

Central Java's Potential Investment Challenge 2018





SEMARANG REGENCY





Accessibility and Infrastructure



Road

Toll road Smg-Solo; National road
 →54,75 km; Provincial road →82,51
 km; Regency road →735,52 km



Electric Power

Electric power is supplied by Jawa –
Bali transmission

• There is a plan to develop Geothermal Energy in Telomoyo and Ungaran



Airport

• \pm 30 km from A.Yani Airport, Semarang

± 78 km from Adi Sumarmo Airport,
 Surakarta



Telecommunication

Well-provided for both telephone and internet connection



Harbor

 \pm 25 km from Tanjung Mas Harbor, Semarang



Water Supply

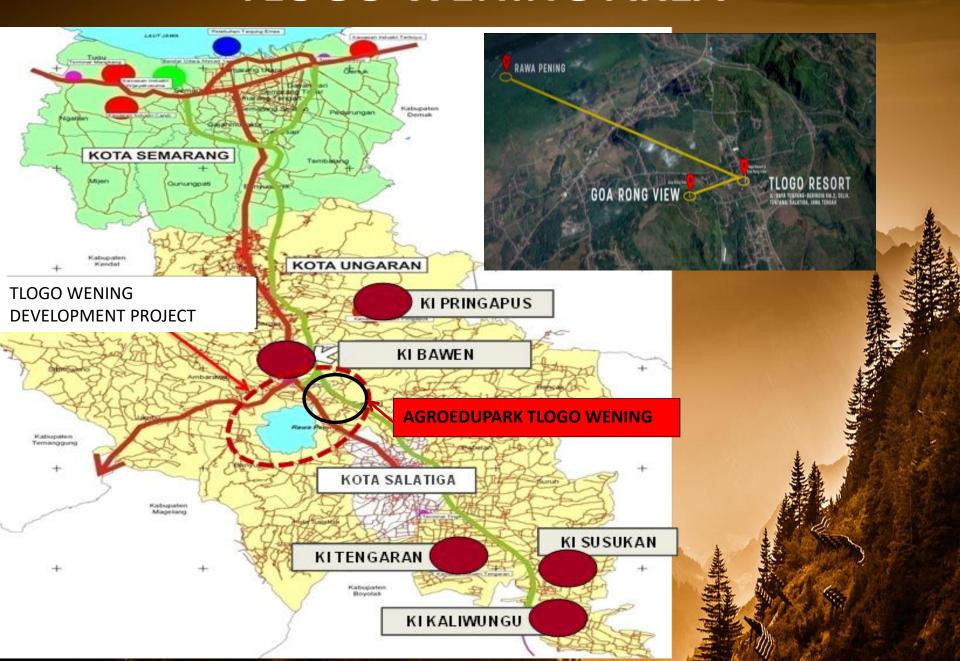
Well-provided from Semarang Regency dan Sarana Tirta Ungaran, also from countryside pipeline



Train Station

± 20 km from Tawang dan Poncol
 Train station, Semarang; Reactivating
 Ambarawa-Tuntang-Kedungjati railway
 line.

TLOGO WENING AREA





TLOGO WENING AGRO – EDU PARK DEVELOPMENT PROJECT

IMPROVING TLOGO WENING AGRO-EDUPARK IN SEMARANG REGENCY TO BECOME THE MAIN TOURIST DESTINATION IN 2025

Creating a quiet place for families to spend their holiday in the rural area with the Beautiful Scenery of the hill side area and Lake Rawa Pening surrounded by Mount Merbabu, Mount Ungaran and Mount Telomoyo

Delivering legendary service
which gives birth the feeling of
appreciation to nature,
impressiveness, self indulgence,
pleasure, joy, and healtiness to
create everlasting memory of
happiness

Providing memorable
experience through agroedu tourism and local
cultural heritage of
Baruklinting that will
educate, delight, and relax
visitors compelling them
to tell others, and
motivate returning visits

Aims and Value Preposition

Presenting this unique place by building special characteristics of its people, culture, history, geography, environment, economics activity and institutions

Improving Economic
Climate through
vibrant tourism
programs that build job
opportunities, increase
tax revenue, and make
our country a great
place to visit and invest,

Improving without risking the quality of life for local residents, business, institutions and environment.
Tourism program should enrich the lives of all who live here

Customer Segments

Families

Young Traveler

Eco Tourists

Rotary Club

Domestic

Foreign

Sport enthusiasts

Elementary Strool Junior Highschool

Senior

Highschool

☐ Interested in Agrofarming

Interested in Rawa Pening

စ် Interested in social – cultural events







Number of tourist arrivals in Semarang Regency

2015 2016 3.533 visitors 20.934 visitors

Average number of visitors in the last 5 years:
1.571.579 visitors / year

1.564.092 domestic visitors

7.487 foreign visitors

Average Length of

Stay:

Domestic: 1 day

Foreign : 2 days

Average Tourist Spending:

Domestic : IDR 1-5 M

Foreign : USD 100 - 200

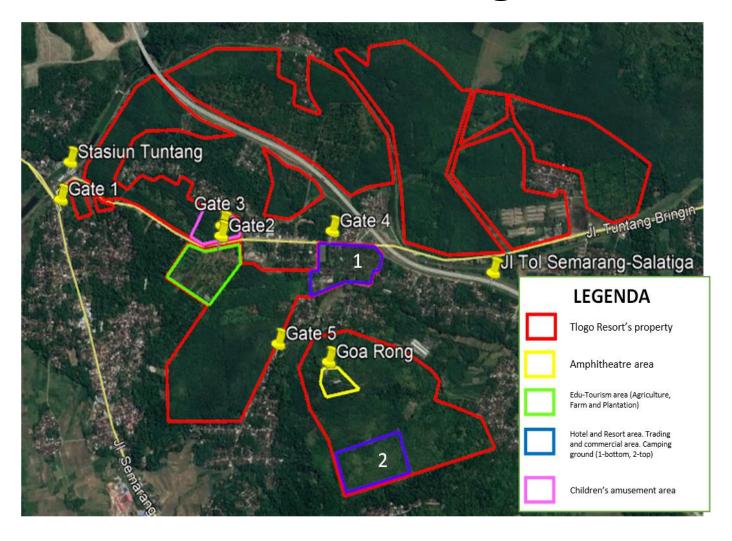
Number of tourist arrivals at Tlogo Resort and Goa Rong View

Average number of visitors: 37.382 visitors / year

36.850 domestic visitors

532 foreign visitors

Investment Program





PLANTATION RESORT

Existing condition

- 1. Hotel and resort with 39 rooms, and a 650 guest meeting room
- 2. 3 outbound areas able to contain 1150 visitors
- 3. 3 camping areas able to contain 1500 visitors
- 4. 4 restaurants
- 5. Plantation tourarea
- 6. Swimming and fishing pool



The development project costs IDR 361 Billion (USD 24,6 Million) to upgrade the followings :

- 1. Building the hotel and resort with a total of 253 rooms facing the coffee plantation area and Rawa Pening
- 2. Building 6 areas with the capacity of 3000 people
- 3. Improving the 11 Hectare plantation tour area
- 4. Building the 3 hectare entertainment facilities and amphitheater
- 5. Building the 5 hectare children playing area consisting of water park and playground
- 6. Building commercial trading area to sell local handicrafts and souvenirs
- 7. Developing coffee manufacturing center and plantation yield
- 8. Building cycling track

Financial and Economic aspects

Initial Investment

IDR 361 Billion (USD 24,6 Million)

Initial Work and Legal Permission

USD 4.776.527

Attraction
Culture Show

USD 682,361

Hotel and Cottage

USD 13.988.400

Playground and Kids Show

USD 1.364.722

Agro-Education Facilities

USD 1.023.541

Camping Ground

USD 341.180

Supporting facilities and transportation USD 2.490.618

Utility Expense 5% From Gross Revenue Restaurant
Operation
Expense 40%
from Revenue
Restaurant

Atraction Expenses 35% From Tiket Revenue

Depretiation
Plant, Property,
and Equipment
5% From Group
Assets

Cost
Operation
Streams

Marketing
Expense 5%
From Gross
Revenue

Maintanance
Property and
Equipment 5%
from Gross Revenue

Plantation operation Expense 40% From Other Income Hotel Operation Expense 15% From Revenue Hotel Hotel Accomodation Earning US\$ 1.064.693 and will grow 13%

Tour Package US\$ 1.909.575 and will grow 5%

Revenue Streams Special events
earning
5% from entry
fee

Food and Beverage sales US\$ 265.673 and will grow 13%

Souvenir sales
US\$ 42.508
and will grow
12.5%

Feasibility Analysis

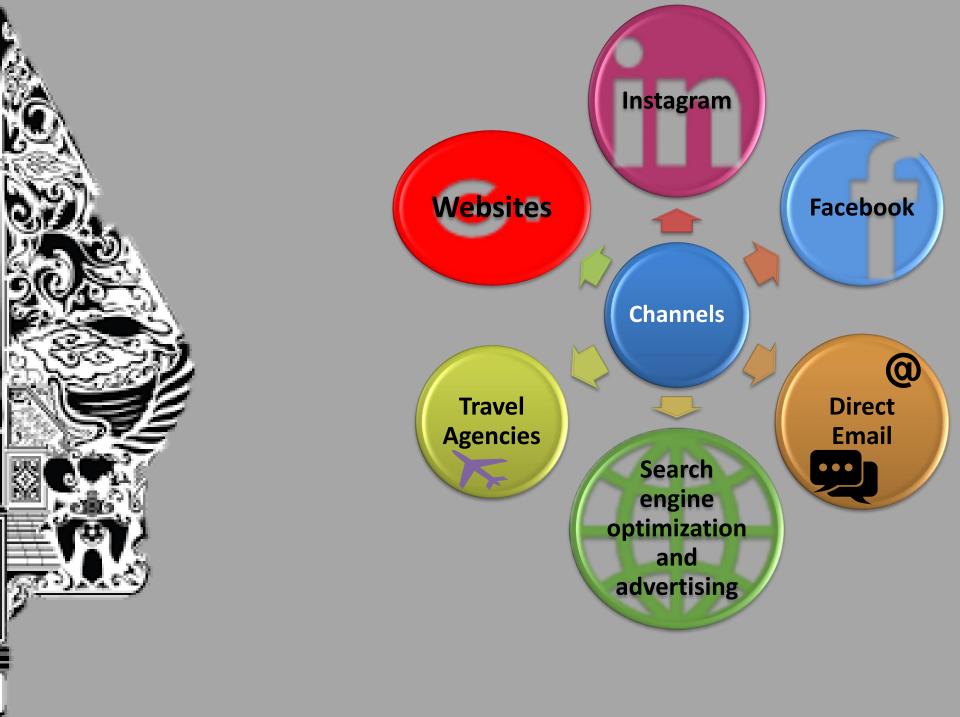
Tlogo Resort Cash Flow



Intial Investment IDR 361 Billion (USD 24,6 Million)

NPV US\$ 6.685.592 PayBack Period
7 years and 2 months

IRR 18%



Customer Relationships



Key Resources

View of Lake Rawa Pening Goa Rong mountain top restaurant Strategic Location Agricultura potential: coffee, rubber, clove, and so on

Easy Access and Available Supporting Facilities

Land Availability

Key Activities



Central Java Provincial Government Semarang Stakeholders Regional (partnership) Government **Key Partners** Citra Mandiri, Local Tourism Central Java Development Municipal Cluster Owned Medium, Company Small, & Micro Entreprises