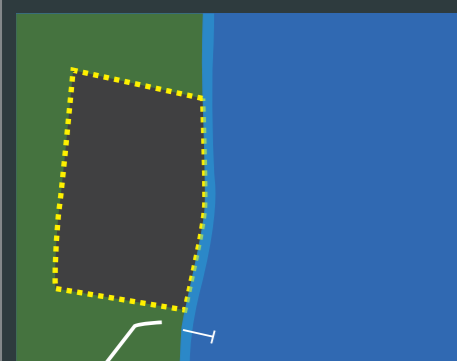


### C. HOYA BEACH

Coordinate : 1°23'51,80" N & 97°32'29,07"E

1. Location Width: 31 Ha
2. Tourism Business Opportunities (including the investment code for every business field):
  - a) Star hotel (5511)
  - b) Food and Beverages Service: Restaurant (56101), Café (56303) & Bar (56301)
  - c) Spa (96122) and Villa (55194)
  - d) Sport Facilities: Tennis Field (93116) & Golf Course (93112)
  - e) Recreational Park (93232) and Theme Park (93210)
  - f) Organization of Meeting, Incentive, Conference and Exhibition (82301)
  - g) Enclave Management (91022) of the "Living history" ethnic village



### D. MUARA INDAH RIVER

Coordinate : 1°23'4,68" N & 97°32'30,36"E

1. Location Width: 4.5 Ha
2. Tourism Business Opportunities (including the investment code for every business field):
  - a) Star hotel (5511)
  - b) Food and Beverages Service: Restaurant (56101), Café (56303) & Bar (56301)
  - c) Spa (96122) and Villa (55194)
  - d) Recreational Park (93232) and Theme Park (93210)
  - e) Organization of Meeting, Incentive, Conference and Exhibition (82301)



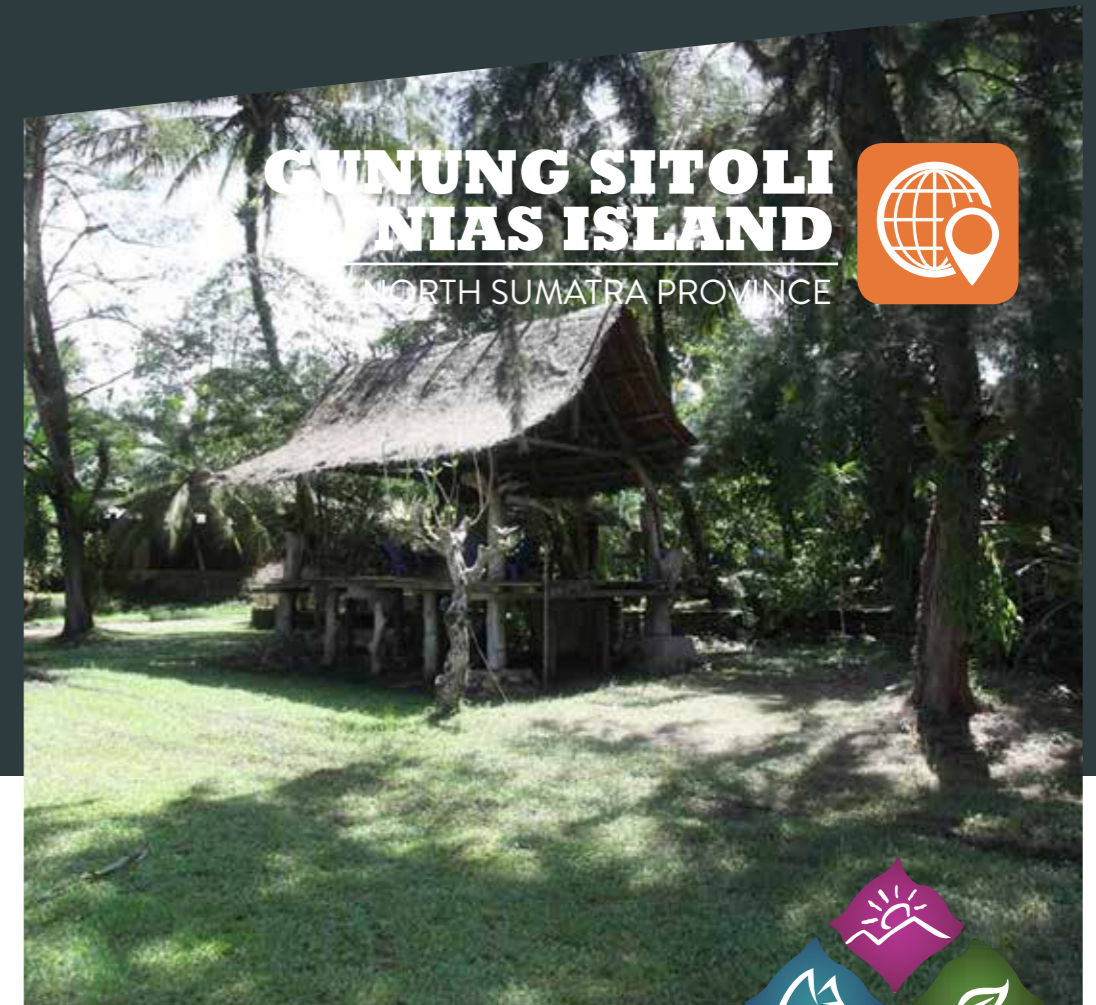
### GUNUNG SITOLI CITY (NIAS ISLAND) NORTH SUMATRA PROVINCE



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INVITATION TO INVEST IN TOURISM  
BASED COMMUNITY DEVELOPMENT AT :



# Indonesia Tourism Invitation



Ministry of Tourism Republic of Indonesia





## PRESENTING GUNUNGSITOLI CITY, NIAS ISLAND, NORTH SUMATRA PROVINCE.

### 1. DEVELOPMENT OVERVIEW



#### LOCATION

- Located in the western part of Indonesia, at North Sumatra Province
- Capitalcity of the regency : Sungailiat
- Land area of the regency : 2.950,68 sq. Km
- Land area of the island : 11.534,14 sq. Km
- Sea area of the island : 16.619 sq. Km
- Geographic Coordinates

- Latitude : 1°6'N
- Longitude : 97°32'E
- Time zone : UTC + 7, Western Indonesia Time

- Median age = 28.2 years (2012)
- Population growth rate = 1.9%
- Urban population = 52% of total population
- Urbanization rate = 1.7%
- Literacy = 90.4% of total population
- Mobile phone penetration 54% (2011)
- Internet users = 24% (2011)



#### TOURISM RESOURCES

Nias is best known for its diversity of festivals and celebration. The most well-known events are War Dances, performed regularly for tourists, and Stone Jumping, a manhood ritual that sees young men leaping over two meter stone towers to their fate. In the past the top of the stone board is covered with spikes and sharp pointed bamboo. The music of Nias, performed mostly by women, is noted worldwide for its haunting beauty. Nias is an internationally famous surfing destination. The best known surfing area is Sorake Bay, close to the town of TelukDalam, on the southern tip. Enclosed by the beaches of Lagundri and Sorake, the bay has both left and right-hand breaks. As they wait for waves, surfers can often see sea turtles swimming below. There are also two consistent, world-class waves in the nearby Hinako Islands, Asu and Bawa. Many lesser-known, high-quality surf spots with low crowds await adventurous travellers.



#### ACCESSIBILITIES

Nias Island could be reach by both domestic and international tourist via:

- Airport : Binaka Airport (Local airport with low flight frequency serving the route of Nias – Medan flight)
- Nearest International Airport : Kuala Namu International Airport, Medan
- Seaport : Gunungsitoli and TelukDalam

Since the 2005 earthquake, transportation has improved to cope with the increase in travel needs for reconstruction and rehabilitation efforts. Wings Air and Manunggal Air are the airlines that fly to Gunungsitoli.



#### ACCOMMODATION

Coastal and marine sustainable tourism development concept adopted at Nias Island encourage the investors to invest on the sustainable accommodation that takes into account the natural and environmental sustainability. Applying the green technologies and the use of local resources in building, design, and operation of the lodging facilities are also very desirable. The investors also encouraged to utilize the local small, medium suppliers in order to allow the local communities to benefit directly from tourism activities in the area.



#### TOURIST ARRIVAL

TABLE 1 TOURIST ARRIVAL

Year	2008	2009	2010	2011	2012
Domestic Tourist Movements	21.095	22.958	22.652	22.894	23.530
International Tourist Arrivals	121	151	174	182	212
<b>Total</b>	<b>21.216</b>	<b>22.749</b>	<b>22.826</b>	<b>23.076</b>	<b>23.742</b>

SOURCE: GUNUNGSITOLI DEPARTMENT OF TOURISM, CULTURE, YOUTH AND SPORTS



#### MARKETING

In order to optimize the tourism development in Nias Island, the local government implemented several marketing strategy as follows:

- Quality and quantity improvement of the Nias Island tourism marketing program through a wide variety of media promotion and extend its reach.
- Develop the existing tourist attraction as an integrated tourism destination with international quality in order attract more tourists.
- Improvement and enhancement of the inbound promotion in collaboration with various travel agent.
- The realization of cooperation between partnerships, inter-regional and across sectors in the development of Nias Island tourism.

## 2) TOURISM DEVELOPMENT

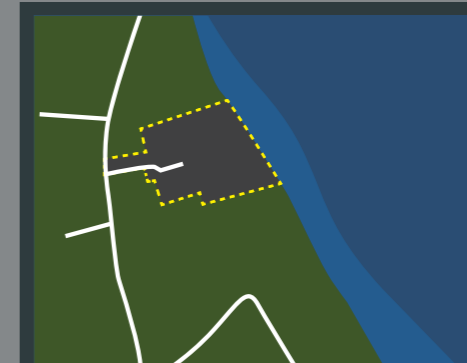
### A. MIGA BEACH HOTEL, RESTO AND GALLERY

Coordinate : 1°15'17,63" N & 97°38'20,60"E

Location Width: 1,5 Ha

Tourism Business Opportunities (including the investment code for every business field):

- Star hotel (5511)
- Food and Beverages Service : Restaurant (56101), Café (56303) & Bar (56301)
- Spa (96122) and Villa (55194)
- Organization of Meeting, Incentive, Conference and Exhibition (82301)



— Road  
- - - Potential Area  
1.5 ha



### B. TOGINDRAWA CAVE

Coordinate : 1°16'56,61" N & 97°35'40,61"E

1. Location Width: 1,4 Ha

2. Tourism Business Opportunities (including the investment code for every business field):

- Recreational Park (93232)
- Theme Park (93210)



— Road  
- - - Potential Area  
1.4 ha

