TOURISM DEVELOPMENT INVESTMENT OPPORTUNITIES
LAKE TOBA
PRIORITY SECTORS OF CURRENT WORKING CABINET/MINISTRIES IN 2017

1. Food
2. Energy
3. Maritime
4. Tourism
5. Industrial & Special Economic Zone
I. Directions in First Cabinet Meeting, 4th January 2016

“Ensure real ground progress in 10 priority tourism destinations”

II. Directions in Ministry of Public Works and Housing, 6th January 2016

III. Directions in Ministry of Transportation, 18th January 2016
## FOREIGN EXCHANGE EARNINGS BY BUSINESS FIELD

<table>
<thead>
<tr>
<th>No</th>
<th>Types of Commodities</th>
<th>Value (USD Million)</th>
<th>2013</th>
<th>Value (USD Million)</th>
<th>2014</th>
<th>Value (USD Million)</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Oil and gas</td>
<td>32,633.2</td>
<td></td>
<td>Oil and gas</td>
<td>30,318.8</td>
<td>Oil and gas</td>
<td>18,906.7</td>
</tr>
<tr>
<td>2</td>
<td>Coal</td>
<td>24,501.4</td>
<td></td>
<td>Coal</td>
<td>20,819.3</td>
<td>Coal</td>
<td>16,359.6</td>
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<tr>
<td>3</td>
<td>CPO</td>
<td>15,839.1</td>
<td></td>
<td>CPO</td>
<td>17,464.9</td>
<td>CPO</td>
<td>15,485.0</td>
</tr>
<tr>
<td>4</td>
<td>Tourism</td>
<td>10,054.1</td>
<td>Tourism</td>
<td>11,166.3</td>
<td></td>
<td>Tourism</td>
<td>11,629.9</td>
</tr>
<tr>
<td>5</td>
<td>Rubber</td>
<td>9,316.6</td>
<td>Apparel and footwear</td>
<td>7,450.9</td>
<td>Apparel and footwear</td>
<td>7,340.5</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Apparel and footwear</td>
<td>7,501.0</td>
<td>Rubber</td>
<td>7,021.7</td>
<td>Processed food</td>
<td>6,351.2</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Electricity tools</td>
<td>6,418.6</td>
<td>Processed food</td>
<td>6,486.8</td>
<td>Rubber</td>
<td>5,997.4</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Processed food</td>
<td>5,434.8</td>
<td>Electricity tools</td>
<td>6,259.1</td>
<td>Electricity tools</td>
<td>5,713.3</td>
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</tr>
<tr>
<td>9</td>
<td>Textiles</td>
<td>5,293.6</td>
<td>Textiles</td>
<td>5,379.7</td>
<td>Textiles</td>
<td>5,048.8</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Paper and paper products</td>
<td>3,802.2</td>
<td>Processed woods</td>
<td>3,914.1</td>
<td>Paper and paper products</td>
<td>3,647.5</td>
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<tr>
<td>11</td>
<td>Processed woods</td>
<td>3,514.5</td>
<td>Chemical material</td>
<td>3,853.7</td>
<td>Processed woods</td>
<td>3,448.9</td>
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<tr>
<td>12</td>
<td>Chemical material</td>
<td>3,501.6</td>
<td>Paper and paper products</td>
<td>3,780.0</td>
<td>Chemical material</td>
<td>2,871.7</td>
<td></td>
</tr>
</tbody>
</table>

Source: BPS (Bureau of Statistics) and Ministry of Tourism (Center of Data & Information), 2015 (estimation)
“In 2020, tourism sector will be one of the most intensive contributor sectors to the economy”
TOURISM INVESTMENT STRATEGY

01 Public Investment and Private Investment
   a. Public Investment: Basic Infrastructure and Facilities
   b. Private Investment: Amenities

02 Amenities Development
   Industry Lead, Government Support (One-Stop-Service/OSS)

03 Tourism as A Leading Sector
   Single Destination Single Management: Tourism Authority Board, Special Economic Zone, etc.

04 Infrastructure as A Leading Supply
   Tourism Development follows Infrastructure Development

05 Top Down Policy (Strategic Approach)
   Ex: Restoration of Borobudur, Restoration of Old Town
11 REASONS TO INVEST IN INDONESIA’S TOURISM SECTOR

01. World’s 4th Largest Population (256 million population & demographic bonus)

02. Strategic location

03. Economic growth potential

04. Good support for business (rank Baa 3 on Moody’s; BBB – on Fitch and BB+ on S&P, 2013)

05. Medium class global tourism rating (rank 50 out of 141 countries, World Economic Forum, 2015) huge room for growth

06. Open for tourism investment

07. Infrastructure development for tourism areas through “the master plan for acceleration and broaden development” policy

08. Good political will through “The Special Economic Zone” policy

09. Various tourism investment incentives for big scale tourism projects

10. Tons of explorable possible investment opportunities that lie in Indonesia

11. Strong commitment from the government
CREATING “10 NEW BALI”

- Tanjung Kelayang
- Tanjung Lesung
- Kep. Seribu
- Borobudur
- Bromo Tengger Semeru
- Mandalika
- Labuan Bajo
- Wakatobi
- Morotai
- Lake Toba
LAKE TOBA
The World Super Volcano Geo Park
Framing the Inspirational scenery of Lake Toba
Framed Mountain Views Surrounding Site
Lake Toba Festival
Traditional Batak Ceremonial Dance
Inspirational Lake Scenery with Unique Environment and Biodiversity
Immersed in a Special and Unique Natural Environment
VISION AND STRATEGY

Vision:
To become world-class *Super Volcano Geopark* destination with target visit of 1 million foreign tourists in 2019

Strategy:
Increase Connectivity and Strengthen Tourism Institutional Development through Lake Toba Tourism Authority

TARGET FOR LAKE TOBA

**macro**
- Contribution towards GDP
- Devisa
- Contribution towards Employment Opportunity

**micro**
- Tourism competitiveness index
- Foreign tourists
- Domestic tourists

2014
- Rp 12 Triliun
- Rp 4 Triliun
- 80 Thousand

TARGET 2019
- Rp 36 Triliun
- Rp 16 Triliun
- 300 Thousand

- #70
- 250 Thousands
- 3 Millions

- #30
- 1 Million
- 5 Millions
### Projections from Ministry of Tourism

<table>
<thead>
<tr>
<th>Year</th>
<th>Total of Foreign Tourists</th>
<th>Growth</th>
<th>Devisa (USD)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>229,288</td>
<td>-</td>
<td>120,376,200</td>
</tr>
<tr>
<td>2016</td>
<td>250,000</td>
<td>9.03%</td>
<td>131,250,000</td>
</tr>
<tr>
<td>2017</td>
<td>400,000</td>
<td>60.00%</td>
<td>210,000,000</td>
</tr>
<tr>
<td>2018</td>
<td>650,000</td>
<td>62.50%</td>
<td>341,250,000</td>
</tr>
<tr>
<td>2019</td>
<td>1,000,000</td>
<td>53.85%</td>
<td>525,000,000</td>
</tr>
<tr>
<td>2020</td>
<td>1,600,000</td>
<td>60.00%</td>
<td>840,000,000</td>
</tr>
<tr>
<td>2021</td>
<td>2,560,000</td>
<td>60.00%</td>
<td>1,344,000,000</td>
</tr>
</tbody>
</table>

**Assumptions from the Ministry of Tourism:**
- Average length of stay: 3.5 days
- Average spending per day: USD 150
- USD 1 = Rp 13,000
<table>
<thead>
<tr>
<th>Key market</th>
<th>Topics of satisfaction</th>
<th>Topics of dissatisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>France</td>
<td>Crater lake</td>
<td>Lack of 3-star and 4-star hotels</td>
</tr>
<tr>
<td></td>
<td>Batak culture</td>
<td>Poor maintenance and lack of road connection</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cost of flights</td>
</tr>
<tr>
<td>Germany</td>
<td>Crater lake</td>
<td>Poor accessibility</td>
</tr>
<tr>
<td></td>
<td>Hikes</td>
<td>Lack of paths for hiking</td>
</tr>
<tr>
<td>Malaysia</td>
<td>Landscapes different than in Malaysia</td>
<td>Accommodations: need upgrade or refurbishment</td>
</tr>
<tr>
<td></td>
<td>Prices</td>
<td>Poor connectivity</td>
</tr>
<tr>
<td></td>
<td>Nature</td>
<td>Lack of activities and entertainment</td>
</tr>
<tr>
<td></td>
<td>Nice place for incentive groups</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Nice place for short breakaways</td>
<td></td>
</tr>
<tr>
<td>Singapore</td>
<td>Shopping (Medan)</td>
<td>Poor connectivity: Medan to Lake Toba (road issues)</td>
</tr>
<tr>
<td></td>
<td>Well adapted for family</td>
<td>Poor accessibility</td>
</tr>
<tr>
<td></td>
<td>Accessibility (getting better)</td>
<td>Lack of quality accommodations</td>
</tr>
<tr>
<td></td>
<td>View</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Prices</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Batak culture</td>
<td></td>
</tr>
<tr>
<td>Japan</td>
<td>No tours sold</td>
<td></td>
</tr>
<tr>
<td>Australia</td>
<td>No specific information, limited tours sold but a secondary location with no specific customer feedback</td>
<td></td>
</tr>
<tr>
<td>China</td>
<td>No tours sold</td>
<td></td>
</tr>
</tbody>
</table>

DESTINATION PROFILE

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

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 meters deep.
- Samosir Island in the middle of Lake Toba has area of 64,000 hectares or similar in size to the country of Singapore.
- Lake Toba was formed by three major eruption 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 of 45 Geo-Sites within 4 Geo-Area. Those are Porsea Caldera, Haranggaol Caldera, Sibandang Caldera, and Samosir Caldera.
SURROUNDING AREA OF NORTH SUMATERA

- Lake Toba is located approximately 170 km from the city of Medan. It is accessible only by private vehicle and public transport.
- Future highway development connection to nearby cities is planned to promote better accessibility to Lake Toba.
- Domestic airports are located near Lake Toba include Solanggit and Sibisai airport with limited local flights.
- Danau Toba terletak kurang lebih 170 km dari kota Medan yang hanya bisa diakses dengan mobil pribadi atau kendaraan umum.
- Pengembangan jalan toll ke kota-kota terdekat se-dang direncanakan untuk meningkatkan akses yang lebih baik ke Danau Toba.
- Terdapat dua bandar udara domestik dengan pener-bangan yang masih terbatas di sekitar Danau Toba, yakni bandar udara Silangit dan Sibisai.

- Medan is the regional centre of business and financial activity.
- North Sumatra is the home of the Batak and Malay peoples which makes it culturally rich and diverse.
- North Sumatra is characterised by vast areas of jungle and agriculture with a variety of natural and man made tourist destinations.
- Medan adalah pusat kegiatan bisnis dan keuangan di Sumatera Utara.
- Sumatera Utara adalah rumah bagi suku bangsa Batak dan Melayu yang memberikan kekayaan dan keberagaman budaya.
- Sumatera Utara memiliki karakter dengan area hutan dan pertanian yang luas dengan beragam tujuan wisata alam dan buatan.
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.
TOURIST ATTRACTION

Coordinative Area
Include 7 Regencies
Area: + 300,000 Ha

Authoritative Zone (Sibisa)
Loc.: Toba Samosir Regency
Area: + 602 Ha

Authoritative Zone (Flower Garden)
Loc.: Humbang Hasundutan & North Tapanuli Regencies
Area: + 573 Ha
TOURISM TRENDS

Number of Foreign Tourist Arrivals to North Sumatera (2011-2015)

<table>
<thead>
<tr>
<th>Year</th>
<th>Arrivals</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>223.126</td>
</tr>
<tr>
<td>2012</td>
<td>241.833</td>
</tr>
<tr>
<td>2013</td>
<td>259.299</td>
</tr>
<tr>
<td>2014</td>
<td>270.837</td>
</tr>
<tr>
<td>2015</td>
<td>229.288</td>
</tr>
</tbody>
</table>

Foreign Tourist Arrival by Country (2015)

- ASEAN: 147,311
- Others: 34,270
- Europe: 20,378
- Asia: 17,437
- United States: 4,479
- Oceania: 4,457
- Africa: 954

Source: Statistics of Sumatera Utara, 2015
TOURISM TRENDS AND TOURIST ARRIVALS TARGET

Number of Hotel and Other Accommodation (2011-2015)

<table>
<thead>
<tr>
<th>Year</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>2011</td>
<td>788</td>
</tr>
<tr>
<td>2012</td>
<td>795</td>
</tr>
<tr>
<td>2013</td>
<td>789</td>
</tr>
<tr>
<td>2014</td>
<td>823</td>
</tr>
<tr>
<td>2015</td>
<td>848</td>
</tr>
</tbody>
</table>

National Tourism Targets in 2019

- **Foreign tourist arrivals**: 20 million tourists
- **Domestic tourist arrivals**: 275 million tourists
- **Foreign exchange rate**: IDR 240,000 billion
- **World competitiveness index**: Rank 30
- **Labor absorption**: 13 million people

Source: Statistics of Sumatera Utara, 2015
CURRENT ACCESS AND ACCESSIBILITY (1)

Air Transport

International Airport
Kualanamu

Direct flights from neighbouring countries:
Malaysia, Singapore, and Thailand

Domestic Airport
Silangit Airport in North Tapanuli
(Closer to Lake Toba)
Direct flights from Jakarta and Kualanamu to Silangit

Domestic flights:
Jakarta, Kualanamu, Nias
CURRENT ACCESS AND ACCESSIBILITY (2)

**Land Transport**

Medan to Lake Toba:
4 – 5 hours

Type of land transportation:
Exclusive bus:
2 times per day

Alternative transportations:
Vans, taxis, rental cars and private vehicles

**Water Transport**

Seaport

Belawan Port (200 km away from Lake Toba)
Kuala Tanjung Port (135 km away from Lake Toba)
INVESTMENT OPPORTUNITIES

**Coordinative Area**
Include 7 Regencies
Area: ± 300,000 Ha

**Authoritative Zone (Sibisa)**
Loc.: Toba Samosir Regency
Area: ± 602 Ha

Loc.: Humbang Hasundutan & North Tapanuli Regencies
Area: ± 573 Ha

**Greater Lake Toba**

**Coordinative Area**

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Floating Jetty</td>
</tr>
<tr>
<td>2</td>
<td>Lake Cruise</td>
</tr>
<tr>
<td>3</td>
<td>Sea Plane</td>
</tr>
<tr>
<td>4</td>
<td>Aerosport</td>
</tr>
<tr>
<td>5</td>
<td>Cable Car</td>
</tr>
</tbody>
</table>

**Authoritative Zone (Flower Garden)**

**Within Designated Development Area**

**Authoritative Zone**

<table>
<thead>
<tr>
<th></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>International Hotel &amp; Resort</td>
</tr>
<tr>
<td>2</td>
<td>Premium Golf Course</td>
</tr>
<tr>
<td>3</td>
<td>Sustainable Energy Plant</td>
</tr>
<tr>
<td>4</td>
<td>Water Treatment Plant</td>
</tr>
<tr>
<td>5</td>
<td>Waste Water Treatment Plant</td>
</tr>
<tr>
<td>6</td>
<td>Waste Management</td>
</tr>
<tr>
<td>7</td>
<td>Outdoor Elevator / Cable Car</td>
</tr>
<tr>
<td>8</td>
<td>Flower Garden</td>
</tr>
<tr>
<td>9</td>
<td>Farm / Agritourism : Production and Processing</td>
</tr>
<tr>
<td>10</td>
<td>Eco Theme Park</td>
</tr>
</tbody>
</table>
INVESTMENT OPPORTUNITIES

Coordinative Area

- Floating Jelly
- Cable Car
- Aerosport
- Sea Plane
- Lake Cruise
- International Hospital
- Tourist Bus Service
- International Hotel And Resort
- Cultural Performance
- International Event
INVESTMENT OPPORTUNITIES
Sibisa Authoritative Area

Project Information

- **Area**: 602 Ha
- **Coordinate**: N 2°36'28.60" E 98°56'48.37"
- **Owner**: Executing Board of Lake Toba Tourism Authority

**Available cooperation**: Investors are encouraged to invest in partnership with the Lake Toba Tourism Authority through the following cooperation:

- Long-lease agreement (up to 80 years)
- Build-Operate-Transfer (BOT)
- Joint Venture
- Other agreeable cooperation form
INVESTMENT OPPORTUNITIES
Sibisa Authoritative Area
INVESTMENT OPPORTUNITIES

Sibisa Authoritative Zone
INVESTMENT OPPORTUNITIES
INVESTMENT OPPORTUNITIES
# Investment Opportunities

**Sibisa Authoritative Area**

## Infrastructure Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Estimated Cost (IDR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Road Network</td>
<td>241,963,323,000</td>
</tr>
<tr>
<td>Underground Concrete Box Utility</td>
<td>82,301,900,000</td>
</tr>
<tr>
<td>Waste Water Network</td>
<td>199,296,721,000</td>
</tr>
<tr>
<td>Clean Water Network</td>
<td>122,399,072,000</td>
</tr>
<tr>
<td>Green Area</td>
<td>30,963,068,000</td>
</tr>
<tr>
<td>Irrigation Network</td>
<td>19,409,072,000</td>
</tr>
<tr>
<td>Electrical, ICT and Gas Network</td>
<td>115,380,713,000</td>
</tr>
<tr>
<td>Street Furniture and Landscape Features</td>
<td>81,925,227,000</td>
</tr>
<tr>
<td>Other Landscape Facilities</td>
<td>9,960,159,000</td>
</tr>
<tr>
<td>Supporting Facilities</td>
<td>60,486,681,000</td>
</tr>
<tr>
<td>Pre-Operating Cost</td>
<td>195,629,692,000</td>
</tr>
<tr>
<td><strong>Total Investment</strong></td>
<td><strong>1,281,124,222,000</strong></td>
</tr>
</tbody>
</table>

## Commercial Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Estimated Cost (IDR)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hotel &amp; Convention</td>
<td>11,320,000,000,000</td>
</tr>
<tr>
<td>Eco-Tourism Area</td>
<td>2,770,000,000,000</td>
</tr>
<tr>
<td>Commercial and Public Facilities</td>
<td>3,720,000,000,000</td>
</tr>
<tr>
<td>Residential Area</td>
<td>5,160,000,000,000</td>
</tr>
<tr>
<td><strong>Total Investment</strong></td>
<td><strong>22,970,000,000,000</strong></td>
</tr>
</tbody>
</table>
INVESTMENT OPPORTUNITIES
Flower Garden Authoritative Area

Project Information

Area: 573 Ha
Coordinate: N 02° 19'26.53" E 098°50'46.66"
Owner: Executing Board of Lake Toba Tourism Authority

Tourism Business Opportunities:
- Flower Garden (150 Ha)
- Ranch (100 Ha)
- Agriculture (100 Ha)
- Agriculture Manufacturing (50 Ha)
- Hotel & Resort (53 Ha)
- Ecotourism (120 Ha)

Available cooperation: Investors are encouraged to invest in partnership with the Lake Toba Tourism Authority through the following cooperation:
- Long-lease agreement (up to 80 years)
- Build-Operate-Transfer (BOT)
- Joint Venture
- Other agreeable cooperation form
INVESTMENT OPPORTUNITIES
Flower Garden Authoritative Area

- Flower Garden
- Ranch
- Agriculture
- Agriculture manufacturing
- International Hotel and Resort
- Ecotourism
CONTACT

Executing Board of Lake Toba Tourism Authority
Jln. Rumah Sakit Haji No. 12, Medan – Indonesia
E. bopdtsu@gmail.com

Investment Division, Ministry of Tourism
Jln. Medan Merdeka Barat No. 17 Jakarta 10110 – Indonesia
P. +62 21 3838 040 E. Indonesia.tourisminvestment@gmail.com

Indonesia Investment Coordinating Board (BKPM)
Jln. Jend. GatoSubroto t No. 44 Jakarta 12190 – Indonesia
P. +62 21 525 2008 F. +62 21 525 4945 E. info@bkpm/go.id