

Travelport partners with Indonesia's Ministry of Tourism on global digital marketing campaign

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Travelport (NYSE:TVPT), the leading Travel Commerce Platform, and the Republic of Indonesia's Ministry of Tourism have announced a new global digital marketing campaign to increase tourism to the world's largest archipelago and fourth most populous country.

The campaign, which is part of the Ministry's "Wonderful Indonesia" international tourism marketing strategy, will deliver tailored online messaging to targeted travel agents in 15 countries around the world using Travelport's advanced Destination Marketing technology. The Ministry of Tourism believes the campaign will help increase tourism from the record setting 15-plus million tourists expected in 2017 by driving incremental tourist arrivals into Indonesia and also by stimulating awareness and interest among travel agents and consumers to explore the five wonders of Indonesia (Natural, Sensory, Cultural, Modern and Adventurous).

"Indonesia is one of the world's most beautiful and interesting countries, full of fascinating sights and tastes that we want to share with the world." said I Gde Pitana, Deputy Minister for International Marketing and Communication, for the Indonesian Ministry of Tourism.

Niklas Andreen, Vice President and Managing Director, Global Hospitality and Digital at Travelport, added: "It is a great honor to work with the Ministry of Tourism on this important campaign to increase tourism to this remarkable country. With access to more than 68,000 Travelport travel agents around the world, our Destination Marketing solution continues to deliver exceptional value to customers who need to target the right people with the right messages to help achieve their marketing objectives."

About Travelport

Travelport is the technology company which makes the experience of buying and managing travel continually better. It operates a travel commerce platform providing distribution, technology, payment and other solutions for the global travel and tourism industry. The company facilitates travel commerce by connecting the world's leading travel providers with online and offline travel buyers in a proprietary business-to-business (B2B) travel platform.

Travelport has a leading position in airline merchandising, hotel content and distribution, car rental, mobile commerce and B2B payment solutions. The company also provides IT services to airlines, such as shopping, ticketing, departure control and other solutions. With net revenue of over \$2.5 billion in 2018, Travelport is headquartered in Langley, U.K., has over 3,700 employees and is represented in approximately 180 countries and territories.

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