Survey indicates that alcohol ban could cost Bali’s tourism industry billions.

A ban of alcohol in Indonesia is on the Indonesian parliament’s legislative agenda for 2013. A survey conducted by Vilondo Bali villas indicates that an alcohol ban could impact the level of tourism in Bali quite dramatically. A conservative estimate is that Bali will miss out on a billion USD in spending by tourists each year.

A staggering 41% percent of the participants in the survey answered that they *would not spend their holiday in Bali* if alcohol was to be permanently banned. Furthermore, 27% said they would *be less likely* *to spend their holiday in Bali* if a ban was enforced. Cumulatively, these figures show that more than 2/3 of the people answering the survey responded negatively to an alcohol ban.

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| --- | --- | --- |
| **It has been proposed to ban alcohol in Indonesia. What would a ban of alcohol in Bali mean to you?**  |   |   |
| It would not mean anything to me | 71 | 22.40% |
| I would be more likely to spend my holiday in Bali | 31 | 9.80% |
| I would be less likely to spend my holiday in Bali | 84 | 26.50% |
| I would not spend my holiday in Bali | 131 | 41.30% |
| **Total** | **317** | **100%** |

*“I guess everybody has an intuitive feeling that a ban of alcohol in Bali will have a negative effect on tourism, but we wanted to try to add some numbers to the debate, by asking more than 300 people from 40 different countries what a ban of alcohol would mean to them”* says Stefan Russel, co-founder of Vilondo villas that rent out luxury villas in Bali.

*“Based on the results from the survey, a drop in tourists by 1/3 is a conservative estimate. That would mean a million less visitors to Bali each year. We know that the average Bali tourist spends more than $1,000 USD per visit, which would mean a drop in spending in Bali of more than one billion $ USD if a ban was to become reality”* Stefan Russel continues*.*

About Vilondo villasVilondo villas is a company specializing in renting out luxury villas throughout Bali and on the surrounding Islands. Read more about them on Vilondo.com‘s [about us](#!/about-us) page.

## Further info

* Alcohol ban [survey data and summary](http://www.vilondo.com/press/press-releases/).
* [Tourism stats](http://www.bps.go.id/eng/menutab.php?tabel=1&kat=2&id_subyek=16) from Indonesia’s central bureau of statistics
* [Vilondo.com](http://www.vilondo.com/)