



**Euromonitor
International**

Travel in Indonesia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Maia's AI-driven recommendations empower travellers to plan and book independently

In-destination spending leads growth as experience-led travel gains momentum.

Population growth and rising incomes sustain long-term travel expansion

Chart 1 Travel Sales by Category: Value 2026

WHAT'S NEXT?

Government expands visa access to boost arrivals from priority source markets

Experience-led tourism and digital booking shape future growth

Chart 1 Forecast Travel Sales by Category: Value 2026-2031

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Experience-led travel creates demand for specialised offerings

Loyalty ecosystems strengthen competitive advantage

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COUNTRY REPORTS DISCLAIMER

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