

Indonesia

Key Market Message

General feedback from trade indicated that bookings for the peak season, June and July, are only moderate. This can possibly be attributed to the upcoming Presidential elections in July. Normally Indonesians remain at home until after the result is known. Once the election outcome is known travel generally resumes.

1. Key Market Results and Achievements

- Nil

2. Australian Travel Market

- Nil

2.1 Market performance

- Indonesian arrivals in March were 6,900, a decrease of 13 per cent relative to March 2008.
- Indonesian arrivals in April were 7,000, an increase of 12 per cent relative to April 2008. For the four months to April, visitor arrivals totalled 27,600, a decrease of 4 per cent relative to the same period in 2008. In the year ending April 2009, there were 93,200 arrivals, an increase of 1 per cent relative to the previous twelve months.

2.2 Airline Issues/Changes

- Effective 17 July Air Asia Indonesia operates daily services from Bali (DPS) to Perth (PER).

2.3 Trade Information Summary (including Business Events)

- 28 April to 3 May: Incentive group to Gold Coast/Sydney -106 passengers, by Honda Avia Tour.
- 9 to 13 May: Incentive group to Gold Coast/Sydney 35 passengers – GMA Electrical Astrindo
- 9 to 14 May: Incentive group to Sydney/Gold Coast 88 passengers – Central Asia Insurance, by Smailing Tour.
- 21 to 25 May: Incentive group to Gold Coast / Sydney 48 passengers, by Avia Tour.
- Amway Incentive group – November 2009 with 700 passengers.
- As of May, there are a total 63 registered Aussie Specialists from 28 agencies. 42 are now qualified, achieving 67 per cent of total registered numbers.
- There are a total of 22 agencies registered under the Preferred Agency Scheme in Indonesia.

3. Current and Upcoming Activities in Market

3.1 Consumer Marketing:

Dates	Project / Event	Partners
	NIL	

3.2 Trade Marketing:

Dates	Project / Event	Partners
	• NIL	

4. Media Environment

- Nil

5. General Travel Outlook

- The market is price driven according to feedback from trade partners. However there are affluent segments that still travel regardless of price. Travel partners are busy with their in-house and shopping mall travel fairs to capture the peak season travel in June/July school holidays.

5.1 Political and Economic Outlook

- The initial results of the legislative poll indicate the Democratic Party is currently leading in polls by 20 per cent under the leadership of current President SBY. This shows Indonesians desire a stable government.

- The next election will be the presidential election on 8 July. The majority of the people expect the current president will stay in power, given his popularity. This will result no changes to policy.

5.2 Outbound Travel

Outbound numbers and trends

- Travel agents are having in-house and shopping mall travel fairs to capture the June / July peak season travel during the school holidays.
- Europe is selling well as a holiday destination due to cheaper cost than Australia. A 13-Day Rome/London package is selling at USD1,900 compared to 8-Day of Australia at USD1,800.
- Qantas has promotional fares of USD430 to the east coast SYD/MEL/BNE/ADL. Fuel surcharge is reduced by 50 per cent from USD 100 one way to USD 50 effective 1 April.
- Incentive travel continues to hold well as it has been budgeted for.

6. Next 60 Days

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START DATE	END DATE	MARKET	PROJECT/EVENT	TARGET AUDIENCE	LOCATION	PARTNERS
18/5/09	24/5/09	Indonesia	Melbourne Convention Bureau and Gold Coast Tourism Bureau Agents Famil	3 Buyers	MEL/OOL	CVB
13/6/09	15/6/09	Indonesia	Australian Tourism Exchange	7 Buyers	Melbourne	