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Targeting 175 Billions Transaction, Garuda Indonesia Partnered with Bank HSBC to Conduct Online Travel Fair

Jakarta, November 20, 2017 – After the successful result of “Garuda Indonesia Online Travel Fair” Phase 1 on March – April and Phase 2 last August, Garuda Indonesia will conduct “Garuda Indonesia Online Travel Fair” Phase 3 that will be conducted gradually on 21-23 November for First Class and Business Class, and 24-30 November for all classes. For phase 3, Garuda Indonesia collaborates with PT Bank HSBC as the bank partner.

Through GOTF Phase 3, Garuda Indonesia and HSBC offer a domestic and international flight tickets with attractive prices which can be accessed through Garuda Indonesia Online Travel Fair microsite: www.garuda-indonesia.com/gotf, Garuda Indonesia Website: www.garuda-indonesia.com, and Garuda Indonesia Mobile App.

Special staff of minister of tourism for infrastructure field, Judi Rifajantoro during press conference that was conducted on Monday (20/11) shows his appreciation for the online travel fair and stated that GOTF is in line with the Ministry of Tourism’s program of “digital tourism” to further promote Indonesia’s tourism.

“Worldwide tourism trends is now shifting to digital platform because of the ease, fast and more personal. Data showed that 70% people do the search and share through digital media. This becomes a challenge for the tourism industry players to be able to fulfill the needs. GOTF is the right initiative to be one of the solution to fulfill the public’s needs on this digital era.” Judi added.

Meanwhile, Marketing and IT Director Garuda Indonesia, Nina Sulistyowati stated that GOTF Phase 3 is one of Garuda Indonesia’s support to achieve the foreign tourist target. “GOTF Phase will be conducted at our representative office abroad. We also prepared 6 top domestic destinations such as Belitung, Depnasar, Jogjakarta, Labuan Bajo, Sorong dan Manado” said Nina.

Nina added “The rising popularity of travelling activity and the high demands for the convenience to access flight tickets made us, as the travel industry players to be more active to make an innovative actions to fulfill the demands. As the digital transaction especially the online purchase of Garuda Indonesia’s flight tickets are increasing every year, in the future, Garuda Indonesia will focus on the digital sales for the market.”

Nina also stated that GOTF Phase 3, Garuda Indonesia also target a revenue of Rp. 175 billions, 2 millions of website visitors and 50,000 new downloads on Garuda Indonesia Mobile App.

“We hope GOTF could facilitate people to travel with a 5 star airline and the best crew in the world with attractive prices,” closed Nina.

This collaboration marks the first collaboration since PT Bank HSBC Indonesia completed its integration earlier this year. “We are proud to partner with Garuda Online Travel Fair Phase 3. With our vast network locally and globally, we believe we are the right partner for GOTF, especially to promote Indonesia tourism destination to the world,” said Blake Hellam, Retail Banking and Wealth Management Director PT Bank HSBC Indonesia.

Dewi Tuegeh, Head of Customer Value Management of PT Bank HSBC Indonesia also added that the trends on online purchase of flight tickets amongst the society motivate HSBC to be able to

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accommodate the public's preferences. "We support this partnership, combining an extensive global network with Home and Away program. This program offers an advantages for HSBC's global credit card customers to be enjoyed in many outlets in the world. We also promoting GOTF (Garuda Indonesia Online Travel Fair) on HSBC website in HongKong, China, Malaysia, Singapore and UK, so then our customers on those countries will be able to enjoy GOTF, and the beauty Indonesia has to offer."

Through GOTF 2017 Phase 3, our customer will get the chance to have the attractive prices to travel. Besides that, Garuda Indonesia members and HSBC Credit card customers will receive an interesting offer through Happy Hour Program during GOTF event. The offers include an additional discount starting from IDR 500,000 to IDR 3.5 million, 0% installment 3 to 6 months travel inconvenience insurance up to IDR 80 million, free medical insurance up to IDR 500 million, and free travel insurance up to IDR 10 billion.

Back on 2017, Garuda Indonesia also conducted the GOTF phase 1 on March – April 2017 and managed to gain revenue of IDR 162 billion, 1,7 website visitors and 32 thousandnew downloads on Garuda Indonesia Mobile App. Meanwhile, GOTF Phase 2 was conducted on august 2017 managed to achieve revenue of IDR 173 billion and almost 2 million website visitors, and more that 50,000 new downloads on the mobile app.

In this GOTF 2017, Garuda Indonesia will continue partnerships with couples of business partners like Hotel Partner (Swiss-Belhotel International, Agoda, Parador Group Hotel, Hotelopia, and MyHotelFinder). Travel Package business partner from Garuda Indonesia Holiday and also business partners for travel equipment (e-Commerce: VIP Plaza, Zalora and Photography: Sweet Escape).

As one of the part to optimize the digital market sector, since 2015, Garuda Indonesia has introduce the concept of "Garuda Indonesia New Digital Experience", a new digital service in the company that consist of: website www.garuda-indonesia.com, social media channel: Facebook, Twitter, Instagram, LINE Official Account, and Youtube, and also the new face of Garuda Indonesia mobile app.

By introducing "Garuda Indonesia New Digital Experience", Garuda Indonesia would like to elevate the market potential through e-commerce and digital, especially targeting the younger generation, through several digital platform improvements owned by the company, and also as an effort to improve our service for the user.

End.