



PAKS Company

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Attn: Mr. Jose Antonio Morato Tavares

Ambassador Extraordinary and Plenipotentiary of the Republic of Indonesia to the Russian Federation and the Republic of Belarus

Dear Mr. Ambassador,

On behalf of the Russian tourism business, the Tour Operator PAKS is taking the initiative to resumption the operation of the national tourism office of Indonesia in Russia - VITO Russia (Visit Indonesia Tourism Office)

We can say that the demand for tours to Indonesia is growing. The priority destination is still Bali. We believe that in order to realize the country's potential in full measure, it is necessary to draw the attention of Russians to other potential resorts. Thus, at the Indonesian Forum held within the framework of MITT 2024, in which representatives of PAKS Company took part, colleagues from Indonesia presented the islands of Labuan Bajo and Belitung, the resort of Mandalika and others.

We think that for the full-fledged promotion of the country it's needed the following:

- Promotion of Indonesia as a tourist destination and the Wonderful Indonesia brand;
- Cooperation with tour operators, participation in joint events, organization of famtrips for agents;
- Communication with media representatives, organization of image publications, interviews and press tours;
- Participation in specialized industry exhibitions, festivals and other events;
- Conducting advertising campaigns.

For realization of the comprehensive promotion as described above the resumption of operation of VITO Russia is really required.

Thanking your beforehand for your assistance.

Yours faithfully,

Mr. Vitaly V. Chizhikov

General Director of PAKS Company Tour operator

