INDONESIA TOURISM DEVELOPMENT FOCUS ON 10 TOURISM DESTINATION PRIORITIES

- Lake Toba
- Cape Kelayang
- Thousand Islands
- Cape Lesung
- Thousand Islands
- Borobudur
- Mandalika
- Labuan Bajo
- Wakatobi
- Morotai

- 4 Special Economic Zone (SEZ) of Tourism
- 6 National Tourism Strategic Area (KSPN)
Lake Toba

Destination Profile

Location
Province: North Sumatera
District: Samosir, Toba Samosir, Simalungun, Karo, North Tapanuli, Humbang Hasundutan, and Dairi

Area
Total Area: ± 113,000 Ha
Authority Agency Area: ± 500 Ha (total of development area)

Accessibility & Hotel
- Kualanamu International Airport (3 hours to Danau Toba)
- Silangit Domestic Airport (20 minutes to Danau Toba)
- There are 829 hotels (Central Bureau of Statistic of North Sumatera, 2015)

Overview
- Lake Toba is the largest volcanic lake in the world and the second largest lake in the world after Lake Victoria in Africa.
- Lake Toba is one of the ten deepest lakes in the world that reach a depth of about 500 meters.
- Samosir Island in the middle of Lake Toba has an area of 64,000 hectares or equivalent to the state of Singapore.
- Lake Toba was formed by three major eruptions in 900,000 years ago, 500,000 years ago, and 75,000 years ago. Which then led to many historical records through human evolution, flora and fauna. There are a total of 45 Geo - Sites in 4 Geo - Areas including Porsea Caldera, Haranggaol Caldera, Sibandang Caldera, and Samosir Caldera.
Lake Toba

Attraction

Lake Toba Festival, improving the quality of forests and Lake Toba cleanliness, the history of Lake Toba creation and Geopark (geo-bio-culture).

Lake Toba has its own culinary distinctiveness that is different from other regions in Indonesia, especially in fish dishes. There is a popular dish called Naniura known as Bataknese sushi where raw fish is served with herbs and spices.

Mountain climbing, swimming, sightseeing (Speed Boat, Water Skiing, Canoe or Kayaking), golf, fishing, sunset views.
Lake Toba

SUPPORT AND DEVELOPMENT PLAN OF AREA INFRASTRUCTURE

- Toll Road Development of Medan - Kualanamu - Tebing Tinggi 61.7 km with a target of operation in 2017.
- Kualanamu International Airport (3 hours to Danau Toba).
- Silangit Domestic Airport (20 minutes to Danau Toba).
- There are 37 flight schedules from/to Silangit per August 2016.
- There are proposals for new initiatives to revitalize the Medan/Kualanamu to Danau Toba railway lines and the additional railway lines from Kualanamu to Pematang Siantar.

INVESTMENT OPPORTUNITY AS A TENANT

Investment in main activities: Tourism (Diving, Snorkling, Apartment, Golf Area, Tourism Academy).

Investment in supporting activities: Creative Economy.

INVESTMENT OPPORTUNITY AS A SEZ DEVELOPER

Investment to develop the area, in cooperation with the Danau Toba Authority Board as a business entity in investment in main activities and supporting activities.

INVESTMENT OPPORTUNITY AS AN INFRASTRUCTURE PROVIDER

Investments for infrastructure and energy providers in areas such as electricity, gas and telecommunications.

Providers of area infrastructure such as the construction of airports, roads, electricity, and water.
Cape Kelayang

Destination Profile

Location
Province: Bangka Belitung Islands
District: Belitung

Area
Total Area: ± 457 Ha
SEZ Area: ± 324.4 Ha (total of development area)

Accessibility & Hotel
- H.A.S. Hanandjoeddin Airport (40 minutes to Tj. Kelayang)
- Provide 40 hotels (Central Bureau of Statistic of Belitung District, 2015)

Overview
- Cape Kelayang is one of the most beautiful beach in Belitung. Cape Kelayang is a white sand beach with variety of granite in it.
- Cape Kelayang becomes a destination of hundreds of foreign yacth at Sail Indonesia event.
- Cape Kelayang SEZ is determined through Government Regulation Number 6 of 2016 on March 15, 2016, with the main activities of Tourism. Cape Kelayang SEZ is the ninth SEZ that has been established by the Government until 2016. Cape Kelayang SEZ is located in Sijuk District, Belitung Regency, Bangka Belitung Islands, that is one of 10 national priority tourism destinations.
- Carrying the concept of environmentally sustainable tourism development, Cape Kelayang expected to attract tourists more than 58,000 people per year and encourage investor to invest.
Cape Kelayang

Attraction

Panorama Sightseeing of the lighthouse tower built in 1882 (Dutch Colonial Era), sailing, snorkeling, the beauty of Eagle Shaped of granite stone neatly arranged along the seashore.

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

Belitung is not located on the plateau (a suitable area for growing coffee) and the most recommended beverage in Belitung is coffee because of its natural aroma and making process. There is also Gangan Soup, a thick yellow soup broth with a sour taste derived from pineapple.
Special Economic Zone (SEZ) Cape Kelayang

**Total Area**: 324.4 Ha

**Management**: PT Belitung Pantai Intan as the representative of Belitung Maritime Consortium

**Legal Based**: Government Regulation Number 6 of 2016 dated March 15, 2016

**Main Sector**: Tourism

**Investment Value of The Developer**:
- Area development IDR 1.5 trillion
- Estimated to attract IDR 20 trillion investment until 2025

**Projection of Labour**: 23,645 people in 2022

**SUPPORT AND DEVELOPMENT PLAN OF AREA INFRASTRUCTURE**
- Cape Pandang – Cape Tinggi national highway is already available
- Electricity surplus for about 25 MW.
- District highway from HAS Hanandoeddin Airport to Cape Tinggi will be finished in 2018.
- The runway extension of HAS Hanandoeddin Airport from 2,250 to 2,500 m.
- The construction of yacht’s port in Cape Kelayang will be finished end of 2017.
- Construction of Cape Tinggi Main Station (2x30 MWa) and the transmission of 70 KV (GI Dukong-Gl Cape Tinggi), will be finished in 2017.
- Construction of the distribution network of Sijuk Drinking Water Management System (20 L/sec), will be completed in 2017.
- The construction of Tajam Mountain Reservoir (400 L/sec), will be completed in 2018.
- Increased capacity of Sadai Mountain landfill to 18 Ha, will be completed in 2017.

**INVESTMENT OPPORTUNITY AS A TENANT**
Investment in main activities: Tourism (Diving, Snorkling, Apartment, Golf Area, Tourism Academy).
Investment in supporting activities: Creative Economy.

**INVESTMENT OPPORTUNITY AS A SEZ DEVELOPER**
Investment to develop the area, through cooperation with PT BWJ as a business entity in investment in main activities and supporting activities.

**INVESTMENT OPPORTUNITY AS AN INFRASTRUCTURE PROVIDER**
Investments for infrastructure providers in areas such as marina development.
Cape Lesung

Destination Profile

Location
Province : Banten
District : Pandeglang

Area
Total Area : ± 1,500 Ha
SEZ total area : ± 1,500 Ha (total of development area)

Accessibilities & Hotel
• Soekarno Hatta International Airport (4-5hours to Cape Lesung)
• There are 3 hotels provided in Cape Lesung Airport

Overview
• The salinity of Cape Lesung sea water is high, so whoever swims there will not drown even if they are not wearing a life jacket.
• Tourists will be amazed to see beautiful coral reefs, colorful jellyfish, unique little snail shells and fish chasing each other on the shoreline.
• The nearest tourist attraction is Anak Krakatau, Ujung Kulon National Park (conservation of endangered Javan Rhino).
• Cape Lesung Special Economic Zone (SEZ) proposed by PT Banten West Java Tourism Development (BWJ) is established through Government Regulation Number 26 of 2012 on February 23, 2012. Cape Lesung SEZ has been operating since February 23, 2015. Development of Cape Lesung SEZ focused on Tourism and Creative Economy.
• Cape Lesung SEZ is currently in the development phase II. The tourism attractions that have been built and in the process of completion of construction include Cruise and Marina Terminal Project by Pelindo II, Hunting Lodge and Shooting Range by Pigeon Barrels Ltd. UK, and Cape Lesung Digital World by PT Telekomunikasi. There are also some tourism accommodation built like villas and hotels.
Cape Lesung

**Attraction**

Diving, snorkeling, sailing with yachts, fishing, water sports, views of Krakatau Mountain, Coral Reef conservation in the middle of the sea, local fishing culture tour, sunrise boat trips, feeding seagulls and fun games on Liwungan Island.

Cape Lesung Wonderful Festival, Marine Jamboree Festival, Bedug Rambut Festival, Tourist Village Program, Ujung Kulon National Park and Anak Krakatau.

Cape Lesung is known for fresh seafood such as fish, crab, lobster, and more.
**Special Economic Zone (SEZ) Cape Lesung**

<table>
<thead>
<tr>
<th>Total Area</th>
<th>1,500 Ha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Management</td>
<td>PT Banten West Java Tourism Development Corporation (BWJ)</td>
</tr>
<tr>
<td>Legal Based</td>
<td>Government Regulation Number 26 of 2012 dated February 23, 2012</td>
</tr>
<tr>
<td>Main Sector</td>
<td>Tourism includes: Diving, Snorkeling, Yachting, Marina, Hotel, Villa, Apartment, Golf Zone, Tourism Academy</td>
</tr>
<tr>
<td>Supporting Activity</td>
<td>Creative Economy</td>
</tr>
<tr>
<td>Investment Value of The Developer</td>
<td>Area development IDR 4.2 trillion</td>
</tr>
<tr>
<td></td>
<td>Estimated to attract IDR 92.4 trillion investment until 2025</td>
</tr>
<tr>
<td>Projection of Labour</td>
<td>85,000 people</td>
</tr>
</tbody>
</table>

**INFRASTRUCTURE WITHIN THE AREA**
- There are telecommunication facilities using fiber optic.
- Electricity with capacity of 10 MW.
- Water supply with capacity of 4.7 L/sec.
- Construction of airstrip completed end of 2016.
- Waste Water Treatment Installation with a capacity of 0.6 L/sec.
- Construction of Marina Yacht & Cruise Terminal as the Port of Tourism Ship operates in 2020.

**REGIONAL INFRASTRUCTURE SUPPORT**
- Serang – Cape Lesung National Highway.
- The construction plan of Serang – Panimbang Toll Road will be completed in 2018.
- The construction plan of South Banten Airport.

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**INVESTMENT OPPORTUNITY AS A TENANT**

Investment in main activities: Tourism (Diving, Snorkeling, Apartment, Golf Area, Tourism Academy).

Investment in supporting activities: Creative Economy.

**INVESTMENT OPPORTUNITY AS A SEZ DEVELOPER**

Investment to develop the area, through cooperation with PT BWJ as a business entity in investment in main activities and supporting activities.

**INVESTMENT OPPORTUNITY AS AN INFRASTRUCTURE PROVIDER**

Investments for infrastructure and energy providers in areas such as electricity, gas and telecommunications.

Providers of regional infrastructure such as airport, road, electricity, and water construction.
**Thousand Islands**

**Destination Profile**

**Location**
- Province: DKI Jakarta
- District: Thousand Islands (Kepulauan Seribu)

**Area**
- Total Area: 1,009 Ha

**Accessibilities & Hotel**
- Soekarno Hatta International Airport (4 hours to Thousand Island)
- Halim Perdana Kusumah Airport (4 hours to Thousand Island)
- There are 8 hotels/resorts and 215 homestays (Central Bureau of Statistic of Thousand Islands/Kepulauan Seribu, 2016)

**Overview**
Thousand Island has a strategic location (+/- 45 km from Jakarta).
Thousand Islands

Attraction

Water Sport (Banana Boat, Jet Ski, Canoeing), Fishing, Snorkeling, Sunset Scenery, Cycling.

Onrust Island, Cipir Island, Kelor Island, Pulau Bidadari and Wooden Boat carnival event in Thousand Islands.

The unique cuisine of the Thousand Islands is fish head soup, crab soup, green mussels, barbeque and so on.
**Borobudur**

**Destination Profile**

**Location**
- **Province**: Central Java
- **District**: Magelang

**Area**
- **Total Area**: 100 Ha

**Accessibility & Hotel**
- Adisucipto Airport (2 hours to Borobudur)
- There are 1,533 hotels (Central Bureau of Statistic of Central Java, 2015)

**Overview**
- Borobudur announced to be the Biggest Buddha Monument in the world and was listed as one of the Seven Wonders of the World in 1991 by World Wonder Heritage.
- Borobudur has 2,673 reliefs that can reach about 6 km if we arrange it in rows.
- Borobudur is the most complete and complicated masterpiece in the world with an unrivaled artistic value.
- The splendorous and the greatness of Borobudur architecture is an amazing and very priceless treasure of the world.
Watch every stone in Borobudur that reflects the Mahayana Buddhism. There are so many interesting historical stories behind every stone. The sunset view over Borobudur temple is one of the prettiest sight.

Vesak Festival and Ramayana Epic Fragment.

Gudeg is one of the famous local cuisine from Yogyakarta. Made from young jackfruit and traditional herbs and spices served with eggs, chicken and krecek.
Bromo-Tengger-Semeru

Destination Profile

Location
Province : East Java
District : Probolinggo, Pasuruan, Malang, and Lumajang

Area
Total Area : ± 50,276.2 Ha

Accessibilities & Hotel
• Juanda International Airport (4 hours to Bromo)
• Abdul Rahman Saleh Airport (2 hours to Bromo)
• There are 1,993 hotels (Central Bureau of Statistic of East Java Province, 2014)

Overview
• There are so many natural phenomena occurring in Bromo - Tengger - Semeru, like a large rock from Mount Tengger, where in the middle of the caldera there are five mountains; Mount Widodaren, Mount Watangan, Mount Kursi, Mount Batok, and Mount Bromo (still active)
• The only conservation area in Indonesia which has a total area of 5,250 hectares of sand.
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 serving vegetables, chicken, and money thrown into the crater to honor God.

Known as Aron Beras, Iga Bromo and Sawut Kabut Bromo. Sawut Kabut Bromo is shaped as a mountain topped with black mulberry, red pearls, and sliced pandanus leaves.
Mandalika

**Destination Profile**

**Location**
- Province: West Nusa Tenggara
- District: Central Lombok

**Area**
- Total Area: ± 2,000 Ha
- Total SEZ Area: 1,175 Ha (total of development area)

**Accessibility & Hotel**
- Lombok International Airport (40 minutes to Mandalika)
- There are 884 hotels (Central Bureau of Statistic of West Nusa Tenggara, 2014)

**Overview**
- The only conservation area in Indonesia that has a total sand ocean of 5,250 hectares.
- Mandalika is appointed as The Best Destination Halal and The Best Honeymoon Destination at Halal World Travel Award 2015.
- The location of Mandalika that is directly facing the Atlantic Ocean.
- Mandalika has a soft, white-sand Beach and Cape Aan Beach, a white sandy beach with the longest coastline in the bay area.
- Mandalika Special Economic Zone (SEZ) proposed by PT Indonesia Tourism Development Corporation (ITDC) has been established through Government Regulation Number 52 of 2014 on June 30, 2014. The development of Mandalika SEZ is focused on the main activities of Tourism. Currently Mandalika SEZ is in development stage I.
- Land acquisition of 1,035.67 ha has been completed and the physical construction that has been done is the construction of 4 km roads in the area.
- There are 6 (six) new investors who will build hotels in Mandalika SEZ those are Novotel, Royal Tulip, Pullman, ClubMed, Westin and Paramount. This development is planned to be completed in 2 (two) years ahead in early 2019.
- The support from the government that will be given is the extension of Lombok International Airport runway, Lembar Port revitalization, and handling of clean water network at Kuta area and surrounding.
Mandalika

Attraction

Sunrise and sunset views, snorkeling, swimming, surfing, pink beach with soft sand, walking on the hill with sea view.

Bau Nyale Party, Muharram Festival, Lombok Sumbawa Cultural.

Bebalung, Tanjung Satay, Rembiga Satay, Ares, Bulayak Satay.
Special Economic Zone (SEZ) Mandalika

Total Area: 1,175 Ha

Management: PT Indonesia Tourism Development Corporation (ITDC)

Legal Based: Government Regulation Number 52 of 2014 dated June 30, 2014

Main Sector: Tourism (Hotel, Resort, and MICE)

Investment Value of The Developer:
- Area development IDR 2.2 trillion
- Estimated to attract IDR 28.63 trillion investment until 2025

Projection of Labour: 58,700 people

INVESTMENT OPPORTUNITY AS A TENANT

Investing in the main activities:
- Mall
- Hospital

INVESTMENT OPPORTUNITY AS AN INFRASTRUCTURE PROVIDER

Investment for the provision of infrastructure in areas such as cable car, marina development.

INFRASTRUCTURE WITHIN THE AREA

- The construction of 4 km road has been done.
- The development of infrastructure and facilities such as office buildings, regional roads, and others, is completed by 2017.
Labuan Bajo

Destination Profile

Location
Province: East Nusa Tenggara
District: West Manggarai

Area
Total Area: 1,000 Ha

Accessibilities
• El Tari Airport
• Komodo Airport

Overview
• Labuan Bajo was designated as a World Heritage Site and Man and Biosphere Reserve by UNESCO in 1986.
• Komodo (The Giant Lizard) Labuan Bajo, the heaviest and largest lizard in the world has been threatened with extinction and become a unique species in the world.
Labuan Bajo

Attraction

Snorkeling, diving, visiting uninhabited islands, sunset views, silhouette from small islands to harbor creating dramatic effects make it an interesting sight.

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

Culinary Center Night at Kampung Ujung provides a variety of seafood dishes. Tourists can enjoy seafood barbecue along the coastline.
Wakatobi

Destination Profile

Location
Province : Southeast Sulawesi
District : Wakatobi

Area
Total Area : 19,200 km²

Accessibilities & Hotel
• Matahora Airport (Wangi-Wangi Island in Wakatobi)
• There are 47 hotels and 215 homestays (Central Bureau of Statistics of Wakatobi, 2015)

Overview
• Wakatobi is located in the "Coral Triangle", a triangular area of tropical marine waters from Indonesia, Malaysia, the Philippines and the Solomon Islands.
• Wakatobi is a world biosphere reserve since 2012 by UNESCO where the underwater has 750 species of coral reefs from the total number of 850 species in the world.
• Kaledupa Wakatobi Atoll is the longest atoll in the world.
Wakatobi

Attraction

Snorkeling, diving, visiting Bajo Tribe. Wakatobi has loyal guests, those are sperm whales (Physeter Macrocephalus) and Stingray Manta.

The native Wakatobi is the Bajo Tribe, who lives in the water, otherwise known as the *Langkah Rumah*. The philosophy of *Langkah Rumah* means that the step can stand firm because it is supported by corals.

Wakatobi people have the habit of eating processed cassava, corn as staple food and fresh fish. Traditional food in Wakatobi is *kasoami, kukure, hugu-hugu* and *otak-otak*. 

*Note: Images of Wakatobi attractions are included in the document.*
Morotai

Destination Profile

Location
Province: North Maluku
District: Morotai

Area
Total Area: 1,101.67 Ha
SEZ Total Area: 1,101.67 Ha (total of development area)

Accessibilities & Hotel
• Leo Wattimena Airport in Morotai Island
• There are 8 hotels (Central Bureau of Statistics of North Maluku, 2015)

Overview
• Morotai is known for its history in World War II making it referred to as "The Pearl at The Pacific Lips".
• Based on its wonderful scenery and its historical values, Morotai Island becomes one of the most recommended destination to visit for World War II veteran family.
• The Special Economic Zone (SEZ) of Morotai is stipulated by Government Regulation Number 50 Year 2014 on June 30, 2014. Administratively, Morotai SEZ, located in South Morotai, Morotai Island District, and North Maluku Province. PT Jababeka Morotai who proposed SEZ has been designated as Business Entity of Builder and Area Management of 1,101.76 ha through the Decree of Regent of Morotai Island Number 538.3/191/PM/2014 Year 2014 on September 18, 2014.
• Business sector to be developed in this area is fish processing industry, manufacture, logistics, and tourism. The development of this area is expected to create an investment of IDR 6.7 trillion for the development of the region and is able to attract investment of IDR 30.44 trillion to 2025. Jobs created are estimated to reach 30,000 people. Regional infrastructure support that are required including Roads, Electricity, Leo Wattimena Airport, Daruba and Wayabula Ports.
Morotai

Attraction

World War II historical tour, snorkeling, diving at 25 beautiful dive sites such as Cape Wayabula, Dodola Point, Batu Point Sail, Cape Sabatai Point, and Saminyamau.

Cultural Festival, Sail Morotai, Wonderful Morotai.

The most interesting cuisine from Morotai is seafood, especially lobster.
Special Economic Zone (SEZ) Morotai

Total Area: 1,101.76 Ha
Management: PT Jababeka Morotai
Legal Based: Government Regulation Number 50 of 2014 dated June 30, 2014
Main Sector: Fish processing industry, logistics, manufacturing and tourism
Investment Value of The Developer:
- Area development IDR 6.8 trillion
- Estimated to attract IDR 30.44 trillion investment until 2025
Projection of Labour: 30,000 people

INFRASTRUCTURE WITHIN THE AREA
- Planning for land maturation of 300 Ha, completed in 2017.

INFRASTRUCTURE OUTSIDE THE AREA
- Morotai Ring Road Access has been built 80%, completed by the end of 2016.
- The construction of Daruba Harbor has been completed.
- Improved of the bridge access of Daruba and Wayabu Ports.
- The construction of Pitu Morotai Airport has been completed.
- Construction of access from the area to the airport is available

INVESTMENT OPPORTUNITY AS A SEZ DEVELOPER
Investment to SEZ development (conduct SEZ physical development, in cooperation with SEZ Developer and Management).

INVESTMENT OPPORTUNITY AS AN INFRASTRUCTURE PROVIDER
Investment for the provision of infrastructure in the area (roads, solar cells, water supply, sewage, electricity, and telecommunications networks).

Notes:
- Road Asphalt
- Hardening Road
- Dirt Road
- Indicative Road *
- Airport
- Port
- Proposed Location for SEZ
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