



PRESS RELEASE
MINISTRY OF TOURISM

**Ministry of Tourism Develops API System with OTAs to Strengthen Governance
of Tourism Accommodation Sector**

Jakarta, 26 May 2026 – The Ministry of Tourism is strengthening collaboration with Online Travel Agent (OTA) partners to improve the governance of Indonesia’s digital tourism ecosystem by developing an Application Programming Interface (API)-based verification system to ensure that all accommodations marketed through digital platforms possess valid Business Licenses.

Minister of Tourism Widiyanti Putri Wardhana, during the Press Conference on “Improving the Quality of Governance in the Tourism Accommodation Business Ecosystem” held at the Sapta Pesona Building in Jakarta on Tuesday (26/5/2026), stated that the initiative is designed to maintain the sustainability of the tourism industry ecosystem, protect tourists’ rights and satisfaction, create a healthy and orderly business climate, and promote good digital governance.

“Our policy direction is clear. We aim to foster a fair and competitive tourism industry to support sustainable tourism growth,” said Minister Widiyanti.

The API system is currently under internal development before it is further developed in collaboration with connected OTA partners for integration.

Under the planned implementation, OTA platforms will require business operators to provide three key data points: 1) Business Identification Number (NIB), 2) Indonesia Standard Industrial Classification (KBLI), and 3) Business Activity Number (NKU). These data will then be used by OTAs and the Ministry of Tourism, integrated with the OSS system, to conduct automatic Business License verification.



If the submitted information matches the official records, accommodation operators (*merchants/hosts*) may be verified and approved to operate on OTA platforms. Conversely, if the information does not match, the application may be rejected or unable to proceed further.

“This process will create a faster and more accurate verification mechanism, ensure that all parties have the correct and relevant information, and support the display of licensed accommodation information (*labelling*) on OTA platforms,” said Minister Widiyanti.

Minister Widiyanti aims to launch the API system by June 2027. Once the system becomes operational, OTA operators must ensure that no accommodation listings, properties, or partners are marketed without a valid NIB and appropriate KBLI classification.

To ensure that this effort can be implemented effectively and create a broad impact, the Ministry of Tourism has prepared four comprehensive instructional videos on business licensing procedures. Minister Widiyanti encouraged all OTA platforms to distribute the videos to accommodation owners and include them on their websites as guidance for establishing and operating accommodation businesses in Indonesia.

Since March 2025, the Ministry of Tourism has undertaken a series of initiatives together with regional governments and OTA partners. These efforts include outreach programs across five provinces, six coaching clinics educating more than 1,500 business operators, and collaboration with nine OTA partners to communicate and implement regulatory requirements for business operators. Through these initiatives, awareness of the importance of business legality has continued to increase.



Data as of 20 May 2026 shows a 46.5 percent increase in the number of short-term accommodation business units officially registered with NIBs in the OSS system across eight tourism KBLI categories, compared to 31 March 2025. Among all categories, villa accommodations recorded the highest growth, increasing by 76.4 percent.

“This demonstrates that more tourism accommodation businesses are entering the formal system and fulfilling their business obligations. This positive progress would not have been possible without collaboration between the Ministry of Tourism, Provincial and Regency/Municipal Governments, as well as the support of all our OTA partners and associations,” said the Minister.

The Ministry of Tourism has also identified several tourism accommodations that do not yet hold Business Licenses. The Ministry will submit the list to OTA platforms, which will follow up by suspending the sales activities of non-compliant merchants (*delisting*) within two months of the Ministry of Tourism's official communication. If merchants subsequently fulfill their Business Licensing obligations, they may be reinstated on OTA platforms.

Acting Deputy for Industry and Investment at the Ministry of Tourism, Rizki Handayani, stated that the measure aims to ensure that all merchants listed on OTA platforms have clear business legality. She also encouraged the public to choose licensed accommodations to ensure safety and comfort during their travels.

Rizki added that the Ministry of Tourism will also collaborate with regional governments so that supervision of accommodation businesses can be carried out more effectively by leveraging integrated data.

“This API system is a breakthrough initiative directly encouraged by the Minister, and in the future, it can be expanded to cover other types of tourism businesses,” Rizki said.



Meanwhile, Assistant Deputy for Industry Management at the Ministry of Tourism, Budi Supriyanto, explained that changes to the Indonesia Standard Industrial Classification (KBLI) in 2025 were introduced through a new conversion system. The changes will result in updated KBLI numbers but will not affect the business licensing process.

According to Budi, if a business is indeed categorized as a villa accommodation, the new KBLI classification will be automatically updated by the OSS system.

“However, if the change requires an amendment to the company deed, it means that the business category itself is different. As seen in Bali, many villa owners currently use KBLI 68111, which falls under the real estate category. If they wish to convert it into villa accommodation under the short-term tourism accommodation category, they must update their company deed and adjust the classification to KBLI 55193,” said Budi.

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