



The Australia-Eastern Indonesia Tourism Forum Makassar, 4-5 March 2019

... strengthening people-to-people links through sustainable tourism ...



By 2019 Indonesia's tourism industry will account for 15% of GDP. The Indonesian Government has set an ambitious target of attracting 20 million foreign visitors by 2020 and has designated ten sites across the archipelago as potential "new Balis". Four of these "ten new Balis" are in eastern Indonesia and the government is planning significant investment in tourism infrastructure in these locations. Eastern Indonesia has over 9,000 islands and many rich cultures and traditions, and is entering a phase of massive growth in the tourism sector: many provinces, regencies and communities are keen to develop local tourism potential.

But **building a sustainable tourism industry** and achieving this growth will require a substantial injection of capital and expertise, especially in the expansion of connectivity, improved infrastructure and development of local skills to meet the needs of the hospitality sector.

In recognition of the importance of tourism to the economic development of eastern Indonesia, the Australian Consulate-General in Makassar will hold **The Australia-Eastern Indonesia Tourism Forum in Makassar, 4-5 March 2019**. We will partner with TRAVLR, the Griffith Institute for Tourism (Griffith University) and the Sustainability Research Centre of the University of the Sunshine Coast. This two-day event will bring together Australian tourism professionals and Indonesian public and private sector stakeholders from the tourism industry for discussions and networking on tourism development in eastern Indonesia.

TRAVLR



Australian Consulate-General
Makassar, Indonesia

Australia is well placed to contribute to Indonesia's sustainable tourism development needs because of Australia's:

- close proximity to Indonesia
- long standing tourism relationship with Bali, Lombok and other islands
- world class hospitality education and training providers
- capabilities in destination development, management and marketing
- innovative and high-tech economy
- world-class sustainable tourism sector.



With our partners we will invite participation from Australian tourism industry experts, including:

- airline and transport operators
- hotel and accommodation providers
- infrastructure and engineering companies
- tourism destination management providers
- vocational education and training (VET) providers
- travel marketers and writers, bloggers and social media influencers
- entrepreneurs and investors.



The forum will provide Australian participants with an opportunity to:

- learn about Indonesia's tourism development plans and the 10 new Bali's
- learn about other emerging tourism destinations in eastern Indonesia
- meet regional government leaders and tourism department officials
- meet potential Indonesian business partners and service providers
- meet participants from the Australia Awards supported Sustainable Tourism Short Course
- learn about the local investment climate (including updates to Indonesia's negative investment list)
- display and exhibit Australian tourism sector services and capabilities.

Local Indonesian tourism stakeholders will also be able to:

- learn about Australian capabilities in tourism
- network with Australian investors and experts
- showcase emerging tourism locations and regional tourism development plans (RIPPARDA)
- encourage foreign investment and business partnerships from Australia
- promote Indonesia's tourism brand internationally.



SAVE THE DATE: the Australia-Eastern Indonesia Tourism Forum, 4-5 March 2019, Makassar, South Sulawesi.

For enquiries, email: tourism.makassar@dfat.gov.au

Register your interest using the following link: <https://goo.gl/G18xL3>