Transport & Travel

3

As Indonesians start to embrace a blended life, interest in online travel content is growing, along with the slow return of offline mobility. Transport and travel industries must find innovative and safe ways to respond to this pent-up mobility demand.

Transport

The global automobile sector is steadily marching towards sustainability, and Indonesia is no exception. We see growing interest, curiosity, and awareness about eco-friendly vehicles.

Search interest in electric car grew by 54%, outpacing its 33% increase in 2020.

Searches for electric vehicle models and hybrid car brands grew by 27%.

electric car

+54%

electric vehicle

+27%

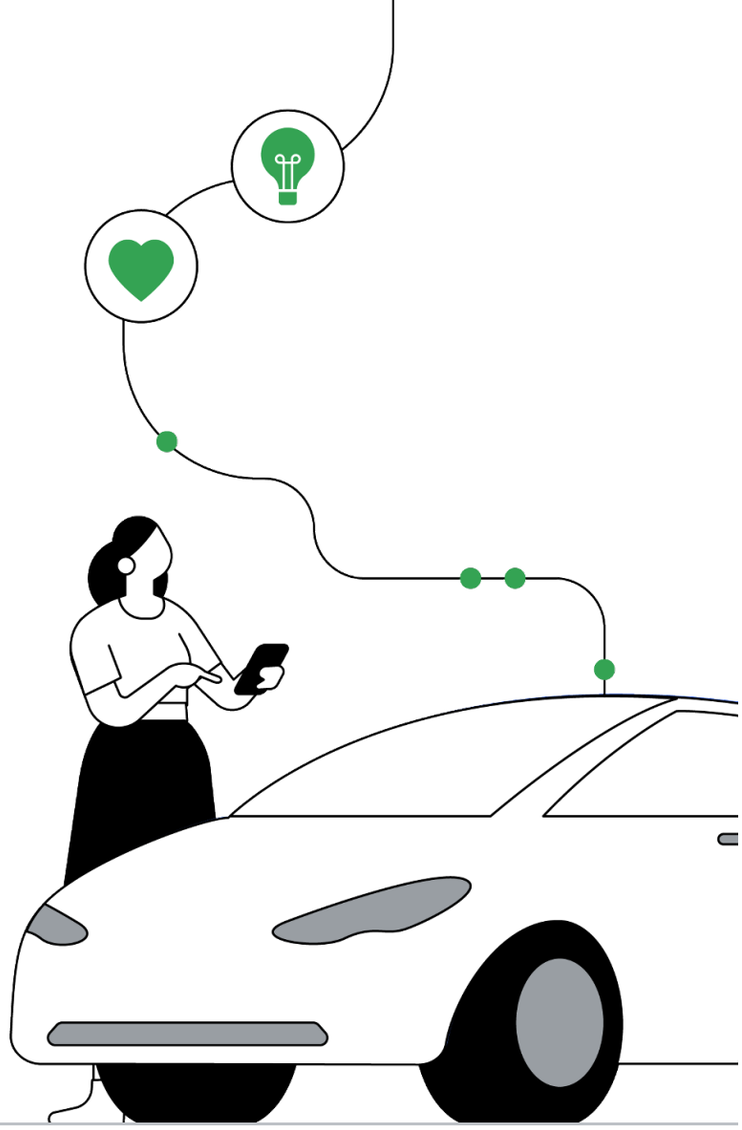
Indonesian drivers are researching about their impact on the environment, with emisi mobil (car emissions) seeing an

85% growth in search interest.

+85%

Search interest in
kendaraan ramah lingkungan
(environment-friendly vehicle)
grew by 2.3X.

2.3x



At the same time, Indonesians continue to look for travel options that meet their needs, whether it's going on adventures with friends or running errands with family.

1

Consumers have certain cars in mind...

As people explore the great outdoors, search interest in all-terrain vehicle increased by 40%.

+40%

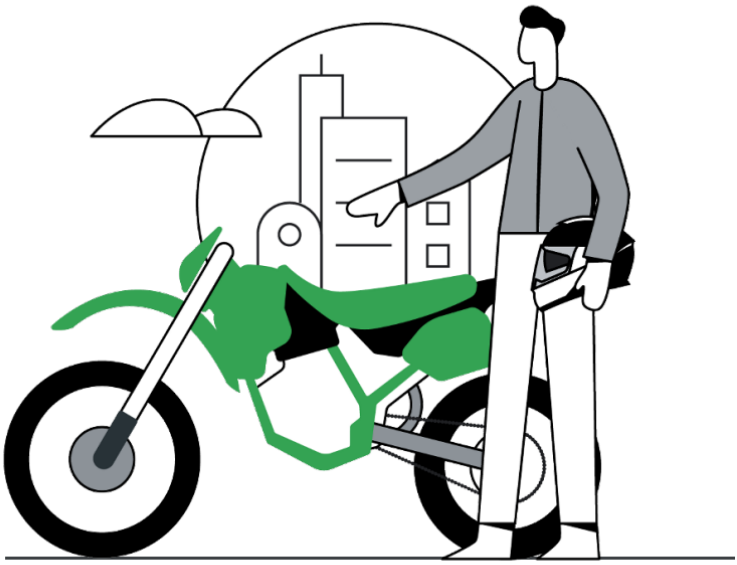
Search interest in mobil atap terbuka (convertible) grew by 2X as consumers develop a taste for luxury.

Indonesians are looking for more trendy cars, with search interest in hatchback rising by 111%.

...as well as motorcycles.

Growth in search interests in:

motor chopper chopper motorcycle	+112%
motor keluarga family motorcycle	+32%
motor touring touring motorcycle	+21%



sunmori an abbreviation of “Sunday morning ride”, saw an 88% growth in search interest. This term is used by the motorcycling community who ride together on Sunday mornings.

+88%

YouTube search interest in touring motor (bike touring videos) grew by 21%.

touring motor

+21%

Even when it comes to meeting their offline auto needs, Indonesians start by searching online for the nearest options.

Growth in search interests in:

- ganti oli terdekat **+47%**
  closest place for oil change
- dealer terdekat **+39%**
  closest dealer
- bengkel terdekat **+20%**
  closest mechanic

Did you know?

As 2021 saw automotive shows being held in-person or hybrid, Indonesians went online to look for more information. For example, search interest in "GIIAS" (GAIKINDO Indonesia International Auto Show) grew by more than 14X and peaked on the show's opening day.

Apart from the Jabodetabek area, top searches for GIIAS came from these regions:

1. Bangka Belitung
2. North Kalimantan
3. West Java

When it comes to purchasing vehicles, Indonesians are going online for product discovery and comparison...

Search interest in virtual showroom grew by 4X as shoppers choose to browse digitally.

4x

Indonesians are relying on other people's advice and experiences, with YouTube search interest in car review rising by 50%.

50%

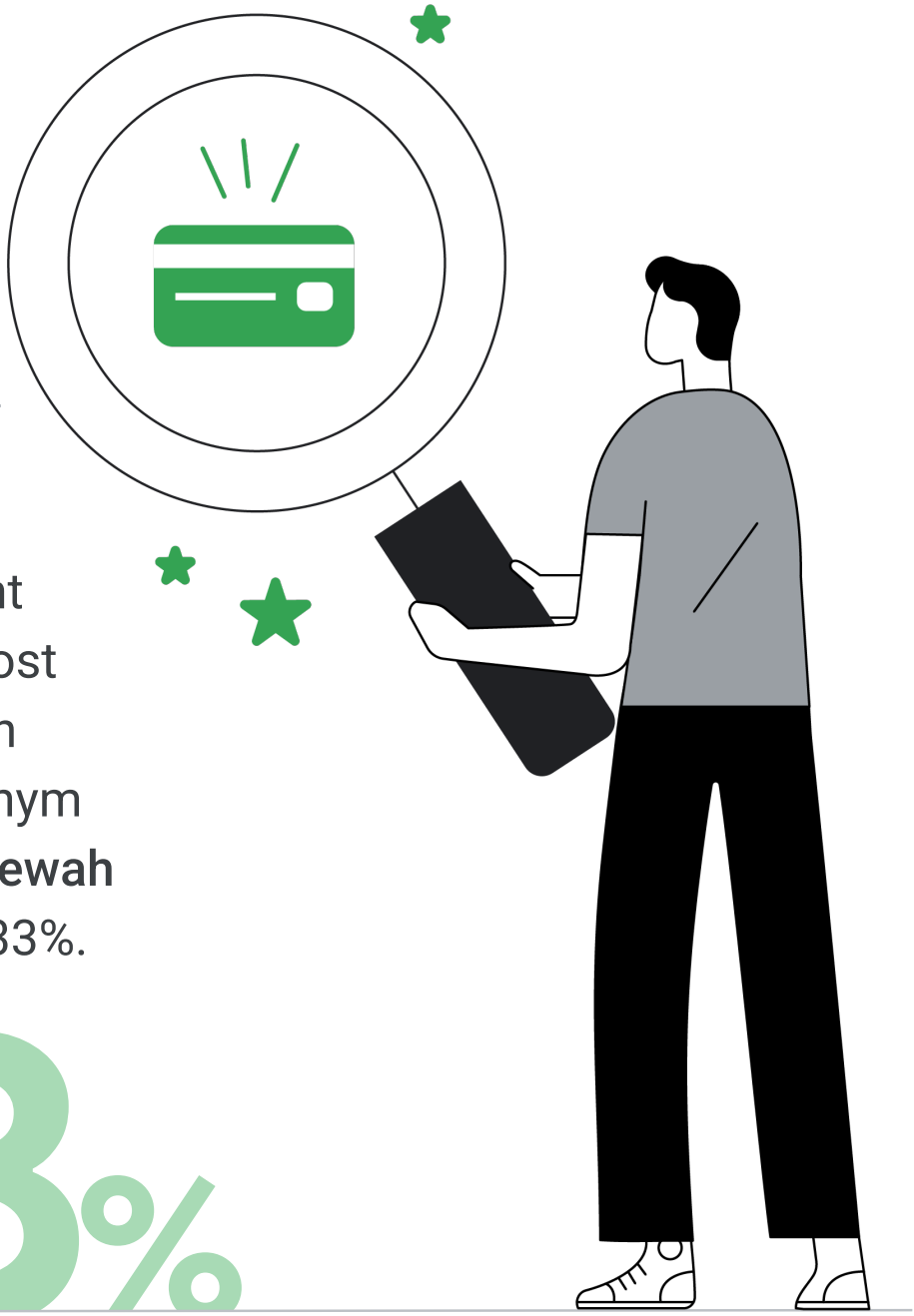
Search interest in rekomendasi motor (motorcycle recommendations) grew by 39%.

39%

...and to look for better deals.

Search interest in kredit mobil tanpa dp (car installment without upfront payment) grew by 53%.

53%



As the Indonesian government extended its tax breaks to boost the country's economy, search interest in ppnbm an acronym for **pajak penjualan barang mewah** (luxury goods tax), grew by 333%.

+333%

We see search interest in diskon mobil baru (new car discounts) increasing by 27%.

27%

Newbies are turning to YouTube to learn the basics of driving.

Growth in search interests in:

- ganti oli **+57%**
  oil change
- nyetir mobil manual **+43%**
  how to drive manual cars
- nyetir mobil **+37%**
  how to drive cars

Auto-focused content creators on YouTube are attracting high-quality impressions from enthusiasts. You can reach this growing audience by collaborating with creators via YouTube BrandConnect.

MARKETING IMPLICATIONS

1 Stay on top of consumer trends and preferences

Sustainability awareness is at an all-time high, impacting buying behavior. Brands need to reflect on their product offerings and make necessary, more eco-friendly adjustments. Don't forget to let your customers know about your sustainability efforts by highlighting them in your campaigns.

Hyundai Indonesia was keen to become top of mind within the electric vehicle (EV) industry. The brand launched a Search campaign for its battery EVs and successfully increased its Search coverage in EV categories from 10% to 50% within 30 days.

2 Be easily discoverable and reachable online

Ensure your brand.com and Google pages are updated with the latest information (such as address, phone number, opening hours) so that interested customers can plan a visit to your stores or browse through your products.

TIP

Make your business discoverable to your nearby potential customers by adding location extensions to your Google profile.

3 Digitize your dealership

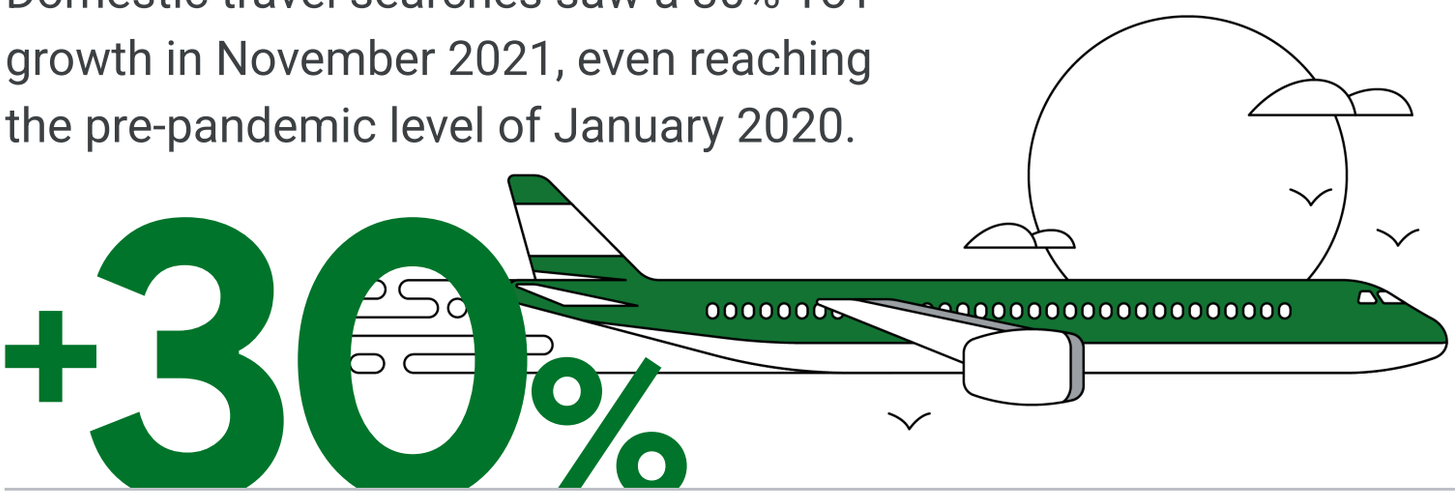
Today's consumers engage with digital touchpoints regularly. Even if your business is largely offline, it's crucial to set up a digital desk. To truly personalize your customer experience, ensure that you go beyond functions like online booking. For example, you can include options for virtual consultations, online loan processing, online insurance, or online after-market services to cater to people who feel more comfortable staying at home. You can also provide links to credible third-party reviews and pre-empt customers' concerns and questions, which can be shared via email.

Travel

There is still an underlying demand for travel in Indonesia. Travel-related searches saw greater growth compared to 2020, but fluctuated in response to the COVID-19 situation. Consumers are growing more accustomed to travel uncertainties and will make travel decisions quickly.

Domestic travel grew strongly in 2021, at times even reaching pre-pandemic levels. Most travelers picked convenient domestic destinations such as cities in Java, with the most searches coming from Java itself, driven by the increasing popularity of road trips.

Domestic travel searches saw a 30% YoY growth in November 2021, even reaching the pre-pandemic level of January 2020.



As travel boomed in Q4 2021, Bandung, Yogyakarta, Cisarua, Semarang, Batu, and Lembang emerged as top growing destinations.

Top domestic destinations ranked by highest search growth, Sept. 2021 — Dec. 2021:

1. Bandung
2. Yogyakarta
3. Cisarua
4. Semarang
5. Batu
6. Surakarta
7. Lembang
8. Citeureup
9. Kuta
10. Cirebon

Search interest in wisata domestik (domestic tours) grew by 57%.

57%

Search interest in family road trip increased by 3x.

+3x

Following a dip of 68% in 2020, search interest in sewa mobil lepas kunci (car rental) grew by 23%.

+23%

Searches for international travel remain far below pre-pandemic levels, although we saw small but steady growth emerging in Q4 2021.

Interest in international travel is still very small compared to domestic travel. Indonesians' search volume for top international destinations is less than 1% of domestic travel (in comparison, this number is 6% in India and 15% in Singapore).The search volume also remains far below pre-pandemic levels. However, we saw small but steady growth emerging in Q4 2021.

In Q4 2021, Indonesians began researching requirements for international travel.

Search interest in syarat penerbangan (flight requirements) grew by 6X.

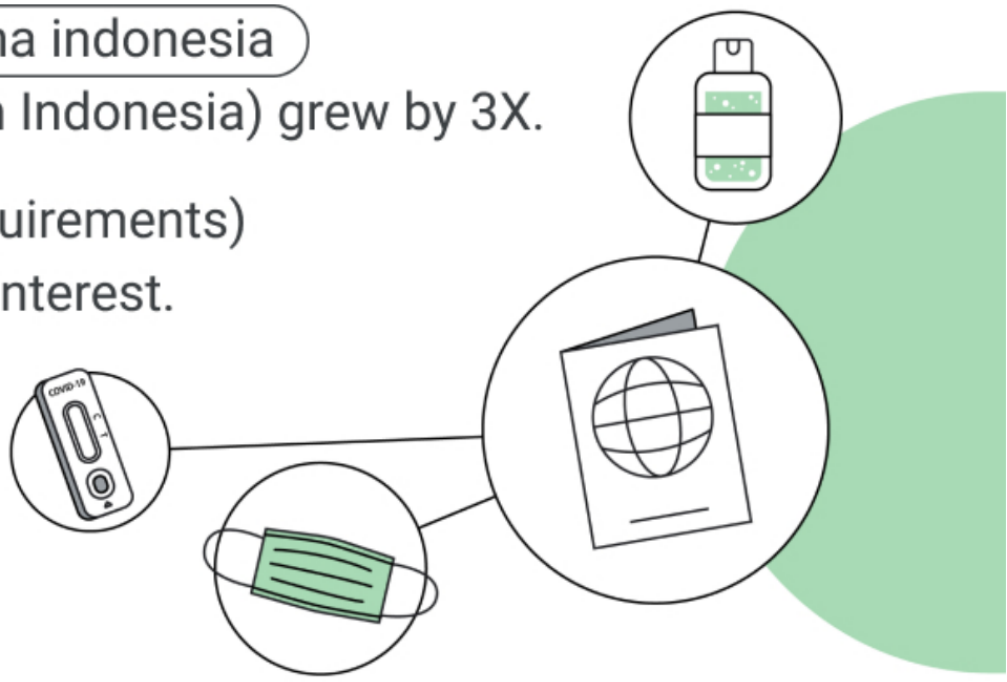
syarat penerbangan

6X

Search interest in karantina indonesia (quarantine requirements in Indonesia) grew by 3X.

syarat perjalanan (trip requirements) saw a 3X growth in search interest.

3X



Research shows that underlying demand for future international travel is strong among APAC travelers, with a 3X jump in intent. Indonesians also plan to make the most of their trips, with 81% saying they will take an international trip that is five days or longer.[4]

Consumers without a strong itch to travel chose to enjoy recreational activities that were nearby and relatively safe. Activities that became trends during the pandemic saw continued growth in 2021.

People chose to explore the

world virtually, with search interest in tour virtual (virtual tours) growing by 108%.

tour virtual

+108%

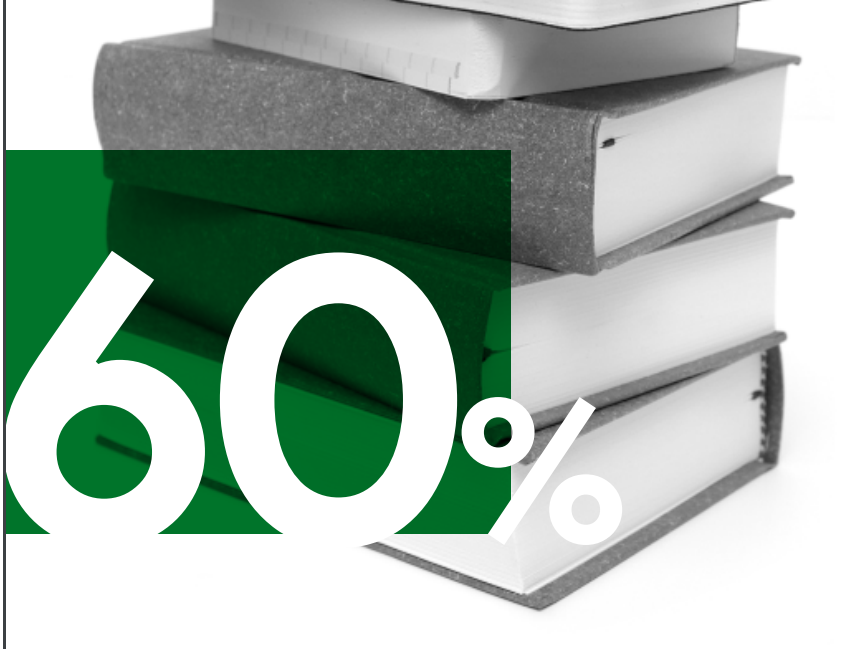
Search interest in staycation grew by 85%.

+85%

Search interest in makan di mobil (eating in cars) grew by 47% as many chose to dine out safely.

47%

Open-air public libraries grew in popularity, with search interest in taman baca (book park) increasing by 60%.



MARKETING IMPLICATIONS

1 Use digital to reach and inspire travelers

Investing in a strong digital presence is crucial to reach Indonesia's growing online population. By hosting livestreams, running digital marketing campaigns, or collaborating with online content creators to create entertaining and educational travel-related content, you can encourage people to start thinking about and plan for future trips.

To reach more potential travelers, you can leverage Broad Match keywords to ensure your ad shows up when someone searches for that keyword, variations of it, as well as other related topics.

2 Act fast to turn regulatory changes into opportunities

Cross-border travel regulations change frequently, creating uncertainty around international travel. Still, there are some certainties that brands can tap into, such as domestic tourism, by helping Indonesians rediscover their home country.

3 Keep latest travel behaviors in mind when designing products or marketing campaigns

Stay up-to-date with changing traveler preferences and adapt quickly to shifts in demand. Today's consumers need their travel plans to be flexible and adaptable to COVID-19 measures. Brands can think about adding or remarketing features such as flexible booking management systems, and updating COVID-related information in their website or app whenever there are changes in travel policies.

Google's Travel Insights is a helpful tool that gives marketers updated information on current search interest in destinations and hotels around the world.

Sources:
All Google Search data points included in this report are from Google Trends, Indonesia, Sep 1, 2020 - Aug 31, 2021 vs. Sep 1, 2019 - Aug 31, 2020, unless indicated otherwise.

4. Think With Google, "Aerial views: How brands can cater to a new breed of traveler as borders reopen", November 2021