

Minister Sandiaga and Tourism & Creative Economy Associations Declare “Wonderful Indonesia 2030”



Kemenparekraf/Baparekraf RI
Wednesday, May 15, 2024



PRESS RELEASE

MINISTRY OF TOURISM AND CREATIVE ECONOMY/TOURISM AND CREATIVE ECONOMY AGENCY

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Jakarta, 15 May 2024 – Minister of Tourism and Creative Economy/Head of Tourism and Creative Economy Agency, Sandiaga Salahuddin Uno, together with Indonesian tourism and creative economy associations, declared “Wonderful Indonesia 2030” at the opening of the 12th Jakarta Marketing Week at the Kota Kasablanka Mall, South Jakarta, on Wednesday (15/5/2024).

Minister Sandiaga said that this declaration was a commitment from the MOTCE and representatives of the tourism and creative economy actors in realizing regenerative tourism and creative economy sectors. “It’s a declaration that shows the road map for Wonderful Indonesia as branding for Indonesian tourism and

expanding Indonesian tourism and creative economy towards tourism that has a positive or regenerative impact,” according to Minister Sandiaga.

He expected all tourism and creative economy ecosystems in Indonesia to obey this declaration. Thus, in 2030, the tourism and creative economy sectors in Indonesia can develop by referring to the quality and sustainable tourism principles.

“It will open up business opportunities, improve community welfare, and create what we called Green Jobs or job opportunities that match our spirit of sustainability,” he added.

Apart from realizing quality tourism and creative economy, Sandiaga expected this declaration to become the basis for a commitment to realizing regenerative and environmentally friendly tourism and creative economy sectors since Indonesia has committed to reduce carbon emissions in the tourism and creative economy sectors from eight percent to four percent by 2035 and net zero emissions by 2060.

“We need to support it with the declaration that we have just made to use more new and renewable energy, carry out waste management, and along with the World Water Forum in Bali this weekend, we will also encourage more impactful water use to every shared property and gap,” he continued.

Accompanying Minister Sandiaga in this declaration were the Deputy for Strategic Policy at the MOTCE, Dessy Ruhati; the Director for Strategic Study, Agustini Rahayu; and the Director for Marketing Communication, Yohanes De Brito Titus Haridjati.

Also present were the Founder and Chairman of Markplus Corp, Hermawan Kertajaya; representatives of the tourism and creative economy associations, such as GIPI (Indonesia Tourism Industry Association); and the Bali Tourism Board (BTB).

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