

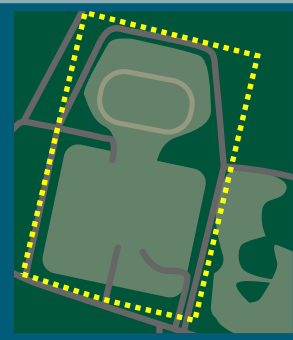
4. INVESTMENT OPPORTUNITIES



Informatin :

Potential Area

Road



PALU STRAIT

Coordinate : 0°52'42,46" S & 119°50'14,00"E

- 1) Location Width : ± 3 Ha
- 2) Owner : Local Government
- 3) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
 - a. Marine dock (93243)
 - b. Star hotel (5511)
 - c. Restaurant (56101)
 - d. Café (56303)
- 4) 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

STQ TANAH RUNTUH

Coordinate : 0°52'04,15"S & 119°53'25,01"E

- 1) Location Width : ± 5 Ha
- 2) Owner : Local Government
- 3) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
 - a. Organization of Meeting, Incentive, Conference and Exhibition (82301)
 - b. Art Performing Building (90001)
 - c. Sporting Centre (9311)
- 4) 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



CENTRE OF SULAWESI PROVINCE LOCATION



Deputy for Tourism Destination and Tourism Industry Development

Sapta Pesona Building, 4th Floor
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 3838 040
F : +62 21 3867 588

PALU CITY

CENTRE OF SULAWESI PROVINCE

INVITATION TO INVEST IN TOURISM
BASED COMMUNITY DEVELOPMENT AT :

Indonesia Tourism Invitation

Ministry of Tourism Republic of Indonesia

wonderful
indonesia



PRESENTING: PALU CITY

OUR MISSION IS TO:

- 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 PALU CITY



LOCATION

Time Zone : WITA (UTC+8)
 Coordinate : 0° 54' 0" S, 119° 50' 0" E
 Area Width : ± 395.06 km²
 Borders :
 North : Sigi-Biromaru Regency
 West : Sigi-Biromaru Regency
 South : Mukomuko Regency (Bengkulu Province)
 East : Parigi-Mountong Regency

Air Temperature : Average air temperature was highest in March (28,18°C) and the lowest air temperature occurred in July (26,64°C).
 Relative Humidity : 73% - 81%



DEMOGRAPHICS

Population : 342,754
 Density : 850 Peoples/km²
 Ethnic : Kaili, Kulawi, Pamona, Banggai, Tionghoa
 Religion : Islam, Christian, Buddhist, Hindu
 Language : Indonesian and Kaili



ECONOMY

Palu economic conditions showed quite encouraging developments characterized by high economic growth rate is 7.59 percent with a total GDP at current prices amounted to 5,332,677 million. This indicator shows that a series of fundamental

policies that have been outlined by the government to improve the performance of economic sectors have shown significant results in the development in the city of Palu. There are three economic sectors that have the greatest role in the Palu City, which are the service sector; trade, hotels and restaurants; and the manufacturing sector.



BUSINESS ENVIRONMENT

Palu city became one of a special economic zone (SEZ) in eastern Indonesia. Various preparations to set Palu as a special economic zone has been carried out, the procurement of the land area of 1,520 hectares in the district of North Palu, which includes the Pantoloan Village, Baiya Village and Lambara Village. The land area of 1,520 hectares will be divided into industrial area (700 hectares), the housing area (500 hectares), the area of education and research (100 hectares), commercial area (100 hectares), sports area (50 hectares), warehousing area (50 hectares), farm and garden area (20 hectares).



INFRASTRUCTURE

Transportation

Transportation infrastructure covering land and air transportation. Land transportation infrastructure supported by the network of national, provincial and city levels. Air transportation covered by the presence of Mutiara SIS Al-Jufri Airport, serving many domestic flight across Indonesia.

Telecommunication

All parts of the Palu City generally covered with the most kind of form of telecommunications networks.

Energy

The production of electricity is generated by the PT PLN of Palu City service area. During the 2013 there were as much as 498,641 thousand Kilo Watt of electricity produced.

Water

Based on the layout of watershed area geographically, Palu City passed by a watershed, the Palu Watershed with an area of 301,495.68 hectares. The river was never dry, because it empties into 16 creeks and rivers, such as Paneki River, Miu River, Bambanua River and Wuno River, which have upstream in Donggala regency. These rivers is very potential as a source of clean water, agriculture, and industry. The water discharge of the river that can be utilize was estimated to reach 200 litres per second.

2. TOURISM FACTS



ATTRACTION

Palu city have some natural tourist attractions which are Talise Beach, Tumbelaka Beach, Nikki Beach and Taipa Beach. Another tourist attractions are water based tourism such as the Millennium Waterpark, Winners swimming pool, Graha Tirta bathhouse. The tourism sector is very likely to be developed because of the support of adequate accommodation such as hotels and restaurants.

Another famous attraction for tourist in the Palu City is the Palu Bay Festival. Palu Bay Festival has been launched into a cultural event, the annual tourism and creative economy by Palu City Government since it was first implemented in 2003. The Palu Bay Festival has entered its sixth year of its implementation, although could not be carried out for three consecutive years on 2007, 2008 and 2009. But in 2010, this event re- implemented and juxtaposed with the week of Culture and Tourism of Central Sulawesi IX. At that time, various forms of performances and attractions of art and culture of tourism ambassador of several districts in Central Sulawesi region, as well as the presentation of the work of the best artists in the city of Palu presented in this event. Other form of tourist activities in Palu City are mostly for business travel, because of its role as the capital city of the Central Sulawesi Province.

The enactment of Palu as a Special Economic Zone (SEZ) would provide opportunities for the development of tourism it would become one of the main attraction for investors to expand their business to the City.



ACCESSIBILITIES

Palu City is relatively easy to reach by both domestic and international tourist. The main entry is through Mutiara SIS Al-Jufri Airport located in the city itself. From the Mutiara SIS Al-Jufri Airport, tourists will only need approximately around 30 minutes by car to reach the town centre.



3. REGIONAL TOURISM POLICY



TOURISM POSITION ON REGIONAL DEVELOPMENT

Palu City and Donggala Regency has been one of the main priority for the tourism development in Central Sulawesi Province, the city and its surrounding area which is the Donggala Regency has been appointed by the Ministry of Tourism, Republic of Indonesia as one of the National Tourism Development Zone in Central Sulawesi Province area.

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 Palu City and Donggala Regency natural beauty and it's potential for economic contribution through tourism development. They are welcoming every 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 Palu City and Donggala Regency.



REGIONAL TOURISM DEVELOPMENT OBJECTIVE

The tourism development at Palu 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

