TANJUNG LESUNG

Gateway to Adventure in West Edge of Java

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DESTINATION PROFILE

Location

Province : Banten
Regency : Pandeglang

Area

Coordinative : ± 1.500 Ha
Otoritative : ± 1.500 Ha (Cluster of Zone Development)

Accessibility

Soekarno Hatta International Airport (4-5hours to Tanjung Lesung)

Investment Value

Public Investment	Private Investment
USD 740 Million	USD 590 million

I USD = 13.600 IDR

Highlights

- Salinity of Tanjung Lesung's seawater is high, so that anyone swimming there will not sink even not wearing life jacket.
- Tourists will be fascinated to see the beautiful coral reefs, colorful jellyfish, unique small snail shells and fish chasing each other on the shoreline.
- The nearest tourist attraction is Child Krakatau, Ujung Kulon National Parks (conservation of endangered Javan Rhinnoceros).

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ATTRACTION

Diving, snorkeling, sailing with yacht, fishing, water sport, Mount Krakatau Scenery, Coral Reef Conservation in the middle of the sea, local fisher culture tour, sunrise boat trip, feeding seagull and fun games in Liwungan Island.

Wonderful Festival Tanjung Lesung Festival Jambore Bahari, Festival Rambang Bedug Festival, Tourist Village Programme, Ujung Kulon National Parks dan Child Krakatau

Tanjung Lesung known for its fresh seafood, such as fish, crab, lobster, and many more.

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DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Indonesia	Singapura
1	Icon	Tanjung Lesung	Nusa Dua	Sentosa Island
2	Tag line	**"Gateway to Adventure in West Edge of Java"**	**"The Garden of Bali"**	**"The State of Fun"**
3	Tourist Arrival (2014)	1.796	595.063	20 juta
4	Highlights Attraction	Tanjung Lesung Beach, Krakatau, Ujung Kulon National Parks	Nusa Dua, Tanjung Benoa, Kuta Beach, Sanur Beach	Golf course, Merlion Park, Universal Studio
5	Amenity	Hotel, Homestay, Parking Area, Parks, Signage, TIC, Retail, Local Culinary, Pedestrian, Souvenir	World Class Hotels, World class convention centers, Restaurant and spa.	Bus services, cable car, monorail, boardwalk, hotel, spa
6	Event	Tanjung Lesung Festival	Nusa Dua Fiesta	Barclays Singapore Open, Sentosa Balon Hat Festival, Beach parties, Sentosa Flowers
7	Management	Banten West Java Tourism Development	Indonesia Tourism Development Corporation	The Sentosa Development Corporation

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GOVERNMENT'S COMMITMENTS

- Development of national road and highway
  - ✓ Serang – Panimbang Highway Development
- Development of airport
  - ✓ Panimbang Airport Development
  - ✓ New airport in Pandeglang Regency (proposal of change form 3c to 4E)
- Development of railway
  - ✓ Railway Rehabilitation
- Others :
  - ❖ Clean Water Installation
  - ❖ Electricity Network Installation
  - ❖ International Standard Hospital Development
  - ❖ Establish Tourism Academy or Tourism College
  - ❖ Establish Area Masterplan
  - ❖ Add new international standard attraction