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The Importance of Promoting Tourism Practices that prioritize quality and sustainability

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Bali & Beyond Travel Fair 2023.

BALI - The 9th Bali and Beyond Travel Fair (BBTF) TRAVEX was officially inaugurated by the Governor of Bali, Wayan Koster who has a deep concern for

the tourism Industry, accompanied by the representative of the ministries, local government officials, tourism stakeholders, private sectors, associations, exhibitors, buyers and sellers today on 16th June 2023, at Bali International Convention Center (BICC) Nusa Dua.



“In line with our country envision to be the market place that create a platform for the growth and development of tourism in one event, BBTf presents the theme of reconnecting quality and sustainable tourism that is relevant on today’s market expectations”, I Putu Winastra the Head committee of BBTf and the Chairman of Association of the Indonesian Tours and Travel Agencies (ASITA) Bali chapter stated. He further announced that BBTf this year have 350 buyers from 51 countries that facilitated by the Ministry of Foreign Affairs of Republic of Indonesia and welcomed 230 sellers from 5 countries that are not only from Indonesia but also from Italia, China, Malaysia and America.



“The growth of quality and sustainable tourism in Bali is depending on how we are all respond and taking these opportunities after pandemic. Cultural tourism, health and wellness tourism are bearing high potential of tourism economic activity. Let’s demonstrate its capacity by promoting best practices that give good impact to environment and local community.” Wayan Koster stated on his opening remark.



Press conference speakers:

1. The Ministry of Tourism & Creative Economy - Vinsensius Jemadu, Deputy of Tourism Products and Event Organization
2. The Ministry of Foreign Affairs - Ambassador Siti Nugraha Mauludiah, Adviser to the Minister on Socio Cultural Affairs and Indonesian Overseas
3. Chairman of Bali Tourism Board – Ida Bagus Agung Partha Adnyana
4. Tourism Malaysia, Junus Bin Suhid – Director of Tourism Malaysia Jakarta
5. General Manager the Westin Resort Nusa Dua - Sander Looijen
6. President Director of PT Pertamina Bina Medika, IHC - Drg. Mira Dyah Wahyuni, MARS.



“Indonesia has so much potentials that we can explore deeper from cruising business to diversity products such medical tourism, wellness, ecotourism to MICE tourism. BBTf is one of the best platforms to promote. Events lead to recovery - the more events and festivals, faster the recovery. The government will encourage one village one event, to ensure community involvement in preserving the local wisdom and culture.” Vinsensius Jemadu, Deputy of Tourism Product and Event Organization Ministry of Tourism and Creative Economy of Republic of Indonesia stated about Indonesia products. He projected Bali as “Luxurious Affordable” destination that should not be positioning as cheap.

Ambassador Siti Nugraha Mauludiah, the advisor to the Minister on Socio Cultural Affairs and Indonesian Overseas added her comment about the Ministry Foreign Affairs’ first time participation at BBTf that the event will be supported bigger next year after the learning experience at BBTf 2023. By inviting the ambassadors from various countries, we can encourage more participation of buyers that are willing to learn more and do business with Indonesia.



As mentioned, this year for the first time also the state-owned enterprise – Indonesia Healthcare Corporation (IHC) joined BBTF presenting the forthcoming project that is scheduled to open in mid-2024. “Bali International Hospital (BIH) under the management of IHC in collaboration with Mayo Clinic will bring a promise of Medical Tourism. BIH is located at the special economic zone Sanur – with the supported of Ministry of Health, BIH will soon be able to welcome the Diaspora of Indonesia back home in Bali as well as state-the-art medical equipment and medicines.” drg. Mira Dyah Wahyuni, MARS, the President Director of PT. Pertamina Bina Medika, IHC commented in relation to health tourism.

Other important speakers in the panel during press conference have contributed the same understanding on the importance of collaboration toward the success of tourism sector. Junus Bin Suhid the Director of Tourism Malaysia mentioned the appreciation and learnt on how BBTF bringing the added values in networking opportunities.

“Creating the continuous awareness will not only strengthens relationship between buyers and government officials but also commitment in creating a thriving and sustainable tourism industry.” Ni Made Ayu Martini, Deputy for Marketing Ministry of Tourism and Creative Economy added to close the press conference. (Team)