



Data for visitors to Australia for less than 12 months



Indonesia is Australia's ninth 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%

Visitor spend



Average visitor spend
\$4,400



Total spend in Australia
\$854.8m



Change in total spend vs last year
+33%

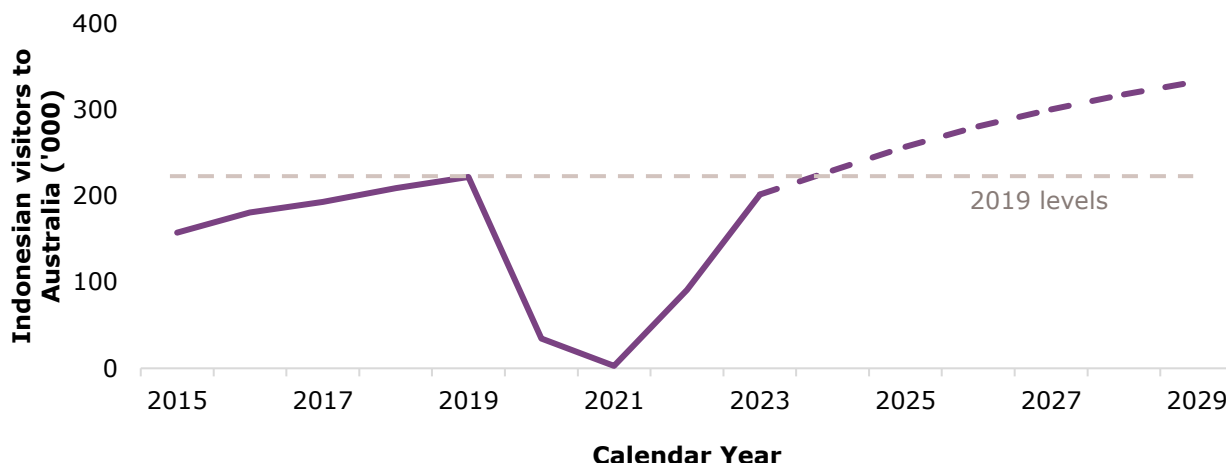


Change in total spend vs pre-pandemic
+31%

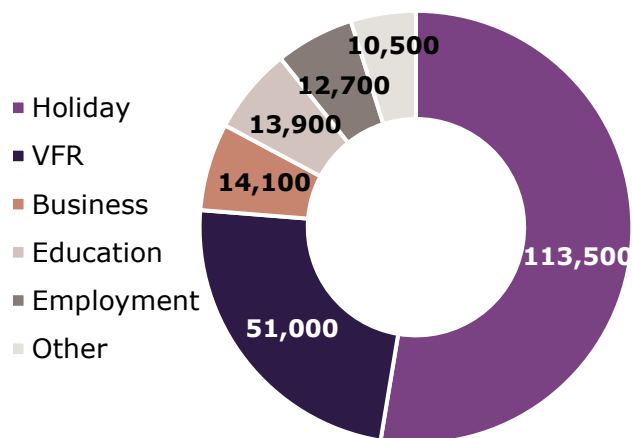


Visitation from Indonesia will surpass pre-pandemic levels. 3 in 5 Indonesian visitors come to Australia for a holiday or visiting friends and relatives (VFR).

Forecast visitor growth



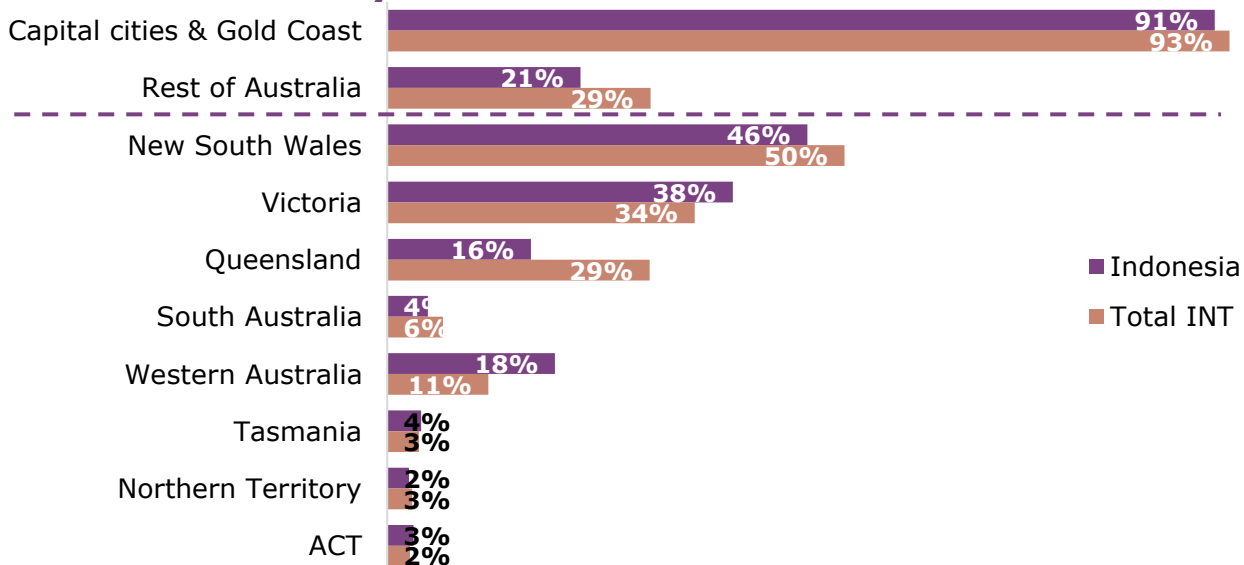
Main reason for visitation



	Indonesia	Total INT
Holiday	53%	43%
Visiting Friends or Relatives (VFR)	24%	34%
Business	7%	9%
Education	6%	6%
Employment	6%	4%
Other	5%	4%

Total INT = The average for total international visitors to Australia

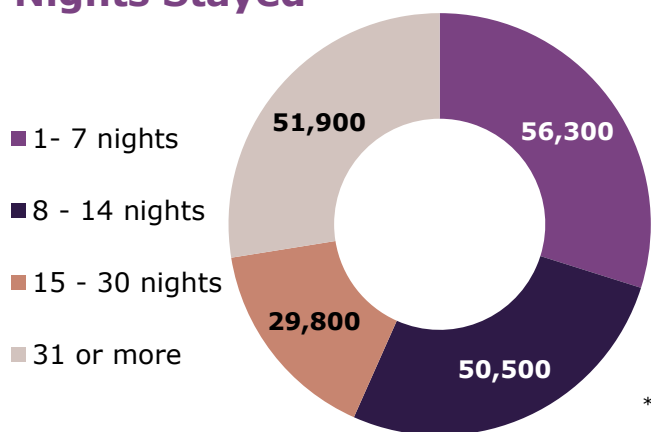
Where visitors stay





Indonesian visitors spend more nights in Australia compared to the average international visitors. Key demand-driving experiences include social and outdoors activities, local attractions and going to the markets.

Nights Stayed



	Indonesia	Total INT
1- 7 nights	29%	34%
8 - 14 nights	26%	23%
15 - 30 nights	15%	17%
31 or more nights	27%	25%

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

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%

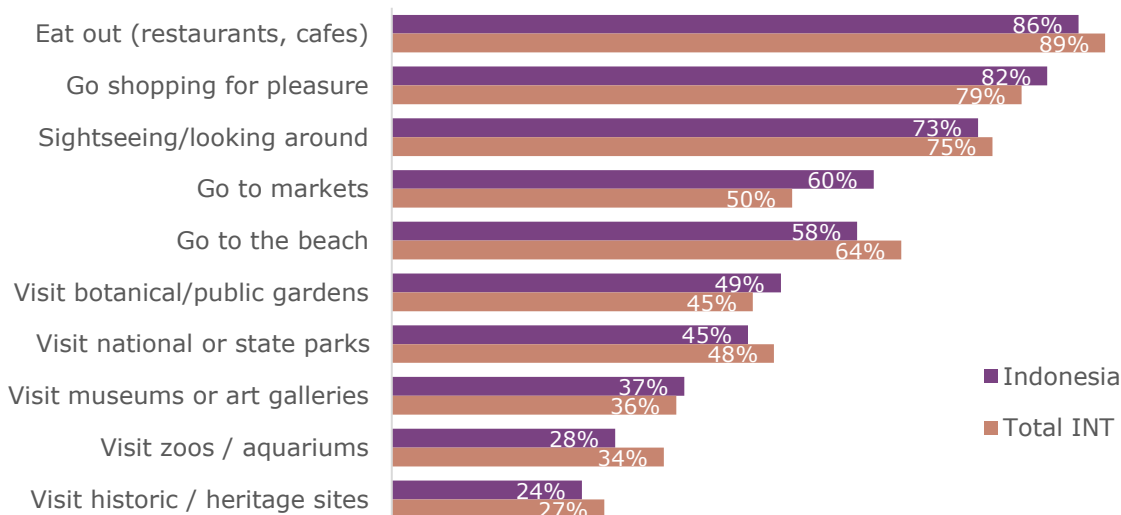


Return trip to
Australia

72%

Total INT: 64%

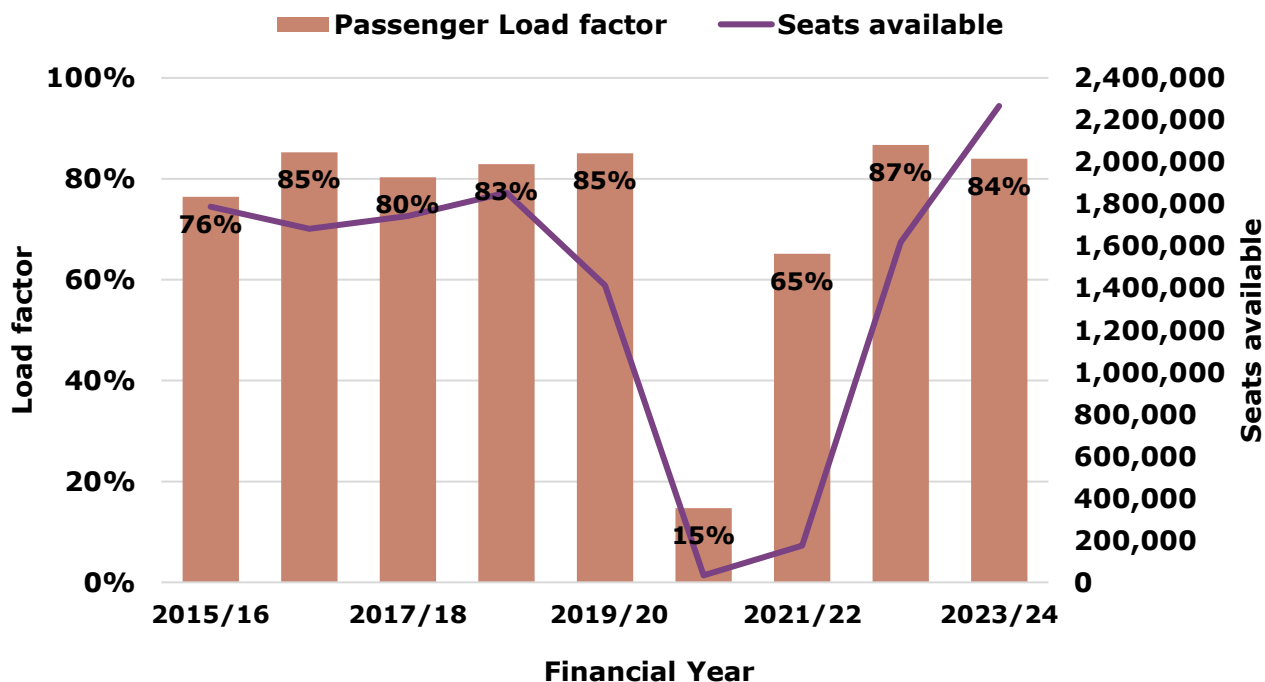
What visitors do





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

Aviation capacity



Australians in market



Australian residents returning from market
1.5m



Indonesian residents coming into Australia
215,700



NET visitor balance
-1.3m

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 December 2024.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au