

Media Release:

Experience Indonesian Wonders in London

For the third year in a row, Indonesia is coming to London! Indonesian Weekend is the UK's largest festival of Indonesian culture and this year's edition will take place on September 8th and 9th in Potters Fields Park, right next to Tower Bridge.

With support from the Ministry of Tourism (MoT) Republic of Indonesia and Indonesian Ministry of Education and Culture, the Indonesian Embassy in London and the West Java Province, among others, every year Indonesian Weekend has flown over authentic Indonesian musicians, dancers, chefs and martial artists for a two-day family-friendly extravaganza attended by thousands and completely free to enter.

Deputy for International Marketing Development - MoT, Nia Niscaya, stated, "This year, the event is recreating a Balinese beach which gives the ambience of a warm destination and is a strategic moment to introduce and promote Indonesian tourism through content of natural, cultural and sensory wonders. Wonderful Indonesia is putting on this event to increase awareness not only for Britons, but also to reach thousands of international visitors who visit one of London's most iconic tourism attractions". Based on the latest figures of Visit Britain, overseas visits to the UK are set to pass 40 million for the first time in 2018.

This year, the event is recreating a Balinese beach with 50 tonnes of white sand centered around a beach bar. A bamboo effect stage at the heart of the event will have performances from renowned Indonesian dancers, musicians and martial artists (starring in The Raid and appearing in Star Wars).

There will also be an Indonesian MasterChef judge leading exclusive cooking demonstrations and tasting sessions focused on Indonesia's most iconic dishes, while hand-picked food stalls will serve a selection of authentic Indonesian food and drink.

As well as the cultural and culinary attractions, one of the event's biggest draws is the attendance of travel experts who will be on hand to give advice on the best way to experience Wonderful Indonesia first hand. Among those attending are tour operators Ethos Travel, Flight Centre and Travel Counsellors who can make recommendations and bespoke itineraries for the perfect Indonesia holiday. The official airline partner for the event is Philippine Airlines, who will be giving away free flights to Bali as part of the event's annual social media competition. There are even free stays at luxury resorts up for grabs from Indonesian Weekend's hotel partners.

Come and experience a tantalising taste of Indonesia and make Indonesian Weekend your springboard for visiting this diverse and exotic country.

Key Messages:

1. Experience vibrant Indonesian culture in one of London's most iconic locations.
2. Feel the party atmosphere with the event in its third consecutive year, now bigger and more colourful than ever.
3. Lounge on the Balinese beach with the relaxing beachside bar and traditional games.
4. Take in the rich sensory wonders with a MasterChef cooking demonstration, tasting demonstration and authentic food stalls.
5. Be amazed by invigorating performances from renowned Indonesian martial artists, dancers and musicians.
6. Take a trip to Indonesia with discounted rates and exclusive giveaways from our flight and hotel partners.

CONTACTS:

MINISTRY OF TOURISM REPUBLIC OF INDONESIA

Agustini Rahayu (Mrs.) | Director of Tourism Promotion in Europe
Gedung Sapta Pesona | Jl. Medan Merdeka Barat No.17 Jakarta 10110 | Indonesia
Email: europa@indonesia.travel | Tel: +62-21-383 8392 | www.indonesia.travel

Visit Indonesia Tourism Officer in UK

Richard Hume (Mr.)

Richard Hume

Director

Hume Whitehead Limited

4th Floor [45-51 Whitfield Street](#)

[London W1T](#) 4HD

Tel : +44 (0)20 3375 4051

Email : richard@humewhitehead.co.uk

Website : www.humewhitehead.co.uk