

Booking in Indonesia

September 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Online booking drives growth as players offer promotions for packages

Increase in interest in booking surface travel modes amongst value for money driven locals

PROSPECTS AND OPPORTUNITIES

Online booking expected to increase in importance and preference amongst locals with seamless payment options

Key OTA players expected to continue strong marketing and price promotions to capture market share

CATEGORY DATA

Table 1 - Booking Sales: Value 2018-2023

Table 2 - Business Travel Sales: Value 2018-2023

Table 3 - Leisure Travel Sales: Value 2018-2023

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Travel in Indonesia - Industry Overview

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Travel in 2023

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Hotels: Key trends

Booking: Key trends

What next for travel?

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Table 12 - In-Destination Spending: Value 2018-2023

Table 13 - Forecast In-Destination Spending: Value 2023-2028

DISCLAIMER

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