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Indonesian Ministry of Culture and Tourism and AVIAREPS continue successful cooperation in Australia and China and start working together in Russia

*Focus of assignment on promoting the tourist and business
potential of Indonesia in three key markets*

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Increasing the number of visitors coming to Indonesia – this is the main goal of the Ministry of Culture and Tourism of the Republic of Indonesia. The appointed coordinating agent for the VITO (Visit Indonesia Tourism Promotion Officer) programme for 2010 is Karma Events. To achieve the above objective, the private Indonesian conference and event organizing company calls again on the professional help of AVIAREPS. Both parties have been collaborating successfully on the Australian market since September 2008 and on the Chinese market since last year. By proxy of Karma Events, the Ministry of Culture and Tourism of the Republic of Indonesia has recently reappointed the worldwide leading tourism and aviation management expert for Australia and China and extended its cooperation to the new market of Russia. AVIAREPS will position Indonesia locally as a preferred tourist destination and increase the awareness of this fascinating country. The Germany-based company will handle all sales, marketing and PR activities by

providing contacts to tour operators and travel managers, preparing individual sales calls and being present at fairs, exhibitions and events.

Tourism is one of the most important economic sectors in Indonesia and a significant source of its foreign exchange revenues. Each year, millions of international travellers enjoy the Indonesian hospitality; in 2008, over six million people came to explore this unique destination. Australia, China and Russia have been identified as the key emerging markets. Nearly three quarters of all annual visitors come from the Asia-Pacific region, with Australia ranking among the top five countries of origin. Because of the geographical proximity and great accessibility, Russian and Chinese tourists like to spend their holidays in Indonesia.

To attract as many international visitors as possible, the Indonesian Ministry of Culture and Tourism has created its “Visit Indonesia” programme. Various events are inviting people to discover the fascinating Indonesian culture and heritage, such as the “2010 Raja Ampat Marine Culture Festival” held in West Papua in May 2010. Apart from its cultural heritage, Indonesia impresses with unique landscapes: fertile rice terraces, lush rain forests, savannah grasslands and snow-capped mountains. A total of more than 17,000 large and small tropical islands, many of them still uninhabited and even unnamed, are waiting to be explored. During this years’ “International Rinjani Mountain Climbing”, interested travellers get a chance to go on a true adventure and discover the second highest volcano of Indonesia.

“We generate most of our visitors from the Asia-Pacific region and parts of Europe. Australia, China and Russia are currently our target groups. Together with AVIAREPS, we will strengthen the importance of Indonesia as a leisure destination. We are confident that the market knowledge of our new partner will help us gain access to our key markets and increase our annual tourist numbers,” says I Gde Pitana, Director of International Promotion.

“The diversity of Indonesia gives visitors the chance to learn about different cultures and traditions while enjoying a truly unique destination. We want to

seize this opportunity to spread the Indonesia brand across Australia and parts of Asia and Europe. We are very proud to have been chosen as representative in these three markets. With our creative and dynamic team of professionals, we will make this new cooperation a success,” states Thomas Drechsler, Chief Operating Officer Tourism at AVIAREPS.

For more information about Visit Indonesia, contact:

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About AVIAREPS

Founded in Germany in 1994 with an extensive office network in over 40 countries, the AVIAREPS Group is the world's leading airline and tourism management company with over 75 airlines and 85 tourism clients in its portfolio. In addition to its

core businesses, passenger GSA services and tourism marketing, clients can also choose from the successful company divisions public relations, advertising, IT solutions, financial services and airport marketing. For further information, please visit www.aviareps.com or follow us at twitter http://twitter.com/Aviareps_Group

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