



5. INVESTMENT OPPORTUNITIES

EAST BIRA CAPE

1. Location Width : 19 Ha
2. Coordinate : 5°37'11.0"S 120°28'15.8"E
3. Owner : Local Government
4. Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
 - a. 1 unit of Two Star Hotel (5511) with 70 rooms.
 - Estimated required initial funds: IDR 24 Billion (Excluding land lease, license and permit fees)
 - b. 1 unit of Three Star Hotel (5511) with 80 rooms.
 - Estimated required initial funds: IDR 44 Billion (Excluding land lease, license and permit fees)
 - c. 1 unit of Four Star Hotel (5511) with 100 rooms.
 - Estimated required initial funds: IDR 70 Billion (Excluding land lease, license and permit fees)
 - d. 1 unit of Five Star Hotel (5511) with 150 rooms.
 - Estimated required initial funds: IDR 105 Billion (Excluding land lease, license and permit fees)
 - e. 3 units of Restaurant (56101)

- Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - f. 3 units of Café (56303)
 - Estimated required initial funds: IDR 2.5 Billion (Excluding land lease, license and permit fees)
5. Available cooperation
 The Investors are encourage to invest in collaboration with the Local Government through the following cooperation:
- a. Build, Operate and Transfer (BOT)
 - b. Joint Venture
 - c. Any agreeable cooperation form



6. INVESTMENT OPPORTUNITIES SUMMARY

Business Fields	Amount Needed	Required Funds Per Business Field	Total Required Fund Per Business Field Category
Two Star Hotel	1	IDR 24 Billion	IDR 24 Billion
Three Star Hotel	1	IDR 44 Billion	IDR 44 Billion
Four Star Hotel	1	IDR 70 Billion	IDR 70 Billion
Five Star Hotel	1	IDR 105 Billion	IDR 105 Billion
Restaurant	3	IDR 5 Billion	IDR 10 Billion
Cafe	3	IDR 2.5 Billion	IDR 7.5 Billion

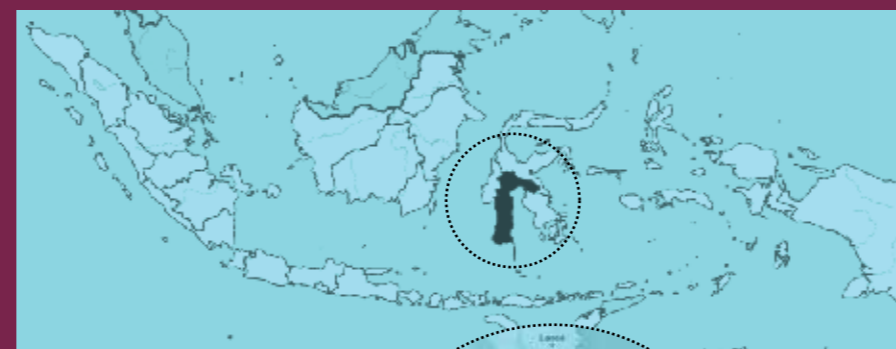
Total Required Fund in the Region
 (Excluding Land Lease, License and Permit)

IDR 265.5 Billion



BULUKUMBA REGENCY, SOUTH SULAWESI PROVINCE

SOUTH SULAWESI PROVINCE



BULUKUMBA REGENCY



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BULUKUMBA REGENCY

SOUTH SULAWESI PROVINCE







AN INVITATION TO INVEST IN TOURISM DEVELOPMENT IN :



BULUKUMBA REGENCY

Indonesia Tourism Invitation





WELCOME TO THE REPUBLIC OF INDONESIA
THE LAND OF SMILES....
PRESENTING:
BULUKUMBA REGENCY, SOUTH SULAWESI PROVINCE

OUR MISSIONS ARE:

- 1) Recognize and promote the locations of great natural beauty and social diversity as tourist destinations;
- 2) Inform international and domestic investors, developers, operators, and visitors about development potentials in these areas;
- 3) Guide investors towards the comprehensive investment services offered by the Ministry's partners, including the Indonesia Investment Coordinating Board.



1. ABOUT BULUKUMBA REGENCY



GEOGRAPHY

Capital City: Ujung Bulu
Time Zone : WITA (UTC+8)
Coordinate : 5° 33' 0" S, 120° 11' 0" E
Area Width : 1.154,67 km²

Borders :

- North : Sinjai Regency
- West : Bantaeng Regency
- South : Flores Sea
- East : Bone Strait

Air Temperature : 23,6 °C – 27,68 °C
Relative Humidity : 90 %

Density : 353/km²
Labour Force : 100.250



ECONOMY

In 2014 the agricultural, forestry, fishery sector still dominates the economy of Bulukumba, the contribution to the total GDP has amounted to 45,02%; followed by trade and car and motorcycle service 23%. The construction sector is in third place with 8,31 %; then followed by the processing sector at 6,79 %; hotel and restaurant sectors contribution still 0,54%.



DEMOGRAPHICS

Population : 407.775 (2014)



2. INFRASTRUCTURE

TRANSPORTATION

The main transportation in Bulukumba Regency is by land and sea. There are two seaport for passenger and logistic which are the Lepe'E Port and Bira Port.

telecommunication facilities, both mobile phone and phone network are available.

ENERGY

The main source of energy in Bulukumba comes from the National Electric Company, Diesel Generator and Solar Panel.

TELECOMMUNICATION

Bulukumba Regency is supported by adequate

3. TOURISM FACTS



ATTRACTION

Bulukumba Regency is one of the top tourist destination in South Sulawesi Province aside from Tana Toraja. Bulukumba Regency is famous for its beautiful white sand beach located in Bira Cape. Bira Cape is located in Bonto Bahari Sub-district at about 200 Km away from Makassar City the capital city of South Sulawesi and 40 km away from the centre of Bulukumba Regency. The area of Bira Cape consists of lowland coastal plains and high hills. The main tourist activities in Bira Cape is diving, swimming, sunbathing, and snorkelling. It is also possible to watch the sunset or sunrise in the same position.

Aside from the beautiful scenery, another famous tourist attraction located in Bira Cape is the making of Phinisi traditional boat by the local people. The Phinisi boat is a traditional Indonesian two-masted sailing ship. It was mainly built by the Konjo tribe, a

sub-ethnic group of Bugis-Makassar mostly residents at the Bulukumba regency of South Sulawesi but was, and still is used widely by the Buginese and Makassarese, mostly for inter-insular transportation, cargo and fishing purposes within Indonesian archipelago for centuries.



ACCESSIBILITIES

Bulukumba Regency are relatively easy to reach by both domestic and international tourist, the main entry is from Sultan Hassanudin International Airport located in Makassar city, tourists may continue to travel by land transportation as far as 156 Km to reach Bulukumba Regency.



TOURIST ARRIVAL

	2010	2011	2012	2013	2014
Domestic Tourist	104.300	105.385	117.580	133.063	157.441
International Tourist	2.400	2.500	2.940	3.425	4.198



NUMBER OF HOTEL GUESTS

Hotel Type	Domestic Tourist	International Tourist	Total
Star Hotel	3.721	647	4.368
Non Star Hotel	42.172	1.394	43.566



NUMBER OF AVAILABLE ACCOMMODATIONS

Star Hotel	Non Star Hotel	Total
7	72	79

4. REGIONAL TOURISM POLICY



TOURISM POSITION ON REGIONAL DEVELOPMENT

Bulukumba Regency is one of the national priority in terms of tourism development. The Ministry of Tourism have appointed Bulukumba as one of the National Tourism Development Zone. Tourism has become one of the main priority sector for development by the local government. The government and the community have fully aware of the Bulukumba Regency tourism resources and it's potential for economic contribution through tourism development. They are welcoming investors that are willing to cooperate not only on developing more tourism attraction and facilities but also to develop in all of tourism aspects of Bulukumba Regency.



REGIONAL TOURISM DEVELOPMENT OBJECTIVE

The tourism development at the Bulukumba Regency must be implemented in compliance with the following principles:

1. Community based tourism
Maintain the involvement of the local community and the stakeholders on every tourism development activities
2. Sustainable tourism
Continuous improvement and preservation of the environmental, cultural and community aspects of tourism development
3. Cultural preservation
Implement and integrate the local culture elements on all of the tourism development activities
4. Collaborative cooperation between stakeholders
Cooperate and accommodate all of the stakeholder's aspirations

