

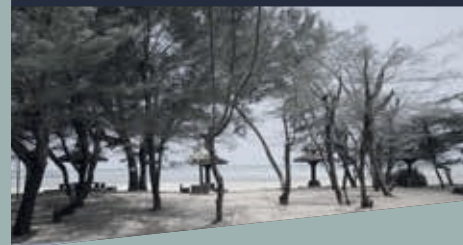
2. TOURISM DEVELOPMENT

A. LOMBANG BEACH

Coordinate : 6°56'6,33" S & 114°3'52,39"E

The location width available for investment are around 2,1 Ha, the opportunities are available for eco-sensitive development of several business field (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)
- Sport Facilities: Billiard house (93111), Tennis Field (93116) & Swimming center (93114)
- Recreational Park (93232) and Theme Park (93210)
- Enclave Management (91022) of the "Living history" ethnic village

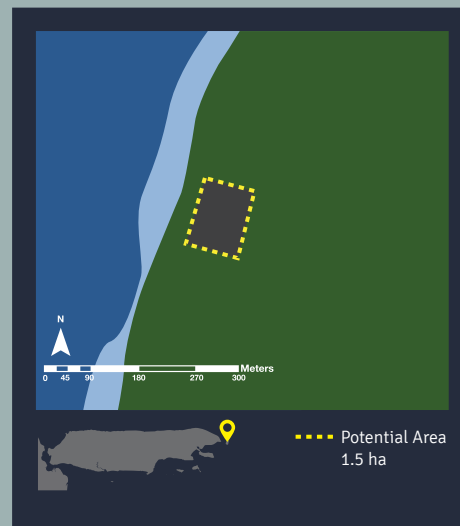


B. GILIYANG ISLAND

Coordinate : 6°58'30,61" S & 114°10'8,27"E

The location width available for investment are around 1,5 Ha, the opportunities are available for eco-sensitive health tourism development of several business field (including the investment code for every business field):

- Health Spa (96122)
- Health Villa (55194)



MAP : SUMENEP REGENCY
EAST JAVA PROVINCE



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**SUMENEP
REGENCY**
EAST JAVA PROVINCE



INVITATION TO INVEST IN TOURISM
BASED COMMUNITY DEVELOPMENT AT :



Indonesia
Tourism
Invitation



Ministry of Tourism Republic of Indonesia



wonderful
indonesia



PRESENTING SUMENEP REGENCY, EAST JAVA PROVINCE, THE COASTAL DESTINATION OPPORTUNITIES.

1. DEVELOPMENT OVERVIEW



LOCATION

- a. Sumenep Regency located at East Java Province on Madura Island, North East to Surabaya City, the capital city of East Java Province.
- b. Capital city of the regency : Sumenep City
- c. Land area of the regency : 2.093,45 sq. Km
- d. Number of island : 126 Islands
- e. Geographic Coordinates :
Latitude : 4°55'-7°24' N
Longitude : 113°32'54"-116°16'48 E
Time zone : GMT+07, Western Indonesia Time



TOURISM RESOURCES

Sumenep Regency is renowned for its unique white sand Lombang Beach which covered by the rare CasuarinaEquisetifolia spreading along the beach, creating a calm and cool atmosphere. In addition to coastal tourism, Sumenep Regency offers boundless small islands tourism opportunities with its 126 islands. One of the most unique island at Sumenep Regency is the Giliyang Island, renowned for its high air oxygen content up to 21, 5%, making it a perfect place for a health tourism resort destination. The opportunities for islands and marine tourism on Sumenep Regency are boundless, including stilt accommodation, cruising, sailing and fishing.



ACCESSIBILITIES

Sumenep Regency could be reach by both international and domestic tourist via:

- A. Bus Terminal : AryaWiraraja Type A Bus Terminal
- B. Seaport : Kalianget Seaport (connecting Sumenep Regency main island with its small islands)
- C. Local Airport : Trunojoyo Airport
- D. Nearest International Airport
 - 1). Juanda International Airport, Surabaya
 - 2). NgurahRai International Airport, Bali



ACCOMMODATION

Coastal and islands sustainable tourism development concept adopted at Sumenep Regency 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.



SUMENEP REGENCY



MARKETING

In order to attract more tourist both domestic and international to visit Sumenep Regency, the local government implemented several strategy as follow:

- a. Marketing development focused on local, regional, domestic and international tourist, followed by the optimization of the existing tourist attraction in order to compete with other destinations.
- b. Development and enhancement of the information system for a better and more effective marketing quality, provide ease for tourist who are looking for the existing tourist attraction information.
- c. Improvement and enhancement of the service quality for the tourist visiting Sumenep Regency.
- d. Development of various tour package, such as nature, cultural and special interest tourism.



TOURIST ARRIVAL

The main market for the existing tourist attraction at Sumenep Regency are the domestic tourist, there number of international tourist is limited. The investors are encourage to develop many other tourist attraction opportunities in order to attract more domestic and international tourist. The data for domestic and international tourist arrival on 2013 is presented in the following table:

Month	Domestic	International
January	126.555	38
February	86.481	28
March	47.809	2
April	62.623	17
May	109.027	10
June	144.830	9
July	17.319	2
August	83.198	7
September	20.619	7
October	59.594	20
November	30.239	2
December	63.462	1
Total	851.756	143

Source: Sumenep Regency Tourism Office

