



## Visa survey: Indonesia faces bright tourism prospects

December 29, 2011



THE Global Tourism Intentions Survey undertaken by Visa for the sixth time disclosed that Indonesia's tourism prospects in the coming two years are bright. Indonesia has become a choice destination for seekers of the outdoors, water sports, food, and spa said Ellyana Fuad, President Director of PT visa Worldwide Indonesia, reported Bisnis Indonesia.

Indonesia can expect an increasing number of professionals and young businessmen in particular from Singapore, Malaysia, Taiwan, and Australia. Reasons given were among others, the political stability of the country, beautiful nature, and attractive travel destinations. These tourists are expected to spend at least US\$1,500 per visit, staying an average of 9 nights in Indonesia.

They are on average in the 34 years age group and prefer to stay at three-star to four-star hotels. Most have been to Indonesia before and are looking forward to enjoy a relaxing spa treatment.

Their preference is to travel with their partner and choose their own destination. They are also happy to spend more on delicious food, exotic destinations, and on the opportunity to enjoy new cultures.

Other survey findings are that 54 percent of those wishing to visit Indonesia are men, 46 percent are women, 38 percent are unmarried, 10 percent are married, and 47 percent have one or more children. Average earnings is US\$1,850/month.

The survey included 11,620 respondents from 23 countries.

Indonesia targets to welcome 8 million tourists in 2012 spending US\$8.98 billion, up from 7.7 million arrivals this year.

## Indonesia Faces Bright Tourism Prospects - ETN Global Travel Industry News, Dec 2011

Deputy Minister for Tourism and Creative Economy, Sapta Nirwandar, said that Indonesia's target this year is between 7.5 million to 7.7 million arrivals. Therefore, having surpassed the minimum in November, Indonesia should end with above 7.6 million to 7.7 arrivals this year, considering that December is the peak holiday season.

At the close of 2011, choice tourist destinations in Indonesia are reporting full houses, from Bali to Bandung, to Yogyakarta, and destinations around Jakarta, like Anyer, Puncak, and Sukabumi, are all reporting being fully booked, with domestic, as well as international, tourists eager to ring in the New Year.