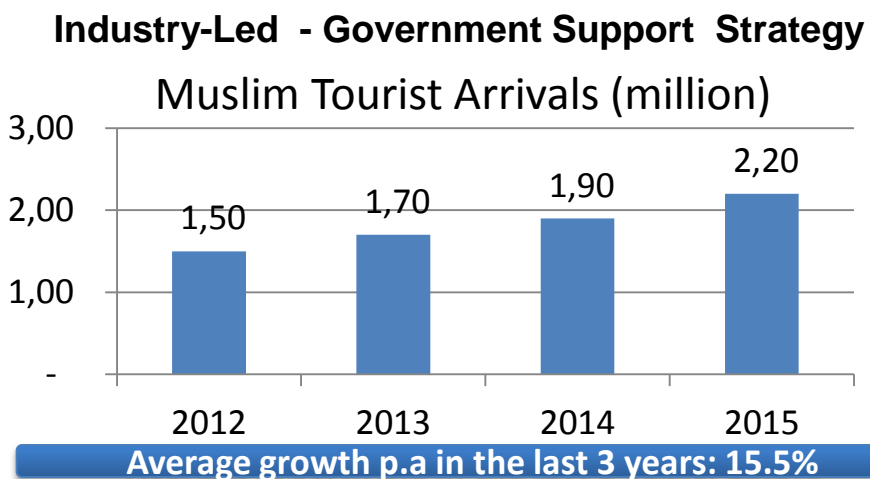
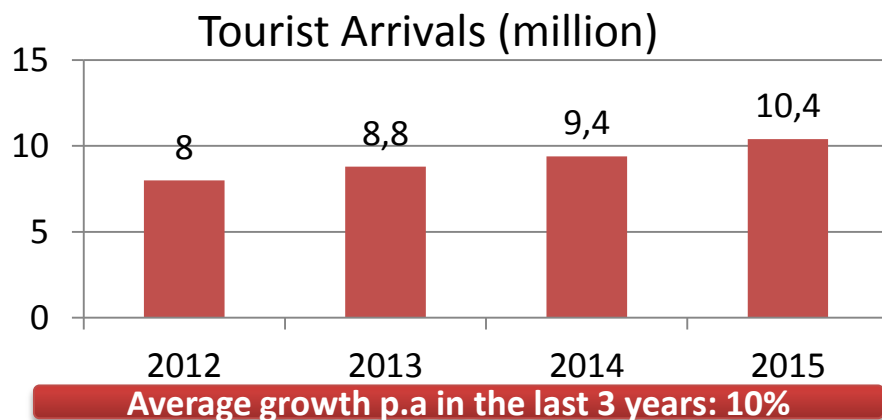
Ramadan Travel Report

By MasterCard & CrescentRating

June 2016



ACHIEVEMENT : INTERNATIONAL TOURIST ARRIVALS TO INDONESIA



Total Muslim Visitor Arrivals (millions) is projected to grow :



with 9.2% rate of Growth forecast from 2015 to 2020

Tourism Industry Growth Rate Benchmark 2015



**Indonesia,
Growth: 10,3 %**



**China, Growth:
2.2%**



**World, Growth:
4.4 %**



**Muslim Tourist,
Growth: 6.3 %**

Source : SofyanHospitality's Analysis based on several sources



Thank You
Teşekkür Ederim



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