

Analysis of Tourist Interest Patterns Toward Tourism Destinations in NTB: A Descriptive Study Based on Google Trends Data 2024–2025

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Abstract: This study analyzes tourist interest patterns toward tourism destinations in West Nusa Tenggara (NTB) Province using Google Trends data for the period January 2024–December 2025. Employing a descriptive qualitative approach with secondary data, this research identifies fluctuations in search interest based on the Interest Over Time and Related Queries variables for major NTB destination keywords. The findings reveal that tourist interest follows predictable seasonal patterns, peaking during Eid holiday (April–May), the dry season (July–September), and year-end holidays (December). International events, particularly MotoGP Mandalika, generate significant spillover effects on overall NTB destination search interest. New destinations such as Kuta Mandalika demonstrate greater responsiveness to digital promotion stimuli compared to established destinations. Related Queries analysis further reveals that tourists seek comprehensive information covering accommodation, transportation, and activities, suggesting that digital content strategies must be developed holistically. These findings provide practical implications for NTB tourism marketing practitioners in designing timely and data-driven digital promotion strategies.

Keywords: Tourist Interest; Tourism destination, digital marketing, Google Trends.

Introduction

In today's digital era, digital transformation has permeated various aspects of the tourism industry, including in West Nusa Tenggara (NTB) Province. The phenomenon of tourism digitalization has prompted tourists to rely on online information sources in their travel planning and decision-making. Information searches through search engines, particularly Google, have become one of the main channels influencing how tourists recognize, compare, and select destinations. Search interest measured through Google Trends offers a real-time picture of tourist interest in NTB destinations, making it important to understand its movement patterns so that destination marketing strategies can be designed in a more timely and relevant manner (Asmoro, 2023; Hasna et al., 2022; Lusia et al., 2023; Setyowati et al., 2022).

Several studies indicate that search interest fluctuates in response to events, seasons, and special occurrences related to destination promotion as well as major events that influence tourist perceptions of NTB (Wijayanto, 2022; Lusia et al., 2023; Hasna et al., 2022). Previous research also emphasizes that destination image and digital-based promotion can increase visit intentions by enhancing tourists' knowledge and perceived benefits of the destination (Hasna et al., 2022; Lusia et al., 2023; Mulyana et al., 2022). The urgency of this research aligns with the practical needs of NTB tourism marketing stakeholders. Digital marketing requires precise timing, synchronized with actual search trends among potential tourists. By understanding when interest in NTB destinations rises or falls, marketing practitioners can adjust promotional

planning, budget allocation, and the selection of digital promotion channels to achieve optimal impact (Hasna et al., 2022; Lusia et al., 2023; Setyowati et al., 2022).

Based on this background, this study raises two main research questions: (1) What are the patterns of tourist interest toward NTB destinations based on Google Trends data for the period 2024–2025? and (2) What factors influence the fluctuations in tourist interest? This study aims to: (1) identify seasonal patterns and peaks in search interest for NTB tourism destinations during the 2024–2025 period; (2) analyze tourists' digital information search behavior to understand the dynamics of interest in NTB destinations; and (3) provide strategic recommendations for NTB tourism stakeholders in designing data-driven digital promotions (Hasna et al., 2022; Lusia et al., 2023; Setyowati et al., 2022). Academically, this study contributes to the literature on the use of Google Trends data as a diagnostic tool for destination marketing in NTB. Practically, the findings can serve as a reference for the NTB Tourism Department, tourism SMEs, and destination managers in designing more data-driven and targeted promotion strategies.

Method

Destination marketing is a framework that guides how a destination is shaped, promoted, and its impact on tourist visit decisions measured. Destination promotion requires integrated planning encompassing situational analysis, goal setting, strategy formulation, and evaluation, as well as synchronization with the destination's image and brand values (Aida & Ekasari, 2019; Okta et al., 2023; Syam et al., 2023). Digital marketing encompasses websites, social media, online advertising, and SEO, enabling personalized and efficient interaction with potential tourists (Kristanti & Budiarsi, 2023; Mulyana, 2023). Tourist visit decisions are influenced by the quality of online information, ease of access, and e-WOM, which build trust and visit intention (Pratiwi & Satatoe, 2022; Shabrina & Irwansyah, 2023). Google Trends serves as a bridge between digitally measurable tourist interest and the promotion strategies designed by destination stakeholders.

E-Tourism integrates information technology to improve access, promotion, and tourism services digitally, including through CRM and online channels to facilitate bookings and destination promotion (Haryono & Albetris, 2022; Komalasari et al., 2020). Search Engine Marketing (SEM) and search engines serve as the gateway to tourist information, reflecting visit intent through search patterns and query volumes. Measurable digital promotion enables effectiveness analysis by period, campaign, or event, which is highly relevant for NTB, which has a diverse local and international event calendar (Martoyo et al., 2022; Salim et al., 2022). Google Trends offers two core variables: (1) Interest Over Time, which enables the identification of seasonal trends and peaks in search interest; and (2) Related Queries, which reveals related keywords as the basis for developing relevant promotional content (Asmoro, 2023; Komalasari et al., 2020; Wijayanto, 2022). Theoretically, the integration of Google Trends data with e-Tourism, destination branding, and digital marketing theories strengthens the analytical framework for mapping timely and segmented promotion opportunities for NTB tourism destinations.

This study employs a descriptive qualitative approach utilizing secondary data from Google Trends' relative search index to analyze tourist interest patterns without variable manipulation (Asmoro, 2023; Wijayanto, 2022). Data were collected using eight keywords of major NTB destinations and events with the following search filters: domestic and global

regions, the period January 2024–December 2025, the Travel & Tourism category, and web search. The complete list of keywords used is presented in Table 1.

Table 1. List of Google Trends Keywords Used in the Study

No	Keyword	Category	Region Filter	Platform
1	Wisata Lombok	Travel & Tourism	Domestic & Global	Web
2	Gili Trawangan	Travel & Tourism	Global	Web
3	Kuta Mandalika	Travel & Tourism	Domestic & Global	Web
4	Gunung Rinjani	Travel & Tourism	Domestic & Global	Web
5	Semalun	Travel & Tourism	Domestic & Global	Web
6	Senggigi	Travel & Tourism	Domestic & Global	Web
7	MotoGP Mandalika	Travel & Tourism	Global	Web
8	MXGP Samota Sumbawa	Travel & Tourism	Domestic & Global	Web

Source: Google Trends (2025), processed by the authors

Data analysis was conducted through a thematic approach to interpret trend spikes based on real phenomena, triangulation with the event calendar and national public holidays, and comparison of interest patterns across destinations to observe their level of responsiveness to tourism campaigns. Data validity was ensured through source triangulation among Google Trends data, event calendars, and relevant literature.

Result and Discussion

Seasonal Interest Patterns

Analysis of Interest Over Time indicates that search interest in NTB destinations generally experienced spikes during several predictable seasonal periods. A summary of seasonal interest patterns is presented in Table 2.

Table 2. Summary of NTB Destination Seasonal Interest Patterns Based on Google Trends 2024–2025

Period	Peak Keywords	Driving Factor	Intensity
April – May (Eid Holiday)	Wisata Lombok, Gili Trawangan	Eid al-Fitr holiday	Very High
July – September (Dry Season)	Gunung Rinjani, Semalun	Optimal hiking season	High
October (MotoGP)	Kuta Mandalika, Wisata Lombok	MotoGP Mandalika (spillover)	High
December (Year-End)	Kuta Mandalika, Gili Trawangan	Year-end holiday	High
January – March	All destinations (low)	Low season post-holiday	Low

During the Eid Period (April–May), a significant spike was observed in the keywords "Wisata Lombok" and "Gili Trawangan," coinciding with increased domestic tourist mobility during the Eid al-Fitr holiday. This finding is consistent with digital consumer behavior patterns showing that travel planning occurs 2–4 weeks before departure (Kristanti & Budiarsi, 2023; Salim et al., 2022).

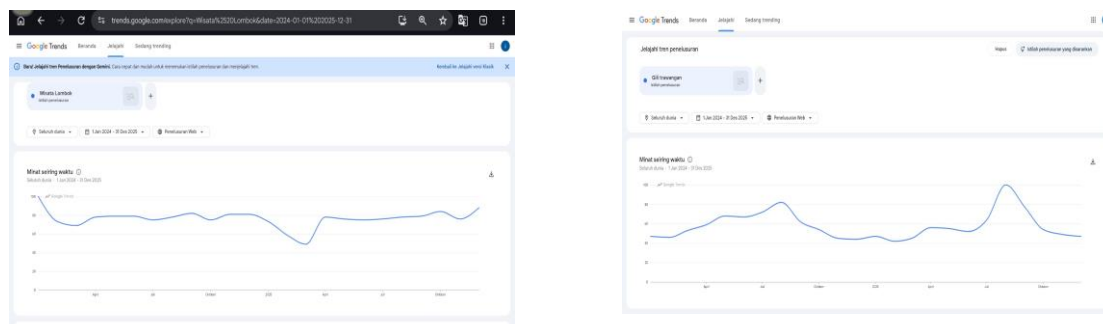


Figure 1. Screenshot of Google Trends graph for Wisata Lombok and Gili Trawangan

During the Year-End Holiday Period (December), search interest rose again, particularly for coastal destinations such as Kuta Mandalika and Gili Trawangan. Meanwhile, during the Dry Season (July–September), the keywords "Gunung Rinjani" and "Sembalun" showed consistent increases in interest, in line with the optimal hiking season in Lombok.

Impact of International Events on Search Volume

International-scale events have proven to have a significant impact on overall NTB destination search volumes, not merely on the event-specific keywords. The hosting of MotoGP at the Pertamina Mandalika International Street Circuit generated a spillover effect on NTB destination search interest broadly. Setyowati et al. (2022) found high public digital engagement with this event, which is also reflected in Google Trends search interest spikes. The keywords "Kuta Mandalika" and "Wisata Lombok" experienced concurrent spikes during the event period and pre-event promotions.

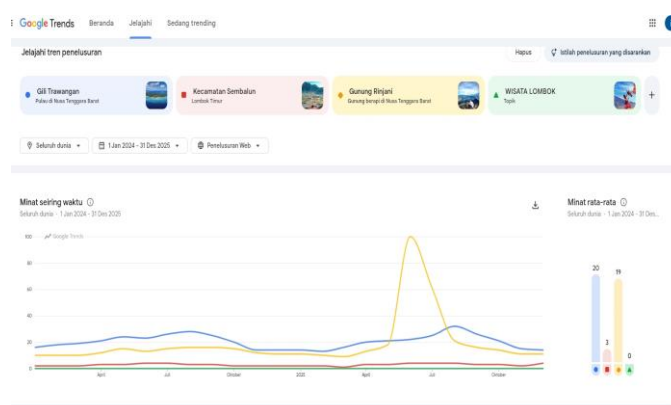


Figure 2: Impact of Interest events

The MXGP event in the Samota area (Sumbawa) also contributed to increased search interest in destinations on Sumbawa Island, although at a lower volume compared to MotoGP. This indicates the need for a more intensive promotional strategy to boost tourist awareness of Sumbawa as a destination (Martoyo et al., 2022; Okta et al., 2023).

Analysis of Established vs. Emerging Destinations.

A comparison of destination keywords reveals significant differences in interest patterns between established and emerging destinations, as shown in Table 3.

Table 3. Comparison of Interest Pattern Characteristics for NTB Tourism Destinations

Destination	Type	Interest Pattern	Baseline	Responsiveness
Gili Trawangan	Established	Stable / Consistent	High	Low
Senggigi	Established	Stable / Moderate	Moderate	Low
Kuta Mandalika	Emerging	Fluctuating / Rising	Low-Rising	Very High
Sembalun	Emerging	Seasonal / Rising	Low	High
Wisata Lombok (kw)	Established	Stable / High	High	Moderate
Gunung Rinjani	Established	Seasonal (Jul–Sep)	Moderate	Moderate

Source: Google Trends (2025), processed by the authors

Established destinations such as Gili Trawangan and Senggigi demonstrate a steady and consistent interest pattern throughout the year with a high search baseline. This consistency reflects the strength of a well-established destination brand in the minds of tourists (Syam et al., 2023). However, relative interest growth is slower compared to emerging destinations. New and developing destinations such as Kuta Mandalika and Sembalun show sharper and more responsive spikes in interest to external stimuli such as events and promotional campaigns. This indicates that emerging destinations are more "sensitive" to digital promotion efforts, meaning the return on investment from digital promotional campaigns is potentially higher (Kristanti & Budiarsi, 2023; Lusia et al., 2023).

Related Queries Analysis

Related Queries analysis provides in-depth insights into the context and motivations behind tourist searches. The categorized results are presented in Table 4.

Table 4. Categorization of Dominant Related Queries and Content Strategy Implications

Category	Example Related Query	Content Strategy Implication
Accommodation	"Cheap hotel in Mataram", "Lombok beachfront villa", "affordable Senggigi lodging"	Create reviews & accommodation guides by price segment
Transportation	"Lombok car rental", "flight tickets to Lombok", "Gili Trawangan shuttle"	Develop accessibility guides & tourism transport packages
Activities	"Rinjani hiking for beginners", "Gili snorkeling", "3-day Lombok itinerary"	Produce itinerary content, travel tips, and activity guides
Events & Info	"MotoGP Mandalika schedule", "Mandalika ticket prices", "hotel near the circuit"	Optimize event-based content 4–6 weeks before the event

Source: Google Trends (2025), processed by the authors

In the accommodation category, queries such as "cheap hotel in Mataram" and "Lombok beachfront villa" dominate the related queries, indicating that accommodation considerations are a key factor in trip planning to NTB. In the transportation category, queries about "Lombok car rental" and "Gili Trawangan shuttle" reflect tourists' need for accessibility information. In the activities category, queries such as "Rinjani hiking for beginners" and "3-day Lombok

itinerary" show that tourists are not merely searching for destination names but are also planning specific activities (Haryono & Albetris, 2022; Komalasari et al., 2020).

These findings reinforce the argument that NTB's digital promotion content strategy needs to be developed holistically—not only promoting locations, but also providing comprehensive information about accommodation, transportation, and tourist activities (Mulyana, 2023; Okta et al., 2023).

Conclusion

Based on the analysis of Google Trends data for the period 2024–2025, this study yields several key findings. First, tourist interest patterns toward NTB destinations are seasonal and predictable, with interest peaks occurring during the Eid holiday period (April–May), the dry season (July–September), and the year-end holiday (December). Understanding this cycle enables more measured and efficient promotional planning. Second, international events—especially MotoGP Mandalika—generate a significant spillover effect on overall NTB destination search interest. Third, new destinations such as Kuta Mandalika are more responsive to digital promotional stimuli than established destinations, indicating great growth potential if supported by consistent and sustainable promotional strategies. Fourth, Related Queries reveal that tourists seek comprehensive information covering accommodation, transportation, and activities; therefore, digital promotion content strategies must be developed comprehensively.

For the NTB Tourism Department, it is recommended to: (1) conduct regular monitoring of Google Trends (at least monthly); (2) increase the intensity of digital promotions 4–6 weeks prior to peak interest periods; (3) leverage international event momentum as a platform to promote NTB destinations broadly. For tourism SMEs, it is recommended to develop digital content that addresses dominant Related Queries and optimize their digital presence through Google Business Profile, websites, and social media (Haryono & Albetris, 2022; Lusia et al., 2023; Martoyo et al., 2022).

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