



Data for visitors to Australia for less than 12 months



Indonesia is Australia's 10th largest inbound market. In 2025 Indonesia saw an 8% year-on-year increase in visitation, and a 2% decrease in spend in Australia.

Visitor numbers



Total visitors
242,070



Change vs last year
+8%



Rank
10th

Visitor spend



Average visitor spend
\$4,480



Total spend in Australia
\$976.2m



Change in total spend vs last year
-2%

Visitor group type



Solo traveller
51%
Total INT: 54%



Adult couple
14%
Total INT: 20%



Family/ friends group
31%
Total INT: 23%

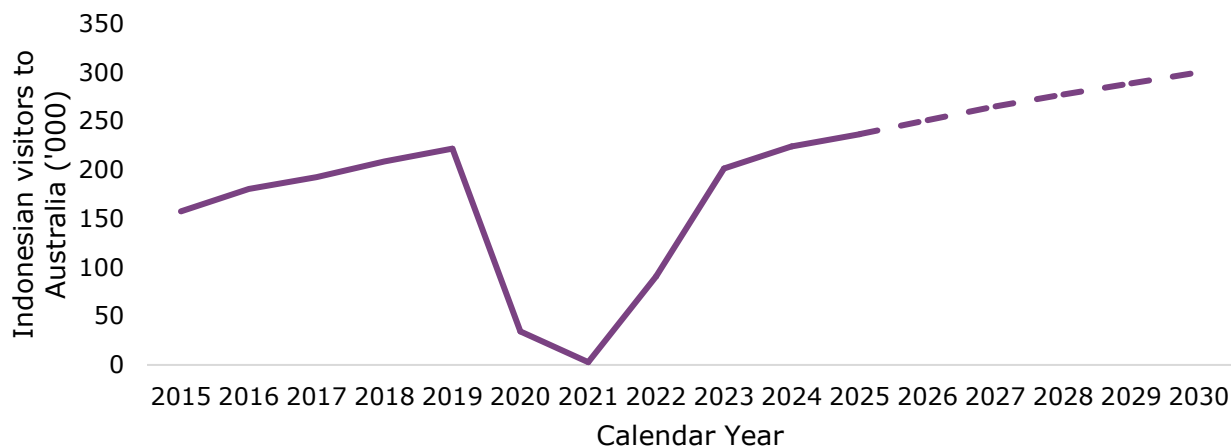


Other
3%
Total INT: 3%

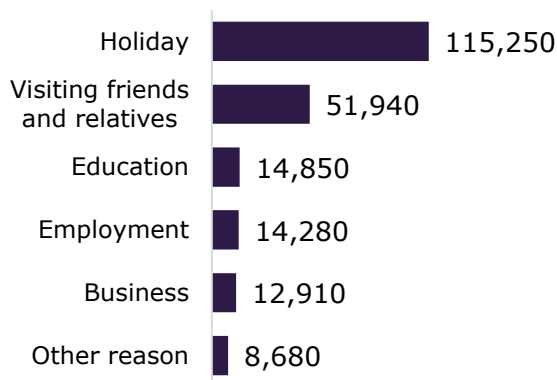


Indonesian visitors are forecast to grow to 300,000 in 2030, an increase of 63,000 from 2025. Visitors from Indonesia are more likely than other markets to come for a holiday and visit Western Australia.

Forecast visitor growth



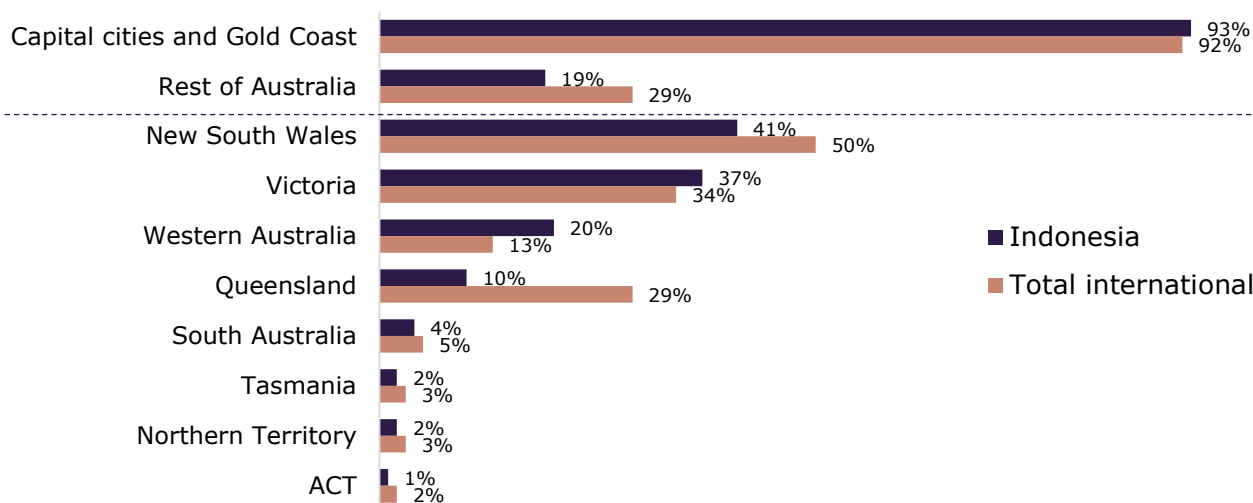
Main reason for visitation



	Indonesia	Total INT
Holiday	53%	43%
Visiting friends and relatives	24%	34%
Education	7%	7%
Employment	7%	4%
Business	6%	9%
Other reason	4%	3%

*Total INT = The average for total international visitors to Australia

Destinations visited





Most Indonesian visitors are return visitors to Australia. Key demand-driving experiences include eating out, shopping and going to markets.

Nights Stayed

	Indonesia	Total INT
1 - 7 nights	36%	34%
8 - 14 nights	23%	23%
15 - 30 nights	10%	17%
31 or more nights	31%	25%

*Total INT = The average for total international visitors to Australia

Visitor experience rating and trip type



Positive trip sentiment
 (7+ out of 10)
97%
 Total INT: 97%

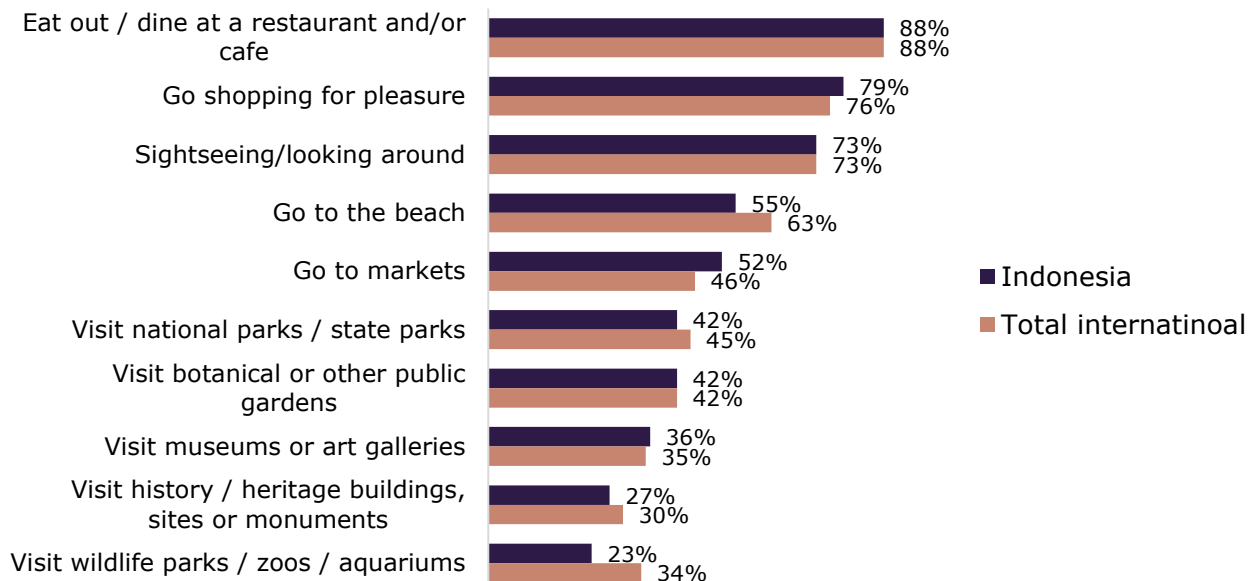


First trip to
 Australia
29%
 Total INT: 41%



Return trip to
 Australia
71%
 Total INT: 59%

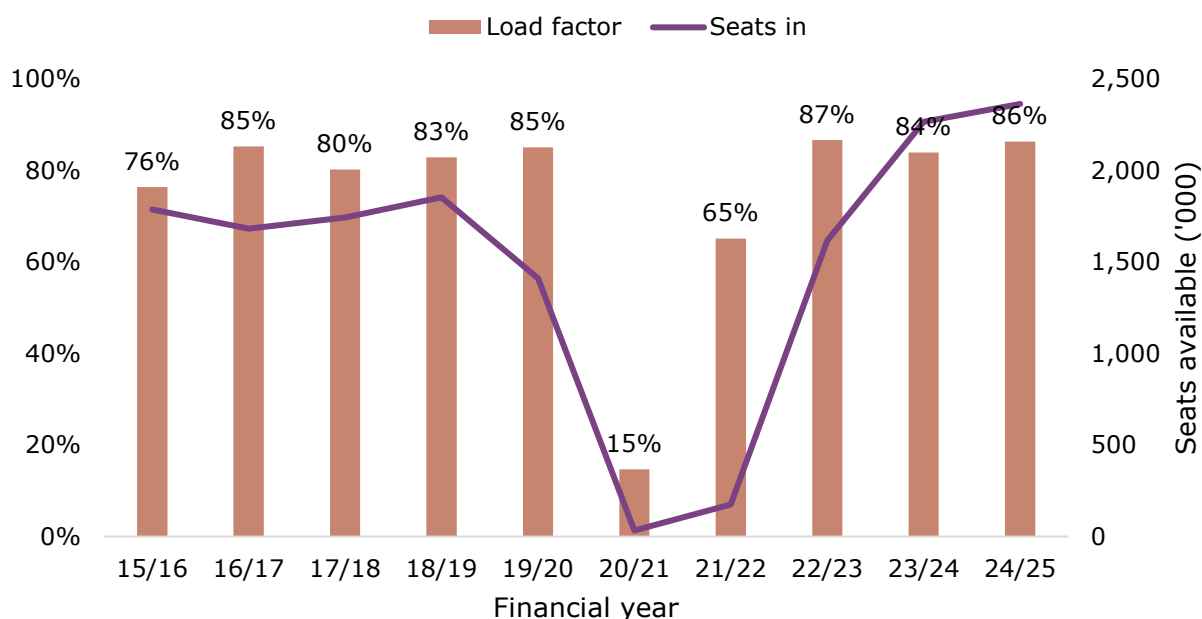
What visitors do





Aviation capacity from Indonesia increased to an all time high in FY2024–25, with a stable load factor. Over 1.7 million Australians visited Indonesia in 2025 – the most popular destination for Australian travellers.

Direct aviation capacity



Australian visitors to market



Australians' visiting
 Indonesia
1,750,370



Indonesian residents
 Visiting Australia
242,070



NET visitor
 balance
-1,508,300

Data sources

- Tourism Research Australia, International Visitor Survey (IVS)
- Australian Bureau of Statistics, Overseas Arrivals and Departures
- Tourism Research Australia, forecasts (arrivals to Australia forecasts)
- Bureau of Infrastructure and Transport Research Economics, Aviation Statistics

Data may not sum to 100% for all measures due to rounding and visitors can visit more than one location and/or experienced more than one activity. Updated March 2026.

Prepared by Tourism Research Australia, Australian Trade and Investment Commission (Austrade). Web: www.tra.gov.au. Enquiries welcome at: tourism.research@tra.gov.au