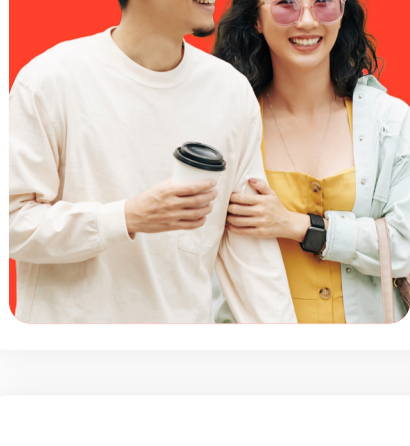


# Unveiling Indonesian Gen Z's wanderlust sentiments

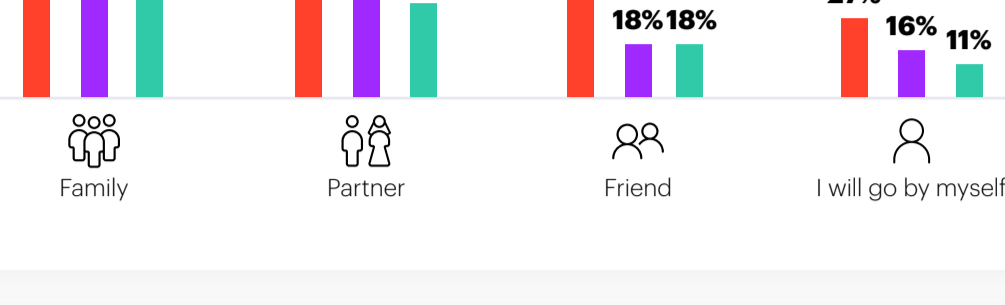


**78%** of Indonesian Gen Zs are planning to travel in the next 12 months, and **23%** are planning to travel abroad.

## What are their attitudes towards travel?

Family is the top companion to travel with amongst Indonesians, but Gen Zs prefer to travel with their friends or to go alone.

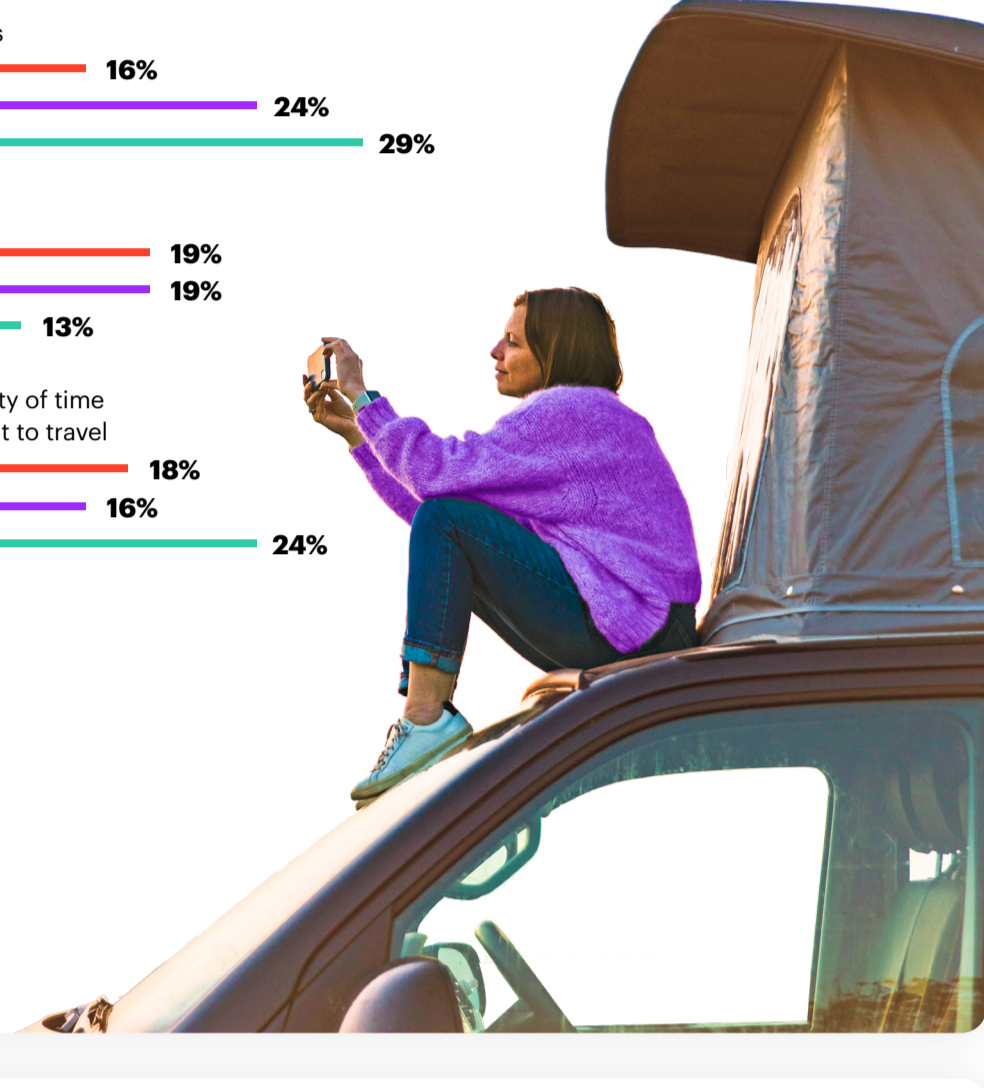
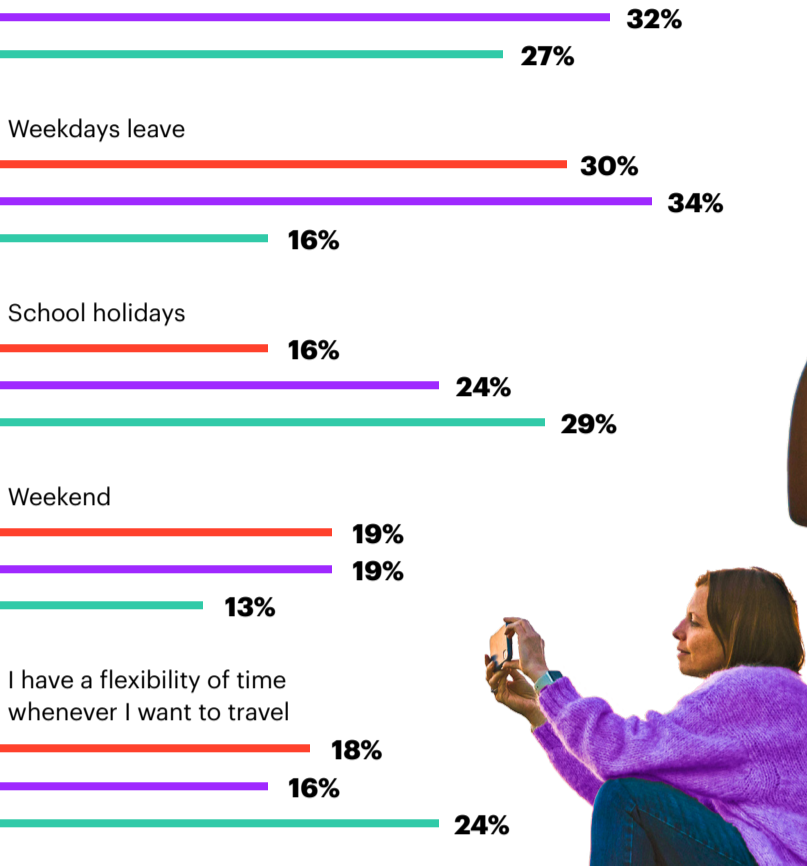
● Gen Z (1997 - 2009) ● Millennials (1981 - 1996) ● Gen X (1965 - 1980)



## When are Gen Zs planning to travel?

Year-end holidays are the top period to travel for Gen Zs (38%). While Millennials prefer to take weekdays leave to travel in the next 12 months. Gen X prefer school holiday for their next travel.

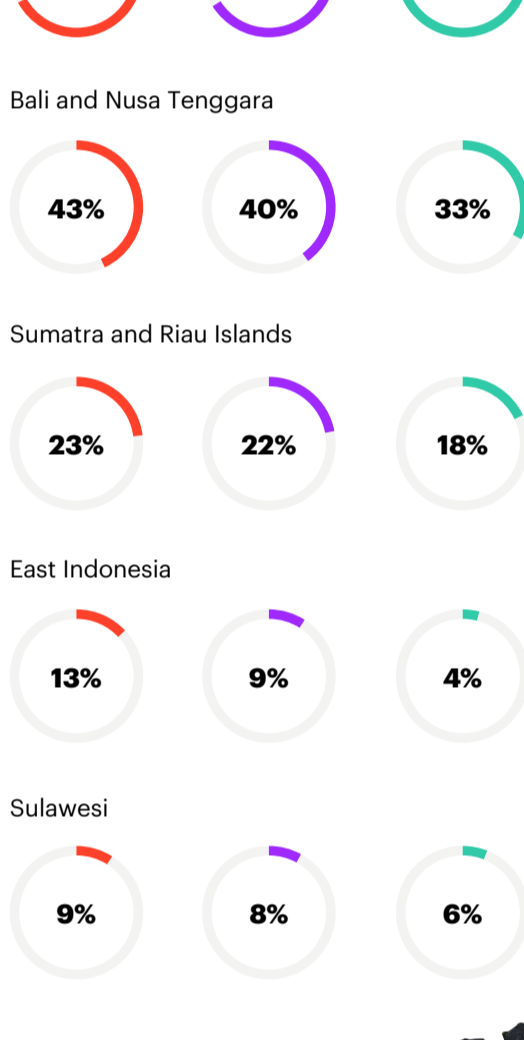
● Gen Z (1997 - 2009) ● Millennials (1981 - 1996) ● Gen X (1965 - 1980)



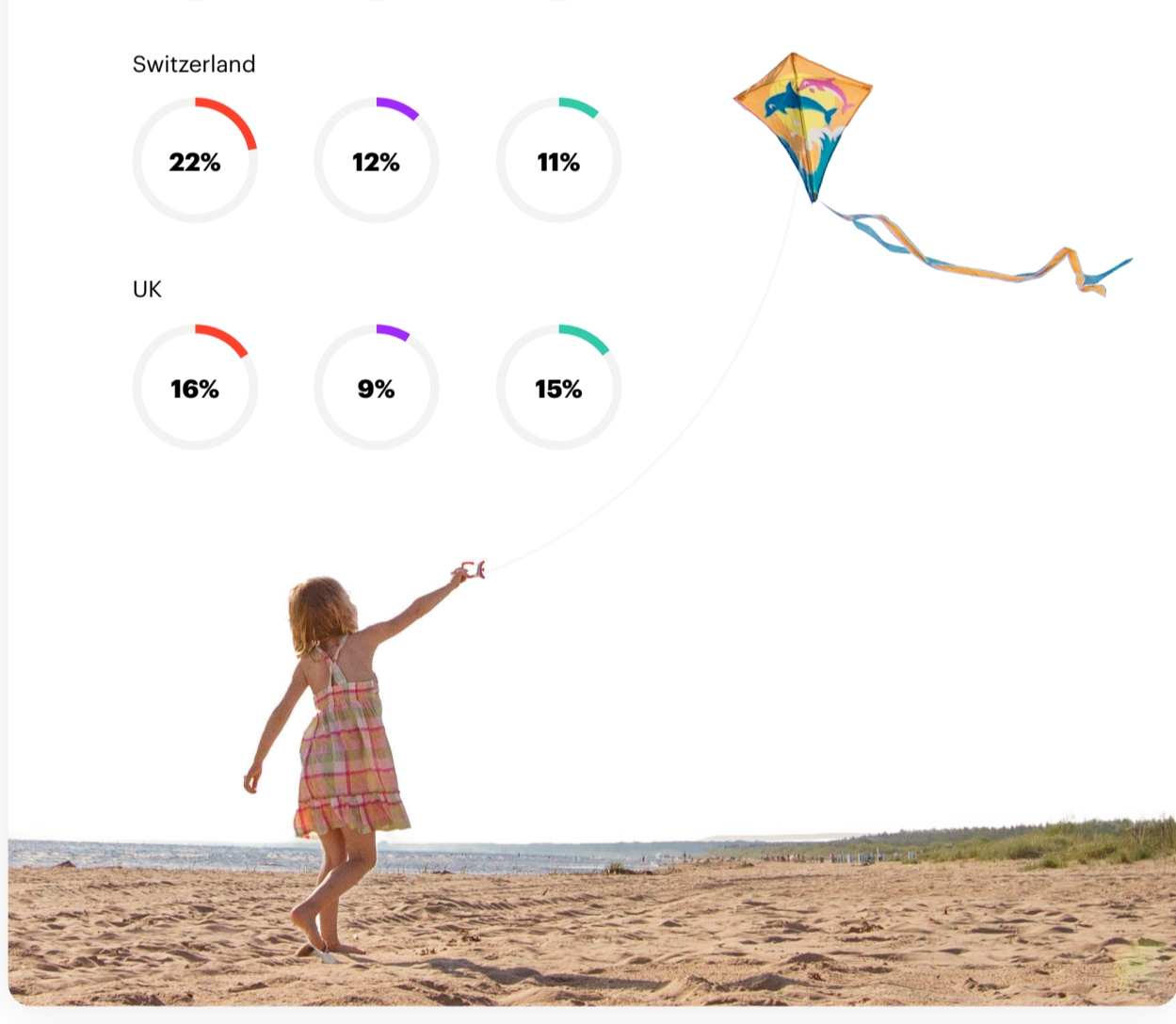
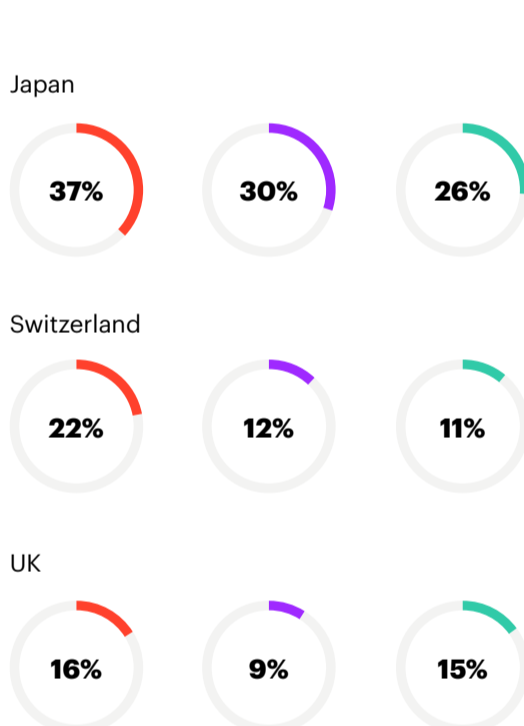
## Where are Gen Zs are planning to travel?

Java is still the top destination for domestic amongst Indonesians especially Yogyakarta, Bali, and Bandung. In addition, there are significantly higher intentions to visit Bali, Nusa Tenggara, and East Indonesia in the next 12 months amongst Gen Zs.

● Gen Z (1997 - 2009) ● Millennials (1981 - 1996) ● Gen X (1965 - 1980)



## Japan is the top international destination amongst Gen Zs to visit. They are also more interested to visit Switzerland compared to other generations.



## Travel attitudes:

Top 3 things considered among all generations: affordable prices, provides an exciting experience, and guaranteed safety

● Gen Zs and Millennials are more likely to consider interesting photo spots

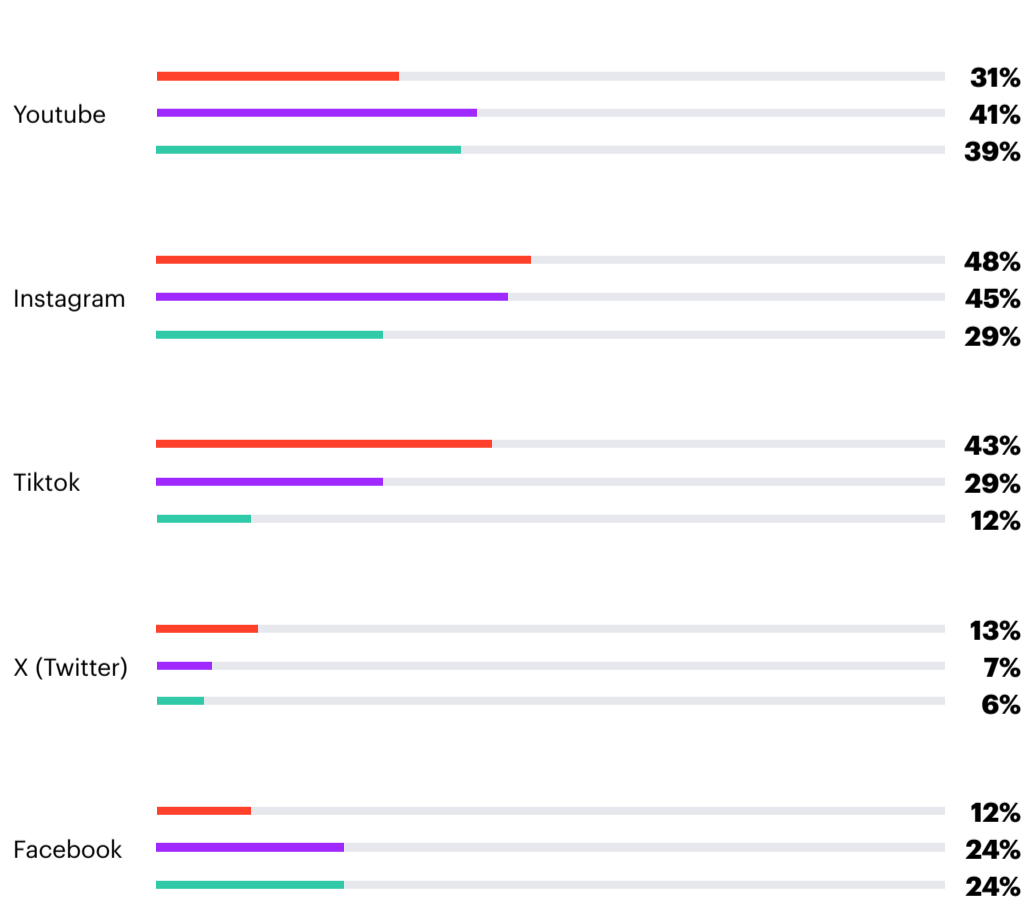
● Gen Zs considered calm places as their top 5th consideration

● The presence of various attractions in one place is considered by Millennials and Gen X

## Source of inspiration for travel

72% of Gen Zs search for inspirations on social media. Whereas Gen X are more likely to search for inspirations via words of mouth.

● Gen Z (1997 - 2009) ● Millennials (1981 - 1996) ● Gen X (1965 - 1980)



## Methodology:

YouGov Surveys: Serviced provide quick survey results from nationally representative or targeted audiences in multiple markets. This study was conducted online on 21-25 Sept 2023, with an online representative sample of 2069 adults (aged 18+ years) in Indonesia, using a questionnaire designed by YouGov. Data figures have been weighted by gender, age, socioeconomic class, city tier to be representative of the adult online population in Indonesia (18 years or older), and reflect the latest Indonesian Bureau of Statistics (BPS) population estimates.



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YouGov Surveys: Serviced provides quick survey results from nationally representative or targeted audiences in multiple markets. This study was conducted online in August 2023 with an online representative sample of 1006 adults in the KSA (Aged 18+ years), using a questionnaire designed by YouGov.