



Wonderful Indonesia: The World's Heart of Wonders

Why is Indonesia is the World's Heart of Wonders? Simply it means you will find countless wonders centered in Indonesia. It goes beyond the 8 UNESCO World Heritage sites, the second largest mega biodiversity country in the world, the largest Buddhist temple in the world, Borobudur, and the wonders of nature such as the prehistoric **Komodo** dragon. It is also that Indonesia has the richest number of cloth and culinary across the archipelago, and the wonders of rich living traditions such as the traditional **Phinisi** boats and the rich variety of herbal products are still being used.

More importantly Indonesia is the place where the human heart works wonders. The true wonder of Indonesia lies in the caring ways of its culturally diverse people, who have for thousands of year lived gracefully with Nature and one another. Their devotion to Nature has inspired them to create cultural wonders acknowledged by the worlds as treasures of humanity. Their age-old traditions are based on indigenous wisdom of sustainability and prudence. The wonders of Indonesia are the genuine works of the heart. This is why Indonesia people smile a lot and do everything with their whole heart.

Come to our Pavilion

To see a sneak preview of all that is wonderful about Indonesia, come and visit the Indonesia Pavilion in Hall 1 stand No. AS6550 The Indonesia Pavilion features a design inspired by green nature.

Recent Developments

Indonesia welcomed a record 8million visitor arrivals in 2012, an increase of 5.2% which is higher than the UNWTO forecast growth of 3% to 4 of international tourist arrivals worldwide for the full year 2012. The revenue from tourism in 2012 is predicted to have increased by 6% to a total of US\$ 9 billion.

The prospect for 2012 remain bright as during the period January-December 2012, the number of Middle East visitor to Indonesia by nationality at 19 main gates reached 98.270 representing an increase of 5.4 % over the same period in 2011.

This year we expect to receive 175.000 Middle East visitors, and thus, our participation as the exhibitor is expected to significantly contributed to the achievement of the target by the end of the year.

At ATM Dubai 2013 Indonesia is seeking to engage in in-depth communication and exchanges with the travel industry.

Seven Special Interest Tourism and Sixteen Wonderful Destinations

There are seven special interest tourism with are in various stages of development in Indonesia:

1. Nature and Ecotourism

At 51% holidays on the beach were the most popular choice, and the country's beaches are certainly the main attraction for most vacationers. Indonesia's natural wonders are yours to enjoy-golden beaches with calm water in Bali or Lombok, untouched tropical rainforest in Kalimantan, volcanic row along Sumatera, Java, Bali and Flores as part of the Pacific Ring of Fire, or hiking tracks through the World Heritage-listed parks of Mr. Leuser, Mt. Kerinci, Komodo Island and Ujung Kulon are just the beginning.

2. History and Heritage

History and heritage of Indonesia are about sharing the world's most ancient living cultures, best expressed through art, storytelling, dance, music and the land itself. For international tourists visiting Indonesia, this means learning about traditional Indonesian practices as well as contemporary interpretations – **Subak** (a traditional ecologically sustainable irrigation system in Bali), **Toraja** funeral rituals, **Minangkabau** matrilineal culture, **Asmat** woodcarving traditions, **Mentawai** people's ancient communal living rituals and many others.

3. Sport and Recreation

With more that 17,000 islands Indonesia presents excellent diving and surfing spots – the most well-known of which are Bunaken and Raja Ampat. Many world-class surf include G-Land, Nias and Mentawai. There are also over 100 spots golf courses, many cycling, triathlon, trekking, and other adventure tourism.

4. Cruise

Indonesia has become an important destination in Asia for foreign cruise ships as indicated by the increase in the number of cruise calls at the country's ports from year to year. As many as 306 cruise calls have been confirmed for 2013, a 43% increase from the number of calls made throughout last year. The calls will include three large cruise liners – Celebrity Solstice, Radiance of the Seas and Diamond Princess – with about 2,000 passengers each, and will make stopovers at Benoa Port in Bali.

5. Shopping and Culinary

The extensive shopping opportunities in Indonesia are a good reason in itself to visit. Highly-skilled artisans produce painstakingly beautiful textiles, silver goods, dynamic ceramics and furniture pieces that are unique in style and of an admirable standard of quality. We also have rich culinary delight across Indonesia.

6. Spa and Wellness

For the best tropical treatments in a serene location, visit the top spas in Indonesia. Set among lush tropical forest in the mountains and located on rocks overlooking the Indian Ocean, these are the best spas using local Balinese ingredients for a pampering escape in paradise: among others Amandari, Maya Ubud, Namaya Spa, Thermes Marins and many others.

7. MICE

In the MICE sector (meeting, incentives, conventions and events) Indonesia is aiming to enhance its profile as a world destination for conferences, congresses and events. Whatever the kind of venue and type of facilities you require, you'll be sure to find a suitable setting for your next MICE event. There are 15 destinations ready to receive MICE business, with Jakarta and Bali being the biggest.

For further information please contact:

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