**Indonesia to participate in Brussels Holiday Fair 2017**

For four days, from 2-5 February 2017, Indonesian Embassy will participate in the biggest tourism fair in Belgium, the Brussels Holiday Fair (BHF). With the theme Wonderful Indonesia, located in Hall 3, Indonesian Embassy will be inviting visitors to explore and know more about the exciting destinations for Belgian travellers.

Tourism sector has been one of Indonesia’s main industry in the target to achieve 20 million foreign tourist arrival by 2019. From 2017 to 2015, there has been a solid performance of increase in tourist arrivals where it was 5.51 million in 2005 and in 2015 has reached 9.73 million.

In the effort to promote the tourism sector, in March 2016, Indonesian government has issued a free visa facility for 169 countries in the globe, including Belgium which allows Belgians to visit Indonesia for 30 days.

Foreigners from 169 countries now can enter and exit Indonesian territory through 124 immigration checkpoints in airports, seaports and land border. The visa exemption facility can be used for tourism, family visit, social visit, art and cultural, government duty, to deliver a speech or attend a seminar, international exhibition, meetings with head office or representative office in Indonesia, or transit. If the 30 days of visit visa exemption facility feels insufficient, visitor still can apply for visa on arrival (given for 30 days and extendable for another 30 days) or visit visa.

Participating in BHF has been our annual activity. Through this fair, we promote Indonesia’s unique holiday destinations, not only Bali. The country is currently running a major infrastructure developments to increase the access to tourism destinations. Lake Toba in Sumatra, Derawan islands in Kalimantan and Wakatobi Sulawesi is going to be the next big destinations for foreign tourists until 2019.

As the guest country for Europalia Festival in 2017, this year will be an exciting year for Indonesia. Exhibitions in all forms of art and cultures on Indonesia will be held in numerous cities in Europe, not to mention Belgium as the centre of the Festival itself. We want to take the opportunity in the Brussels Holiday Fair to inform the public of this upcoming festival.

During the 4 days Fair, we want to invite people to “experience” Indonesia and its hospitality. We will serve Indonesia’s specialty coffee, tea and chocolate from Java and Sumatra during 4 days Fair between 11 AM and 4 PM. We want to invite visitors to take part in our daily quizzes for them to find out more about what is offered from Indonesia. We also would like to build communication through our questionnaires to find out what visitors know on Indonesia.

Visitors could also directly plan their holiday through the representatives of tour operators specializing in Indonesia destination in our stand.

To officiate the stand, there will be a visit by Indonesian Ambassador, H.E. Yuri O. Thamrin and we invite representatives from tour operators including media to have a meet and greet on 3rd February 2017 at 11 AM.

For more information about the activities in the stand, please contact [ance.napitupulu@embassyofindonesia.eu](mailto:ance.napitupulu@embassyofindonesia.eu)