

Indonesia anticipates record-breaking holiday tourist surge for Christmas 2024



Pura Ulun Danu Beratan is a major Hindu Shaivite temple in Bali, Indonesia, and a popular place for tourists to the region

Indonesia is preparing for an unprecedented holiday season with the Tourism Ministry projecting 110.67 million travelers during the Christmas and New Year period. Tourism Minister Widiyanti Putri Wardhana has emphasized the need for industry-wide collaboration to ensure a seamless and sustainable travel experience during this peak season.

The ministry is prioritizing traveler safety, comfort and convenience in its preparation efforts. “We must carefully prepare all aspects to ensure the safety, comfort, and smooth travel experiences of tourists,” Minister Wardhana announced in a Saturday press release, highlighting the importance of coordinated public-private sector efforts.

The tourism sector has demonstrated remarkable growth in 2024, with foreign tourist visits reaching 10.3 million between January and September, while domestic tourism recorded 757.96 million trips during the same period. Indonesia’s improved standing in the World Economic Forum’s Travel and Tourism Development Index (TTDI) reflects this progress, rising to 22nd place among 119 countries and ranking 6th in Asia-Pacific and 2nd in Southeast Asia.

Despite positive growth, the sector faces challenges in maintaining tourism quality. Minister

Wardhana has identified cleanliness, infrastructure readiness and environmental sustainability as primary concerns. “We need to ensure that cleanliness is maintained across tourist destinations, infrastructure is upgraded to meet the increasing demand, and sustainable tourism practices are implemented to protect our environment for future generations,” she stated.

The ministry is fostering collaboration across the tourism industry, including airlines, hotels, travel agencies and local governments. Deputy Minister of Tourism Ni Luh Puspa announced plans to prevent illegal levies and maintain security during the 2024 Christmas and 2025 New Year holidays, with an upcoming circular to guide stakeholders.

To manage potential crises, the ministry will optimize its Tourism Crisis Management function throughout the holiday period. “The function of Tourism Crisis Management will be optimized to ensure the rapid response to any crisis, including natural disasters, at tourist destinations,” Deputy Minister Puspa confirmed.

Minister Wardhana emphasized sustainable tourism development, stating, “We need to ensure that tourism development brings lasting benefits to both tourists and local communities. This includes promoting responsible tourism practices and fostering partnerships that prioritize environmental preservation.”