

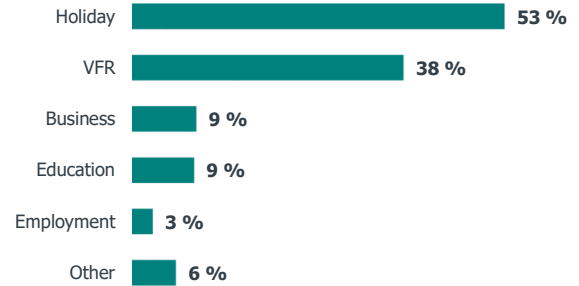
Indonesia Market Snapshot

Year ending December 2018

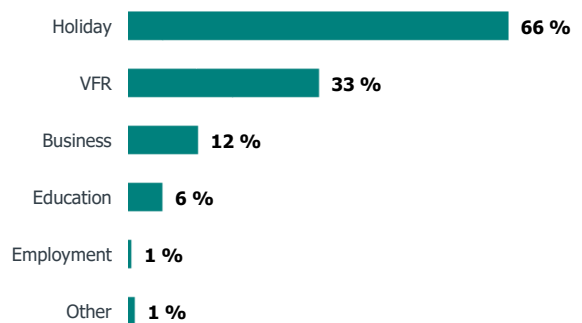
Indonesian Visitors						Indonesian Expenditure			
To Australia	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	186,000	▲ 7.3%	2%	30.5	▲ 1.1	\$613.1	▲ 12.3%	2%	\$3,291.5
Holiday Visitors	98,000	▲ 18.6%	2%	15.2	▲ 0.7				
To Queensland	Visitors	Year Chg%	Share	ALoS ¹	Year Chg#	\$ million ²	Year Chg%	Share	\$/Visitor
Total Visitors	20,000	▼ -11.2%	1%	20.8	▼ -3.2	\$41.1	▲ 12.8%	1%	\$2,061.1
Holiday Visitors	13,000	▲ 11.8%	1%	8.8	▼ -3.9				



Reason for Visiting Australia (by proportion)⁵



Reason for Visiting Queensland (by proportion)⁵



Year ending Dec 2018	Age				Gender		Traveling with...			
To Australia	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	27%	42%	28%	3%	42%	58%	48%	14%	18%	16%
Holiday Visitors	31%	46%	21%	3%	37%	63%	35%	14%	23%	25%
To Queensland	15-29	30-49	50-69	70+	M	F	Solo	Couple	Family	Friends
Total Visitors	23%	45%	28%	4%	37%	63%	48%	6%	19%	21%
Holiday Visitors	23%	43%	34%	0%	32%	68%	43%	3%	24%	29%

Year ending Dec 2018	Number of Previous Visits to Australia							On Pkg Tour
To Australia	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	25%	15%	10%	10%	19%	19%	2%	6%
Holiday Visitors	34%	17%	8%	9%	17%	13%	2%	8%
To Queensland	0 (First)	1	2	3	4 - 7	8 - 20	21+	
Total Visitors	24%	13%	7%	7%	22%	23%	5%	24%
Holiday Visitors	30%	11%	4%	5%	25%	20%	5%	22%

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1. ALoS - Average length of stay.
2. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure.
3. Non-core - Countries not included by TRA in individual analysis are grouped by continent or region.
4. Tourism Research Australia - Forecasting.
5. Due to visitors having more than one main reason for travel, proportions equal to more than 100%.
Note: Unless specified, all data is from Tourism Research Australia, International Visitor Survey

