**Indonesia Country Insights**

**Outbound Departures (MN)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
</tbody>
</table>

**Outbound Expenditure (US$ MN)**

<table>
<thead>
<tr>
<th>Year</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>8</td>
<td>9</td>
<td>10</td>
<td>11</td>
<td>12</td>
</tr>
</tbody>
</table>

**General Traveller Profile**

**Gender**
- **Females**: 20%
- **Males**: 80%

**Age Group**
- **18-24**: 15%
- **25-34**: 30%
- **35-44**: 20%
- **45-54**: 19%
- **55+**: 16%

**Most Indonesians travel with family**
- **75%**: Family
- **13%**: Family & friends
- **7%**: Friends
- **3%**: Solo
- **2%**: Part of tour group

**Motivations to Holiday in Europe**
- **Experience the diversity of cultural & historical attractions**: 61%
- **Experience the diversity of holiday experiences & activities**: 54%
- **Visit of global sporting events, short study trips, etc.**: 9%
- **Health/medical trips**: 4%
- **Leisure trips**: 48%

**Purpose of Travel to Europe (In Last 5 Years)**
- **Leisure trips**: 48%
- **Business trips**: 28%
- **Visiting friends & relatives**: 11%
- **Health/medical trips**: 4%
- **Visit of global sporting events, short study trips, etc.**: 9%

**ACCOMMODATION**

<table>
<thead>
<tr>
<th>Type</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>4* hotel/5* hotel or resort</td>
<td>57%</td>
</tr>
<tr>
<td>3* hotel/budget hotel/hostel</td>
<td>25%</td>
</tr>
<tr>
<td>Hotel apartment/Airbnb</td>
<td>13%</td>
</tr>
</tbody>
</table>

**Average Number of Nights Spent in Europe:**

7.1

**Average Spend Per Person on Trip to Europe:**

US$1,330

**Average Spend Per Person Per Night:**

US$185

**Most Indonesians travel to Europe during the second half of the year** (% of respondents)

<table>
<thead>
<tr>
<th>Month</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>August</th>
<th>September</th>
<th>October</th>
<th>November</th>
<th>December</th>
</tr>
</thead>
<tbody>
<tr>
<td>Value</td>
<td>2%</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
<td>6%</td>
<td>16%</td>
<td>11%</td>
<td>9%</td>
<td>5%</td>
<td>8%</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Most 10 European Destinations Most Likely to Visit (Next 5 Years)**

1. **France**: 20%
2. **United Kingdom**: 12%
3. **Italy**: 10%
4. **Germany**: 7%
5. **Switzerland**: 7%
6. **The Netherlands**: 7%
7. **Austria**: 7%
8. ** Greece**: 5%
9. **Turkey**: 5%
10. **Spain**: 4%

**Top 5 Online Information Sources Used**

1. **Social media**: 60%
2. **Travel review sites**: 50%
3. **Travel agent/operator websites**: 40%
4. **Search engines**: 39%
5. **Travel booking and comparison websites**: 37%

**Top 5 Holiday Activities in Europe**

1. **Sightseeing/excursion tours**: 61%
2. **Shopping**: 60%
3. **Tasting local food/gastronomy**: 53%
4. **Visiting historical and cultural attractions**: 44%
5. **Visit to entertainment/theme parks**: 34%

**Pan-European Travel Themes**

1. **Culture & History**: 65%
2. **Tasting local food/gastronomy**: 60%
3. **“Slow” adventure**: 59%
4. **City life**: 58%
5. **Nature**: 54%

** Undertaken during the period March to July 2019, the study focused on primary research in four South-East Asian markets (Malaysia, Indonesia, Thailand and Singapore). The research involved online interviews and focus groups with consumers as well as interviews with the travel trade.**

**Online consumer interviews (quantitative) were conducted among 1,000 respondents.**

**Online focus groups (4) were conducted, one in each travel source market.**

**Travel trade interviews were undertaken with a total of 14 representatives in the four countries.**