

Bali

Destination One-Pager

A full repositioning: from digital-nomad island to resort luxury. Inventory is repricing faster than the internet can write about it.

6.95M

direct foreign arrivals in 2025 (+9.7% YoY)

TOP SOURCE MARKETS

Australia		1.63M (23.4%)
India		569K
China		537K
South Korea		347K
United Kingdom		318K
United States		275K

Source: BPS — Statistics Indonesia, Bali office — <https://bali.bps.go.id/>

Full destination coverage: <https://travelintelligenceoffice.com/bali/>

