



2004 Tourist Arrivals Totals Bali by the Numbers: 2004 Becomes Best Year on Record for Bali Arrivals Despite Shortfalls in American and European Arrivals.

(1/24/2005) Final foreign direct arrival numbers for 2004 show Bali set a new all-time record for foreign visitors in 2004, totaling 1,458,309 visitors – a number that's 3.2% better than the previous record set in 2000 (1,412,839).

Asia-Pacific Dominates Bali's Arrivals

Also setting new records for Bali arrivals in 2004 was the entire Asia-Pacific region (excluding ASEAN) which generated 926,570 visitors – a number representing a whopping 63.5% of all Bali arrivals. In fact, the four leading source countries for Bali tourist arrivals were all from the Asia-Pacific region. Japan, South Korea, Taiwan and Australia constituted 58.8% of all Bali arrivals, suggesting an underlying lack of diversity in the composition of Bali's inbound markets.

Especially encouraging in the Asia Pacific Region were the number of Australian visitors (267,814). During 2004 more Australians than ever visited Bali returning the Island to its former position as OZ's most preferred overseas holiday destination.

Meanwhile, Japanese arrivals remained the largest inbound market for Bali (326,397), a total still 10% behind the "best ever" year for Japanese visitors recorded in 2000.

ASEAN

Singapore and Malaysia led the charge among ASEAN nationals visiting Bali in 2004. In all, 128,456 people from ASEAN came to Bali during the year, a total 157% better than the total generated just five years before in 2000.

The Americas

Deterred by visa fees and lingering travel warnings, the Americas continued a sluggish recovery in 2004. The Americas rang up 74,492 visitors in 2004, a number still 35.7% behind "better times," such as 1999 when 115,811 visitors came to Bali from that region.

Europe

Europe echoed Americas' sluggish reluctance to visit Paradise, recording 319,117 visitors in 2004. Although a respectable number and an improvement over the previous year's totals, European visitors are still down 30.9% as compared to numbers generated in 1999.