

UK Visitor Numbers to Indonesia Reach Record High for 2016



7th March 2017 – Figures released by the Ministry of Tourism for the Republic of Indonesia have reported an impressive **17.37% increase in visitor arrivals from the United Kingdom**, year on year. Welcoming a total of 328,882 British tourists to the country in 2016, the UK has further consolidated its position as the leading European source market to Indonesia.

Granting access to the country across 19 points of entry – by air, sea and land-borders – the Ministry also highlighted staggering growth for individual provinces, with Manado in North Sulawesi up by 20.2%, Pekanbaru Riau in Sumatra by 24%, Denpasar in Bali by 29.9% and Central Jakarta's Yogyakarta by an impressive 43.2%.

As well as working closely with the Indonesian Embassy and tour operator partners to promote the destination through a series of tactical campaigns throughout 2016, the uplift in tourism from the UK to Indonesia – the largest archipelago in the world – has also been aided by the introduction of a visa-free policy in March 2016 and increased flight capacity from a number of airline partners.

Richard Hume, Country Manager for Indonesia in the United Kingdom comments: *“We are very pleased to see the continued growth of visitors from the UK to Indonesia. The destination has huge potential in the UK market and with continued support from the trade and increasing accessibility we expect this growth to continue for many years to come.”*

-Ends-

About Indonesia

The Republic of Indonesia is the largest archipelago in the world, comprising more than 17,000 tropical islands fringed with white sandy beaches. Among the most well-known islands are Bali, Java, Kalimantan (formerly Borneo), Papua, Sulawesi (formerly Celebes), Sumatra, and the Maluku Islands

(or better known as Moluccas, the original Spice Islands). The destination offers richly diverse cultures and heritage, beautiful beaches and ecotourism along with green rainforests to trek through and deep blue pristine seas to dive and swim, and the warmest, most hospitable people on earth to welcome UK visitors.

www.tourism-indonesia.co.uk

For media information and images, please contact:



Sarah Wilkinson or Richard Hume at Hume Whitehead on 0845 498 9986 or email:
sarah.wilkinson@humewhitehead.co.uk / richard@humewhitehead.co.uk.