

Indonesia to spend \$16m on tourism

by Asia Pulse,
December 10, 2007

The Indonesian government has allocated Rp150 billion (US\$16.2 million) for tourism promotion in 2008, compared to promotion funds in 2007 which stood at Rp100 billion.

"We proposed Rp200 billion for promotion funds for tourism, but probably we will get only Rp150 billion," Tourism and Culture Minister Jero Watjik said here Monday on the sideline of a seminar on the impact of climate change on Indonesian tourism. He said the amount of Indonesia's tourism promotion funds was far below those of other countries such as Malaysia which provided some Rp800 billion for the purpose.

But despite the relatively small amount of promotion funds, the ministry had set itself the target of attracting at least seven million foreign tourists a year. Some strategies have been made involving private sector such as hotel operators, to improve promotion to potential markets.

Hotels and other tourism operators are expected to provide brochures, VCD and others to promote Indonesian tourism abroad, the minister said. Foreign tourist visits in Indonesia as of October have reached four million, while the target during 2007 was set at six million. Watjik expressed optimism that the target could be reached with the improved security situation in the country.