

BOROBUDUR Travel Mart & Expo 2018

**“Visit & Explore Further
Wonderful Central Java”**



2-3

Greetings

4

Map of Central Java

5-7

About Central Java

8

About BTMX 2018

9

Buyer & Seller Activities

10-11

Seller Registration

12-13

Buyer Registration

14

Travex Booth Layout

15

How To Get To Central Java

16

Highlight Of BTMX 2017






Dear Distinguished Delegates,

On behalf of Jawa Tengah Provincial Culture and Tourism Office and the Organizing committee, it is with my great pleasure to warmly welcome to all delegates, buyers, sellers, media as well as tourism trade visitors to the 37th Borobudur Travel Mart & Expo (BTMX) 2018.

We are ready to welcome and share with all our distinguished delegates and visitors, the abundant tourism potencies in Jawa Tengah, from exotic art and cultural heritage to dazzling natural enchantment, and from adventurous to fertile agro tourism attraction.

Once again, thank you very much for supporting the tourist development in Jawa Tengah and we wish all delegates a very successful BTMX 2018 and an enjoyable stay in Jawa Tengah.

Sincerely yours,



Urip Sihabudin,
Director of Jawa Tengah Provincial Culture and Tourism Office



Dear Partners,

On behalf of the entire team, it is my great pleasure to warmly welcome all distinguished delegates and guests to Borobudur Travel Mart & Expo (BTMX) 2018 that will be held for the fifth time in Magelang, Central Java – Indonesia from October 12 – 15, 2018.

Magelang has a wide range of very potential tourism products that encompass the attractiveness of natures, cultural, adventures and great heritage sites. The World's Largest Buddhist Temple of Borobudur is a cornerstone of Indonesian culture, and of enormous significance to the international Buddhist community. The harmonious positioning of Borobudur within its incredible natural environment, and the endless mysteries and oral traditions that surround the site, make Borobudur a place of universal interest and a worthy part of the UNESCO World Heritage listing.

Borobudur Travel Mart & Expo is not only a travel exchange designed to offer opportunities for Central Java sellers to meet up with the selected domestic and international buyers but also a perfect forum for buyers and sellers to establish their prospective future partnership.

Once again, thank you very much for your generous support and we look forward to having the pleasure of welcoming you to Borobudur Travel Mart & Expo 2018.

Yours Sincerely,



Sugeng Sugiantoro
Chairman – BTMX 2018

PETA WISATA

JAWA TENGAH

Central Java Tourism Map



LAGENDA / LEGENDS

	Beach / Pantai		Surfing / Selancar		Boat / Perahu		Temple / Candi
	Mountain / Gunung		Hiking / Trekking		Boat / Perahu		Temple / Candi
	Waterfall / Air Terjun		Boat / Perahu		Boat / Perahu		Temple / Candi
	Waterfall / Air Terjun		Boat / Perahu		Boat / Perahu		Temple / Candi
	Waterfall / Air Terjun		Boat / Perahu		Boat / Perahu		Temple / Candi

DISCOVER MORE AT : www.central-java-tourism.com www.visitjawa.com



Welcome to Central Java, The Culture Wonder...

Located in the middle of the island of Java, the Central Java province is bordered by West and East Java Provinces. Central Java is also located next to Yogyakarta Special Region province. Yogyakarta is historically and culturally part of the Central Java region, although it is now a separate administrative entity.

The average temperature in Central Java is between 18–28 degrees Celsius and the relative humidity varies between 73–94 percent. While a high level of humidity exists in most low-lying parts of the province, it drops significantly in the upper mountains. The highest average annual rainfall of 3,990 mm with 195 rainy days was recorded in Salatiga. The geography of Central Java is regular with small strips of lowlands near the northern and southern coast with mountain ranges in the centre of the region. To the west lies an active stratovolcano Mount Slamet and further east is the Dieng Volcanic Complex on Dieng Plateau. Southeast of Dieng lies the Kedu Plain, this is bordered to the east side by the twin volcanoes of Mount Merapi and Mount Merbabu. South of Semarang, lies Mount Ungaran and to the north-east of the city lies Mount Muria on the most northern tip of Java. To the east near the border with East Java lies Mount Lawu, where its eastern slopes are in the East Java province.

Due to its active volcanic history, volcanic ash makes Central Java highly fertile agriculture land. Paddy fields are extensive, except in the south-eastern Gunung Kidul region partly due to the high concentration of limestone and its location in a rain shadow from the prevailing weather. The largest rivers are the Serayu in the west, which empties into the Indian Ocean, and the Solo which flows into East Java.



BOROBUDUR



Borobudur, is a 9th-century Mahayana Buddhist Temple in Magelang, Central Java, Indonesia. The monument consists of six square platforms topped by three circular platforms, and is decorated with 2,672 relief panels and 504 Buddha statues. A main dome, located at the center of the top platform, is surrounded by 72 Buddha statues seated inside a perforated stupa. Built in the 9th century during the reign of the Sailendra Dynasty, the temple's design in Gupta architecture reflects India's influence on the region. It also depicts the Gupta style from India and shows influence of Buddhism as well as Hinduism. The monument is both a shrine to the Lord Buddha and a place for Buddhist pilgrimage. The journey for pilgrims begins at the base of the monument and follows a path around the monument and ascends to the top through three levels symbolic of Buddhist cosmology: Kāmadhātu (the world of desire), Rupadhatu (the world of forms) and Arupadhatu (the world of formlessness). The monument guides pilgrims through an extensive system of stairways and corridors with 1,460 narrative relief panels on the walls and the balustrades.

SAM POO KONG



Sam Poo Kong, also known as Gedung Batu Temple, is the oldest Chinese temple in Semarang, Central Java, Indonesia. Originally established by a Chinese Muslim explorer, it is now shared by Indonesians of multiple religious denominations, including Muslims and Buddhists, and ethnicities, including Chinese and Javanese. The foundations of Sam Poo Kong were set when Chinese Muslim explorer Admiral Zheng He arrived in the western part of what is now Semarang via the Garang River; the year is disputed, with suggestions ranging from 1400 to 1416. After disembarking from his ships, Zheng found a cave in a rocky hillside and used it for prayer. He established a small temple before leaving Java, but having grown fond of the area his deputy Wang Jing and several crewmen remained behind. A statuette of Zheng was installed in the cave. The original temple was reportedly destroyed in 1704, collapsing under a landslide. In October 1724 the temple was completely renovated. A new cave was also made, located next to the old one.

LAWANG SEWU



The name Lawang Sewu is from Javanese; it means "Thousand Doors". The name comes from its design, with numerous doors and arcs. Lawang Sewu was designed by C. Citroen, from the firm of J.F. Klinkhamer and B.J. Quendag. Construction began in 1904 with A building, which was completed in 1907. The rest of the complex was finished in 1919. It was initially used by the Nederlandsch Indische Spoorweg Maatschappij, the national railway of the Dutch East Indies. On 5 July 2011 the newly renovated complex was inaugurated by First Lady Ani Yudhoyono. However, at the time only B building was available for tours.

SOLO SULTAN PALACE



Kartono Surakarta as one of the stronghold of Javanese culture is opened daily to be adored by visitors. It has a museum and art gallery where some precious collections are exhibited, such as keris (daggers), masks, leather puppets, etc. Since February 17, 1745, Susuhunan Pakubuwono II and his family had occupied the new palace or kartono located along the banks of Solo River, the longest river in Java. The former kartono in Kartosuro (10 km west of Solo) had been abandoned due to severe damages. It was not a proper kartono for the Susuhunan (king) anymore, after being ransacked on 1742 by the invaders. Pakubuwono II with all his family and subordinates made a day long royal procession from Kartosuro to Surakarta.

SEMARANG OLD TOWN



Semarang also has a beautiful old town with numerous historical building that look so stunning. Semarang Old Town also called Outstadt, with area covered approximately 31 hectares. Seen from geographical conditions, it appears that this area is separated from the surrounding area, making it look like a city of its own, thus earning the nickname "Little Netherland". The Old Town area of Semarang is a silent witness of Indonesian history of the Dutch colonial period over 2 centuries, and its location adjacent to the economic area.

SANGIRAN MUSEUM



Sangiran is an archaeological excavation, UNESCO report (1995) "Sangiran is recognized by scientists to be one of the most important sites in the world for studying fossil man. The current museum and visitors' centre has three main halls. The first hall contains a number of dioramas which provide information about the early humans and animals which existed at the Sangiran site around 1 million years ago. The second hall, presents much detailed material about the wide variety of fossils found at Sangiran and about the history of exploration at the site. The third hall, contains a large diorama which provides a sweeping view of the overall area of Sangiran, with volcanoes such as Mount Lawu in the background and humans and animals in the foreground, as it is imagined to have been around 1 million years ago.

PROGO RIVER RAFTING



Adventuring on the wild Progo river will be an unforgettable experience. It gives unique sensation for the adventures. You can feel the current shaking on the boat while passing through steep rapids of the river. You can occasionally relax and enjoy the scenery along the riverside when passing flat stream. The stream of progo river is originated from small rivers in wonosobo and temanggung. The white water rafting is a water sport as well as an entertaining tourism. A boat can bring six rafters sitting two in a row. Central java has 3 rivers which excited to rafting activity among others Elo River, Progo River and Serayu River.

ROYAL BATH CANDI UMBUL



Follow the tracks of the old plantation trains through rice fields and sleepy villages, crossing rivers and abandoned bridges along the way until you reach – hidden away in a quiet and beautiful valley – these Majapahit baths, constructed in the tenth century. The Royal Baths, continuously replenished by spring water, is the perfect place for a dip, so be sure to bring along your sarong or bathing suit.

MOUNTAIN HIKING



You will notice that volcanoes constitute important Javanese landmarks. Mt. Andong (1,726m) and Central Java's most active volcano; Merapi (2,911m) are some of popular mountains not to be missed for hiking. The adventure traveler can climb near the volcano's top and witness the streaming lava flows. Drive to the volcano's foothills and trek for four hours to Merapi's peak, accompanied by professional and authorized guides. Although a tough and demanding walk, it is manageable by anyone with a reasonable level of fitness.

GREAT MOSQUE CENTRAL JAVA



The mosque complex covers 10 hectares (25 acres). There are three central buildings arranged in the shape of a U, with the domed mosque at the centre; all buildings have pitched, tiled roofs, while the central mosque has four minarets. The central roof resembles the roof of a "joglo", the traditional Javanese house, and symbolises the rising steps toward heaven or to gain God's blessing. The long buildings forming the arms of the U house a library and auditorium that can accommodate for up to 2,000 people. In the central courtyard are six large hydraulically operated umbrellas, inspired by the ones at Al-Masjid al-Nabawi in Medina, which are used to protect worshippers.

About Borobudur Travel Mart & Expo (BTMX)

BTMX is the only official annual travel event that is organized by Central Java Government. This is B2B business meeting involving all tourism stake holders in Central Java and surrounding areas with the selected business partners from a wide range of market segments encompass Overseas Outbound Tour Operators and Local Inbound / DMC's that play important role in developing tourist destination in Central Java to both Leisure and Business Travelers.

The event is held in the second weeks of October and the venue is rotated from one city to another city within Central Java. Representing the Central Java Government, Department of Youth Sport and Tourism appointed Central Java Promotion Board to run the event.

In the beginning, the event was held focusing only to Travel Mart without Expo and we extended it with the Expo (BTMX) on 2011 as we realized that Expo which are involving all tourism stake holders including tourist attractions, souvenirs and home industries are vital to be part of this prestigious event in presenting the uniqueness of entire Tourism Products in Central Java.

From years to years BTMX has now well established and recognized nationally and internationally as one of the most wanted B2B Travel Events in Indonesia and has contributed to the success of tourist development in Central Java. The International tourist has also acknowledged the Central Java is beyond Bali Tourist Destination that must be visited.

Do not miss this great opportunity and join the Borobudur Travel Mart & Expo, the best way to exploring and discovering Wonderful Central Java...

SCHEDULED PROGRAMME

Date	Time	Activities	Venue
12 Oct 18 Friday	09.00 – 17.00	Arrival of Buyers & Media and Registration	Semarang/Solo/Jogja Airport
	09.00 – 17.00	Registration for Sellers and Set-up the booths	Grand Artos Hotel Magelang
	19.00 – 22.00	Welcome Dinner and Opening for All Delegates	Manohara Hotel Borobudur
13 Oct 18 Saturday	08.00 – 08.30	Mart Briefing for All Delegates	Grand Artos Hotel Magelang
	08.30 – 12.00	Travex Sessions 1 and Morning Coffee Break	Grand Artos Hotel Magelang
	12.00 – 13.30	Lunch for All Delegates	Grand Artos Hotel Magelang
	13.30 – 16.00	Travex Sessions 2 and Afternoon Coffee Break	Grand Artos Hotel Magelang
	19.00 – 22.00	Farewell Dinner & Closing for All Delegates	Puri Asri Hotel Magelang
14 Oct 18 Sunday	08.00 – 15.00	Semarang City Tour : ✓ Visiting Masjid Agung ✓ Visiting Kota Lama ✓ Lunch at Kampung Laut Restaurant ✓ Visiting Lawang Sewu ✓ Shopping at Pandanaran Giftshop ✓ Visiting Sam Poo Kong	Semarang
	16:00 – 16:45	Coffee Break	Tlogo Resort Tuntang
	18.00	Arrive at Hotel	Grand Artos Hotel Magelang
	19.00 - 21.00	Buyer & Media - Dinner	Grand Artos Hotel Magelang
15 Oct 18 Monday	07.00 - 12.00	Departure of buyers and medias	Semarang/Solo/Jogja Airport



BUYER REGISTRATION FORM

Company Name	
Company information	
Type of Markets	
Type of Business	<input type="checkbox"/> Wholesale <input type="checkbox"/> Tour Operator <input type="checkbox"/> Retail Agent
Delegate Name	Mr./Mrs.
Designation	
Dates of Stay	Arrival date: _____ Departure date: _____
Flight details	Arriving flight detail : _____ Airport : _____ Departing flight detail : _____ Airport : _____
Airport Shuttle Service	<input type="checkbox"/> Required <input type="checkbox"/> No
Address	
Telephone/Hp	
Facsimile	
E-mail	
Post Tour	<input type="checkbox"/> Join <input type="checkbox"/> No
Current Destinations/Areas in Indonesia you are currently supporting: _____ _____	
Destinations/Areas in Indonesia (Central Java) you plan to develop new business: _____ _____	

TERMS AND CONDITIONS:

1. Buyer Registration:

This invitation is intended only to outbound tour operators / travel agents (Overseas) that sent customers to Indonesia and DMC / Inbound / travel agents (Indonesia) that sent customers to Central Java and surrounding areas. The markets maybe vary from Leisure to Business / Corporate for both Individual and Group Bookings. The registration should be completed and sent to the secretariat office by email not later **than August 15, 2018.**

2. Buyer Commitment (Deposit):

The committee requires a deposit at IDR 500.000,- as a guarantee for your participation and we will send you the invoice soon after receive your signed buyer registration form. The deposit would be fully returned upon your arrival at the venue during the registration. The deposit cannot be refunded when the buyer is cancelled to join the event or no-show.

3. The Committee will provide the following free services and facilities to the selected Buyers:

- Three-night accommodation in Magelang based on Twin Share/Single Occupancy.
- Special room rate is provided for pre and post stay in the same appointed hotel.
- Shuttles Services from/to: Semarang/Solo/Jogja Airport/Train Station to Hotel.
- A goodie bag of promotional materials and ID badge upon registration.
- Breakfast, lunch, and dinner during the event of BTMX 2018 in Magelang.
- Shuttle services from/to: Hotels - Venues of BTMX 2018 in Magelang.
- Post-Tour.

4. Buyers should meet all the sellers in accordance with the assigned timetable.

5. Buyers are not allowed to leave the Travex area before the last session ends.

6. Buyers are required to wear their ID badges at all times in the Travex area.

BTMX 2018 SECRETARIAT:

Central Java Tourism Board

Ruko Setiabudi Square 2nd Floor
Jl. Setiabudi, Srandol no. 12, Semarang
50269 Central Java – Indonesia
Tel. +62 24 7462 401
E. info@cjtb.or.id | www.cjtb.or.id

Contact person:

Diah Ariani (Executive Secretary)
M: +62 856 4034 2771

*I acknowledge the information stated on the registration form is correct
and agree to participate the BTMX 2018*

Signature,

Name: _____

Date: ____ / ____ / ____



SELLER REGISTRATION FORM

Company Name	
Company profile	
Type of Business	
Official Star Rating	
Full Delegate Name	
Designation/Title	
Co-delegate Name	
Designation/Title	
Address	
Telephone / Hp	
Facsimile	
E-mail	
Website	

TERMS AND CONDITIONS FOR SELLER

1. Seller Registration Fee:

- Full Delegate : Rp. 3.000.000 nett
- Additional Delegate : Rp. 1.000.000 nett

2. Registration Form & Payment

Sellers should complete the registration form along with the copy of payment and return it by email or fax not later than July 31, 2018 to BTMX 2018 SECRETARIAT:

Payment by Wire Transfer (Rupiah Account)

Note: Bank charges to be paid by the clients

- Beneficiary Name : Heru Isnawan IR
- Bank Name : BCA (Bank Central Asia)
- Bank Account No. : 0094 929 004
- Bank Address : KCU Semarang

3. Facilities

- a. Booth (2M x 3M) with a table and 4 chairs
- b. 1 day of (2x coffee breaks & lunch) during the travel exchange
- c. 1 Goodie bag and ID badge per delegate
- d. Welcome and farewell dinner

Notes:

- Sellers are not allowed to leave the travex area before the last session ends.
- Sellers should make the registration for travex at the registration desk in venue.
- Sellers are required to wear their ID badges at all times in the travex area.

BTMX 2018 SECRETARIAT:

Central Java Tourism Board

Ruko Setiabudi Square 2nd Floor
Jl. Setiabudi, Srandol no. 12, Semarang
50269 Central Java – Indonesia
Tel. +62 24 7462 401
E. info@cjtb.or.id | www.cjtb.or.id

Contact person:

Diah Ariani (Executive Secretary)
M: +62 856 4034 2771

*I acknowledge the information stated on the registration form is correct
and agree to participate the BTMX 2018*

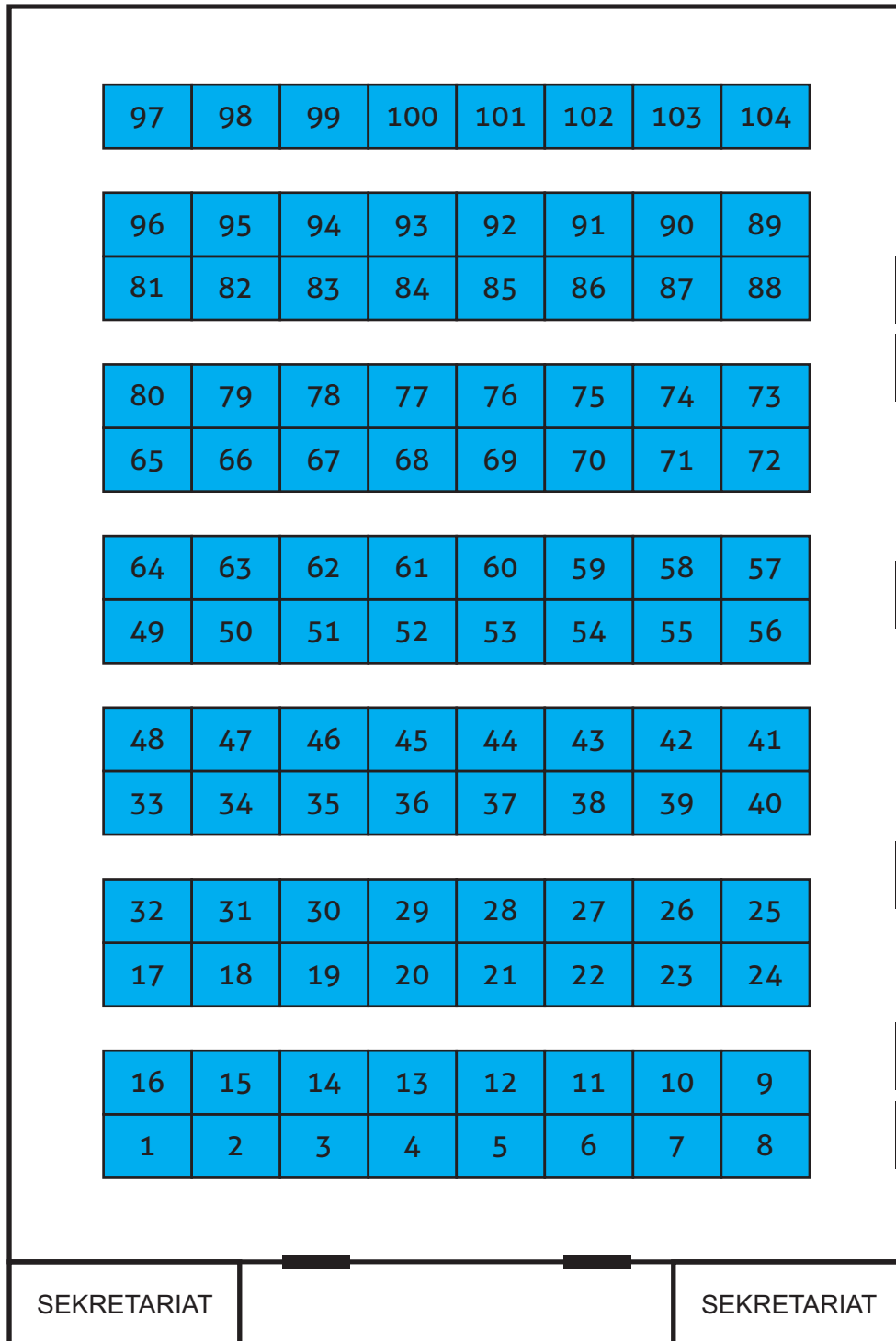
Signature,

Name: _____

Date: ____ / ____ / ____



SEMANGGI BALLROOM





SEMARANG INTERNATIONAL AIRPORT

Bandar Udara Internasional Ahmad Yani

Jl. Puad Ahmad Yani
Kota Semarang, Jawa Tengah 50145



SOLO INTERNATIONAL AIRPORT

Bandar Udara Adi Soemarmo

Jalan Padang Golf, Ngesrep, Ngemplak,
Kabupaten Boyolali, Jawa Tengah 57375



YOGYAKARTA INTERNATIONAL AIRPORT

Bandar Udara Adisutjipto

Jl. Raya Solo KM.9, Maguwoharjo, Kec. Depok,
Kab. Sleman, Daerah Istimewa Yogyakarta 55282



organized by :

