

Indonesia Visitor Profile to NSW

Year ended December 2023



Source: International Visitor Survey, Tourism Research Australia



VISITORS

94,700

106% vs. 2019*



NIGHTS

2.7m

147% vs. 2019*



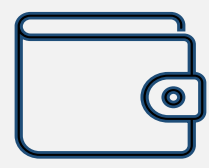
EXPENDITURE

\$366.5m

164% vs. 2019*

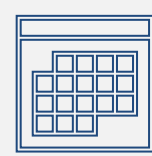
*vs. Pre-COVID period (YE Dec 2019)

Average spend



\$133 per night
\$3869 per visitor

Average length of stay



29.0 nights

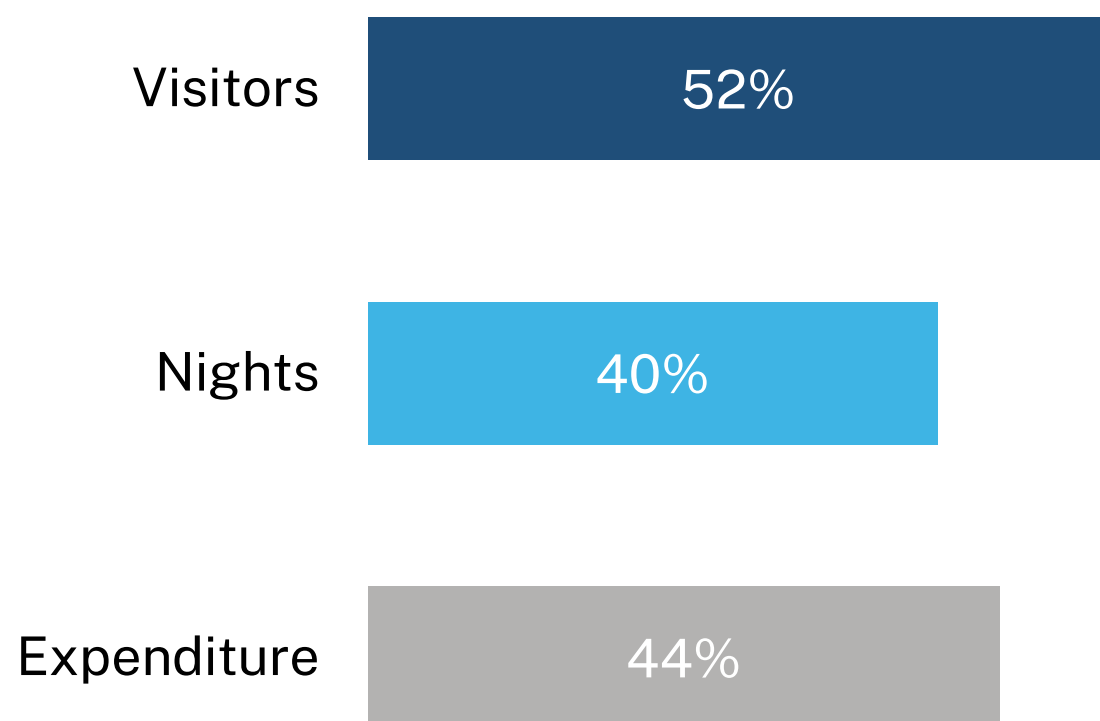
Rank in NSW



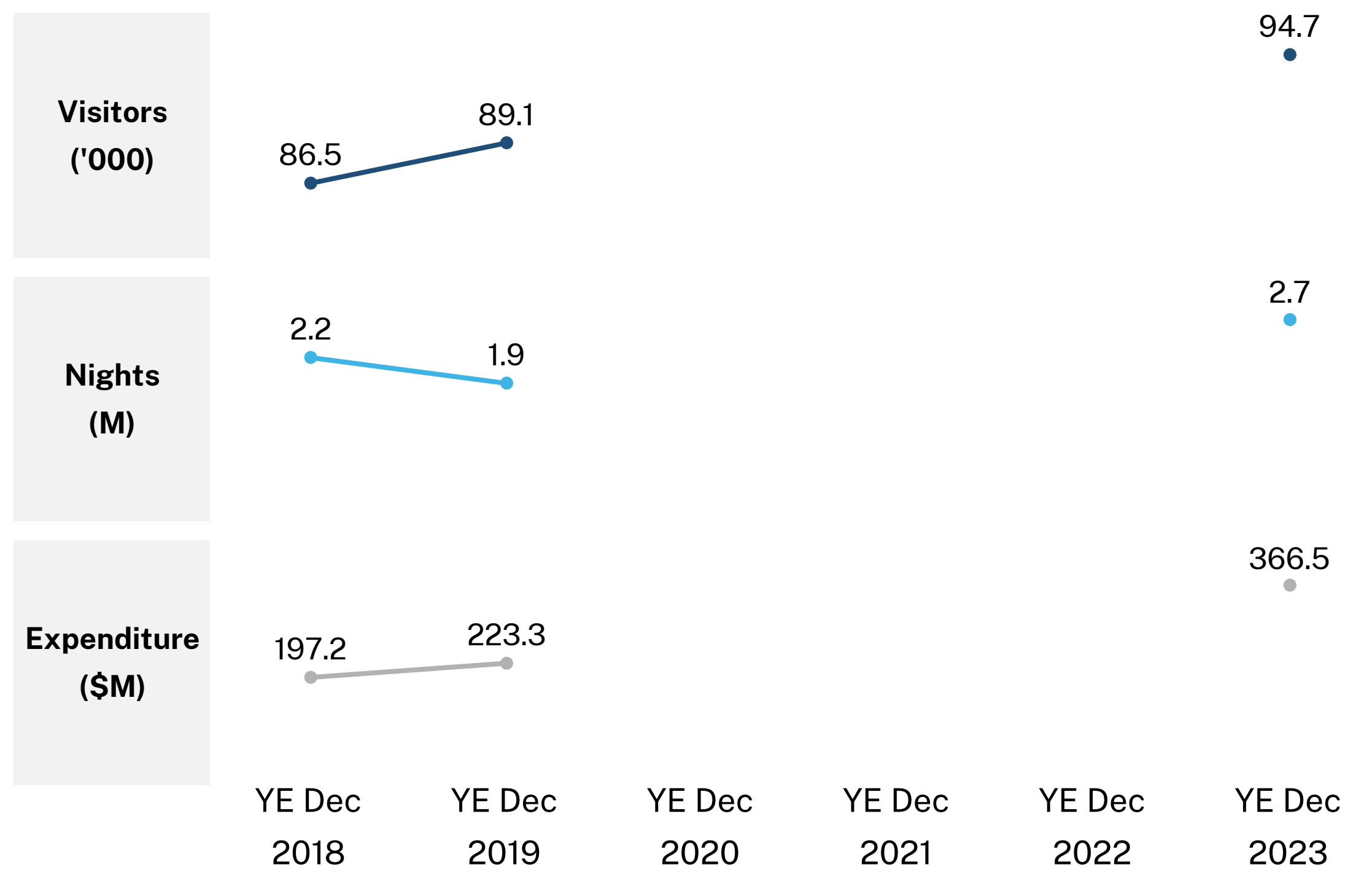
#10 for visitors
#8 for nights
#8 for expenditure

NSW share of visitors to Australia

52% of international visitors from Indonesia visited NSW during their trip to Australia

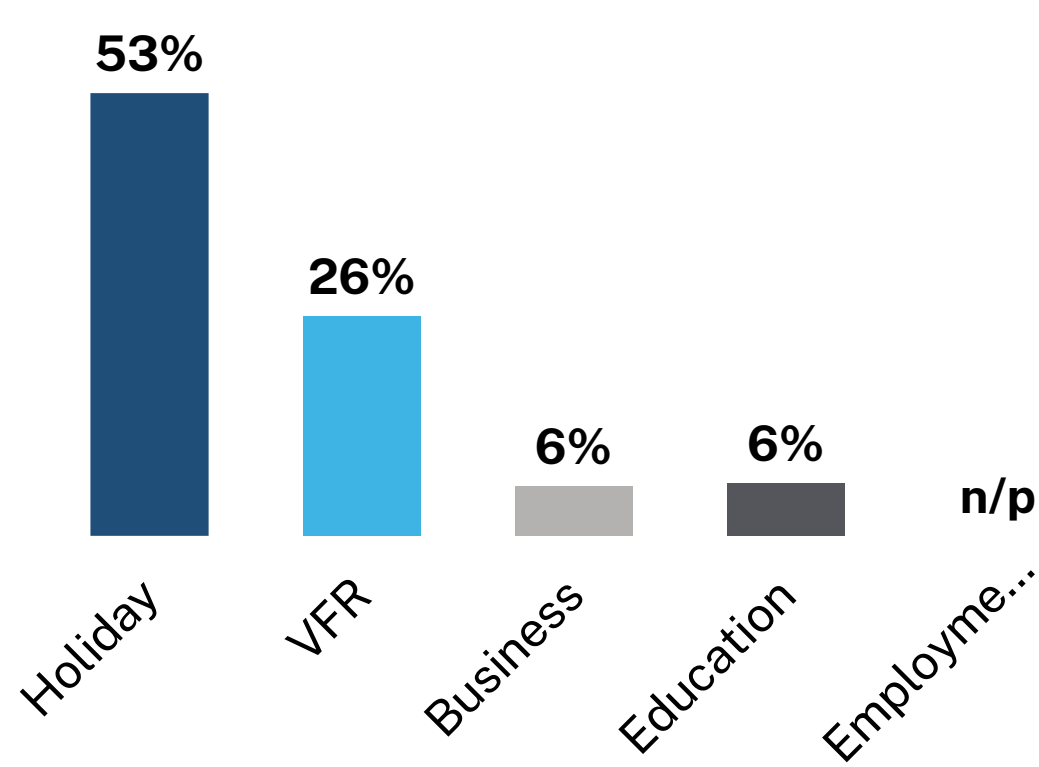


Time Series

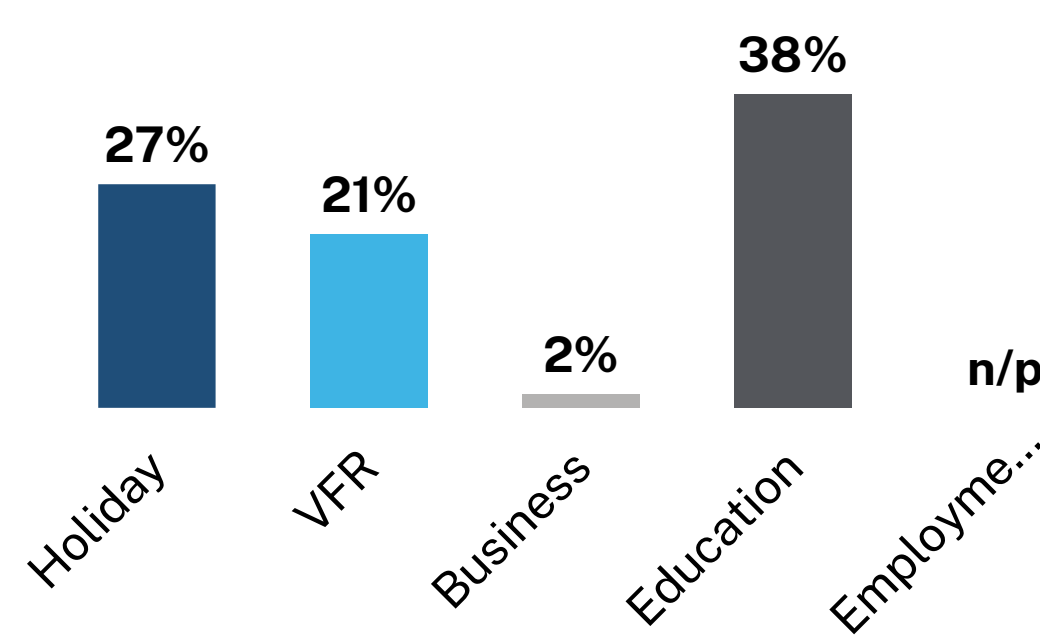


Purpose of Visit

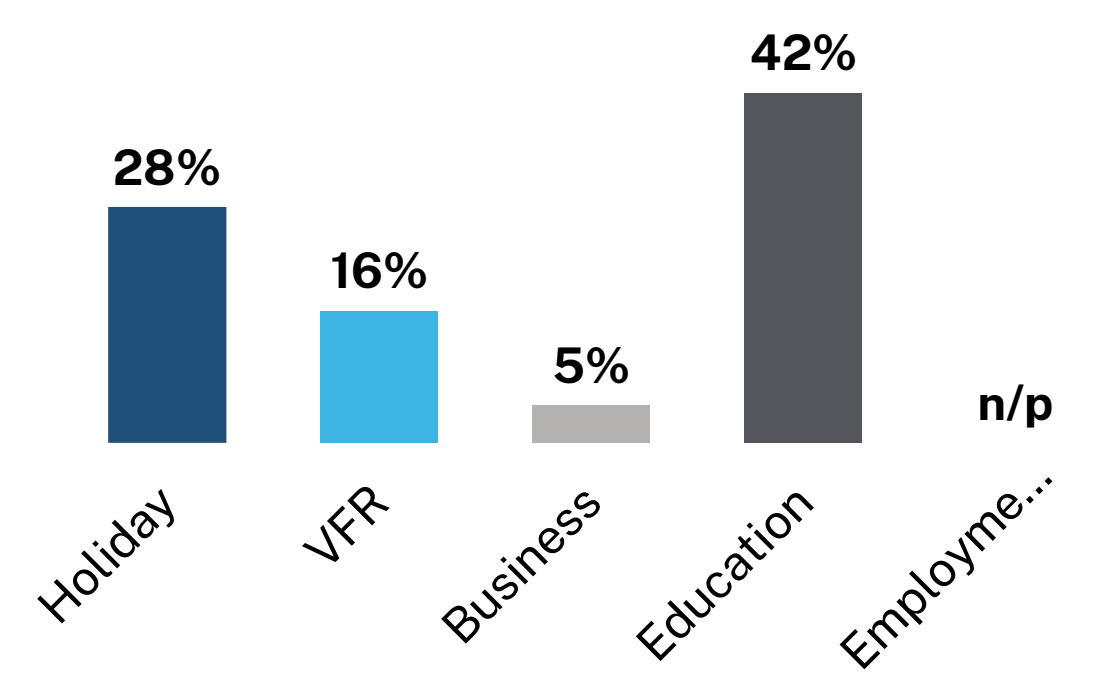
Visitors (000)



Nights (000)



Expenditure (\$M)



Visitor dispersal

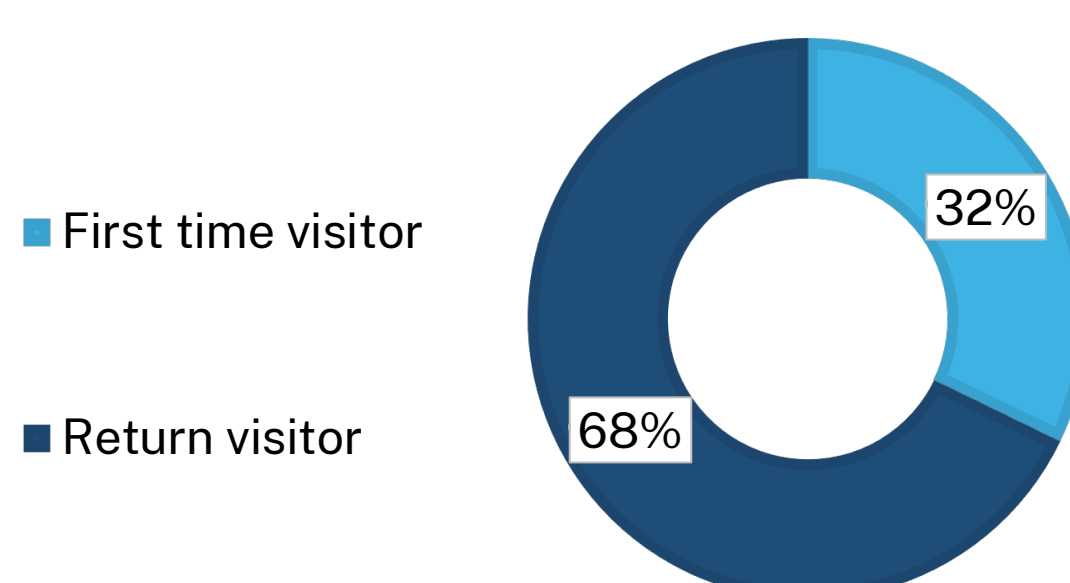
12% of visitors from Indonesia visited Regional NSW as part of their trip

Regional NSW, 12%



First vs return visitor to Australia

68% of visitors from Indonesia to NSW were making a return visit to Australia



Note: Percentages may not add up to 100% due to rounding; n/p indicates data not publishable. Base excludes 'not asked' sample.

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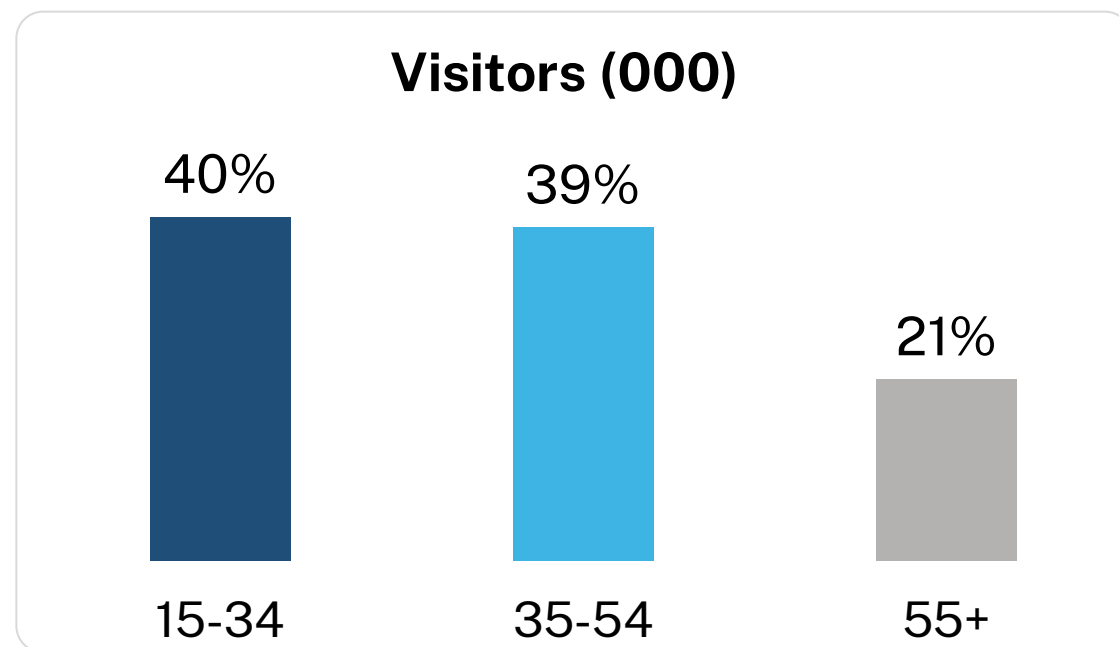
Year ended December 2023



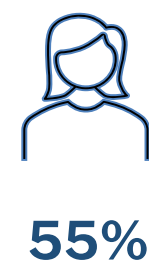
Source: International Visitor Survey, Tourism Research Australia

Age

'15-34 years' was the largest age group of visitors from Indonesia to NSW

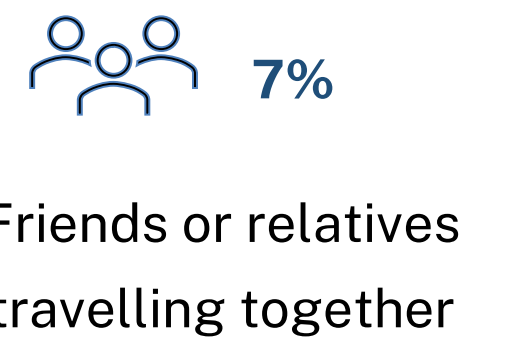
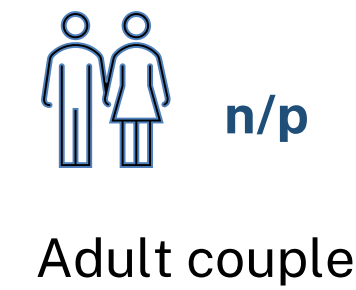
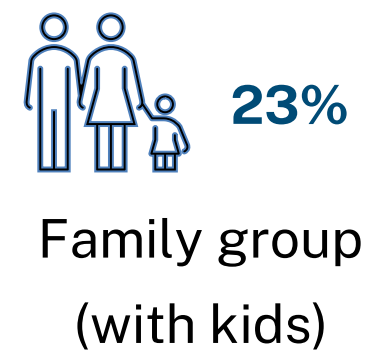
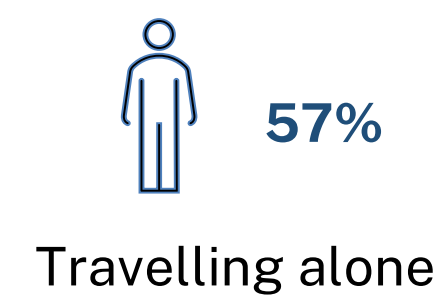


Gender



Travel party

57% of visitors from Indonesia to NSW were travelling alone.



Group tour

89% of all visitors to NSW from Indonesia didn't travel to Australia on a group tour

Group tour n/p



Travel package

90% of all visitors to NSW from Indonesia did not travel to Australia as part of a package tour

Package tour n/p



FIT visitor#

63% of visitors to NSW from Indonesia were Free and Independent Travellers



free and independent traveller

Lifestage

Young Singles (15 - 24 YO) 14%

Midlife Singles (25 - 44 YO) 22%

Older Singles (45+ YO) n/p

Young/Midlife Couples, no kids (15 - 44 YO) 12%

Older Couples, no kids at home (45+ YO) n/p

Parent(s) with kids still at home 37%

Aviation



Inbound seats to Sydney

599,725 seats

+140.2% YoY

6.2% of the total inbounds seats available at Sydney Airport

Key airlines



1. Qantas Airways, 45%

2. Garuda Indonesian Airlines, 21%

3. Singapore Airlines, 12%

Source: International seat capacity based on direct non-stop services - YE December 2023, OAG

Source: Short term arrivals to Sydney, Tourism Research Australia