



**LIKUPANG** SPECIAL ECONOMIC ZONE  
*PULISANBAY*



**Likupang** Special Economic Zone supports **UN SDG** by balancing sustainability in all aspect - cultural, nature, people and economy.



## Smart & Sustainable Tourism

THROUGH NATURE & CULTURAL CONSERVATION







# GEO LOCATION



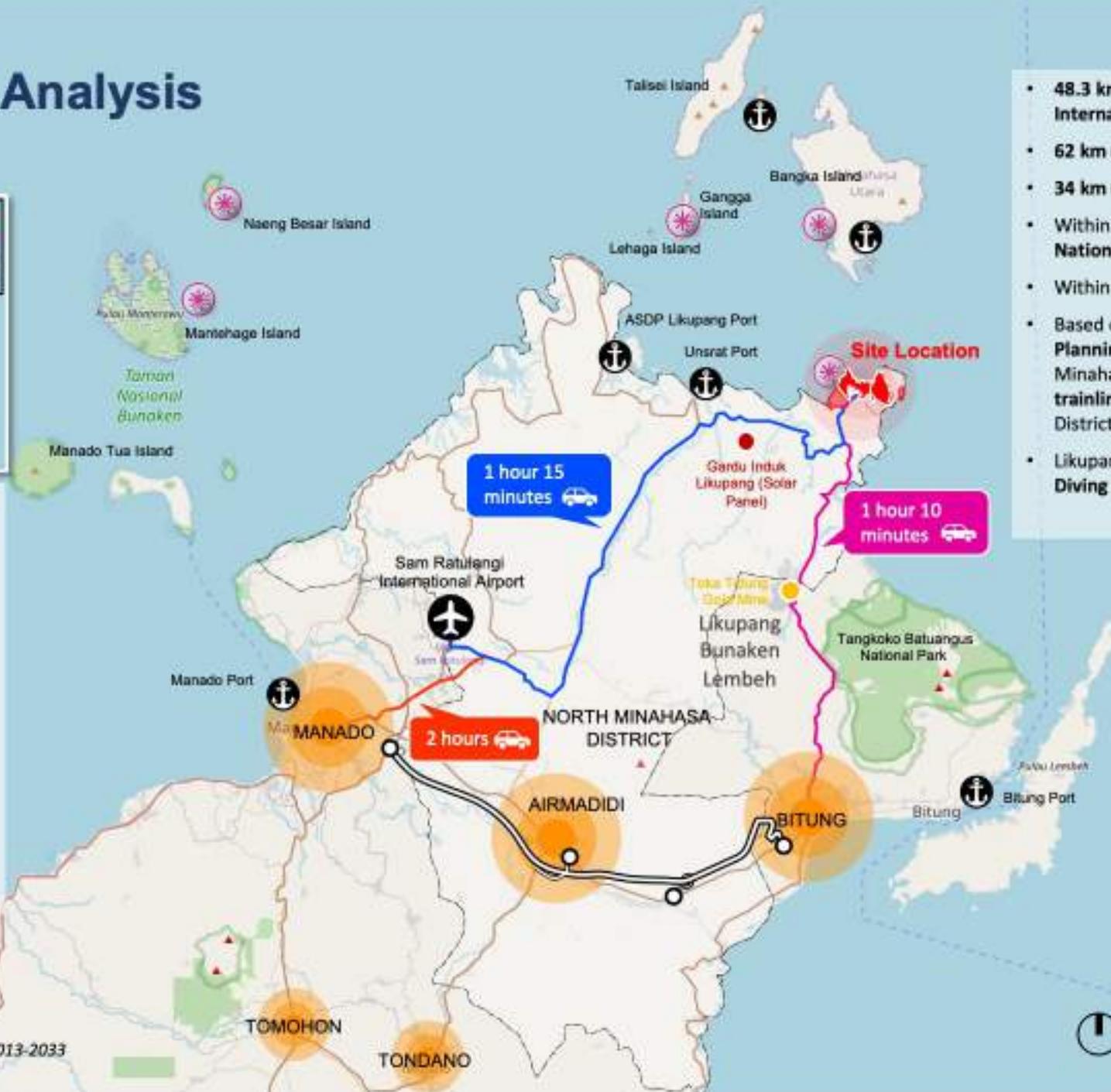
# Macro Context Analysis

## North Sulawesi



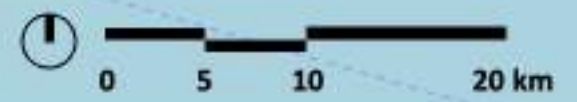
**LEGEND**

- : Site Location
- : Main Cities
- : Airport
- : Port
- : Toll Road
- : Artery Road (Provincial Road)
- : Collector Road (Provincial Road)
- : Route from Sam Ratulangi International Airport
- : Route from Manado
- : Route from Bitung



- 48.3 km (1h 30m driving) from Sam Ratulangi International Airport
- 62 km (1h 50m driving) from Manado City
- 34 km (1h 5m driving) from Bitung City.
- Within 20 km radius to Tangkoko Batu Angus National Park.
- Within 40 km radius from Bunaken National Park.
- Based on the North Minahasa District Policy Planning of 2013-2033 (RTRW Kabupaten Minahasa Utara 2013-2033), there is a plan for trainline that connects Bitung City, North Minahasa District and Manado City.
- Likupang has a potential to attract tourists through Diving Attraction.

Source :  
 • RTRW Kabupaten Minahasa Utara Tahun 2013-2033



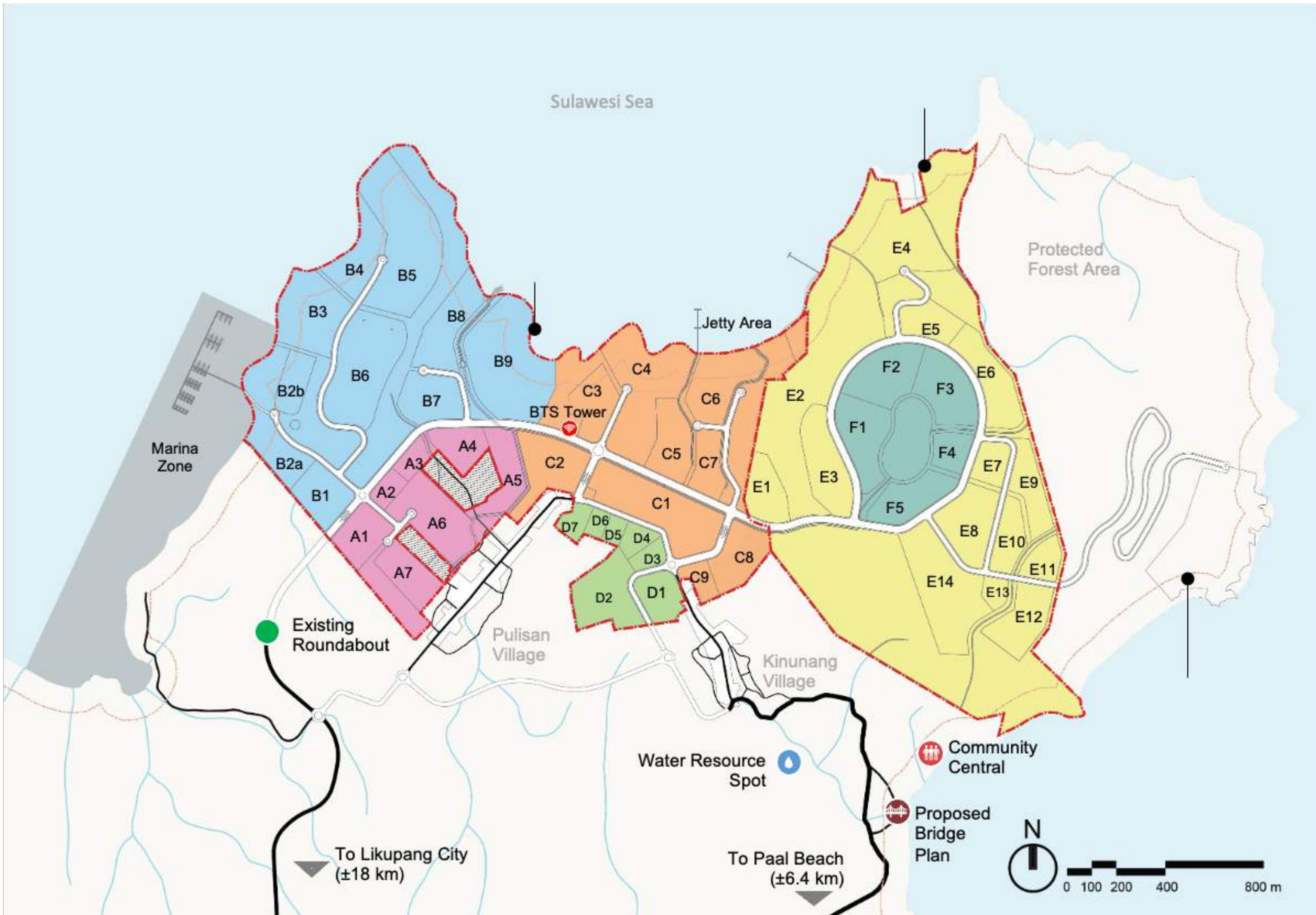


**MASTERPLAN LEGEND**

- ① Main Gate Entrance
- ② Visitor Centre, Cultural Village & UMKM Centre
- ③ Data Centre
- ④ MICE
- ⑤ Marina Area
- ⑥ Jetty Area
- ⑦ Beachfront Resort Hotel
- ⑧ Clifftop Resort Hotel
- ⑨ Special Resort Hotel (Tented / treetop)
- ⑩ Garden Resort Hotel
- ⑪ Boutique Hotel
- ⑫ Sports Complex
- ⑬ Lifestyle Retail Village
- ⑭ Amphitheatre
- ⑮ Healthcare
- ⑯ Dormitory
- ⑰ School (Training Centre)
- ⑱ Parking
- ⑲ Religion Complex
- ⑳ Biking Trails Area
- ㉑ Villatel
- ㉒ Resort homes
- ㉓ Low-rise Condo Villa
- ㉔ Solar Panel Farm
- ㉕ Conservation Area







**DISTRICT DIVISION**

- Area A** Cultural & Innovation
- Area B** Eco Marina
- Area C** Central Destination
- Area D** Eastern Gateway
- Area E** Hilltop Community
- Area F** Lakeside





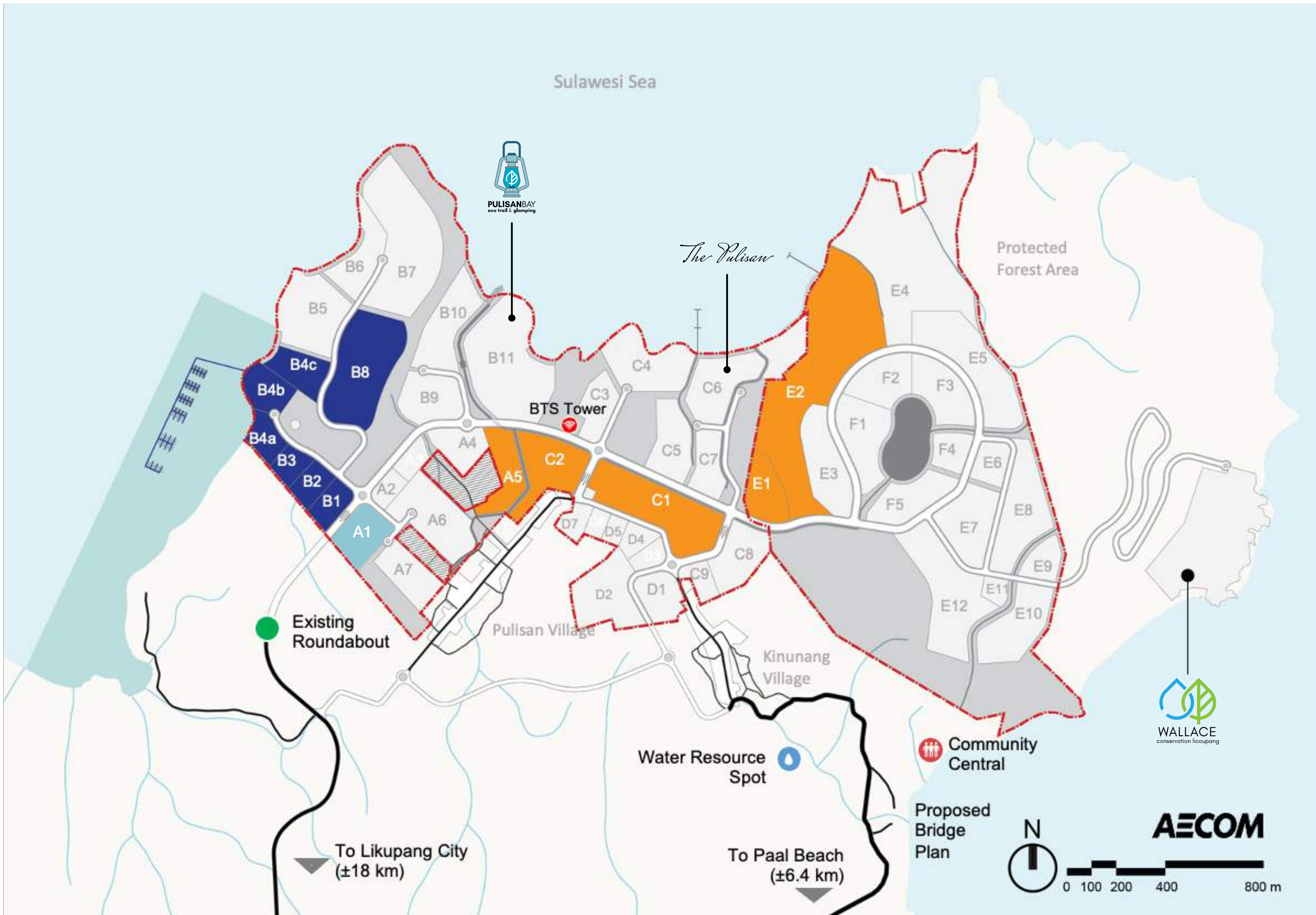
CULTURAL VILLAGE

SPORT COMPLEX

WATERFRONT CITY

PHASE 1



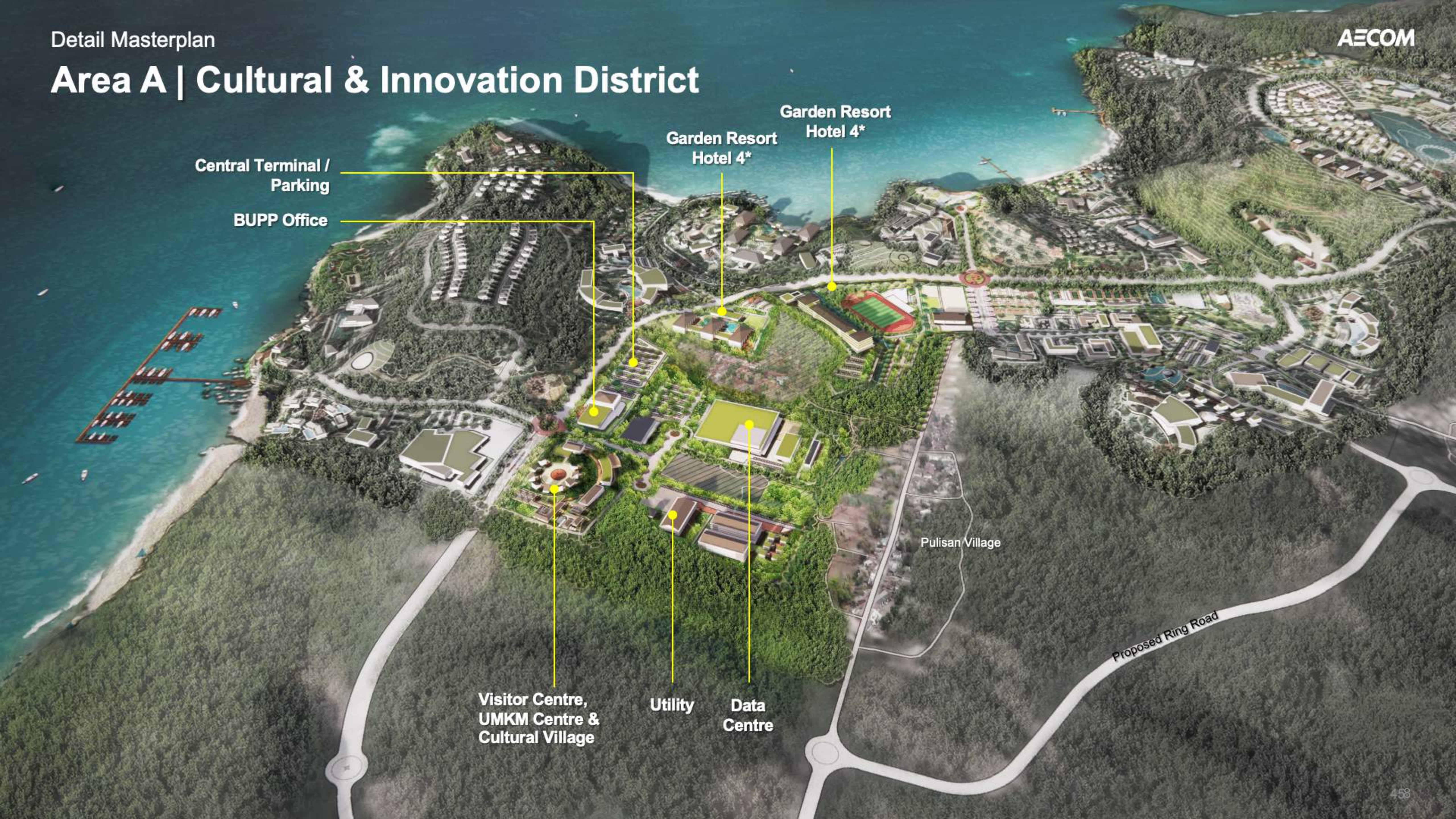


**MAIN CORE ZONE**

-  **B1 MICE**
-  **B4 Marina, Retail & Hotel**
-  **C1-2 Sport Complex**
-  **A1 Cultural Village**



# Area A | Cultural & Innovation District



Central Terminal /  
Parking

BUPP Office

Garden Resort  
Hotel 4\*

Garden Resort  
Hotel 4\*

Visitor Centre,  
UMKM Centre &  
Cultural Village

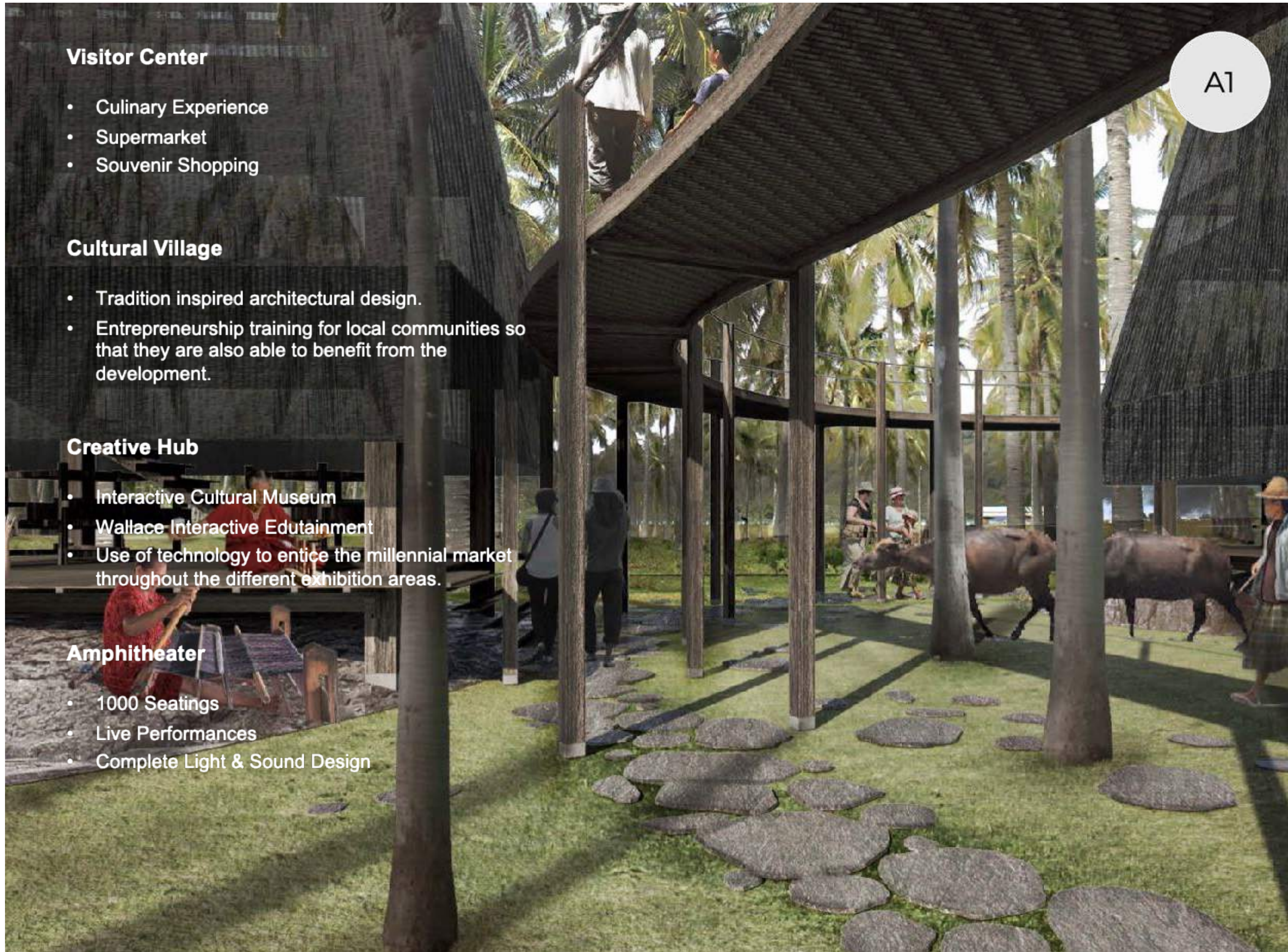
Utility

Data  
Centre

Pulisan Village

Proposed Ring Road





A1

**Visitor Center**

- Culinary Experience
- Supermarket
- Souvenir Shopping

**Cultural Village**

- Tradition inspired architectural design.
- Entrepreneurship training for local communities so that they are also able to benefit from the development.

**Creative Hub**

- Interactive Cultural Museum
- Wallace Interactive Edutainment
- Use of technology to entice the millennial market throughout the different exhibition areas.

**Amphitheater**

- 1000 Seatings
- Live Performances
- Complete Light & Sound Design

**A1 INVESTMENT ESTIMATES**

**Land**

Size: 3.6 Ha  
 Lease Price: IDR 85,000/ sqm/ annum | US\$ 6,071  
 Period of Lease: minimum 35 years, maximum 85 years  
 Total Lease: IDR 107,100,000,000 | US\$ 7.650.000

**Estimated Building Cost**

IDR 202,000,000,000 | US\$ 14.428.571,42  
 • With spec as recommended for the design done by MPRD.

**Estimated Opening CAPEX**

IDR 150,000,000,000 | US\$ 10.714.285,71  
 Price may vary according to specification.

**Estimated Total Investment**

IDR 352,000,000,000 | US\$ 25.142.857,14  
 Price not inclusive of OPEX and is only a rough estimate.

**Business Model**

- Partnership with Land Owner
- Revenue Stream: Entry Tickets, Event Space Rent, Retail & FB.

\*Prices subject to change due to exchange rate



Conceptual Masterplan  
**Marina City**



*Disclaimer: Subject to change and further detailing*



# Area B | Eco-Marina District Landscaping



Cape Saint Mary, Nova Scotia

**Lighthouse Seafront Park**



NorthShore Coastalk Walk

**Coastal Boardwalk**



Penang Ecohill

**Vista Point**



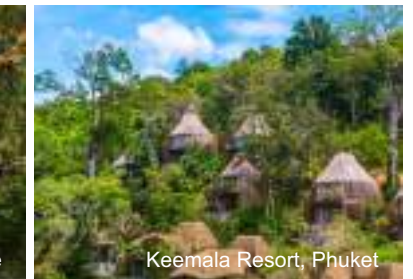
Sani Resort, Greece

**Trail Track**



Mandai Rainforest Park, Singapore

**Treetop Walk**



Keemala Resort, Phuket

**Clifftop Resort**



# Marina & Retail

## Jetty, Marina Facilities & Commercial Area



### Jetty

- 200 berths
- Floating Commercial Space

### Marina Facilities

- Immigration Office
- Custom Clearance Office
- Boat Workshop
- Marina Harbour
- Harbour Master & Marina Administration
- Administration Office & Security
- Dry Stacking
- Clean Water Station
- Dry Berth (50 units)
- Fuel Dock

### Commercial Area

- Boat Supply Shop
- Yacht Club & Facilities
- Retail Area
- Bar & Restaurants
- Water Sport Center
- Open Space & Recreation Area
- Bonded Area

## INVESTMENT ESTIMATES

### Estimated Building Cost for JETTY

IDR 500,000,000,000 | US\$ 35.714.285,71  
Price may vary according to choice of materials used.

### Estimated Building Cost for RETAIL

IDR 150,000,000,000 | US\$ 10.714.285,71  
Price may vary according to choice of materials used.

### Estimated Building Cost for ROAD NETWORK

IDR 25,000,000,000 | US\$ 1.785.714,28  
Price calculated based on standard road network guideline.

### Estimated Total Building Cost

IDR 675,000,000,000 | US\$ 48.214.285,71

\*Prices subject to change due to exchange rate



# Beachfront Resort Hotel



B4c



## INVESTMENT ESTIMATES

### Land

Size: 3.2 Ha

Lease Price: IDR 85,000/ sqm/ annum | US\$ 6,071

Period of Lease: minimum 35 years, maximum 85 years

Total Lease: IDR 95,200,000,000 | US\$ 6.800.000

### Estimated Building Cost

IDR 300,000,000,000 | US\$ 21.428.571,42

• Bamboo theme design.

• Price may vary according to choice of materials used.

### Estimated Opening CAPEX

IDR 50,000,000,000 | US\$ 3.571.428,57

Price may vary according to operational specification.

### Revenue Assumptions

IDR 1,760,000/ room/night | US\$ 125,71

### Business Model

- Full Investment with Land Lease
- Partnership with Land Owner

\*Prices subject to change due to exchange rate

### Hotel Type, Star Rated & Price Classification

Beachfront Resort Hotel

5 Star

Upper Upscale Hotel

### Development Plan, Area & Room Key

Wing

2.7 Ha

35 Hotel Density

95 to 100 keys

### Estimation

Visitation: 52,503

Workforce: 193

Development: 2023

Operational: 2024



# Bamboo Theme MICE

Meetings, Incentives, Conferences, and Exhibitions



### MICE Facilities

- 1,300 pax Conference Hall
- Session Halls
- Meeting Rooms
- Break-Out Green Open Space
- Customer Service Facilities

### Technical Equipment for Events

- Internet Connection and WiFi
- Video and Sound
- Projection and Presentation
- Interpreting Equipment
- Lighting

### Catering

- Restaurant Facilities
- Banquet Facilities

### Security for Participants

- Privacy Guarantee
- Security Facilities
- Medical Emergency Facilities

## INVESTMENT ESTIMATES

### Land

Size: 2.1 Ha

Lease Price: IDR 85,000/ sqm/ annum | US\$ 6,071

Period of Lease: minimum 35 years, maximum 85 years

Total Lease: IDR 62,475,000,000 | US\$ 4.462.500

### Estimated Building Cost

IDR 280,000,000,000 | US\$ 20.000.000

- Bamboo theme design.
- Price may vary according to choice of materials used.

### Estimated Opening CAPEX

IDR 50,000,000,000 | US\$ 3.571.428,57

Price may vary according to operational specification.

### Estimated Total Investment

IDR 392,475,000,000 | US\$ 28.033.928,57

Price not inclusive of OPEX and is only a rough estimate.

### Business Model

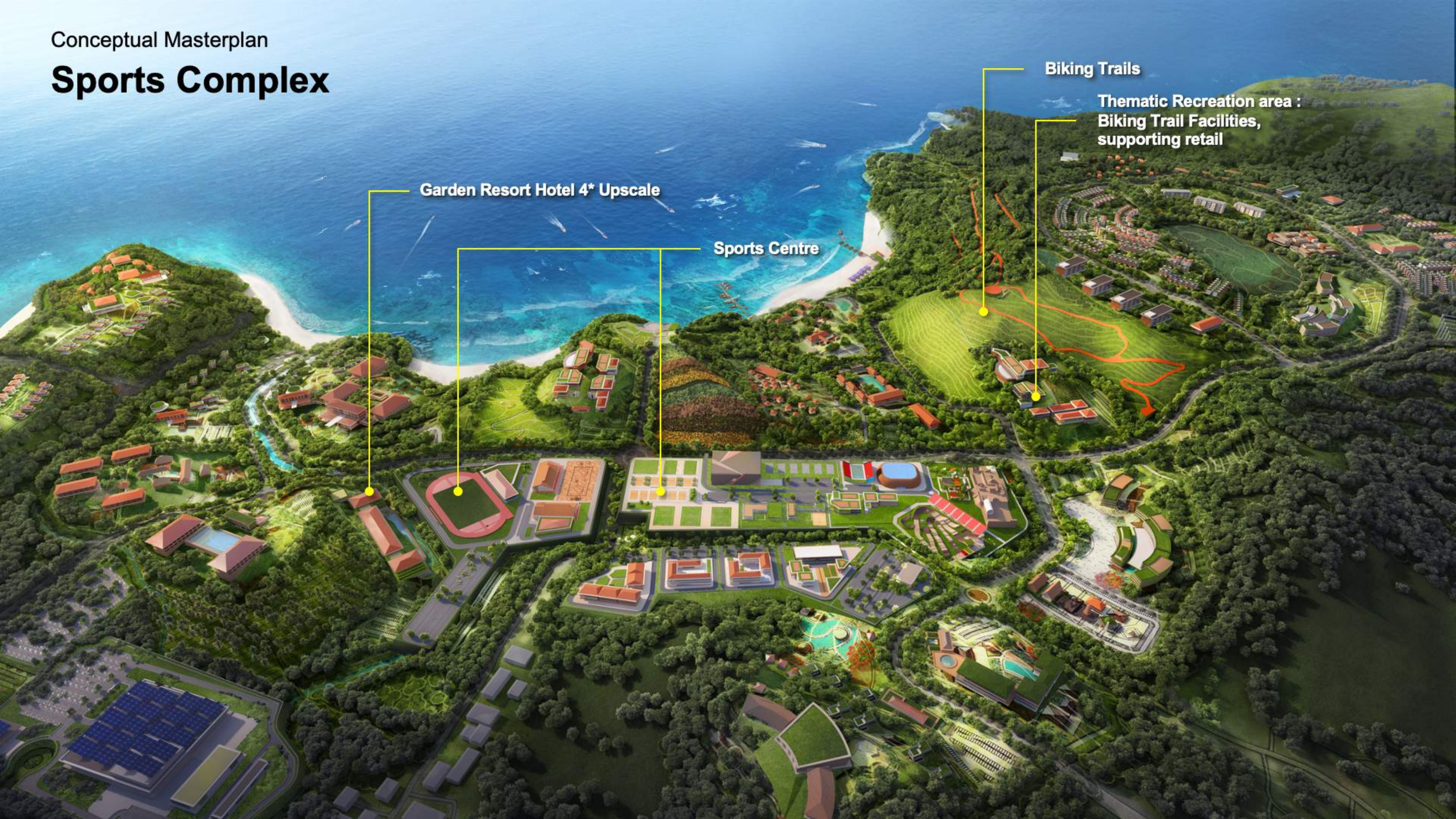
- Full Investment with Land Lease
- Partnership with Land Owner

\*Prices subject to change due to exchange rate



Conceptual Masterplan

# Sports Complex



Garden Resort Hotel 4\* Upscale

Sports Centre

Biking Trails

Thematic Recreation area :  
Biking Trail Facilities,  
supporting retail





**Athletic & Soccer field**  
2.9 Ha

**Equestrian**  
1.9 Ha

**Beach Handball**

**Gym & Clinic**

**Aquatic Arena**  
0.9 Ha

**E2**  
(Biking Trails)

**A5**  
(Garden Resort Hotel 4\*)

**E1**  
(Thematic Recreation Area)

A1

**Parking Area**  
0.9 Ha

**Beach Tennis/  
Beach Volleyball**

**Dormitory**

**Pump Track & Skate Park**  
1.6 Ha

**BMX Track**  
2.2 Ha

**Beach Soccer**

1

2

3

4

5

6

7

9

8



Estimated Investment

# Sport Complex

Land, Build and Opening CAPEX

C1-2



## Estimated Building Cost

IDR 350,000,000,000 | US\$ 25.000.000

- Bamboo theme design.
- Price may vary according to choice of materials used.

## Estimated Opening CAPEX

IDR 150,000,000,000 | US\$ 10.714.285,71

Price may vary according to operational specification.

## Estimated Total Investment

IDR 500,000,000,000 | US\$ 35.714.285,71

Price not inclusive of OPEX and is only a rough estimate.

## Business Model

- Partnership with Land Owner

## Program

- Bamboo Planting
- Sustainable & Impactful
- Tournaments
- Events
- Trainings

\*Prices subject to change due to exchange rate





# Pulisanbay

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