

# INDONESIA

# A Growing Hub

# for Sports Tourism

## IN 2024



In recent years, Indonesia has quickly become a leading destination for sports tourism, attracting thousands of international visitors to its world-class events and iconic venues.

The year 2024 marked a significant increase in major sporting events across the country, including motorsports, marathons, and global championships, solidifying Indonesia's reputation as a premier hub for sports tourism.



# MotoGP

# Mandalika

September 27–29, 2024



Mandalika International Circuit,  
Lombok, West Nusa Tenggara



## Attendance

**120,000 spectators**  
**over 3 days**  
(record-breaking)



## International Visitors

**24,000 tourists**  
5th most attended  
MotoGP Grand Prix in 2024







# Lake Toba

March 2-3, 2024

Mulia Raja Port, Balige,  
Lake Toba, North Sumatra



## Attendance

**70,000 Spectators**  
(30% decrease from 2023)



## International Participants

**17 Racers from  
11 Countries**

**Rp**

## Economic Impact

**Rp1.68 Trillion**  
(US\$101 million in 2023)







# Borobudur Marathon

December 1, 2024



Magelang, Central Java



## Participants

**10,500 Participants**  
(From 28 countries)



## Categories

**Marathon**  
(42.195 km),  
**Half Marathon**  
(21.1 km),  
**10K Run**



## Economic Impact

**Promoted health, fitness and the cultural heritage of Borobudur Temple**







# Bali Maybank Marathon

August 25, 2024



Bali United Training Center,  
Gianyar, Bali



## Attendance

**12,700 Participants**  
(From 57 countries)



## Recognition

**First Indonesian  
marathon to earn  
the World Athletics  
"Bronze Label"**

**Rp**

## Economic Impact

**Boosted Bali's  
economy through  
tourism and  
hospitality**





# Looking ahead to 2025...

Indonesia is set to host major international sports events in 2025, further solidifying its reputation as a sports tourism hub



Jakarta



**LOCATION**  
Jakarta

**DATES**  
October 19–25, 2025

**SIGNIFICANCE**  
Indonesia's first time hosting the World Championships, expected to attract thousands of athletes and spectators worldwide.



**LOCATION**  
Jakarta

**DATES**  
September 10–21, 2025

**SIGNIFICANCE**  
This para-sports event will showcase diverse competitions, supporting inclusive sports tourism.



**LOCATION**  
Jakarta

**DATES**  
2025

**SIGNIFICANCE**  
A key event for veteran athletes, drawing competitors and audiences from across Asia.



**LOCATION**  
Jakarta

**DATES**  
2025

**SIGNIFICANCE**  
Indonesia's first UFC event, marking a milestone for the nation's combat sports scene

**EVENT TITLE**  
Fight Night.

These events, supported by infrastructure development and strategic initiatives, will further boost tourism and create lasting economic benefits. Indonesia is also exploring opportunities to host other major events like the World Surf League and World Rally Championship (WRC).