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Indonesia

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Indonesia

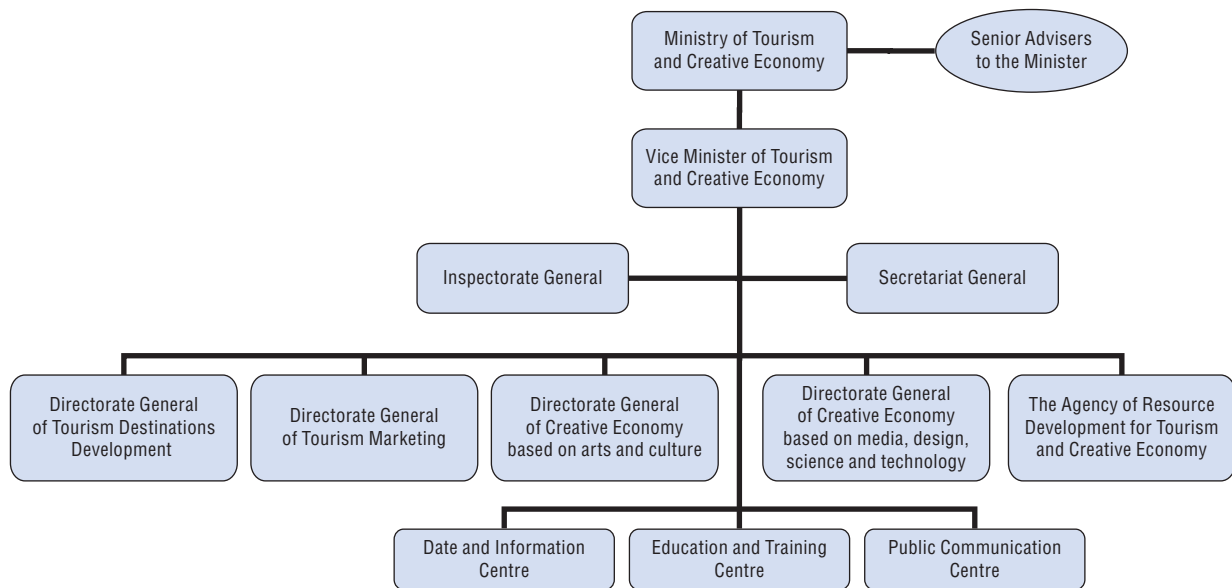
Tourism in the economy

International tourism to Indonesia has been growing significantly and continuously. In 2012, the number of foreign tourist arrivals increased by 5.2% to 8.0 million. Short- and medium-haul travellers from countries such as Singapore, Malaysia, Australia, China and Japan dominated. Unfortunately, the recent increases in arrivals were accompanied by a decline in the average length of stay, from 8.05 days in 2010 to 7.84 days in 2011 and 7.70 in 2012. Nevertheless, the contribution of international tourists to Indonesia's foreign exchange earnings progressively increased from USD 7.6 billion in 2010 (+20%) to USD 8.6 billion in 2011 (+12.5%) and USD 9.1 billion in 2012 (+6.6%).

Domestic tourism is also increasing and contributing to the economy. In 2012, the number of domestic tourist trips were estimated at 245.3 million, with average expenditure of IDR 700 000 per trip and total expenditure of IDR 171.7 trillion. These figures represented increases of 3.6% in the number of trips and 6.7% in spending compared to the previous year. This growth in domestic tourism is being driven by increases in the number of domestic flights, rising family incomes, and the promotional campaign "Know and Love Your Country", as well as the growing number of national tourism attractions and events.

Tourism organisation and governance

The Ministry of Tourism and Creative Economy of Indonesia (Figure 1) is responsible for tourism development, following a cabinet reshuffle in October 2011. As illustrated below, two directorate generals are responsible for tourism development, namely the Directorate General of Tourism Destinations Development and Directorate General of Tourism Marketing.

Figure 1. **Indonesia: Organisational chart of tourism bodies**

Source: OECD, adapted from the Ministry of Tourism and Creative Economy, 2014.

Tourism budgets

The 2012 budget for the Ministry of Tourism and Creative Economy was IDR 2 730 billion, a 23% increase over 2011 and a 62.5% increase since 2010. The budget is used for financing the development of both tourism and the creative economy.

Tourism-related policies and programmes

Government policy on tourism is intended to increase the contribution of tourism to the national economy and to enhance the competitiveness of the industry. The policy is based on sustainability criteria and on four key principles: it should be pro-poor, pro-growth, pro-job creation and pro-environment. In this regard, there are four priority activities for the development of the tourism sector:

- Development of the tourism industry.
- Development of tourism destinations.
- Development of tourism promotion and marketing.
- Development of tourism resources and institutions.

Statistical profile

Table 1. **Indonesia: Domestic tourism**

	Unit	2008	2009	2010	2011	2012
Total domestic trips	
Overnight visitors (tourists)	Million	225	230	234	237	245
Same-day visitors (excursionists)	
<i>Trips by main purpose of visit</i>						
Business and professional	
Holiday, leisure and recreation	
Nights in all means of accommodation	
Hotels and similar establishments	
Other collective establishments	
Domestic travel receipts	

Source: National Statistical Office, Ministry of Tourism and Creative Economy.


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Table 2. **Indonesia: Inbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international arrivals	Thousand	6 234	6 324	7 003	7 650	8 044
Overnight visitors (tourists)	
Same-day visitors (excursionists)	
<i>Top markets</i>						
Singapore	Thousand	1 397	1 273	1 373	1 506	1 565
Malaysia	Thousand	1 117	1 179	1 277	1 302	1 336
Australia	Thousand	450	584	772	931	962
China	Thousand	337	395	469	574	687
Japan	Thousand	547	476	419	413	451
Nights in all means of accommodation	
Hotels and similar establishments	
Other collective establishments	
Total international receipts	
International travel receipts	Million USD	7 348	6 298	7 603	8 554	9 121
International passenger transport receipts	

Source: National Statistical Office, Ministry of Tourism and Creative Economy.


StatLink  <http://dx.doi.org/10.1787/888932990520>

Table 3. **Indonesia: Outbound tourism**

	Unit	2008	2009	2010	2011	2012
Total international departures	Thousand	4 997	5 053	6 236	6 750	7 310 p
Overnight visitors (tourists)	
Same-day visitors (excursionists)	
Total international expenditure	
International travel expenditure	Million USD	5 245	4 939	6 090	6 308	7 173 p
International passenger transport expenditure	

Source: National Statistical Office, Ministry of Tourism and Creative Economy.


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Table 4. Indonesia: Internal tourism consumption
Billion IDR, 2011

	Domestic tourism consumption	Inbound tourism consumption	Internal tourism consumption
Total	160 891	77 571	238 462
Consumption products
Tourism characteristic products
Accommodation services for visitors	17 940	34 129	52 069
Food and beverage serving services	32 625	14 853	47 478
Passenger transport services	66 400	6 032	72 432
Air passenger transport services
Railways passenger transport services
Road passenger transport services
Water passenger transport services
Passenger transport supporting services
Transport equipment rental services
Travel agencies and other reservation services ¹	2 527	2 026	4 553
Cultural services ²	3 094	4 463	7 558
Sports and recreation services
Country-specific tourism characteristic goods ³	6 499	6 824	13 323
Country-specific tourism characteristic services
Other consumption products ⁴	31 805	9 244	41 049
Tourism connected products
Non-tourism related consumption products
Non-consumption products

1. Package tours.

2. Entertainment only.

3. Souvenirs.

4. Includes health and beauty, agricultural products, non-food industry products and other tourism services.

Source: National Statistical Office, Ministry of Tourism and Creative Economy, Tourism Satellite Account.



StatLink  <http://dx.doi.org/10.1787/888932990558>

Table 5. Indonesia: Key economic indicators
Percentage

	2008	2009	2010	2011	2012
Tourism GDP (direct) as % of total GDP	4.7	4.2	4.1	4.0	3.9 p
Total tourism employment (direct) as % of total employment	6.8	6.7	6.9	7.8	8.4 p

Source: National Statistical Office, Ministry of Tourism and Creative Economy.

StatLink  <http://dx.doi.org/10.1787/888932990577>

For more information

Ministry of Tourism and Creative Economy
Indonesia National Tourist Office
Statistics Indonesia

www.parekraf.go.id
www.indonesia.travel
www.bps.go.id