Timor-Leste's Tourism Policy presents 5 overarching themes through which tourism should be positioned:

1. **Priority**
2. **Prosperity**
3. **Protection**
4. **Partnership**
5. **People**

Headline goals of the Tourism Policy are that by 2030 tourism will:

- Directly employ **15,000** workers
- Welcome **200,000** international tourists annually
- Earn the country **USD150 million** in revenues
Awareness
Private sector companies in the tourism supply chain say that a HUMAN RESOURCE deficiency is the main challenge they face. This includes:

- motivation
- initiative
- responsibility
- rigor
- hospitality
- skills
- behavior
- punctuality

Road networks to key attractions are in progress. To increase demand, key attractions and activities need to be developed in Maubisse, Balibo, Baucau, Com and Jaco Island.

Based on existing flight routes, current flights can accommodate approximately 390,000 passengers per year.

Maximum passenger capacity of Dili International Airport is approximately 766,500 passengers per year.

Attractions and Activities
- NATURE
  - whales
  - diving
  - fauna
  - trekking
  - coffee
- MARINE
  - marine diversity
  - ocean
  - snorkelling
- ADVENTURE
  - Portuguese fortresses
  - caves
- CULTURE
  - churches
  - resistance
  - religious
  - historical
  - museums

Currently 5,000 people are employed by the tourist economy.
Tourism Demand

**Median trip length to Timor-Leste holiday-maker:**
3 nights

**2017**
- **73,837** arrivals were issued Class 1 Tourist Visas
- **36,975** tourist visa recipients traveled for leisure USD$24.6 million
- **11,075** leisure travelers were holiday-makers USD$12.6 million
- **USD$1,135** median spend per holiday-maker per trip
- **3 nights** median trip length to Timor-Leste holiday-maker

**LEISURE TRAVELERS**
- **2%** China
- **5%** New Zealand
- **6%** Portugal
- **24%** Indonesia
- **46%** Australia

**TOTAL VISITORS (%) BY MARKET**
- Indonesia: 67%
- Australia: 12%
- Portugal: 7%
- China: 7%
- Philippines: 3%

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* Holiday-makers are leisure travelers, who visited Timor-Leste for the primary purpose of holiday

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[www.timorleste.tl](http://www.timorleste.tl)
Asosiasaun Turizmu Koleku Mahanak Ataúro (ATKOMA)

**Objective**
Increase employment and revenue from tourism for the communities of Ataúro, while at the same time protecting the environment and promoting local culture.

**Activities**
- Destination marketing
- Tourism training and mentoring
- Research, planning, development and advocacy

Hotel Owners of Timor-Leste (HOTL)

**Objective**
Encourage and support the growth of member hotel

**Activities**
- Tourism Marketing
- Improved access and connectivity to Timor-Leste
- Shared data analysis
- Hospitality training opportunities

Timor-Leste Coffee Association (ACTL)

**Objective**
Revitalize the Timor-Leste coffee farm sector

**Activities**
- Serve as the unified source for industry standards, industry advocacy, media representation, and international brand development for Timorese coffee
- Offer capacity development and best practice training for farmers and other members of the industry