



INDONESIA TOURISM PERFORMANCE 2012

A. INTERNATIONAL TOURISM

According to the recent report published by WEF, Travel and Tourism Competitiveness Index, Indonesia has been judged to rank 70 among 140 countries while in the previous report (2011) Indonesia received no 74 out of 139 countries. Indonesia was considered strong in 4 indicators namely Excellent Natural Resources with several World Heritage natural sites and the richness of its fauna as measured by the known species in the country; rich of cultural resources; price competitiveness in the T&T industry because of its competitive hotel prices, low ticket taxes and airport charges, and favorable fuel prices; as well as its national prioritization of Travel & Tourism. There are some points need to be improved particularly infrastructure and environmental issue.

At the end of 2012, the number of foreign tourists visiting Indonesia reached 8,044 million, with the increase of 5.16% compared to 2011 of 7.65 million arrivals. Foreign tourist 2012 was still dominated by short and medium haul travelers such as from Singapore, Malaysia, Australia, China and Japan. However, Indonesia received major growth of arrivals from China, the Philippines, Malaysia, India and Germany which showing an increase of 25.4%, 10.11%, 9.3%, 7.92% and 7.62% respectively.

Figure 1 shows the number of tourist arrivals from each market and its growth in 2012 compared to 2011.

Fig. 1. INTERNATIONAL TOURIST ARRIVAL BY TARGET MARKET

No.	TARGET MARKET	YEAR		(+/-)%
		2011	2012	
1.	SINGAPORE	1.248.469	1.271.443	1,84 %
2.	MALAYSIA	1.036.947	1.133.430	9,30 %
3.	AUSTRALIA	886.446	909.176	2,56 %
4.	CHINA	493.019	618.223	25,40 %
5.	JAPAN	414.817	445.066	7,29 %
6.	SOUTH KOREA	300.174	303.856	1,23 %
7.	USA	194.337	207.010	6,52 %
8.	ENGLAND	193.880	203.625	5,03 %
9.	FRANCE	170.523	178.888	4,91 %
10.	TAIWAN	202.351	180.642	-10,73 %
11.	INDIA	164.194	177.194	7,92 %
12.	GERMANY	141.605	152.401	7,62 %
13.	NETHERLAND	157.639	147.704	-6,30 %
14.	PHILIPPINES	103.200	113.635	10,11 %
15.	MIDDLE EAST	84.683	87.550	3,38 %
16.	RUSSIA	89.596	94.330	5,28 %
17.	OTHERS	1.169.484	1.168.044	-0,12 %

Source: Ministry of Tourism and Creative Economy, 2013

Figure 2 shows the average expenditure per visit and per day in two consecutive years: 2012 and 2011, as well as the total foreign exchange earning received in those years.

Figure 2

Average Expenditure and Foreign Exchange Earnings 2011 – 2012

YEAR	2011	2012	Growth (%)
Tourist Arrivals (Milion)	7.65	8.04	5.16
Average Expenditure per visit (USD)	1,118.26	1,133.81	1.39
Average Expenditure per Day (USD)	142.69	147.22	3.17
Foreign Exchange Earning (Billion USD)	8.55	9.1	6.6

Source : Statistics Indonesia, MTCE, 2013

In terms of economic impact, it is estimated that in 2012, tourism contributed 321.57 IDR Trillion or 3.9% to the National GDP and 8.37 percent or 9.28 million people on the employment. The tourism contribution to the National Economy 2012 compared to 2011 can be seen on figure 3.

Figure 3
Tourism Economic Impact -20112012

No.	Economic Impact	Tourism Sector					National		
		Number			Percentage				
		2011	2012			2011	2012	2011	2012
1	GDP	296.97	321.57	IDR Trillion	4.0	3.9	7,427.09	8,254.48	IDR Trillion
2	Employment opportunities	8.93	9.28	Million people	7.75	8.37	109.95	110.81	Million people
3	Salaries	96.57	104.51	IDR Trillion	4.19	4.03	2,307.21	2,591.80	IDR Trillion
4	Indirect taxes	10.72	11.57	IDR Trillion	3.85	3.77	278.28	307.09	IDR Trillion

Source: MoTCE 2013, through Tourism Satellite Account 2011 approach

B. DOMESTIC TOURISM

Domestic tourism maintains its significant role in contributing national economy. The number of domestic tourists reached 245 million trips in 2012 or an increase of 3.81% from 236 million trips in previous year. It has generated the total expenditure of 171.50 trillion rupiah or an increase of 9.31% compared to the year 2011 which was about 156.89 trillion rupiah. It is expected that 2013 will reach 258 millions trips with the total expenditure of 180.6 trillion rupiahs.

C. TARGET 2013

In terms of international arrivals, for the year of 2013, Indonesia targets 9 millions international tourist arrivals as the optimistic scenario, while the pessimistic scenario of the target is 8.3 million international tourist arrivals. The expected growth will range from 3.18% to 11.9%. Indonesia main target markets remains Singapore, Malaysia, Australia, China and Japan.

Figure 4. **TARGET OF 2013**

No.	MARKETS	TARGET 2013		
		OPTIMISTIC	MODERATE	PESIMISTIC
1	SINGAPORE	1.750.000	1.680.000	1.615.000
2	MALAYSIA	1.400.000	1.340.000	1.290.000
3	AUSTRALIA	1.220.000	1.170.000	1.125.000
4	CHINA	1.000.000	960.000	922.000
5	JAPAN	505.000	485.000	466.000
6	SOUTH KOREA	360.000	345.000	335.000
7	PHILIPPINES	315.000	302.000	295.000
8	TAIWAN	255.000	240.000	233.000
9	USA	225.000	215.000	207.000
10	ENGLAND	220.000	211.000	204.000
11	FRANCE	210.000	201.000	194.000
12	INDIA	200.000	192.000	187.000
13	NETHERLAND	185.000	175.000	170.000
14	MIDDLE EAST	175.000	166.000	162.000
15	GERMANY	165.000	156.000	152.000
16	RUSSIA	110.000	105.000	101.000
	OTHERS	705.000	657.000	642.000
	TOTAL	9.000.000	8.600.000	8.300.000

Source: Ministry Tourism & Creative Economy, Republic of Indonesia

D. POLICY, PROGRAM AND MAJOR EVENTS

The tourism development in Indonesia is not only directed for obtaining economic benefits, but it also contributes for socio cultural aspects of development including to enhance understanding other cultures, sense of belonging, togetherness and unity, and improve sense of people happiness.

Necessary measures taken by the Government for improving both international and domestic tourism, such as:

1. Enhancement of Visa on Arrival facilitation from 36 countries in 2005 to 65 countries since 2010 as well as implementation of Free Visa for Short Visit to 13 countries plus Hongkong SAR and Macau SAR
2. Improvement of air connectivity and infrastructure through the development of airports (North Sumatera, Jakarta, Yogyakarta, Surabaya, and West Nusa Tenggara) and seaports (Bali, West and East Nusa Tenggara)
3. Diversification of thematic (special interest) tourism products including Culture and Heritage, Cruise, Culinary and Shopping, Health and Wellness, as well as MICE.
4. Utilization of marketing branding: "Wonderful Indonesia" meaning wonderful nature, culture, people and culinary.
5. Development of tourism standards both for human resource purposes and for tourism products and industry.
6. Local community empowerment through Destination Management Organization (DMO) in village tourism development.

There are many major events undertaken in 2013 for tourism promotion, including:

1. As Official Country Partner for ITB Berlin

2. APEC Chairmanship and Host
3. Hosting World Toilet Organization Conference
4. Hosting Ministerial WTO Meeting
5. Tour de Singkarak
6. Tourism Indonesia Mart and Expo (TIME)
7. Jakarta International Handicraft Trade Fair
8. Jakarta Marathon 2013
9. Golf Tournaments
10. Sail Indonesia 2013
11. Deep Indonesia 2013

For more detailed events in Indonesia can be seen at www.indonesia.travel

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Ministry of Tourism and Creative Economy

The Republic of Indonesia