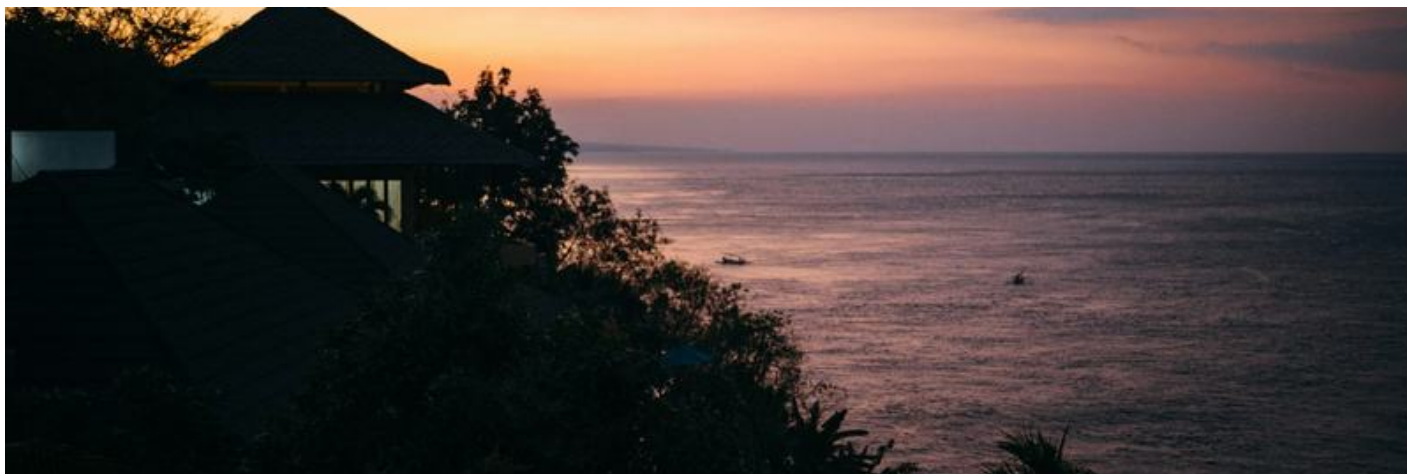




## REPORT · TOURISM

# Bali tourism statistics: arrivals, source markets and the 2026 plateau

September 25, 2026 · 10 min read · **Market research**

Bali counted 3,900,965 foreign visitors from January through July 2026, 1.98% fewer than a year earlier, after a record 2025. Demand has leveled off near the top. New hotel rooms keep opening anyway.

Read online: <https://riserealbali.com/guides/bali-tourism-statistics/>

## IN SHORT

Bali recorded 6,948,754 foreign arrivals in 2025, a record and 9.72% above 2024 (BPS Bali). January to July 2026 brought 3,900,965, down 1.98% on the same months of 2025. July turned positive at +0.10%. Australia supplies about a quarter of all visitors, far ahead of China and India.

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**6,948,754**

foreign arrivals in 2025, a record (BPS Bali)

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**-1.98%**

January–July 2026 against the same months of 2025

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**982,403**

Australian arrivals, January–July 2026

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**67.29%**

star-hotel occupancy in July 2026

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Foreign arrivals by year, 2023 to 2026

Bali added a million foreign visitors in two years. BPS Bali counted 5,273,258 direct arrivals in 2023, 6,333,360 in 2024 and 6,948,754 in 2025. Growth slowed from 20.1% to 9.72%, which is what a market nearing its ceiling looks like.

Arrivals by sea are a small line that moved fast: 41,169 in 2025 against 24,819 a year earlier, mostly cruise passengers. Almost everyone else lands at Ngurah Rai.

For 2026 the provincial target is 7 million. Getting there means about 3.1 million arrivals from August through December. By our count from the BPS releases, that's roughly 4% more than the same five months of 2025 delivered, so the target needs a stronger finish than the first seven months suggest. PT Hotel Investment Advisory expects 6.93 million, a fraction below 2025 (Bali Discovery, September 20, 2026).

Direct foreign arrivals to Bali

| YEAR               | ARRIVALS  | CHANGE                      |
|--------------------|-----------|-----------------------------|
| 2023               | 5,273,258 | —                           |
| 2024               | 6,333,360 | +20.1%                      |
| 2025               | 6,948,754 | +9.72%                      |
| 2026, January–July | 3,900,965 | –1.98% on January–July 2025 |

Source: BPS Bali, annual release of February 2, 2026 and monthly release of September 1, 2026, via Antara and Detik; Hotel Investment Advisory via Bali Discovery, September 20, 2026

Month by month in 2026

The year opened soft and bottomed out in March at 472,070 arrivals. From April the curve climbed every month. July reached 697,809, up 15.34% on June and the first month of the year to beat its 2025 figure, if only by 0.10%.

May and June were the weak spots, down 3.98% and 5.15% year on year. The first half closed at 3,203,156 visitors, 2.42% below 2025. BPS hasn't published August yet. Its monthly release usually lands on the first working day of the second month after, so expect it around October 1.

The spread between March and July is 48%. For a villa owner that's the practical number here: the island's busiest month brings half again as many guests as its quietest.

Foreign arrivals by month, 2026, thousands



Direct foreign arrivals. The provincial tourism office counts 3,923,824 for January–July, and local press reports disagree on whether that total is up or down. We use the BPS series throughout.

Source: BPS Bali monthly releases, March 3 to September 1, 2026, via Antara Bali and Bali Post; Disparda Bali via Bali Post and Tribun Bali, August 28, 2026

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Where Bali's visitors come from

No other country comes close to Australia. It sent 1,628,460 visitors in 2025, about 23% of the total by our calculation, and 982,403 from January to July 2026. That works out to nearly three Australians for every visitor from China, the next market.

The rest of the top ten in 2025 ran India 569,260, China 537,380, South Korea 346,680, the UK 317,520, France 279,120, the US 274,610, Malaysia 251,160, Singapore 211,330 and Japan 208,620.

In 2026 China moved up to second place. The province's January–July count puts it at 346,384, ahead of India's 318,948. The UK, South Korea and the US sit close together at 163,000 to 171,000 each.

Top source markets, January–July 2026

| COUNTRY        | ARRIVALS | SHARE, OUR CALCULATION |
|----------------|----------|------------------------|
| Australia      | 982,403  | 25.0%                  |
| China          | 346,384  | 8.8%                   |
| India          | 318,948  | 8.1%                   |
| United Kingdom | 170,814  | 4.4%                   |
| South Korea    | 164,846  | 4.2%                   |
| United States  | 163,132  | 4.2%                   |
| France         | 141,237  | 3.6%                   |

Australian school holidays set the rhythm of the villa calendar: late June to July, late September, and the Christmas break. If your model assumes an even year, it's wrong in both directions.

Source: BPS Bali, 2025 by country, February 2, 2026; Disparda Bali, January–July 2026, via Bali Post, August 28, 2026. Shares are our calculation against the Disparda total of 3,923,824

04 / 08

Hotel occupancy and length of stay

Star-rated hotels filled 67.29% of their rooms in July 2026, per BPS Bali. The curve rose steadily through spring: 57.94% in April, 61.16% in May and 64.87% in June. Five-star properties ran at 74.45% in July and four-star at 65.42%.

Non-star accommodation, the category that includes most private villas and guesthouses, sits far lower. BPS put it at 34.81% in April. That's close to the 36% AirROI reports for the average short-term listing, which is why we treat the hotel series as context, not as a villa forecast.

Stays are short. In June foreign guests spent 3.09 nights on average in star hotels and 2.47 nights in non-star places (Bali Post, August 4, 2026). Short stays mean more turnovers for the same revenue, so cleaning and laundry take a bigger slice of each booking.

|                                 |                             |                                    |                                                        |
|---------------------------------|-----------------------------|------------------------------------|--------------------------------------------------------|
| <b>67.29%</b>                   | <b>74.45%</b>               | <b>34.81%</b>                      | <b>3.09 nights</b>                                     |
| star-hotel occupancy, July 2026 | five-star hotels, July 2026 | non-star accommodation, April 2026 | foreign guests' average stay in star hotels, June 2026 |

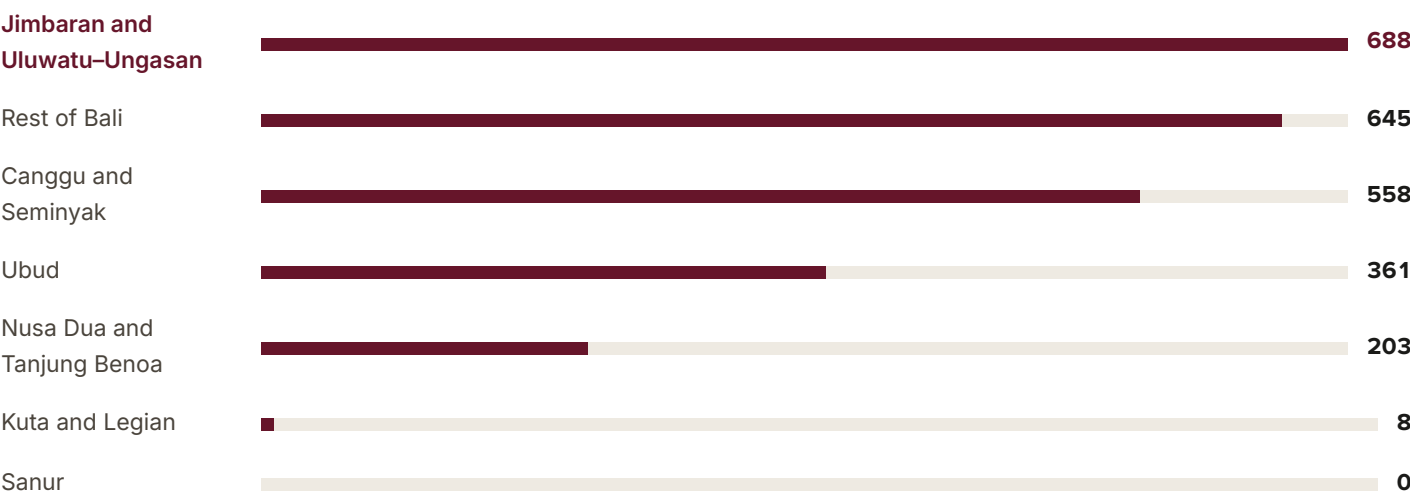
Source: BPS Bali monthly releases of June 2, August 4 and September 1, 2026, via Antara and Bali Post; AirROI, trailing 12 months, September 2026

## New rooms under construction

Demand is flat, and supply isn't. PT Hotel Investment Advisory counted about 2,460 hotel rooms under construction on August 22, 2026. Most of them are going up in the areas where villa buyers also look.

Colliers puts the island's current stock at about 62,000 rooms, with a further 1,700 five-star rooms due between late 2026 and 2029, mainly in Ubud and Canggu. Horwath HTL's March 2026 report counted 5,641 rooms across 45 hotels in the wider pipeline. The totals differ because each firm counts a different stage, so we show them side by side.

### Hotel rooms under construction by zone, August 2026



Sanur has nothing under construction, which helps explain why it tops the 2027 occupancy forecast below.

Source: PT Hotel Investment Advisory, data as of August 22, 2026, via Kompas and Bali Discovery, September 1, 2026; Colliers, Bali hotel market Q2 2026; Horwath HTL and C9 Hotelworks, Bali Hotel & Branded Residences 2026, March 31, 2026

## Occupancy forecast for 2027 by zone

The same advisory firm modeled 2027 hotel occupancy zone by zone. In its moderate case Sanur leads at 84.6%, and Ubud trails the main areas at 61.7%. In the downside case Ubud drops to 47.7% and Jimbaran to 50.6%.

The pattern is plain: zones with the most construction score lower. For villa buyers the takeaway is that the gap between areas, over 20 points, now matters more than the gap between property classes.

Hotel occupancy forecast for 2027, moderate scenario

| ZONE                         | FORECAST OCCUPANCY |
|------------------------------|--------------------|
| Sanur                        | 84.6%              |
| Kuta and Legian              | 74.8%              |
| Nusa Dua                     | 74.2%              |
| Canggu and Seminyak          | 70.6%              |
| Jimbaran and Uluwatu–Ungasan | 68.2%              |
| Ubud                         | 61.7%              |
| Rest of Bali                 | 35.6%              |

Source: PT Hotel Investment Advisory, 2027 forecast, via Bali Discovery, September 1, 2026

07 / 08

Airport capacity and the tourist levy

Ngurah Rai handled 24,125,161 passengers in 2025, 63% of them on international flights (Antara, January 2026). Its capacity is about 24 million a year, according to the Ministry of Transportation, so the terminal already runs at its limit in peak months.

The fix on the table is a reworked terminal and a connecting bridge, with no new building. The operator targets 32 million passengers a year, with works expected to take three to four years (Bali Post and Bisnis, June 18, 2026).

Every foreign visitor also owes a Rp 150,000 tourist levy. The province had collected about Rp 244 billion by August 26, 2026, against a Rp 500 billion target for the year (Bali Post). Compliance estimates run from 37% to 43% depending on the report. From late August, airlines flying into Bali announce the levy on board.

|                            |                                           |                                  |
|----------------------------|-------------------------------------------|----------------------------------|
| <b>24.1 million</b>        | <b>32 million</b>                         | <b>Rp 150,000</b>                |
| airport passengers in 2025 | target capacity after the terminal rework | tourist levy per foreign visitor |

Source: Antara and Tirto, January 2026; Ministry of Transportation via Detik, January 24, 2026; Bali Post and Bisnis, June 18, 2026; Antara Bali, August 14, 2026; Bali Post, August 26, 2026

## What the numbers mean for a villa owner

Model flat arrivals for 2027, not growth. Seven months below last year and a 0.10% uptick in July add up to a plateau at a record level, and a plateau is a fine base for a rental business if you price it honestly.

Area matters more than it did. Rooms keep coming, and they're concentrated in Jimbaran, Uluwatu, Canggu and Ubud. Before you buy there, check how the villa competes on rate and reviews. The island average won't carry it.

Plan for short stays. Average stays of two to three nights mean more check-ins per month, and your management fee and cleaning costs should reflect that. Our occupancy guide breaks the year down month by month, and rental yield by area turns the rates into owner income.

- ✓ Use the average of the last 12 months, not the peak month, for occupancy
- ✓ Ask the operator which hotels are under construction within 2 km of the villa, and when they open
- ✓ Match the target guest to the calendar of their home country
- ✓ Budget for frequent turnovers

Source: BPS Bali, 2026 releases; PT Hotel Investment Advisory, September 1, 2026; Rise Real Bali practice, 2023–2026

## What this means for buyers

- 01 2025 was a record year at 6,948,754 foreign arrivals. January–July 2026 ran 1.98% lower.
- 02 Australia sends about a quarter of all visitors, nearly three times China, the next market.
- 03 About 2,460 hotel rooms are under construction.
- 04 Forecast hotel occupancy for 2027 ranges from 61.7% in Ubud to 84.6% in Sanur.

## FAQ

### How many tourists visit Bali each year?

Bali recorded 6,948,754 foreign arrivals in 2025, a record and 9.72% more than in 2024, per BPS Bali. From January to July 2026 it counted 3,900,965, which is 1.98% below the same months of 2025. The provincial target for the full year is 7 million.

## Which country sends the most tourists to Bali?

Australia, by a wide margin. It sent 1,628,460 visitors in 2025 and 982,403 from January to July 2026, about a quarter of all foreign arrivals. China was second in 2026 with 346,384, followed by India with 318,948.

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## Is Bali tourism growing or declining in 2026?

It's flat. The first seven months ran 1.98% below 2025, and July came in 0.10% higher, the first monthly gain of the year. The 2025 base was a record, so a plateau at that level still means about 7 million visitors a year.

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## What is the hotel occupancy rate in Bali?

Star-rated hotels filled 67.29% of rooms in July 2026 and five-star hotels 74.45%, per BPS Bali. Non-star accommodation, which includes most villas, ran at 34.81% in April. The average short-term rental listing filled about 36% of nights over the past year.

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## When is the busiest month in Bali?

July and August. In 2026 July brought 697,809 foreign arrivals, 48% more than March, the quietest month. Australian school holidays drive the peak, and Christmas adds a shorter second one.

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## How we know this

Annual and monthly foreign arrivals are BPS Bali's direct-arrival counts, taken from its releases of February 2 and September 1, 2026, as reported by Antara, Detik and Bali Post. We cross-checked every monthly figure against a second report. The 2026 country breakdown is the provincial tourism office's January–July count, published August 28, 2026, and the shares in the table are our calculation against its total. Hotel occupancy and length of stay come from BPS monthly releases. The construction pipeline and the 2027 forecast are PT Hotel Investment Advisory's figures as of August 22, 2026, and Colliers and Horwath HTL figures are quoted separately because they count different stages. Airport and levy figures are from the operator and the province, via the outlets named in each section. Where sources disagree, we name both.

— BPS Bali, foreign arrivals January–December 2025, February 2, 2026

— BPS Bali, monthly tourism releases, March–September 2026, via Antara, Bali Post and Databoks

— Disparda Bali, arrivals by country, January–July 2026, via Bali Post and Tribun Bali, August 28, 2026

— PT Hotel Investment Advisory, rooms under construction and 2027 occupancy forecast, via Kompas and Bali Discovery, September 1, 2026

— Colliers, Bali hotel market Q2 2026

— Horwath HTL and C9 Hotelworks, Bali Hotel & Branded Residences 2026, March 31, 2026

— Ministry of Transportation and the airport operator, via Detik, Bali Post and Bisnis, January–June 2026

— Bali provincial government, tourist levy collections, via Antara Bali and Bali Post, August 2026

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By Dmitrii Rogov, Rise Real Bali.

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