INDONESIA OUTBOUND TRAVEL PROFILE

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PLANNING

Indonesians are typically last-minute travellers, booking 1 to 2 months in advance.
The average lead in time for a Millennial booking is just 18 days.

PEAK SEASONS TO TRAVEL 2020

ONLINE PENETRATION

The online travel market in Indonesia is set to be worth $10.2 billion in 2019.

Online travel agencies such as Traveloka, Pegipegi and Tiket.com are aggressive in the Indonesian market. Between January 2018 to June 2019, Google Trends recorded a +20% increase in searches for OTAs.

69% of travellers do trip research on their mobile phones, and 62% book trips on their mobile phones.
POPULAR ACTIVITIES

For Indonesians, shopping, nature, and medical tourism are key drivers for destination choice.

POPULAR DESTINATIONS

ASEAN

THAILAND  MALAYSIA  SINGAPORE

MEDIUM HAUL

HONG KONG  AUSTRALIA  TAIWAN

LONG HAUL

JAPAN  UK  SOUTH KOREA
**Types of Travellers**

- **Group**: Typically price driven
  - Destinations are usually those which require visas
  - Both low and mid-range products sold in the market

- **FIT**: Book predominantly online
  - Budget conscious travellers
  - Usually for visa-free countries such as ASEAN/ East Asia

- **Luxury**: Travel in smaller groups
  - Want everything arranged for them, would usually book via a travel agent
  - Loyal to their travel agents

**Travel Agents**

Many small travel agencies, with around 10 major travel agencies such as Panorama and Bayu Buana who have a national presence throughout Indonesia.

**MICE**

Companies usually plan 3 – 5 months in advance

Agents solely use local DMCs to operate their groups

Price is the driver for destination choice
Indonesians require visas for many major tourist destinations, such as European Schengen countries, UK, USA and Australia. Applications can take up to a month to be completed and can also be expensive.

**GARUDA INDONESIA’S DIRECT FLIGHTS**

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<tr>
<th>AUSTRALIA</th>
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<td>Melbourne/ Perth/ Sydney</td>
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<td>JAPAN</td>
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<td>Nagoya/ Osaka/ Tokyo</td>
<td>Kuala Lumpur</td>
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<td>Bangkok</td>
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MAJOR JAKARTA CONSUMER TRAVEL FAIRS

TIPS FOR EFFECTIVE SALES CALLS

✓ Always bring business cards, and accept and give them with both hands
✓ Attend travel consumer fairs as a good way to assess the market – but do not arrange sales calls the week immediately prior or post a major consumer travel fair; travel agents are at their busiest
✓ Traffic can be very unpredictable in Jakarta. Do not schedule many appointments close together in timing that are in different areas of the city
✓ Using Grab or Blue Bird Taxis are reliable ways to get around the city, and Blue Bird Taxis are easy to hail (and recognise due to their blue colour) from the streets in central Jakarta
✓ Allow ample time to get between the airport and the city – note that traffic becomes even worse during rainy weather
ABOUT PEAR ANDERSON

Pear Anderson is a boutique travel-industry consultancy firm, experts in Southeast Asian outbound tourism. They partner across the spectrum of tourism-related organisations to build a lasting foundation in SEA, a market set to be worth USD $76 billion by 2025, whether through consultation, training or sales representation.

The global Muslim travel segment is a core specialisation. Pear Anderson in partnership with Faeez Fadhilillah, the founder of Tripfez and Salam Standard, provide unique insights, research and training on this lucrative segment.

For more information, contact us at:

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Research sources

Amadeus Journey of Me
https://www.thejakartapost.com/travel/2019/10/01/indonesian-travelers-getting-more-selective-google-indonesia-reveals.html

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