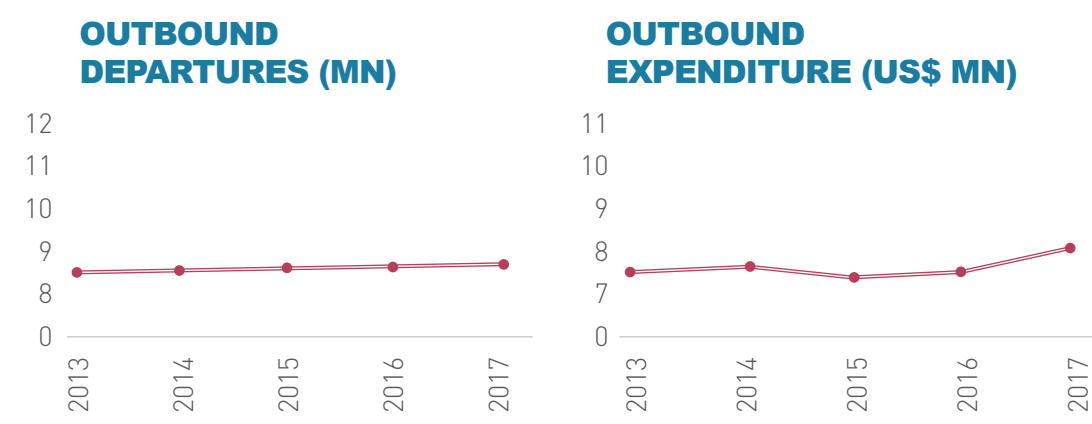
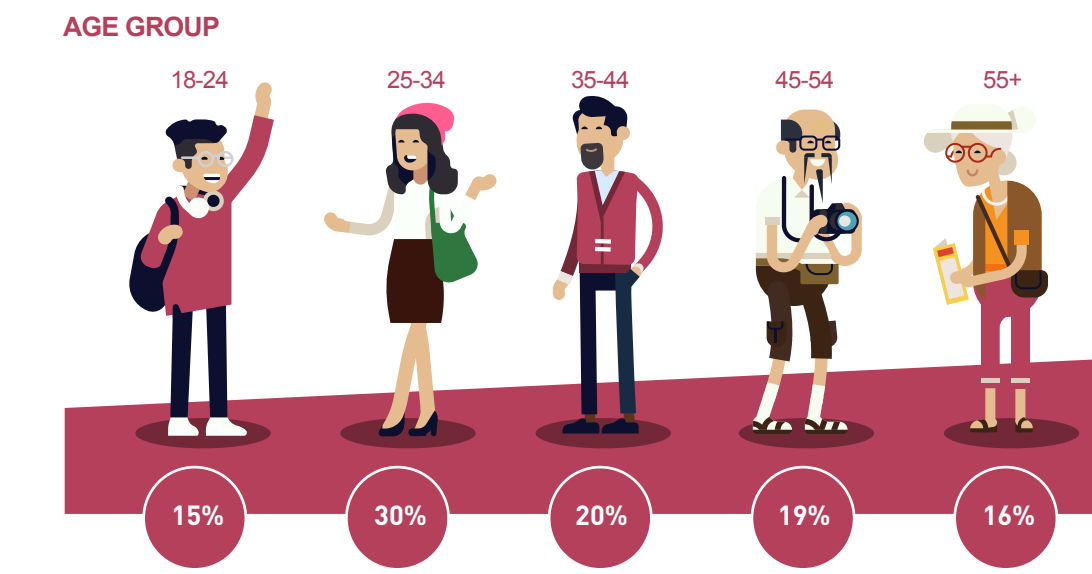
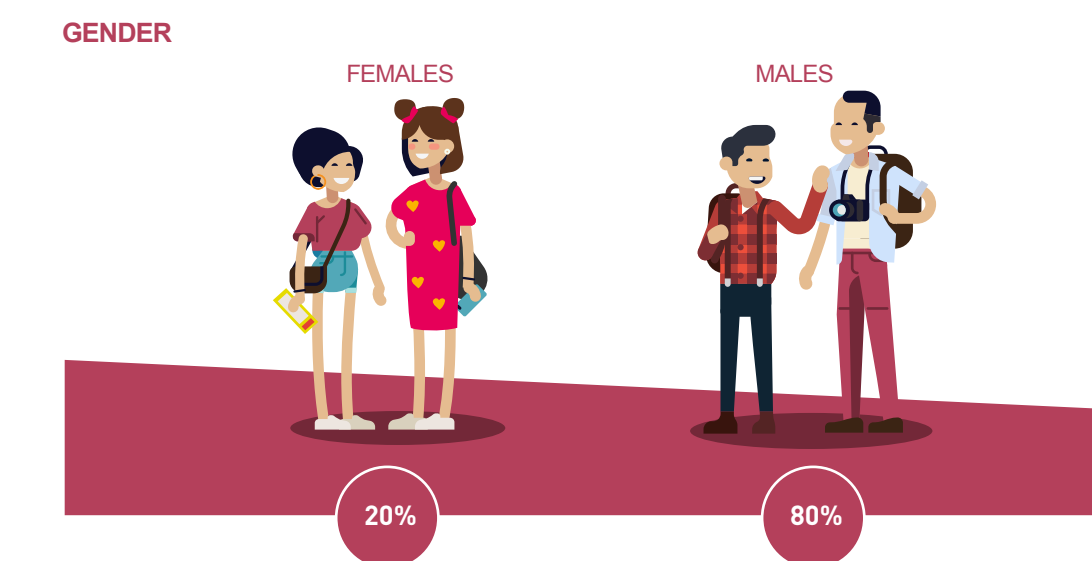


Indonesia

Country insights



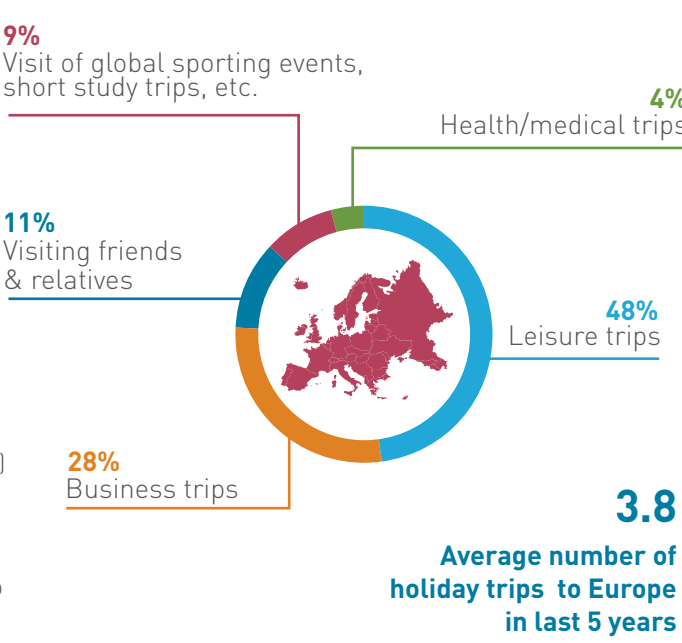
GENERAL TRAVELLER PROFILE



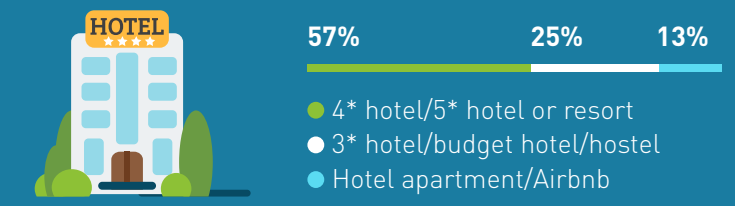
MOTIVATIONS TO HOLIDAY IN EUROPE



PURPOSE OF TRAVEL TO EUROPE (IN LAST 5 YEARS)



ACCOMMODATION



AVERAGE NUMBER OF NIGHTS SPENT IN EUROPE:



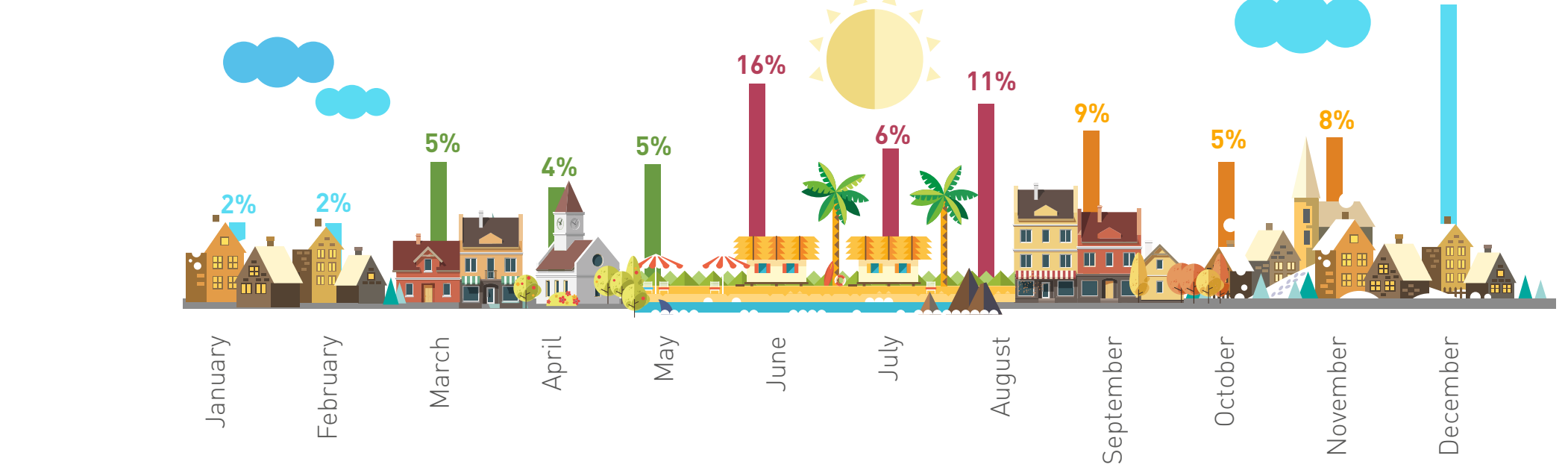
AVERAGE SPEND PER PERSON ON TRIP TO EUROPE:



AVERAGE SPEND PER PERSON PER NIGHT:



MOST INDONESIANS TRAVEL TO EUROPE DURING THE SECOND HALF OF THE YEAR (% OF RESPONDENTS)



TOP 5 ONLINE INFORMATION SOURCES USED

- 60% Social media
- 50% Travel review sites
- 40% Travel agent/tour operator websites
- 39% Search engines
- 37% Travel booking and comparison websites

TOP 5 HOLIDAY ACTIVITIES IN EUROPE

- 61% Sightseeing/excursion tours
- 60% Shopping
- 53% Tasting local food/gastronomy
- 44% Visiting historical and cultural attractions
- 34% Visit to entertainment/theme parks

PAN-EUROPEAN TRAVEL THEMES

- 65% Culture & History
- 60% Tasting local food/gastronomy
- 59% "Slow" adventure
- 58% City life
- 54% Nature

TOP 10 EUROPEAN DESTINATIONS MOST LIKELY TO VISIT (NEXT 5 YEARS)

- France 20%
- United Kingdom 12%
- Italy 10%
- Germany 7%
- Switzerland 7%
- The Netherlands 7%
- Austria 7%
- Greece 5%
- Turkey 5%
- Spain 4%