

# Market Snapshot

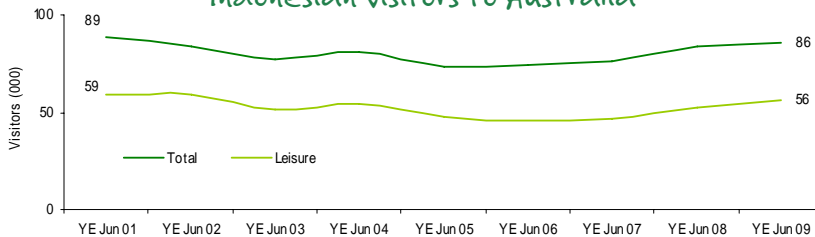
Year ended June 2009

## Indonesia



	Australia	Change Jun 08 to Jun 09	Share of international visitors	Queensland	Change Jun 08 to Jun 09	Share of visitors to Qld
<b>Total visitors</b>	86,000	2% ▲	2%	14,000	-7% ▼	1%
Total ALOS <sup>1</sup> (nights)	42.4	0.9 ▲		29.0	5.8 ▲	
<b>Leisure<sup>2</sup> visitors</b>	56,000	8% ▲	1%	10,000	-9% ▼	1%
Leisure ALOS	16.4	-2.5 ▼		8.9	0.3 ▲	
<b>Expenditure (\$m)<sup>3</sup></b>	392	-3% ▼	2% (Share of expenditure)	27	0%	1% (Share of expenditure)

### Indonesian visitors to Australia



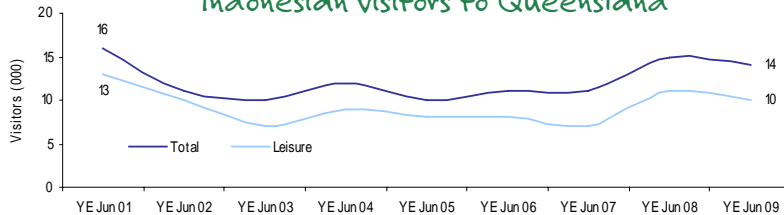
### Indonesian visitors to Australia

The Indonesian market to Australia is a small market and has had relatively little change over the past eight years. However, Indonesian visitors to Australia did increase over the year to June 2009.

The majority of visitors from Indonesia were repeat visitors (71%), this is larger than the average international visitor (60%).

57% of Indonesian visitors travelled unaccompanied, while 16% travelled as part of an adult couple.

### Indonesian visitors to Queensland



### Indonesian visitors to Queensland

The number of Indonesian visitors to Queensland declined over the year to June 2009.

The most popular Queensland regions visited by Indonesian visitors were Brisbane and the Gold Coast (51% each). However both visitor markets declined over the year to June 2009 (down 13% each).

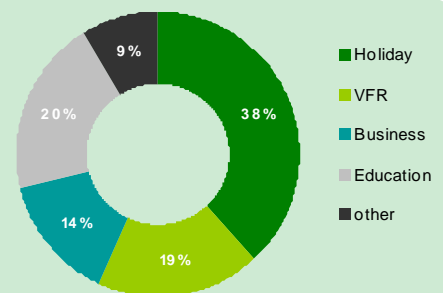
Indonesian visitors spent \$27 million on their trip to Queensland in the year to June 2009.

Indonesian spend per visitor in Queensland was \$1,971, slightly lower than the total international average spend (\$1,986).

### Main purpose of visitation to Australia

There was a 2% increase in visitors from Indonesia in the year to June 2009. This was largely driven by holiday visitors, with the number of education visitors also increasing.

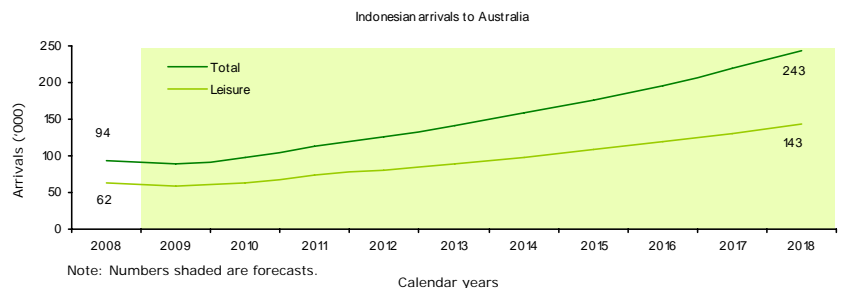
Education visitors from Indonesia accounted for a larger proportion of visitors than most other international markets, they represented 20% of Indonesian visitors to Australia.



### Indonesian arrivals forecast <sup>4</sup>

Indonesian arrivals to Australia are forecast to increase by an average of 10% each year from 2008 to reach 243,000 arrivals in 2018.

Indonesia's economy is expected to be one of the better Asian performers in 2009, and there is significant long term opportunities for growth from this arrival market.



Note: Numbers shaded are forecasts.

1. Average length of stay  
 2. Leisure is holiday and visiting friends or relatives (VFR) combined  
 3. Expenditure data is sourced from Tourism Research Australia and is inclusive of package expenditure  
 4. Tourism Forecasting Committee 2009 Issue 1

Note: All data unless specified is from Tourism Research Australia, International Visitor Survey year ended June 2009