

Indonesia Community Based Tourism Market By Traveler Type (Solo, Group) , By Age (Generation X, Generation Y, Generation Z) By Sales Channel (Travel Agents, Direct) : Opportunity Analysis and Industry Forecast, 2024-2034

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Abstracts

Indonesia Community Based Tourism Market

The Indonesia community based tourism market was valued at \$27.2 billion in 2023 and is projected to reach \$129.0 billion by 2034, growing at a CAGR of 15.3% from 2024 to 2034.

Community based tourism is a category of sustainable travel that involves the active participation of residents of a locality in providing enhanced experiences to travelers. This form of tourism aims to preserve cultures & traditions, promote local heritage, and improve the quality of life of residents. Community based tourism focuses on eco-friendly practices as initiatives such as responsible waste management and low carbon footprint remain its highlight. Furthermore, it appeals to travelers by offering them a low-budget travel itinerary, which includes stay, meals, sightseeing, and regional experiences.

As Indonesia receives significant support from its government in the form of funds & favorable policies for the promotion of tourism and enhancement of lesser-known destinations, the growth of the Indonesia community based tourism market is driven notably. In addition, the cultural richness and biodiversity affluence of Indonesia have attracted a large number of tourists across the globe, which has augmented the market development. A notable trend gaining prominence in the market in recent times is the expansion of community based tourism into niche experiences such as spiritual, health,

adventure, and wellness retreats. This trend is acquiring traction as it enables travelers to experience a tailored service according to their requirements and budget.

However, decline of inflation in Indonesia has restrained the growth of the market owing to reduction in the prices of services, which has impacted the profitability of local communities. According to CRIF—a global leader in credit bureau, business information, and credit risk solutions—inflation decreased in Indonesia from 5.47% in February 2023 to 2.13% in July 2024. Contrarily, rise in interest rates over accommodation, food & beverage, and local tour packages is presenting remunerative opportunities for the Indonesia community based tourism market. Moreover, as awareness among travelers regarding the importance of environmental and socio-cultural preservation increases, the market is poised to witness several new avenues.

Segment Review

The Indonesia community based tourism market is segmented into traveler type, age, and sales channel, and region. Depending on traveler type, the market is bifurcated into solo and group. As per age, it is divided into generation X, generation Y, and generation Z. By sales channel, it is classified into travel agents and direct.

Key Findings

Depending on traveler type, the group segment was the highest shareholder in 2023.

As per age, the generation Y segment acquired a notable stake in the market in 2023.

By sales channel, the travel agents segment was the highest revenue generator in 2023.

Competition Analysis

The major players in the Indonesia community based tourism market include Bali Eco Stay, Wakatobi Dive Resort, Naya Gawana Resort & Spa, Samba Villa, Bambu Indah, Bali Sustainable Tourism, Kampung Sumber, Rimah Village, Jungle Retreat, and Eco Village Bali. These major players have adopted various key development strategies such as business expansion, new product launches, and partnerships to strengthen their foothold in the competitive market.

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Consumer Buying Behavior Analysis

Average Consumer Expenditure

Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Historic market data

Key Market Segments

By Traveler Type

Solo

Group

By Age

Generation X

Generation Y

Generation Z

By Sales Channel

Travel Agents

Direct

Key Market Players

Bali Eco Stay

Wakatobi Dive Resort

Naya Gawana Resort & Spa

Samba Villa

Bambu Indah

Bali Sustainable Tourism

Kampung Sumber

Rimah Village

Jungle Retreat

Eco Village Bali

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