



Best Practices in Meetings Industry: **Indonesia's Case Study**

SEPTEMBER 2023
Ministry of Tourism and Creative Economy
Republic of Indonesia

Content

Dedicated **MICE division**

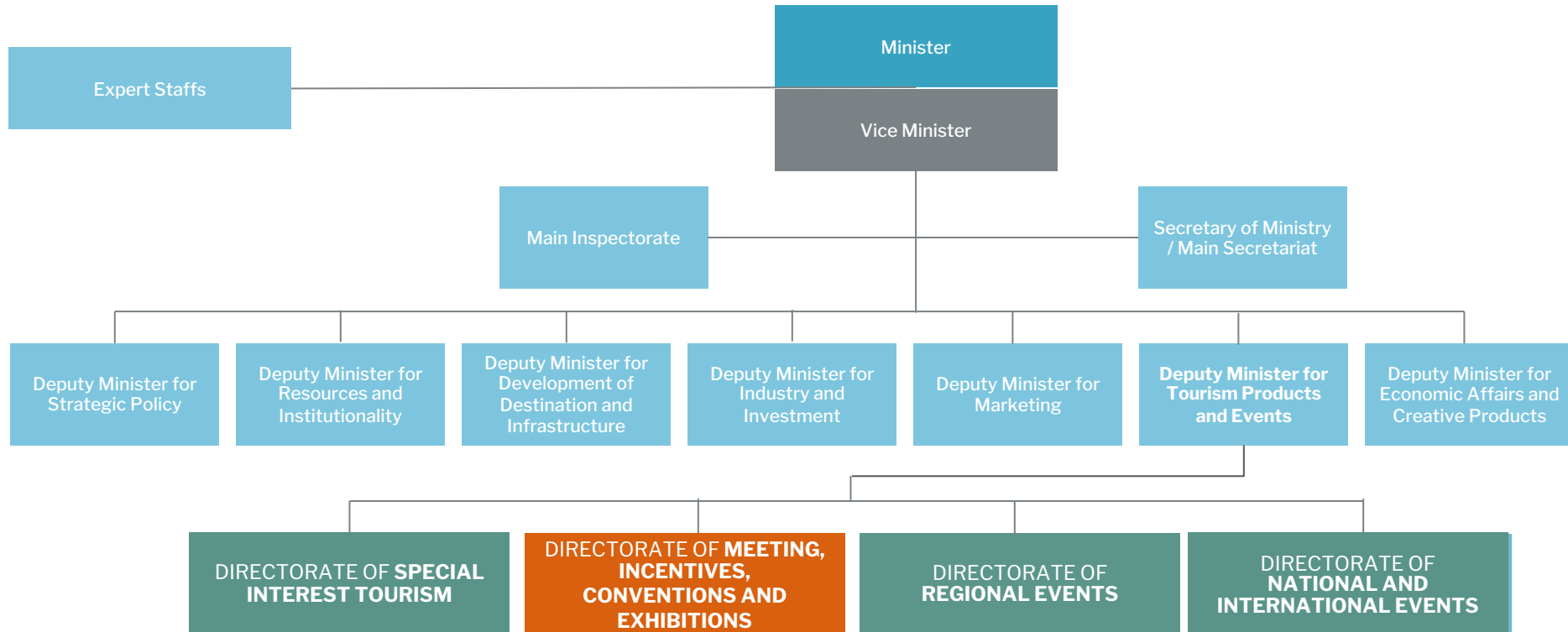
Response to Covid-19: **Standardisation and Digitalisation**

Transforming Tourism Destinations **into MICE Destinations**

Meetings Industry to Support **Quality Tourism** Development



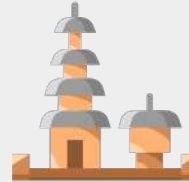
Ministry of Tourism and Creative Economy





**DIRECTORATE OF MEETING,
INCENTIVES, CONVENTIONS
AND EXHIBITIONS**

The Objectives



1)
**IMPLEMENTATION OF INTERNATIONAL
MICE BIDDING**



2)
**PROMOTION AND PUBLICATION AND
OPTIMIZATION IN SUPPORTING MICE
ACTIVITIES**



3)
**COLLABORATION AND
NETWORK STRENGTHENING**

Collaboration Ecosystem



ACADEMIC/PROFFESIONAL (CONCEPTOR/RISET)

- MICE professional
- Academician



BUSINESS (ENABLER)

- Medical Conference Organizers
- Professional Conference Organizers
- DMC
- Industry Venue
- UMKM
- Tourism Venue



COMMUNITY (ACCELERATOR)

ASOSIASI DALAM DAN LUAR NEGERI

- **PROFESSIONS:** Medicine, Law, Engineering, Economics, Arts, Teacher, Midwife, etc.
- **ASSOCIATIONS:** ICCA, UFI, SITE, ASPERAPI, INCCA, ICCA-Indonesia, MPI, etc.
- **INDUSTRIES:** Oil & Gas, Computing, Automotive, Banking, Textile, Forestry, etc..

CONVENTION BUREAU

- **NATIONAL:** Indonesia Convention & Exhibition Bureau (INACEB)
- **REGION:** Bali Convention & Exhibition Bureau (BALICEB), Jakarta Convention & Exhibition Bureau (JCEB)

COMMUNITY



MEDIA – (CATALISATOR)

- Online
- Electronic
- Cetak (Segmented)
- TV (Segmented)

GOVERNMENT (REGULATOR)

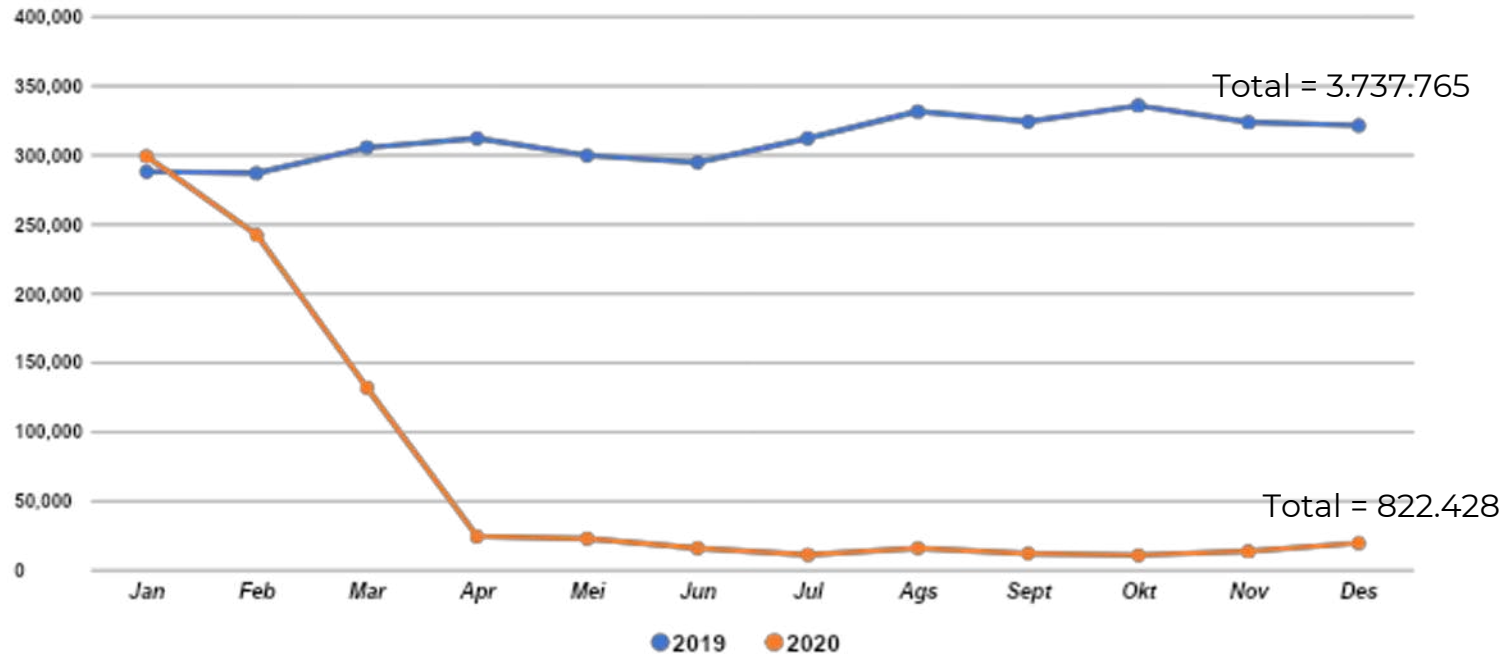
- NATIONAL : Ministries and other gov. bodies
- REGIONAL GOV.



RESPONSE TO COVID-19:
**STANDARDISATION
AND DIGITALISATION**



MICE tourist visits to Indonesia Jan-Dec 2019 VS Jan-Dec 2020



The Implementation of the Cleanliness, Healthy, Safety, and Environmental Sustainability (CHSE) Protocol in Meetings



OBJECTIVE

- **Prevention** through exhaustive and thoughtful preparation before the event
- **Detection** to figure out problems before it happens
- **Action** required to do appropriate steps taken to overcome problems found in the implementation of the event



TARGET

- MICE Organizer
- Associations, Corporations, Government Bodies
- Participants, Visitors and Event Performers in MICE Activities
- Local government

Implementation of the CHSE Protocol such as maintaining distance, holding antigen swabs, implementing touchless payments



CHSE Protocol Socialization and Certification

- Goal: to prepare the tourism industry and to ensure that the implementation of the COVID-19 health protocol in MICE runs according to existing standards so that the implementation of MICE activities in the new normal era takes place safely and comfortably.
- Prioritized area: 5 super priority tourism destination (DPSP) and 16 MICE destinations

Kemenparekraf, Gelar Mini Exhibition dan Sosialisasi MICE

lipisari Abdullah nuh02 · 24 September 2020



Kementerian Pariwisata dan Ekonomi Kreatif/Badan Pariwisata dan Ekonomi Kreatif (Kemenparekraf) menggelar Mini Exhibition dan Sosialisasi Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan dan Kelestarian Lingkungan pada Kegiatan Wisata Pertemuan, Insentif Konvensi dan Pameran (MICE) di Hotel Grand Mercure Medan, Kamis (24/9/2020).

Sosialisasi Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan serta Kelestarian Lingkungan Di Era New Normal

Antok Wesman · Sabtu, 24 September 2020 · 119



Masruroh, Direktur Wisata MICE, Pertemuan-Insentif-Konvensi-Pameran, Kemenparekraf, saat mensosialisasi Panduan Pelaksanaan Kebersihan, Kesehatan, Keselamatan serta Kelestarian Lingkungan Di Royal Ambarrukmo Yogyakarta, Kamis (24/9/2020).



INDONESIA CARE
KEMENPAREKRAF/BAPAREKRAF

1. PROGRAM SERTIFIKASI CHSE
CHSE: Cleanliness, Health, Safety and Environmental Sustainability

119 M untuk program sertifikasi usaha sektor pariwisata dan ekonomi kreatif di 34 provinsi.

Para Pelaku Usaha Sektor Pariwisata dan Ekonomi Kreatif dapat mendaftarkan diri untuk memperoleh sertifikasi secara gratis melalui: elk.kemendag.go.id

Rp119 miliar

2. PROGRAM DANA HIBAH PARIWISATA

Rp3,3 triliun dana hibah pariwisata

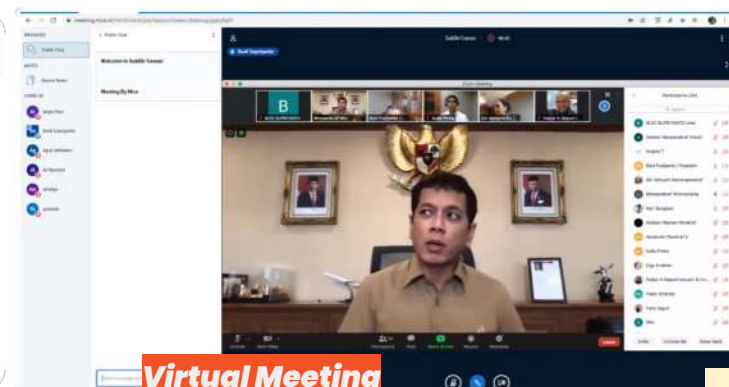
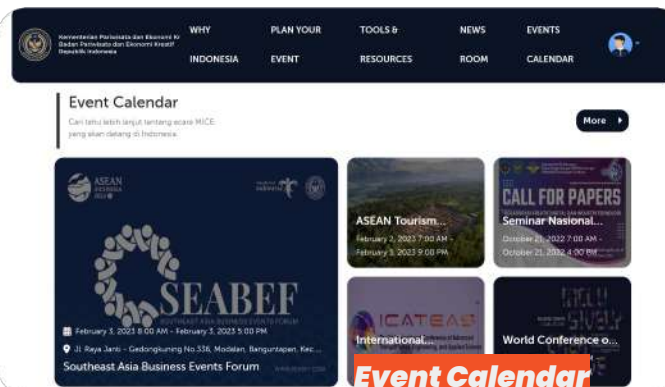
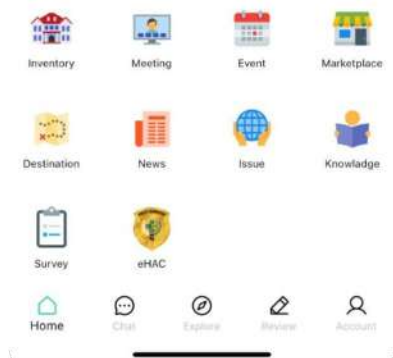
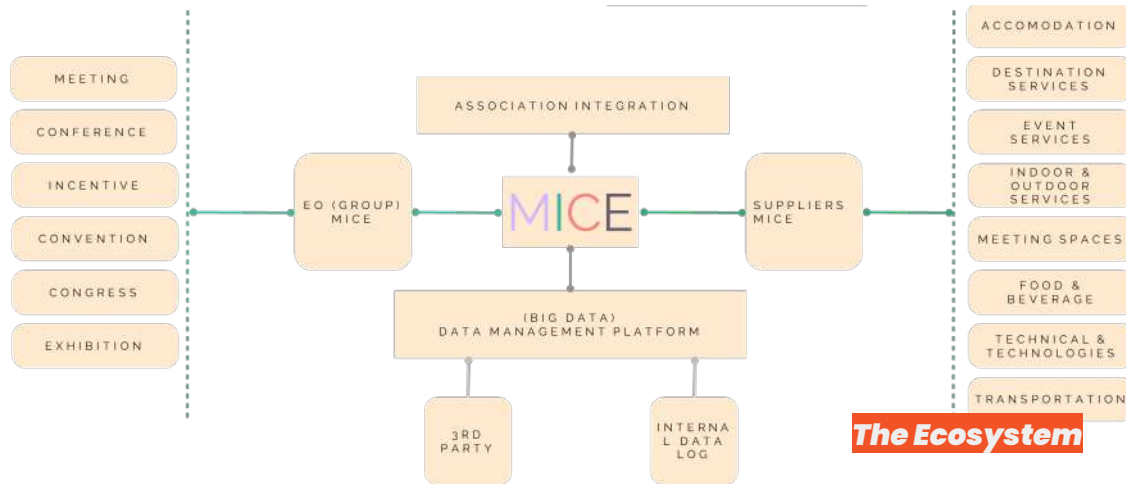
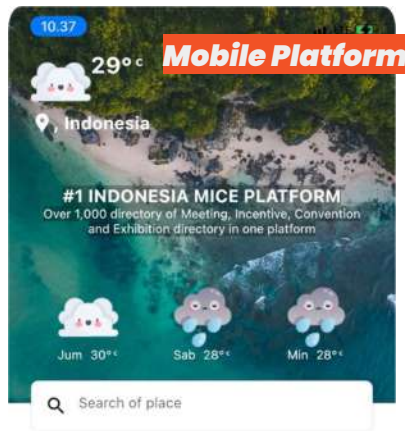
70%
Dana hibah dialokasikan untuk usaha hotel dan restoran guna membantu biaya operasional dan penerapan protokol CHSE.

30%
Dana hibah dialokasikan untuk pemerintah daerah sebagai dana penanganan dampak ekonomi dan sosial.

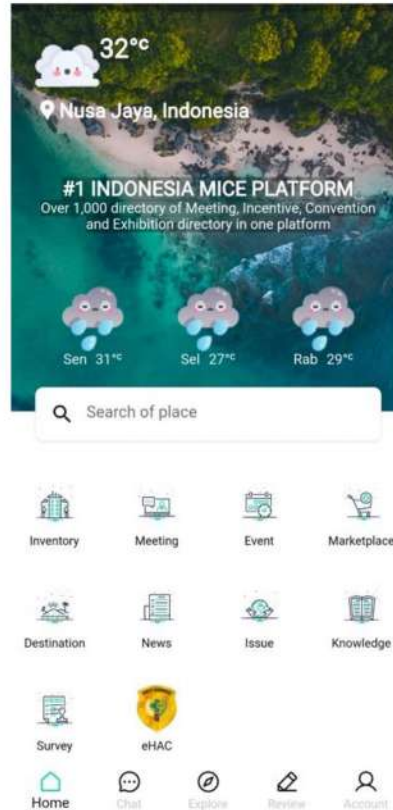
Program Sertifikasi CHSE serta Program Dana Hibah Pariwisata dilakukan guna mempercepat pemulihan industri pariwisata dengan aman dan meningkatkan kepercayaan masyarakat.

www.kemenparekraf.go.id 08118956767 @kemenparekraf

MICE.ID: a digitalized database platform for Indonesian MICE sector



MSME Digital Vouchers with the MICE.id Platform



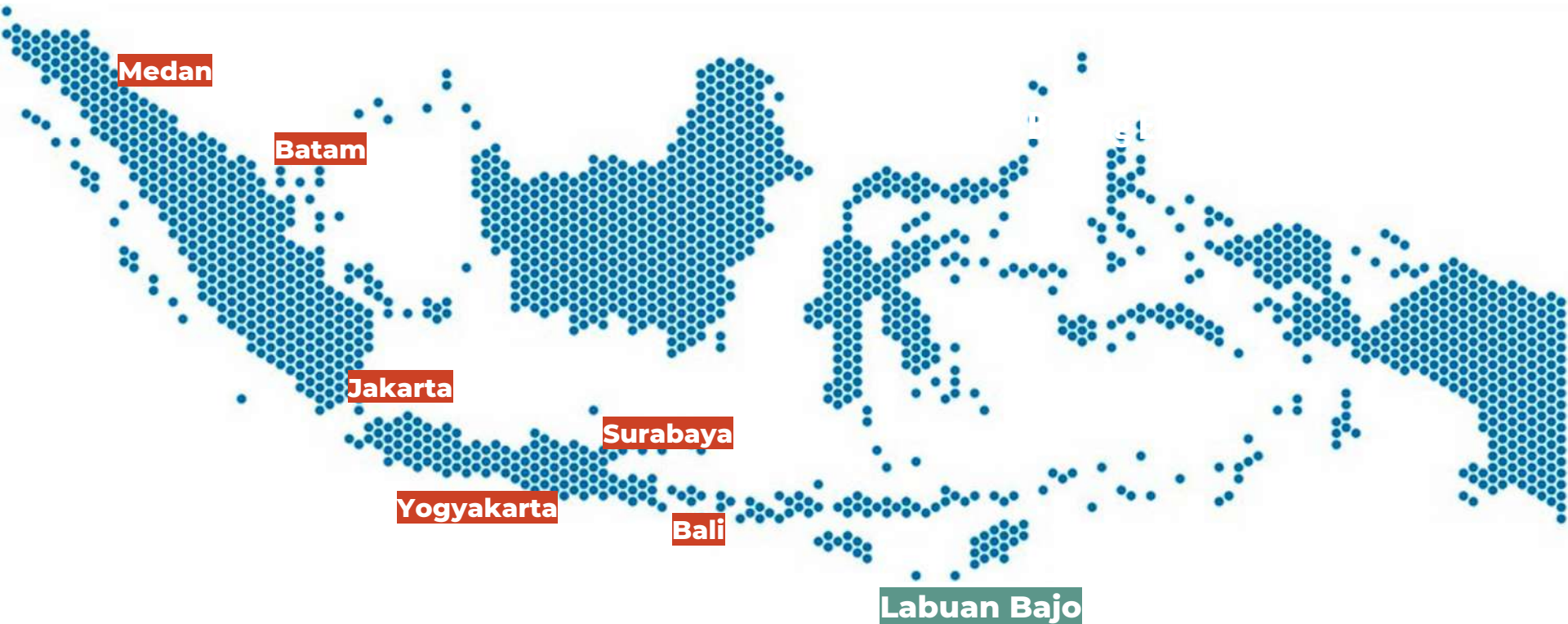
IMPACT

- The participation of more than **180 MSMEs** in total in 17 CHSE MICE socialization and simulation locations as well as international conferences resulted in transactions absorbed by MSMEs of around **300 million Rupiah**. These online transactions also continue after the event
- The use of **Digital Vouchers** through the MICE.id also provide knowledge about online sales innovations and cashless payment methods for MSMEs.
- From the Ministry's perspective, the use of digital vouchers also provides benefits in the form of a **MSME database** and **information regarding the catalog of products sold**

TRANSFORMING TOURISM DESTINATIONS INTO MICE DESTINATIONS



Top destinations and new destination for MICE in Indonesia



Labuan Bajo: Priority Tourism Destination

Labuan Bajo area in Flores, West Manggarai Regency, East Nusa Tenggara (NTT), one of the prioritized tourism destination in Indonesia, has long been known not only for the only ancient reptile habitat in the world, namely **Komodo dragon** but also its' various cultural and natural attributes.

—Look Labuan Bajo Deeper through the **Tourism Trails: Overland Wonderful Flores**—

Traditional Village



Woven



Natural Resources Conservation



Gastronomy



Trekking



Coffee



Spiritual



Volcanology

The development of Labuan Bajo is expanded to MICE segments



THE MASTERPLAN

PHASE 1 (2023-2024)

Tourist Attraction Focus: Komodo and Marine Tourism

PHASE 2 (2025-2039)

Tourist Attraction Focus: offering urban tourism to the family and MICE segments with the support of natural tourism and arts and culture. Tourism and pilgrimage villages are being developed.

PHASE 3 (2040-2044)

Tourist Attraction Focus: nature and arts and culture is strengthened, and there is a consolidation of village tourism products and pilgrimage tourism. Komodo has become a regional icon with nature, arts and culture and tourist villages as its main products



- Currently, Labuan Bajo is suitable as a destination for incentive travel and small to medium scale meeting activities.
- The new segment of MICE Tourism Segment will be developed in **Tana Mori SEZ; and will be further expanded to TanaNaga**



New Labuan Bajo road to Golo Mori in West Manggarai; aims to increase connectivity in supporting the area as a MICE destination.

ASEAN Summit #42 Labuan Bajo



10 – 11 Mei 2023



540
Delegations from
10 countries

USD 1,071,328.05
Estimated Tourism Foreign
Exchange (Foreign Delegations)

17%

ASEAN Summit #42 Labuan Bajo succeeded in **increasing economic activity** in sectors directly related to tourism

INCLUSIVITY

80% MSME respondents experienced an increase in average turnover of almost 50%

- 82% Improving product quality
- 60% Increasing product quantity
- 98% Excited to join similar events

The ASEAN Summit #42 in Labuan Bajo had a positive impact on the increase



NATIONAL GDP
0,02%

LABOR ABSORPTION
0,04%



18%

news surrounding the ASEAN Summit #42 Labuan Bajo **discussing the tourism potential and creative economy** of Labuan Bajo



98%

Most online news and conversations on social media have a positive sentiment

Side Events

Pesta Rakyat Labuan Bajo Street Carnival

7 Mei 2023
50+ UMKM

Festival Goa Batu Cermin

4-10 Mei 2023
57 UMKM

SME's Hub Booth WI Waterfront

9-13 Mei 2023
50 UMKM

Tour Packages

Pulau Rinca
40 Trips

Tour Packages Transaction
Pulau Rinca & Goa Rangko

Rp 136.000.000,-

Goa Rangko
6 Trip

Sumber:

Survei Online Kemenparekraf, diolah oleh Tim Kajian Strategis

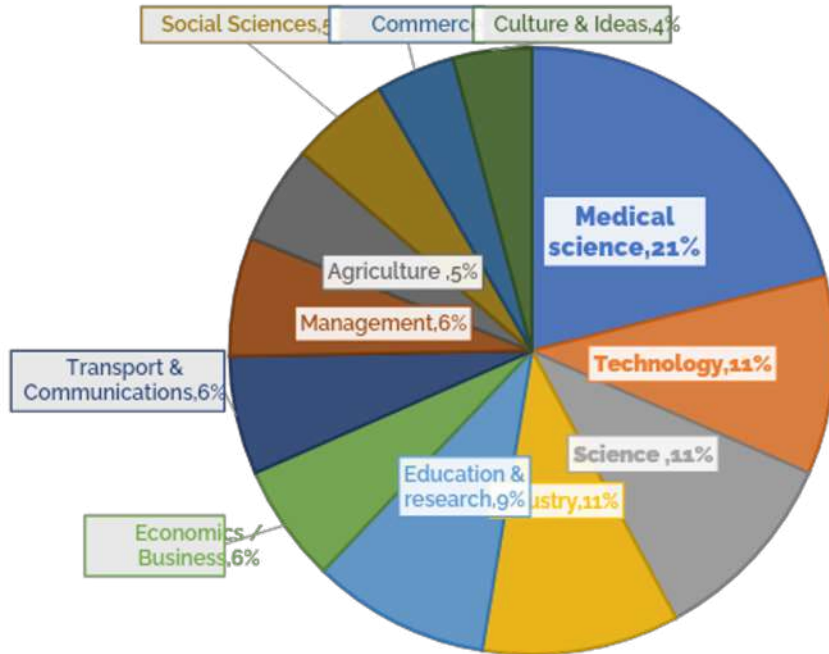


MEETING INDUSTRY
TO SUPPORT
**QUALITY TOURISM
DEVELOPMENT**



MICE Host Statistics

Theme of congress hosted by Indonesia throughout 2010-2019 (ICCA, 2019).



- More than 40% of international conventions held in Indonesia are dominated by the **medical science, science and technology sectors**.
- In-line with the national strategy to increase number of quality tourists through, among others, **health tourism**. Health tourism comprises of **medical and wellness tourism** which aim to cure illness and improve quality of life.
- Ministry of Tourism and Creative Economy to establish and support initiatives on health tourism meeting.

Note: Industry is inclusive of manufacturing, textiles, wool, metallurgy and tourism

Case: Wellness Tourism



The First International Wellness Tourism Conference & Festival 2022 refers to the spirit of the G20 Presidency, "Recover Together, Recover Stronger" and is manifested into a special theme: "A Sustainability Strategy for the World Tourism Recovery and Growth through Wellness Tourism for All"

Objectives

*To promote and showcase wellness products and wellness tourism products that support **wellbeing** and **economic recovery***



Featuring more than **50 speakers** from **Indonesia, G20 countries, ASEAN** and **intl's organizations**.

Participants are estimated to reach **±800 offline** participants and **more than 2500 online** viewers via Youtube Kemenparekraf/Baparekraf RI.



The **Wellness Experience Trip** was held as a post event highlighting "**A Journey for Healthy Life**" wellness trip to Solo Raya, Yogyakarta and Bali.



This exhibition presents **24 MSME industries** and **30 non-MSME industries**.

Visited by 420 visitors with **total transactions** of more than **35 millions/day**. Healthy drinks, healthy snacks, traditional body care and natural body supplements are the most favorite products.



At the end of each day's event, there is a **workshop** that **highlights the unique potential of fitness tourism products/activities in Indonesia**.

An aerial photograph of a lush, green terraced rice field in Bali, Indonesia. The terraces are filled with water, reflecting the sky, and are surrounded by dense tropical vegetation, including numerous palm trees. A small, traditional wooden hut is visible on the right side of the image. The overall scene is peaceful and scenic, showcasing the traditional agricultural landscape of the region.

Matur Suksma