

## Food, Hotel & Tourism Bali 2026 Returns as a Leading Destination for Innovation and Inspiration in Eastern Indonesia's Hospitality Industry

### Press Release

**Bali, 15 April 2026** - A highly anticipated year for stakeholders across the hospitality and food and beverage (F&B) industries, Food, Hotel & Tourism Bali (FHTB) is set to return as the leading international exhibition for the sector in Eastern Indonesia. Entering its 14th edition, FHTB 2026 reinforces its role as a strategic platform driving business growth, industry innovation, and the expansion of the national tourism sector.

FHTB 2026 will take place from **28–30 April 2026** at the **Bali Nusa Dua Convention Center (BNDCC)**. Over the course of three days, the exhibition will serve as a central hub of business activity in Bali, providing access to a dynamic and rapidly growing market for both domestic and international industry players, including global suppliers, HoReCa (Hotel, Restaurant, and Café) businesses, potential buyers from hotels and restaurants, as well as global distributors and importers.

As a premier tourism destination in Eastern Indonesia, Bali facilitates global trade flows that contribute to economic growth and deliver tangible benefits to local industries. In support of this, PT Pamerindo Indonesia, as the organizer, remains committed to presenting FHTB as a biennial platform that continuously fosters entrepreneurship and sustainable economic development for local tourism, hospitality, and F&B businesses.

**Portfolio Director Meysia Stephanie** stated that FHTB consistently highlights a wide range of industry innovations, emerging trends such as wellness tourism, and prestigious culinary competitions, while remaining a key platform for the exchange of ideas, innovation, and business opportunities. *“FHTB 2026 will serve as a premier stage for industry players to gain insights into the rapid evolution of the hospitality, tourism, and F&B sectors. Visitors will experience more immersive and high-quality engagements. We expect FHTB to continue serving as a vital platform for business expansion, strategic partnerships, and market penetration in the increasingly promising Eastern Indonesia region,”* she explained.

Industry growth within this sector continues to demonstrate strong prospects. Consumer spending in Indonesia's F&B sector is projected to grow by more than 5% annually through 2030, reflecting significant increases in overall expenditure. Meanwhile, in the tourism and hospitality sector, the global online travel booking market is expected to reach USD 1,835.6 billion by 2031, with Indonesia projected to capture a market share of up to USD 22 billion by 2026. (source: <https://www.fhtbali.com>)

This growth aligns with the steady increase in international tourist arrivals to Indonesia. Data from Statistics Indonesia (BPS) as of December 2025 recorded 1.41 million international tourist visits, representing a 14.43% year-on-year increase compared to the same period in 2024.

Bali alone contributed approximately 5.25 million international tourist arrivals in 2025, accounting for more than 44% of total international arrivals to Indonesia. This underscores the importance of

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FHTB in supporting the growth of the national tourism industry. *“FHTB is not merely a trade exhibition, but a strategic platform that brings together opportunities, innovation, and dynamic collaboration. Amid increasing industry competition, FHTB serves as a key catalyst for businesses to grow and adapt,”* Meysia added.

This year, FHTB brings together more than 200 global companies from 14 countries and regions, including Malaysia, China, France, Singapore, Thailand, and Italy, to showcase a diverse range of leading products and services. These include premium food and beverages, food service equipment (vegan products, bakery, pastry, and gelato), hospitality supplies, coffee, wine and spirits, as well as packaging and retail solutions. Prominent industry leaders and brands participating in FHTB 2026 include Lotus Food Services, Alga Mattress, Kewpie Indonesia, Island Brewing, Terry Palmer Hotelier, Prambanan Kencana, CV Libra Food Service, and many others.

FHTB 2026 will also feature a series of events organized in collaboration with industry associations, including The 13th Salon Culinaire Bali by Bali Culinary Professionals (BCP), Wine Masterclass by the Indonesia Sommelier Association (ISA) Bali Chapter, Barista Female Creation by Last.Brew, as well as industry seminars by Z Bio, Waterhub, LPPOM, BCP, Perum Bulog, and BRCA. The event will also spotlight the rapidly growing trend of wellness tourism in Bali, alongside efforts to promote sustainable tourism and build a resilient hospitality ecosystem.

**President of Bali Culinary Professionals (BCP), Bayu Retno Timur**, who also serves as Executive Chef of Mandapa, a Ritz-Carlton Reserve in Bali, highlighted one of the key attractions of FHTB 2026: The 13th Salon Culinaire Bali, themed ‘Bali Biennial Prestigious Cooking Competition.’ This competition aims to develop the skills and talents of young chefs through culinary excellence.

*“The competition features several categories, including the Asian Chef Menu and the return of the Dewata Gastronomy Challenge, which has been on hiatus for eight years since 2018. As a prestigious national team category, participants will compete as integrated teams comprising chefs, sommeliers/baristas, waitstaff, and management within the same restaurant or hotel,”* he explained.

The competition will feature not only national participants but also international contestants from countries such as Taiwan, Malaysia, and Sri Lanka, primarily comprising young chefs selected by their respective institutions or workplaces.

In addition to culinary competitions, FHTB 2026 will also host a dedicated barista competition highlighting female talent in the coffee industry. **Project Head of Barista Female Creation FHTB 2026 by Last.Brew, Yani Elok Pratiwi**, explained that the competition is designed to be inclusive and aims to support the growing role of women in the F&B sector, particularly in coffee, where significant growth opportunities remain.

*“This competition features 12 female participants from various leading companies and brands in Indonesia. There is no age limit, as we believe that skill, experience, and passion in coffee transcend age,”* she said. She also added that this year’s collaboration with Last.Brew, an event organizer specializing in coffee competitions, provides a relevant platform for professionals and the coffee community to grow together.

Beyond these programs, FHTB 2026 reinforces its commitment to sustainability by featuring companies and brands that promote environmentally responsible practices across the hospitality,

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F&B, and tourism sectors. The exhibition will showcase organic products, energy-efficient solutions, sustainable packaging, and waste reduction innovations, positioning FHTB as a collaborative platform for advancing a greener industry and more sustainable tourism.

Sustainability continues to be a key focus in the tourism industry, with the global sustainable tourism market projected to reach USD 11.4 trillion by 2032, while 83% of global travelers consider sustainable travel important. In line with this growing awareness, FHTB 2026 emphasizes sustainability as an integral part of industry development, including through workshops such as Sustainable and Impactful Food Management: Social & Environmental Actions by Scholars of Sustainable (SOS) Bali. Additional innovations on display include eco-friendly products, energy-efficient solutions, and waste management systems for hotels, restaurants, and catering services.

A wide range of programs including competitions, workshops, industry seminars, networking sessions, and the Business Matching Programme, will be featured at FHTB 2026 to accelerate sustainable business growth, particularly in Eastern Indonesia. *“By connecting industry players, showcasing the latest innovations, and fostering collaboration, FHTB plays a strategic role in strengthening the global competitiveness of Indonesia’s hospitality and F&B industries, in line with Industry 4.0 transformation targets by 2030,”* Meysia concluded.

To gain free access to the three-day exhibition, prospective visitors can pre-register at <https://www.fhtbali.com/preregistration2026/> until 22 April 2026. For more information, please visit [www.fhtbali.com](http://www.fhtbali.com) or follow FHTB on social media on Instagram (@fhtbali), Facebook (FHTBali), LinkedIn (Food, Hotel & Tourism Bali), TikTok (@foodhospitalityindonesia), and YouTube (Food & Hospitality Series\_ID).

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