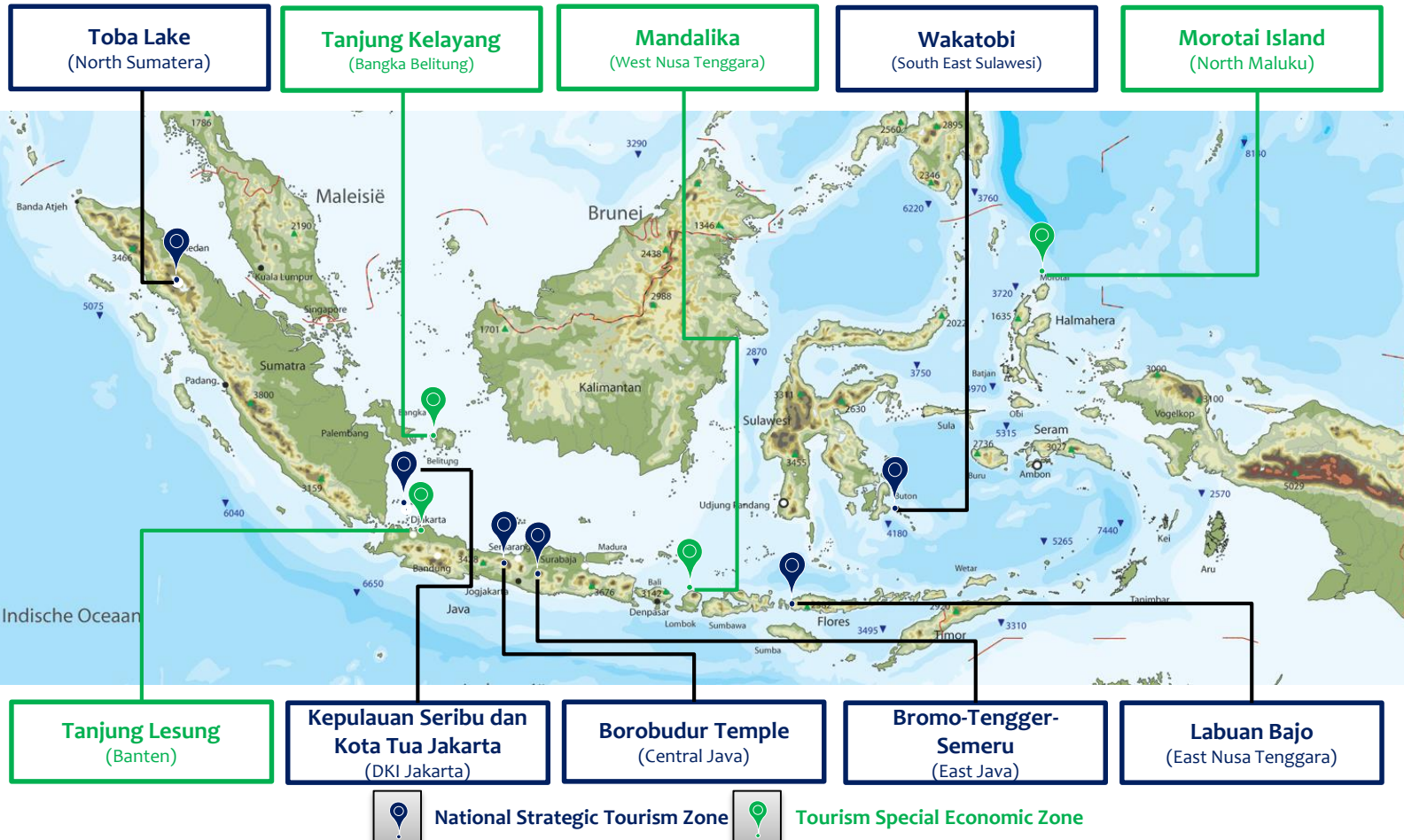


Wonderful Indonesia: Tourism Development Investment Opportunities



10 Priority Tourism Destinations in Indonesia



10 Priority Tourism Destinations in Indonesia

Investment Profile

Total Investment USD 20 Billion
(USD 10 Billion Public Investment and USD 10 Billion Private Investment)

NO	DESTINATION	PERFORMANCE			PROJECTION 2019		
		INTERNATIONAL TOURIST ARRIVAL (PEOPLE)		FOREIGN EXCHANGE (USD)	INVESTMENT (USD MILLION)	INTERNAT'L TOURIST ARRIVAL (PEOPLE)	FOREIGN EXCHANGE (USD MILLION)
		2012	2013				
1	Lake Toba	15,464	10,680	10,680,000	1,000	1,000,000	1,000
2	Tanjung Kelayang	975	451	451,000	1,600	500,000	500
3	Tanjung Lesung	8,336	1,739	1,739,000	5,000	1,000,000	1,000
4	Kepulauan Seribu & Kota Tua Jakarta	4,627	16,384	16,384,000	1,000	1,000,000	1,000
5	Borobudur	193,982	227,337	27,337,000	1,500	2,000,000	2,000
6	Bromo-Tengger-Semeru	34,466	33,387	33,387,000	1,000	1,000,000	1,000
7	Mandalika	121,482	125,307	125,307,000	3,300	2,000,000	2,000
8	Labuan Bajo	41,972	54,147	54,147,000	1,200	500,000	500
9	Wakatobi	2,179	3,315	3,315,000	1,400	500,000	500
10	Morotai	618	500	500,000	3,000	500,000	500
	TOTAL				USD 20 Billion	10 Million	USD 10 Billion

10 Priority Tourism Destinations in Indonesia

Development Profile

NO	DESTINATION	GATE	ESTIMATED AREA OF ZONE DEV'T (Ha)	SINGLE MANAGEMENT
1	Lake Toba	Great Sumatera	500	Tourism Authority Board
2	Tanjung Kelayang	Great Sumatera	1,200	Special Economic Zone
3	Tanjung Lesung	Great Jakarta	1,500	Special Economic Zone
4	Kepulauan Seribu & Kota Tua Jakarta	Great Jakarta	1,000	Tourism Authority Board
5	Borobudur	Great Yogyakarta	1,000	Tourism Authority Board
6	Bromo-Tengger-Semeru	Great Surabaya	1,000	Tourism Authority Board
7	Mandalika	Great Bali	1,035	Special Economic Zone
8	Labuan Bajo	Great Bali	1,000	Tourism Authority Board
9	Wakatobi	Great Sulawesi	500	Tourism Authority Board
10	Morotai	Great Maluku Papua	300	Special Economic Zone

Total Estimated Area of Zone Development: 11,736 Ha*

CREATING “10 NEW BALI”



LAKE TOBA

The World Super Volcano Geo Park



LAKE TOBA

DESTINATION PROFILE

Location

Province : North Sumatera
Regency : Samosir, Toba Samosir, Simalungun, Karo,
Tapanuli Utara, Humbang Hasundutan, dan Dairi

Area

Coordinative : ± 113.000 Ha
Otoritative : ± 500 Ha (Cluster of Zone Development)

Accessibility

Kualanamu International Airport (3 hours to Lake Toba)
Silangit Domestic Airport (20 Minutes to Lake Toba)

Investment Value

Public Investment	Private Investment
USD 840Million	USD 710 million

1 USD = 13.600 IDR

Highlights

- Lake Toba is the largest volcanic lake in the world and the second largest lake in the world after Victoria Lake in Africa.
- Lake Toba is one out of ten deepest lake in the world, reaching around 500 metres depth.
- Samosir Island in the middle of Lake Toba has area of 64.000 hectares or equals to country of Singapore.
- Lake Toba was formed by three major eruption in 900.000 years ago, 500.000 years ago, and 75.000 years ago. That caused historical records through the evolution of human, flora and fauna. There are total 45 Geo-Sites within 4 Geo-Area. Those are Porsea Caldera, Haranggaol caldera, Sibandang Caldera, and Samosir Caldera.



LAKE TOBA

ATTRACTION



Hiking, Swimming, Water Sport (Speed Boat, Water Skiing, Canoeing or Kayaking), Golf, Fishing, Sunset Scenery

Lake Toba Festival, Forest quality improvement and Lake Toba Cleaning, Lake Toba creation history promotion and Geopark (geo – bio – cultural)



Lake Toba has its own distinct culinary peculiarities of other areas in Indonesia especially in fish dishes. There is a popular dish called Naniura known as Batak style sushi, raw fish served with herbs and spices.

DESTINATION PORTFOLIO COMPARISON

No	Dimensi	Indonesia	Amerika Serikat	Kanada
1	Icon	Danau Toba	Yellowstone National Park, Caldera	Lake Ontario
2	Tag line	"The World Super Volcano Geo Park"	"The world's first national park"	"Lake of Shining Waters"
3	Tourist Arrival (2014)	270.837	3.076.390	2.568.000
4	Highlights Attraction	Scenery of Lake Toba Caldera Geopark	Grand canyon of Yellowstone, Grand prismatic spring	Niagara Falls
5	Amenity	Hotel, Homestay, Parking Area, Park, Signage with complete explanation, TIC, retail, Culinary Area, Pedestrian, Souvenir	TIC, Gas Station, Camping Area, Ski Trails, Post Office, Hospital, Retail, Signage	Hotel, TIC, Pedestrian, Airport, Cruise port, Tour Bus, Culinary Area, Shopping Centre, Trishaw, Sinage, Souvenir
6	Event	Lake Toba Festival	Cycle Greater Yellowstone (bicycle tour)	Lake Ontario Fishing Competitions and Events
7	Management	Lake Toba Tourism Authority Board	United State National Park Service	Central Lake Ontario Conservation Authority



LAKE TOBA AT A GLANCE



GOVERNMENT'S COMMITMENTS

- Development and improvement of national roads & Highway
 - ✓ Medan – Parapat Highway
 - ✓ Acceleration in proposing Lake Toba Outer Ring Road as national road
 - ✓ Medan – Kualanamu – Tebing Tinggi Highway development
- Development and improvement of nearest airport
 - ✓ Kualanamu Airport
 - ✓ Silangit Airport
 - ✓ Sibisa airport (Runway Extension)
- Development and improvement of Piers
 - ✓ Mogang Palipi
 - ✓ Meat
 - ✓ Simanindo
 - ✓ Tiga Ras
 - ✓ Sibandang Island
- Others :
 - ❖ Propose Lake Toba as Global Geopark Network (GGN)
 - ❖ Establishment of Area Masterplan
 - ❖ Deepening of Tano Ponggol

TANJUNG KELAYANG

Negeri Laskar Pelangi
(Home of Rainbow Troops)

TANJUNG KELAYANG

DESTINATION PROFILE

Location

Province : Kepulauan Bangka Belitung
Regency : Belitung

Area

Coordinative : \pm 457 Ha
Otoritative : \pm 1.200 Ha (Cluster of Zone Development)

Accessibility

H.A.S. Hanandjoeddin Airport (40 minutes to Tj. Kelayang)

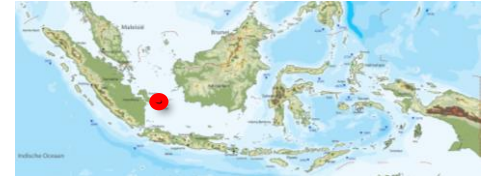
Investment Value

Public Investment	Private Investment
USD 740 Million	USD 590 million

1 USD = 13.600 IDR

Highlights

- Tanjung Kelayang has white sandy beaches and granite diverse along its beaches.
- Tanjung Kelayang is one of the most beautiful beach in Belitung.
- Hundreds of foreign yachts anchor in Tanjung Kelayang at Sail Indonesia Event.
- Tanjung Kelayang also a hub favored by tourists in order to island hopping.



TANJUNG KELAYANG

ATTRACTION



Panoramic Sightseeing from the lighthouse tower that built in 1882 (The Dutch Colonial era), Sailing, Snorkeling, Witness the beauty of Granite Rocks neatly arranged on the beachside, Visit eagle-shaped rock

Total Solar Eclipse Festival, Rainbow Troops Festival, Belitong Festival, Belitong Fair, Belitong Cultural Festival, Sail Indonesia / Wonderful Sail Indonesia / Sail Karimata



Belitong not located on a high land (suitable area to plant coffee), however the most recommended cuisine from Belitong is its coffee because of the scent and the making. There is also Gangan Soup, yellow thick broth soup with sour taste because cooked with pineapple.

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Thailand	Malaysia
1	Destination Type	Tanjung Kelayang	Phuket	Langkawi
2	Tourist Arrival (2014)	3.206	8.085.616	3.570.000
3	Highlights Attraction	Beach, Resort, Golf	Pantai	Beach, Cable car and Sky Bridge
4	Amenity	Hotel, Marina Port, Public Transportation, Bike Rental, Retail, Local Culinary	TIC, hotel, villa, money changer, public transportation, rental	TIC, hotel, villa, money changer, public transportation, rental, cable car, sky bridge
5	Event	Festival Belitung	Phuket King's Cup Regatta	Langkawi International Water Festival
6	Management	PT Belitung Pantai Intan	Regency Government	Langkawi Development Authority (LADA)



TANJUNG KELAYANG AT A GLANCE



- Development and improvement of national roads
 - ✓ National road development
 - ✓ Land transportation improvement
- Development and improvement of airport
 - ✓ HAS Hanandjoedin Airport improvement
 - ✓ Escalation toward international airport
- Development of seaports
 - ✓ Anchoring point and port in small islands development
- Others :
 - ❖ International standard hospital development
 - ❖ Establish Tourism Academy or Tourism College
 - ❖ Establish Special Economic Zone Regional Council
 - ❖ Add new international standard attraction
 - ❖ Establish Area Masterplan
 - ❖ Electricity supply to support tourism industry activities
 - ❖ Clean water infrastructure network development and Water Treatment Plant in Tourism Area

TANJUNG LESUNG

Gateway to Adventure in West Edge of Java



TANJUNG LESUNG

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

1 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).



TANJUNG LESUNG

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.

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



TANJUNG LESUNG AT A GLANCE



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

KEPULAUAN SERIBU & KOTA TUA

Marine Based Eco-Tourism and World Heritage Site



KEPULAUAN SERIBU & KOTA TUA

DESTINATION PROFILE

Location

Province : DKI Jakarta
Regency : Central Jakarta, Thousand Islands

Area

Coordinative : 1.009 Ha
Otoritative : 870 Ha + 139 Ha

Accessibility

Soekarno Hatta International Airport (40 minutes to Old Town, 4 hours to Thousand Islands)
Halim Perdana Kusumah Airport (1 hours to Old Town, 4 hours to Thousand Islands)

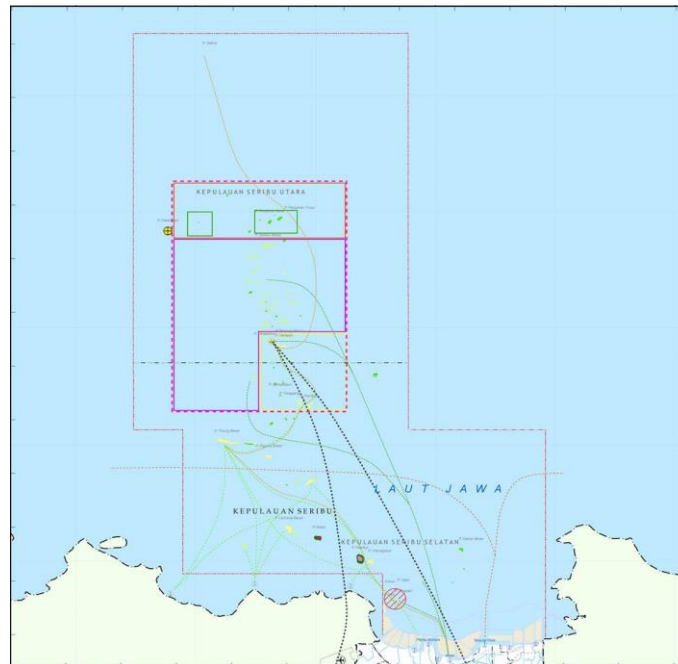
Investment Value

Public Investment	Private Investment
USD 780 Million	USD 730 million

1 USD = 13.600 IDR

Highlights

- Thousand Islands has a strategic location (\pm 45 km from Jakarta).
- The Old Town is dominated with European and Chinese architectural building from 17th Century untill early 20th century.
- The Legendary British explorer, James Cook, once visited Old Town area and was fascinated, also called the city as "The Pearl of Orient".



KEPULAUAN SERIBU & KOTA TUA

ATTRACTION



Water Sport (Banana Boat, Jetski, Canoeing), Fishing, Snorkeling, Sunset Scenery, Cycling , Heritage Building Tour, Walking or Rent Onthel Bike around old town.

Joint Exhibition with UNESCO, and Monthly Campaign Kota Tua for UNESCO Heritage Site Heritage Hop Up Island from Old Town to Onrust Island, Cipir Island, Kelor Island, Bidadari Island, and Event Carnaval Kapal Kayu Hop Up Islands Tour Thousand Island



Unique cuisine from Thousand Islands is Fish Head Soup, Crab Soup, Green Clam, Baby Stingray and so on. There is also barbeque party in night time. Old Town has an old café that offer classic menu.

KEPULAUAN SERIBU

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Republic of Maldives	Republic of Fiji
1	Icon	Thousand Islands	Maldives	Pulau Yasawa
2	Tag line	<i>Marine based Eco-Tourism</i>	<i>The Sunny Side of Life</i>	<i>Where Happiness Find You</i>
3	Tourist Arrival (2014)	21.488	1.138.000	692.630
4	Highlights Attraction	Small Island, Beach, and Atol	Small Island, Beach, and Atol	Small Island, Beach, and Atol
5	Amenity	Port, Tourist Ship, Bank, TIC, Homestay, Cathering, Retail, Snorkeling Tools Rental, Electricity Generator Set, Clean Water	Homestay, Hotel, electricity, Flights, Bank, Cruise, Money Changer, Health and safety, dive center, watersport center, retail, restoran, harbour, air strip	Homestay, Hotels, Golf Yard, Cruise, Money Changer, Retail, Restoran, water sport center, harbour, Helipad, air strip, car rental, pesawat amphihi
6	Event	-	Maldives Whale Shark Festival	Flamboyant Cultural Festival
7	Management	Thousan Islands Tourism Authority Board	National Tourism Office of Maldives	Tourism Fiji

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Thailand	Malaysia
1	Lokus Destinasi	Jakarta Old Town UNESCO nominee	Sukhothai Old City UNESCO Heritage Site	Kota Malaka UNESCO Heritage Site
2	Tag line	<i>World Heritage Site</i>	<i>The Great World Heritage</i>	<i>The Historical City of Malaka</i>
3	Tourist Arrival (2014)	116.461	1.000.000	3.900.000
4	Highlights Attraction	Museum and Heritage Building	Historical Relic Temple	Museum and Heritage Building
5	Amenity	Hotel, Parkir, TIC, Signage, Public Transportation, Bike Rent, Retail, Local Culinary	TIC, hotel, guesthouse, busloads, songtaews, rental sepeda, money changer, souvenir,	TIC, Bandara (LCCT), Hotels, Signage, Pedistrian, becak, kuliner
6	Event	Old Town Festival	Sukothai Sound and Light Festival	George Town Festival
7	Management	Old Town Tourism Authority Board	Independent management under the direction of Fine Arts Department of Thailand	Melaka State Government



wonderful
indonesia



KEPULAUAN SERIBU & KOTA TUA AT A GLANCE



GOVERNMENT'S COMMITMENTS

- Development and improvement of Seaport
 - ✓ Sunda Kelapa
 - ✓ Marina Ancol
 - ✓ Muara Angke
 - ✓ Muara Kamal
- Development of airport
 - ✓ Panjang Island's Air Strip Development
- Others :
 - ❖ International Financial Service Center facility development
 - ❖ Establish area masterplan
 - ❖ Electricity and clean water improvement in 8 islands; Lancang Island, Tidung Island, Payung Island, Panggang Island, Kelapa Dua Island, Sebira Island, Harapan Island, and Pramuka Island
 - ❖ Additional and revitalization permanent of TIC in Old Town and Thousand Islands
 - ❖ Establish bicycle track, bike parking area and Pedestrian development in Old Town

BOROBUDUR

World Cultural Masterpiece



BOROBUDUR

DESTINATION PROFILE

Location

Province : Central Java
Regency : Magelang

Area

Coordinative : 100 Ha
Otoritative : 1000 Ha

Accessibility

Adisucipto Airport (2 hours to Borobudur)

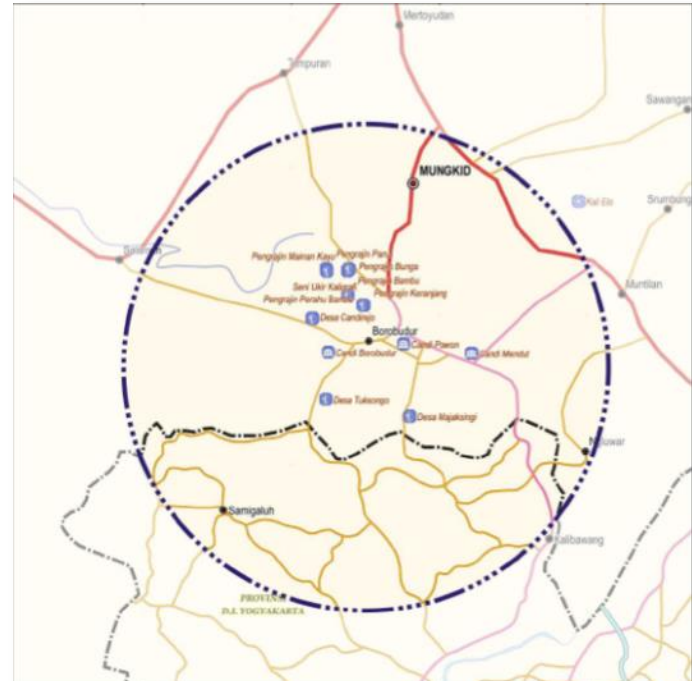
Investment Value

Public Investment	Private Investment
USD 670 Million	USD 700 million

1 USD = 13.600 IDR

Highlights

- Borobudur appointed as The Biggest Buddha Monument in the world and listed as one of The Seven Wonders of the World in 1991 (in World Wonder Heritage).
- Borobudur has 2673 relief panels if arranged in rows can reach around 6 km.
- Borobudur's Ensemble Relief is the most complete and complicated in the world and also has incomparable artistic value as well as every scene is a masterpiece.
- The grandeur and majesty of the architecture of Borobudur is a marvelous world treasure and very priceless.



BOROBUDUR

ATTRACTION



Witness every relief in Borobudur that reflect in Mahayana Buddhist teachings. There are so many interesting historical story behind every relief.

The sunset scenery in the top of Borobudur is one of the prettiest scenery.

Vesak Festival and Ramayana Epic Fragment



Gudeg is one of the well known local cuisine from Yogyakarta. Made from young jackfruit and traditional herbs and spices that served with condiments like egg, chicken and krecek.

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Cambodia	Malaysia
1	Destination	Borobudur	Angkorwat	Georgetown (Penang)
2	Tag line	“World Cultural Masterpiece”	“Holy City Temple”	“Pearl of the Orient”
3	Tourist Arrival (2014)	254.082	2.350.000	720.000
4	Highlight Attraction	Temple Area UNESCO Heritage Site	Temple Area UNESCO Heritage Site	19th century churches, temples, and mosques UNESCO Heritage Site
5	Amenity	Hotel, Homestay, Parking Area, Park, Signage, TIC, Retail, Local Culinary, Pedestrian, Souvenir	Hotel, TIC, Pedestrian, Local Culinary	Hotel, TIC, Pedestrian, Airport, Cruise port, Tour Bus, Local Culinary, Shoppin Center, Trishaw, Signage, Souvenir
6	Event	Waisak	-	George Town Festival
7	Management	Borobudur Tourism Authority Board	APSARA National Authority	State Government



BOROBUDUR AT A GLANCE



GOVERNMENT'S COMMITMENTS

- Development and improvement of roads
 - ✓ Improvement in Semarang – Magelang – Yogyakarta road
- Development of airport
 - ✓ Kulonprogo Airport Development
- Development and improvement of Seaport
 - ✓ Semarang Cruise Port Improvement
- Others :
 - ❖ Establish area masterplan



BROMO – TENGGER - SEMERU

International Geo-Ecoculture Park



BROMO – TENGGER – SEMERU

DESTINATION PROFILE

Location

Province : East Java
Regency : Probolinggo, Pasuruan, Malang, dan Lumajang

Area

Coordinative : $\pm 50.276,2$ Ha
Otoritative : 1000 Ha

Accessibility

Juanda International Airport (4 hours to Bromo)
Abdul Rahman Saleh Airport (2 hours to Bromo)

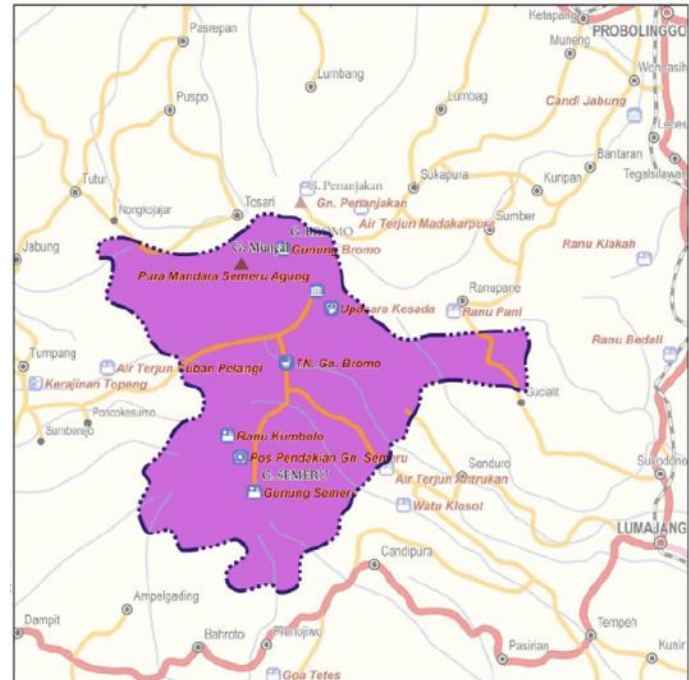
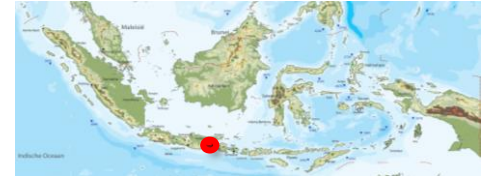
Investment Value

Public Investment	Private Investment
USD 740 Million	USD 740 million

1 USD = 13.600 IDR

Highlights

- There are so many nature phenomenon happened in Bromo-Tengger-Semeru, like the massive rocks of the Mount Tengger, where in the middle of the caldera occurs five mountain; Mount Widodaren, Mount Watangan, Mount Kursi, Mount Batok, and Mount Bromo (still active).
- The only conservation area in Indonesia that has sea of sand total 5.250 hectares.



BROMO – TENGGER – SEMERU

ATTRACTION



Sunrise Scenery, horse riding in the sea of sand, Jeep Offroad Tour, Camping, Mountain Climbing, Temple Visit,

Tengger Tribe hold Yadnya Kasada or Kasodo once a year by presenting vegetables, chicken, and money that thrown into the crater as a tribute to Gods



Known for its Aron Rice, Iga Bromo and Sawut Kabut Bromo.

Sawut Kabut Bromo shaped like mountain topped with black mulberry, red pearl, and sliced pandan leaves.

BROMO – TENGGER – SEMERU

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Tanzania	Amerika Serikat
1	Destination	Bromo Tengger Semeru	Mount Kilimanjaro	Yellowstone National Park,
2	Tag line	“International Geo-Ecoculture Park”	“Kaiser-Wilhelm-Spitze”	“The world’s first national park”
3	Tourist Arrival	40.000	35.000	3.076.390
4	Highlight Attractions	Geosystem (geology), ecosystem (ecology) and sociosystem (Tengger Culture)	World heritage site, The Big Seven Mountain	Grand canyon of Yellowstone, Grand prismatic spring
5	Amenity	Hotel, Resort, Cafe, Masjid	Cooking facility, shower room, picnic area	TIC, Gas Station, Camping Area, Ski Trails, Hospital, Post Office, Retail, Restaurant, Signage
6	Event	Festival Jazz Gunung Bromo, Bromo Maraton, Jeep Touring, Perayaan 17 Agustus, Motocross Racing, Upacara Kasado	-	Cycle Greater Yellowstone (bicycle tour)
7	Management	Bromo – Tengger – Semeru Tourism Authority Board	Kilimanjaro National Park (KINAPA), KGPU (Kilimanjaro Guides and Porter Union), KPAP (Kilimanjaro Porters Assistance Project)	United State National Park Service



BROMO-TENGGER-SEMERU AT A GLANCE



BROMO – TENGGER – SEMERU

GOVERNMENT'S COMMITMENTS

- Development of roads
 - ✓ Highway development to connect tourism area from gate
 - ✓ Connectivity between hub (Integrated link)
- Development and improvement of nearest airport
 - ✓ Juanda International Airport service improvement
 - ✓ Additional direct flight domestically and internationally
- Development and improvement of seaport
 - ✓ Tanjung Tembaga Port service improvement
- Development and improvement of train station
 - ✓ Train Station improvement, especially in Pasuruan and Malang



MANDALIKA

World's Best Halal Tourism



MANDALIKA

DESTINATION PROFILE

Location

Province : Lombok
Regency : Central Lombok

Area

Coordinative : \pm 2000 Ha
Otoritative : 1.035 Ha

Accessibility

Lombok International Airport (40 Minutes to Mandalika)

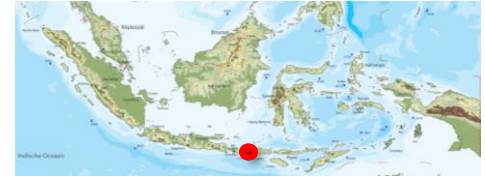
Investment Value

Public Investment	Private Investment
USD 750 Million	USD 750 million

1 USD = 13.600 IDR

Highlights

- Mandalika appointed as The Best Halal Destination and The Best Honeymoon Destination in World Halal Travel Award 2015.
- Mandalika directly faced to Atlantic Sea.
- Mandalika has Kuta Beach, soft white sandy beach and Tanjung Aan Beach, 1 mile of white sandy beach in bay area.



MANDALIKA

ATTRACTION



Sunset and sunrise scenery, snorkeling, swimming, surfing, pink beach with its soft sand, walking in hill with ocean view

Bau Nyale Party, Muharram Festival, Lombok Sumbawa Cultural Month



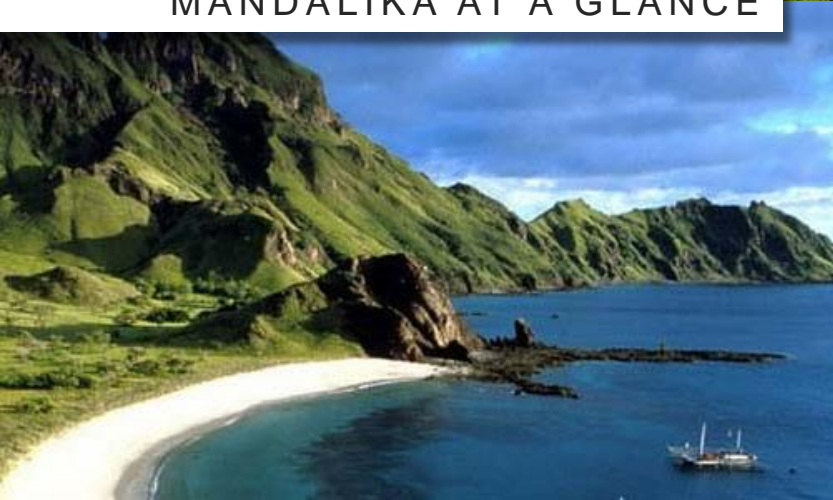
Bebalung, Tanjung Satay, Rembiga Satay, Ares, Bulayak Satay,

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Bali	Singapura
1	Destination	Mandalika	Nusa Dua	Sentosa Island
2	Tag line	“World’s Best Halal Tourism and Cruise Destination”	“The Garden of Bali”	“The State of Fun”
3	Tourist Arrival	855.403	980.992	15 juta
4	Highlight Attraction	Ecotourism, Nature, Culture	Nusa Dua, Tanjung Benoa, Pantai Kuta, Pantai Sanur	Golf course, Merlion Park, Universal Studio
5	Amenity	Hotel, Convention Center, Resort, Villa, Golf Course, Spa, Restaurant, Bar, Cafe, Masjid, Hospital, Gas Station, ATM	World Class Hotels, World class convention centers, Restaurant and spa.	Bus services, cable car, monorail, boardwalk, hotel, spa
6	Event	Bau Nyale People’s Party	Nusa Dua Fiesta	Barclays Singapore Open, Sentosa Balon Hat Festival, Beach parties, Sentosa Flowers
7	Management	Indonesia Tourism Development Corporation (ITDC)	PT. Bali Tourism Development Corporation (BTDC)	Sentosa Development Corporation



MANDALIKA AT A GLANCE



GOVERNMENT'S COMMITMENTS

- Development of roads
 - ✓ Expansion of road network in the area
- Development of seaport
 - ✓ Marina Port development (especially for cruise)
- Development and improvement of airport
 - ✓ Airport quality and capacity improvement
- Others :
 - ❖ 50 MW Solar Power Plant development



LABUAN BAJO

*The Gate of The World Ecotourism
in East Nusa Tenggara*

LABUAN BAJO

DESTINATION PROFILE

Location

Province : East Nusa Tenggara
Regency : Manggarai Barat

Area

Coordinative : 1000 Ha
Otoritative : 1000 Ha

Accessibility

El Tari Airport
Komodo Airport

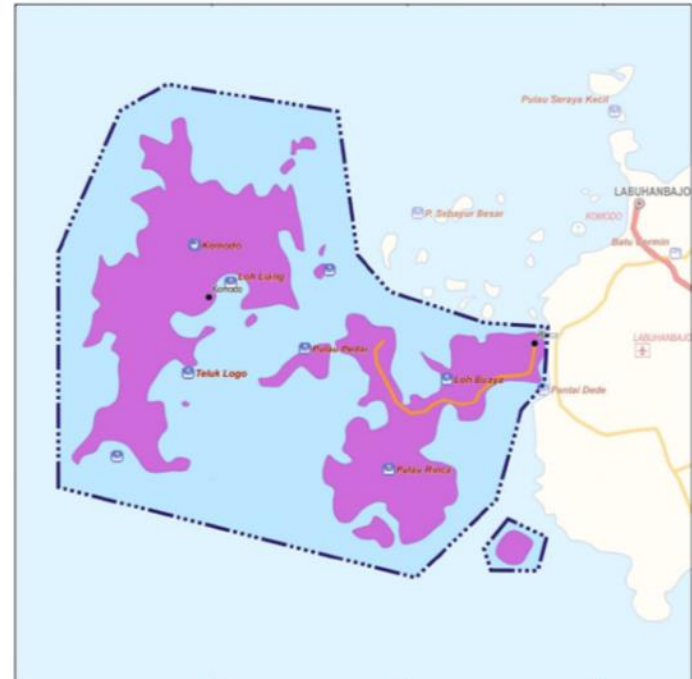
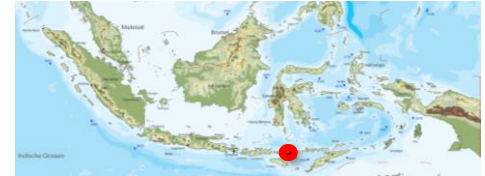
Investment Value

Public Investment	Private Investment
USD 590 Million	USD 590 million

Highlights

- Labuan Bajo appointed as World Heritage Site and Man and Biosphere Reserve by UNESCO in 1986.
- Labuan Bajo has endangered and most unique species in the world, Komodo (The Giant Lizard), the heaviest and the biggest lizard in the world.

1 USD = 13.600 IDR



LABUAN BAJO

ATTRACTION



Snorkeling, Diving, visit uninhabited island, sunset scenery, Silhouette of small islands towards the port form a dramatic effect to the scenery.

Semana Santa Lantaruka, Kelimutu Festival, Nationality Parade, Tour de Flores, Shark & Manta Sanctuary Photography Competition, Penti Wae Rebo Festival



Night Culinary Center in Kampung Ujung provide many kind of seafood dishes. Tourist can enjoy eating seafood barbeque along shoreline

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Ekuador	Thailand
1	Destination	Komodo National Park	Galapagos National Park	Khao Yai National Park
2	Tag line	“The Gate Point Of World Ecotourism In East Nusa Tenggara”	“A National Park and World Heritage Site”	“A World Natural Heritage Site” by the UNESCO
3	Tourist Arrival (2013)	54.147	149.997	828.525 (april)
4	Highlight Attractions	Komodo, 32 mamalia species, 128 bird species, and 37 reptile species	Endangered species such as land iguana, sea iguana, giant turtle and many bird species	Elephant, Bear, Deer, Beaver, Owa, Monkey, Birds
5	Amenity	Hotel, Homestay, Parking Area, Park, Signage, TIC, Retail, Pedestria, Souvenir	Hotel, TIC, Pedestrian, Airport, Cruise port, Tourist bus, Local Culinary, Shopping Center, Signage	Hotel, Restaurant, Shopping Center, Tour Guide
6	Event	Sail Komodo, Tour de Flores	-	Elephant Ride Day Trip
7	Management	Labuan Bajo Tourism Authority Board	Ecuador National Park	Department of National Parks, Wildlife and Plant Conservation



LABUAN BAJO AT A GLANCE



GOVERNMENT'S COMMITMENTS

- Development of national roads
 - ✓ Improvement in Labuan Bajo's North and South Outer Ring Road
- Development of airport
 - ✓ Escalation of Komodo Airport to become International Airport
- Development of seaport
 - ✓ Establishment of Marina Tourist Port Area
 - ✓ Establish cruise links domestically and internationally
- Others :
 - ❖ Create Tourism Research Center

WAKATOBI

Biodiversity, Water Sports, and Cruise Tourism



WAKATOBI

DESTINATION PROFILE

Location

Province : South East Sulawesi
Regency : Wakatobi

Area

Coordinative : 19.200 km2
Otoritative : 500 Ha

Accessibility

Matahora Airport (Wangi-Wangi Island in Wakatobi)

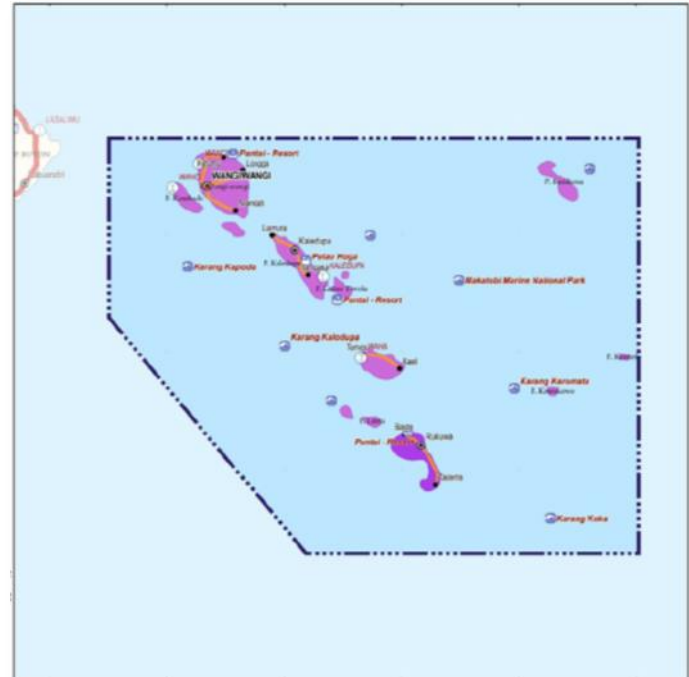
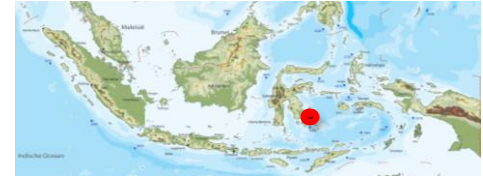
Investment Value

Public Investment	Private Investment
USD 590 Million	USD 920 million

1 USD = 13.600 IDR

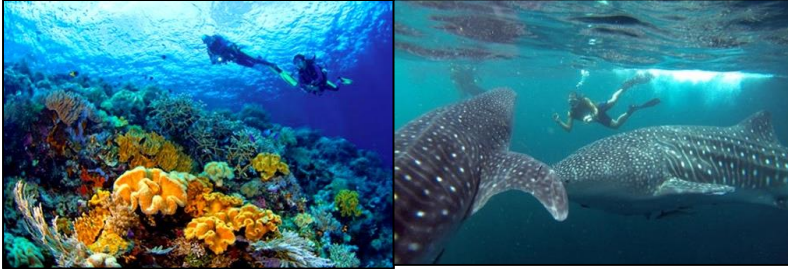
Highlights

- Wakatobi located in “Coral Triangle”, a triangular area of the tropical marine waters of Indonesia, Malaysia, Philippines, and Solomon Islands.
- Wakatobi underwater has 750 coral reef species from total 850 species exist in the world (Operation Wallace version).
- Wakatobi is world biosphere reserve since 2012 by UNESCO.
- Wakatobi has the longest atol in the world, Kaledupa Atol.



WAKATOBI

ATTRACTION



Snorkeling, diving, visit the Bajau Tribe. Wakatobi has a loyal guests, the sperm whale (*Physeter macrocephalus*) and Stingray Manta.

The indigenous people of Wakatobi is Bajo Tribe, who live life on the water, or known as the home step. That said, this step can stood firm because it's supported by the reef.



Wakatobi society has a habit of eating processed cassava, maize as a staple food and fresh fish. Traditional food in Wakatobi are is kasoami , kukure , hugu - hugu and otak-otak.

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Kepulauan Karibia	Republic of Maldives
1	Destination	Wakatobi	Cayman Island	Maldives
2	Tag line	“Biodiversity, Water Sports, and Cruise Tourism”	“Three islands. Endless possibilities”	“The Sunny Side of Life”
3	Tourist Arrival (2015)	200.000	2.102.191	1.138.000
4	Highlights Attraction	Small Island, Beach, and Atol	Small Island, Beach, and Atol	Small Island, Beach, and Atol
5	Amenity	Hotel, Homestay, Restaurant, Souvenir, ATM, Money Canger, Dive Center, Retail, Watersport Center	Hotel, Health and Safety, Water Sport Center, Restaurant, Retail, Money Changer	Homestay, Hotel, Bank, Money Changer, Health and Safety, Dive Center, Watersport Center, Retail, Restoran
6	Event	Wakatobi Wave	Pirates Week	Maldives Whale Shark Festival
7	Management	Wakatobi Tourism Authority Board	Cayman Islands Tourism Association	National Tourism Office of Maldives



WAKATOBI AT A GLANCE



GOVERNMENT'S COMMITMENTS

- Development of roads
 - ✓ Outer ring road development in 4 main islands
- Development and improvement of airport
 - ✓ Propose additional flight to Matahora Airport and Maranggo Airport
 - ✓ Matohara Airport runway capacity improvement
- Development and improvement of seaport
 - ✓ Development and capacity improvement in main island's port
 - ✓ Acceleration of port development in Wanci
- Others :
 - ❖ Wakatobi Hospital quality improvement
 - ❖ Jobber development in Wangi-Wangi Island

MOROTAI

Window of East Indonesia



MOROTAI

DESTINATION PROFILE

Location

Province : North Maluku
Regency : Morotai

Area

Coordinative : 1101,6 Ha
Otoritative : 300 Ha

Accessibility

Leo Wattimena Airport (in Morotai Island)

Investment Value

Public Investment	Private Investment
USD 560 Million	USD 810 million

1 USD = 13.600 IDR

Highlights

- Morotai known for its myriad history of World War II made it called as “The Pearl in The Pacific Lips”.
- Based on its natural beauty and historical value, Morotai Island is one of the most recommended place to visit for veterans family of World War II.



MOROTAI

ATTRACTION



World War II Historical Tour, Snorkeling, Diving in 25 wonderful diving spots, such as Tanjung Wayabula, Dodola Point, Batu Layar Point, Tanjung Sabatai Point, and Saminyamau.

Cultural Festival, Sail Morotai, Wonderful Morotai



The most attractive cuisine from Morotai is its seafood, especially lobster

DESTINATION PORTFOLIO COMPARISON

No	Dimension	Indonesia	Korea	USA
1	Destination	Morotai Island	Jeju International City	Hawaii
2	Tag line	<i>Window Of East Indonesia</i>	<i>We love having you here</i>	<i>The Islands of Aloha</i>
3	Tourist Arrival (2014)	550	3,328,316	2,710,283
4	Highlights Attraction	Beach, Historical Site, Special Economic ZONE	Geopark, Beach, Resort, Free Trade Zone	Beach, Resort, Culture
5	Amenity	Hotel, Restaurant, Tourist Market, Airport, Seaport, Health Facility	promenade, pedestrian bridge, parking lot, bridge, visitor information center, mall, tourism port, driveway/theme street, Resort-type Residential, Hotel, restoran, Theme park, air port, TIC, healthcare, international school, MICE	Hotel, Boating & Sailing, Fishing, Scuba Diving, Snorkeling, Water Sports, Hotel, Car Rental, Helipad, Airport, pelabuhan, retail, restaurant
6	Event	Sail Morotai, Wonderful Morotai	Plum Festival	Moku O Keawe International Hula Festival
7	Management	PT. Jababeka	Jeju International City Development Centre	Hawaii Tourism Authority



MOROTAI AT A GLANCE

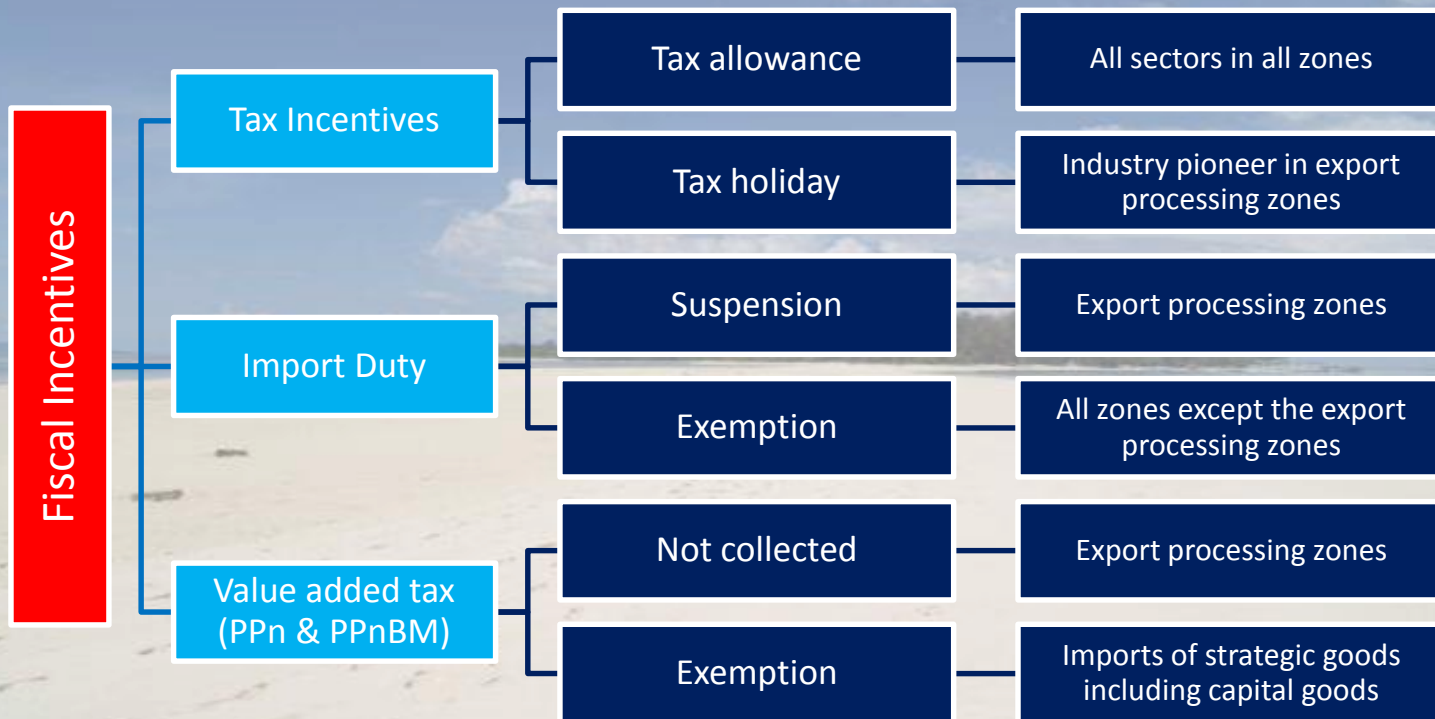


GOVERNMENT'S COMMITMENTS

- Development of roads
 - ✓ Enhancement of Morotai Outer Ring Road
- Development of airport
 - ✓ Escalation of Leo Wattimena Airport
- Development of seaport
 - ✓ Escalation of Daruba Seaport to Nation and Regional Scale Harbour



Government Support for Special Economic Zones (SEZ)



Government Support for Special Economic Zones (SEZ)

Non Fiscal Incentives

- ✓ Local government support (land tax reduction)
- ✓ Ease employment
- ✓ Ease immigration for foreigners businesses
- ✓ Ease of land acquisition
- ✓ Ease of infrastructure coordination
- ✓ Negative investment list does not apply except for reserved business fields for SMEs and cooperatives
- ✓ Ease of licensing / permit applications (including one stop services by Central Government or Local Government)



Government Support for Tourism Industry

1. **Free Visa Endorsement 2016 (Presidential Regulation Number 21 Year 2016)**
 - Since 10 Maret 2016, **169 countries** are granted **tourist visa free** facilities.
2. **Implementation of Certification of Tourism Enterprises by Development Competency Certification (Regulation of the Minister of Tourism and Creative Economy No. 1 Year 2014 on the Implementation of Tourism Business Certification)**
 - Development of Competency Standards
 - Development Competency Certification Scheme
 - Implementation of Competency Certification
 - Harmonization and Recognition of Competence Certification
3. ***Clearance Approval for Indonesia Territory* (Presidential Regulation Number 105 Year 2015).**
 - Since 30 September 2015, **Clearance Approval for Indonesia Territory (CAIT)** has been removed by the Government.