

ECO LUXURY 5 STAR HOTEL

TANJUNG LESUNG SPECIAL ECONOMIC ZONE

PANDEGLANG REGENCY, BANTEN PROVINCE

WHY INVEST ?



The only Tourism Special Economic Zone (SEZ) in Java Island that has a beach

There are no 5-star hotels in Pandeglang Regency yet and hotel trends with MICE facilities and wellness holistic



MARKET OPPORTUNITY

INTERNATIONAL TOURIST

Geographic Segment

Long Haul: Europe/America/Australia
Regional/med-short haul: Singapore, Malaysia, Japan, South Korea dan China

Psychographic/Demographic Segment

Special interest tourist segment

Millennial Mature Silver Market

DOMESTIC TOURIST

Geographic Segment

Potential Market:

West Java
Central Java
East Java
Lampung
South Sumatra

Main Market:

Jabodetabek
Buffer
Jabodetabek
Banten

Psychographic/Demographic Segment

Personal/family segment
Business/corporate/community segment
Special interest tourist segment

Tourism Product

Marine tourism (beach tourism, water sport, deep sea fishing, diving, snorkeling, beach, special interests)
Nature tourism (eco/adventure tourism): Ujung Kulon National Park, geopark-geosite
Cultural tourism (heritage, local tradition/rural tourism, culture festival, history)
Sport tourism
MICE - leisure - lifestyle (golf, wellness, shopping, culinary)



PROJECT PROFILE

KBBI* 55110 Star Hotel

*Indonesia Standard Industrial Classification



CAPACITY
300 Rooms



LAND AREA
8.4 ha
(beach border 1,1ha)



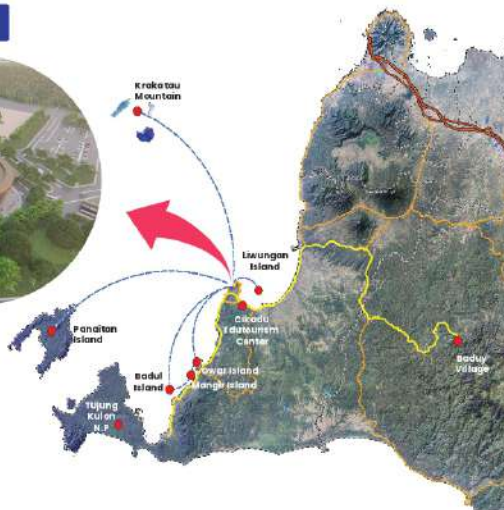
INVESTMENT VALUE
IDR 1.75 trillion



LAND OWNERSHIP STATUS
The rights of building use



LAND OWNERSHIP
PT Banten West Java



ACCESSIBILITY



Via Tanjung Lesung Marina

Via Salakanagara Airstrip

2.5 hours from Soekarno - Hatta International Airport and Jabodetabek (Greater Jakarta) Central Business through Serang - Panimbang Highway.



AMENITIES



1 RETAIL



1 POLICE STATION



2 GAS STATION



7 BANK



2 SCHOOL



1 HOSPITAL



GOVERNMENT SUPPORT

FISCAL INCENTIVE

TAX HOLIDAY

OR

TAX ALLOWANCE

Regulation of The Minister of Finance Number 33/PMK.010/2021 concerning the amendment of Regulation of The Minister of Finance Number 237/PMK.010/2020



INFRASTRUCTURE



Tanjung Lesung Regional Drinking Water Supply system Total capacity of 100 liters/second Tanjung Lesung SEZ gets 15 liters/second, equivalent to 4,320 hotel rooms



Fiber optic and wireless by ICTel GSM network coverage



Extra High Voltage Substation Sub-System Cilegon - TPS Cilegon - TPS Labuan Total electricity supply for Banten Province 7,478 MW. The highest peak load of Banten Province 3,442 MW (September 2020)



The installed SEZ WWTP (Wastewater Treatment Plant) capacity is 30 m³/day, which has been maximally utilized. It is necessary to develop the WWTP capacity to 130 m³/day



FINANCIAL FEASIBILITY



NET PRESENT VALUE
IDR 725.43 billion

INTERNAL RATE OF RETURN

12.15%



PAYBACK PERIOD
10 years 3 month

WEIGHTED AVERAGE COST OF CAPITAL

8.33%

