



Future Megatrends of Tourism

Sustainable Tourism Growth

Preservation of nature,
culture and environment
as well as local community
involvement



Customized



Personalized



Localized



Smaller in Size

2023 Tourism & Creative Economy Achievements



International Tourists

11,68 million



Value of Tourism
Foreign Exchange

14 Billion USD



TTDI Ranking

2019 : 40
2020 : n.a
2021 : 32
2022 : n.a
2023 : 29 – 34
2024 : n.a



Domestic Tourists

749,1 million



Value of Tourism
GDP Contribution

4 %



Creative Economy Added Value

1.414,8 Trillion IDR



Creative Economy's Products Export

23,96 Billion USD

Tourism & Creative Economy Investment Realization 2023

USD 3.064 Million

Top 3 Business Sectors for FDI



\$ 366 Million
Restaurants



\$ 319 Million
Starred Hotels



\$ 34 Million
Fitness Center



**Bali is the Top Investment
Destination for FDI**

\$ 291 Million



5 Super Priority Destinations

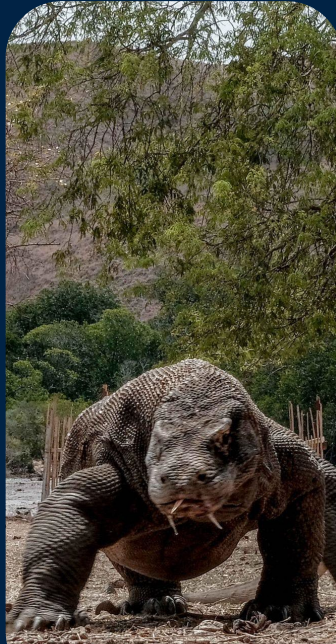
Lake Toba



Borobudur



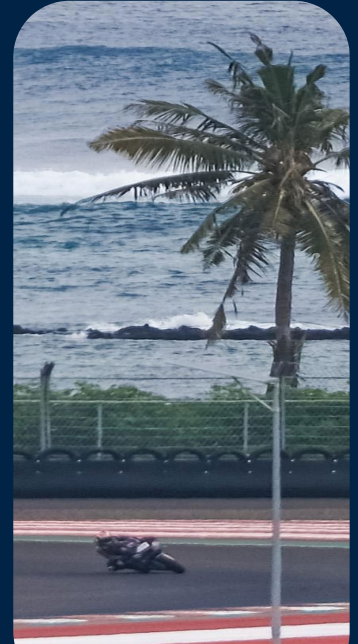
Labuan Bajo



Likupang



Mandalika





Morotai



Nongsa



Tanjung
Kelayang

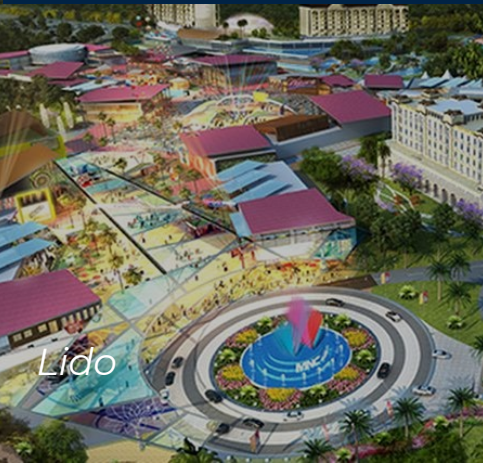


Tanjung
Lesung

wonderful
indonesia



SPECIAL ECONOMIC ZONES



Lido



Singhasari



Sanur



Kura-kura
Bali

WHY YOU SHOULD INVEST IN INDONESIA?



**Stable
Economic
Growth**



**High
Investment
Realization**



**TTDI
Ranking**



**Educated
Workforce**



**Supportive
Investment
Climate**

