BOROBUDUR
World Cultural Masterpiece
BOROBUDUR

DESTINATION PROFILE

Location
Province: Central Java
Regency: Magelang

Area
Coordinative: 100 Ha
Otoritative: 1000 Ha

Accessibility
Adisucipto Airport (2 hours to Borobudur)

Investment Value

<table>
<thead>
<tr>
<th>Public Investment</th>
<th>Private Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>USD 670 Million</td>
<td>USD 700 million</td>
</tr>
</tbody>
</table>

1 USD = 13.600 IDR

Highlights

• Borobudur appointed as The Biggest Buddha Monument in the world and listed as one of The Seven Wonders of the World in 1991 (in World Wonder Heritage).
• Borobudur has 2673 relief panels if arranged in rows can reach around 6 km.
• Borobudur’s Ensemble Relief is the most complete and complicated in the world and also has incomparable artistic value as well as every scene is a masterpiece.
• The grandeur and majesty of the architecture of Borobudur is a marvelous world treasure and very priceless.
BOROBUDUR

ATTRACTION

Witness every relief in Borobudur that reflect in Mahayana Buddhist teachings. There are so many interesting historical story behind every relief. The sunset scenery in the top of Borobudur is one of the prettiest scenery.

Vesak Festival and Ramayana Epic Fragment

Gudeg is one of the well known local cuisine from Yogyakarta. Made from young jackfruit and traditional herbs and spices that served with condiments like egg, chicken and krecek.
## BOROBUDUR

### DESTINATION PORTFOLIO COMPARISON

<table>
<thead>
<tr>
<th>No</th>
<th>Dimension</th>
<th>Indonesia</th>
<th>Cambodia</th>
<th>Malaysia</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Destination</td>
<td>Borobudur</td>
<td>Angkorwat</td>
<td>Georgetown (Penang)</td>
</tr>
<tr>
<td>2</td>
<td>Tag line</td>
<td>“World Cultural Masterpiece”</td>
<td>“Holy City Temple”</td>
<td>“Pearl of the Orient”</td>
</tr>
<tr>
<td>3</td>
<td>Tourist Arrival (2014)</td>
<td>254,082</td>
<td>2,350,000</td>
<td>720,000</td>
</tr>
<tr>
<td>4</td>
<td>Highlight Attraction</td>
<td>Temple Area UNESCO Heritage Site</td>
<td>Temple Area UNESCO Heritage Site</td>
<td>19th century churches, temples, and mosques UNESCO Heritage Site</td>
</tr>
<tr>
<td>5</td>
<td>Amenity</td>
<td>Hotel, Homestay, Parking Area, Park, Signage, TIC, Retail, Local Culinary, Pedestrian, Souvenir</td>
<td>Hotel, TIC, Pedestrian, Local Culinary</td>
<td>Hotel, TIC, Pedestrian, Airport, Cruise port, Tour Bus, Local Culinary, Shoppin Center, Trishaw, Signage, Souvenir</td>
</tr>
<tr>
<td>6</td>
<td>Event</td>
<td>Waisak</td>
<td>-</td>
<td>George Town Festival</td>
</tr>
<tr>
<td>7</td>
<td>Management</td>
<td>Borobudur Tourism Authority Board</td>
<td>APSARA National Authority</td>
<td>State Government</td>
</tr>
</tbody>
</table>
BOROBUDUR

GOVERNMENT’S COMMITMENTS

- Development and improvement of roads
  - Improvement in Semarang – Magelang – Yogyakarta road
- Development of airport
  - Kulonprogo Airport Development
- Development and improvement of Seaport
  - Semarang Cruise Port Improvement
- Others:
  - Establish area masterplan