



International Visitor Profile 2009

Indonesia

Summary

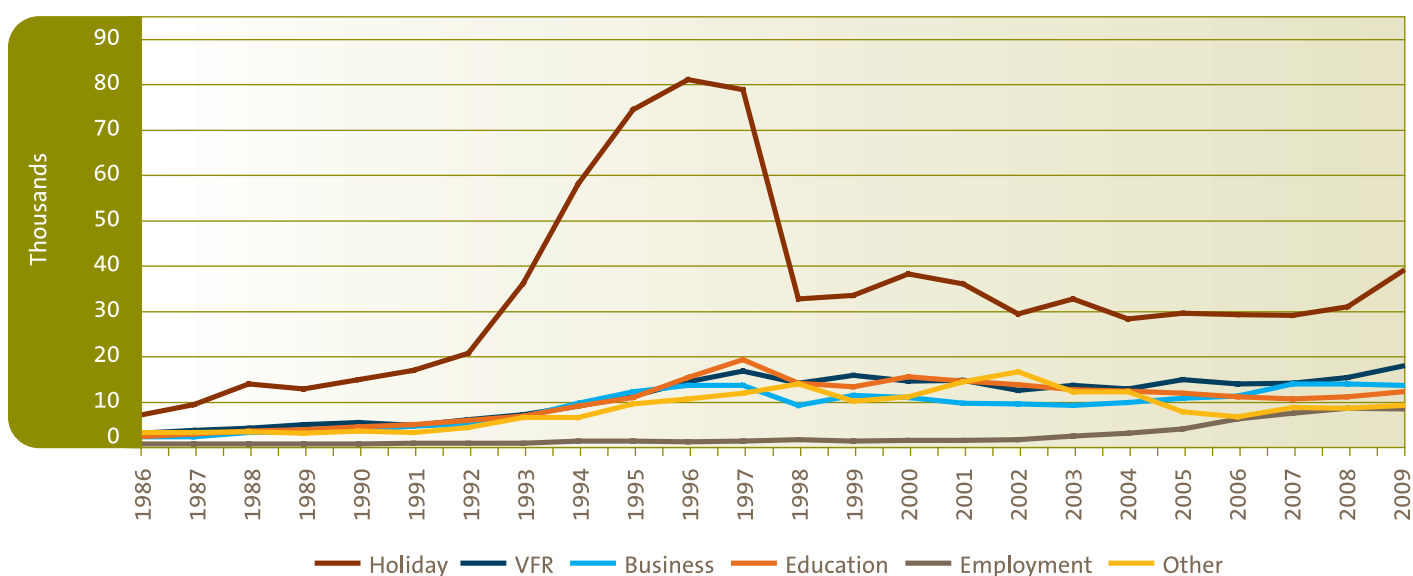
- Indonesia is Australia's thirteenth largest inbound market. In 2009, there were 97,029 visitors from Indonesia over 15 years of age and 108,738 visitors in total.
- The average length of stay for visitors from Indonesia was 40 nights compared to the national average of 34 nights.
- Visitors from Indonesia accounted for 2% of all international visitor nights in 2009, making Indonesia the sixteenth largest market in terms of nights.
- Visitors from Indonesia spent \$531 million on trips to Australia in 2009, spending on average \$5,477 per trip.

For the latest forecasts for this market released by the Tourism Forecasting Committee, go to www.ret.gov.au/tra

Visitor arrivals

- There was a 14% increase in visitors from Indonesia during 2009 compared to 2008. This was largely driven by increases in the holiday, visiting friends and relatives (VFR) and education markets (26%, 16% and 10% respectively).

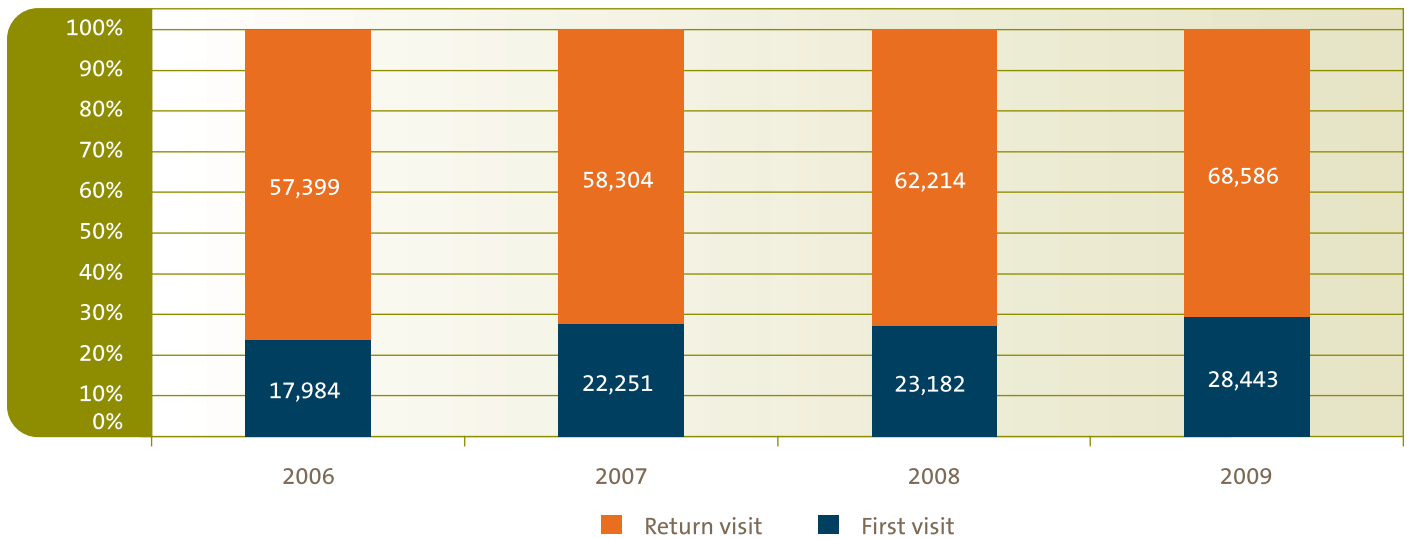
Figure 1 – Main purpose of visit



Repeat visitors

- Around 71% of visitors from Indonesia were repeat visitors compared to the national average of 62% repeat visitors.

Figure 2 – First or return visit



Travel party

- Over half (59%) of visitors from Indonesia travelled unaccompanied. Visitors from Indonesia also travelled as an adult couple (14%) and as a family group (14%).

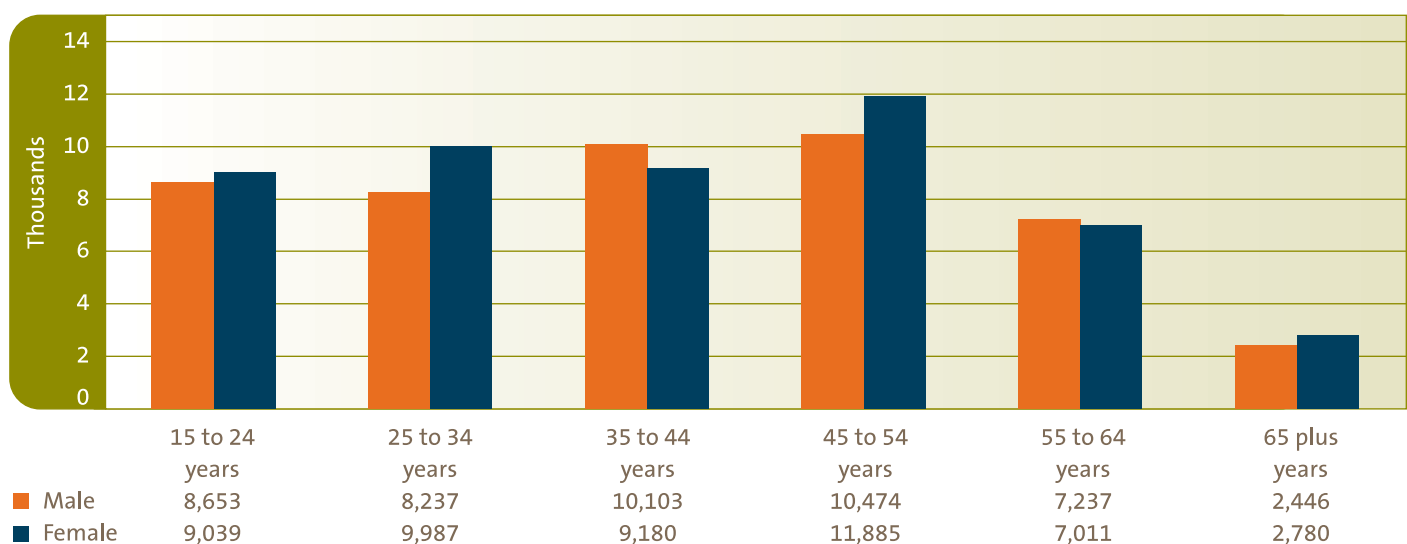
Table 1 – Travel party

	2006		2007		2008		2009	
	'000	%	'000	%	'000	%	'000	%
Unaccompanied traveller	46	61	49	60	52	61	57	59
Adult couple	10	14	11	14	10	11	13	14
Family group –parent(s) and children	8	11	11	14	12	14	13	14
Friends or relatives	8	11	6	7	6	7	9	9
Business associates	2	3	4	4	5	6	5	5
Total	75	100	81	100	85	100	97	100

Demographics

- Visitors from Indonesia were more likely to be aged 45 to 54 years and 35 to 44 years. Only 5% of visitors from Indonesia were aged 65 years or over.

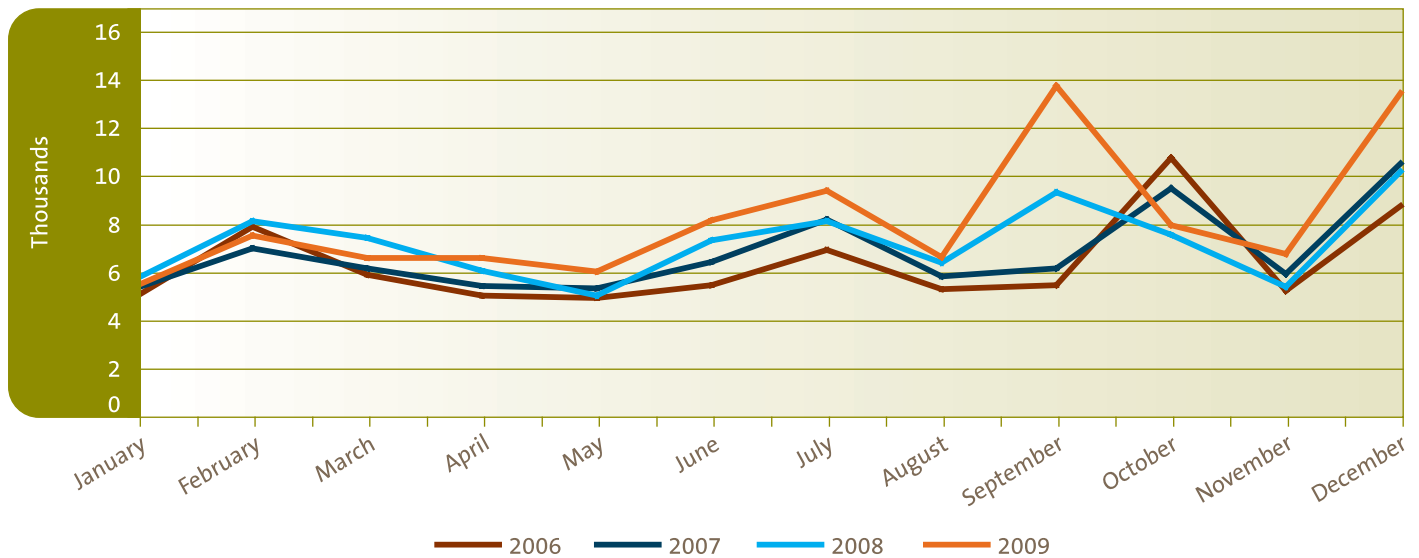
Figure 3 – Age and gender, 2009



Seasonality

- Visitor arrivals from Indonesia are traditionally higher during September and December.

Figure 4 – Month of arrival



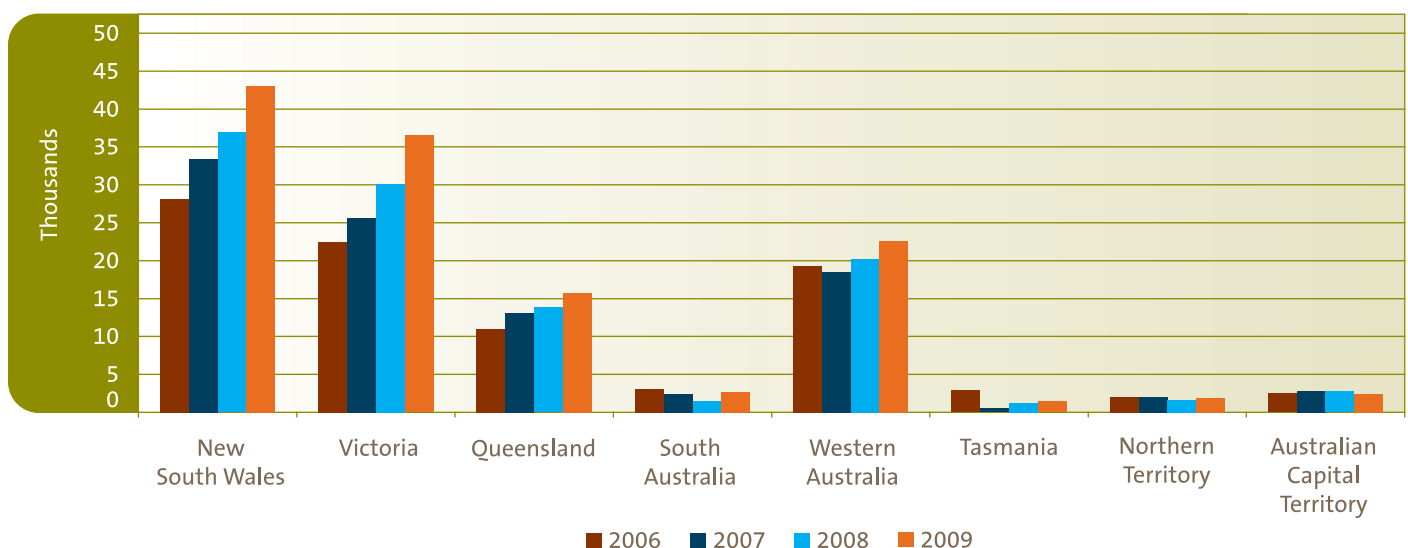
Length of stay and destination

- Visitors travelling for education (136 nights) and employment (118 nights) had the longest average length of stay for all visitors from Indonesia.
- The most visited states were New South Wales, Victoria and Western Australia.

Table 2 – Duration of stay by main purpose of visit

	2006		2007		2008		2009	
	Mean	Median	Mean	Median	Mean	Median	Mean	Median
Holiday	15	10	16	11	18	8	16	10
Visiting friends or relatives	24	14	25	14	25	14	19	13
Business	11	6	9	6	11	6	10	6
Education	140	132	137	120	140	127	136	132
Employment	53	28	78	29	56	31	118	101
Other	13	3	28	7	14	6	12	4
Total	45	14	42	12	42	11	40	11

Figure 5 – State/territory visited



Dispersal

- Visitors from Indonesia spent 20% of their nights outside the major gateways of Sydney, Melbourne, Brisbane and Perth, compared to 32% of total international visitor nights.

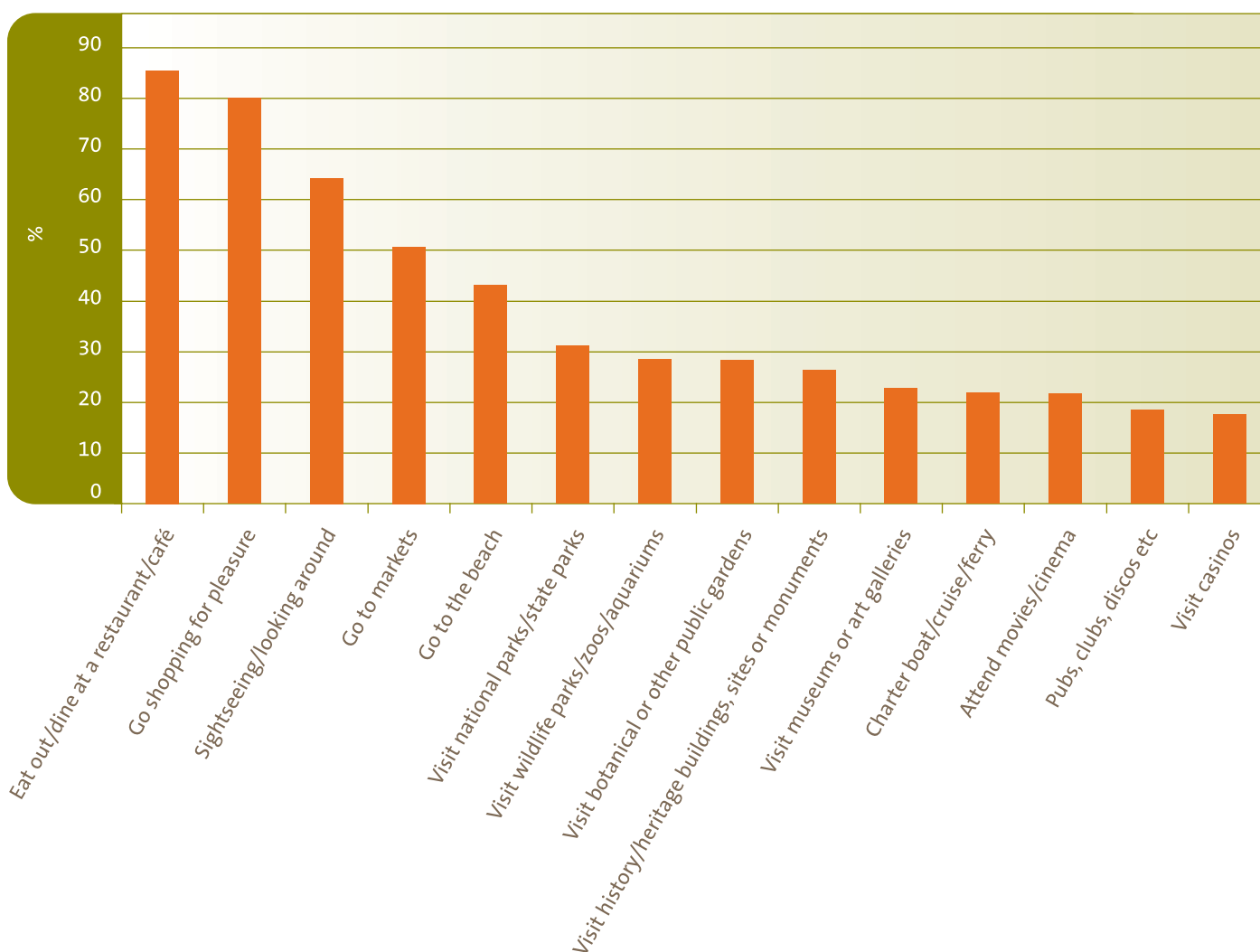
Table 3 – Dispersal by visitor nights

	2006		2007		2008		2009	
	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%	Visitor nights ('000)	%
Major gateways	2,859	84	2,725	81	2,936	82	3,095	80
Dispersed regions	560	16	648	19	637	18	789	20
Total	3,419	100	3,372	100	3,573	100	3,884	100

Activities

- The most popular activities for Indonesian visitors were: eat out/dine at a restaurant/café; go shopping for pleasure; and sightseeing/looking around.

Figure 6 – Leisure activities, 2009



TIEV¹ and expenditure

- Visitors from Indonesia had a Total Inbound Economic Value (TIEV) of \$522 million on trips to Australia in 2009.
- Visitors from Indonesia spent on average \$5,477 per trip.

Figure 7 – Total Inbound Economic Value (TIEV) by first and repeat visit

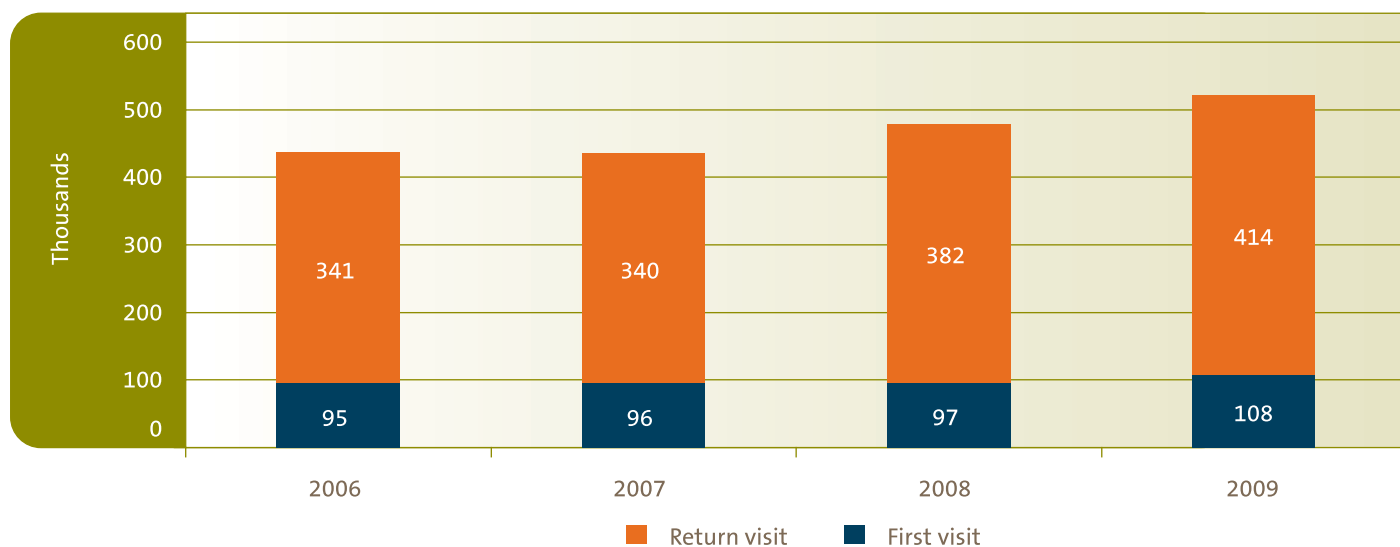


Table 4 – Visitors and average expenditure on specified items, 2009

	Visitors ('000)	Average spend (\$)
Organised tours	9	237
Domestic airfares	9	299
International airfares	85	1,004
Rental vehicles	9	380
Petrol and oil costs	17	144
Other transport fares	67	177
Food, drink and accommodation	88	1,799
Shopping to use in Australia	33	395
Shopping to take home	82	436
Gambling	6	582
Entertainment	38	148
Motor vehicles	1	10,535
Education	15	10,393
Phone, fax and postage	48	197
Package tour	12	2,336
Other	17	394
Total	97	5,477

¹ TIEV represents the total amount of money that flows to the Australian tourism industry through the exportation of the tourism product.

Trip planning and booking horizons

- Over one third (35%) of holiday visitors planned their trip to Australia one to three months prior to travelling.
- Holiday visitors from Indonesia were more likely to book their flights to Australia one to three months or three weeks to one month prior to travel. VFR visitors were more likely to book their flights one to two weeks prior to travel.

Figure 8 – Planning horizons by purpose, 2009

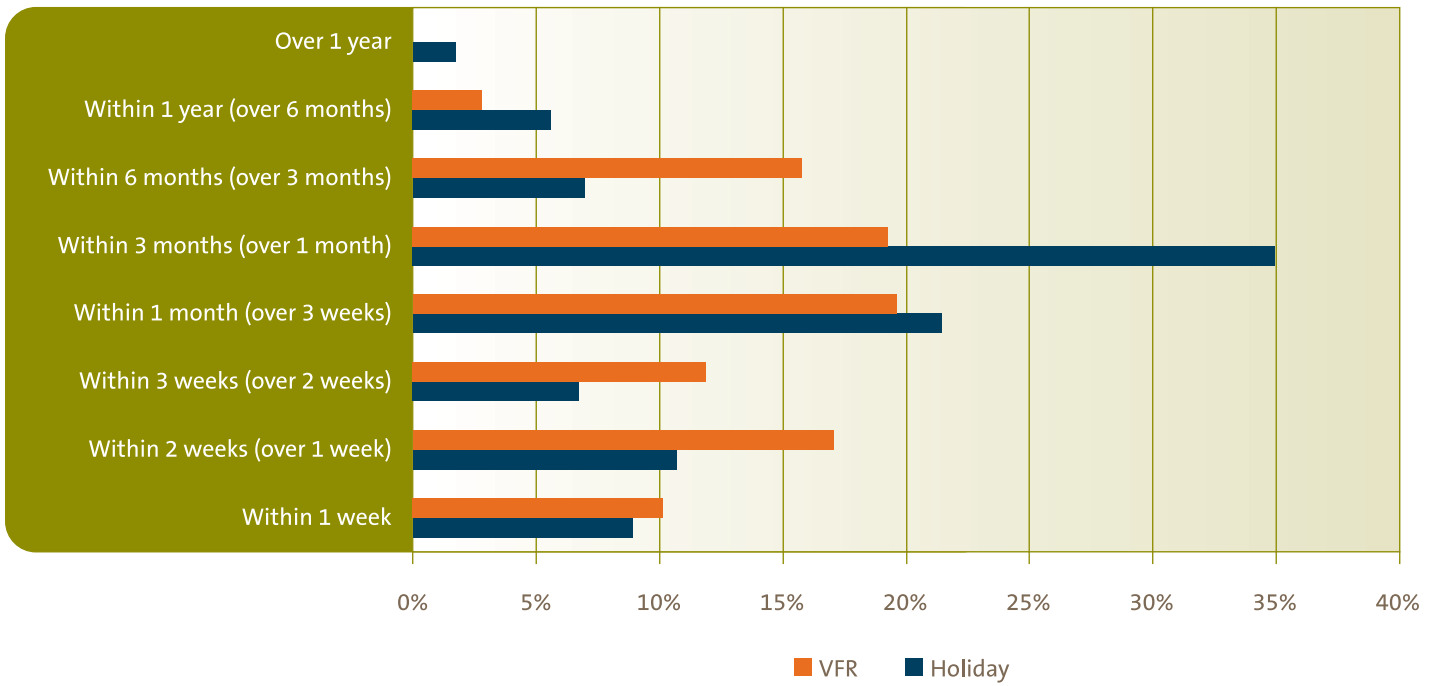
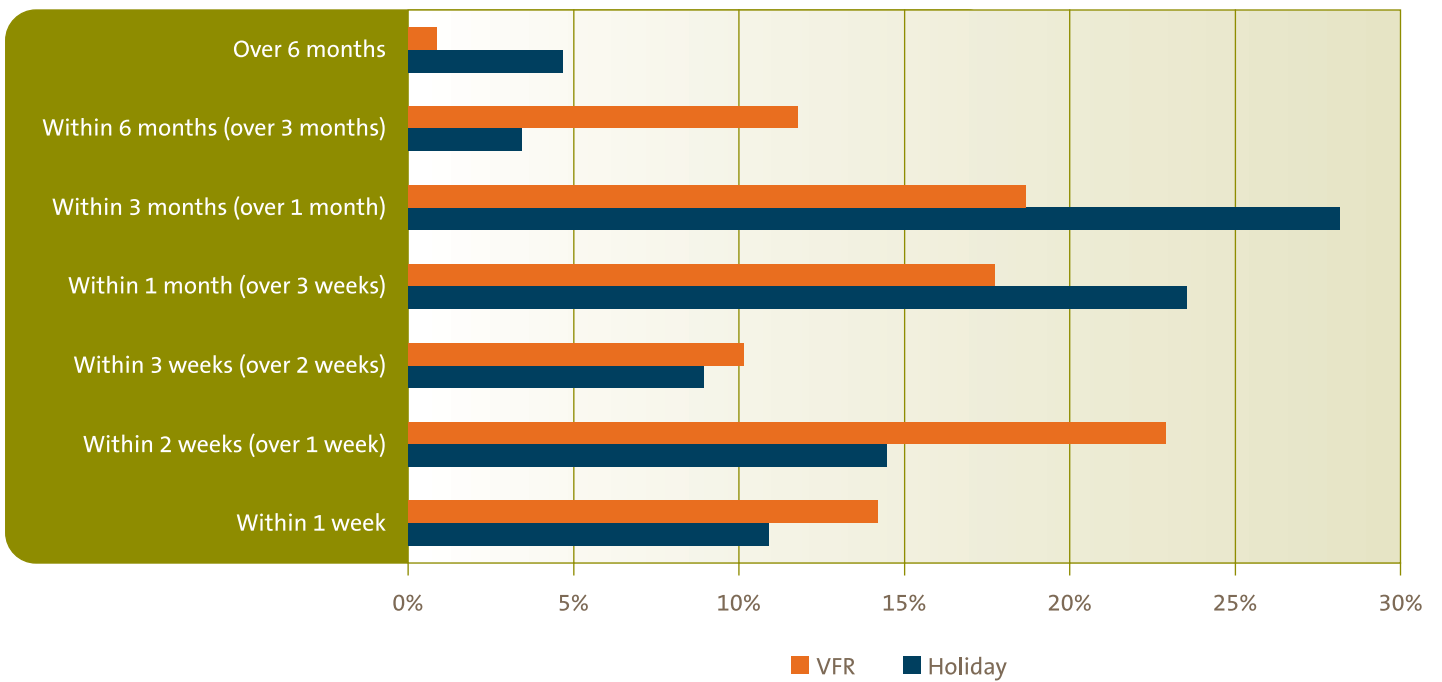


Figure 9 – Flight booking horizons by purpose, 2009



Information sources and internet usage

- The most common information sources for first-time visitors to Australia were friend or relative living in Australia (31%), travel agent (29%), the internet (29%) and friend or relative who has visited Australia (25%).
- The most common information sources for repeat visitors to Australia were previous visits (32%), travel agent (24%), the internet (23%) and friend or relative living in Australia (22%).
- The most common reasons for using the internet were to look for airfares or air schedules to Australia (44%), to find out more about Australia after deciding to visit (44%) and to find out about accommodation in Australia (38%).

Figure 10 – Information sources, 2009

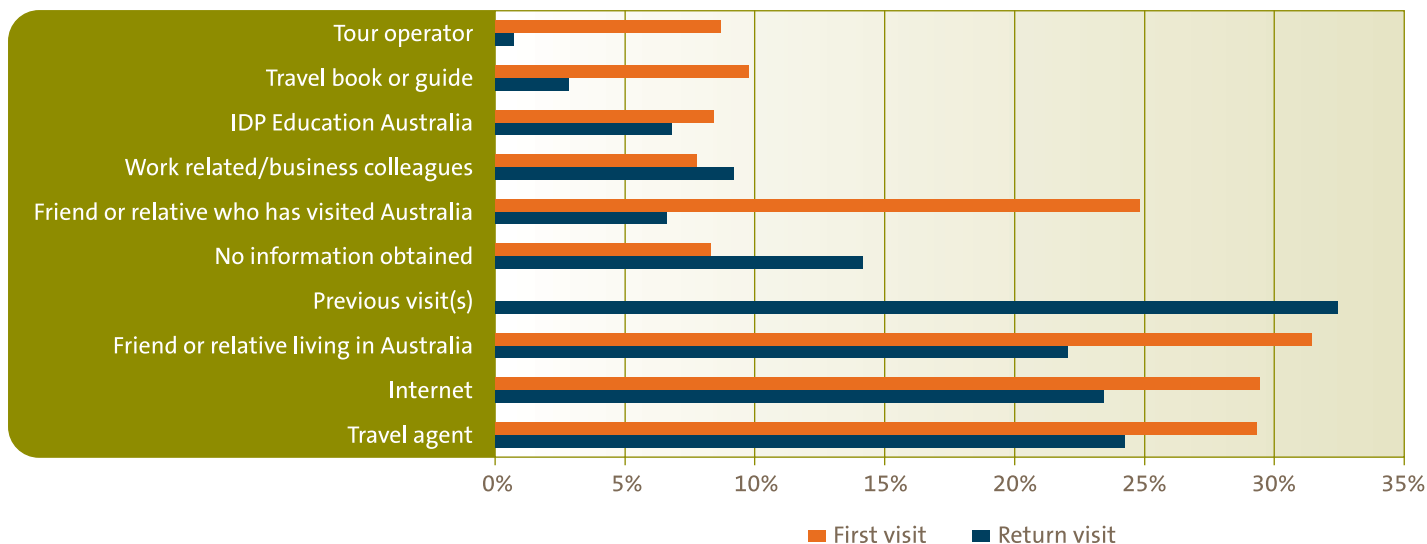
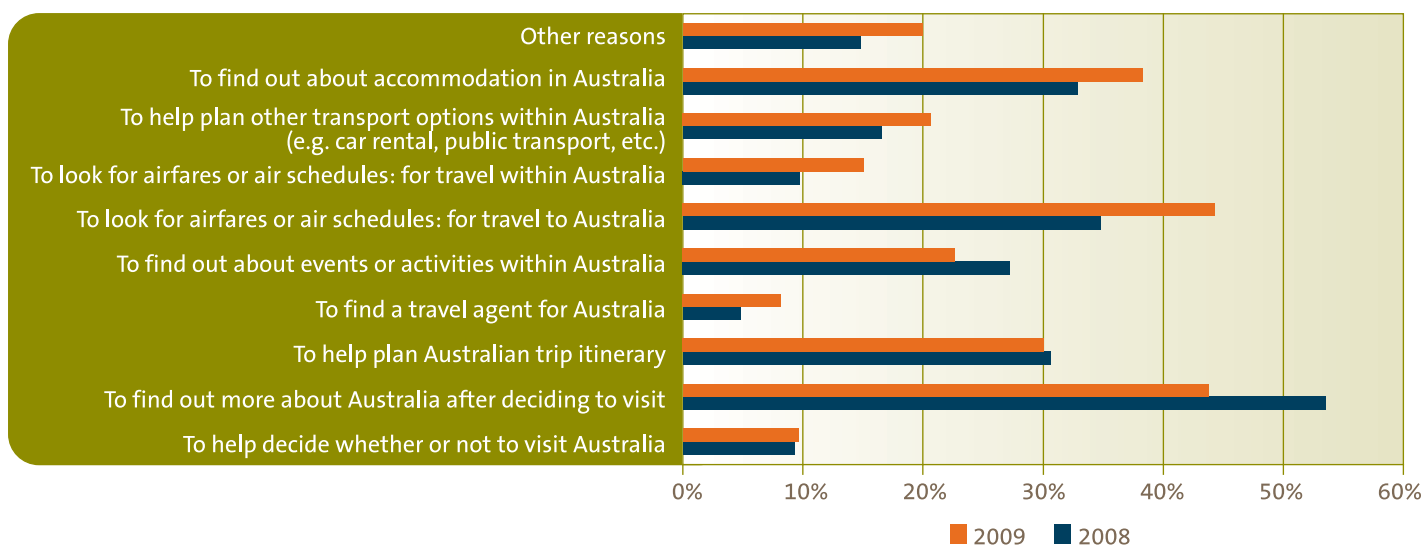


Figure 11 – Reasons for internet usage



Tourism Research Australia
 Department of Resources, Energy and Tourism
 GPO Box 1564
 Canberra ACT 2601
 Email: tourism.research@ret.gov.au
 Web: www.ret.gov.au/tra
 ABN: 46 252 861 927
 Image courtesy of Tourism Australia
 Publication date: June 2010

Data sources

Tourism Research Australia, International Visitor Survey (unpublished data)
 Figures 1, 3 and 4 – Department of Immigration and Citizenship
 All figures refer to persons over the age of 15 years

© Commonwealth of Australia 2010. This work is copyright. In addition to any use permitted under the Commonwealth Copyright Act 1968, the Commonwealth through Tourism Research Australia permits copies to be made in whole or in part for the purpose of promoting Australian tourism, provided that Tourism Research Australia (representing the Commonwealth) is identified on any copies as the author and the material is reproduced in its current form. In addition, a statement similar to the following must be included on any copy – 'Tourism Research Australia 2010'. Copies may not be made for a commercial purpose, that is, for sale, without the permission of Tourism Research Australia (representing the Commonwealth). The information in this data is presented in good faith and on the basis that neither the Commonwealth, nor its agents or employees, are liable (whether by reason of error, omission, negligence, lack of care or otherwise) to any person for any damage or loss whatsoever which has occurred or may occur in relation to that person taking or not taking (as the case may be) action in respect of any statement, information or advice given in this publication. Data derived from Tourism Research Australia surveys are subject to sample error. Users of the data are advised to consult the sample error tables contained in Tourism Research Australia publications or otherwise available from Tourism Research Australia before drawing any conclusions or inferences, or taking any action, based on the data.