

# Visitor Economy Profile 2023-24: Indonesia

Indonesia is Australia’s nineth largest inbound market, up 0.4% compared to pre-pandemic levels in FY2023-24. ​Total spend from Indonesian visitors was $855 million for FY2023–24.

## Visitor numbers

* Total visitors: 215,700
* Change vs last year: +31%
* Change vs pre-pandemic: +0.4%
* Rank: 9th

## Visitor group type

* Solo traveller: 59% (Total INT\*: 57%)
* Adult couple: 11% (Total INT: 20%)
* Family: 19% (Total INT: 12%)
* Other: 11% (Total INT: 11%)

\*Total INT = The average for total international visitors to Australia

## Visitor spend

* Average visitor spend: $4,400
* Total spend in Australia: $854.8 million
* Change in total spend vs last year: +33%
* Change in total spend vs pre-pandemic: +31%

Visitation from Indonesia will surpass pre-pandemic levels. 3 in 4 Indonesian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

## Forecast visitor growth

**Table 1:** **Forecast visitors to Australia from 2015 to 2029**

| **Year** | **Indonesian visitors to Australia** |
| --- | --- |
| 2015 | 157,000 |
| 2016 | 181,000 |
| 2017 | 193,000 |
| 2018 | 209,000 |
| 2019 | 222,000 |
| 2020 | 34,000 |
| 2021 | 3,000 |
| 2022 | 91,000 |
| 2023 | 202,000 |
| 2024 | 229,000 |
| 2025 | 257,000 |
| 2026 | 281,000 |
| 2027 | 300,000 |
| 2028 | 318,000 |
| 2029 | 333,000 |

## Main reason for visitation

**Table 2:** **Main reason for visitation**

| **Reason** | **Number of visitors from Indonesia** | **Percentage of visitors from Indonesia** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| Holiday | 113,500 | 53% | 43% |
| Visiting Friends or Relatives (VFR) | 51,000 | 24% | 34% |
| Business | 14,100 | 7% | 9% |
| Education | 13,900 | 6% | 6% |
| Employment | 12,700 | 6% | 4% |
| Other | 10,500 | 5% | 4% |

## Where visitors stay

**Table 3:** **Where visitors stay**

| **Location** | **Percentage of visitors from Indonesia** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Capital cities & Gold Coast | 91% | 93% |
| Rest of Australia | 21% | 29% |
| New South Wales | 46% | 50% |
| Victoria | 38% | 34% |
| Queensland | 16% | 29% |
| South Australia | 4% | 6% |
| Western Australia | 18% | 11% |
| Tasmania | 4% | 3% |
| Northern Territory | 2% | 3% |
| ACT | 3% | 2% |

Indonesian visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include eating out, shopping and sightseeing.

## Nights stayed

**Table 4:** **Nights stayed**

| **Nights** | **Number of visitors from Indonesia** | **Percentage of visitors from Indonesia** | **Total INT percentage of visitors\*** |
| --- | --- | --- | --- |
| 1–7 nights | 56,300 | 29% | 34% |
| 8–14 nights | 50,500 | 26% | 23% |
| 15–30 nights | 29,800 | 15% | 17% |
| 31 or more nights | 51,900 | 27% | 25% |

## Visitor experience rating and trip type

* Positive trip sentiment (7+ out of 10): 96% (Total INT: 96%)
* First trip to Australia: 28% (Total INT: 36%)
* Return trip to Australia: 72% (Total INT: 64%)

## What visitors do

**Table 5:** **What visitors do**

| **Activity** | **Percentage of visitors from Indonesia** | **Total INT percentage of visitors\*** |
| --- | --- | --- |
| Eat out / dine at a restaurant and/or cafe | 86% | 89% |
| Go shopping for pleasure | 82% | 79% |
| Sightseeing/looking around | 73% | 75% |
| Go to markets | 60% | 50% |
| Go to the beach | 58% | 64% |
| Visit botanical or other public gardens | 49% | 45% |
| Visit national parks / state parks | 45% | 48% |
| Visit museums or art galleries | 37% | 36% |
| Visit wildlife parks / zoos / aquariums | 28% | 34% |
| Visit history / heritage buildings, sites or monuments | 24% | 27% |

Aviation capacity for Indonesia surpassed pre-pandemic levels in FY2023-24. Over 1.5 million Australians visited Indonesia in FY2023-24.

## Aviation capacity

**Table 6:** **Aviation capacity**

| **Year** | **Passenger Load Factor** | **Seats Available** |
| --- | --- | --- |
| 2015–16 | 76% | 1,786,840 |
| 2016–17 | 85% | 1,682,840 |
| 2017–18 | 80% | 1,743,409 |
| 2018–19 | 83% | 1,853,565 |
| 2019–20 | 85% | 1,412,169 |
| 2020–21 | 15% | 33,173 |
| 2021–22 | 65% | 175,203 |
| 2022–23 | 87% | 1,617,453 |
| 2023–24 | 84% | 2,266,406 |

## Australians in market

* Australians in market: 1,530,000
* Indonesian residents coming into Australia: 215,700
* NET visitor balance: -1,315,000

## Data sources

* Tourism Research Australia, International Visitor Survey (IVS)
* Australian Bureau of Statistics, Overseas Arrivals and Departures
* Tourism Research Australia, forecasts (arrivals to Australia forecasts)
* Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated November 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade).

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Email us at: [Tourism.Research@tra.gov.au](mailto:Tourism.Research@tra.gov.au)