



Euromonitor
International

Experiential Luxury in Indonesia

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Affluent travellers drive growth in experiential luxury through immersive experiences
- Luxury hotels offer cultural and wellness experiences to attract travellers
- Affluent travellers drive demand for bespoke luxury experiences

PROSPECTS AND OPPORTUNITIES

- Growing number of wealthy tourists and personalisation set to drive expansion
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Luxury Goods in Indonesia - Industry Overview

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