



OGAN PERMATA INDAH (OPI) LAKE

Coordinate : S 03°02'54.11" E104°47'11.61"

- 1) Located at South Palembang City, South Sumatera Province.
- 2) Location Width : ± 11,8 Hectare
- 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. 2 units of Restaurant (56101)
 - Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - d. 2 units of Café (56303)
 - Estimated required initial funds: IDR 2.5 Billion (Excluding land lease, license and permit fees)
- 5) Available cooperation
 - a. Management of historical and archaeological heritage in form of Temple, Palace, Ancient Inscription, Petilasan and Ancient Buildings (91024)
- 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



SRIWIJAYA KINGDOM ARCHEOLOGICAL PARK

Coordinate : S 03°00'50.55" E104°44'02.73"

- 1) Located at Palembang City, South Sumatera Province.
- 2) Location Width : ± 20 Hectare
- 3) Owner : Local Government
- 4) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
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SRIWIJAYA KINGDOM ARCHEOLOGICAL PARK



KEMARO ISLAND



OGAN PERMATA INDAH (OPI) LAKE



5. INVESTMENT OPPORTUNITIES SUMMARY

BUSINESS FIELDS	AMOUNT NEEDED	REQUIRED FUNDS PER BUSINESS FIELD	TOTAL REQUIRED FUND PER BUSINESS FIELD CATEGORY
TWO STAR HOTEL	2	IDR 24 Billion	IDR 48 Billion
THREE STAR HOTEL	2	IDR 44 Billion	IDR 44 Billion
RESTAURANT	4	IDR 5 Billion	IDR 20 Billion
CAFE	4	IDR 2.5 Billion	IDR 10 Billion
TOTAL REQUIRED FUND IN THE REGION (EXCLUDING LAND LEASE, LICENSE AND PERMIT)			IDR 122 Billion

ADDRESS

Deputy for Tourism Destination and Industry Development

Sapta Pesona Building, 4th Floor
 Jl. Merdeka Barat No. 17
 Jakarta Pusat 10110
 Indonesia
www.kemenpar.go.id
www.indonesia-tourism-investment.com

Contact Us :
Indonesia.tourisminvestment@kemenpar.go.id
Indonesia.tourisminvestment@gmail.com
 T : +62 21 3838040

PALEMBANG CITY

SOUTH SUMATERA PROVINCE



AN INVITATION TO INVEST IN TOURISM DEVELOPMENT IN :



Indonesia Tourism Invitation





WELCOME TO THE REPUBLIC OF INDONESIA
THE LAND OF SMILES....
PRESENTING:
PALEMBANG CITY, SOUTH SUMATERA PROVINCE

OUR MISSION 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 PALEMBANG CITY



GEOGRAPHY

Capital City : Palembang City
Time Zone : WIB (UTC +7)
Coordinate : 2°59'10"S 104°45'20"E
Area Width : ± 400.61 km2
Borders :
North : Banyuasin Regency
West : Banyuasin Regency
South : Muara Enim and Ogan Ilir Province
East : Banyuasin Regency
Air Temperatur : 26°C – 28,7°C
Relative Humidity : 73 – 87%



DEMOGRAPHICS

Population : 1,558,491
Density : 807 Peoples/km²
Labour Force : 1,124,100
Ethnic Group : Javanese, Melayu and Chinese
Religion : Islam, Cristianity, Budhism, Catholic, Hinduism and Konghucu
Language : Indonesian (official), Melayu language (local)



BUSINESS ENVIRONMENT

In 2014 the manufacturing industry sector dominates the economy of Palembang City, the contribution to the total GDP was amounted to 27.23%; followed by trade, hotel & restaurant with a contribution of 21.3%, the building sector is in third place with 18.87%; then followed by the services sector 12.53%; building 10%; finance, leasing and corporate services 8.18%; mining and quarrying 2% and processing industry 1%.



INFRASTRUCTURE

Transportation

The transportation system in Palembang City consists of road transport. Land transportation infrastructure supported by the network of national, provincial and regency levels. Overall, the existing transportation infrastructure has reached almost all parts of Palembang City.

Telecommunication

Communication technologies in Palembang City has been well implemented and have covered the entire province. Telex and facsimile are already applied to all of area in Palembang City, especially for activities of government and entrepreneurs. Telecommunication infrastructures are easy to get even in the urban and rural area.

Energy

In terms of electricity, Palembang City has shown a significance improvement. It can be seen from the increasing number of electricity production by State Electricity Company (PLN) until now. Overall, the improvement of energy has shown a great promise of regional development, especially in rural and remote areas.

Water

Most areas of Palembang City is flowed by rivers. The existence of the rivers in addition to water and other residence needs. Aside from these rivers, the hydrological situation in Palembang City is also determined by the presence of swamps, lakes, dams, reservoirs, springs and boreholes.



2. TOURISM FACTS



ATTRACTION

Palembang City has a number of attractive tourism destination. Ranging from natural tourist attraction, nature based tourist attraction and historical tourist attraction.

1. Musi River

Musi River is the longest river in Sumatra with a length of 750 KM. Musi River divides the city into two parts and was once the main means of transportation in Palembang. On the banks of the Musi River there are several attractions, including a floating restaurant, Arab villages, and Kuto Besak. Musi River is also the right place for a culinary tour in Palembang.

2. Puti Kayu Tourism Forest

Punti Kayu Tourism Forest is located about 6 miles from the city centre with an area of 50 ha and since 1998 designated as protected forests. In this forest there a group of monkeys: long-tail macaque (*Macaca fascicularis*) and monkey (*Macaca nemistriana*) under the Sumatran Pine wood.

Historical Tourist Attraction

1. Ampera Bridge

Ampera Bridge has become an icon and a symbol of Palembang. Was built in 1962, the bridge was completed in 3 years. Ampera Bridge connecting door Ulu and Ilir are separated by the Musi River. About 50 meters from the Ampera Bridge, there is a market which is the center of souvenir and food so that tourist can easily buy souvenirs.

2. Kemaro Island

Kemaro Island is located in the middle of the Musi River, about 6 KM from Ampera Bridge. Currently Kemaro Island is one of famous tourist attractions in Palembang. On the island there is a monastery Kemaro which is visited by Buddhists to pray and pilgrimages. There are also some interesting things in Kemaro Island, such as 9-storey pagoda built in 2006, and the tree of love. Local people believe that if lovers carved his name in the tree of love, the love affair they will continue up to the wedding.

3. Sriwijaya Kingdom Archaeological Park

The remnants of Sriwijaya site is located on the banks of the Musi River. There is an inscription and stone relics, complex of ancient pond, artificial island and canals dated from the Sriwijayan kingdom in this area. The Sriwijaya Museum is also located in this complex.



ACCESSIBILITIES

Palembang City is relatively easy to reach by both domestic and international tourist. The main entry is through Sultan Mahmud Badaruddin I International Airport in Palembang City. From the Sultan Mahmud Badaruddin I International Airport, tourist can reach Palembang City via land transportation, which takes around 15 minutes to the city central.



3. REGIONAL TOURISM POLICY



TOURISM POSITION ON REGIONAL DEVELOPMENT

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 Palembang City tourism resources and its 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 Palembang City.



REGIONAL TOURISM DEVELOPMENT OBJECTIVE

The tourism development at the Palembang City 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

4. INVESTMENT OPPORTUNITIES



KEMARO ISLAND

Coordinate : S 02°58'54.96" E104°49'26.42"

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