



# International Visitor Profile

## Indonesia

### Visitor Profile 2007

#### Indonesia Visitor Summary

- In 2007, there were 89,075 visitors to Australia, an increase of 7% on the previous year. This rated Indonesia as Australia's fourteenth largest inbound market for arrivals.
- In 2007, the average length of stay for Indonesian visitors was 42 nights, higher than the average of 30 nights for all visitors.
- Travellers from Indonesia accounted for 2% of all international visitor nights in Australia in 2007.
- Indonesia is Australia's seventeenth largest source market in terms of total expenditure. In 2007 travellers from Indonesia spent a total of \$443 million on trips to Australia, with an average expenditure of \$5,499 per trip.
- In 2007, 19% of Indonesian visitor nights were spent in dispersed areas, that is outside the major gateways of Sydney, Melbourne, Brisbane and Perth.

This section contains detailed information on visitors from Indonesia including:

- Visitor Arrivals
- Travel Party
- Demographics
- Seasonality
- Duration of Stay
- Destination Visited
- Leisure Activities
- Expenditure
- Planning and Booking Horizons
- Information Sources
- Internet Usage

The latest forecasts for this market from Tourism Forecasting Committee can be accessed on [www.TRA.Australia.com](http://www.TRA.Australia.com)

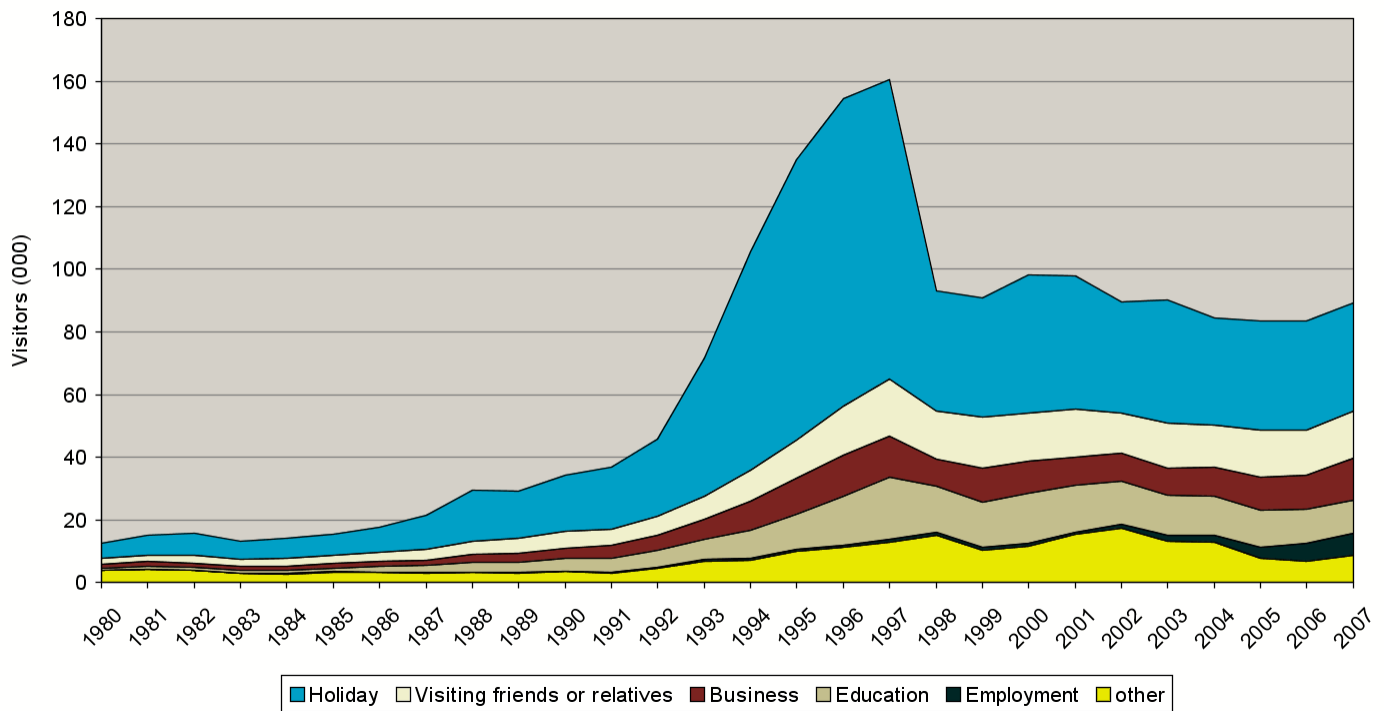
# Indonesia

## Visitor Profile 2007

### Visitor Arrivals

- In 2007, 34,390 visitors came for a holiday, 14,953 came to visit friends and relatives, 13,531 on business, 6,922 for employment, 10,493 for education and 8,785 for other purposes.
- In 2007, the number of visitors from Indonesia totalled 89,075, seven times the 12,679 arrivals in 1980 (Figure 1). Indonesia is currently Australia's fourteenth largest inbound tourist market.
- Over the decade from 1998 to 2007, the annual average growth rate for visitors from Indonesia shows no real change with arrival numbers remaining static over the period.
- In 2007, 72% or 58,304 of all visitors from Indonesia were repeat visitors (Figure 2). This is higher than the average of 57% across all markets.
- Total visitor arrival numbers from Indonesia increased by 7% in 2007.

Figure 1 - Visitors from Indonesia by main purpose of visit 1980 - 2007



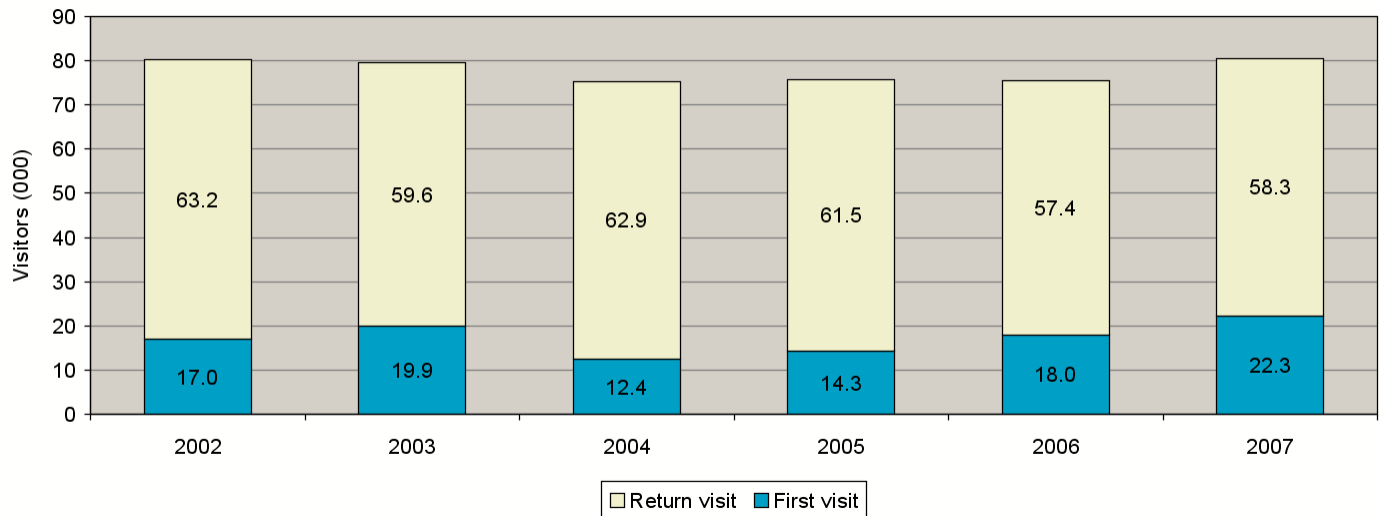
Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]

Base : All international visitors

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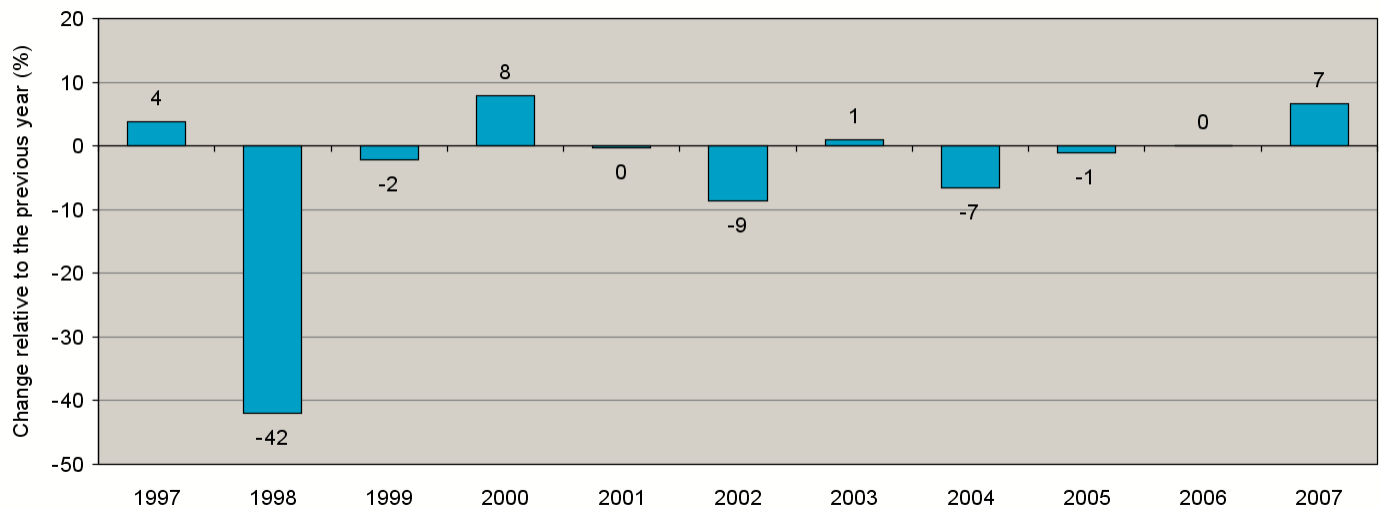
## Visitor Profile 2007

Figure 2 - Visitors from Indonesia by first or return visit 2002 - 2007



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Figure 3 - Change in visitors from Indonesia 1997 - 2007



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
 Base : All international visitors

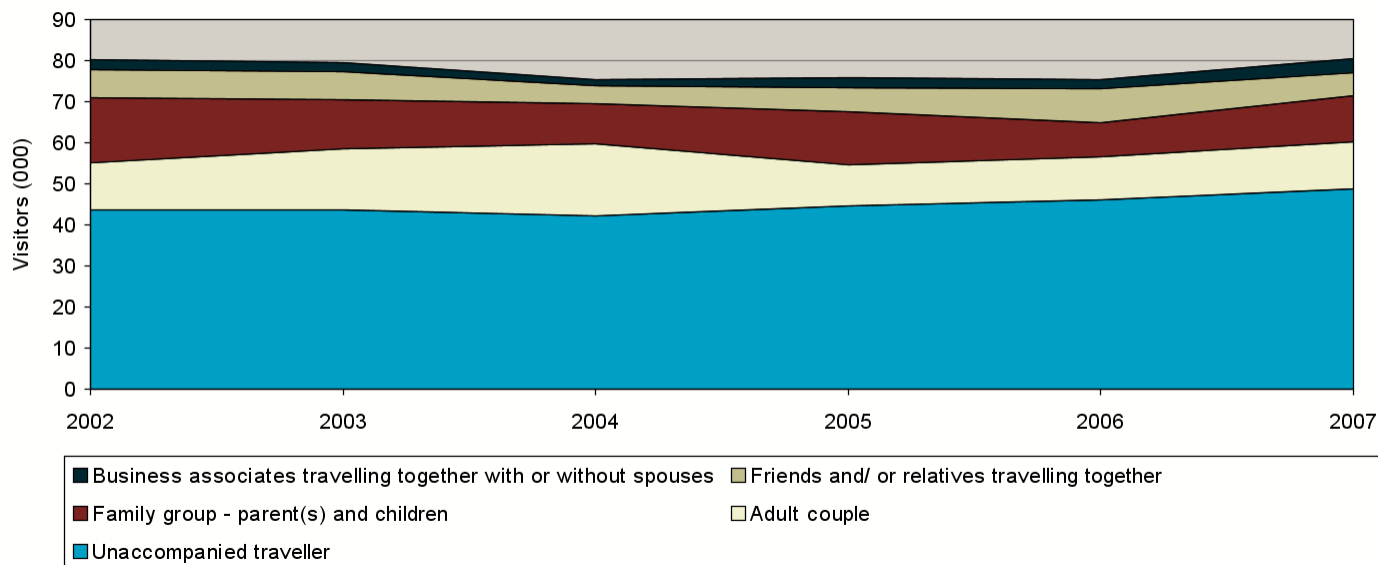
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## Visitor Profile 2007

### Travel Party

- The majority of visitors from Indonesia travelled as unaccompanied travellers, adult couple or a family group (Figure 4 and Table 1).
- In 2007, the number of unaccompanied visitors from Indonesia was 48,695 or 60% of all visitors from Indonesia.

Figure 4 - Visitors from Indonesia by travel party description 2002 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Table 1 - Visitors from Indonesia by travel party description 2002 - 2007.

Travel Party Description	2002		2003		2004		2005		2006		2007	
	'000	%	'000	%	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	43.6	54	43.7	55	42.1	56	44.6	59	46.2	61	48.7	60
Adult couple	11.4	14	14.8	19	17.6	23	10.1	13	10.3	14	11.5	14
Family group - parent(s) and children	16.0	20	11.8	15	9.9	13	12.8	17	8.5	11	11.2	14
Friends and/or relatives travelling together	6.9	9	6.8	9	4.2	6	5.9	8	8.2	11	5.6	7
Business associates travelling together with or without spouses	2.3	3	2.3	3	1.5	2	2.3	3	2.2	3	3.6	4
<b>Total</b>	<b>80.1</b>	<b>100</b>	<b>79.5</b>	<b>100</b>	<b>75.3</b>	<b>100</b>	<b>75.8</b>	<b>100</b>	<b>75.4</b>	<b>100</b>	<b>80.6</b>	<b>100</b>

Base : All visitors aged 15 years or over. Number in grey subject to sampling variability too high for practical purposes.  
 Source: Tourism Research Australia, International Visitor Survey.

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## Visitor Profile 2007

### Visitor Demographics

Figure 5 - Visitors from Indonesia by age 1995 - 2007.

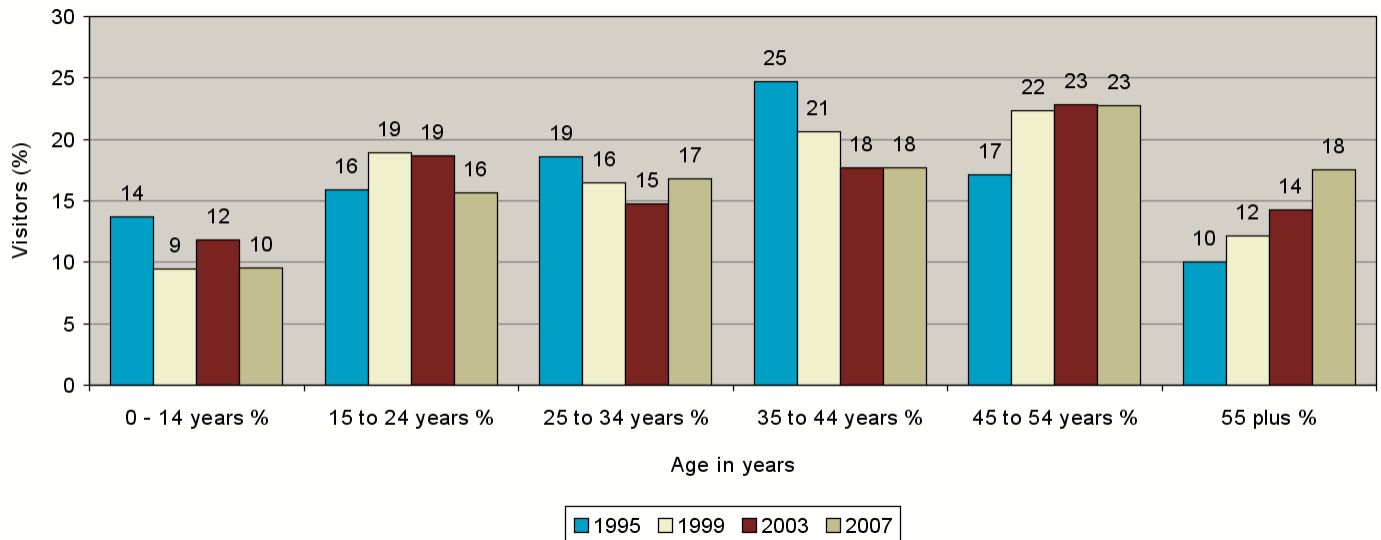
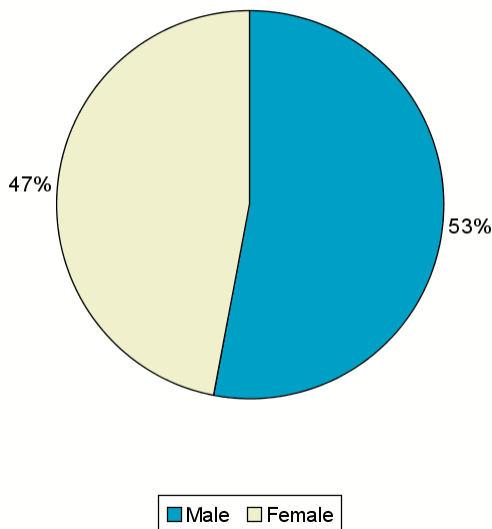


Figure 6 - Visitors from Indonesia by gender 2007



- In 2007, the age distribution shows 10% were aged 0-14 years, 16% were 15-24 years, 17% were 25-34 years, 18% were 35-44 years, 23% were aged 45-54 year and 18% were 55 and over.
- Of visitors from Indonesia, 53% were males or 47,059 visitors and 47% were females or 42,016 visitors. The gender ratio of visitors from Indonesia is 112 males per 100 females.

Source: Department of Immigration and Citizenship.  
Base : All International visitors.

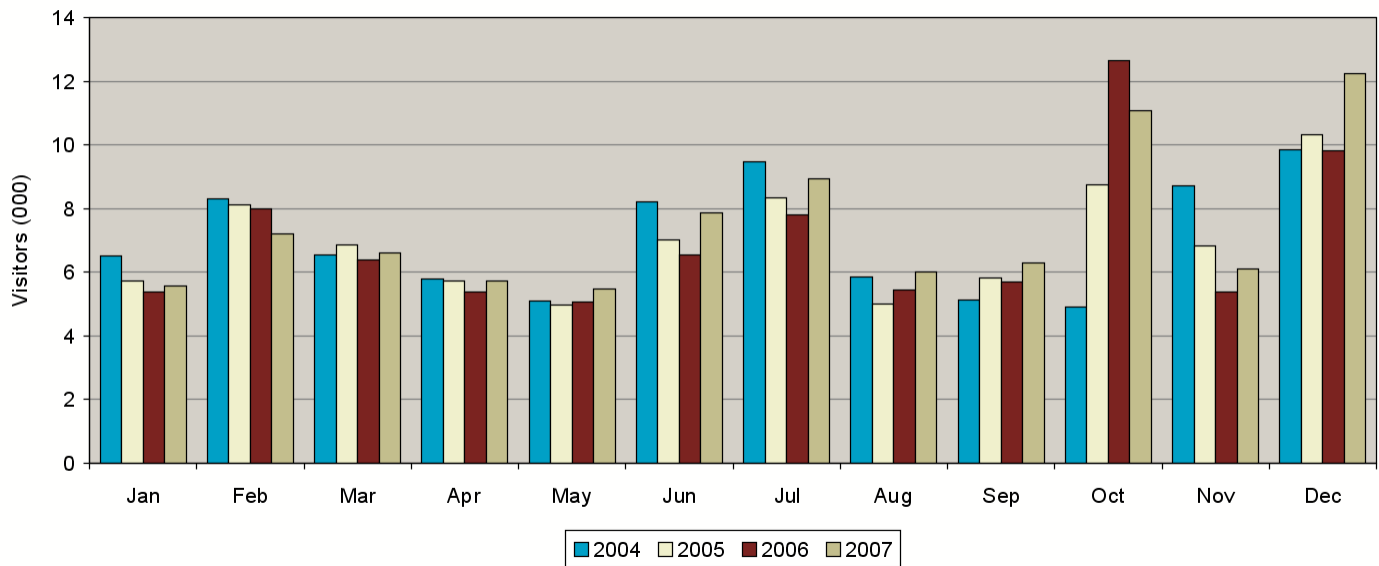
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## Visitor Profile 2007

### Seasonality

- The seasonality of visitor arrivals from Indonesia is shown in Figure 7.
- In 2007, December was the peak month for visitors from Indonesia, followed by October and July.

Figure 7 - Visitors from Indonesia by month of arrival 2004 - 2007.



Source: Australian Bureau of Statistics, Overseas Arrivals and Departures Data [Cat. 3401.0]  
Base : All international visitors

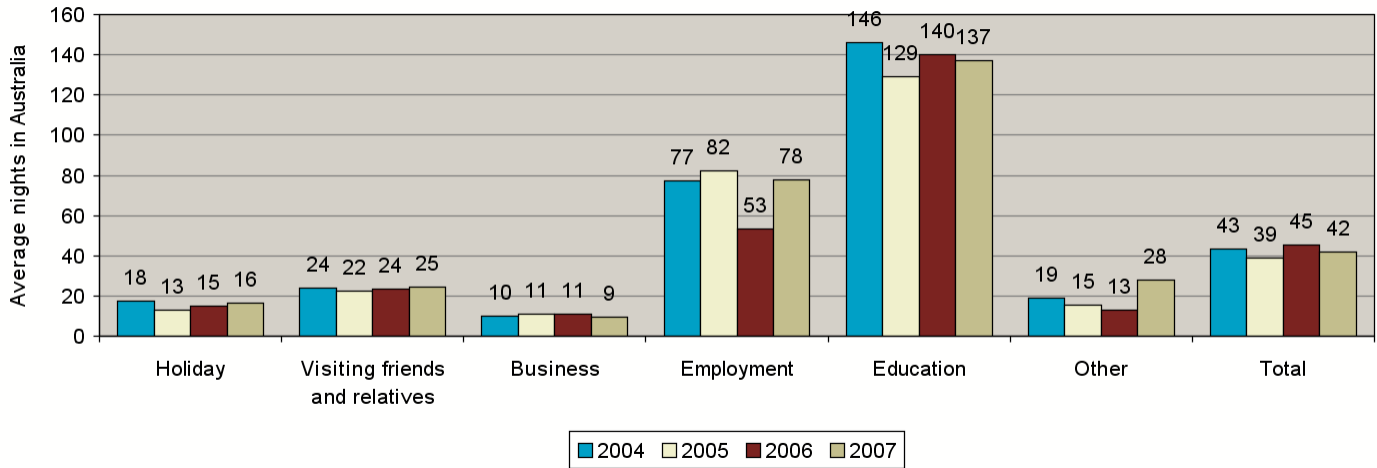
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## Visitor Profile 2007

### Duration of Stay

- During 2007, visitors from Indonesia spent 3.4 million nights in Australia, being 2% of all visitor nights.

Figure 8 - Duration of stay for visitors from Indonesia by main purpose of visit 2004 - 2007.



Source: Tourism Research Australia, International Visitor Survey  
 Base : All International visitors aged 15 years and over

Table 2 - Duration of stay for visitors from Indonesia by main purpose of journey

Nights in Australia	Average				Median (a)			
	2004	2005	2006	2007	2004	2005	2006	2007
<b>Main purpose of journey</b>								
Holiday	18	13	15	16	10	9	10	11
Visiting friends and relatives	24	22	24	25	13	10	14	14
Business	10	11	11	9	7	5	6	6
Employment	77	82	53	78	27	24	28	29
Education	146	129	140	137	125	108	132	120
Other	19	15	13	28	2	9	3	7
Total	43	39	45	42	11	10	14	12

Base: All visitors aged 15 years or over.  
 (a) Median nights represents the duration of stay for which 50 per cent of visitors stay less time and 50 per cent stay longer. The average number of nights is generally higher than the median because of the influence of a small number of visitors who stay for long periods.  
 Source: Tourism Research Australia, International Visitor Survey.  
 Note : Total Includes employment and other reasons.

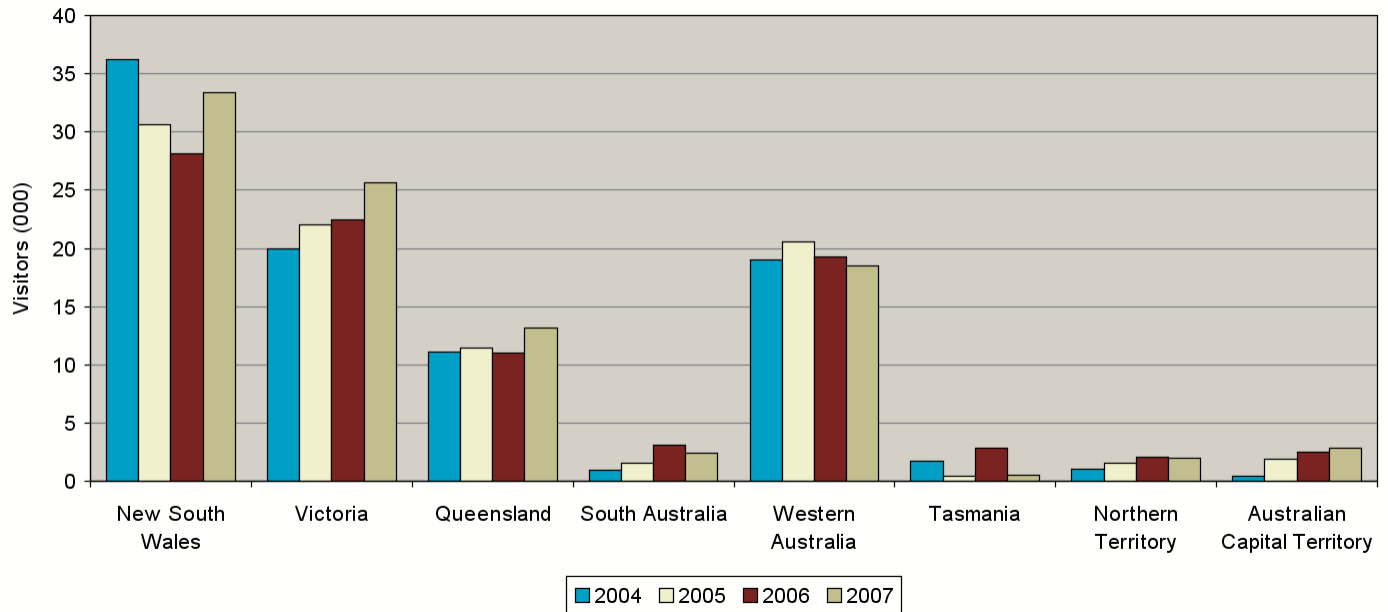
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## Visitor Profile 2007

### Destination Visited

- In 2007, the most popular State or Territory for visitors from Indonesia was New South Wales with 33,370 or 41% of visitors, staying for 1.2 million nights.

Figure 9 - Visitors from Indonesia by State/Territory visited



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

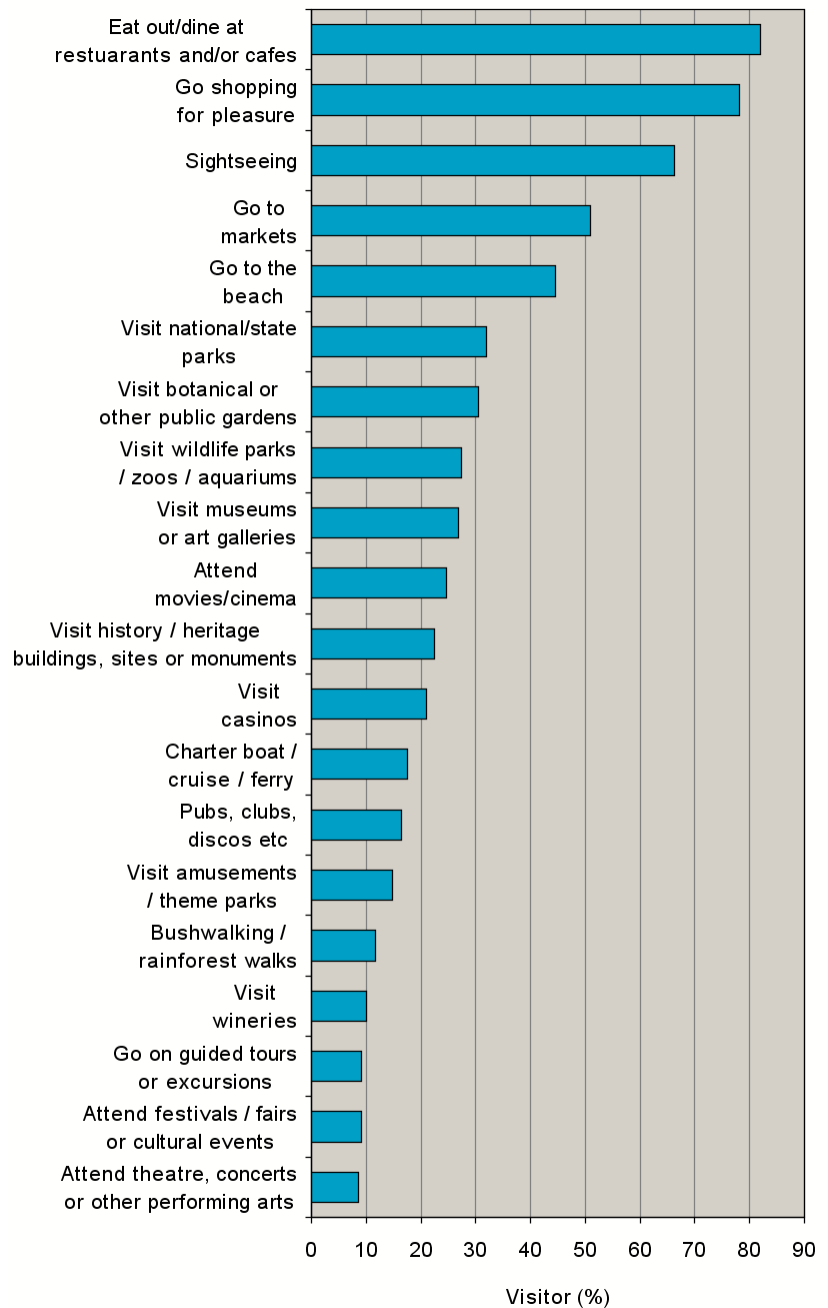
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## Visitor Profile 2007

### Leisure Activities

- Figure 10 shows the most popular leisure activities undertaken by visitors from Indonesia whilst in Australia.
- The top five activities in 2007 were: eat out at restaurants and or cafes, go shopping for pleasure, sightseeing, go to the markets and go to the beach (including swimming, surfing and diving).

Figure 10 - Visitors from Indonesia by leisure activities 2007



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

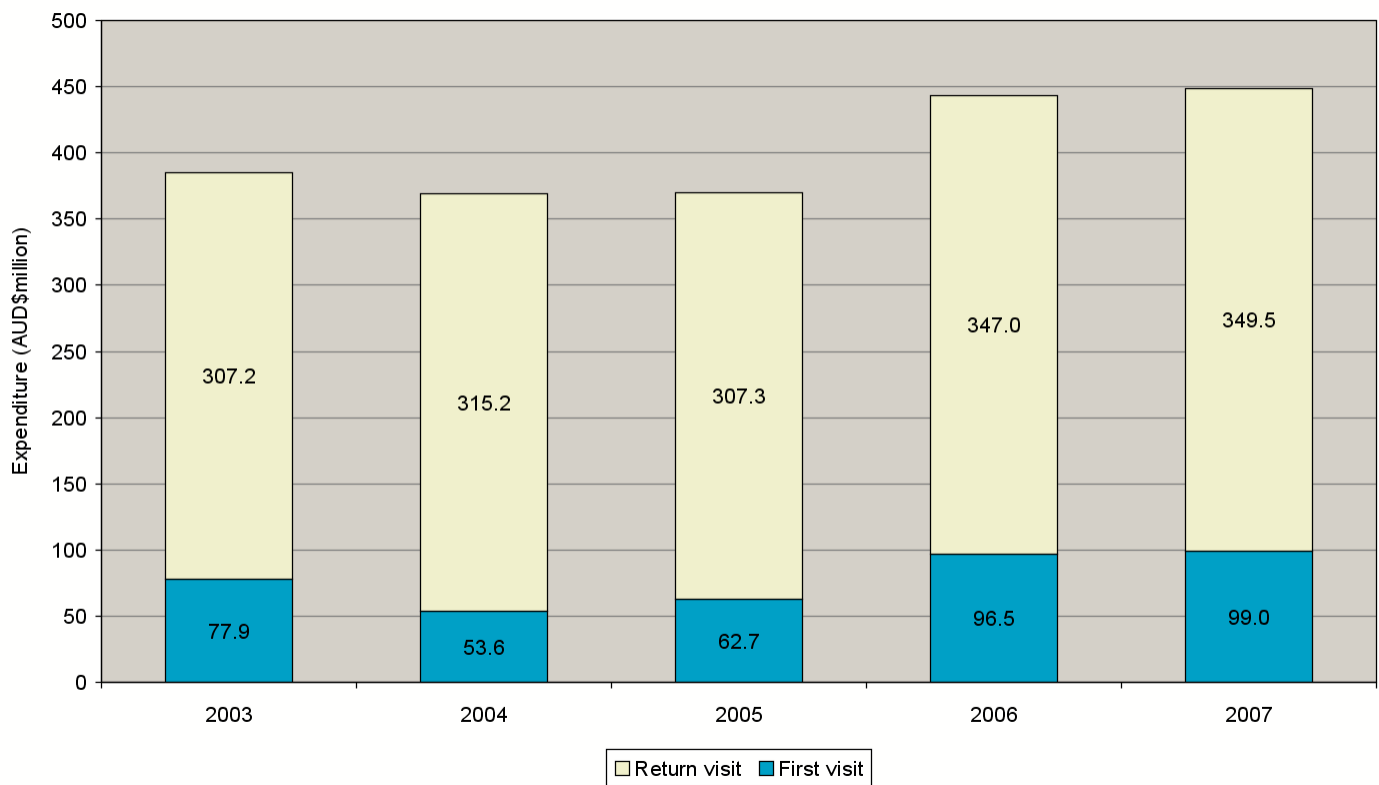
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## Visitor Profile 2007

### Expenditure

- During 2007, visitors from Indonesia had a Total Inbound Economic Value (TIEV) of \$449 million on trips to Australia (Figure 11). This is an increase of 1% on the previous year.
- Travellers from Indonesia accounted for 2% of all TIEV.
- A total of \$350 million or 78% of TIEV from Indonesia came from visitors on a return trip to Australia, while first time visitors spent \$99 million.
- In 2007, the average TIEV for Indonesian visitors was \$5,568.

Figure 11 - Visitors from Indonesia : Total Inbound Economic Value (TIEV) by First vs Return Visit 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : TIEV is calculated by the Tourism Forecasting Committee using total trip spend by inbound tourists to Australia as collected in Tourism Research Australia's International Visitor Survey and then benchmarking these results to the ABS Tourism Satellite Account (Cat. No.5249.0). All amounts are reported in Australian Dollars.

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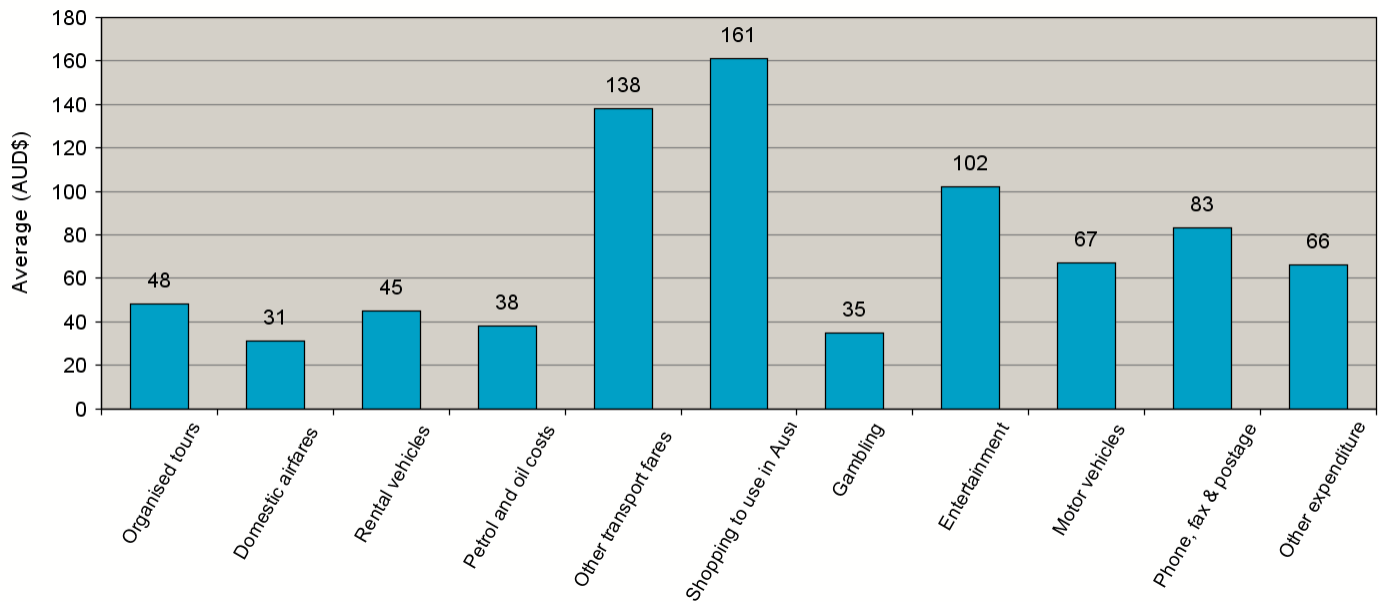
## Visitor Profile 2007

### Expenditure

- Figure 12 shows expenditure by item as an average for all international visitors from Indonesia. The table shows main items of expenditure which should be compared to the small items of expenditure.

Expenditure Item	Average A\$
International airfares	818
Food, drink & accommodation	1,636
Shopping to take home	362
Education	1,673
Package tour	190
Other (total of items charted)	814

Figure 12 - Average expenditure for visitors from Indonesia by expenditure item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars.

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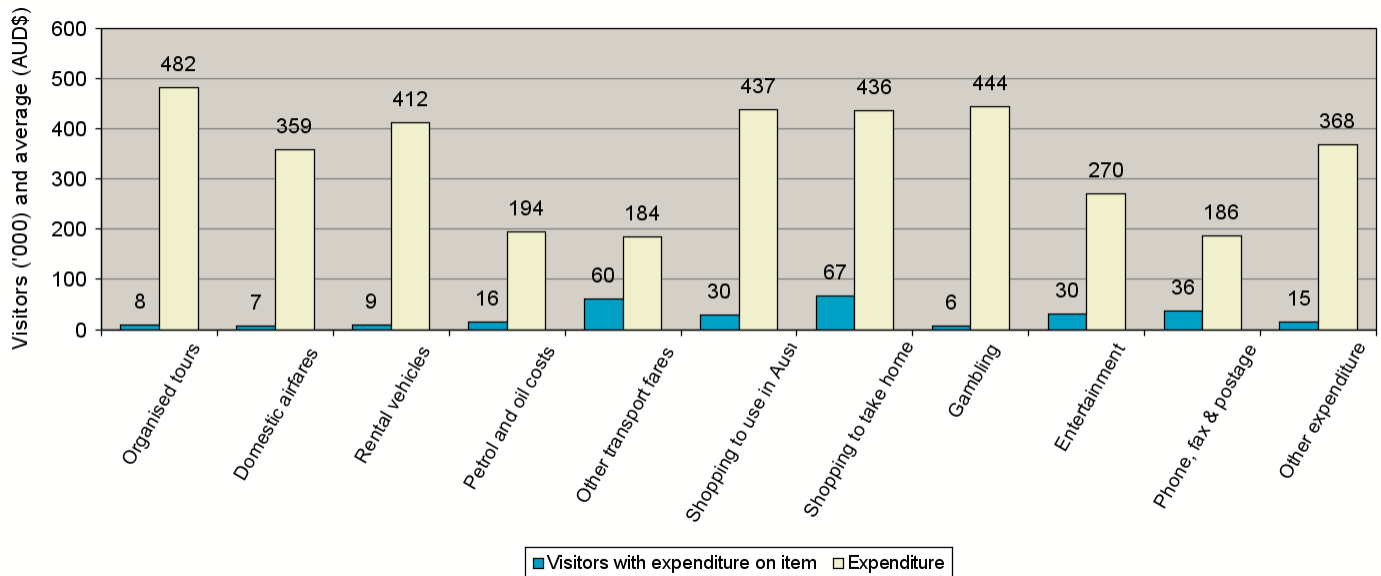
## Visitor Profile 2007

### Expenditure

- Figure 13 expresses average expenditure only for visitors who spent money on that item during their stay in Australia. For example, less than 2% of all visitors from Indonesia had expenditure on the purchase of a motor vehicle, however this was one of the largest expenditure items by this measure.
- In 2007, 83% of Indonesian travellers purchased 'shopping to take home' and 37% purchased 'shopping to use in Australia'.

Expenditure Item	Visitors ('000)	Average A\$
International airfares	73	908
Food, drink & accommodation	71	1,848
Motor vehicles	1	6,891
Package tour	8	1,911
Education	12	11,315

Figure 13 - Average expenditure for visitors from Indonesia with expenditure on item 2007.



Source: Tourism Research Australia, International Visitor Survey

Base : All International visitors aged 15 years and over

Note : All amounts are reported in Australian Dollars

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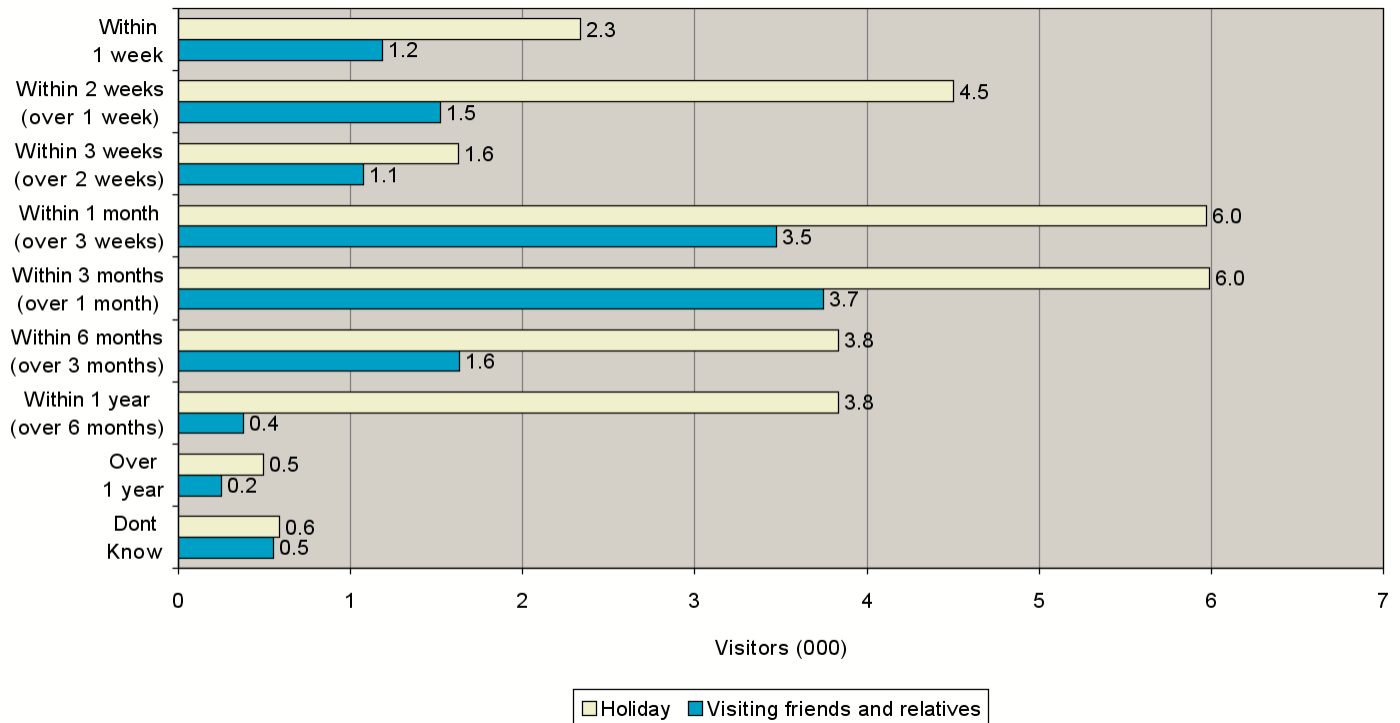
## Visitor Profile 2007

### Planning and Booking Horizons

- Of the leisure travellers from Indonesia, 50% prepare their trip within 1 month of arriving in Australia.
- In 2007, 70% of holiday visitors started planning within 3 months prior to arrival in Australia, 49% began planning within 1 month of arrival.
- Of the travellers visiting friends and relatives (VFR), 80% had started planning within 3 months of arriving in Australia while 53% began planning within 1 month of arrival.

Figure 14 - Leisure visitors from Indonesia: Planning horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you start planning this trip?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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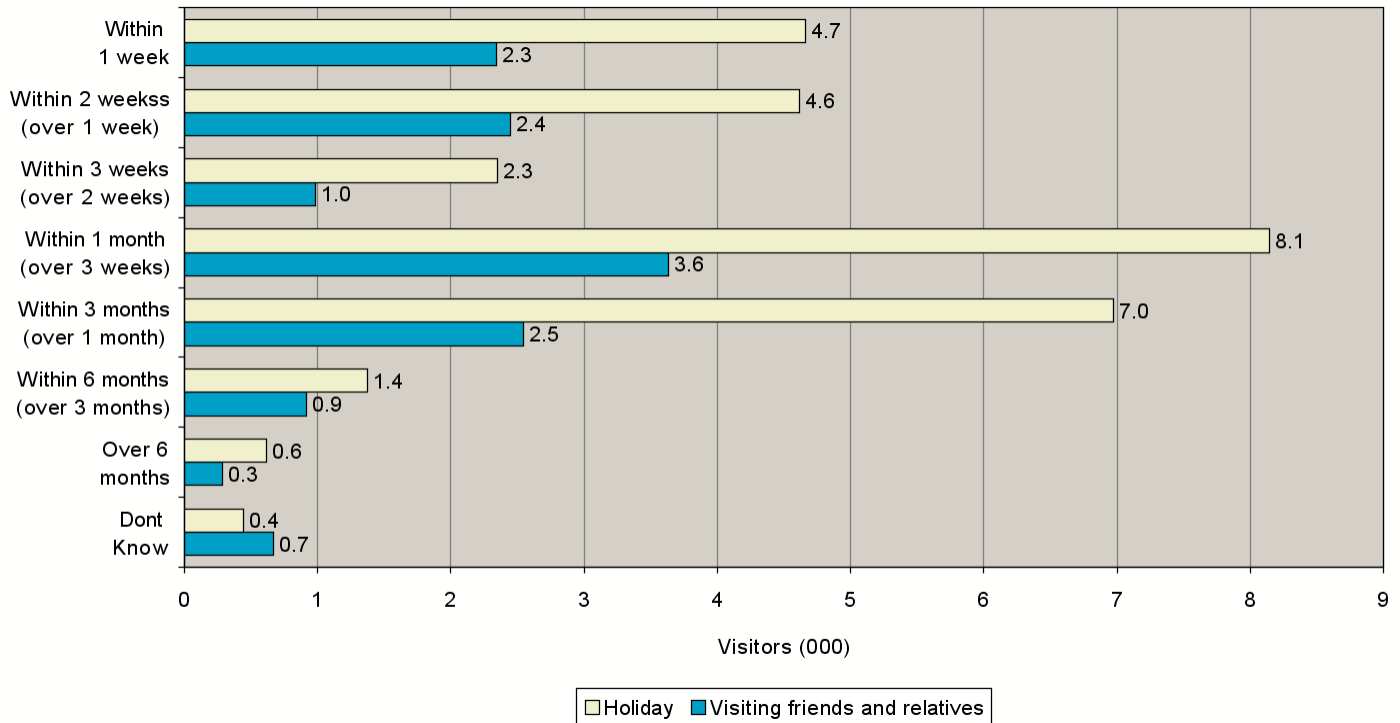
## Visitor Profile 2007

### Planning and Booking Horizons

- When booking flights, 68% of both holiday and VFR travellers booked their ticket within one month prior to arrival in Australia.

Figure 15 - Leisure visitors from Indonesia: Booking horizon by main purpose of journey 2007.

"How long before you arrived in Australia did you book your airfare?"



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

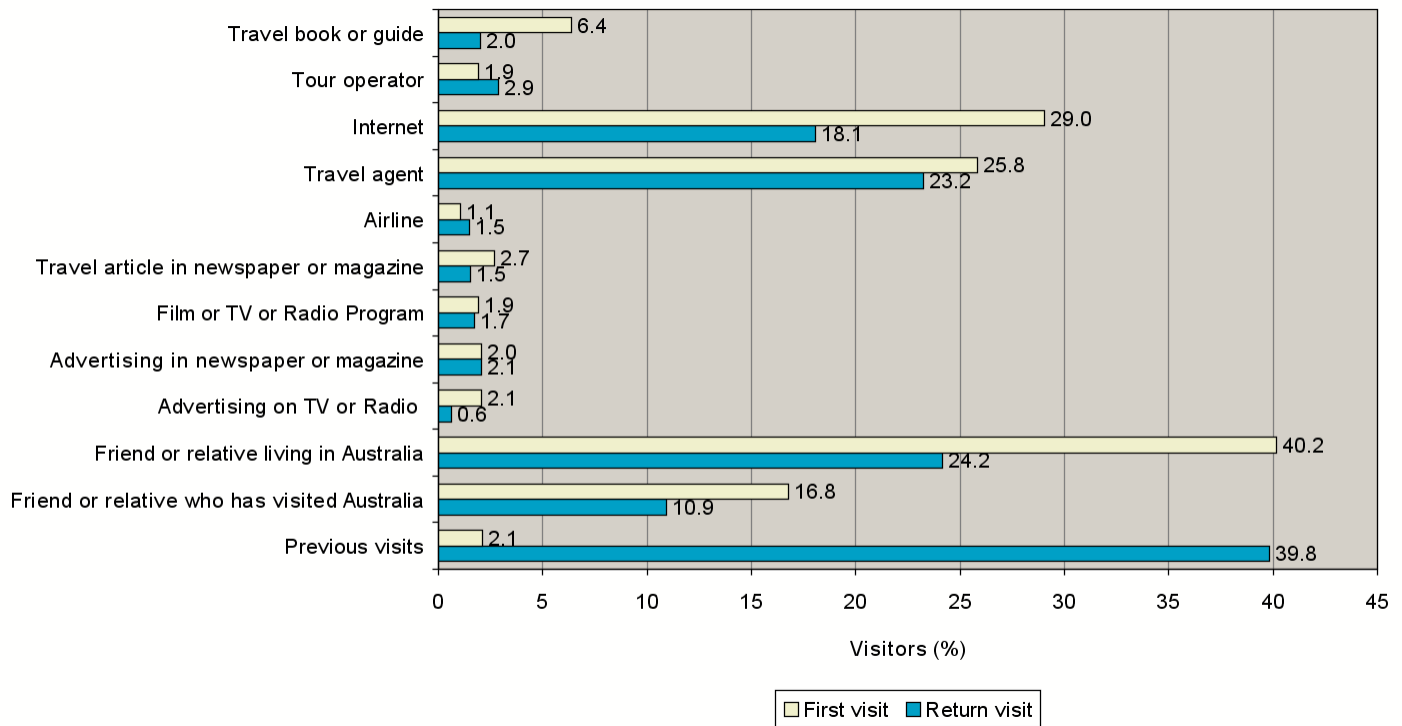
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## Visitor Profile 2007

### Information Sources

- The most commonly used source of information for first time travellers from Indonesia was a friend or relative living in Australia, with 40% of first time visitors using this source when planning their travel.
- Of the return visitors from Indonesia, 40% relied on knowledge from a previous visit or visits as a source of information about Australia.
- When planning this trip to Australia, 23% of return visitors used a travel agent to obtain information.

Figure 16 - Visitors from Indonesia: Information sources on Australia by first or return visit 2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

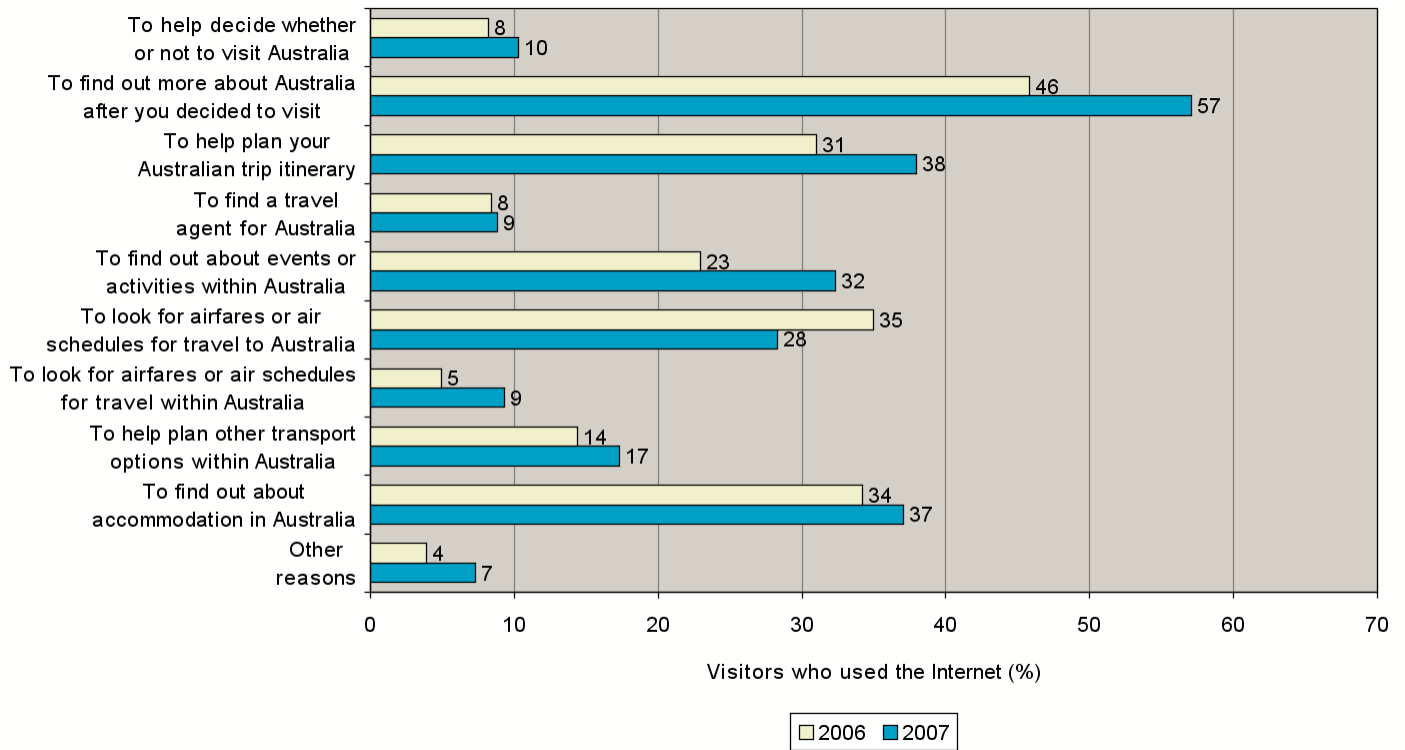
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## Visitor Profile 2007

### Internet Usage

- In 2007, a total of 31,973 or 40% of visitors from Indonesia used the internet when planning their trip to Australia
- Most visitors from Indonesia used the internet to find out more about Australia, after they decided to visit.

Figure 17 - Visitors from Indonesia by reasons for using the Internet 2006-2007.



Source: Tourism Research Australia, International Visitor Survey  
Base : All International visitors aged 15 years and over

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## Visitor Profile 2007

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