



# INDONESIA TRAVEL & HOLIDAY FAIR



The Success Story of  
the Largest Consumer Travel Fair in Indonesia

# Indonesia Travel & Holiday Fair

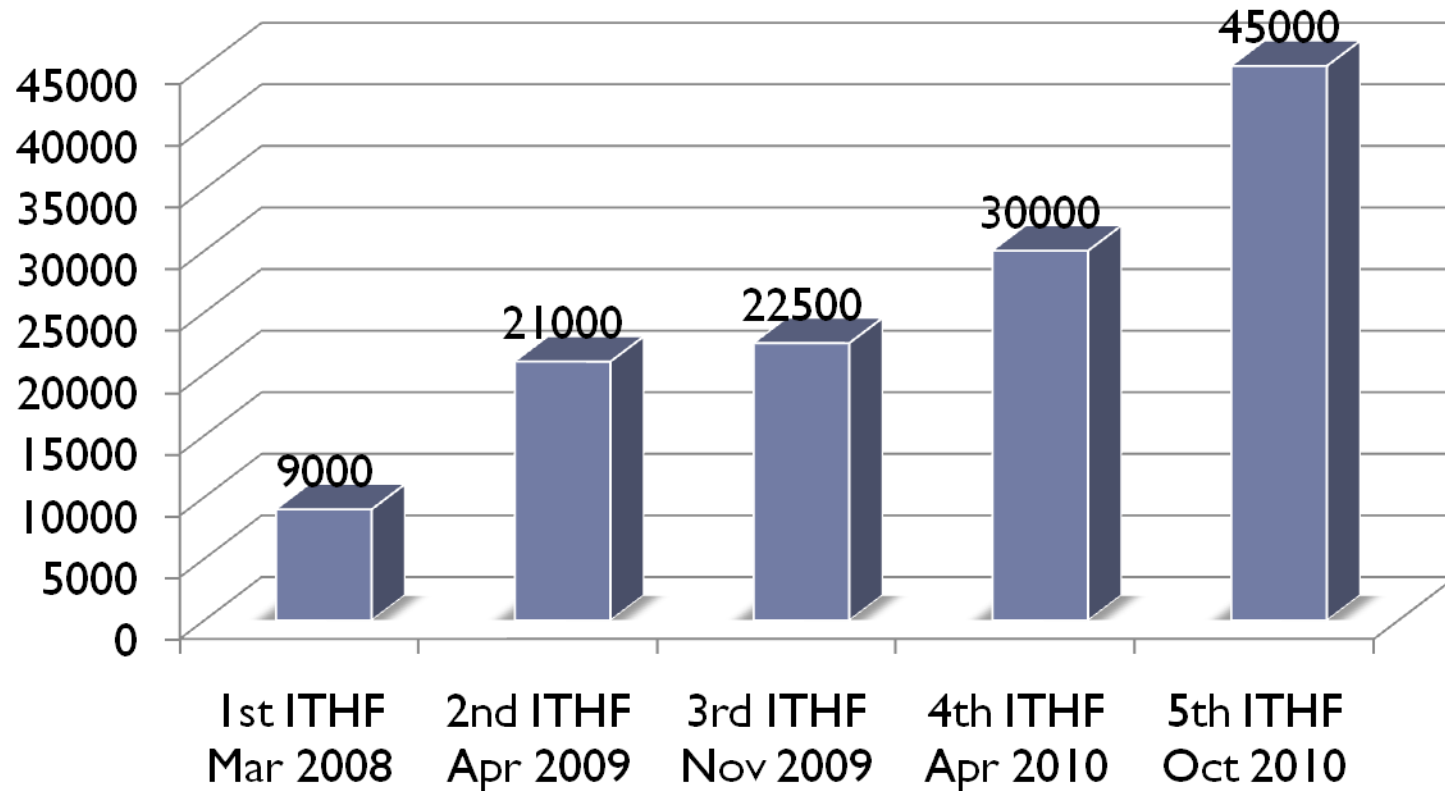
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- ▶ Formerly known as Indonesia International Travel Fair (IITF) held in Balai Kartini, Jakarta
- ▶ The second edition of the travel fair changed the event name to Indonesia Travel & Holiday Fair
  - 1st IITF: Balai Kartini, Jakarta
  - 2nd ITHF: Merak Room, Jakarta Convention Center
  - 3rd ITHF: Merak Room, Jakarta Convention Center
  - 4th ITHF: Assembly Hall, Jakarta Convention Center
  - 5th ITHF: Grand Indonesia Shopping Town
- ▶ Significant Improvement every year since its first edition in terms of Transaction and Visitors



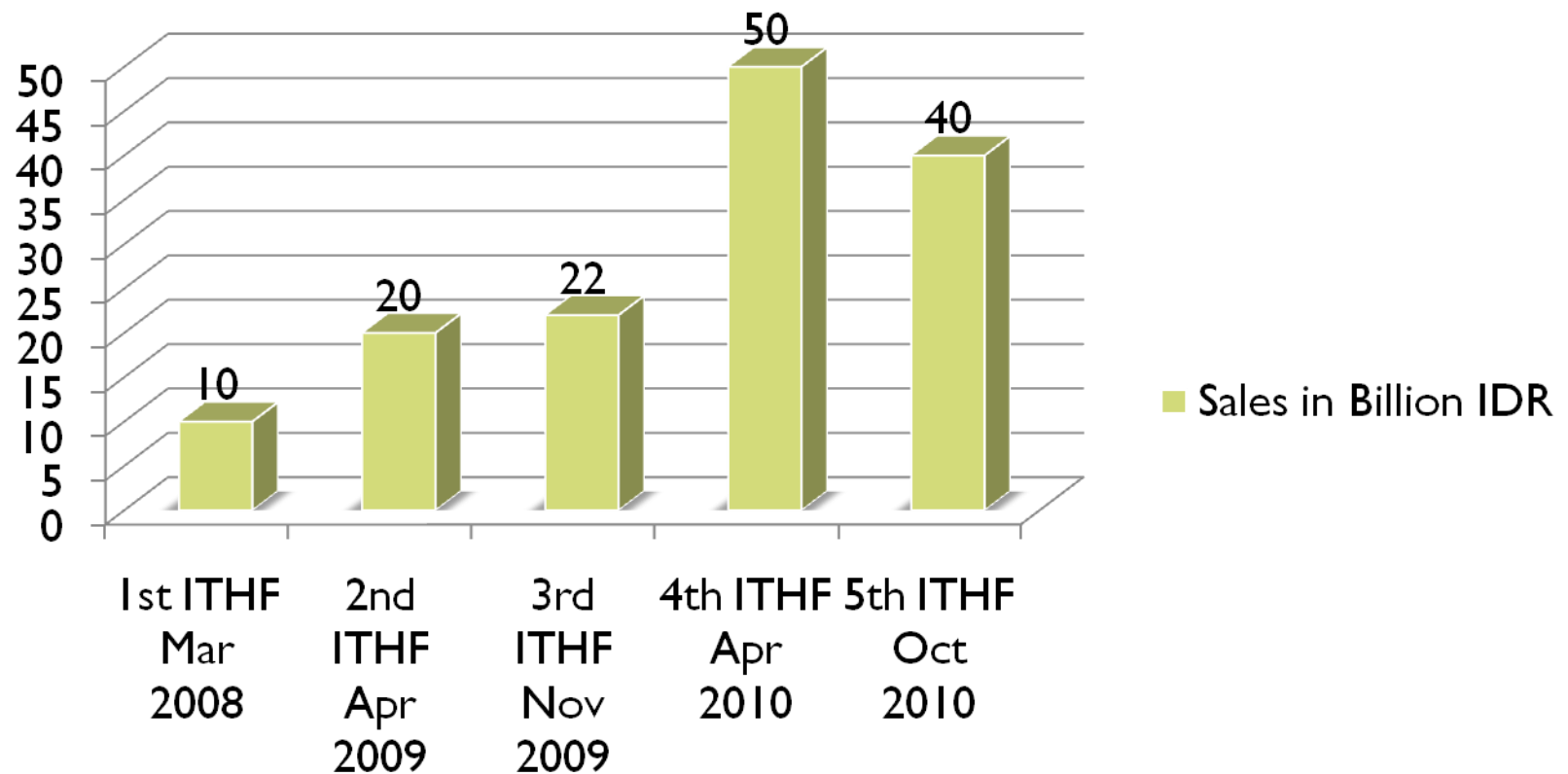
# Indonesia Travel & Holiday Fair

## ► Visitors



# Indonesia Travel & Holiday Fair

## ► Transaction



# 5th ITHF

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*The 5<sup>th</sup> Indonesia Travel and  
Holiday Fair 2010*

## **INDONESIA TRAVEL AND HOLIDAY FAIR**

*5th edition >> 28-31 October 2010*

*held in Grand Indonesia Shopping Town*

*more than 120 exhibitors, partnering with BCA*

*transaction 40 billion IDR, visitor 45,000 people*



# Top Reasons to Become Exhibitor

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- ▶ Transactional
- ▶ Purchase Contest
- ▶ Event Supported by Leading Banks
- ▶ Event Held in Prime Venues



# Why Participate?

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- ▶ **More Credible partner :**
  - Supported by 20 top Indonesian travel agents
- ▶ **More visitor,** The largest consumer travel fair in Eastern Indonesia
  - quality visitor, A+, A, B class, travelers
- ▶ **More A&P SPENDING**
  - 20+ Media Partners, TV, Radio, Online, value USD 100K + paid advertising in leading newspaper USD 20K



# Event Activation

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- ▶ Product Launching
- ▶ Job Carrier
- ▶ Market Intelligences / Survey
- ▶ Press Conference
- ▶ Stage Performances
- ▶ Destination Presentation by NTO



# Event Partners

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- ▶ Abacus Indonesia
- ▶ Biznet Networks
- ▶ Telkom Indonesia
- ▶ Jakarta Convention Center
- ▶ Central Park
- ▶ Balai Kartini
- ▶ Love Indonesia
- ▶ Kompas
- ▶ Liburan
- ▶ Escape! Indonesia
- ▶ BCA
- ▶ Bank Danamon
- ▶ Panorama Tours
- ▶ Dwidaya
- ▶ Bayu Buana
- ▶ Smailing
- ▶ Surprise
- ▶ Chan Brothers
- ▶ Best Tour
- ▶ Anta Tour
- ▶ Vaya Tour
- ▶ Alia Wisata
- ▶ Avia Tour
- ▶ Wita Tour
- ▶ Panen Tour
- ▶ Rotama Tour
- ▶ KIA Tours
- ▶ Shilla Tour
- ▶ Golden Rama
- ▶ ASA Holiday
- ▶ Aero Travel
- ▶ TX Travel
- ▶ ATS Vacation
- ▶ Iwata Tour
- ▶ Golden Vacation
- ▶ JALan Tour
- ▶ Sapta Tour
- ▶ Tara Tour
- ▶ Pan Travel
- ▶ Obaja Tour

# 6th INDONESIA TRAVEL & HOLIDAY FAIR 2011



- ▶ Day/Date: Thursday – Sunday / 31 March – 3 April 2011
- ▶ Venue: Central Park Ballroom
- ▶ Target:
  - 50,000 visitors
  - 55 billion IDR



# 6th INDONESIA TRAVEL & HOLIDAY FAIR 2011

## Access

Encircled by Jakarta's central business district, Ultra exciting fusion, convenient location and easy access through main road and future toll exit are few of countless reasons to reckon **Central Park** to be the ultimate melting pod.

**Central Park**  
Everyday is an Extraordinary Life



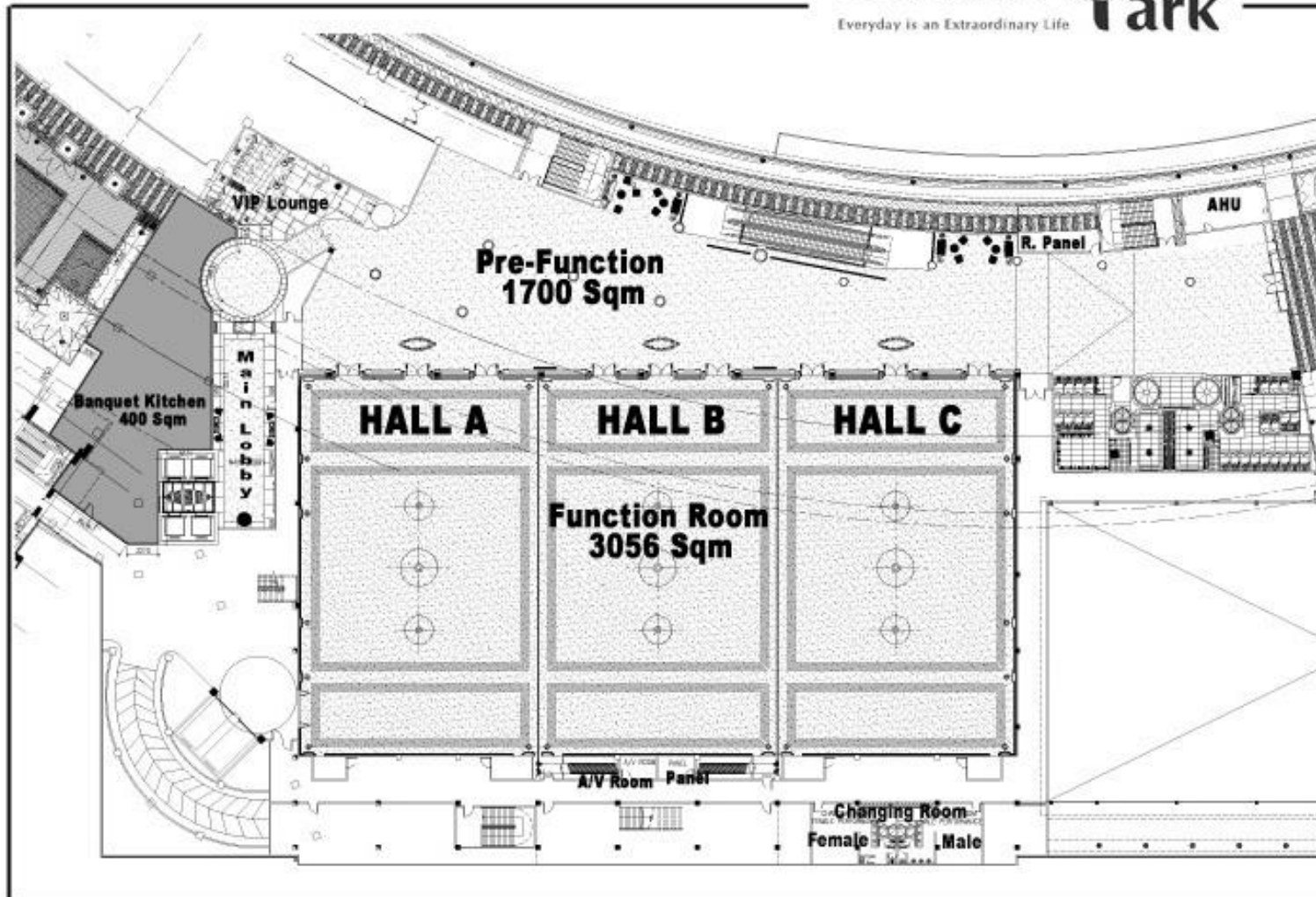
# 6th INDONESIA TRAVEL & HOLIDAY FAIR 2011



# 6th INDONESIA TRAVEL & HOLIDAY FAIR 2011

## LAY OUT BALLROOM LV. 12

**Central Park**  
Everyday is an Extraordinary Life

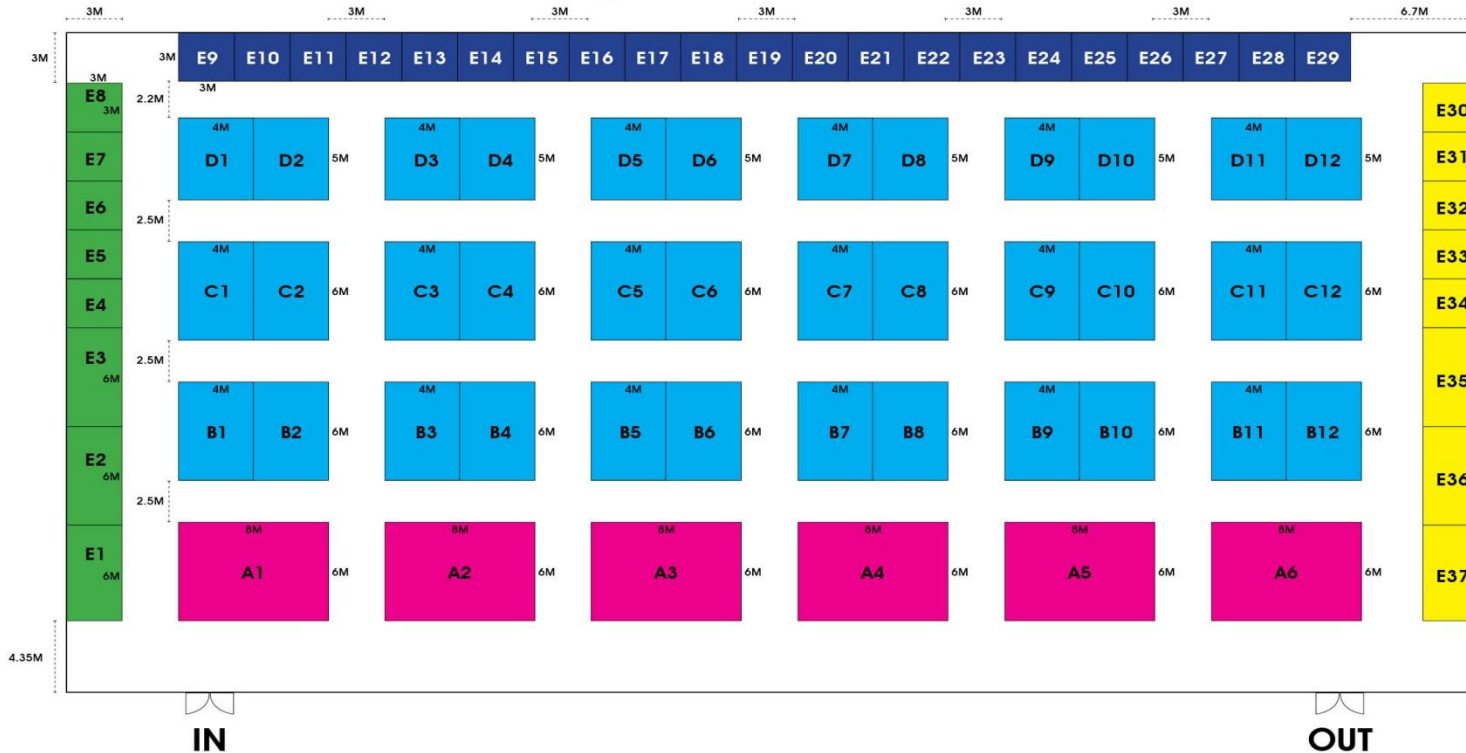


# 6th INDONESIA TRAVEL & HOLIDAY FAIR 2011



## The 6<sup>th</sup> Indonesia Travel and Holiday Fair 2011

### FLOORPLAN



- NTO & AIRLINES
- TRAVEL AGENTS
- HOTEL GROUP
- HOTEL INDEPENDENT / MEDIA PARTNER
- ATTRACTION / OTHERS

UPDATE : 18 NOV 2010

# RajaMICE ITHF SUCCESS STORY

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Events attended by more than **250,000**  
**people** in 3 years time

Exhibitors generated more than **150 billion**  
**IDR** in 3 years time

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# Our Signature events

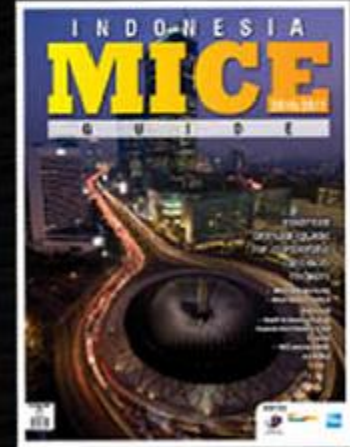


our sister  
**COMPANY**

**Bulanmadu.com**  
*Romantic Travel Services*



**PRISTA MEDIA**



# RajaMICE.com

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For updated events visit : [www.rajamice.com](http://www.rajamice.com)

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