TORAJA FAMILIARIZATION TRIP 2017

Discover the Sacred Highlands

Toraja Destination Management Organization (DMO) in partnership with Government of Tana Toraja, Government of Toraja Utara, Toraja local communities and tourism businesses will conduct Toraja Familiarization (FAM) Trip 2017 for tour operators and media. Join us to discover the sacred highlands.

Schedule

Schedule	Application Deadline
Tue, April 25th – Sat, April 29th, 2017	April 18th 2017

Organizer

	Contact
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Itinerary

In this trip, you will explore 2 regencies of Toraja, Tana Toraja and Toraja Utara.

Schedule	Activity
Day 1 Tue, 25 April 2017	Arrive at Sultan Hasanuddin Airport Makassar Departure from Makassar to Toraja by plane Welcome to Toraja Briefing & Airport inspection Visit Tampang Allo & Kambira Coffee at Ghitari Coffee Plantation Visit the highest Jesus Statue in the world at Buntu Burake
Day 2 Wed, 26 April 2017	Hotel inspection Visit megalith field of Kalimbuang Bori' Visit traditional village of Palawa' Visit weaving village Sa'dan To Barana

	Visit Batutumonga Coffee at Mentirotiku & Homestay inspection Trekking to CBT Sesean Suloara
Day 3 Thu, 27 April 2017	Sunrise hunting at Lolai (Land Above The Clouds) Visit the Famous Tongkonan of Ke'te Kesu' Learn Toraja Batik in Karassik Toraja coffee story at Warung Kopi Toraja (KAA) & Kaana Coffee
Day 4 Fri, 28 April 2017	Coffee Tour at Sulotco Coffee Plantation Visit Toraja Art Market & Hotel inspection Departure from Toraja to Makassar by bus
Day 5 Sat, 29 April 2017	- Arrive at Sultan Hasanuddin Airport Makassar - Transfer to domicile

More detailed itinerary will be provided closer to the date. All program, itinerary, and schedule are subject to change anytime due to on-site weather condition, flight availability, etc.

Tampang Allo – Inside this magnificent cave of wonder, bones and skulls of departed commoners are neatly arranged, all displaying an architectural feat like nowhere else in the world.
Kambira – The people of Toraja have many varied burial practices, but the one that most intrigues tourists visiting the region are the tree burials.
Ghitari Coffee Plantation – Sip Toraja coffee while fixing your sights on the breathtaking views.
Buntu Burake – The world's new highest Jesus Statue, with 40m tall and above 1.100masl.
Kalimbuang Bori' – A village with the largest megaliths field, will surely let you taste the air of the legendary saga flowing freely in the area. Big stone monuments erected since the megalithic era, are still raised in Toraja as a part of the traditional practices.
Palawa' – A traditional village with beautiful sight and historical remnants of the ancestral war of the 11th century.
Sa'dan To Barana – The weaving village, some even said the village are the epicenter of Torajan culture itself. Every weave and profound stitching can be felt while touching this handmade marvel.
Batutumonga – Experience the stunning sceneries of rice fields and karst stone.
Sesean suloara – A good way to take a closer look to the local life as well as supporting a community based tourism.
Lolai – The most visited place in 2016, will take you to experience the breathtaking moments of the Land Above The Clouds.
Ke'te Kesu' – The famous Tongkonan complex with beautiful Toraja traditional houses, burial sites, rice field, and amazing story of the family. Torajan believe that Tongkonan is not just a home, it's a small universe.
Karassik – Learn to make authentic Toraja handicraft in Karrasik Batik Workshop.
Coffee Tour Sulotco – A trek on fairly clear marked trail through coffee plantation.

Terms & Conditions:

For National & International Tour Operators

Intended participants

1. Invitations shall be offered to national tour operators in Indonesia, with those based outside of Toraja/Makassar and international tour operators prioritized.
2. Eligibility for participation shall be **given** to international outbound sellers and Indonesia domestic sellers that intend to offer Toraja into their products and have never sold tour packages to Toraja or not selling tour packages to Toraja in the last two years. Participation from the sellers that already put Toraja in their product, will still be considered.

Specific conditions for participation

1. Only 1 (one) representative of a company with relevant position (Product Manager, etc.) shall be approved to participate in this trip.
2. After participating this FAM trip, participants are encouraged to put Toraja branding in their product and marketing material, and have to bring at least 2 groups to Toraja in a year ahead.
3. All participants shall cooperate with the Organizer in responding to questionnaires and surveys to measure results for the purpose of improving Toraja destination.
4. As a basic rule, participants will participate in the FAM trip from start to the end, and must not leave during the scheduled time of the event without the permission from the Organizer.
5. Be punctual and willing to follow the planned itinerary, schedule, and any changes that may occur.

Optional: participants are encouraged to put official destination logo of Toraja into their marketing materials that offer Toraja. The logo artwork and brand guideline will be provided by the Organizer.

For National & International Media

Intended participants

1. Invitations shall be offered to national media in Indonesia but outside of Toraja/Makassar, as well as international media in the markets covered by Toraja Destination (i.e. Germany, Netherlands, France, UK, Switzerland, Italy, Spain, Singapore, Japan, Hong Kong, US, Canada, and Australia), who will be selected and approved by the Organizer.
2. The media used for publishing the articles must be capable of effectively sharing the information about trips to Toraja. Such media includes newspapers, travel magazines, online articles, blogs, and social media.
3. Only 1 (one) representative of a company shall be approved to participate in 1 (one) trip.
4. As a basic rule, participants will participate in the FAM trip from start to the end, and must not leave during the scheduled time of the event without the permission from the Organizer.
5. Be punctual and willing to follow the planned itinerary, schedule, and any changes that may occur.

Specific conditions for participation

1. Print Media
   - The approved application and participation shall bind the participant and his and/or her company to publish multiple articles (a minimum of 2 articles between May – December 2017). The articles shall feature the media trip and the attraction sites itself.
   - Participants shall agree to include Toraja destination logo and website **www.visittoraja.com** into their articles.
   - When the articles are issued, a minimum of 5 (five) print published copies must be provided to the Organizer.

2. Online/New Media
   - The approved application and participation shall bind the participant and his and/or her company to publish multiple articles (a minimum of 3 articles between May – December 2017). The articles shall feature the media trip and the attraction sites itself.
   - Participants shall agree to include Toraja destination logo into the article and link the article to website **www.visittoraja.com**.
   - When the articles are issued, a link or PDF of the articles must be provided to the Organizer.
   - KOL should endeavor to post in real-time on site. In the events of failure to post real-time on site due to bad internet connection or any other cause, KOL shall fulfill the above requirements upon return to origin destination.
3. Television
   - The approved application and participation shall bind the participant and his and/or her company to publish multiple news stories or feature stories (a minimum of 2 stories between May – December 2017). The clips shall feature the media trip and the attraction sites itself.
   - Participants shall agree to include Toraja destination logo and website **www.visittoraja.com** into their clips.
   - When the stories are broadcasted, the copy of the coverage must be provided to the Organizer.
4. All participants shall cooperate with the Organizer in responding to questionnaires and surveys to measure results for the purpose of improving Toraja destination.
5. All participants must provide to the Organizer a testimony, photographs, and or videos about Toraja destination that shall be used for Toraja destination's publications. For this purpose, the participants must grant the Organizer the rights to publish the materials in its print and online media.

Expenses borne by the Organizer

Accommodation

1. On the day the FAM trip start in Toraja to the final day.
2. Lodging during FAM trip is as provided and it shall be twin sharing room
   Private room is available on participants' own expenses (depends on the capacity of the hotel/property).
3. The accommodation includes breakfast as arranged by the Organizer.

Meal

1. Breakfast, lunch, and dinner (excluding beverages) on the day the FAM trip start in Toraja to the final day. Participants must pay for meals that are not scheduled by the Organizer.

Transportation

1. Inside-Indonesia transportation from company base (Jakarta/Bali/Lombok) to Makassar (1 return economy air tickets).
2. Transportation from Makassar to Toraja (1 economy air ticket and 1 bus ticket).
3. Land transport in Toraja as scheduled by the Organizer during the FAM trip.
4. Facility admission fees.

Expenses borne by the participants

Other expenses that doesn't mention above, such as:

1. International airfare, airport tax/service charges, overweight, porter, any service or cancellation fee charged for a change made upon the airline ticket issuance, and other charges that are not arranged and covered by the Organizer.
2. Expenses to obtain a visa to Indonesia.
3. Transportation from the origin destination to the airport, airport transfers in Makassar upon arrival.
4. Dinner and breakfast on the day of arrival/departure in/out of Makassar.
5. Any expenses associated with withdrawal before the end of the event.
6. Expenses for the delivery of participant's personal belongings.

Application and registration

1. You are required to complete the **Application Form** page (**http://www.visittoraja.com/toraja-familiarization-trip-2017**)
2. By submitting the Application Form, you are bound to the terms and conditions stated in this FAM trip document.
3. The Organizer will examine your application and inform the approval within 7 (seven) days upon application received.
4. Please note that failure to register the necessary information may hold up the application approval process. The deadline for registration must be strictly observed.
5. The Organizer reserves the right to reject the participation of an applicant in the FAM trip and eliminate said application regardless of reason, in case the applicant violates any of these rules.

Deadline for application

The deadline of applications for FAM trip in 12 P.M/noon (GMT +8/WITA) on **18 April 2017**
Please note that once the maximum number of applications has been reached, subsequent applications may be rejected before the deadline. However, the application period may be extended in case spaces remain available after the deadline.

Cancellation and withdrawal

1. The Organizer deem that the participation of an applicant is inappropriate due to such reasons as false information provided in the application, registration may be cancelled even upon approval is granted.
2. The cancellation of participation (including the reason) upon approval must be reported in writing and emailed the Organizer to **info@visittoraja.com** without any exception.
3. As a general rule, withdrawal from the FAM trip before the end of event will not be permitted. However, withdrawal due to an inevitable situation must be approved by the Organizer without any exception. The participant shall pay for any expenses, such as air tickets, transportations, accommodations, meals associated with withdrawal.
4. All participants are subject to the following penalties or payment of fines for cancelling participation within 7 (seven) days after their application approved or if they fail to participate in any of the FAM trip events.
5. Participants become ineligible to participate in any future FAM trip events.
6. Payment of the cancellation fees for air tickets, accommodations, and other arrangements associated with the cancellation of participation shall be made by bank transfer to the Organizer's bank account within 3 (three) days after cancellation letter submitted.

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