

High Value Travellers INDONESIA



DEFINITION OF A HIGH VALUE TRAVELLER



Travel
Long Haul



Considering
or intending to
visit Australia.



Motivated by nature
and wildlife, aquatic
and coastal, and food
and wine experiences



Represent "high value": above
average trip expenditure, and
a higher likelihood to stay
longer and disperse further

Size of the market¹

0.5 million HVTs in Indonesia
considering Australia
Representing **18%** of the
Indonesian long haul travel market
An additional **0.5 million** HVTs
in Indonesia not currently
considering Australia

Drivers of Destination Choice²

Important factors when choosing
a long haul destination



World class nature and wildlife



A safe and secure destination



Clean cities and good
infrastructure

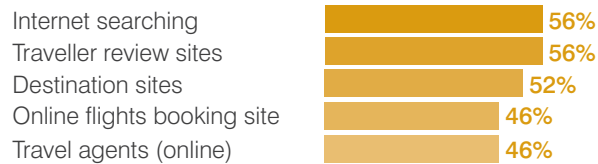


World class coastlines,
beaches and marine wildlife

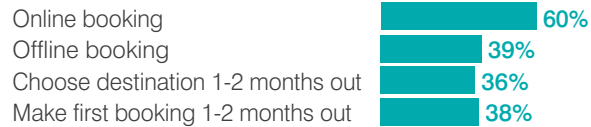


Friendly and open citizens,
local hospitality

Planning Sources¹

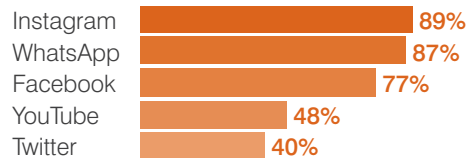


Booking Behaviour¹



Social Media³

Top sources used to share overseas holiday experiences



WA SPECIFIC INSIGHTS

Most Appealing WA Experiences³

When prompted with pictures and
descriptions of WA destinations and
experiences.



Island experiences



Coastal / beach



Adventure



Observing wildlife / marine life



Outdoor / nature

Likely length of stay in WA is **6 nights³**.

Three in five would want to visit
multiple regions in WA,
as well as other parts of Australia,
on the one trip.



"Coastal and
beach experiences"