

INDONESIA OUTBOUND TRAVEL PROFILE

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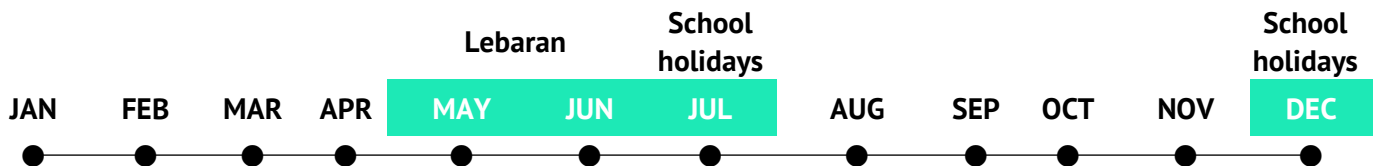
PLANNING



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



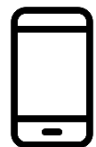
ONLINE PENETRATION

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



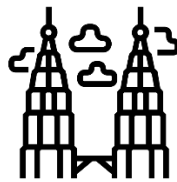
For Indonesians, **shopping**, **nature**, and **medical tourism** are key drivers for destination choice.

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

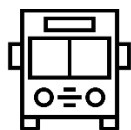


Many small travel agencies, with around 10 major travel agencies such as Panorama and Bayu Buana who have a national presence throughout Indonesia

MICE



Companies usually plan 3 – 5 months in advance

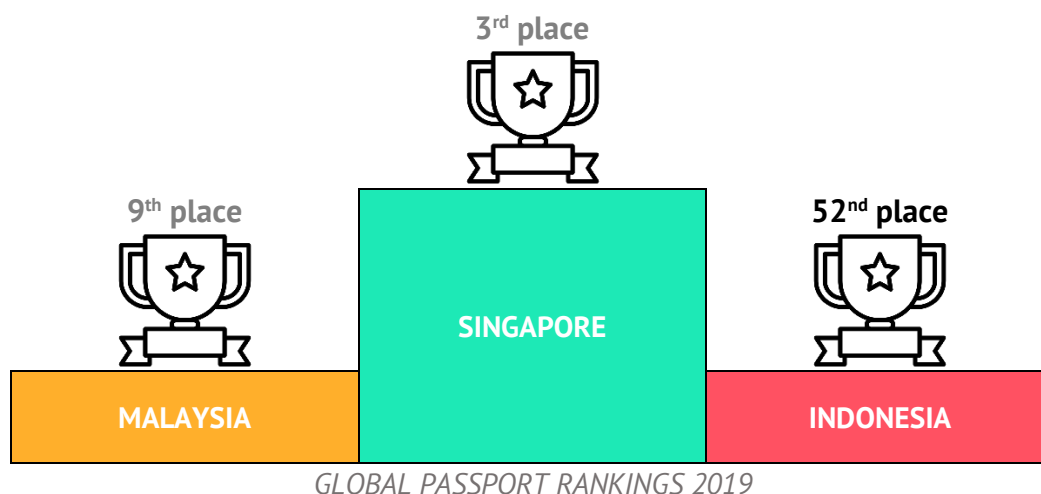


Agents solely use local DMCs to operate their groups



Price is the driver for destination choice

VISA REQUIREMENTS

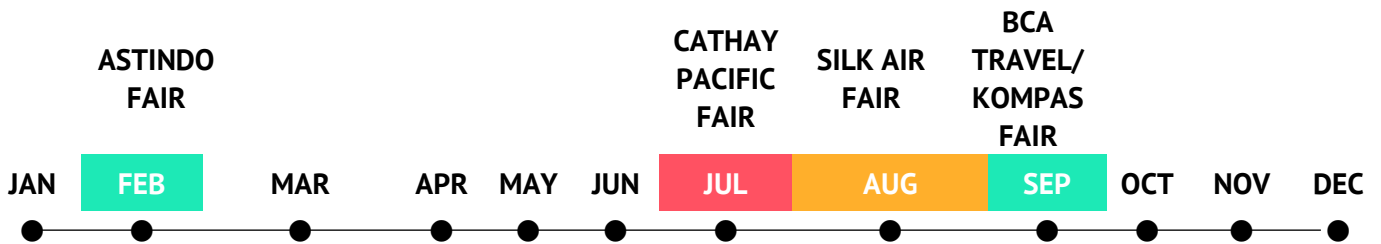


Indonesians **require visas** for many major tourist destinations, such as European Schengen countries, UK, USA and Australia. Applications can **take up to a month** to be completed and can also be **expensive**.

GARUDA INDONESIA'S DIRECT FLIGHTS

AUSTRALIA Melbourne/ Perth/ Sydney	CHINA Beijing/ Chengdu/ Guangzhou/ Hong Kong/ Shanghai/ Xi'an/ Zhengzhou
JAPAN Nagoya/ Osaka/ Tokyo	MALAYSIA Kuala Lumpur
NETHERLANDS Amsterdam	SAUDI ARABIA Jeddah/ Medina
SINGAPORE	SOUTH KOREA Seoul
THAILAND Bangkok	UNITED KINGDOM London

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 Faez 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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<http://www.pearanderson.com>

Research sources

[Amadeus Journey of Me](#)

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