

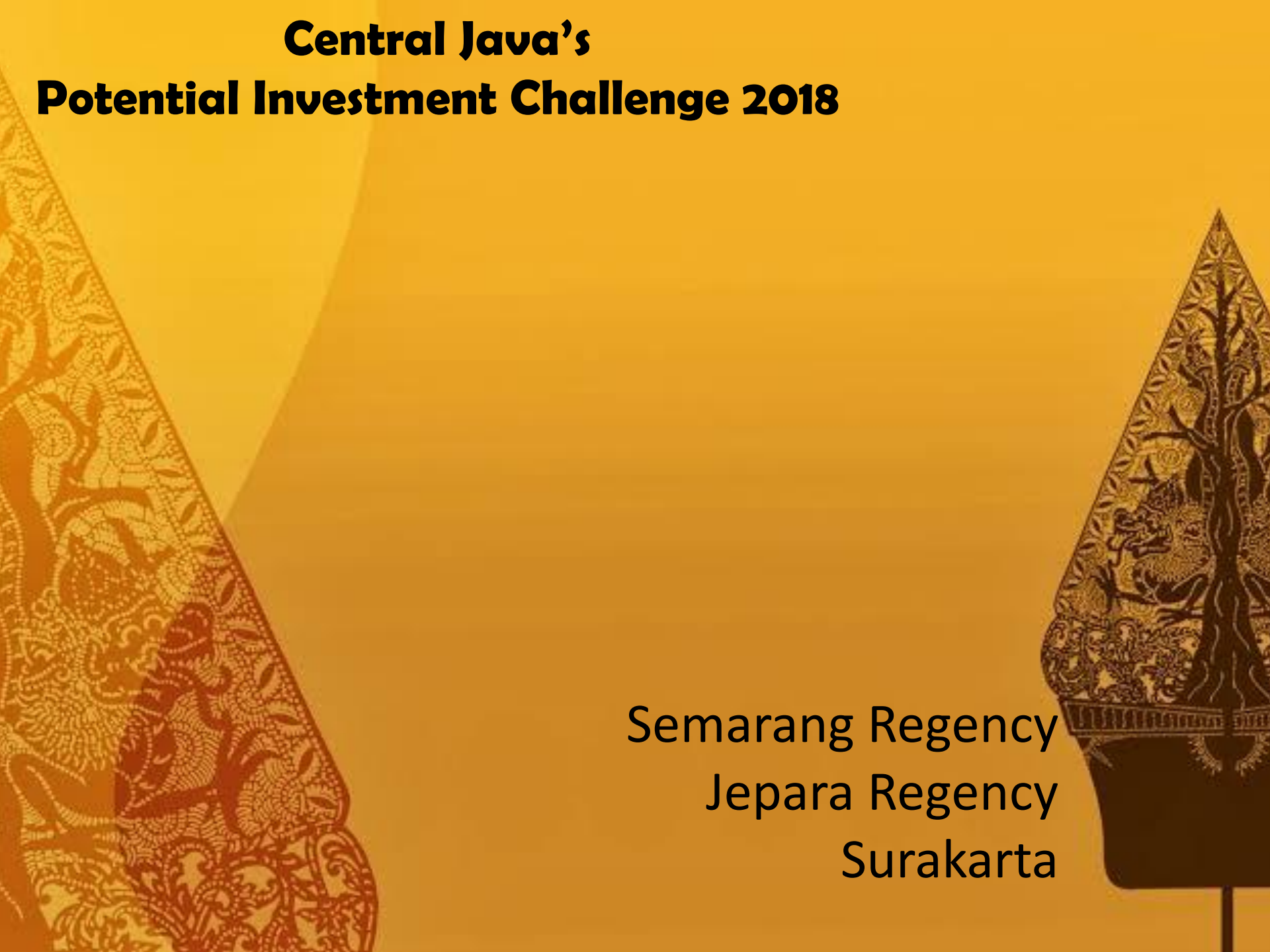


# Keris ateng

Central Java Economic, Trade,  
Investment, and Tourism Corridor

# **Central Java's Potential Investment Challenge 2018**

Semarang Regency  
Jepara Regency  
Surakarta





**SEMARANG REGENCY**





- $110^{\circ}14'54,75''$  -  $110^{\circ}39'3''$  longitude
- $7^{\circ}3'57''$  -  $7^{\circ}30'0''$  Latitude
- 95.020,67 Ha
- Capital : Ungaran
- 1.005.677 people
- - 498.324 Males
- - 515.874 Females

(SIAK, 2016)

# 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**
- ± 30 km from A.Yani Airport, Semarang
- ± 78 km from Adi Sumarmo Airport, Surakarta



- **Telecommunication**
- Well-provided for both telephone and internet connection



- **Harbor**
- ± 25 km from Tanjung Mas Harbor, Semarang

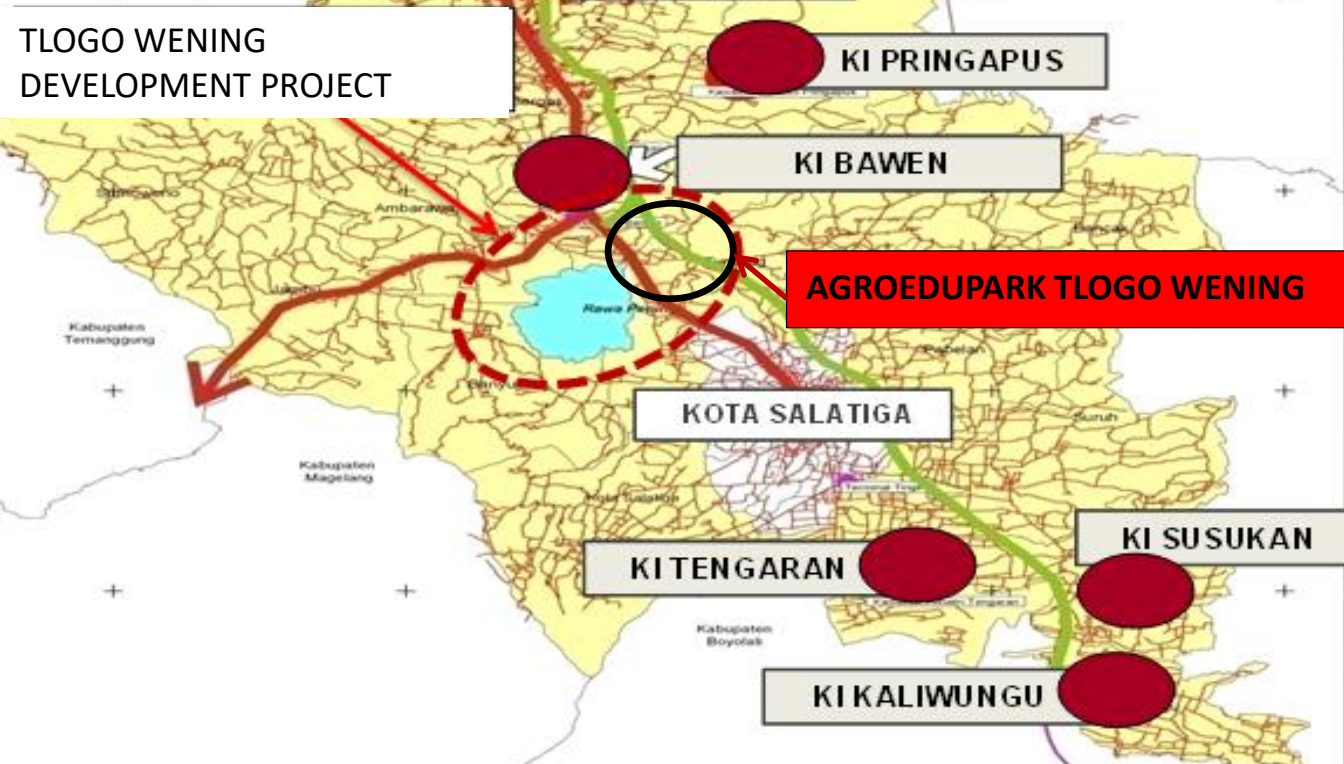
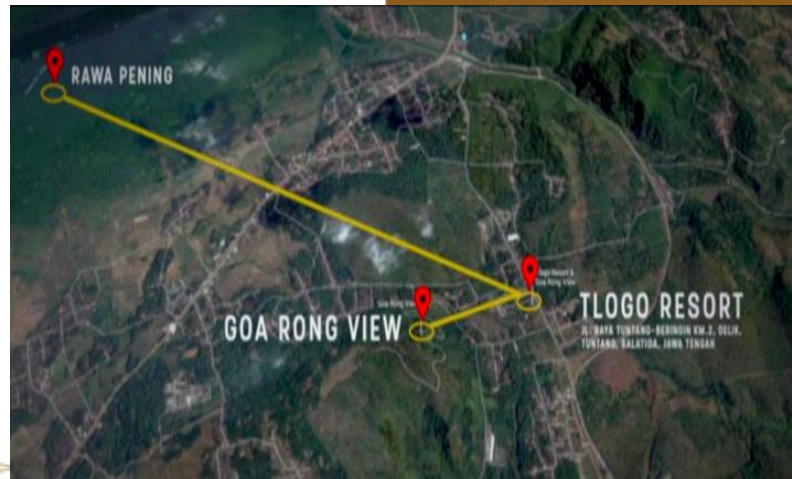


- **Water Supply**
- Well-provided from Semarang Regency dan Sarana Tirta Ungaran, also from countryside pipeline



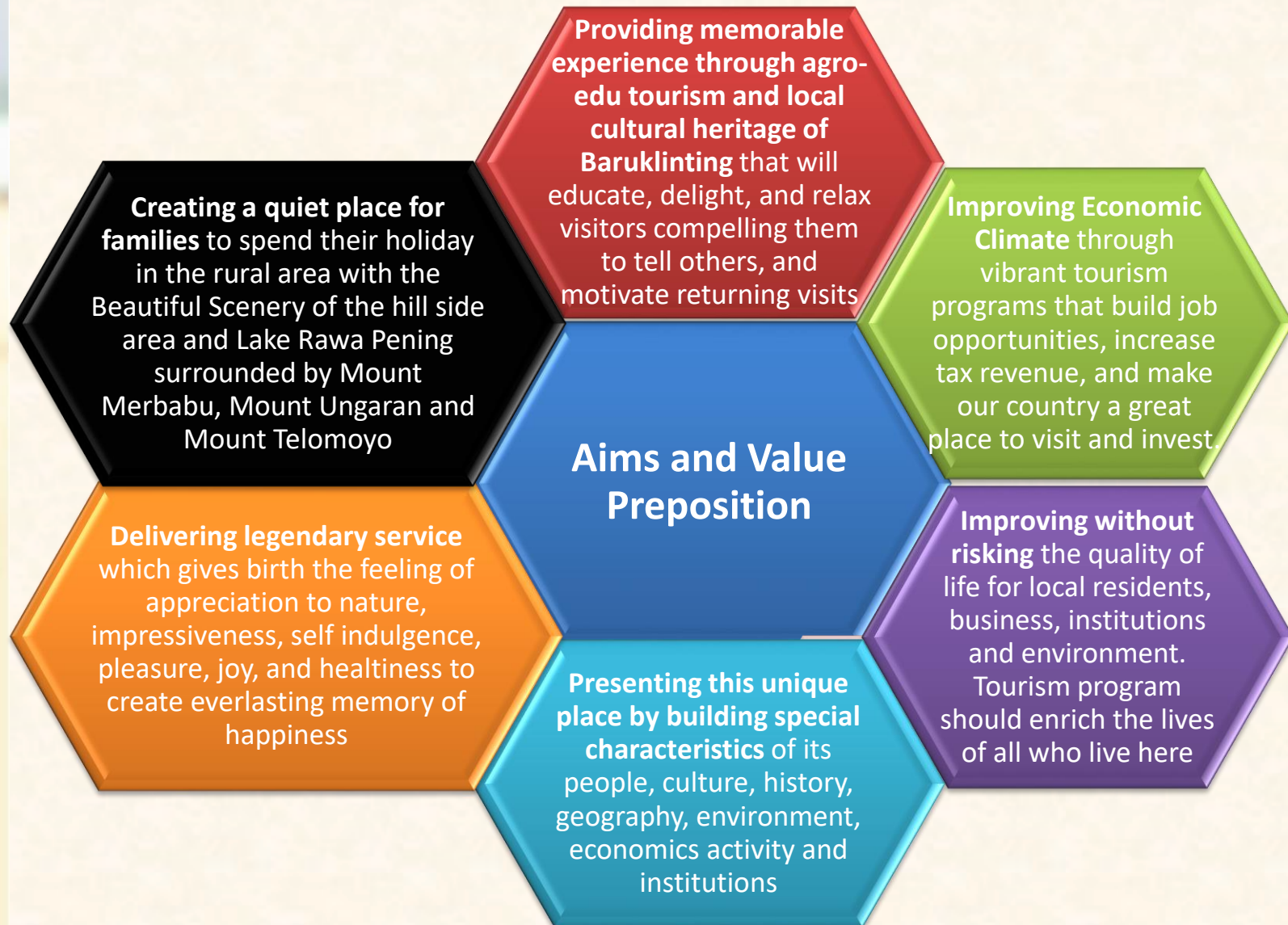
- **Train Station**
- ± 20 km from Tawang dan Poncol Train station, Semarang; Reactivating Ambarawa-Tuntang-Kedungjati railway line.

# 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



# Customer Segments

## Tourists

Families  
Young Traveler  
Eco Tourists  
Rotary Club  
Domestic  
Foreign  
Sport enthusiasts

## Students

Elementary  
School  
Junior  
Highschool  
Senior  
Highschool

## Researcher

Interested in  
Agrofarming  
Interested in  
Rawa Pening  
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

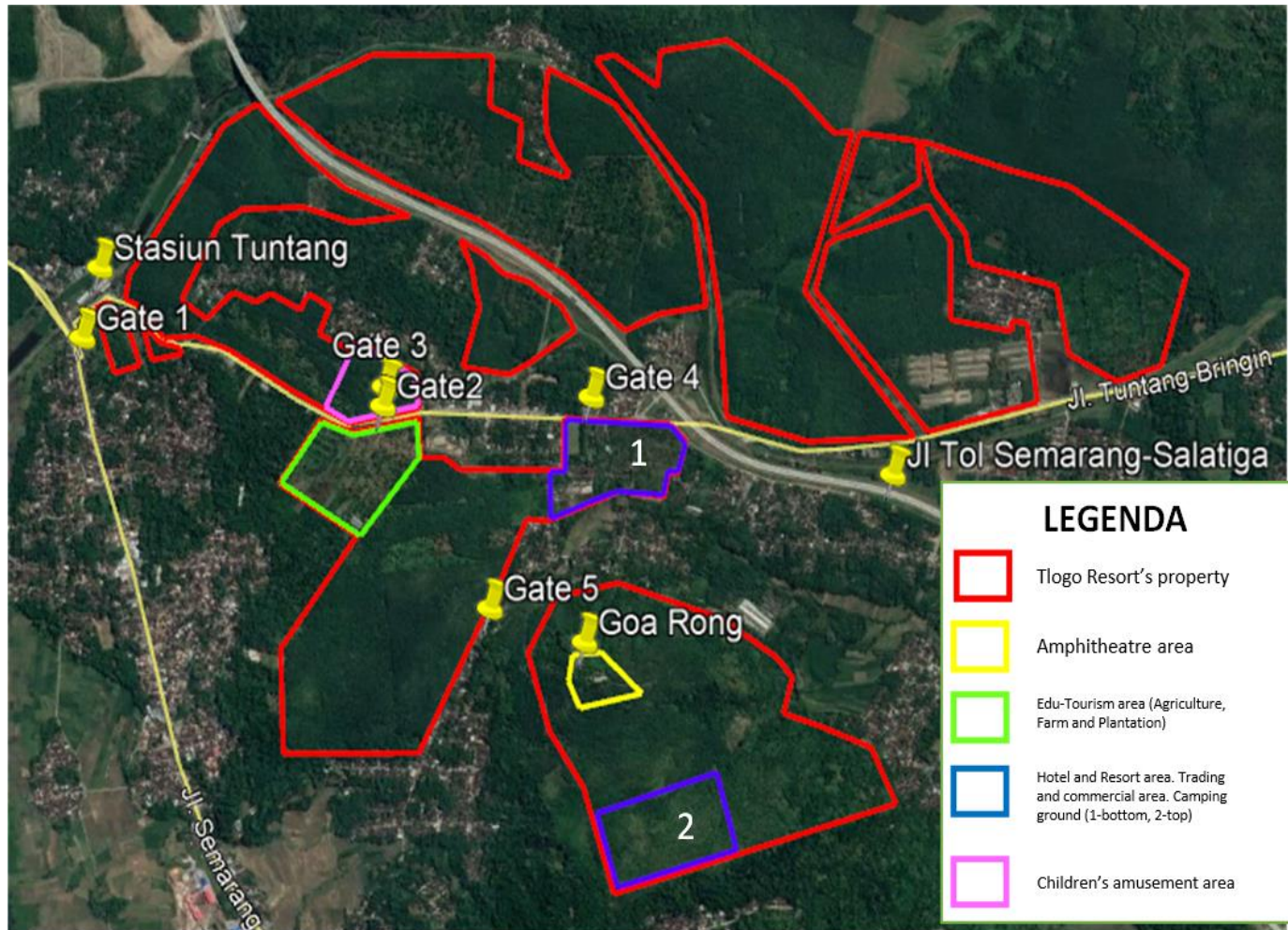
# Number of tourist arrivals at Tlogo Resort and Goa Rong View

Average number of visitors:  
37.382 visitors / year

36.850  
domestic visitors

532  
foreign visitors

# Investment Program



# Investment Program



## 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 tour area
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

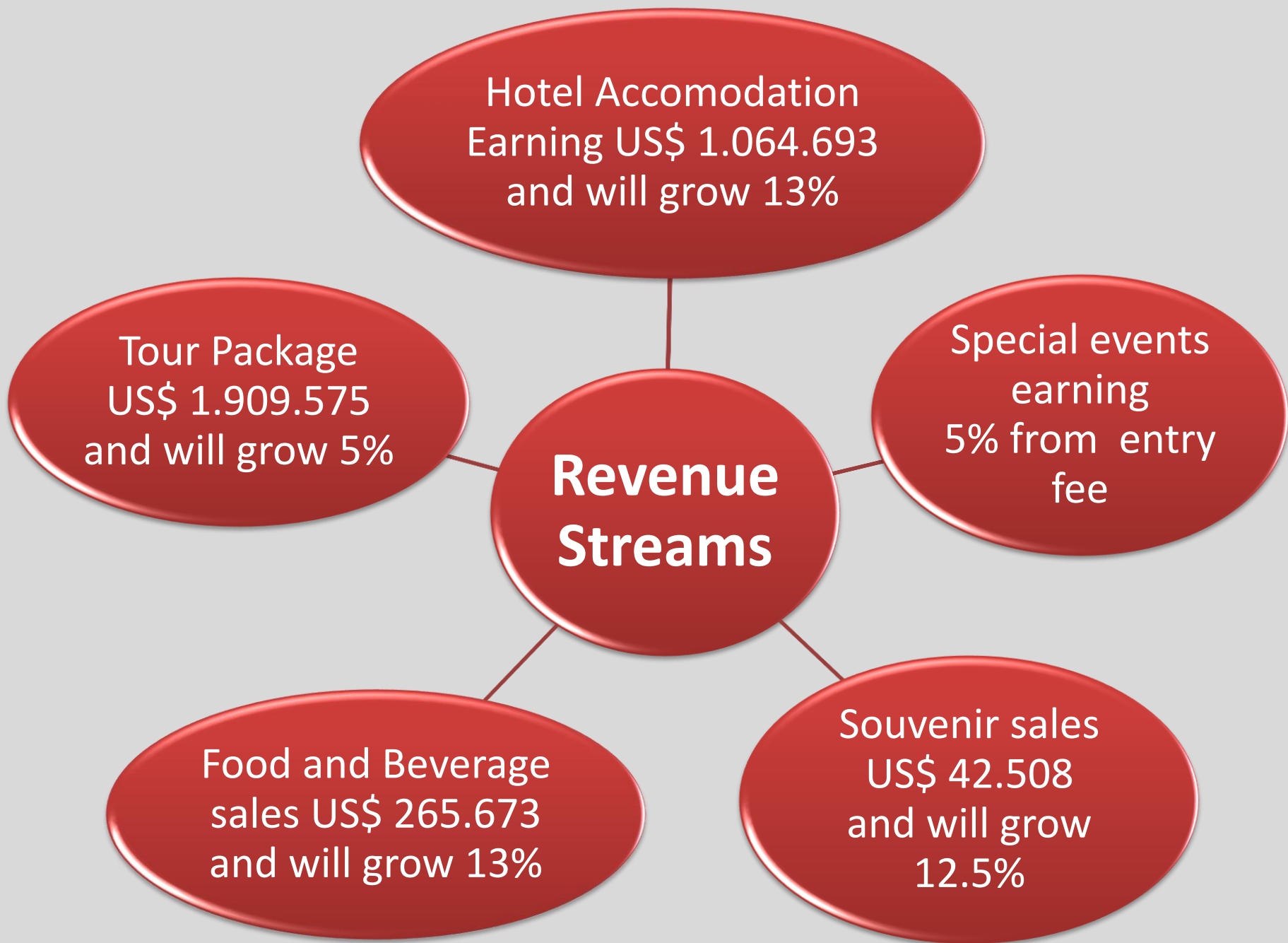
Camping  
Ground

USD 341.180

Supporting  
facilities and  
transportation

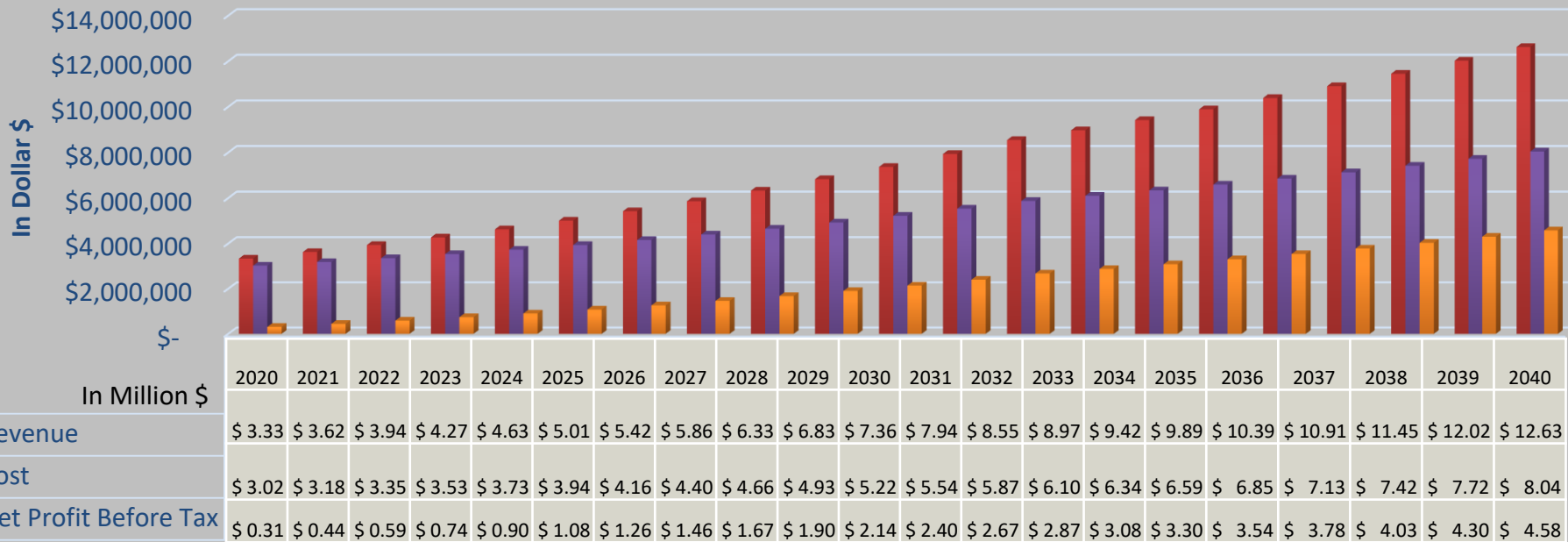
USD 2.490.618





# Feasibility Analysis

## Tlogo Resort Cash Flow



Initial 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



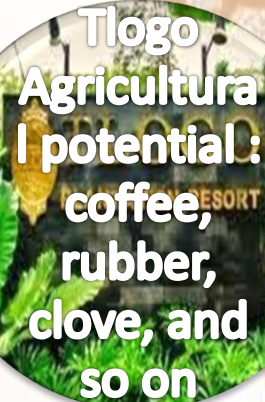
View of  
Lake Rawa  
Pening



Goa Rong  
mountain  
top  
restaurant



Strategic  
Location



Tlogo  
Agricultural  
potential:  
coffee,  
rubber,  
clove, and  
so on



Easy Access  
and  
Available  
Supporting  
Facilities



Land  
Availability

# Key Activities





Central Java  
Provincial  
Government

Semarang  
Regional  
Government

Stakeholders  
(partnership)

## Key Partners

Local Tourism  
Development  
Cluster

Medium,  
Small, &  
Micro  
Enterprises

Citra  
Mandiri,  
Central Java  
Municipal  
Owned  
Company

