





# AF 2017 at a glance

- One of the biggest tourist destination forums and expo in Indonesia - an event where travel and tourism industry could meet directly with consumers to gain information access on traveling to various tourist destinations in Indonesia and overseas.
- The event is expected to attract more than 150.000 visitors and IDR. 200 billion sales volume as one of the major tourism and travel consumer show in Indonesia.

## Astindo Fair 2017

INDONESIA'S BEST & MOST COMPREHENSIVE TRAVEL FAIR!  
24-26 March 2017  
Jakarta Convention Center

Organized by:

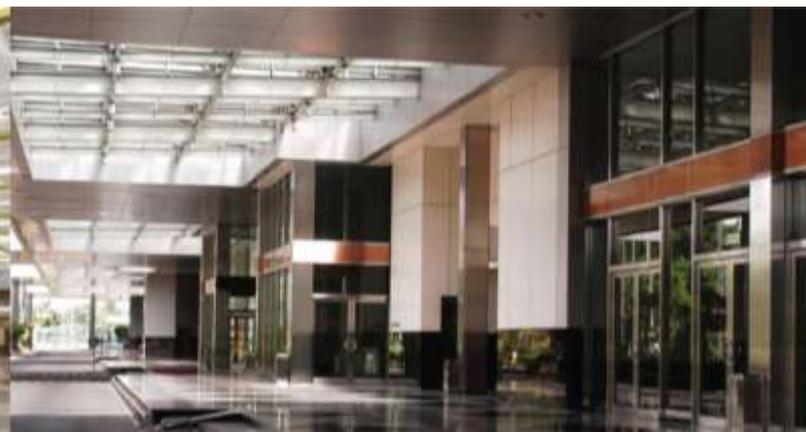


**Pacto Convex Ltd.**  
Laguna Tower Level B1, The Sultan Hotel  
Jl. Jend. Gatot Subroto, Jakarta 10270  
Phone: (62-21) 570 5800 Fax: (62-21) 570 5798  
www.pactconvex.com



# Venue & Date

- Venue : Assembly & Plenary Hall, Jakarta Convention Center (JCC)
- Total Sqm : 12.000 sqm
- Date : 24 – 26 March 2017
- Host : ASTINDO
- Organizer : Pacto Convex Ltd.





# Featuring

- Popular tourist destinations all around the world and Indonesia
- Various type of travel packages, including pilgrimage tours with special value to overseas and Indonesian destinations
- Best offer fares from supporting leading airlines, for low and/or high season

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# Partners

- Our Member  
More than 600 members of ASTINDO, supported by ASITA Jakarta
- Regional and National Tourism Offices :
  - ✓ Badan Promosi Pariwisata Daerah
  - ✓ Japan National Tourism Office
  - ✓ Korea Tourism Organization
  - ✓ Taiwan Visitors Association
  - ✓ Tourism Authority of Thailand
  - ✓ Tourism New Zealand
  - ✓ Department of Tourism and Commerce Marketing, Government of Dubai
  - ✓ Turkish Tourism Office
  - ✓ Philippines Department of Tourism
  - ✓ Many more.....

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# Exhibitors

- Airlines
- Destination Management Representatives
- Hoteliers/Chain Hotels
- Tourist Attractions
- Travel and Tourism Publications
- Travel Gear
- Cruise Lines
- Health Resorts & Spas
- Incentive House
- Medical Tourism
- Official Bank
- Tourism Boards
- Travel Agents
- Travel Insurance

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# Why Exhibit in AF2016?

- ASTINDO FAIR is a great opportunity to showcase travel trends and destinations worldwide
- ASTINDO FAIR serves as a place to discover new leads, expand and consolidate business connections and address specific issues for personal and corporate needs
- ASTINDO FAIR is a perfect setting to launch and create awareness for different travel related products and services
- ASTINDO FAIR provides an opportunity to expand your network, connect to visitors, tourism industry people and association, and many more, through its list of ASTINDO FAIR & media partners,
- ASTINDO FAIR is the place where great minds meet

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# What's on the Event

**LAUNCHING**

**12 January 2016**

**MARKET INTELLIGENCES**

**PRESS CONFERENCES**

**STAGE PERFORMANCES**

**DESTINATION PRESENTATIONS**

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# Media Publication

- Online : antaranews.com, beritasatu.com, beritasatu.com, detik.com, inilah.com, jakartaglobe.com, kompas.com, okezone.com, travelexpose.com, traveltexonline.com, tribunnews.com, ultimoparadiso.com, vivanews.com, etc
- TV : Berita Satu TV, CNN Indonesia, Kompas TV, Metro TV, Trans 7, Trans TV, TV One, etc.
- Promotion : Hanging Banners, Pennants, Banners, Baliho, Badges, Invitations, Show Directory, Brochures, Billboards, LED
- Digital Marketing : Mailing list, Email Blast, Viral Invitation, Facebook, SMS Blast, Special Invitation,

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# Media Publication

Printed

: Bisnis Indonesia, Bloomberg Businessweek Indonesia, Daily Jakarta Shimbun, DestinAsian, Escape Magazine, Femina Group, Getaway, Harian Ekonomi Neraca, Indo Pos, Investor Daily, Jakarta Java Kini, Jawa Pos, Kompas, Kontan, Koran Jakarta, Koran Tempo, Majalah Eksekutif, Majalah Swa, Majalah Tempo, Majalah Venue, Media Indonesia, National Geographic Traveler, Republika, Seputar Indonesia (Sindo), Sinar Harapan, Suara Pembaruan, The Jakarta Post, TTG Asia, Warta Kota, Etc

Radio

: Brava Radio, Cosmopolitan FM, Delta FM, Elshinta, Female Radio, Gen FM, Hard Rock FM, I Radio, MRA Group, Pas FM, RRI, Sindo Radio, Smart FM, U FM, Etc

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# Floorplan

## Legend:

- BOOTH 2 X 2    12 Booth
- BOOTH 3 X 6    18 Booth
- BOOTH 3 X 15    1 Booth
- BOOTH 6 x 6    14 Booth
- BOOTH 6 X 15    3 Booth
- BOOTH 3 X 3    86 Booth
- BOOTH 3 X 9    2 Booth
- BOOTH 3 X 18    2 Booth
- BOOTH 6 x 9    22 Booth

○ Prime Area For Travel Agent  
**TOTAL BOOTH 161 Booth**





For Further Information  
please contact

Pacto Convex Ltd

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Shopping Arcade S2

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