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Two American Yogis Participate in Yoga Famtrip to Indonesia

WASHINGTON, D.C. – The Indonesian Embassy in Washington, D.C. invites two American yogis to do Yoga Familiarization Trip to Yogyakarta and Bali on October 23 to November 2, 2017. The yogis, Ms. Jessamyn Stanley (@mynameisjessamyn) of Durham, North Carolina and Mr. Sean Phelps (@seanphelpsife) of Los Angeles, California were selected by the embassy for having an extensive outreach promoting yoga and wellness through their social media. They are yoga instructors who have taught yoga classes and workshops in the United States and abroad.

Ms. Stanley and Mr. Phelps will promote the experience of yoga tours in Indonesia in real time every day through their social media (instagram) accounts. The use of social media as a promotional tool is a strategy used by the embassy to target the American public, especially young people, who tend to search for information online.

"We need a more precise targeted marketing strategy to attract Americans to visit Indonesia. Yoga tour is one of the strategies we use to reach out to the American public," said Budi Bowoleksono, Ambassador of Indonesia to the United States.

During their visit in Indonesia, Ms. Stanley and Mr. Phelps will conduct meditation and yoga sessions at tourist sites, such as Borobudur Temple, Prambanan Temple, and Ubud in addition to meeting with the yoga community in Yogyakarta and Bali.

"From a study conducted by Ipsos Public Affairs in 2016, there are 36.7 million Americans who have become yogis (yoga practitioners), and 80 million people have expressed a desire to be a yogi. Of these, the yogis have spent 16.8 billion USD to attend yoga classes and buy yoga equipment. Yoga is not only sport but also the market potential that Indonesia needs to work on," continued Ambassador Bowoleksono.

Yogyakarta and Bali are known for their yoga retreats and are very active in hosting yoga-related activities. In the past two years Yogyakarta has been hosting the national yoga festival attended by thousands of people, while Bali has held yoga festival since 2008.

The Yoga Fam Trip is a collaborative program with the Ministry of Tourism of the Republic of Indonesia. It is expected to place Indonesia in the map of international yoga tours and attract American tourists to visit Indonesia. *Think yoga trip, think Wonderful Indonesia!*

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