



ALOE VERA CENTER

Coordinate : S 00°00'04.38" E109°21'42.20"

- 1) Located at North Pontianak Sub-district, Pontianak City, West Kalimantan.
- 2) Location Width : ± 4 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 Restaurant (56101)
 - Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - c. 1 unit 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



AMPERA SWIMMING POOL

Coordinate : S 00°02'35.35" E109°17'19.73"

- 1) Located at at Pontianak City, West Kalimantan.
- 2) Location Width : ± 4 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 Restaurant (56101)
 - Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - c. 1 unit 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

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	1	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

ALOE VERA CENTER



KHATULISTIWA PARK (EQUATOR PARK)



AMPERA SWIMMING POOL



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

PONTIANAK CITY

WEST KALIMANTAN PROVINCE



AN INVITATION TO INVEST IN TOURISM DEVELOPMENT IN :



Indonesia Tourism Invitation





WELCOME TO THE REPUBLIC OF INDONESIA
THE LAND OF SMILES....
PRESENTING:
PONTIANAK CITY, WEST KALIMANTAN 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 PONTIANAK CITY



GEOGRAPHY

Capital City : Pontianak City
Time Zone : WIB (UTC +7)
Coordinate : 0°01'LS 109°20'BT
Area Width : ± 107,82 km2
Borders :
North : Pontianak and Kubu Raya Regency
West : Kubu Raya Regency
South : Kubu Raya Regency
East : Kubu Raya Regency
Air Temperatur : 28°C -32°C
Relative Humidity : 86-92%



DEMOGRAPHICS

Population : 598.097
Density : 5.547 Peoples/km²
Labour Force : 250.153
Ethnic Group : Melayu, Dayak and Javanese
Religion : Islam, Cristianity, Budhism, Catholic, Hinduism & Konghucu
Language : Indonesian (official), Melayu language (local)



ECONOMY

Pontianak City Economic Conditions In 2014 is made up of eight sectors of economic activity coming from six districts. In 2014 the GDP has growth by 6.52 percent, slightly slower than the growth in 2013 that was amounted to 6.92 percent. Among the four sectors that drive the economic growth in Pontianak, Transport and Communications sector has grew above the average economic, the other sectors that have a high influence on the GDP are Trade, Hotel and Restaurant and Building sector.



INFRASTRUCTURE

Transportation

The transportation system in Pontianak 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 Pontianak City.

Telecommunication

Communication technologies in Pontianak City has been well implemented and have covered the entire province. Telex and facsimile are already applied to all of area in Pontianak 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, Pontianak City has shown a significance improvement. Production of electric power these days increased in line with consume and request improvement. Electricity energy represent one of requirement household and industrial, not only for lighting, but also supporting of various machine and electronic equipment.

Water

Most areas of Pontianak 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 Pontianak City is also determined by the presence of swamps, lakes, dams, reservoirs, springs and boreholes.



2. TOURISM FACTS



ATTRACTION

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

1. Palace of Kardiak

Built in 1771 by Sultan Syarif Abdurrahman Alqadrie which is the first sultan Pontianak Sultanate, the palace of Kardiak are on the Tritura, Pontianak. In the yard, there is a legacy of Japan's ancient cannons and Portuguese. While in the building, tourist can find the sultan's throne and the queen, complete with photographs, clothing sultan and various other collections belonging to the sultan.

2. Jam'i Pontianak Mosque

Jami Pontianak is located approximately 200 meters from the palace Kardiak. This mosque is also known as Masjid Sultan Syarif Abdurrahman. The mosque became a witness the origin of the town of Pontianak. There are four main pillars of wood purchases with a diameter of 0.5 meters. In addition, the mosque can accommodate 1,500 worshipers is made in the style of houses on stilts to avoid flooding when the Kapuas River overflowed.

3. Equator Monument

Equator Monument are located about 3 km from the city center. Here, there is a museum that contains information about the imaginary line of the earth. There is also a souvenir shop that sells miniature Equator Monument. The best time to visit tourist attractions in equator monument are on March 21 to 23 or 21 to 23 September. At that time, there was a natural phenomenon where the sun is directly above the equator so that all the objects that are above this line will not have a shadow.

4. Aloe Vera Center

Aloe Vera Center is where the cultivation of aloe vera plant which are on the Budi Utomo, Siantan Hulu, North Pontianak. Here, tourist can find aloe vera with giant size, every frond can 1.2 kg of weight. Tourist can also see the processing of this plant into a variety of foods such as jelly, sweets and flour. In addition, aloe vera is also processed into cream for the skin. Tourist can also buy a variety of refined products was as souvenirs for friends and family at home.



ACCESSIBILITIES

Pontianak City is relatively easy to reach by both domestic and international tourist. The main entry is through Supadio Airport in Pontianak City located about 17 km to the city central. From the Supadio Airport, tourist can reach Pontianak City via land transportation, which takes around 30 minutes - 1 hour by car, though it depends on which destination that the tourists are going to visit, considering the area of the City.



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 Pontianak City 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 Pontianak City.



REGIONAL TOURISM DEVELOPMENT OBJECTIVE

The tourism development at the Pontianak 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



■ KHATULISTIWA PARK (EQUATOR PARK)

Coordinate : S 00°00'00.00" E109°19'17.96"

- 1) Located at Pontianak City, West Kalimantan.
- 2) Location Width : ± 7.3 hectare (land)
- 3) Owner : Local Government, National Government and Private
- 4) The first phase of Theme Park is under construction
- 5) Tourism Business Opportunities (including the investment code of the Standard Classification of Indonesian Business Fields for Tourism):
 - a. 1 unit of Three Star Hotel (5511) with 80 rooms.
• Estimated required initial funds: IDR 44 Billion (Excluding land lease, license and permit fees)
 - b. 2 units of Restaurant (56101)
• Estimated required initial funds: IDR 5 Billion (Excluding land lease, license and permit fees)
 - c. 2 units of Café (56303)
• Estimated required initial funds: IDR 2.5 Billion (Excluding land lease, license and permit fees)
- 6) 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