

INDONESIA MARKET ASSESSMENT OF POTENTIAL FOR FAITH-BASED TOURISM IN TIMOR-LESTE

A Study of Indonesian Niche Source Market Potential



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ACRONYMS

ATF Asean Tourism Fair

ASEAN Association of South-East Asian Nations

ASITA Association of Indonesia Tour and Travel Agencies

BBTF Bali and Beyound Travel Fair

DPS Denpasar
DRW Darwin

DIT Dili Institute of Technology

FIT Free Individual Travel

GA Garuda Airlines

GIT Group Incentive Travel

HOTL Hotel Owners Of Timor Lorosa'e

ICETD International Conference of Emerging Tourism

Destinations

ITB Internationale Tourismus Borse-Berlin

JKT Jakarta

MATTA Malaysian Association of Tour and Travel agents

MICE Meeting, Incentives, Conference, Exibition

MOU Memorandum Of Understanding

NATAS National Associations of Travel agents Singapore

NTT Nusa Tenggara Timor

SEO Search Engine Optimisation

SIN Singapore

TIT Timor International Tourism

UNWTO United Nations World Tourism Organization

VOA Visa on Arrival

WTM World Travel Market

EXECUTIVE SUMMARY

As a predominantly Catholic country, Timor-Leste has a unique opportunity to develop faith-based tourism that is inclusive of all religions in Timor-Leste (e.g. Hindu, Muslim, Catholic, Protestant, Confucious). There is an entire industry catering to faith-based travel, tourism and hospitality that includes people embarking on individual or group pilgrimages or missionary travel as well as religion-based cruises, fellowship vacations, crusades, rallies, retreats and visiting iconic faith-based tourist attractions across the globe. For example, it is estimated that as much as seven percent (160 million) of the world's Christian population (2.2 billion) are on the move as pilgrims each year.

There are seven million Catholics in Indonesia, many of whom would potentially be interested in experiencing the Catholic traditions of Timor-Leste.

This holds great promise for Timor-Leste considering the size of it's neighbor's tourism sector. Indonesia's tourism economy - including inbound, outbound and domestic tourism is booming. As the fourth biggest contributor to the Indonesian economy (after oil and gas, coal, and palm oil) Indonesia's tourism sector earned US\$11.3 billion from an estimated 12 million inbound tourists in 2016. The majority of these visitors originate from East Asia and the Pacific. The tourism sector in Indonesia also benefits from domestic tourism demand with over 250 million estimated trips annually. According to the UN World Tourism Organization (UNWTO), Indonesians are also traveling overseas in increased numbers with some US\$ 7 billion in overseas tourism expenditure in 2016 ranking the country 22^{nd} globally as a source market.

From a demand perspective, Indonesia presents significant opportunity for tourism growth to Timor-Leste. Dili is a short flight from Kupang, Denpasar, Surabaya, Bandung and Jakarta. Unfortunately, airfares to access Timor-Leste are currently expensive in comparison to other routes in Southeast Asia. However, this situation is expected to be mitigated as Timor-Leste embarks on a more aggressive approach to aviation and access.

Middle class Indonesians are aware of Timor-Leste as a destination due to the countries' shared history, and Bahasa is commonly spoken in most parts of the country. Christianity is the second-largest religious sect in Indonesia representing some ten percent of the population (26 million), of which seven million are estimated to be Catholic.

Many opportunities exist for Timor-Leste to tap into the Indonesian outbound market. The Timor-Leste tourism sector should devise an approach to attract Indonesian Catholics to experience a Catholic-dominant country within a two-hour flying distance of Denpasar, Jakarta and Surabaya.

Improved conditions for investment in historical and cultural tourism is important for Timor-Leste to promote the country's image. Religion is a fundamental element of the history and culture of Timor-Leste. Timor-Leste is nominally Catholic in large part due to Portuguese influence during the colonial period. The Catholic faith became a central part of Timor-Leste culture during the Indonesian occupation between 1975 and 1999 and since independence from Indonesia, Timor-Leste has become only the second predominantly Catholic country in Asia after the Philippines.

Religious attractions also play an important role in destination branding. Timor-Leste's Cristo Rei (Christ the King) statue, located in Meti-Aut Dili, is an iconic symbol of the country and its Capital City of Dili. Another example is Nain Feto Ramelau (St. Mary Ramelau) statue located on the top of Ramelau Mountain, which has become central to the brand of Hatobuilico District. These places are today being sought after by not only domestic tourists, but also international tourists, particularly from Indonesia and Australia. There are many other significant sites including caves, historical churches, sacred places, graves of religious locations in other municipalities that can be explored and become potential attractions to bring more religious tourists to Timor-Leste.

This report explores the potential market for Timor Leste from the perspective of the Indonesian outbound faith-based tourism market by taking into account what is currently available and what is needed for the further development of this niche market opportunity. Specifically, the report looks at tourism product development (supply) and marketing and promotion (demand), including a summary of observations concerning tourism supply and key observations as they pertain to constraints, opportunities and risks of developing Indonesian demand for tourism to Timor-Leste. Recommended packages and itineraries are also presented as is a market analysis within key targeted areas in Indonesia (Java and Bali initially) to determine demand for outbound tourism to Timor-Leste by Indonesians. The research is founded on consultations with key outbound tourism stakeholders in Indonesia including, but not limited to airlines, tour operators and civil society organizations.

Overall, the expert found that there are products and services in Timor-Leste that have potential. Indeed product is the 'object' to be visited and the 'services' are the intangible product which will be felt by the consumers when utilizing the products.

Short, medium and long term plans are needed to anticipate the growth and improve market share of the Indonesian outbound market. Consideration of certain risks ranging from insufficient hotel facilities to instability and security. Therefore, consideration of duty of care of the visitor is essential to ensure satisfaction, which leads to positive social media reviews and word of mouth promotion.

This can be supported through on-going promotion, destination awareness, and marketing campaigns targeted at select Indonesian markets will help to stimulate demand.

The report including 34 notes of meetings which was conducted in Dili, Denpasar, Bandung and Jakarta. These notes are included in the annex section of this report.

INVENTORY OF SITES WITH APPEAL TO INDONESIANS

Timor-Leste's stunning mountain scenery, coffee plantations, pristine coral reefs, indigenous culture and hospitality, as well as its Portuguese and Indonesian heritage left over from years of colonialism and occupation can all be experienced in this tiny country.

In relation to faith-based tourism, below is an inventory of potential site available in Timor-Leste:

Christo Rei

Located in the Fatucama Peninsula, east of of Dili, is Christo Rei statue, which can be reached by climbing some 597 steps. The Christo Rei statue was unveiled by President Suharto in 1996 as a gift from the Indonesian Government to the people of East Timor, when the country was still considered a province of Indonesia. The height of the statue is 27 meters and it is one of the main tourist attractions in the country.

Mt. Ramelau

Mt. Ramelau is famous for the Virgin Mary statue located on the summit of the mountain (2997m), which is accessible from Hautobulico where you can start climbing in the early hours in order to get the beautiful and stunning sunrise view. This religious site is famous during the Easter period when more than five thousand people visit and participate in the stations of cross traditional ceremony.

Stations of the Cross – Golgota

Stations of the Cross in Golgota located in the center of Dili is comprised of 14 stations and at the end of the stations, you will see beautiful scenery of Dili from above.

Monteal Church – the oldest church in Dili

Although the church is the oldest in Dili most people remember it as the church that was attack by the Indonesian army back in 1992 resulting in the death of more than one hundred young people hiding in the church for protection. In front of the church there is a statue symbolizing the act as a memoriam and people celebrating on every 12 November as a day of mourning.

Santa Cruz Cemetery

This cemetery serves as a distinct memory of what happened in the massacre of more than 200 young people attending a memorial service in November 1991. It is beautifully laid with ornate graves and has become a must visit site when in Timor-Leste.

Cathedral

Dili Cathedral is the biggest in Southeast Asia and comprised of impressive architure. Mass is held on Saturday and Sunday and foreign visitors are welcome.

• Taman Makam Pahlawan (Indonesia)

A beautiful and peaceful place maintained by the Embassy of the Republic of Indonesia, this cemetery is for Indonesian heroes as a memory for the Indonesian troops who died during the war. It is a place that may be of interest to Indonesians, particularly those whose relatives faught in the war. Names are written on the wall in memory of those deceased and buried here.

Giri Nata

Giri Nata will be the biggest Pura (temple) in Timor-Leste when it is completed in late 2019/early 2020. It is a Hindu place of worship and prayer, located on the top of the hill in Taibesi district. In Timor-Leste, there is a Hindu community - mainly Balinese - that lives in the region already for some years. This temple will be a potential destination for Hindu believers to pray. Tirtayatra (Hindu's Spiritual journey) may be arranged through the Indonesia community to visit this temple.

Oecusse

Oecusse is a potential tourism pilgrimage destination suggested by the Dili-based Catholic Church leadership. Located in the west part of Timor Island, it is easily accessible from by bus or air. It has the potential to be a good combination destination with Dili when visiting Timor-Leste. The places of interest in Oecusse are Pante Macassar, some of the heritage churches which have been preserved in the form of Gothic churches, a relic of St. Anthony, the lying statue of Jesus (Senhor de Morto), Marian pilgrim sites, and more.

Mountain Trekking in Mount Ramelau Area

Trekking is a popular activity which offers visitors an opportunity to interact with nature and learn about local culture, communities and traditional rural life. Timor-Leste mountains offer breathtaking views. This can be a popular activity for Indonesians, possibly as an add on to a faith-based visit.

Scuba Diving and Snorkeling on Atauro Island

Atauro is an island with excellent marine activities, particularly scuba diving. Located 25 kilometers north of the capital Dili, the island can be reach by boat in about 2 hours. This can also be an extension for Indonesians visiting Timor-Leste as part of a faith-based journey. There are many churches on the island, most of which are Protestant.

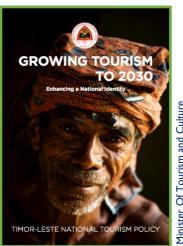
Local Handicraft

Near Liquica, Indonesians can visit local handicraft producers making woven cloth, finely woven baskets, mats, pottery, jewelry, bags and more. The Tais (a unique woven cloth of the country) Market in Dili is a must visit for visitors to the country. They are colorful and beautifully woven by hand. Tais is an attractive gift as are the many other attractive arts and handicrafts such as paintings, dolls, intricately embroidered bags, musical instruments, metal knives and wood carvings.

FAITH-BASED TOURISM: CURRENT SCENARIO AND INITIATIVES

Current Scenario

Albeit, faith-based tourism – particularly from Indonesia - has great potential for Timor-Leste, there is currently very little being done to support its growth. There are no tour packages featuring elements of faith-based tourism. Timor-Leste does not actively promote its tourism offer in Indonesia. And there is limited collaboration in tourism development between government, industry and civil society institutions such as the Church. Indonesians must acquire a visa when entering Timor-Leste (and pay US\$30), which seems unfair and lacking of reciprocity given that Timorese are free to travel to Indonesia visa-free. Fortunately, this situation may change with a June 2019 ruling by the Council of Ministers to remove visa fees for Indonesian. The current state of civil aviation in Timor-Leste and exorbitant airfares to and from Dili is also a major inhibitor to growing tourism arrivals from Indonesia.



On a positive note, there seems to be increased momentum to develop faith-based tourism given the commitment by USAID's Tourism For All project to stimulate implementation of the National Tourism Policy, which was approved by the Council of Ministers in March 2017. Entitled "Growing Tourism to 2030-Creating a Sense of National Identity" the policy envisages that by 2030 the country will have a vibrant tourism sector that makes a significant contribution to employment across the country; is economically, socially and environmentally sustainable; helps promote a positive image of Timor-Leste overseas; and is an industry that people wish to work in.

The Tourism Policy posits five overarching themes through which government, industry, civil society, academia, and development partners should view tourism and focus their efforts in order to achieve the goal of sector prosperity and sustainability for Timor-Leste.

- The tourism sector is viewed as a **priority** pillar of economic development that is embraced by government, the private sector, and civil society.
- The tourism sector produces **prosperity** through linkages with local industries, delivery of employment opportunities, and the creation of profitable ventures.
- The tourism sector supports the protection of the natural environment and unique cultural heritage of the country, ensures sustainable development, and guarantees duty of care of international visitors.

 The tourism sector is characterized by a range of public and private partnership arrangements that stimulate, develop and grow a diverse portfolio of tourism products and services.

Importantly the Tourism Policy highlights the need for strong partnership. This is something that USAID's Tourism For All project has supported around the theme of faith-based tourism by forming the Faith-based Tourism Working Group. Through the 2nd International Conference of Emerging Tourism Destinations (ICETD) held in May 2019 entitled 'Peace, Harmony and Fellowship: Faith-based Tourism Development', this working group along with the Government of Timor-Leste regularly discusses a way forward for faith-based tourism development in Timor-Leste.

In relation to faith-based tourism and suggestions on how to boost market potential from Indonesia, the expert observed through meetings in Dili, Denpasar, Bandung and Jakarta the following.

Church

The Catholic Church has a strong and powerful connection with the Government of Timor-Leste at the national, district and suco levels. The Church has the gravitas to advocate for support from the public sector to help improve the quality of religious sites in targeted areas, i.e. Dili and the Mount Ramalau area in relation to infrastructure, experiences and services.

Government

The unfortunate lack of reasonably priced aviation access from Indonesia is a significant inhibitor to growth and something that the Government of Timor-Leste should view as a national emergency. The Government must advocate for improved access by establishing an Aviation Task Force and commencing dialogue with key strategic airlines. The country should also look at a more liberal 'open skies' policy to attract more airlines.

In addition, the Ministry of Tourism should add a section to its website www.timorleste.tl featuring faith based tourism. A calender of events of all faiths should be included on the website and regularly updated. The visitor information center should also have more information on faith-based tourism in the country.

Faith-based Working Group

The first Faith based tourism working group meeting organized by USAID's Tourism For All Project in March 2019 was well attended by five major religions in the country including; Catholic, Christian, Moslem, Hindu and Konghucu, as well as the representatives from Tour Operators, NGOs, Universities, Civil society and local institutions. The meeting concluded by the signed a Declaration of Intent to work together amongst all religious leaders to start putting their ideas and religious activities/attractions together for the development and marketing of faith-based tourism in Timor-Leste.

Faith-based tourism in Timor-Leste not only focuses on one religion, but is accumulation of all main religions (Catholic, Protestant, Hinduism, Moslem, and Kong Fu Chu) their believes, rituals, and places of worship of all religions such as Church, Mosque, Vihara, and Temple. From a tourism perspective, such places have high appeal and can be the basis for tourism-related pilgrimages.

The Faith-based Tourism Working Group can help bring good prospect to the country, as religious tourism is a good fit for Timor-Leste, and there is a robust regional source market within reach. It can help attract tens of thousands of religious tourists, charity workers, missionaries and humanitarians creating a huge financial gain for a place like Timor-Leste.

Tour Operator

Currently, there are 10 inbound tour operators existing in the country, however, none of them currently concentrate on religious tourism as a niche. All of them have create their own tour packages and promote in their own websites and also share through hotels and travel agencies around Dili.

Based on the information provided by Eco Discovery Tours, they have various packages of 4D/3N, combining between beach, diving/snorkeling activities and mountain climbing. Timor Adventures also offers various packages from a day trip to several day packages. They also make tailor made itineraries to match client requirements.

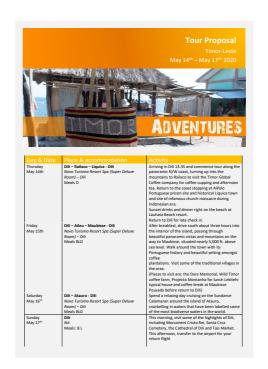
Most tour operators indicate a willingness to work with the various religious denominations, and specifically through the Faith-based Tourism Working Group to develop new itineraries that combine religious and leisure activities as well as itineraries that focus purely on religious activities.

Currently, the main organizers for religious trips to Timor-Leste are Catholic churchs, which mainly organize mission trips within Indonesia and to outbound destinations. In most cases, these packages are purchased directly from Indonesian tour operators, including flight tickets, land services, accommodation, etc.

According to expert interviews, wholesalers willing to promote and sell the packages from Bandung to Timor-Leste are Antavaya, Azi Tours, Banda Tours, Visiatama, exodus and from Jakarta Antavaya (Jakarta), TX Travel, Panorama JTB (Outbound Division), Destination Marketing and Visi Tours. From Bali, the main operators include: Focus Asia Manumadi (Asian Market), BIWA tour (Hongkong market), Khiri Travel (USA Market).

The expert was able to acquire a request for quotation for a 4day/three night package. Three tour operators were requested to provide an itinerary, budget and program. Only two firms responded to the request and their pricing was too high.





Hotels

Accommodation is an important part of the tourism experience. Wherever people make a trip they need a place to sleep. Nowadays a lot of improvements and facilities have been added to make accommodation services comfortable. High standards and comfortable accommodation services can give support to popularize the destination. There are different kinds of accommodation services offered according to the purchasing capacity and interest of customers. Accommodation does not directly allure tourists, but it plays a vital role to support tourists to choose or recommend the destination.

There are various types of accommodation available in Dili and outside Dili and tourists can choose according to their budget and personal interests. The price range is very diverse from \$50 dollars to \$150 dollars. Prices may differ according to the season. There is some information available on hotel websites and tourists can search information and book hotels in Dili online.

It is also possible for religious travellers to stay in religious community, covents or other accommodation related their religious/pilgrimage activities. This affords travelers with the opportunity to build relationships and friendships within the local community and also contribute to the local economy.

In order to fulfil and satisfy the needs, wants and expectations of faith-based travellers, a travel itinerary should be well-organized and balance both leisure and spiritual elements of the trip. Thus, joint effort is needed from all stakeholders and service providers mentioned in this section to deliver a successful experience. In particular, the public sector as well faith-based institutions such as the Catholic Church need to collaborate closely with the private sector and tourism service providers. Inevitably, there will be fragmentation in the beginning, but over time close partnerships can be established. In the absence of this, it will be difficult to

launch faith-based tourism in earnest in the country. There are valuable lessons learned from other countries that can be applied and serve as good practice examples.

Hotels located outside of Dili have great potential to diversify visitor itineries, such as Camei Beach located in Liquica with its famous Black Rock Restaurant where visitors may enjoy fishing and boating as well as dolphins watching. Camping grounds are also available there. Although only 30 kilometers away from Dili, it is also a good alternative for visitors who like to experience nature in a simple way. Also accommodation and hotels in other areas can be developed and offered to visitors for combined stay packages which include mountain trek activities with magnificent views, four wheel driving experiences throughout the country and interaction with the community.

If managed well, faith-based tourism can strengthen ties between people and countries, while creating jobs for young people and bringing prosperity to communities throughout the Timor-Leste. This makes an impact economically and socially. Thus, religious tourism can have wider long-term benefits as a local development agent, both in the eyes of visitors and residents, and lead to a sustained enhancement of cultural and art facilities in the region.

CONSTRAINTS IN THE DEVELOPMENT OF RELIGIOUS TOURISM

There are a number of constraints for the development of faith-based tourism in Timor-Leste that require urgent attention if the country is to seriously develop this niche market. This section highlights some of these contraints. These should be addressed by government, industry and civil society organizations such as the Catholic Church.

Program Itinerary

There are currently limited itineraries from which travelers and tour operators can choose. This limited the potential for attracting faith-based tourists to Timor-Leste. To remedy this, inbound tour operators and/or destination management companies should tailor itineraries according to the needs of the traveler and potential source markets, such as Indonesia.

Marketing/Promotion

Marketing and promotion activities are limited and as a result there is not much awareness of Timor-Leste as a faith-based tourism destination. In 2018 and 2019, the Hotel Owners Of Timor Lorosa'e Association (HOTL) joined The Bali and Beyond Travel Fair (BBTF) in Bali in an effort to create the awareness of the destination. It is advisable that participation in BBTF and other travel trade shows should continue. It might also be strategic to arrange a special event where sellers from Timor-Leste can set up table tops and buyers from the Association of the Indonesia Travel Agent (ASITA) can be invited to interact with the sellers and exchange knowledge about products and consumer needs. This will enable travel professionals in Bali to improve their capacity to sell destination Timor-Leste.

At the local level, to induce improved visitor spending impact, it is advisable to produce a Dili Map to improve destination awareness for visitors who are already in Dili. The map should be comply with standards of the UN World Tourism Organization and be made available through hotels, tourist sites and corporate offices who have regular visitors to the country.

Product Knowledge for Buyers and Travel Distributors

Product knowledge is important to arrange and prepare accordingly. Familiarization trips with key opinion leaders, media and travel professionals from Bali/Jakarta/Bandung should be conducted. By inviting these people to come and visit Dili they will improve their understanding of the produce, provide input on improvements and eventually be able promote and sell group and individual trips to Timor-Leste. Seeing is believing!

Improve Products and Services

Although many facilities are available for visitors such as choices of accommodations, restaurants, it is important that details are available to make it easier for guests to determine which restaurants and places of interest they want to go. In the information age, providing clear and transparent details about the tourism product is a critical success factor. Before Timor-Leste can promote and sell the destination, tourism products and services need to be developed to a standard that meets the expectations of international travelers. For faith-based tourism this means improving the Christo Rei Area and establishing sustainable tourism standards. This might mean collecting a fee for entrance to provide an income for operations and maintenance. Perhaps a ticket booth, small coffee shop and clean

restrooms can be added to provide visitors with a comfortable environment, especially for those who come for praying. The area should be kept free from plastics and other rubbish, which has a lasting detrimental impact on nature. Providing rubbish bins every 10 meters in strategic spots would be useful. Chrito Rei statue is the number one tourist attraction in Timor-Leste at the moment and there should be a much higher level of standards and services to satisfy visitor needs and expectations.

From the manpower side, it is good to plan ahead training program for the guides, drivers cum guide (especially for mountain area tours using four wheel drive cars). Collaboration with ASITA Bali to provide the trainers is a possibility.

WHY FAITH-BASED TOURISM IS GROWING: FROM INDONESIA PERSPECTIVE

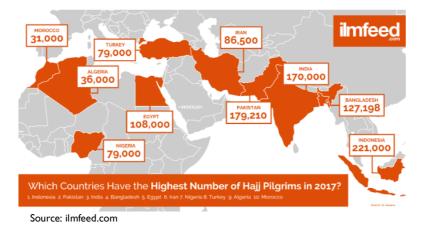
People are now seeking religious and/or spiritual journeys/trips as a lifetime experience and a means to get away from the stresses of modern day life. And destinations are emerging to fulfil this need with innovative products and services.

More and more, middle aged people want to experience spiritual journeys to give thanks to the universe find balance between earthy and spriritual elements of life. Indonesia is non-sectarian where different faiths (Moslem, Christian, Catholic, Budhist and Hindu) are accepted and respected.

The Indonesian outbound market for religious tourism has been increasing rapidly from year to year. Often time faith-based trips are combined with leisure pursuits.

Indonesian Haj pilgrims reached 221,000 people in 2018 and the this is only limited by the Ministry of Religious Affairs annual quota. Although Indonesia is a Muslim majority country, there is a quota system and not everyone can go as they please. They have to apply and now the waiting list requires people to wait up to 20 years before being granted passage to go to Mecca for the Hajj. For some, considering age constraints, this long waiting period is not always possible. Therefore, there is significant pent up demand for faith-based tourism experiences. As seen in the below table, Indonesia had the highest number of pilgrims in 2017, due in large part to the fact that it is the most populous Muslim country on the planet.

The following graphic shows the top 10 countries who have the highest numbers of Hajj pilgrims in 2017:



With the visit of The King of Saudi Arabia King Salman bin Abdulaziz Al Saud to Indonesia in March 2018, the Indonesian Government was able to negotiate a higher quota for Indonesians which will likely result in more supply for Hajj in the years to come.

Visits to the holyland (Egypt, Israel and Jordan) by Indonesian Christians reached about 1.1 million in 2018, which according to Minanews.net is an increase of 13% from 2017 and 38% from 2016.

There are and estimated 24 million Christians in Indonesia which constitutes 10% of the country's population. Of these 17 million are reportedly Protestant and 7 million Catholic. While statistics are not as accurate for Christian-based religious tours, there is evidence to suggest that Indonesian Christians do travel overseas for a variety of reasons, including faith.

Hindu influences reached the Indonesia Archipelago as early as the Ist century, and mainly in Bali island. 80% of Balinese people are Hindu. However, the Hindu community is also found in Central Kalimantan and Central Sulawesi. Originally from Bali, they immigrated a long time ago to those parts of the Indonesian Archipelago. Galungan, Kuningan and Nyepi are the most important dates in the Balinese Hindu calendar as is Tirtayatra (a Hindu spiritual journey). For Indonesian Hindus and their Tirtayatra India is a popular overseas destination, while Mt. Bromo, Mt. Semeru, Mt. Salak are popular domestic destinations for their spiritual journey. There is a potential for Balinese Hindus to go for a Tirtayatra to Pura Giri Nata/Taibesi when completed in early 2020.

STRATEGY TO PAVE WAY FOR THE DEVELOPMENT OF FAITH BASED TOURISM IN TIMOR LESTE

TOURISM PRODUCT DEVELOPMENT (SUPPLY)

In relation to tourism product development in Timor-Leste, there is a need to develop and/or improve places of interests, facilities, and services available in the country. A summary of key observation and corresponding mitigatory solutions to be taken into considerations are provided below:

Airlines:

Dili is currently only served by two countries, including Indonesia (DPS) and Australia (DRW). There is talk of the Singapore (SIN) also being reinstated in September 2019. There is an urgent need for more city and country points of origins in order to increase choices of where people can fly from to get to Timor-Leste. At this moment most people travelling to Dili are forced to stay overnight in Bali in order to catch the morning flight if they fly with Citilink or Sriwijaya. There is limited opportunity to connect with earlier flights from other cities and transit in Bali for flights to Dili.

The expert conducted meetings with airlines, including Sriwijaya/Nam Air, Air Timor and Citilink, and learned that most of their flights do not reach 70% load factor which for an airline ideally should be around 85% to ensure profitability. For Indonesia, the signing an operational MOU that links Sriwijaya and Citilink under one umbrella, there is a monopoly which creates unfair and unrealistic pricing making access to Timor-Leste unaffordable for most Indonesian leisure travelers.

Suggestion: An effort has to be made to invite and/or have other airlines serving the country in order to create competition. Indonesian airlines such as Air Asia Indonesia and Lion Group (Batik Air, Lion Air and Wings Air) should be contacted. Similarly international airlines like Malaysian, Royal Brunei and other ASEAN carriers should be courted.

Airport:

The Airport of Dili is quite small and the runway that just 1850m in length is enough for Boing 737-800 NG (Next Generation) and Airbus 320 to be able to land and take off. There are possibilities to extend the length to 2500m, but this would require costly reclaimation of the ocean. The arrival, including the visa lane and arrival hall before passport control should be upgraded.

Suggestion: The expert would recommend to invite someone who knows technical aspects about aviation issue to investigate and make recommends on further step and plan.

Visa On Arrival Fees:

The current visa on arrival fee for tourists is \$30. As Timor- Leste is in process of being considered for ASEAN membership, it might want to consider liberalizing its visa policy. This is because visa on arrival charges for ASEAN member country including Indonesian is not allowed under ASEAN free trade arrangements. Therefore, it might be prudent to start by waiving the visa on arrival fee for Indonesians.

Suggestion: The expert strongly believes that removing the visa on arrival fee for Indonesians will help stimulate tourism demand from Indonesia and suggest that USAID's Tourism For All Project advocates these changes.

Hotels:

Hotels are very expensive compared to Indonesia. This may be in part due to high demand for limited supply, particularly for business travelers. Unfortunately, this makes visiting Timor-Leste unaffordable for more Indonesian leisure travelers.

Suggestion: Initiate a categorization of hotels by star rating and advocate for a variance in room rates. This can be organized through HOTL.

Restaurants:

There are a few dining options in Dili and this is a competitive disadvantage to many Asian cities where there are a variety of hotels, restaurants, cafes, food courts or street vendors offering delicious food. There are also limited options for trying local Timorese cuisine.

Suggestion: Promote the local cuisine as part of the visitors experience. There is a saying. "do what the locals do and eat what the locals eat".

Inbound Travel Agents/Tour Operators

Based on the meetings with local inbound operators and after reviewing the basic itinerary for Indonesian tourists, it is clearly too expensive for the Indonesian (see the annexes for the sample of the itinerary). Itineraries need to be established that are more in the affordability range of the Indonesian leisure traveler.

Suggestion: Itineraries need to be built, such as free and easy two day/one night package to a more comprehensive five days/four nights with specific themes such as faith-based tourism. More choice at various price ranges need to be developed in the package tours.

Church Connection and Network:

The Catholic Church's Father Angelo is very cooperative and shared a sample of itinerary for the Indonesian church congregations visiting the country. The itinerary is simple and besides visits to the City of Dili includes an overnight in Dare which has complete facilities board and lodging.

Suggestion: The Catholic Church should serve as a distribution network in the big cities such as Jakarta, Bandung, Surabaya and Semarang, to offer packages and inform travelers

about Timor-Leste.

Dili Institute of Technology:

Sharing some tourism insight with Dr. Manuel Vong is good as he was the former Tourism Minister and still has a passion for promoting religious sites to be visited. One of them is visiting the Balinese Temple which has potential for Hindus pilgrimage tourism.

Suggestion: Use DIT network as well as Dr. Vong's enthusiasm to connect and network with young people and the Government of Timor-Leste.

Tourist Information Center:

Mr. Antonio da Silva from the Tourist Information Center mentioned that there is a need to have for their staff to be trained in basic cunstumer service to deliver good information for visitors and serve as a tourist guide. He reported that often times his staff are asked to provide guide services for cruise passangers anchored in Dili. He mentioned he met the Chairman of ASITA Bali in December 2018 and things that ASITA Bali may have instructors that can deliver a short course such as a guiding technique.

Suggestion: Provide a decent map of Dili with all the points of interest and places to go beside the list of hotels. Provide the calender of events which is available throughout the country for all visitors who seek information at the visitor information center. Possibly think about working with private sector companies to improve the services of the visitor information center.

Attraction:

During the expert's observation, there seem to be no scheduled art or traditional dance performances held at hotel or attractions. This is something that tourists may want to see. Apparently there are traditional dance performance can be arranged upon request.

Suggestion: Work with local communities and agencies to organize regularly scheduled performances of traditional dances and promote through hotel concierge and travel agents.

Beaches:

Christo Rei Beach and surrounding - quite interesting but it is quite dirty. The Christo Rei area hotel and restaurant owners should clean their own area each morning or when needed. In the afternoon, the seawater turns brown and it is understood this is caused by the drainage near the bridge construction. Cleanliness of natural surroundings is essential for tourism to work.

Suggestion: Make Christo Rei is a holy place and needs to be well maintained. There should be a shop selling water, coffee, souvenirs and a ticket booth to collect fees that can be used to underwrite operations and maintenance costs. Clean toilets with proper water flow and toilet papers with janitors on duty and stand by during the opening hours should be a key consideration. Maybe working with a private sector operator through a public private

partnership. Make Christo Rei the beautiful place it deserves to be as the premier tourist attraction in the country.

Lauhata Beach - is interesting to do a stop over enroute to the country side. There is a hotel with eight rooms ready to serve the guests and the rate for weekdays is \$45 while on weekend it is \$50 per room/night. Main attractions here is seeing dolphins and enjoying the sea breezes.

Suggestion: Make Lauhata a out of town destination and promote the area for the tourists who are already in Dili and seeking an escape.

Black Rock Beach – pretty setting with hills on the left side and the sound of the waves reverberating. Although the beach is not swimmable, it is a nice place to enjoy in one of the seven guest room (bungalow style) available here.

Suggestion: This place can be used as a restaurant stop for the people enroute to other parts of Timor-Leste, and also be promoted as a destination in its own right.

Border Tourism - Nusa Tenggara Timor:

The Indonesian and Timor-Leste Ministries of Tourism launched a campaign for border tourism development to ease access for tourists wishing to travel across the island of Timor from Kupang to Dili and vice-versa. This is also a way to escape the high airfares and expand product offer.

Suggestion: Possible to create an overland route to reach Dili from Atambua and Kupang. Maybe a short flight from Kupang to Atambua and then overland to Dili which is only 3 hours drive via a scenic route. This itinerary could be marketed to travel agents who already handle clients to NTT and other eastern Indonesia areas, such as Kupang, Alor, Savu, Rote and Flores.

Places:

Giri Natha – Around 40 minutes drive up hill, reaching up the Taibesi District, there is a Balinese temple which is under restoration and will be ready in late 2019 according to sources. This temple has potential for Balinese to visit and pray – conduct Tirtayatra – instead of flying as far as India. There is potential to attract Balinese to visit the Temple and also see the historical side of Timor-Leste at the same time. There could also be a cultural exchange such as learning how to dance the Balinese dances.

Suggestion: This place has potential for Balinese to do their Tirtayatra in Timor-Leste. Let the Hindu community prepare the "Canang" rather then bring along from Bali.

Dare – Beautiful weather and place for retreat. 30 minutes drive up the hill, Dare offers a cool mountain weather retreat. Dare receives visitors from outside to stay overnight at the Guesthouse which has 25 rooms. A meeting room and church can be used as facilities. This area has the potential to develop into eco-tourism and the church will be working with the

Timor International Tourism as their consultant for future projects. According to the plan there will be basic accommodation and activities such as trekking, cycling and wlking around the plantation.

Suggestion: Make tour packages for this potential destination to combine with Dili, this is a place for a kind of retreat.

S.W.O.T. ANALYSIS FOR FAITH-BASED TOURISM DEVELOPMENT FROM INDONESIA

According to observations by the expert during missions to Timor Leste a number of factors have been identified in consideration of developing Indonesian tourism demand to Timor-Leste. To understand better, a SWOT analysis was developed to provide further insight.

| Strengths | Weaknesses | Opportunities | Treat |
|--|---|--|---|
| | | | |
| Nature beauty Mountain Tourism Marine Tourism Pilgrimage Tourism Eco Tourism Historical & Culture Tourism New Destination to explore Geographically located within Indonesia Spectacular sunrise and sunset Cruise stopover destination | Accessibility Infrastructure Lack of tourism onformation Tourism action planning Intercity connections Transportation High cost of accommodation Human resource development in tourism sector Point of intereststourist attraction Lack of marketing strategy and promotion Threat of "sameness" amongst major destinations | New destination Best diving and snorkeling spot in the region (Atauro) Create diving range Historical site Pilgrimage routes to be developed Develop eco-tourism with community Business investor Improve local culture Degradation and overcrowding of core iconic attractions Mapping of future tourist points of interest destination Develop local art and craft for tourist | Government support Political stability Keeping up with the world Slow progress as tourist destination Little contribution to the country Community involvement |

MARKETING AND PROMOTION ACTION PLAN

Key Targeted Market Indonesia – conduct consultation for the following city: Bandung , lakarta, Bali.

The outbound religious/pilgrimage tours is increasing from year to year, for visiting the holy land for Moslims to Mecca and Christians to Jerusalem. In 2018, there were 221,000 Indonesians that joined the Haj pilgrimage lasting 42 days. Haj season is different every year, this will be done approaching to Idhul Adha. On top of that there are thousands of people going on Umroh (normally 12 days) but that can be done at any time of the year. Umroh sometimes is combined with leisure destinations such as Turkey and Egypt, as both countries have historical background.

For Catholics and Christians, I.I million Indonesians went on Holyland tours in 2018. Notably there is no quota as with Haj trips. To avoid the hot weather they normally go in January, February, March and April as well as November and December when the weather is not as hot as during the summer. There are 40 registered Holyland tour operators based in Jakarta. For people from other cities in Indonesia they have to fly to Jakarta first. Holyland tours normally operate in groups of between 25-40 passengers each.

Hinduism which mainly departed from Bali island, visit mainly India with the Ganges River as a destination for Tirtayatra (spiritual journey). Thailand and Malaysia are also popular for these movements and there temples. Domestically, Indonesians visit Mt. Bromo, Mt. Salak, Mt. Semeru for doing the Tirtayatra.

Seeing these facts, Indonesia is a growing market and those destinations enjoy a good market share. In terms of Timor Leste, there are possibilities to promote the destination for both spiritual journey and leisure including the marine tourism.

The below table identifies possible segments within the outbound tourism market of Indonesia, describes the niche types and actions that can be taken by Timor-Leste to grow Indonesian outbound tourism to the country.

| Segment | Description | To Do |
|--|---|--|
| Inbound tour operators that are Bali based | Optional tours beyond Bali and NTT | Create tours packages and offer program and rates |
| | Adventure Program | Maintain a database |
| | Marine Tourism | ➤ Follow up business |
| | Package tours for Free | Provide e-brochures |
| | Individual Traveller (FIT) and Group Incentive Traveller (GIT) | Provide information of the destination |
| Outbound tour operators that | Package Tours | ➢ Special offer |
| are Jakarta based | MICE programs and groups | ➤ Form consortium |
| Corporate | ➢ Incentive travel | ➤ Special offers to Indonesian |
| | Annual gathering/meeting | companies |
| | | Corporate database |
| Catholic Church Network | Church connection | Sending and updating |
| | Paroki (Jakarta/Bandung) | information |
| | | Update database |
| | | Connect with the outbound tour operators |
| Faith-based Tourism Working Group | Catholic, Christian, Hindu,Moslem, Konfucu | Develop traditional activities program. |
| | | Inform the Tourism Ministry – Government include a Calender of Events on www.timorleste.tl |

SHORT-MEDIUM AND LONG TERM MARKETING PLANNING

Short, medium and long term marketing is an essential activity in every business to ensure good use of resources, better inform potential customers about the product/service offering in a destination, and improve service quality. To do a better marketing planning for destination, the following factors should be considered.

| Marketing Planning | | | | |
|---|--|--|--|--|
| Short term plan | What to do | | | |
| Short term marketing planning is all about initiative to create awareness of a destinations. Focus on what has been done in the past and can be continued in the future. Captured clients often have the potential to deliver some short-medium term awareness. | Create tour packages and offer programs and rates Maintain data base and email to them Provide information about the destination Connect with the outbound tour operators Other initiatives: Attending events (BBTF Bali June 25-29 2019) Plan table top events by inviting oubound tour operators in Bali and Jakarta Provide a Calender of Events and bring this to trade fairs/table top/promotions. Organize mini events (eg breakfasts, afternoon tea to generate interest and awareness at least in Bali | | | |
| Medium term plan | What to Do | | | |
| Medium term marketing planning is to generate awareness to get more people to know the destination. | Website update SEO (Search Engine Optimization) Inbound marketing campaigns Press releases on new products and services Prepare nation-wide Calender of Events and publish on www.timorleste.tl Prepare official map with UNWTO standard | | | |
| Long term plan | What to Do | | | |
| Long term marketing planning is to get the building brand awareness and generate revenue. | Form a consortium of outbound tour operators in Jakarta and Bali | | | |

- Brand awareness campaigns such as putting a billboard at the airport of the airlines point of departure in this case Darwin and Bali
- Travel Fairs attendance, will be good to plan to participate important and well known Travel Fairs in Asia (Bali and Beyond Travel Fair (BBTF) -Bali, Asean Tourism Fair (ATF) take turn alphatically each Asean Counries, Malaysian Association of Tour and Travel Agents (MATTA Fair) twice a year in Kuala Lumpur, National Associations of Travel Agents Singapore (NATAS) Fair Singapore and after 3 years time in Europe participate the Internationale Tourismus Borse Berlin (ITB Berlin) and World Travel Market Fair (WTM London

RECOMMENDED PACKAGES AND ITINERARIES

INBOUND TOURISM PACKAGE

Inbound tour packages are available on request for tailor-made itineraries. There are also limited version on the internet. From Indonesia, Timor-Leste can only be reached from Denpasar, Bali on a daily basis. Presently, the airfare from Denpasar to Dili return is between \$450 and \$650 on Sriwijaya and Citilink respectively. This is expensive compared to Denpasar – Singapore which is around \$200 return. Below is a sample itinerary.

WISATA ZIARAH DILI – 5D4N

Day I JKT/DPS-DILI (D)
Arrival transfer in to the hotel

Day 2 MOTAEL-SANTA CRUZ- CHEGA-GRUTA COMORO (B/L/D)

After Breakfast, we will visit the Montael Church, the oldest church in Timor Leste, then to Santa Cruz, of the historical place in commemorate 12th Nov 1991, mass killing. Continue to Chega Museum and last stop at Greta Comoro, where by we will follow the 14 stops of the stations of the Cross

Day 3 CATHEDRAL – DARE (B/L/D)

After breakfast we will visit the biggest cathedral in the south east asean region, Cathedral of the Immaculata Conception, we join the morning mass. Continue the trip to Dare, up hill, cool mountain weather, in the evening there will be group sharing, Rosario Praying.

Day 4 DARE-MEMORIAL MUSEUM-CHRISTO REI (B/L/D)

We will visit the War Memorial at Fantunaba Hills, a memorial to respect Timor Lleste and Australian soldiers fight with Japanese during the 2nd world war. Continue to Dili and visit Cristo Rei, climb 597 stairs to reach the statue.

Day 5 KEUSKUPAN AGUNG DILI-PATUNG PAUS JOHN PAUL II AIRPORT (B/L) A visit to the keuskupan and meet up with Bapak Uskup, continue to visit BUnda Maria statue which we believe to have a blessing. At the end of the trip we will visit the statue of Paus John Paul II in Tasi Tolu. Lunch at Timor Pllaza for your own pleasure before heading back to the airport.

Rates

upon request

WISATA ZIARAH OECUSE 4D3N

Day I JKT/DPS-DILI

Arrival transfer in to the hotel

Day 2 DILI – OECUSE (L/D)

After joining Morning chapel, leaving for Fronteira Mota Ain, visa on arrival then continue with lunch, check in at the hotel. IN the afternoon, we will enjoy the city tour ended the day with dinner.

Day 3 FONTE SAGRADA (B/L/D)

After breakfast we visit Ba Citrana at Santa Reliki, Lifau then free at your leisure

Day 4 OECUSE-DILI (B/L/D)

After breakfast, check out from the hotel then continue to Frontiera Mota Ain and continue lunch at Loes.

NOTE: This tour can be combined with Dili part

(Sources: Wisata Ziarah by Diocese Dili)

ANNEX A. MEETING NOTES

 Meeting Agenda during assignment in Timor-Leste December 16 – December 23, 2018

| Date | Time Agenda Place Remark | | | | Contact Number |
|--------------------------------------|--------------------------|---|---|--|--|
| Saturday, | Arrival [| Day/Meeting w | Pick up by Hotel?? | | |
| Dec. 15, 2018 Sunday, Dec. 16, 2018 | Sunday M | ass (7am, Aim | ill orgnised outin church; Te urch: Bahasa) | etum & 5pm | Sunday Mass and visit Cristo Rei & Meti Aut Restaurant |
| | 09.00 - 11.00 | Pe. Angelo | Balide Seminary | Call back to remain on 14 Dec | Pe. Angelo Ph. 77355658 |
| Monday, | 11.10 – 12.00 | Visit Restaurant | Starco, Lilis and Rocella , Food Studio, Dilicious | Observation | NA |
| Dec. 17, 2018 | 14.00 – 15.30 | Visit Hotels | Katuas and The Plaza Hotel Rocela hotel, D'City | Observation | NA |
| | 16.00 – 17.30 | Sriwijaya & Nam Air | Timor-Plaza | Confirmed | Harnoko Martono Ph. 73716699 |
| | 09.00 – 10.30 | Air Timor | Comoro Airport | Call back to remain on 17 Dec | Ance Ph.73238877 |
| | 11.00-12.00 | Manuel Vong | Office | Confirm | Manuel Vong Ph. 73894999 |
| Tuesday, Dec. 18, 2018 | 14.00 – 15.30 | Meeting with Citilink | Timor Plaza | Confirmed | Fernando Ph.77241156 |
| | 16:00 – 17.30 | Visit Churches and Tourist Information Center | Motael, Lecidere and Cathedrals | Observation | NA |
| Wednesday, | 09.00 – 12.00 | Visit Pope statue | Tasi Tolu | TBD | NA |
| Dec. 19, 2018 | 14.30 – 16.30 | Meeting with Eco Discovery | Landmark Plaza | Confirmed | Ms. Maria Ph. 77269829 |
| Thursday, | 09.00 - 10.00 | Meeting Indonesia Ambassador | Embassy Office | Confirmed | Ms. Marina marina.wari@gmail.com |
| Dec. 20, 2018 | 14.00 — 15.30 | Joao & Antonio | Office | Briefing on Atauro & Mt. Ramelau | NA |

| | 16.00- 17.30 | Visit Caves ?? | Comoro | TBD | NA |
|----------------------------|------------------|--|----------|-------------|----|
| Friday, Dec. 21, 2018 | 09.00 – 17.00 | Trip to Banboo handicraft, Liquica Church , Black Rock & Lauhata Beach | Liqiuica | Observation | NA |
| Saturday, Dec. 22, 2018 | 09.00 – 17.00 | Visit Tais Market, Dili Museum, St. Cruz Cemetery, Indonesia Cemetery (Makam Pahlawan) & Indonesia Culture Center. | Dili | Observation | NA |
| Sunday, Dec. 23, 2018 | Departure | Day | | | |

 Meeting Agenda during assignment in Indonesia/Bandung & Jakarta February 17-February 21, 2018

| Date | Tim | Agenda | Place | Remark | Contact Number |
|---------|-------|-------------------|---------------------|-----------|--|
| | е | | | | |
| Sunday | | | | | Pick up by HOTEL transfer to |
| Feb 17 | | Arri | val Day | | Hotel Sukajadi |
| 2019 | | | | | |
| | | | | | Jl. Merdeksa No.14, Babakan Ciamis |
| | 09.00 | | Saint | | Sumur Bandung |
| | 09.00 | D 4 : . | Peter's | C J | 022-4235537 |
| | 10.00 | Bp. Anggiat | Cathedral | confirmed | 085220091161 |
| Monday, | 10.00 | | Church | | Sekretariat.katedralbandung@gmail.c |
| Feb 18 | | | | | om |
| 2019 | 10.00 | | Antovovo | | Jl. Lengkong Kecil 28 |
| | - | Erma | Antavaya LEISURE | confirmed | 081394295795 |
| | 11.00 | | LEISURE | | Erma.nilawati@antavaya.com |
| | | \ \ \;\d;; | Exodus | confirmed | Jl. Pasir Kaliki Np. 286D Pasir Kaliki |
| | 11.30 | Widji | Tours | Commed | Cicendo |

| | _ 12.00 | | | | Exo_widji@yahoo.co.id |
|----------|------------|---------------|-----------------|-----------|---|
| | | | | | Sup I @exodus-leisure.com Jl. Moch. Ramdan No. 18 GEDUNG |
| | 12.00 | | Keuskupa | | Bumi Silihasih Bandung |
| | - | Erhan | n Bandung | confirmed | Endar2001@gmail.com |
| | 13.00 | | | | 081321351940 |
| | 14.00 | | | | JL. Cipunagara NO. 35Bandung |
| | _ | Anna | Azi Tour | confirmed | 40114 |
| | 15.30 | 7 41114 | 7121 1001 | Commined | 0818603007 |
| | 16.00 | | | | attalatour@tslgroup.co.id |
| | 16.00 | Erti Ho | Bandar | confirmed | Jl. Taman Kopo Indah III Ruko C No, 112 Margaasih |
| | 17.00 | Littio | Tour | Commined | 081321395986 |
| | | | | | Jl. Golf, Arcamanik |
| | 18.00 | Iswin & Yusi | Visiatama | confirmed | 081802022348 |
| | 19.00 | ISWIII & Tusi | Tours | Commined | Visiatama.travel@gmail.com |
| | | | | | |
| | 06.30 | Traveling | | | Parahiyangan Train |
| | 10.15 | BDO-JKT | | | Taranyangan Trani |
| | | | | | Various addresses to be follow up - |
| | 11.00 | | | | list of the Paroki as listed below, |
| | - | Yusti | Kathedral | | these churches has lots of church |
| | 12.00 | 1 4361 | Jkt | | member who are keen to travel for |
| | | | 1 | | Wisata ziarah, all information and |
| Tuesday, | | | | | JI. Hayam Wuruk No. 88 Jakarta |
| Feb 19, | 13.30 | | Antavaya | _ | 11160 |
| 2019 | - | David Bong | Leisure Jkt | confirmed | 08121241989 |
| | 14.30 | | | | David.bong@antavaya.com |
| | 16.00 | | Area | | Lion Air Group, Management Office |
| | - | Isnandar | Manager | confirmed | Jl. Gajah Mada No. 7 |
| | 17.00 | Alamsyah | Distric | | 08118012999 |
| | | | Jakarta Visi | | jktam@lionair.co.id |
| | 18:00 | Ati | Utama | _ | Jl. Pejanten Raya No. I Jati Padang, |
| | _ | Soekamto | Tours n | confirmed | Pasar Minggu Jakarta 12510 |
| | 19.00 | MD | Travel | | Visi-jkt@utamawisata.com |
| | 10.00 | Adi Pratama | Panorama | | Jl. Tomang Raya No. 63 Jakarta Barat |
| Wednesda | _ | International | JTB | confirmed | 11440 |
| y, | 11.00 | Product | Tomang | | 0817984589 |
| Feb 20, | 11.30 | | | | Adi.pratama@panoram-jtb.com TX Travel |
| 2019 | _ | Sarah | TX Travel | confirmed | Komplek Ruko Atap Merah |
| | 12.00 | Barrends | | | Blok D no. I I |

| | | | | | Jl. Pecenongan no. 72 Jakarta pusat 081380376589 |
|------------------------------|---------------------|--------------------------------------|---|---------------------------------------|---|
| | 12.30 - 14.00 | Dusep Mulya | Kemempa r | confirmed | Jl. Medan Merdeka Barat 08128114720 |
| | 15.30 - 17.30 | Tedjo Iskandar | Destinatio n Marketing | confirmed | Jl. Garuda No. 29 – 31 Kemayoran Jakarta 10610 0811184484 |
| | 18.00 - 18.30 | Ratnaningsih / General Manager | D'Speciali st Business n Leisure | confirmed | JI. Tanah Abang I/IIF Jakarta 10160 081586036905 Dspecialist3@gmail.com Ratna_budiman@yahoo.com |
| Thursday, Feb 21, | 09.00 - 10.00 | Inve Korianto | Media Wisata Indonesia (Map) | Confirme d breakfast meeting | Hotel Mellienium 081510134555 |
| 2019 | 11.30 - 13.00 | Drive to Airport | | | |
| Thursday, Feb 21, 2019 | | Depa | rture Day I | oy GA 410 I | ETD 14.25 JKT-DPS |

List of Paroki Churches which has to be follow up by email:

PAROKI INDAH KAPUK

Nama Pelindung Regina Caeli

Address JI. Mediterania Boulevard No. I

Pantai Indah Kapuk Jakarta 14460

Telp 021 55964379

Email <u>sekretariat.reginacaeli@gmail.com</u>

Pastor Kepala P. Silvester Hari Pamungkas Pr Pastor rekan P. Alexius Widianto Pr

PAROKI PLUIT

Nama Pelindung Stella Maris

Address JI.Taman Pluit Permai Timur 17

Pluit Penjaringan Jakarta 14450

Telp 021 6691642, 6694557 Email stellamarispluit@yahoo.com

Pastor Kepala P. Alfrits Manus MSC

Pastor rekan P. Cornelis Jamlean MSC

PAROKI THERESIA

Nama Pelindung Sta. Theresia

Address JI. Gereja Theresia 2

Jakarta 1035

Telp 021 3917708

Email sekretariat@gerejatheresia.org

Pastor Kepala P. Fx. Dedo da Gomez SJ

Pastor rekan P. Johanes Nicolaus Hariyanto SJ
Pastor rekan P. Lambertus van den HeuvelSugiri SJ

PAROKI KALIDERES

Nama Pelindung St. Maria Imakulata

Address Citra Garden 3 Blok B27

Pegadungan Kalideres

Jakarta 11830

Telp 021 29405098

Email sekretariat.imaculata@yahoo.com

Pastor Kepala P. Andri Atmaka OM Pastor rekan P. Alya Denny Haloho

PAROKI GROGOL

Nama Pelindung St. Kristoforus

Address JI. Satria IV Blok C/6 Jelambar

Jakarta 11460

 Telp
 021 5602644, 5602650

 Email
 kristokukaj@yahoo.com

Pastor Kepala P. A. Heru Jati Wahuno MSC

Pastor rekan P. Philipus Seno Dewantoro MSC

Pastor rekan Piet Mogie MSC

PAROKI KELAPA GADING

Telp

Nama Pelindung St. Yakobus

Address II. Pulau Bira Besar Sunter Kodamar

Komplek Kelapa Gading Barat Komplek TNI -AL Jakarta 14240

021 4501028

Email sekretariatyakobus@yakobus.or.id

Address Kapel St. Andreas Kim Tae Gan

Jl. Puspa Gading Blok H2 No.1

Pegangsaan Dua, Kelapa Gading Jakarta 14240

Telp 021 45842021, 45842022

Address Stasi St. Yakobus

Jl. Pegangsaan Dua Km. 3.5

Kelapa Gading, Jakarta 14214250

Pastor Kepala P. Antonius Gunardi MSF
Pastor rekan P. Antonius Suyadi Pr.
Pastor rekan P. Stanislaus Sutopranito Pr
Pastor rekan P. Aloysius Hadi Nugroho Pr

Pastor rekan P. Charles Agustino Coenrad Jjavlean Pr

Meeting Notes form Timor-Leste assignment

| Title: | |
|---------------|--------------------------------|
| Meeting #: | I – Diocese de Dili |
| Objectives: | Chatolic Tourism |
| Location: | Balide Seminary |
| Day/Date: | Mon, 17 th Dec 2018 |
| Time: | 09.00-11.00 |
| Present: | Pe. Angelo Savinsha |
| USAID Tourism | Inacia, Ratna |
| For All: | |

Discussion points

AGENDA

- Tour Packages for Catholic Tourism
- Religious sites management

ACTION ITEMS SUMMARY

- Church will give us sample of itinerary for Pilgimage Tourism
- Church will share with us Catholic contacts in Indonesia (big cities) for us to promote
- > Religious Site Management

ACTION:

I) Sample itinerary – as so many church conggration and connection asking for a tour packages for Dili, contacts mainly for Indonesian – We will see the ready itinerary and will be modified is needed. Pastor invite us to visit Dare and see the facilities they have and good for the pilgrimage tourism

- 2) Chatolic Contacts we will get contacts for future Reference
- 3) Taking the example for Christo Rei statue, will use the young people volunteers to do a regular clean up. Ratna suggested to do a workshop on clean up and and waste management, this will enable to keep the religious sites kept clean. Ratna shall coordinate with the project to see if she can share her knowledge on waste management to the volunteer on her next visit

| Title: | |
|---------------|---|
| Meeting #: | 2 – Sriwijaya and Name Air |
| Objectives: | Aviation Issue |
| Location: | Sriwijaya and Nam Air office at Timor Plaza |
| Day/Date: | Mon, 17 th Dec 2018 |
| Time: | 14.00-15.00 |
| Present: | Harnoko Martono (GM) & Maria (SM) |
| USAID Tourism | Inacia, Ratna |
| For All: | |

Discussion points

AGENDA

- Aviation issues
- Possible future collaboration with other airlines

ACTION ITEMS SUMMARY

ACTION:

- 1. We would like to know what is the average load factor for flights to and from Dili? It is 70%.
- 2. Eversince Garuda Indonesia has signed agreement on operation that Sriwijaya and Nam Air will operated under GA, why the airfare sky high? The cost of the airport handing in Dili is quite expensive hence this will affect the airfares.
- 3. Is their any future plan to have other airline to join in to boost the tourism? No, not until the load factor reaching up to 80%. If possible the private sector or government to add more route i.s. Kupang Dili vv, then Sriwijaya may contribute Chinese tourist from China which can be scheduled from china mainland cities to Kupang.

- 4. Airport Upgrading? As we know that the Dili airport is relatively small, the government should think about adding up a few hundred meters of the lngth of the runway nonow is the length is 1850 m only.
- 5. Any suggestion we can do better? try to have more cities and countries to fly in.

| Title: | |
|---------------|--------------------------------|
| Meeting #: | 3– Air Timor |
| Objectives: | Aviation issue |
| Location: | Comoro Airport |
| Day/Date: | Tue, 18 th Dec 2018 |
| Time: | 09.00-10.30 |
| Present: | Ance and Syed Abdul Rahman |
| USAID Tourism | Inacia, Ratna |
| For All: | |

AGENDA

- Aviation Issues airport facilities
- Routes

ACTION ITEMS SUMMARY

- I. We would like to know why flight to and from SIN in only once a week? The load factor is not enough to cover the flights cost.
- 2. Will there be any possibility to return the flight from KUPANG (KOE) to DIL w in the future? At this moment there is a change of the ownership of the company so the answer is no, but there is a possibility to return back to flight slot between KOE-DIL vv, Ance will get back to Inacia should this is happening. We have mentioned here that there is a possibility for a new market to fliy from KOE to DIL.

| Title: | |
|---------------|---------------------------------|
| Meeting #: | 4 – Timor International Tourism |
| Objectives: | Tourism in General for TL |
| Location: | Campus |
| Day/Date: | Tue, 18 th Dec 2018 |
| Time: | 11.00-12.00 |
| Present: | Manuel Vong |
| USAID Tourism | Inacia, Ratna |
| For All: | |

AGENDA

- ➤ Government Tourism Policy Issues & General
- Education
- > Tourism in General

ACTION ITEMS SUMMARY:

- **1.** We shall involve in the tourism policy such as determining the hotel rating and make the rule that it is important to differentiate the hotel ratings, as this will effect on the rates of eah categories.
- 2. Catholic Tourism will be developed in Dare where there will be a new destination and penetrating on Eco tourism, will have accommodation facilities and farming development, in this area has potential agro with many plantation such as fruits. This area then will be marketed for tourist and pilmgtimage tourist who are looking for a tranquil and quite place for holiday or retreat.
- 3. Transportation need to be improved for safe and secure for the visitors. Blue taxi is now only recommended for visitors. Taxis are clean, with flagfare and with meters. Booking is essential. For yellow taxi mainly used by local is not recommended for visitors.
- 4. TL Tourism Board it is needed to form this organization and the set up shall be able to be a bridge between the Government and the tourism stakeholders. The Tourism Board Body should have the program towards the tourism development in all areas.

| Title: | |
|---------------|--------------------------------|
| Meeting #: | 5– Citilink |
| Objectives: | Aviation Issue |
| Location: | Villa Diamond |
| Day/Date: | Tue, 18 th Dec 2018 |
| Time: | 14.00-15.30 |
| Present: | Fernando |
| USAID Tourism | Inacia, Ratna |
| For All: | |

AGENDA

- > Aviation airport facilities
- > Tourism in General

ACTION ITEMS SUMMARY

- 1. We asked why the air ticket is suddently so high increase, mr. Fernando said that the cost of receiving flight is high due to the limited services available at the airport.
- 2. Speaking about tourism facilities in general, Fernando mentioned that there will be a tourist bus available to transport tourist from one point to another points, this will add the transport facilities which served by taxi at current.

| Title: | |
|---------------|----------------------------------|
| Meeting #: | 6 – Indonesian Ambassador |
| Objectives: | Government Relations |
| Location: | The Indonesian Embassy |
| Day/Date: | Wed, 19 Dec 2018 |
| Time: | 10.00-12.00 |
| Present: | Mr. Sahat Sitorus and Ms. Marina |
| USAID Tourism | Inacia, Ratna, Peter |
| For All: | |

AGENDA

- Government Relations
- ➤ G2G Role
- ➤ How Indonesian Government can support the TL tourism

ACTION ITEMS SUMMARY

We explain to the Ambassador that we are helping on how we can promote and introducing Timor Leste to the Indonesian

- 1. The most important issue is that the G to G relations in needed, and the visa issue is one thing that need to be solved, start with Indonesian Passport Holder then later on on the ASEAN countries passport holder.
- 2. Embassy as a hub for the two countries relations to help, in this regard about the sky policy, should there is an opportunity for other airilines companies interested to open new routes to and from Dili.

| Title: | |
|---------------|--------------------------------|
| Meeting #: | 7 – Eco Discovery |
| Objectives: | Tourism services |
| Location: | Land mark Plaza |
| Day/Date: | Wed, 19 th Dec 2018 |
| Time: | 11.00-12.00 |
| Present: | Maria Dos Reis Noronha |
| USAID Tourism | Inacia, Ratna |
| For All: | |

AGENDA

- > Tourism services
- ➤ Hotels/Tours/Attraction
- > Tours Itineraries

ACTION ITEMS SUMMARY

Introduing Eco Discovery as one of the recommended agents who will provide with the itinerary for the potential tourist. The itinerary shall be abailable for religious tourist, marine tourism, mountain tourism, adventures tourism and other special interest

- 1. ED to provide by email sample of itineraries which will be promoted via Travel Agents and or other organizations.
- 2. The sample of itineraries will be used as a basic information and cost wise to the Indonesian Tour Operators and/or Outbound travel agents.
- 3. Other program can be tailor made as to clients need, we hope we can help to fulfill the agents requirements
- 4. Possible the program is an extention from other NTT destination can may come overland via Atambua

| Title: | |
|---------------|----------------------------------|
| Meeting #: | 8 – Asia Foundation |
| Objectives: | Market Survey, Marketing |
| Location: | Timor Pllaza |
| Day/Date: | Wed, 19 th Dec 2018 |
| Time: | 09.30 – 10.00 |
| Present: | Gobhin |
| USAID Tourism | Inacia, Ratna, Peter (Part Time) |
| For All: | |

AGENDA

- ➢ Hospitality Assocations
- Market Survey Aviation
- Marketing

ACTION ITEMS SUMMARY

Asia Foundation is doing the market survey about the visitors. In collaboration with Bali Hotel Association to work together in terms of providing data etc.

Mentioned that after they participated the BBTF (Bali and Beyond Tourism Fair 2019) which will be held on 25-29 June 2019, to plan a table top paprticipated by hotels association and inviting travel agent who is doing the outbound business.

- 1. Will be very happy to assist Asia Foundation if the Table Top will be arranged in Bali work through ASITA for the invitees.
- 2. Establish a marketing agent who will from time to time to help promote Timor Leste as a destination, updating the country's facilities in term of accommodation, points of interest, tourist attractions and slogan which deliever the message why we shall visit Timor Leste
- 3. Arrange a fam trip for Bali/Jkt/Bandung Outboud agent based to vist Dili for a fam trip this will be enable the TA to be more confident in promoting and selling Timor Leste as destination, support from the government, airlines and hoter association is needed here.

• 2nd Visit to Dili

| 9 – Moslem Leader |
|------------------------|
| Religious Tourism |
| An Nur Mosque Dili |
| Tue, 26th Fri Mar 2019 |
| 14.00-15.00 |
| Haji Anwar, Bp. Acmad |
| Inacia, Ratna |
| |
| |

iscussion points

AGENDA

Following up the meeting from the Faith Based Tourism held on Monday 25th March 2019 with one on one meeting – Moslem

ACTION ITEMS SUMMARY

ACTION:

- I. Asking the Hotel Association to pay attention on Halal food buffet on breakfast.
- 2. A visit to the An Nur Mosque is most welcome
- 3. Promoting Halal Tourism to the visitors

| Title: | |
|---------------|-------------------------|
| Meeting #: | 10 – Hindu Leader |
| Objectives: | Religious Tourism |
| Location: | Warung Babi Guling Dili |
| Day/Date: | Tue, 26th Fri Mar 2019 |
| Time: | 15.00-16.00 |
| Present: | Ketut Budi, Ibu Iluh |
| USAID Tourism | Inacia, Ratna |
| For All: | |

Discussion points

AGENDA

Following up the meeting from the Faith Based Tourism held on Monday 25th March 2019 with one on one meeting. Hindu

| ACTION ITEMS | SUMMARY |
|--------------|--|
| | |
| | |
| ACTION: | |
| I. | Updating the Hindu Community in Timor Leste |
| 2. | |
| 3. | Promoting Tirtayatra for Balinese Hindu Community to visit Dili and visit tht Giri Natha Temple once is ready in August 2019 |
| 4. | There will be full library at the temple supported by Udayana University |
| 5. | Possible using alternative route via Kupang and Atambua as in Atambua there are two Balinese Hindu Temple which possible to pray before entering Timor Leste |
| 6. | The Balinese Hindu Community is ready to prepare the offering "canang" for the visitors whenever is needed |

| Meeting #: II- Christian Leader Objectives: Religious Tourism Location: USAID Office Dili Day/Date: Tue, 26 th Fri Mar 2019 | Title: | |
|--|---------------|------------------------------------|
| Location: USAID Office Dili Day/Date: Tue, 26 th Fri Mar 2019 | Meeting #: | II- Christian Leader |
| Day/Date: Tue, 26 th Fri Mar 2019 | Objectives: | Religious Tourism |
| | Location: | USAID Office Dili |
| | Day/Date: | Tue, 26 th Fri Mar 2019 |
| Time: 16.15-17.00 | Time: | 16.15-17.00 |
| Present: Pastor Fransisco | Present: | Pastor Fransisco |
| USAID Tourism Inacia, Ratna | USAID Tourism | Inacia, Ratna |
| For All: | For All: | |

AGENDA

Following up the meeting from the Faith Based Tourism held on Monday 25th March 2019 with one on one meeting. Christian

ACTION ITEMS SUMMARY

| ACTION: | | |
|---------|----|--|
| | Ι. | Supporting the Religious tourism for visiting Timor Leste |
| | 2. | Would like to be involved further and if he can aassist in anyway needed. |
| | 3. | He is also one of the Prime Minister adviser from Christian faith and will be happy to be the bridge between the government and the church |

| Title: | |
|-------------------|--|
| Meeting #: | 12 – Inbound Tour Operator Eco Discovery |
| Objectives: | Inbound Tour Packages |
| Location: | Landmark Building Dili |
| Day/Date: | Wed, 27 th Mar 2019 |
| Time: | 09.30-10.30 |
| Present: | Mana Maria and Mana Edna |
| USAID Tourism | Inacia, Ratna |
| For All: | |
| Discussion points | |

AGENDA

Following up the meeting from the Faith Based Tourism held on Monday 25th March 2019 with one on one meeting.- Inbound Tourism

ACTION ITEMS SUMMARY

- 1. It was mentioned that she received so many booking cancellation due to the airfare increase, need to be looked into on how to overcome this problem.
- 2. Will provide rates for packages that coming from the church and for onward offering the packages to the church community in Indonesia,
- 3. Will design more itinerary for reasonable rates using a moderate hotels and simple free and easy which is affordable. Once the visitors would like to do an optional tours they can be easily book on the spot.

• Meeting Notes from Indonesia assignment

| Title: | |
|---------------|--------------------------------|
| Meeting #: | I – Anta Vaya Bali |
| Objectives: | Outbound Travel Agent |
| Location: | Sanur |
| Day/Date: | Fri, 15 th Feb 2019 |
| Time: | 10.00-11.30 |
| Present: | Natanael, Dayu |
| USAID Tourism | Ratna |
| For All: | |

Discussion points

AGENDA

- Introduction on Timor Leste Tourism
- Offering tour packages

ACTION ITEMS SUMMARY

- I. Antavaya is one of the outbound tour operator in Bali and has a established costumers in their data based. As a new destination we need to give some sample of program and itinerary. Feedback is that the itinerary that we present is way too expensive compare to other destination, especially the airfare. But it is always worth to test the market once the fix and more variable tour package is available with more friendly price.
- 2. Follow up with visit/phone calls and email for the new and fixed program with cheaper rates.

| Title: | |
|---------------|-----------------------------------|
| Meeting #: | 2 – Lion Air Denpasar |
| Objectives: | Aviation issue ex Indonesia |
| Location: | Lion Air Denpasar Office |
| Day/Date: | Fri, 15 th Feb 2019 |
| Time: | 13.30-17.00 |
| Present: | Fajar – Area Manager Bali and NTT |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

- > Aviation issue
- > Possible Open Route for Dili

ACTION ITEMS SUMMARY

Pak Fajar, mentioned that last year, the government representative from TL together with the Indonesian Ambassador visited the Lion Air HQ in Jakarta but so far there is no information what so ever in regard with the new route

Pak Fajar also mentioned that in the past Wing Air served Kupang – Atambua vv but no more now.

ACTION:

I. It is possible to have the new route but as a company need to study the market, how is the demand, how is load factor, how is the fare and for this purpose Lions Air need data as a back up and when it possible to open we will. Ex Bali flights will be still the responsible of the Area Manager Bali.

| Title: | |
|---------------|---|
| Meeting #: | 3 – St. Peter's Catehdral - Bandung |
| Objectives: | Introducing Timor Leste Religious Tourism |
| Location: | Saint Peter's Cathedral Church |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 09.00-10.00 am |
| Present: | Bp. Anggiat – Secretariat |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

> Introducing Timor Lleste Religious Tourism

ACTION ITEMS SUMMARY

Timor Leste will be a new destination for Indonesian, faith based tourism would be interested to visit Timor Leste, as a church, they can only put the fliers and information on announcement board and secretariat which people can come and take it any time, but for inquiry and booking please work with a travel agents

- I. Design the Religious package tours with all the activities then sending by email to Anggiat for him to promote
- 2. Design fliers that is eyecatching to attract people to read and easy to understand with program and rates,

| Title: | |
|---------------|---|
| Meeting #: | 4 – Anta Vaya Tours - Bandung |
| Objectives: | Introducing Timor Leste Religious and Leisure Tourism |
| Location: | Anta Vaya Office |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 10.00-11.00 am |
| Present: | Ibu Erma |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Timor Leste will be a new destination for Indonesian, faith based tourism would be interested to visit Timor Lest. Antavaya Bandung has loyal customers who keen to receive information on new destination.

- 1. Design leisure tour package with all the activities and full board all inclusive package with a net rate.
- 2. Continue with the marketing campaign by email and try to get a feedback if the package tours is saleable or not.

| Title: | |
|---------------|---|
| Meeting #: | 5 – Exodus Tours - Bandung |
| Objectives: | Introducing Timor Leste Religious & Leisure Tourism |
| Location: | Anta Vaya Office |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 10.00-11.00 am |
| Present: | Ibu Erma |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Timor Leste will be a new destination for Indonesian, faith based tourism would be interested to visit Timor Leste. Exodus main clients are incentive and MICE business, so this could be an option as a new destination.

ACTION:

Design religious, MICE packages, leisure tour package with all the activities and full board all inclusive package with a net rate.

Continue with the marketing campaign by email.

| Title: | |
|---------------|--------------------------------|
| Meeting #: | 6 – Keuskupan Bandung |
| Objectives: | Religious Tourism introduction |
| Location: | Keuskupan |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 12.00-13.00 |
| Present: | Erhan |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

> Introducing Timor Lleste Religious Tourism

ACTION ITEMS SUMMARY

Timor Leste will be a new destination for Indonesian, faith based tourism would be interested to visit Timor Leste, as a keuskupan, they can only put the fliers and information on announcement board which people can come and take it any time, as here in Keuskupan Bandung they have a regularly meeting and retreat for churches. But for inquiry and booking please work with a travel agents

- 1. Design the Religious package tours with all the activities then sending by email to Anggiat for him to promote
- 2. Design fliers that is eyecatching to attract people to read and easy to understand with program and rates.
- 3. Inform them where they can also ask around should they need information

| Title: | |
|---------------|--|
| Meeting #: | 7 – Azi Tours Bandung |
| Objectives: | Religious and Inbound tour – intro to Timles |
| Location: | Azi Office |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 14.00-15.30 |
| Present: | Anna |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Azi tours handles mainly corporate clients, both for Leisure and Haj pilgrimage, but there is pontential clients who is interested in Timor Leste.

- I. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate.
- 2. Continue with the marketing campaign by email.

| Title: | |
|---------------|--|
| Meeting #: | 8 – Bandar Tours Bandung |
| Objectives: | Religious and Inbound tour – intro to Timles |
| Location: | Office |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 16.00-17.00 |
| Present: | Erti Ho |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Bandar tours organizers many different destinations both domestic and overseas also handles mainly corporate clients, Erti mentioned that there is pontential clients who is interested in Timor Leste.

- 1. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate both for FIT and GIT
- 2. Continue with the marketing campaign by email.

| Title: | |
|---------------|--|
| Meeting #: | 9 – Visiatama Tours Bandung |
| Objectives: | Religious and Inbound tour – intro to Timles |
| Location: | Hotel Sukajadi |
| Day/Date: | Mon, 18 th Feb 2019 |
| Time: | 18.00-19.00 |
| Present: | Iswin and Yusi |
| USAID Tourism | Ratna |
| For All: | |
| TOT All. | |

AGENDA

> Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Visiatama tours organizers tours mainly to ASEAN countries especially to Thailand, Viertnam, Singapore and Malaysia. They would be happy to receive more information and on the package tours to be introduction to the clients and start promoted.

- I. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate both for FIT and GIT
- 2. Continue with the marketing campaign by email.
- 3. Special weekenders offer

| Title: | |
|---------------|--------------------------------|
| Meeting #: | 10 – Keuskupan Jakarta |
| Objectives: | Religious Tourism introduction |
| Location: | Keuskupan |
| Day/Date: | Tue, 19 th Feb 2019 |
| Time: | 11.00-12.00 |
| Present: | Yuni |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Lleste Religious Tourism

ACTION ITEMS SUMMARY

Visited the secretariat and introducing Timor Leste as a new destination for Indonesian, faith based tourism would be interested to visit Timor Leste, as a keuskupan, Yusti gave us a list of theParoki churches which normally organize the spiritual tours and for us to email them directly to each church. They might organize for themselves or through the outbound agency.

- I. Design the Religious package tours with all the activities then sending by email to each churches.
- 2. Design fliers that is eyecatching to attract people to read and easy to understand with program and rates.
- 3. Inform them where they can also ask around should they need information, perhaps the appointed agent.

| Title: | |
|---------------|--|
| Meeting #: | II – Anta Vaya Jakarta |
| Objectives: | Religious and Inbound tour – intro to Timles |
| Location: | Anta Vaya Office |
| Day/Date: | Tue, 19 th Feb 2019 |
| Time: | 13.00-14.00 |
| Present: | David Bong |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Antavaya Jakarta has many tour shop in Jakarta alone, beside the one we have visited in Bali and Bandung offices, these corporate agents can be synergized to produce their own brochures and or fliers to be distributed to their clients. Antavaya also organizers many travel fairs and holiday fairs with credit card companies, this is also good to promote the packages.

- I. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate for both FIT and GIT.
- 2. Continue with the marketing campaign by email.
- 3. David suggest that we shall make the consortium consists of travel agents who will sell the product.

| Title: | |
|---------------|---|
| Meeting #: | 12 – Lion Air Head Quarter Jakarta |
| Objectives: | Aviation issue ex Indonesia |
| Location: | Lion Air HQ Office |
| Day/Date: | Tue, 19 th Feb 2019 |
| Time: | 16.00-17.00 |
| Present: | Inandar Alamsyah – Area Manager Jakarta |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

- Aviation issue
- ➤ Possible Open Route for Dili

ACTION ITEMS SUMMARY

Same as Pak Fajar mentioned that last year, the government representative from TL together with the Indonesian Ambassador visited the Lion Air HQ in Jakarta but so far there is no information what so ever in regard with the new route. They have a smaller aircraft for the operation in eastern Indonesia areas.

- I. Pak Isnandar need to have data on arrivals to Tiles and when the market is growing and the demand is there, that could be opportunity. As for Lion Air group, they see no problem to have a new route as long as the load factor is enough and continuously increasing. Speaking about the connection from Kupang to Dili with a smaller aircraft that is also possible so that we can tap the tourists who already in the eastern area such us Komodo island (which is now very famous) and the smaller islands near by such as Savu, Rote and Alor islands.
- 2. We have to get back to him with data then he can escalate to the higher decision maker to open the new route. I mentioned that direct flight from Jakarta with a transit to Dili would be great, or to start with open the Kupang Dili

| Title: | |
|---------------|--|
| Meeting #: | 13 – Visi Utama Jakarta |
| Objectives: | Religious and Inbound tour – intro to Timles |
| Location: | Plaza Senayan |
| Day/Date: | Tue, 19 th Feb 2019 |
| Time: | 18.00-19.00 |
| Present: | Ati Sukamto |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Visi Utama Jakarta organzed trip mainly to Eastern Europe for overseas and Bali mainly for domestic, her clients came mainly from corporate offices and big organization and associations. She has shows the interest in knowing further more what Tmor Leste has to offer.

- I. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate for both FIT, GIT and MICE.
- 2. Continue with the marketing campaign by email.

| Title: | | | | |
|---------------|---|--|--|--|
| Meeting #: | 14 – Panorama TMC Jakarta | | | |
| Objectives: | Religious tour, Leisure – intro to Timles | | | |
| Location: | Panorama Head Office Tomang Raya | | | |
| Day/Date: | Wed, 20 th Feb 2019 | | | |
| Time: | 10.00-11.00 | | | |
| Present: | Adi – International Product | | | |
| USAID Tourism | Ratna | | | |
| For All: | | | | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

Panorama JTB Tours, is one of well established outbond company (TMC) in Jakarta and has offices in a few cities in Indonesia. Happy to learn that Timor Leste welcome tourist and it is good to know the new destination, keen also for packages for spiritual trips. Panorama has many tour shops in many places in Jakarta with strategic locations such as mall.

- I. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate for both FIT, GIT and MICE.
- 2. Continue with the marketing campaign by email.
- 3. They will marketed from Jakarta and promote through their branches both in Jakarta and in other cities in Indonesia.

| Title: | |
|---------------|---|
| Meeting #: | 15 – TX Travel Jakarta |
| Objectives: | Religious tour, Leisure – intro to Timles |
| Location: | TX Travel Office, Pecenongan Jakarta |
| Day/Date: | Wed, 20 th Feb 2019 |
| Time: | 11.00-12.00 |
| Present: | Teddy, Sarah Barrends |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

TX Travel, is a fast growing consortium of outbound travel, it is a franchise and they have many branches in Indonesia. Known as operating tours with charter flights mainly now China destination and cruises. TX travel would be interested in knowing further packages tours in Timor Leste.

- I. Design religious, leisure tour package with all the activities and full board all inclusive package with a net rate for both FIT, GIT and MICE.
- 2. Continue with the marketing campaign by email.
- 3. They will marketed from Jakarta and promote through their branches both in Jakarta and in other cities in Indonesia.

| Title: | |
|---------------|----------------------------------|
| Meeting #: | 16 – Ministry of Tourism Jakarta |
| Objectives: | Intro to Timles, courtesy visit |
| Location: | MoT Office Jalan Merdeka Barat |
| Day/Date: | Wed,20 th Feb 2019 |
| Time: | 12.00-14.00 (cum lunch) |
| Present: | Dusept Mulia |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

Government Relations

ACTION ITEMS SUMMARY

The Ministry of Tourism of Indonesia, informed that they do some activities in the border of Atambu, some events, such as music performances, the goal is to get also easy access for both incoming and outgoing to and from Timles and Indonesia. The Border Tourism is well planned and attract visitors from both side.

ACTION:

I. Would be good if we have the ready packages tours and promoted via Atambua border and promoted to the tourist they already in NTT area, surely that we can expect some walking adventurer tourists but if we have the information on tour packages, hotels accommodation, restaurant, where to go, Maps, what to see on cultural performances etc. So when this all information is ready that should be good to be placed on the border.

| Title: | |
|---------------|---|
| Meeting #: | 17 – TTC – Destination Networking Jakarta |
| Objectives: | Religious tour, Leisure – intro to Timles |
| Location: | TTC Office |
| Day/Date: | Wed, 20 th Feb 2019 |
| Time: | 14.30-17.00 |
| Present: | Tedjo, Patricia |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

TTC destination networking is a company who organize travel mart in each destination, inviting both sellers and buyers for a win win solution, independent own supporting by many tourism body. TTC Travel mart is currently held in Jakarta, Surabaya, Bandung, Bali twise a year and overseas to Thailand, Malaysia and Nepal. He will organize a group to visit Timles this year and hopefully in the future he can promoted and held a kind of Travel Mart in Dili, he realize is not easy but at least will try.

- I. Provide tour packages rates with all the activities and full board all inclusive package with a net rate for both FIT, GIT and MICE.
- 2. TTC will do the marketing campaign to his network

| Title: | | | | | |
|---------------|--|--|--|--|--|
| Meeting #: | 18 – D'Specialist Jakarta | | | | |
| Objectives: | Business and Leisure – intro to Timles | | | | |
| Location: | Plaza Senayan | | | | |
| Day/Date: | Wed, 20 th Feb 2019 | | | | |
| Time: | 18.00-18.30 | | | | |
| Present: | Ratnaningsih | | | | |
| USAID Tourism | Ratna | | | | |
| For All: | | | | | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

D;Specialist is a company that is organizing MICE for group tours and meetings also as an Event Organizer. She would to know more about the product which can be develop and marketed in Timor Leste, all kind of event as well.

- 1. Send all information about venue and tourist attraction.
- 2. Free and Easy itinerary that enable both business and leisure travelers.

| Title: | |
|---------------|--|
| Meeting #: | 19 – PT Media Wisata Indonesia Jakarta |
| Objectives: | The MAP |
| Location: | MWI Office Jakarta |
| Day/Date: | Thurs, 21st Feb 2019 |
| Time: | 10.00-11.00 |
| Present: | Inve Korianto |
| USAID Tourism | Ratna |
| For All: | |

AGENDA

➤ Introducing Timor Leste Religious and Leisure Tourism

ACTION ITEMS SUMMARY

MWI producing MAP which UNWTO standard, and being the official of MAP of Indonesia, at current they produce MAP of Jakarta, Bandung, Bali and soon will Lombok and eastern Indonesia such as Komodo island.

- I. MWI can design the MAP of Dili and TL in General, as at this moment the MAP that is available in the hotels and tourist information center is not the standard of UNWTO. Maybe a good idea to ask MWI to design and produce the MAP of Dili as initial publication.
- 2. It is indeed important to have a standardization MAP which contains list of Hotels, Restaurants, places of interest, which is easy to read
- 3. We need to place the map at the airport, hotels, tourist information center, mall, and other tourists destination and easy for visitors to grab one,

| Title: | | | | |
|---------------|--|--|--|--|
| Meeting #: | 20 – BIWA Tours Denpasar | | | |
| Objectives: | Leisure – intro to Timles | | | |
| Location: | Denpasar | | | |
| Day/Date: | Fri, 22th Mar 2019 | | | |
| Time: | 11.00-12.00 | | | |
| Present: | Yoga | | | |
| USAID Tourism | Ratna | | | |
| For All: | | | | |
| | - • • • • • • • • • • • • • • • • • • • | | | |

AGENDA

➤ Introducing Timor Leste for Leisure Tourism

ACTION ITEMS SUMMARY

Following up the request for his client from Hongkong requesting a group quotation, which I sent a couple of itinerary as sample and ideas. But he needs to have a tailor made special for this group.

- 1. Tailor made tour packages need to be provided for his Hongkong based clients.
- 2. Share other packages and promotion when available

ANNEX B. LAUNCH OF FAITH-BASED **TOURISM WORKING GROUP**

FAITH BASED TOURISM - RELIGION WORKING GROUP

Murbawa Room, Timor Plaza Hotel, Dili, Timor Leste Monday, 25th March 2019 09,00-12,00 hrs

The program was taken to get all the religion leaders to be in one room and discuss possible tourism development in this county, the workshop was well attended by around 50 people from 5 faith, Catholic, Christian, Moslem, Hindu and Kongfucu. The Agenda:

| 09:00 | Introductions and Opening Remarks Dr. Manuel Vong, Tourism Faith-Based Advisor, Tourism For All Project |
|-------|--|
| 09:15 | Growing Timor-Leste Tourism: Faith-based Tourism (including question and answer session) Ms. Ratna Soebrata, Tourism Specialist, Tourism For All Project |
| 11.00 | The Way of Light (Stations of the Cross) – A half day tour concept Mr. Peter Semone, Chief of Party, USAID's Tourism For All Project |
| 11:30 | Announcement of the 2 nd International Conference of Emerging Tourism Destinations (ICETD) Dr. Manuel Vong, Tourism Faith-Based Advisor, Tourism For All Project |
| 11:40 | Signing of Declaration of Intent and Photo Session Leaders of Faith-based Institutions in Timor-Leste |
| 11:50 | Session Conclusion and Networking Break |

The participants feedback was positive and the prganizer's will take the necessary follow up. Below the pointers from the Audience:

- Agree for faith Based tourism to be further develop
- Introducing the tradition to the visitors and join the festive (Kongfucu has twice celebration in a month during the full moon and the dark moon whereby they get together, pray and eat together (vegetarian food)
- Do not make the religious tour into commercial
- Be aware of over tourism once its introduce
- Clienliness of the holy sites spiritual journey only
- Create various packages, based on religious tour, historical and visit of holy places or statues
- Creating Celender of Events for visitors

ANNEX C. SAMPLE PACKAGES AND ITINERARIES

- Samples itineraries for In Timor-Leste from Timor Adventure
 - ✓ Dili Highlight Tour -2D In
 - √ Taste of Timor-4D3N
 - ✓ Dili and North West Panorama-3D2N

Dili Highlights Package 1days/1-night package



Highlights

DILI ORIENTATION (half day tour)

Xanana Reading Room Museums (Resistance Tues – Sat or Chega Mon) Tais Market Sunset at Cristo Rei, optional climb for panoramic views Pre-dinner drink at Arei Branca Beach Dinner - Timorese cuisine



Inclusions and Costs

INCLUSIONS

Airport transfers

English-speaking tour guide/driver

1 night at a boutique luxury hotel

The Discovery Inn

1 Breakfast. 1 Dinner

(Personal items and spending not included)

TOUR COST

\$195 USD pp (2 pax twin share or double) \$367 USD pp (1 pax - single)

Prices are correct as of Dec 2018, subject to change



www.timoradventures.com.au carlos@timoradventures.com.au

Taste of Timor 3days/3 nights package



Highlights

Day 1.

DILI ORIENTATION (half day tour)

Xanana Reading Room Museums (Resistance Tues – Sat or Chega Mon) Tais Market Sunset at Cristo Rei, optional climb for panoramic views

Pre- dinner drink at Arei Branca Beach

Dinner - Timorese cuisine

Day 2.

NORTH WEST PANORAMA (full day tour)

Tasi Tolu Peace Park and Pope John Paul II statue
Panoramic coastal views
Railaco traditional house in the mountains
Coffee tour Timor Global Coffee Processing plant (in season)
Aipelo Portuguese prison ruins
Historical Liquica town
Optional ocean swim during lunch
Maubara Dutch fort and basket weavers

Day 3.

MAUBISSE MOUNTAIN EXCURSION (full day tour)

Dare WW2 memorial and panorama
Aileu town 1942 memorial & market
Projecto Montanha hospitality and handcraft training centre
Pousada Maubisse mountain panorama
Likitei traditional Village
Rice paddies and Sarlala waterfall

Inclusions and Costs

INCLUSIONS

Airport transfers
English-speaking tour guide/driver
3 nights at a boutique luxury hotel

The Discovery Inn

3 Breakfasts. 2 Lunches. 1 Dinner

(Personal items and spending not included)

TOUR COST

\$720 USD pp (2 pax twin share or double) **\$1340 USD pp (**1 pax – single)

Prices are correct as of Dec 2018, subject to change



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Dili and N/W Panorama Package 2days/2 nights package



Highlights

Day 1.

DILI ORIENTATION (half day tour)

Xanana Reading Room
Museums (Resistance Tues – Sat or Chega Mon)
Tais Market
Sunset at Cristo Rei, optional climb for panoramic views
Pre- dinner drink at Arei Branca Beach
Dinner - Timorese cuisine

Day 2.

NORTH WEST PANORAMA (full day tour)

Tasi Tolu Peace Park and Pope John Paul II statue
Panoramic coastal views
Railaco traditional house in the mountains
Coffee tour Timor Global Coffee Processing plant (in season)
Aipelo Portuguese prison ruins
Historical Liquica town
Optional ocean swim during lunch
Maubara Dutch fort and basket weavers

Inclusions and Costs

INCLUSIONS

Airport transfers

English-speaking tour guide/driver

2 nights at a boutique luxury hotel

The Discovery Inn

2 Breakfasts. 1 Lunch. 1 Dinner

(Personal items and spending not included)

TOUR COST

\$453 USD pp (2 pax twin share or double) \$850 USD pp (1 pax – single)

Prices are correct as of Dec 2018, subject to change



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